

TCR GRANTS AWARDED IN 2017

Principal Invest.	Affiliation	Proposal Title	Amt.	Tier
Bijoylaxmi Sarmah	Indian Institute of Technology	A Study on the Role of Intrinsic and Environmental Constraints on Tourists with Disabilities	\$1,128	1
Corinne Kelley	Florida State University	The Ambassador Effect: A Frontline Approach to Increasing Customer Prosocial Behavior	\$1,000	1
Wided Batat	University of Lyon, France	Alternative Food Consumption Adoption and low SES Youth Food Well-being V	\$1,200	1
Kelly Cowart	University of South Florida	An Investigation of the Impact of Parental Male Absence on Consumer Behavior	\$1,628	1
Aditya Gupta	University of Nebraska	The Power of Transformative Collective Consumption Experiences for Stigmatized Groups	\$503	1
Martina Hutton	University of Winchester, UK	Examining Multi-Dimensional Health Experiences of Hunger and Economic Strain through Photovoice V	\$1,673	1
Shikha Upadhyaya	Cal State University LA	An Examination of Policy-Related Displacement V	\$1,500	1
Kalyani Menon	Wilfrid Laurier University	Materialism as Adaptive and Maladaptive Coping	\$2,500	1
Eva Kipnis	Coventry University	Examining Implications of Marketing (Mis)representation on Wellbeing of Consumers with Disabilities V	\$1,850	1
Anne Hamby	Hofstra University	The Effects of Narrative Processing on the Acceptance of Target Information	\$2,500	1
Carol Kelleher	Cork University	Caring for Family Members with Dementia – An Exploration of Family Consumption V	\$4,518	2
TOTAL			\$20,000	

Note: V indicates consistent with Sheth Foundation vulnerable consumer initiative