

2025 SBA-GSTIM Colloquium

An Empirics-First Approach to Timing Advertising: Customer Acquisition, Lifetime, and Referral Value Across Stock Market Ups and Downs

Speaker: Prof. Darren Kim (Macquarie University)

Date: 2025. 9. 26.(FRI) 16:00

Venue: 114-503

Abstract

This seminar consists of two integrated parts. The first part presents the published paper "Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation", which advances a conceptual foundation for the Empirics-First (EF) approach. This perspective emphasizes starting with real-world marketing phenomena, drawing insights directly from data, and allowing findings to inform or inspire theory development, thereby offering an alternative to the traditional theory-first paradigm. The second part turns to a currently work-in-progress study, "Timing Advertising across Stock Market Ups and Downs: Customer Acquisition, Lifetime, and Referral Value", which applies the EF perspective to a managerial problem of when firms should advertise in volatile markets such as micro-investing. Using large-scale customer data, the study uncovers how advertising outcomes differ across market upturns and downturns, with implications for acquisition, customer lifetime value, and referral value. Together, the two parts move from conceptual development to practical application, demonstrating the scope and impact of EF research. Additionally, the seminar introduces the Macquarie University's Global Scholarship Programs for post graduate research students.

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