

TCR GRANTS AWARDED IN 2016

Principal Investigator	Proposal Title	Affiliation	Amount	Tier
Beatriz Pereira	Sustainable Consumption: Driven by Purpose, Short-Circuited by Emotions, Compromised by Income (VULN)	Iowa State University	\$ 2,000	1
Marcelo Pinto	Vulnerable Elderly Low-income Consumers: Management of Money and Credit (VULN)	Pontificia Universidade Católica de Minas Gerais, Brazil	\$ 1,000	1
Cornelia Otnes	Understanding Marketplace Tranquility and Its Relevance to Consumer Well-Being	University of Illinois at Urbana-Champaign	\$ 2,000	1
Cait Lamberton	Automatic Altruism: Understanding When Charitable Contributions Unintentionally Weaken Well-Being	University of Pittsburgh	\$ 1,000	1
Haithem Zourrig	Effects of Stress on Consumption Patterns and Subjective Wellbeing of Refugee Consumers (VULN)	Kent State University	\$ 1,000	1
Ravi Mehta	Be Creative to be Generous: Can Engaging in Creative Tasks Influence Donation Behavior	University of Illinois at Urbana-Champaign	\$ 2,000	1
Annika Lueth	Nudging Healthful Food Choices for Vulnerable and Economically Underprivileged Consumers (VULN)	University of South Florida	\$ 4,000	2
Linda Tuncay Zayer	Vulnerability and Coping: An Examination of Syrian Refugees in Crisis (VULN)	Loyola University Chicago	\$ 4,000	2
Shipra Gupta	How to Encourage Sustainable Consumption Practices in the Fashion Industry?	University of Illinois, Springfield	\$ 3,000	2
TOTAL			\$20,000	

Note: VULN indicates consistent with Sheth Foundation vulnerable consumer initiative