



MALLEN CONFERENCE 2025 - HYBRID

Co-sponsored by the Price Center for Entrepreneurship & Innovation and the Center for Media, Entertainment and Sports at the UCLA Anderson School of Management.

Dates: September 4 (8am to 10:20am PST on Zoom, and 4pm to 7:30pm at UCLA and in Westwood) and September 5 (8:15am to 12:15pm in hybrid, followed by an optional lunch).

Each presenter, whether in person or online, will have 25 minutes. We generally expect that presenters will use the first 15 minutes to present their paper and then will open the floor to comments and questions, but presenters may also opt to field questions throughout their presentation.

Schedule

SEPTEMBER 4TH

Remote Presentations

<https://ucla.zoom.us/j/98327577458?pwd=Z4yA9eb2CP5WaLtbwrOdRoz3DbIzGn.1>

Meeting ID: 983 2757 7458

Passcode: 002309

8:00-8:05 Introduction

Analytics and Distributions

8:05-8:30 **Darlene Chisholm (Suffolk University) and Allegre Hadida (Cambridge University), "Superstar, Middle Tail, and Long-Tail Effects in Podcasting"**

8:30-8:55 **Anthony Palomba (University of Virginia), "Advancing Predictive Analysis: A Natural Language Processing and Machine Learning Approach to Television Script Data."**

8:55-9:20 **Tommy Leung (Wake Forest University), "Dissecting Netflix's Self-Preferencing: Evidence from Viewer-Level Data."**

9:20-9:30 BREAK

Teams & Careers in Cinema

9:30-9:55 **Joy Zhao Zheng (INSEAD), "Divergent Feedback and Team Learning."**

9:55-10:20 **Avri Ravid (Yeshiva University), “Technology Adoption and Career Concerns: Evidence from the Adoption of Digital Technology in Motion Pictures”** (with Grant Goehring, Boston University, and Filippo Messanotti, Northwestern University).

In-Person Program

16:00-17:15 Industry panel (Anderson Complex A301) – **Danny Kim (Sony Pictures)**

17:45-19:30 Conference dinner (Toranj: 10861 Lindbrook Drive, Westwood (Los Angeles))

SEPTEMBER 5TH

Hybrid Program

Anderson Complex A301

<https://ucla.zoom.us/j/98327577458?pwd=Z4yA9eb2CP5WaLtbwrOdRoz3DbIzGn.1>

Meeting ID: 983 2757 7458

Passcode: 002309

8:00-8:15 Coffee and light breakfast

Teams & Careers in Cinema (continued)

8:15-8:40 **Pat Reilly (UBC), “Nepo-Baby Drivers: The Career Benefits, Liabilities, and Mechanisms of Nepotism in Hollywood Film.”**

Audience Side Pressures

8:40-9:05 **Abraham Oshotse (Emory University), “Profit or Prestige? Selective Conformity under Multi-Audience Evaluation”** (with Anthony Palomba, University of Virginia, and Lingyun Ahang).

9:05-9:30 **Katharina Stolley (University of Birmingham), “Epistemic De-Responsibilization for Ethical Issues in Marketing Communications: Insights from the Branded Entertainment Industries.”**

9:30-9:45 BREAK

Content, Environment, and Distribution as Revenue Drivers

9:45-10:10 **Tirta Dhar (University of Guelph), “From Ratings to Revenues: The Box Office Impact of Sex, Violence, and Profanity in Movies.”**

- 10:10-10:35 **Brian Danaher (Chapman University), “Netflix and Chilling? The Impact of Streaming Video Licenses on Paid Digital Downloads.”**
- 10:35-11:00 **Yong Liu (University of Arizona), “Impact of Real-World Events on Virtual Behavior: The Case of Sports Video Games”** (with Qing Yuan, University of Arizona)
- 11:00-11:15 BREAK
- Symbolic and Legal Boundaries**
- 11:15-11:40 **Jiwon Byun (Stanford), “Bridging the Gap: Strategic Cultural Brokerage in the Global Music Industry.”**
- 11:40-12:05 **Jonathan Barnett (USC), The Big Steal: Ideology, Interest, and the Undoing of Intellectual Property.**
- 12:05-12:15 Concluding Remarks
- 12:15 Lunch (optional)