ACR Early Career Award:  
Cassie Mogilner Holmes, University of California Los Angeles

ACR Fellows Award:  
Barbara Kahn, The Wharton School, University of Pennsylvania  
C. W. Park, University of Southern California  
Alice Tybout, Kellogg School of Management, Northwestern University

Best Working Paper Award:  
Ke Zhang, University of Hong Kong, Hong Kong  
Sara Kim, University of Hong Kong, Hong Kong  
Echo Wen Wan, University of Hong Kong, Hong Kong  
“Warmer but Less Competent: When Co-Branding Helps or Hurts Less-Known Brands”

The ACR Film Festival People’s Choice Award:  
Karina Isaak, ESCP Europe, Berlin, Germany  
Elena Dinkevych, ESCP Europe, Berlin, Germany  
Robert Wilken, ESCP Europe, Berlin, Germany  
“Further away = higher willingness to pay?”

The ACR Film Festival Judges’ Choice Award  
Julie Leroy, Universite de la Reunion  
Baptiste Cléret, Baptiste Cléret, University of Rouen  
Michel Boyer, University La Réunion  
“Dodo Le La – From Beer Consumption to Heritage Edification”

The Franco Nicosia ACR/ Sheth Foundation Competitive Paper Award:  
Ioannis Evangelidis, Bocconi University, Italy  
Itamar Simonson, Stanford University, USA  
“Comparison Focus: The Asymmetric Impact of Context Effects on Advantaged versus Disadvantaged Options”

The ACR/ Sheth Foundation Public-Purpose Dissertation Award:  
Matthew Meng, Boston University

The ACR Public-Purpose Dissertation Award Honorable Mention:  
Sara Penner, University of Manitoba

The ACR Cross-Cultural Dissertation Award:  
Hyewon Cho, University of Illinois

The ACR Cross-Cultural Dissertation Award Honorable Mention:  
Yan Meng, Baruch College, Graduate Center, City University of New York