Luxury Brands, Conspicuous Consumption and Social Signaling

Yajin Wang, University of Maryland, USA

One of the biggest trends in consumer behavior over the last two decades has been the growth of luxury consumption. The goal of this roundtable session is to discuss the new trends and novel research questions in luxury consumption and to develop collaborative relationships.

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ROUNDTABLE
Boundary Research: Tools and Rules to Impact Emerging Fields

Chairs:
Koert Van Ittersum, University of Groningen, The Netherlands
Brian Wansink, Cornell University, USA

Participants:
Adam Brasel, Boston College, USA
Jeff Inman, University of Pittsburgh, USA
Ajay Kohli, Georgia Tech, USA
Cait Lamberton, University of Pittsburgh, USA
Connie Pechmann, University of California Irvine, USA
Rik Pieters, Tilburg University, The Netherlands
Linda Price, University of Arizona, USA
Stefano Puntoni, Erasmus University Rotterdam, The Netherlands
Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA
Roland Rust, University of Maryland, USA
Peeter Verlegh, Free University of Amsterdam, The Netherlands
Luk Warlop, K.U. Leuven, Belgium
Ellen Van Kleef, Wageningen University, The Netherlands

Boundary research can be risky but it can also move academic disciplines into wider areas of influence. To help reduce the risk and increase the reward this roundtable brings together researchers interested in engaging in boundary research sharing experiences and best practices with regards to conducting and publishing boundary research.

ROUNDTABLE
Luxury Brands, Conspicuous Consumption and Social Signaling

Chairs:
Yajin Wang, University of Maryland, USA

Participants:
Darren Dahl, University of British Columbia, Canada
David Dubios, INSEAD, France
Kristina Durante, Rutgers University, USA
Lan Chaplin, University of Illinois at Chicago, USA
David Gal, University of Illinois at Chicago, USA
Barbara Kahn, University of Pennsylvania, USA
Anat Keinan, Harvard Business School, USA
Nailya Ordabayeva, Boston College, USA
C. W. Park, University of Southern California, USA
L. J. Shrum, HEC Paris, France
Amna Kirmani, University of Maryland, USA
Keith Wilcox, Columbia University, USA
Carlos Torelli, University of Minnesota, USA
Jennifer Stoner, University of North Dakota, USA
Lisa Cavanaugh, University of Southern California, USA
Yajin Wang, University of Southern California, USA

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