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Paul R. Hoban’s (“Writing More Compelling Creative Appeals: A Deep Learning-Based Approach”) research focuses largely on digital marketing and consumption patterns, with the goals of better understanding consumer response and informing firm decision making. Much of this work has been around digital advertising, where he seeks to develop new methods for measuring advertising lift, understands the mechanisms underlying consumer response, and develops tools to optimize campaign performance. More recently, he has delved into causal machine learning, working to develop a deep learning-based decision support tool for crafting persuasive appeals. In other work, he explores the economic rationale underlying firm-created scarcity (i.e., “hype”), studying the psychological principles underlying

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Brett Hollenbeck (“The Market for Fake Reviews”) earned his PhD in Economics from the University of Texas at Austin. He is an assistant professor of marketing at the UCLA Anderson School of Management.

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