Boundary Research: Tools and Rules to Impact Emerging Fields

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

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.

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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

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**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
- Anna Kirman, 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 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.