



Association for Consumer Research 2016 Awards – Berlin, Germany

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