Everyday Consumer Aesthetics

Vanessa Patrick, University of Houston, USA
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Everyday consumer aesthetics is defined as “non-art, non-nature aesthetic experiences that are diverse and dynamic and result in specific consumer actions (e.g. purchasing) and consumption behaviors” (Patrick 2016). The roundtable will discuss the current state of the literature, related research areas, and, future directions for this sub-field of consumer behavior.

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ROUNDTABLE

Friends with Money: The Interplay of Social and Financial Well-Being

Participants:
Jonathan Z. Berman, London Business School, UK
James R. Bettman, Duke University, USA
Cynthia E. Cryder, Washington University, USA
Elizabeth W. Dunn, University of British Columbia, Canada
Gavan J. Fitzsimons, Duke University, USA
Cassie Mogilner Holmes, University of California Los Angeles, USA
Michael I. Norton, Harvard University, USA
Jenny G. Olson, Indiana University, USA
Colbey Emerson Reid, North Carolina State University, USA
Scott Rick, University of Michigan, USA
Avni M. Shah, University of Toronto, Canada
Stephen A. Spiller, University of California Los Angeles, USA
Abigail B. Sussman, University of Chicago, USA
Kathleen D. Vohs, University of Minnesota, USA
Lisa A. Cavanaugh, University of British Columbia, Canada

As in everyday life discussions of consequential financial decisions and social processes have been largely separate in consumer behavior and psychology. This roundtable will consider how work on decision-making financial behavior social dynamics and interpersonal relationships can inform one another to better understand how these domains interact in consumer’s lives.

ROUNDTABLE

Everyday Consumer Aesthetics

Participants:
Lauren Block, Baruch College, USA
Laura Peracchio, University of Wisconsin - Milwaukee, USA
Claudia Townsend, University of Miami, USA
Mario Pandelaere, Virginia Tech, USA
Ravi Mehta, University of Illinois at Urbana-Champaign, USA
JoAndrea (Joey) Hoegg, University of British Columbia, Canada
Maureen Morrin, Temple University, USA
Aradhna Krishna, University of Michigan, USA
Maura Scott, Florida State University, USA
Luca Cian, University of Virginia, USA
Henrik Hagvedt, Boston College, USA
Adriana Madzharov, Stevens Institute of Technology, USA
Kelly Herd, Indiana University, USA
Maura Scott, Florida State University, USA
Martin Reimann, University of Arizona, USA
Theodore Noseworthy, York University, USA
Xiaojing Yang, University of Wisconsin – Milwaukee, USA
Xiaoyan Deng, Ohio State University, USA
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong
Lei Jia, Ohio State University, USA
Rita To, University of Houston, USA
Zhe Zhang, University of Houston, USA
Tim Doering, University of Michigan, USA
Julio Sevilla, University of Georgia, USA

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