

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Name for a Name, Name for a Gain: The Mitigating Effects of Sender and Content Personalization on Name Personalization in Promotional Campaigns By



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Date : 30 Apr 2024 (TUE)
Time : 10:30 am – 12 noon
Venue : M802

Abstract

Advances in technology have spurred the widespread use of personalization in marketing, with personalized promotions often deemed to deliver superior value to customers. However, name personalization, in which recipients' names appear in marketing messages, can lead to contradictory consequences. This study explores the negative effects of name personalization and proposes combining it with sender and content personalization as a solution. Empirically, it conducts two field experiments and two lab experiments to test the hypotheses. The results demonstrate that sender personalization mitigates the negative impact of name personalization, particularly for new customers. Moreover, content personalization can effectively counteract the negative effects of name personalization for repeat customers. These findings provide insights for crafting personalized promotional messages tailored to different customer stages.

Prof. Maggie Chuoyan Dong is Head of School and Professor at School of Marketing, University of New South Wales (UNSW Sydney). Her research expertise spans from business-to-business marketing to the marketing-operations interface. She has published extensively in premier journals in the fields of marketing, operations management, and information systems, including *Journal of Marketing Research*, *Information Systems Research*, *Production and Operations Management*, *Journal of Operations Management*, among others. She has secured various competitive research grants in Australia and China. Maggie also serves as Associate Editor of the *Decision Sciences Journal* and Guest Editor of the *Journal of Business Research*. Furthermore, she is the co-chair for the upcoming 2024 ISMS Marketing Science Conference and is excitedly anticipating the opportunity to host fellow researchers in Sydney.

All interested are welcome.



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