

 **Columbia Business School**  
Center on Global Brand Leadership

## THE 2022 INTERNATIONAL CONFERENCE ON CRYPTO-MARKETING

December 5-6, 2022 | Geffen Hall, Columbia Business School, NYC

In collaboration with:



**UNIVERSITY OF  
LUCERNE**



## CONFERENCE AGENDA

(as of November 11, 2022)

## MONDAY, DECEMBER 5, 2022

BREAKFAST in Alumni Suites 8:15 AM – 9:00 AM

9:00 AM – 9:20 AM

9:20 AM – 10:40 AM

### Welcome and Introductions

**Bernd Schmitt** and **Kinshuk Jerath**, Columbia Business School  
**Reto Hofstetter**, University of Lucerne

### Practitioner Keynote



**Keith Grossman**, President, TIME;  
managing the TIME Pieces initiative

### Industry Panel

With executives in the blockchain ecosystem



**Sam Ewen**, SVP, Head of CoinDesk  
Studios, CoinDesk



**Thomas Klocanas '19**, General Partner  
and Head of Venture, Blocktower



**Alex Poon '06**, Founder and CEO,  
CharmVerse



**Nicole Tay**, Director, Marma J  
Foundation

Cooperman Commons, Geffen Hall  
Columbia Business School

BREAK: 10:40 AM – 11:00 AM

MONDAY, DECEMBER 5, 2022 (continued)

11:00 AM – 12:20 PM

**NOTE: LEAD PRESENTERS IN RED**

### Research Presentations

*Do Non-Fungible Tokens (NFTs) Affect Prices of Physical Products? Evidence from Trading Card Collectibles*

- **Ioannis Filippou (Giannis) Kanellopoulos**, Dominik Gutt, Ting Li

*It's All About Scarcity, or Is It? Investigating Willingness-To-Pay for Non-fungible Tokens*

- **Martin Paul Fritze**, Cait Lamberton, Reto Hofstetter

*NFT Digital Artwork Pricing Using Image Analytics and Auction Models*

- **Chi Zhang**, Venkatesh Shankar, Xiaohui Zhang

*NFT Brand Hive Minds*

- **Mariam Humayun**, Russell Belk

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12:20 PM – 12:30 PM

### Briefing on Submissions to IJRM Special Issue

IJRM Editors:

Renana Peres, David Schweidel, and Martin Schreier

Special issue guest editors:

John Zhang, Anatoli Colicev, Ken Wilbur, Lan Luo, and Katherine Tucker

Cooperman Commons, Geffen Hall  
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LUNCH: 12:30 AM – 2:00 PM

## MONDAY, DECEMBER 5, 2022 (continued)

1<sup>ST</sup> PARALLEL SESSIONS: 2:00 PM – 3:30 PM

### SESSION 1.1

#### “Crypto-CB”: Behavioral aspects of crypto-marketing

Session Chair:

##### *NFTs for Conspicuous consumption*

- **Eric Park**, Kristen Lane, Silvia Bellezza

##### *Cryptomania: The Fear of Missing out in the cryptocurrency context*

- **Felix Friederich**, Jan Hinrich Meyer, Jorge Matute, Ramon Palau Saumell

##### *Buying for Me or My Avatar?*

##### *The Role of Self-Avatar Similarity in the Purchase of Virtual Products*

- **Olivia Petit**, Ana Javornik

##### *You are grounded!*

##### *How can NFTs contribute to feelings of (digital) groundedness?*

- **Chrysostomos Apostolidis**, Nora Alomar, **Sofie Sagfossen**, Yanto Chandra

**NOTE: LEAD PRESENTER IN RED**

### SESSION 1.2

#### Metaverse and NFTs

Session Chair:

##### *Free-riding the metaverse: How Crypto-Marketeers Stole Fashion Brands the Show During the Metaverse Fashion Week*

- **Hauke Roggenkamp**, Christian Hildebrand

##### *How Free Market Entry Affects Market Appeal: Evidence from Non-Fungible Tokens*

- **Ioannis Filippou (Giannis) Kanellououlos**, Dominik Gutt, Murat M. Tunç, Ting Li

##### *Observing 100 Days on Opensea: Which NFT artwork gets more popular over time?*

- **Jaeyeon Chung**, Eric Park

##### *Bias Spills Over into the Metaverse Gender and Skin tone: Price disparities in NFT market*

- **Yuan Yuan**, Xiao Liu, Kannan Srinivasan, Shunyuan Zhang

### SESSION 1.3

#### Rarity and Scarcity

Session Chair:

##### *Rarity and Value in crypto art*

- **Abhishek Rishabh**

##### *How Rarity Impacts Valuation of Digital Goods*

- **Rob Mislavsky**, Haiyang Yang

##### *Crafting mechanism design: A case study on crafting events on the blockchain*

- **Harang Ju**, Akhil Jindal, Madhav Kumar

##### *Ownership and Commercial Rights in the Metaverse: Case of NFTs*

- **Seung Yoon Lee** and K. Sudhir

BREAK: 3:30 PM – 3:50 PM

MONDAY, DECEMBER 5, 2022 (continued)

2<sup>ND</sup> PARALLEL SESSIONS: 3:50 PM – 5:30 PM

SESSION 2.1

Research Ideas and New Studies on Crypto-Marketing I

Session Chair:

*NFTs, utility tokens and soccer: An exploratory data analysis of legitimisation messaging and manipulative practices*

- **Gary Sinclair**, Theo Lynn, Pierangelo Rosati, Payam Ansari

*Welcome to the Swamp: An ethnographic account of life in the Bored Ape Yacht Club exploring the future of consumer-brand relationships in the decentralized space*

- **Myriam Brouard**

*The Value of NFT's Artists*

- Mercedes Esteban-Bravo, Lisbeth d.l. M. Jiménez Rubido, **Jose M. Vidal Sanz**

*Digital Luxury Wearables: a practice-theory theorization*

- **Julia Pueschel**, Maria Carolina Zanette, Isabelle Ulrich

*Inclusivity in the Crypto Marketplace*

- Charlene A. Dadzie, Adrienne Muldrow, **Spencer M. Ross**, Pia A. Albinsson, Shelle Santana, Lagnajita Chatterjee

*Brands' perspective on the NFT market*

- **Katharina Dölp**, Leif Brandes

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SESSION 2.2

Research Ideas and New Studies on Crypto-Marketing II

Session Chair:

*Think Again Before you Crypto Launder*

- **Pantelis Loupos**, Jörn Boehnke

*The Infection-Leakage Model: How Blockchain Technology Act as a Governance Institution To Combat Counterfeits in Markets*

- Arne Nygaard, **Ragnhild Silkoset**

*Identifying emerging segment of cryptocurrency adopters-LOHAS (Lifestyle of Health and Sustainability): Focusing on the role of consumer innovativeness*

- Sooyeon Choi

*Customer Base Analysis for NFT Markets: How do trading profits affect customer purchase behavior?*

- **Patrick Bachmann**

*The role of Blockchain Technology in redefining consumer trust in ECommerce An extension of the theory of organizational trust*

- **Louisa Makoudi**, Bjoern Frank

*What Makes NFT Art Luxury? The Role of Fame, Productivity and Sales Intent of the NFT Creator*

**Zitian Qi**

**NOTE: LEAD PRESENTERS IN RED**

SESSION 2.3

Tutorial/Interactive Practical Session

*TBD – working with blockchain/crypto tools or data*

DINNER: 6:00 PM – 8:30 PM

Geffen Hall, Columbia Business School

TUESDAY, DECEMBER 6, 2022

BREAKFAST in Alumni Suite: 8:15 AM – 9:00 AM

9:00 AM – 10:00 AM

Academic Panel

The Future of Crypto-Marketing  
 Andrew Stephens, Marcus Giesler, Bahong Sun, Reto Hofstetter

Cooperman Commons, Geffen Hall  
 Columbia Business School

3rd PARALLEL SESSIONS: 10:00 AM – 11:30 AM

SESSION 3.1  
**NFT Qualities and Characteristics**

Session Chair:

*The solitude of awe: How awe affects the luxury perception of NFT-based digital goods in limited vs. unlimited editions*

- **Jana-Verena Gerhart**, Aysu Senyuz

*Valuation of NFTs: The role of rarity and attribute preference*

- **Prasad Vana**

*Making the Intangible Tangible: Essence and NFTs*

- Tim Döring, **David Finken**

**NOTE: LEAD PRESENTERS IN RED**

SESSION 3.2  
**Blockchain**

Session Chair:

*Blockchain Geolocation Mapping of Dark Web Customers: Evidence from Bitcoin*

- **Maximilian Gerrath**, Hossein Jahanshahloo

*The Impact of Blockchain-based Technology on reviews on Social Media*

- Mesut Cicek, **Serdar Yayla**, Omer Cem Kutlubay

*Assessing the Impact of Hype on Blockchain-based Cryptocurrency: The Case of Initial Coin Offerings*

- Xintong Han, **Xin (Shane) Wang**, Rajdeep Grewal, Tong Wang

*Blockchain Scaling: A Case Study*

- **Xiang Hui**, Will Cong, Catherine Tucker, Luofeng Zhou

SESSION 3.3  
**Marketplace Dynamics**

Session Chair:

*Impacts of Seller Experience on the NFT Resale Prices*

- **Chaoran Liu**, Xu Zhang, Anja Lambrecht

*Winning Parachain Auctions: Which impact has marketing on acquiring funds from crowdlenders?*

- **Stefan Kluge**, José Parra-Moyano, Florian Stahl

*Artificially Intelligent Marketplaces*

- Ruiqi Lin, **Pavel Kireyev**

*Surviving the Crypto Winter: The Role of Autonomy and Innovativeness for the Success of Blockchain Projects*

- **Yasid Soufi**, Florian Kraus

TUESDAY, DECEMBER 6, 2022 (continued)

4<sup>TH</sup> PARALLEL SESSIONS: 11:50 AM – 1:30 PM

SESSION 4.1

The “crypto” consumer experience

Session Chair:

*The term NFT increases the consumer’s perception of long-term profitability of art*

- **Badis Khalfallah**, Tobias Schlager

*The Importance of Blockchain Knowledge in Consumer’s Adoption Intention*

- **Cristian Sepulveda**, Mark Peterson

*Uniqueness in NFTs –Blessing or Curse?*

*Unique NFTs Are Valued More But Induce Antisocial Behavior in Crypto-Communities*

- **Jonas Görgen**, Emanuel de Bellis, Reto Hofstetter

*Digital scarcity is not enough: Why the marketing of NFTs needs to change in order to reach mainstream customers*

- **Kristina Brahmstaedt**, Jens Hogreve

**NOTE: LEAD PRESENTERS IN RED**

SESSION 4.2

Monetary aspects and behavioral trading

Session Chair:

*“35 Pearls for a T-Shirt?”: How a Virtual Currency’s Dissimilarity to Money Decreases Purchase Intentions*

- Gianluca Scheidegger, **Marc Linzmajer**

*On the Role of Past Ownership in NFT trades*

- **Soogand Alavi**, Ernan Haruvy, YingXie

*Consumer and NFT Characteristics as Determinants of NFT Trading Behaviour*

- **Thomas Plociennik**, Caroline Kähr, Lucia Malär, Harley Krohmer

*The Revolution of Digital Advertising Will Be Tokenized*

- **Valerio Stallone**, Martin Wetzels, Dominik Mahr, Michael Klaas

SESSION 4.3

Marketplace Behavior

Session Chair:

*Herding and Its Determinants in NFT Auction*

- **Peiwen Xie**, Eunsoo Kim, Shun Yin Lam, Sadat Reza

*Meme Coin Marketing: How Anticipation Triggers Value in Valueless Markets*

- **Marc Bravin**

*Uniqueness as a Driver of Secondary Market Interest - a Crypto Market Case*

- **Sophie Berghüser**, Martin Spann

*NFT marketplace’s anti-counterfeiting strategy and how players react*

- **Yue Wang**, Xiaoyan Xu

BOXED LUNCH: 1:30 PM – 2:00 PM

CONFERENCE END