

Future of Customer-Centric Managerial Insights 2024

Hosted by UTS Business School Marketing DG

Start **Finish** **CB08.03.005 Auditorium**

Tuesday, 25th June 2024

12:00pm 12:30pm Registration; light lunch will be provided

12:30pm 12:45pm **Welcome address:** Head of Marketing Discipline Group David Waller & Associate Professor Ofer Mintz

12:45pm 1:30pm **Industry Session:** Three Industry Challenges that Academics Can Solve

- **Adam Good** (Founder of Auric Experiences; and former Chief Digital Transformation Officer and Executive Director of Marketing Technology of WPP)
- **Gai Le Roy** (CEO of IAB Australia)
- **Yitong Wang** (Former Head of Seller Growth and Head of Service Delivery for Center of Satisfaction at the Alibaba Group)

1:30pm 2:25pm **Academic Session 1:**

- **Shuba Srinivasan (Boston U.):** Turning the Tide: How Firms Mitigate Sociopolitical Risks Through Strategic Responses
- **Dominik Papies (U. Tübingen):** The Impact of Social Media on Media on Music Demand: Evidence from a Quasi-Natural Experiment
- **Samuel Stähler (Tilburg U.):** The Unheard Voice of Marketing Research: Breaking Through to News and Social Media

2:25pm 2:45pm Break

2:45pm 4:00pm **Academic Session 2:**

- **Vamsi Kanuri (Notre Dame):** Retaining Customers after Financial Fraud: The Effect of Blame Attribution on Customer Churn
- **Linda Court Salisbury (Boston College):** The Influence of Multilingual Digital Tools on Mortgage Borrower Decisions and Outcomes
- **Jake An (UTS):** Motivating Consumers via Goal Enabling Technology: The Role of Goal Difficulty Dimensions

4:00pm 4:15pm Break

4:15pm 5:30pm **Academic Session 3:**

- **Renana Peres (Hebrew U.):** Customer Centered Data Ownership: Putting Consumers in Control of Their Data
- **Olivier Rubel (U. California Davis):** Managing Conflicts Between Marketing and Sales: Customer Acquisition in Business Markets
- **Kapil Tuli (Singapore Management U.):** Securing a Calibrated Marketing Budget

5:30pm 5:45pm Conclusion

6:30pm 10:00pm Dinner at Opera Bar

Program

Tuesday 25 June 2024

UTS Business School, 14-28 Ultimo Rd, Ultimo NSW 2007

CB08.03.005: Building 8, Level 03, Room 005

12:00pm – 12:30pm: Registration; light lunch will be provided on Level 3

12:30pm – 12:45pm: Welcome Address: Head of Marketing Discipline Group David Waller & Associate Professor Ofer Mintz, UTS



David Waller is Associate Professor and Head of the Marketing Discipline Group. David has worked in the banking and film industries, and has taught at a number of universities, including University of Newcastle, University of New South Wales and Charles Sturt University.

He has published over 80 refereed journal articles, including Journal of Advertising; Journal of Advertising Research; European Journal of Marketing, Journal of Consumer Marketing; International Journal of Advertising; Marketing Intelligence and Planning; and Journal of Marketing Communications. David has also authored/co-authored several books, including the leading Australian introductory marketing textbook: Marketing, with Greg Elliott and Sharyn Rundle-Thiele; Advertising: An Integrated Marketing Communications Perspective, with George Belch, Michael Belch, Gayle Kerr, and Irene Powell; and Designing and Managing a Research Project: A Business Students Guide with Michael J. Polonsky; and workbooks How To Prepare a Marketing Plan, How To Prepare a Promotional Plan, Tofu Tiger: The Marketing Plan, Mountain Bike Mania: The Promotional Plan, and Developing your Integrated Marketing Communication Plan. In 2022 he received the ANZMAC Distinguished Marketing Educator Award.

12:45am – 1:30pm: Industry Session: Three Industry Challenges that Academics Can Solve

Session Chair: Associate Professor Ofer Mintz, UTS



Gai Le Roy is the CEO of IAB Australia which is the peak advocacy, research & standards industry body representing the \$14 billion Australia digital advertising industry. Gai has worked in the media industry for 30 years in the digital ad industry and held senior strategy, data and research roles at Fairfax, Nielsen, ninemsn & Gateway Research.



Adam Good is the founder of Auric Essentials, a wellness tech start-up pioneering mental healthcare with personalised aroma-based experiences. With over 25 years of experience in digital transformation, Adam has led innovative customer digital services and platforms across the United States, China, Australia, New Zealand, and Singapore. He has held leadership roles at Tribal DDB Worldwide, Dentsu, and WPP, and was the executive producer for News Interactive and MSN Australia.



Yitong Wang is a scholar and practitioner with expertise in consumer decision-making, data analytics, and customer service operations. He was an assistant professor at Tsinghua University in China and lecturer/senior lecturer at UTS. In 2019, he joined Alibaba Group, where he held various leadership roles, such as Head of Business Decision and Analytics and Head of Service Operations in Taobao and Tmall platforms.



Ofer Mintz is an Associate Professor of Marketing at the University of Technology Sydney. Ofer's research focuses on marketing analytics, marketing strategies, and marketing's role in start-up firms. His research has been published in Journal of Marketing, Marketing Science, Journal of International Business Studies, International Journal of Research in Marketing, and World Economic Forum, among other managerial and academic outlets. Ofer is also the author of "The Post-Pandemic Business Playbook: Customer-Centric Solutions to Help Your Firm Grow."

Ofer is the first Australian-based scholar to have his research win the Buzzell Award "greatest impact on marketing thought and practice" over the past two years by the Marketing Science Institute (in 2021), which was awarded for research w/Tim Gilbride, Imran Currim, and Peter Lenk identifying the right metric(s) for the right marketing-mix decision. In addition, Ofer, along with his co-authors, was nominated as a finalist for the Buzzell Award by the Marketing Science Institute in 2019 for research examining drivers of metric use for marketing decisions in 16 countries. Recently, Ofer's research with Subrina Lu on metaverse marketing was awarded the best paper in the Journal of Academy of Marketing Science Review.

1:30pm – 2:25pm: Academic Session 1

Professor Shuba Srinivasan, Boston University

Shuba Srinivasan is the Adele and Norman Barron Professor of Marketing at BU Questrom School of Business. Her research focuses on strategic marketing problems, in particular linking marketing to financial performance. She has authored over fifty publications in academic journals. Shuba received her PhD in Marketing at the University of Texas Dallas, where she worked with Dr. Frank Bass. Her research has received the Lilien ISMS-MSI Practice Prize, the EMAC and the WITS Best Paper Awards, the Google-WPP Research and Amazon Research Awards, and has been a finalist for the O'Dell and Paul Green Awards. She is a strong contributor to the BU's teaching and programmatic efforts and has consulting experience with a wide spectrum of companies.



Title: “Turning the Tide: How Firms Mitigate Sociopolitical Risks Through Strategic Responses”

Co-Authors: Chen Jing and Dokyun Lee

Abstract: Despite growing concerns about the harm of sociopolitical (SP) firm risk events, systematic empirical research on this topic is sparse. We use data from 221 events across 141 firms and Twitter between January 2018 and April 2019 to explore whether firms can lessen the adverse effects of SP events through diligent response strategies, as observed in public sentiment on social media and among investors. Applying natural language processing to segregate SP-related discourse and employing event study approaches including the staggered difference-in-differences method, we discover that intensive, concerted responses by firms significantly mitigate negative sentiments arising from SP crises. These high-effort strategies not only deflect public focus from contentious SP issues but also improve the firm's social media sentiment. Moreover, we show that robust brand equity and strong environmental, social, and governance performance act as shields during SP crises when firms engage in high-effort responses. From an investor standpoint, while such responses align with the reputation of well-regarded brands and may be associated with increased stock returns, they can have the opposite effect when the wrongdoers are only loosely connected with the firm (i.e., not a full-time employee).

Professor Dominik Papies, University of Tuebingen

Dominik Papies is a Professor of Marketing at the School of Business and Economics at the University of Tübingen in Germany and member of the University's Cluster of Excellence “Machine Learning for Science”. His substantive research interests focus on how digitization and new technology affect markets and business models. In the methodological domain, Dominik studies the boundaries of established and the potential of new methods of causal identification and addressing endogeneity in market response models, also exploring the potential of Machine Learning methods. His research has been published in the top-tier journals of the field (e.g., *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*). His work has been funded, e.g., by the German Research Foundation (DFG) and the Marketing Science Institute. Dominik is on the ERB of the *Journal of Marketing Research* and the *Journal of Marketing*.



Title: “The Impact of Social Media on Music Demand: Evidence from a Quasi-Natural Experiment”

Abstract: The digital age has significantly changed how music is consumed, promoted, and monetized. Social media platforms like TikTok are playing a pivotal role in this transformation. This shift has sparked a debate within the music industry: While some stakeholders see social media platforms like TikTok as opportunities to boost songs to viral status, others raise concerns about potential cannibalization effects, fearing that such exposure might reduce revenue from streaming services like Spotify. In this paper, we evaluate the effect of a song's presence - or absence - on social media on its demand on music streaming services using a quasi-natural experiment: Universal Music Group's (UMG) - one of "The Big 3" record labels - decision to remove its entire content library from TikTok in February 2024. We use representative samples covering close to 50% of the US and 94% of the German streaming markets, employing a difference-in-differences approach to compare the streaming consumption of songs that were removed from TikTok with those that were not. We find that UMG's removal of music from TikTok led to a 2-3% increase in streams on audio platforms for affected songs, indicating substitution effects. However, this average treatment effect masks significant heterogeneity: older songs and songs with less promotional support elsewhere saw a decrease in streaming consumption, suggesting that TikTok helps consumers discover or rediscover content that is not top of mind for consumers.

Assistant Professor Samuel Stähler, Tilburg University

Samuel Stähler, an Assistant Professor of Marketing at Tilburg University since December 2018, specializes in communication, media management, and marketing finance. His empirical research has received several international awards and has appeared in top journals such as *Journal of Marketing* and *International Journal of Research in Marketing*.

Title: "The Unheard Voice of Marketing Research: Breaking Through to News and Social Media"

Co-Author: Michael Haenlein



Abstract: Despite efforts by business schools, journals, and researchers to broaden the reach of marketing research beyond academia, the average article earns merely 0.6 press mentions and 3.5 social media citations. This study investigates how academic marketing research gains attention in news and social media and which factors mediate this process. Through an analysis of 15,900 marketing articles published from 2011 to 2019 and two experiments involving journalists and PR managers, we show that female co-authorship, involving a practitioner, and choosing a topic related to Better-Marketing-For-A-Better-World leads to substantially more news and social media mentions. Specifically, including at least one female author or a practitioner can boost press citations by 20% and 57%, respectively. In addition, we identify several other factors related to writing style, topic choice, and journal characteristics significantly impacting media attention.

2:25pm – 2:45pm: Break, Level 3 Public Area

2:45pm – 4:00pm: Academic Session 2

Associate Professor Vamsi Kanuri, Notre Dame (Indiana, USA)

Vamsi Kanuri is the Viola D. Hank Associate Professor of Marketing at the University of Notre Dame's Mendoza College of Business. His research evaluates the performance and consumer welfare implications of marketing strategies. Prof. Kanuri's research has appeared or forthcoming in leading marketing and management journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *MIS Quarterly*, *Production and Operations Management*, *Strategic Management Journal*, *International Journal of Research in Marketing*, and *Harvard Business Review*, among other journals, books, and popular press outlets. His research has been recognized with prestigious academic awards from the AMA, AMS, INFORMS, and Decision Sciences organizations for its impact on marketing practice. He frequently consults with companies on topical marketing problems and builds statistical models that aid managerial decision-making. Prof. Kanuri currently teaches managing digital engagement and applied consumer science in the undergraduate and executive MBA programs.



Title: "Retaining Customers after Financial Fraud: The Effect of Blame Attribution on Customer Churn"

Co-Authors: Sriram Somanchi and Rahul Telang

Abstract: The financial industry is plagued with account-based fraudulent transactions where perpetrators surreptitiously siphon away money from customer accounts. Firms spend billions yearly combating this fraud by investigating transactions. The primary goal of such investigations is to identify and attribute blame to the perpetrator. Although financial institutions anecdotally believe that blame attribution is necessary to restore customer trust in a firm's ability to safeguard sensitive information, its actual effect on short-term and long-term customer behaviors remains unknown. Using a rich dataset from a major U.S. financial institution and an array of quasi-experimental and machine learning techniques, we attempt to offer the first empirical assessment of the association between blame attribution following an account-based fraud investigation and subsequent customer churn. The results provide novel and actionable insights into whether and when attribution-based efforts yield higher customer retention.

Associate Professor Linda Salisbury, Boston College

Linda Court Salisbury's general research interests are in consumer decision-making, with a primary focus on financial decisions and temporal aspects of consumer expectations, preference, and choice. She has examined phenomena such as financial vulnerability, debt repayment, information disclosure, credit scoring, choice diversification, preference uncertainty, and customer satisfaction. Her research has appeared in academic journals such as the *Journal of Marketing Research*, the *Journal of Consumer Research*, *Marketing Science*, the *Journal of Consumer Psychology*, and the *Journal of Public Policy & Marketing*.



Title: "The Influence of Multilingual Digital Tools on Mortgage Borrower Decisions and Outcomes"

Co-Authors: Avni Shah and Simon J. Blanchard

Abstract: The authors address the challenges faced by Limited English Proficiency (LEP) borrowers in the mortgage application process. Relying on the results from a large-scale intent-to-treat field experiment examining the impact of multilingual digital decision aids on mortgage application experiences, the authors provide preliminary evidence that offering multilingual tools can incrementally improve engagement and understanding with mortgage borrowers who are of limited English proficiency.

Dr Jake An, University of Technology Sydney

Jake An is Lecturer at UTS Business School since April 2022. After receiving a PhD and a B.Com (1st Class Honours) in Marketing at UNSW, he led research and development at Raiz Invest, a fintech company with over 600,000 active customers, between 2017 and 2022. His research focuses on enhancing new technologies that multiply social impact such as using goal enabling technology to enhance consumers' financial wellbeing or understanding the societal impact of social investing technology. His works have been published in international peer-reviewed academic journals such as *Management Science* and *Journal of Marketing*. He is a recipient of Shelby D. Hunt/Harold H. Maynard Award 2023.



Title: “Motivating Consumers via Goal Enabling Technology: The Role of Goal Difficulty Dimensions”

Co-Authors: Andre Bonfrer, and Christine Eckert

Abstract: Increasingly, consumers turn to mobile applications (apps) to achieve personal development and wellness goals, such as improving their physical, mental, social, professional or financial well-being. To better assist consumers in their pursuit of these goals, service providers often introduce goal-enabling technologies (GETs) within their mobile apps that allow customers to define and monitor their service-related goals. However, empirical evidence regarding the presence and magnitude of the impact of GET adoption on goal-congruent behavior remains scarce. We use rich panel data from an investment app that introduced a GET to examine how customers who set a savings goal via the GET within the app changed their real-world savings behavior over time. Controlling for the potential issues related to self-selection into adopting GET and endogeneity, our results indicate that, on average, GET adoption increases customers' goal-congruent behaviors. However, 25% of customers experienced zero or a negative impact of GET adoption on their savings behavior, and this impact depends on how customers customize the three goal difficulty dimensions. We identify an inverted U-shape relationship for end-goal, sub-goal and distance-to-goal difficulty dimensions on goal-congruent behavior. A field experiment highlights how this knowledge can be used to better assist customers in achieving their savings goal.

4:00pm – 4:15pm: Break, Level 3 Public Area

4:15pm – 5:30pm: Academic Session 3

Professor Renana Peres, Hebrew University of Jerusalem

Renana Peres is a Professor of Marketing in the Hebrew University Business School. Her areas of research address the interplay between brands, consumer social interactions, and firm decisions. She studies the determinants of brand perception, how word of mouth and social interactions are generated on brands, and how social interactions eventually translate into sales. She explored how blockchain data marketplaces, and AI generated stimuli can help to better understand brands and brand equity.

Prof. Peres has served as a Visiting Assistant Professor of Marketing at University of Pennsylvania's Wharton School, and NYU's Stern School of Business. She has published her works in the *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *International Journal of Research in Marketing*, and many other reputable journals. She is a Senior Editor of the *International Journal of Research in Marketing*.



Title: “Customer Centered Data Ownership: Putting Consumers in Control of their Data”

Co-Author: David Schweidel

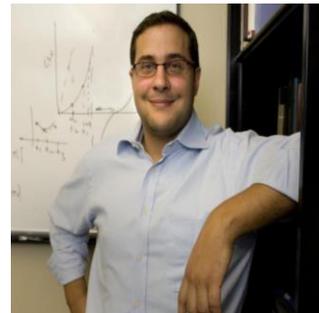
Abstract: Consumer data are a critical driver of firms' marketing decision-making and are poised to become increasingly important as artificial intelligence (AI) supports marketing operations. A core question pertaining to the use of data is, "who owns the data?" The answer to this seemingly simple question has significant consequences for who can control the data transfer and who should benefit from monetizing the data. Today's data practices have made questions surrounding data ownership more acute: while firms often rely on first-party data collected from their own customers, they supplement this with third-party data on consumer activities outside the firm, available from large-scale intermediaries including data brokers and social media platforms. These intermediaries reap the benefits of consumer data, but consumers themselves who produce the data are rarely compensated and have limited control as to how their data are used. While existing studies and public policies have focused on particular aspects of data ownership, most notably privacy, they have ignored other essential features of data ownership.

In this research, we conceptualize *data ownership* as it relates to marketing practice. We examine the process of customer centered data ownership, explore its boundaries and challenges, and highlight salient research questions that warrant the attention of marketers. We offer a blockchain-based data marketplace as a tool for further future research into the notion of data ownership.

Professor Olivier Rubel, University of California, Davis

Olivier Rubel is a Professor of Marketing at the Graduate School of Management at the University of California Davis. He holds a PhD in Marketing from HEC Montréal.

His research interests are in advertising, channel and sales management. Rubel has presented his work at international conferences in marketing and management science and published in *Automatica*, *the European Journal of Operational Research*, *the International Journal of Research in Marketing*, *the Journal of Marketing Research*, and *Marketing Science*. Rubel teaches courses in marketing and analytics. He was previously on the faculty at Purdue University, and he is an alumnus of the Ecole Normale Supérieure de Paris-Saclay in France.



Title: "Managing Conflicts between Marketing and Sales: Customer Acquisition in Business Markets"

Co-Authors: Chen Zhou, Rajdeep Grewal, and Jagmohan S. Raju

Abstract: In business markets, marketing and sales functions often conflict over customer acquisition. Marketers are seen to complain that sales representatives disregard the leads they generate, while sales representatives question the revenue potential of these leads. How should firms resolve such conflicts? Should they integrate the two functions into one to avoid conflicts; or can Marketing and Sales be separated and yet managed effectively? If so, how should firms incentivize the two functions to maximize the value created by the acquisition funnel? We investigate these questions using novel sequential principal-agent models with risk averse agents where asymmetries of information exist regarding exerted efforts *and* leads' revenue potentials. In this setting, the characterization of optimal incentives allows us to establish three key results.

First, we find that intuitive managerial recommendations such as compensating agents on "what matters" or on "what agents control," may misallocate risks between the two functions resulting in conflicts. Second, we discover conditions under which the separation of the marketing and sales functions can be achieved without any loss of efficiency when leads are homogeneous. Third, in the case where leads are heterogeneous, we identify conditions under which functional integration is suboptimal despite the a priori benefits that could come with centralization.

Professor Kapil Tuli, Singapore Management University

Dr. Kapil R. Tuli is the Lee Kong Chian Professor of Marketing at the Lee Kong Chian School of Business, Singapore Management University. His research focuses on understanding the financial impact of marketing actions & their disclosures in financial statements, and understanding financial decisions of firms in creating and maintaining market-based assets. Kapil's research has been published in prestigious marketing journals such as Journal of Marketing, Journal of Marketing Research, Management Science, JAMS, and IJRM. His work has been recognized in terms of the Sheth Foundation-JM Long Term Impact award, and the ISBM Long Term Impact award, and also the Marketing Strategy SIG Varadarajan Early Career Contribution Award. In terms of service, he has served as a member of the ERB at JM, JMR, IJRM, as an AE at JMR and IJRM, and as a guest AE at JM. Currently, he serves as a Co-Editor at JMR.



Title: "Securing a Calibrated Marketing Budget"

Co-Authors: Junqiu Jiang and Nirmalya Kumar

Abstract: Whereas marketing academics and managers frequently cite the challenge of obtaining approvals and protecting the approved marketing budget, prior work predominantly focuses on optimal allocation of the approved marketing budget. Little attention, however, is directed towards the organizational perspective in what CMOs seek from a marketing budget, and how do they navigate the organizational landscape in obtaining a marketing budget that is consistent with their objectives. Accordingly, this study draws on a theories-in-use approach to make two contributions. First, based on field interviews with CEOs and CMOs we find that the CMOs and CEOs strive to arrive at a marketing budget that provides CMO with resources that are commensurate with the KPIs expected from them, i.e., Calibrated Marketing Budget. Second, synthesizing agency theory with the field interviews, we identify six specific signals that CMOs use to address agency concerns related to budgetary slack and upward bias, to increase their probability of securing a Calibrated Marketing Budget.

5:30pm – 5:45pm: Conclusion

6:30pm – 10:00pm: Conference Dinner

Opera Bar, Sydney Opera House, Lower Concourse Level, Sydney NSW 2000

For those attending the Conference Dinner you will be going to [Opera Bar](#), which is a 28-minute trip from UTS Business School. Simply walk to the Haymarket Light Rail stop and catch the Light Rail to Circular Quay and walk to Opera Bar.



For those wishing to travel together, please meet outside Level 3 of the UTS Business School on the Goods Line for a departure at 6:00pm.

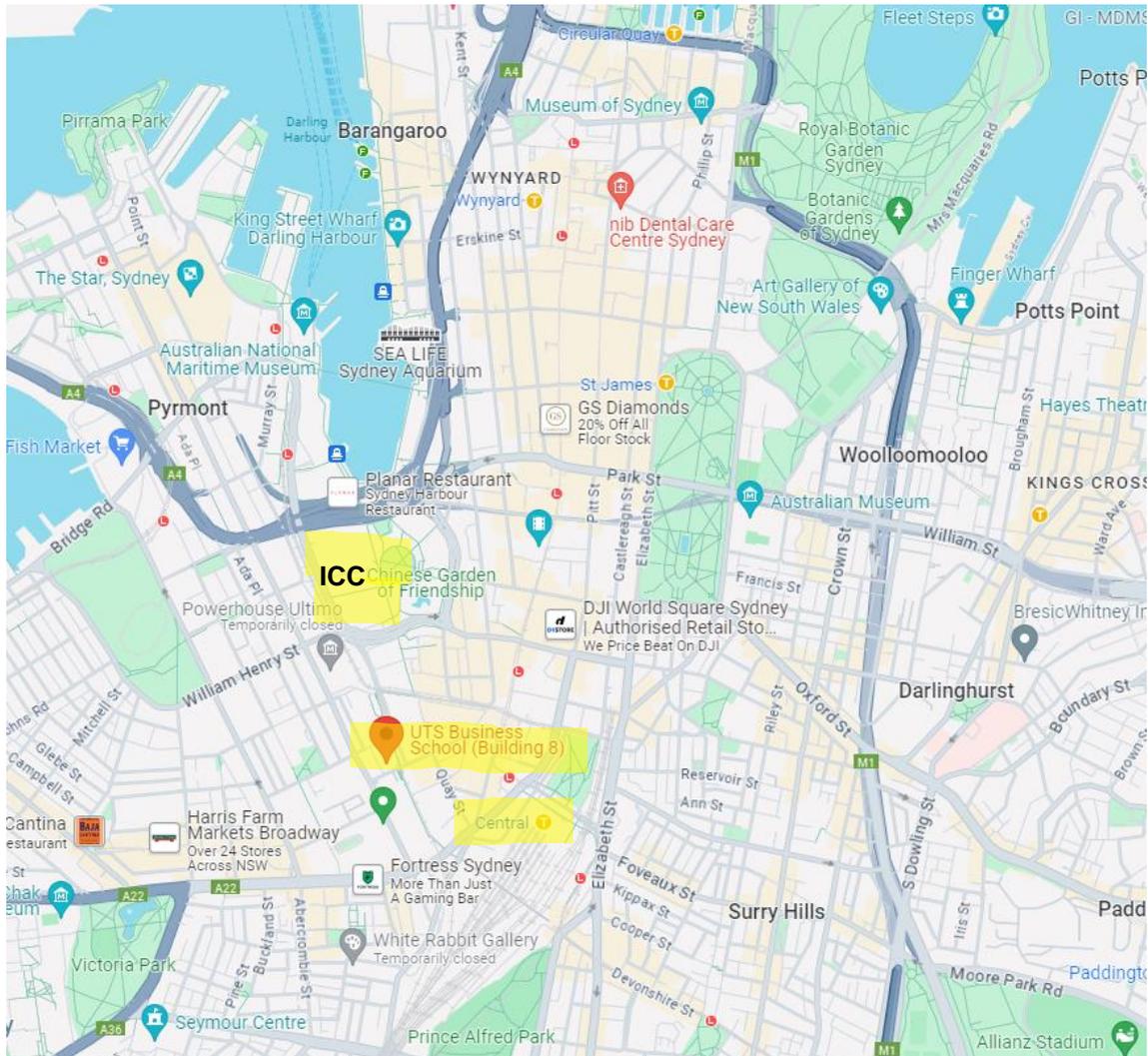
Continued over page.

In order to use the Light Rail you simply need to tap on at the platform (with either an Opal card or any contactless payment method) and tap off at the platform when you arrive at Circular Quay.



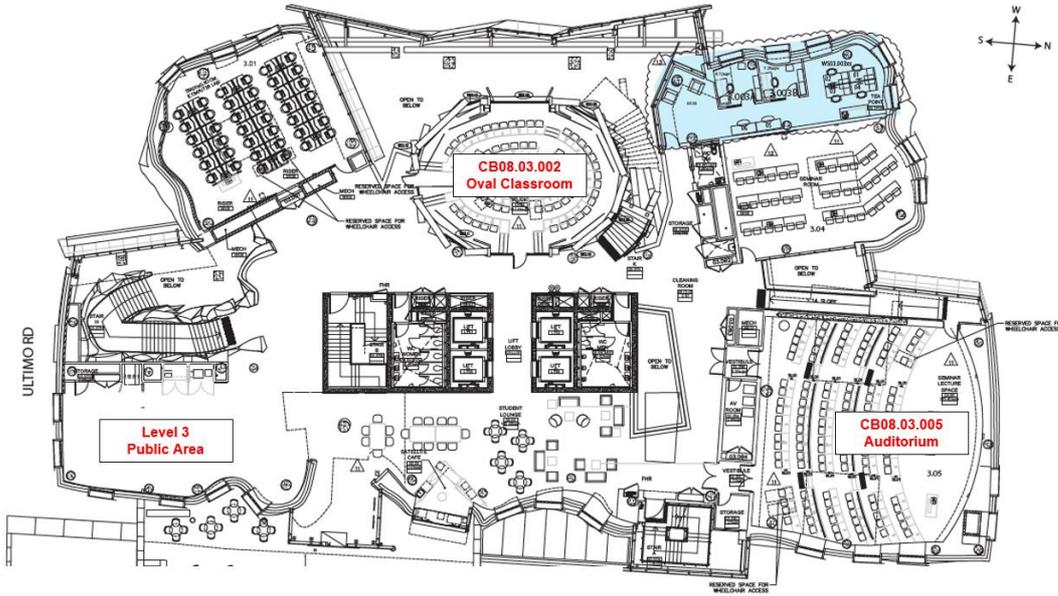
Directions to the UTS Business School (Building 8, Dr. Chau Chak Wing Building)

UTS Business School is located nearby to both Central Station and ICC Sydney, where ISMS is taking place. It is a 5-minute walk from Central Station and a 10-minute walk from ICC. The conference will be held on Level 3 of the building which is accessible via the Goods Line.



Continued over page.

Presentations will take place in **CB08.03.005**, which is located on Level 3 of UTS Business School.



Continued over page.

About the Organisers

Associate Professor Ofer Mintz, University of Technology Sydney

Ofer Mintz is an Associate Professor of Marketing at the University of Technology Sydney. Ofer's research focuses on marketing analytics, marketing strategies, and marketing's role in start-up firms. His research has been published in *Journal of Marketing*, *Marketing Science*, *Journal of International Business Studies*, *International Journal of Research in Marketing*, and *World Economic Forum*, among other managerial and academic outlets. Ofer is also the author of "The Post-Pandemic Business Playbook: Customer-Centric Solutions to Help Your Firm Grow."



Ofer is the first Australian-based scholar to have his research win the Buzzell Award "greatest impact on marketing thought and practice" over the past two years by the Marketing Science Institute (in 2021), which was awarded for research w/Tim Gilbride, Imran Currim, and Peter Lenk identifying the right metric(s) for the right marketing-mix decision. In addition, Ofer, along with his co-authors, was nominated as a finalist for the Buzzell Award by the Marketing Science Institute in 2019 for research examining drivers of metric use for marketing decisions in 16 countries. Recently, Ofer's research with Subrina Lu on metaverse marketing was awarded the best paper in the *Journal of Academy of Marketing Science Review*.

Ofer has also been an invited delegate on an Australian Trade Mission on Innovation to the USA co-led by Tesla Chairwoman Robyn Denholm and Boeing APAC President Maureen Dougherty that led to an opportunity to visit and talk with executives from leading tech firms in the Silicon Valley and Seattle regions. Further, Ofer co-developed the Digital Marketing Management Training Program for women re-entering the workforce (with funding from the National Career Institute and in collaboration with the Interactive Advertising Bureau, among others), and enjoys teaching his award-winning marketing, innovation, and statistical subjects.

Associate Professor Christine Eckert, University of Technology Sydney/EBS Universität für Wirtschaft und Recht

Christine Eckert is Associate Professor of Marketing at the University of Technology Sydney and Professor of Quantitative Marketing at EBS University for Business and Law. Christine's primary research interest falls into the field of quantitative modeling, with a particular interest in the choices made by market participants, defined broadly. She has researched on this topic across different disciplinary issues: such as the financial decision making of consumers, strategic governance decisions of innovation seeking companies, and corporate and consumer social responsibility. Her research has been published in leading business and health journals such as *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Management Science*, *Journal of Management*, *Review of Finance and Tobacco Control*.



Continued over page.

Dr Jake An, University of Technology Sydney

Jake An is Lecturer at UTS Business School since April 2022. After receiving a PhD and a B.Com (1st Class Honours) in Marketing at UNSW, he led research and development at Raiz Invest, a fintech company with over 600,000 active customers, between 2017 and 2022. His research focuses on enhancing new technologies that multiply social impact such as using goal enabling technology to enhance consumers' financial wellbeing or understanding the societal impact of social investing technology. His works have been published in international peer-reviewed academic journals such as *Management Science* and *Journal of Marketing*. He is a recipient of Shelby D. Hunt/Harold H. Maynard Award 2023.



About the Dr. Chau Chak Wing Building

As the first Australian building designed by Frank Gehry, one of the world's most celebrated architects, the Dr Chau Chak Wing Building is a flagship project of UTS's billion-dollar-plus City Campus Master Plan.

It provides teaching, learning, research and office accommodation for the Business School – as well as extensive public spaces – across 11 occupied floors. While it is available to all students, it has a focus on postgraduate and executive education, and bringing UTS researchers together.

The building is named for Australian-Chinese businessman and philanthropist Dr Chau Chak Wing, who donated \$20 million to the project, along with an additional \$5 million for Australia-China scholarships. Dr Chau Chak Wing's son studied architecture at UTS.

Located in the City Campus's Haymarket precinct, the building is a landmark along the 'cultural ribbon' that extends from the Sydney Opera House down to UTS, taking in Darling Harbour and The Goods Line development.

The building's remarkable exterior is the result of its two distinct facades – one composed of undulating brickwork, referencing the dignified sandstone of Sydney's urban heritage, and the other of a glass 'curtain wall' that mirrors fragments of the building's contemporary city surrounds.

The building's interiors are equally striking. Gehry Partners designed the building from the inside-out in order to create internal spaces that inspire real and relevant research and learning outcomes.

Its unique exterior combined with its thoughtful interior are a manifestation of the creative thinking that underpins the teaching and research undertaken by the Business School and, more broadly, the university.

