

2010 Winners	Affiliations	Topics	Country
Christine M. Bennett	University of St. Thomas	Minority Consumers' Self-Esteem, Consumption and Stereotype Reinforcement	USA
Lucy Atkinson	University of Texas at Austin	Consumer Socialization and Political Consumption in the Socialization of Young People	USA
Carlo Mari	University of Molise	Consumption Practices and Sustainable Urban Mobility	Italy
Pelin Kesebir	University of CO, Colorado Springs	Perceptions of Sacredness as an Antidote to the Dark Side of Consumer Behavior	USA
Hal Ersner-Hershfield	Northwestern University	Enhancing Retirement Saving by Making the Future Self more Vivid	USA
Daniel Goldstein	Northwestern University	same	USA
Hakkyun Kim	Concordia University	An Illusory Boost in Health Confidence After Exposure to Anti-Smoking PSAs	Canada