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OCTOBER 28 - 30, 2021



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SHEETH
FOUNDATION

MSI at the
ARF



Schulich
School of Business
York University





Friday, 8 October

10am

Panel

Knowledge Forum #1: Mental Health Matters: Making Mental Well-Being a Marketing Research Priority

Stage - Plenary sessions

Chaired by: Jane Machin and Ann Mirabito and Elizabeth Crosby and Natalie Adkins and Justine Rapp Farrell

12pm

Panel

Knowledge Forum #2: Let's Get Digital: A Virtual Knowledge Forum on Marketing in the Age of Digitalization and Artificial Intelligence

Stage - Plenary sessions

Chaired by: Gizem Yalcin and Gil Appel and Andrew Stephen and Markus Giesler and Wendy Moe and Das Dasgupta and Chris George and Amanda Mizrahi and Pamela Dunaway and Emmanuel Frankforter

3pm

Panel

Knowledge Forum #3: Marketplace Exclusion of Financially Vulnerable Consumers

Stage - Plenary sessions

Chaired by: Anastasiya Pocheptsova Ghosh and Jenny Olson and Sydney Do and Kate Barasz and Wendy De La Rosa and Rebecca W Hamilton and Ron Hill and Erick Mas and Taylor Nelms and Mike Palazzolo and Vanessa Perry and Maura Scott and Eesha Sharma and Steven Shepherd and Dilip Soman and Broderick Turner and Stephen Wendel and Kalinda Ukanwa

Friday, 15 October

10am

Panel

Knowledge Forum #4: Beyond Beauty: How Can Aesthetics and Design Be Leveraged to Enhance Consumer and Societal Wellbeing?

Stage - Plenary sessions

Chaired by: Freeman Wu and Martin Reimann and Luca Cian and Xiaoyan Deng and Linda Hagen and Henrik Hagtvedt and Kelly B. Herd and Yuwei Jiang and Page Moreau and Vanessa M. Patrick and Laura Peracchio and Adriana Samper and Maura Scott and Julio Sevilla and Claudia Townsend

12pm

Panel

Knowledge Forum #5: Fields of Gold: Generating Relevant and Credible Insights Via Web Scraping and APIs

Stage - Plenary sessions

Chaired by: Johannes Boegershausen and Abhishek Borah and Hannes Datta and Andrew Stephen

3pm

Panel

Knowledge Forum #6: Children as Consumers: Past and Future Research Directions

Stage - Plenary sessions

Chaired by: Margaret Echelbarger and Michal Maimaran



Friday, 22 October

10am

Panel

Knowledge Forum #7: What the World Needs Now: Better Marketing for a Better World

Stage - Plenary sessions

Chaired by: Gita Johar and Shilpa Madan and Jonah Berger and Pierre Chandon and Rebecca W Hamilton and Leslie John and Aparna Labroo and Peggy Liu and John Lynch and Nina Mazar and Nicole Mead and Vikas Mittal and Michael Norton and Dilip Soman and Madhu Viswanathan and Katherine White and Rajesh Chandy and Christine Moorman and John Roberts

12pm

Panel

Knowledge Forum #8: How to Do Automated Text Analysis

Stage - Plenary sessions

Chaired by: Jonah Berger and Grant Packard and Ming Hsu and Ashlee Humphreys and Gideon Nave and Andrea Luangrath and Sarah Moore and Christopher Olivola and Michael Yeomans

3pm

Panel

Knowledge Forum #9: Studying Race in Marketing: Making Race More Than a Variable We Collect

Stage - Plenary sessions

Chaired by: Marcel Rosa-Salas and Broderick Turner and Esther Uduehi

Thursday, 28 October

9am

Workshop

Mid-Career Workshop Session 1 - Pre-tenure workshop

Stage - Plenary sessions

Chaired by: Simona Botti and Alokparna Monga and Americus Reed

10am

Workshop

Mid-career Workshop Session 2 - Post-tenure workshop

Stage - Plenary sessions

Chaired by: Simona Botti and Alokparna Monga and Americus Reed

10am

Workshop

ACR Sheth Foundation Doctoral Symposium

Stage - Panels and discussions

Chaired by: Lea Dunn and Grant Packard

2:30pm

General

Globetrotting Gathering (A) - Featuring: Thailand (2:30-3:00pm), Italy (3:00pm-3:30pm), and Denmark (3:30-4:00pm)

Stage - Plenary sessions

8pm

Workshop

Mid-Career Workshop Session 3 - Pre-tenure workshop

Stage - Plenary sessions

Chaired by: Simona Botti and Alokparna Monga and Americus Reed



Continued from **Thursday, 28 October**

9pm **Workshop**
Mid Career Workshop Session 4 - Post-tenure workshop
Stage - Plenary sessions
 Chaired by: Simona Botti and Alokparna Monga and Americus Reed

Friday, 29 October

8:30am **Oral**
1.1 Special Session: Perception of Time and its Implications for Productivity and Well-Being
Stage - TRACK 1 - Health and Well-Being

Perception of Time and its Implications for Productivity and Well-Being

» [Luis Abreu](#), Eva Buechel, Grant Donnelly, Jordan Etkin, Holly Howe, Iuliana Iuras, [Ashley V. Whillans](#), Sam Maglio, [Selin Malkoc](#), [Elisa Solinas](#), Gabriela Tonietto, Aurora Turek, Jaewon Yoon

8:30am **Oral**
1.2 Tutorial: Field Experiments: A Practical Tutorial
Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Field Experiments: A Practical Tutorial

» Praveen Kopalle, [Rajesh Chandy](#), [Stephen J. Anderson](#)

8:30am **Oral**
1.3 Special Session: Biosociality in Consumer Research
Stage - TRACK 3: CCT and Under-Represented Consumers

Biosociality in Consumer Research

» [Eric Arnould](#), [Søren Askegaard](#), [Dorian Marchais](#), [Dominique Roux](#), [Marie Schill](#), Lorna Stevens

8:30am **Oral**
1.4 Special Session: How Social Hierarchy Influences Consumption
Stage - TRACK 4: Symbolic Consumption and Identity

How Social Hierarchy Influences Consumption

» [Bryce Pyrah](#), Chelsea Galoni, [Christopher Cannon](#), Kelly Goldsmith, Caroline Roux, [Perrine Desmichel](#), Derek Rucker

8:30am **Oral**
1.5 Special Session: Artificial Intelligence in Marketing and Beyond: Interdisciplinary Perspectives on the Social Impact of AI
Stage - TRACK 5: Technology, AI, and Social Media

Artificial Intelligence in Marketing and Beyond: Interdisciplinary Perspectives on the Social Impact of AI

» [Gizem Yalcin](#), [Chiara Longoni](#), [Noah Castelo](#), [Hatim Rahman](#), [Stefano Puntoni](#), Erlis Themeli, Stefan Philipsen, Evert Stamhuis, Luca Cian, Ellie Kyung, Dawei Wang, Gerald Haubl, Lisa Chalaguine

8:30am **Oral**
1.6 Special Session: The Consumer Budgeting Journey
Stage - TRACK 6: JDM and Financial Decision Making

The Consumer Budgeting Journey

» [Nirajana Mishra](#), [Lin Fei](#), [Yuna Choe](#), Emily Garbinsky, [Chuck Howard](#), Abigail Sussman, Daniel Bartels, Christina Kan, Evan Polman, David Hardisty, Daniel Bartels, Suzanne Shu

8:30am **Oral**
1.7 Special Session: How Authenticity is Created and Perceived in the Marketplace
Stage - TRACK 7: Branding and Advertising



Continued from **Friday, 29 October**

How Authenticity is Created and Perceived in the Marketplace

» [Katherine Du](#), [Michael Beverland](#), [Rosanna Smith](#), [Jacqueline R. Rifkin](#), [Erica Bailey](#)

8:30am

Oral

1.8 Special Session: Taking the High Ground: Moral Standards in Consumer Judgment and Behavior

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Taking the High Ground: Moral Standards in Consumer Judgment and Behavior

» [Emily Prinsloo](#), Jimin Nam, Liz Keenan, [Shoshana Segal](#), Yonat Zwebner, Alix Barasch, [Camilla Zallot](#), Gabriele Paolacci, [Julian de Freitas](#), Samuel Johnson, Zarema Khon, Pechthida Kim

8:30am

Panel

1.9 Competitive Papers Roundtable Discussion: Sharing, Ownership, and Gift Giving

Stage - Panels and discussions

Chaired by: Giana M. Eckhardt

To Earmark or Not to Earmark: Givers' and Recipients' Diverging Preferences for Earmarked Cash Gifts

» [Julian Givi](#), Gopal Das

The Ghost in the Gift: A Contagion Perspective on Heirloom Gift-appreciation

» Ali Tezer, [Matthew Philp](#), Ethan Pancer

When a Gift Exchange Isn't an Exchange: Why Gift-Givers Underestimate How Uncomfortable Recipients Feel Receiving a Gift without Reciprocating

» [Julian Givi](#)

Why Recipients Don't Appreciate Expensive Gifts: The Role of Suspicion

» [Aybike Mutluoglu](#), Laurence Ashworth, Nicole Robitaille

Symbolic Dimensions of Jewelry as a Gift: An Interpretive Study

» Lara Grant, [Angela da Rocha](#), Ana Raquel Rocha

Group Gift Giving: Why More Givers Tend to Buy a "Bigger" Gift?

» Yaxuan Ran, [Yanfen You](#)

Beauty is Pain: Understanding How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations

» [Freeman Wu](#), Adriana Samper, Andrea Morales, Gavan Fitzsimons

The Experience Impinging Effect: How Contagion Affects Consumer Choice in Sharing-Based Consumption

» [Tu Tu](#), Huifang Mao, Xiaojing Yang

The Happiness of Withholding Happiness

» Bowen Ruan, [Lingzhi Yu](#), Bingyan Hu

Psychologically Accessing Ownership: How Does Psychological Ownership Affect Peer-to-Peer Access-Based Consumption?

» [Otávio Teixeira](#)

"It is Still Someone Else's!" The Effect of Implicit Theories on the Consumption of Pre-Owned Goods

» [Sohyun Bae](#), Natalie Truong, Sharon Ng

Understanding Consumers' Well-Being: Moving Consumption from Materialism towards Happy Hedonism

» [Rita Coelho do Vale](#), Rik Pieters

Sharing is Not Always Caring: Enforced familial sharing during the COVID-19 Lockdown

» [Sophie Reeves-Morris](#), Shona Bettany



Continued from **Friday, 29 October**

10am

Keynote

Fellows Addresses: John Sherry & Melanie Wallendorf

Stage - Plenary sessions

Chaired by: David Mick

11:30am

Panel

2.1 Competitive Papers Roundtable Discussion: Health and Well-Being

Stage - TRACK 1 - Health and Well-Being

Chaired by: Sarah Moore

How Evaluative Nutrition Cues Promote Consumer Response for Unhealthy Foods

» Eunjoo (EJ) Han, [Euejung Hwang](#)

Consumption Context on the Big Screen: Context Differences Predict Food Healthiness and Branding in Top-Grossing American Films

» [Bradley Turnwald](#), Rina Horii, Hazel Markus, Alia Crum

Fluency versus Arousal: The Interplay of Two Core Characteristics of Marketing Stimuli

» [Laura K. M. Graf](#), Jan R. Landwehr

Threat Specificity in Fear Appeals and the Role of Perceived Assimilation to Threat

» [Kamila Sobol](#), Marilyn Giroux

A Natural Fit: Exposure to Nature Influences Regulatory Focus

» [Hajar Fatemi](#), Jing Wan

Craving for Density: Residential Mobility Increases Consumer Preference for Color Satiation

» [Xiao Su](#), Lili Wang, Yanfen You

Violence as a Consumption Object: Contributions from Other Fields to the Understanding of the Phenomenon

» [Renata Frota](#), LETICIA CASOTTI

Making Up for Failure: A Simple Nudge to Improve Goal Persistence

» [Shannon Duncan](#), Marissa Sharif

The Impact of a Routine Schedule on an Intervention with Working Midlife Adults to Form a Walking Habit for More Sustained Physical Activity

» [Jane El Ebert](#), Xin Yao Lin

Practice Disengagement: Reconfiguring Systems of Practice in Transformational Consumption Journeys

» [Larissa Becker](#), Elina Jaakkola, Melissa Akaka, Hope Schau

Precursors and impact of Mindful consumption

» [Sharad Gupta](#), Weng Marc Lim, Harsh Verma, Michael Polonsky

Depression in Consumer Research: An Integrative Review and Research Agenda

» [Daniela Gomes Alcoforado](#), Francisco Vicente Sales Melo

Finding "The One": Effects of Brand Dominance and Type Dominance on Condom Switching Behavior

» [Yixia Sun](#), [Tingting Wang](#), Anirban Mukhopadhyay

Strike while the Iron is Hot: Temperature Affects Consumers' Appetite for Risk

» [Joshua Lundberg](#), Adam Craig, John Peloza

11:30am

Panel

2.2 Knowledge Forum Q&A: Fields of Gold: Generating Relevant and Credible Insights via Web Scraping and APIs

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Chaired by: Johannes Boegershausen and Abhishek Borah and Hannes Datta and Andrew Stephen



Continued from **Friday, 29 October**

11:30am **Oral**
2.3 Special Session: Like It and Not: Multi-Method Approaches to Understanding Ambivalence in Consumption
Stage - TRACK 3: CCT and Under-Represented Consumers

Like It and Not: Multi-Method Approaches to Understanding Ambivalence in Consumption

» [Cristel Russell](#), [Ana Babic Rosario](#), [Doreen Shanahan](#), [George Dagliyan](#), [Sophie Chaxel](#), [Anne Hamby](#), [Claire Linares](#), [Yegyu Han](#), [Dahee Han](#)

11:30am **Oral**
2.4 Special Session: The Meaning of Minimalism: What Consumers See in Minimalist Aesthetics (And What They Don't)
Stage - TRACK 4: Symbolic Consumption and Identity

The Meaning of Minimalism: What Consumers See in Minimalist Aesthetics (And What They Don't)

» [Linda Hagen](#), [Anne Wilson](#), [Silvia Bellezza](#), [Lauren Min](#), [Cary Anderson](#), [Peggy Liu](#), [Kate E. Min](#), [Claudia Townsend](#)

11:30am **Oral**
2.5 Special Session: Transparency in the Era of Algorithmic Decision-Making
Stage - TRACK 5: Technology, AI, and Social Media

Transparency in the Era of Algorithmic Decision-Making

» [Andrea Bonezzi](#), [Max Ostinelli](#), [Monika Lisjak](#), [Geoffrey Tomaino](#), [Hisham Abdulhalim](#), [Pavel Kireyev](#), [Klaus Wertenbroch](#), [Ipek Demirdag](#), [Suzanne Shu](#), [Itai Linzen](#), [Yael Steinhart](#), [Ziv Carmon](#)

11:30am **Oral**
2.6 Special Session: How effective is choice architecture?
Stage - TRACK 6: JDM and Financial Decision Making

How effective is choice architecture?

» [Crystal Reeck](#), [Eric Johnson](#), [Kellen Mrkva](#), [Nathaniel Posner](#), [Dilip Soman](#), [Avni Shah](#), [Rishad Habib](#), [David Hardisty](#), [Katherine White](#), [Aneesh Raj](#), [Katherine Milkman](#), [Marissa Sharif](#), [Edward Chang](#), [Angela Duckworth](#)

11:30am **Panel**
2.7 Competitive Papers Roundtable Discussion: Advertising and Promotions

Stage - TRACK 7: Branding and Advertising

Chaired by: [Jeff Parker](#)

Creatives' brand attitudes affect the type of ads they produce

» [Cátia Alves](#), [Irene Consiglio](#), [Luis Martinez](#)

No Time to Enjoy the Extra! Aging and Consumer Reaction Toward Volume-Based Promotion

» [Jiexian \(Chloe\) Huang](#), [Linying \(Sophie\) Fan](#), [Yuwei Jiang](#)

The Effect of Anatomical Product Representations on Consumer Outcomes

» [Seo Yoon Kang](#), [Junghan Kim](#), [Arun Lakshmanan](#)

Exploding Offers: Consumer Response to Time-Limited Promotional Deals

» [Hyoseok Kim](#), [Gerald Haubl](#)

Enhancing Trustworthiness to Gain Sustainable Development: The Signaling Effect of Voluntary "Hostage Posting" on Consumer Behavior

» [Soo Yeong Ewe](#), [Motoki Watabe](#)

The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value

» [Felipe M. Affonso](#), [Chris Janiszewski](#)

Some Numbers Are More Equal Than Others: How and Why Orderly Numbers Appeal to Consumers

» [Meyrav Shoham](#), [Elinor Amit](#), [Yael Steinhart](#), [Uriel Cohen Priva](#)



Continued from **Friday, 29 October**

Numbers Talk Louder When They Are Larger: The Effect of Font Size of Numerical Stimuli on Advertisement Persuasion

» [Yunzhi Huang](#), Jun Ye

Be Precise or Round it up: How Roundness of Goals Influence Goal Attractiveness and Achievability Perceptions

» [Sakshi Aggarwal](#), Sanjeev Tripathi, Sudipta Mandal

The Impact of Single versus Multiple Narrating Voices in Persuasive Videos

» [Hannah H. Chang](#), Anirban Mukherjee, Amitava Chattopadhyay

The Curse of Similarity: When and How Similarity Induces Persuasion Reactance

» [Suntong Qi](#), [Xianchi Dai](#), [Man Ching Canice Kwan](#), Robert S. Wyer

Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Factual Statements Rather Than Opinions

» [Daniel J. Mirny](#), Stephen A. Spiller

Silence in Consumer Research: Interdisciplinary Overview and Research Agenda

» [Noémie Dehling](#)

How Does Brand Warmth Influence Consumer Responses to Scarcity Appeals? The Role of Perceived Good Intentions

» [G. Ceren \(Gerry\) Aksu](#), Gabriela Tonietto, Alokparna Monga

Impact of Foreign Language Labelling on Food Valuation and Choice

» [Akshina Banerjee](#), Oleg Urminsky

The effect of quantity cues on product perceptions and preferences

» Daniella Kupor, [Tianqi Chen](#), Remi Trudel

11:30am

Oral

2.8 Special Session: Green 2.0: New Findings on the Misses and Motivations in Sustainable Consumption

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Green 2.0: New Findings on the Misses and Motivations in Sustainable Consumption

» Yonat Zwebner, [Dafna Goor](#), [Saerom Lee](#), Karen Page Winterich, [Cory Haltman](#), Grant Donnelly, [Yang \(Jenny\) Guo](#), Cait Lamberton

11:30am

Oral

2.9 Roundtable Discussion: Marketing Effective Altruism: A Virtual Roundtable on How to Motivate Consumers to Maximize Their Prosocial Impact

Stage - Panels and discussions

Marketing Effective Altruism: A Virtual Roundtable on How to Motivate Consumers to Maximize Their Prosocial Impact

» [Gizem Yalcin](#), [Joshua Lewis](#), Deborah Small, Lucius Caviola, Adam Alter, Tehila Kogut, Erika Alonso, Neela Saldanha, Jason Anderson

1pm

Oral

3.1 Special Session: Caregiving: Navigating Tensions of Caring for Self and Others

Stage - TRACK 1 - Health and Well-Being

Caregiving: Navigating Tensions of Caring for Self and Others

» [Rachel Hochstein](#), Colleen Harmeling, Ela Veresiu, [Amber Epp](#), Nitisha Tomar, Adina Robinson, [Matt Godfrey](#), Elizabeth G. Miller, Clark Cao

1pm

Oral

3.2 Special Session: The Power of Narratives

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis



Continued from **Friday, 29 October**

The Power of Narratives

» [Jonah Berger](#), [Tom van Laer](#), Jennifer Escalas, [Anne Hamby](#), Jesper Nielsen, [Matthew Farmer](#), [Rebecca Krause-Galoni](#), Derek Rucker, Ali Tezer

1pm

Oral

3.3 Special Session: (II) Legitimacy and Market Dynamics

Stage - TRACK 3: CCT and Under-Represented Consumers

(II) Legitimacy and Market Dynamics

» [Aya Aboelenien](#), Jack Sadek, [Aimee Dinnin Huff](#), Michelle Barnhart, Brett Burkhardt, [Zeynep Arsel](#), [Maria Carolina Zanette](#), Sarah Herchet, Carolina da Rocha

1pm

Oral

3.4 Special Session: To Share or Not to Share: Antecedents and Consequences of Consumer Disclosure

Stage - TRACK 4: Symbolic Consumption and Identity

To Share or Not to Share: Antecedents and Consequences of Consumer Disclosure

» [Elisa Solinas](#), Francesca Valsesia, Joseph C. Nunes, Andrea Ordanini, [Erin Carbone](#), George Loewenstein, Irene Scopelliti, Joachim Vosgerau, [Feyzan Karabulut](#), Sarah Moore, Paul R. Messinger, [Ovul Sezer](#), Salvatore Affinito, Brad Staats

1pm

Oral

3.5 Special Session: How Modality Shapes Consumer Behavior

Stage - TRACK 5: Technology, AI, and Social Media

How Modality Shapes Consumer Behavior

» Jonah Berger, [Shiri Melumad](#), [Matthew Rocklage](#), Grant Packard, Aner Sela, [Camilla Song](#), [Gizem Ceylan](#), Kristin Diehl, [Demi Oba](#)

1pm

Oral

3.6 Special Session: Numeric Judgments and Decisions

Stage - TRACK 6: JDM and Financial Decision Making

Numeric Judgments and Decisions

» [Beidi Hu](#), Celia Gaertig, Berkeley Dietvorst, [Rob Mislavsky](#), [Randy Yang Gao](#), Minah Jung, Leif Nelson, [Joowon Klusowski](#), Deborah Small, Jacob Goldenberg, Joshua Lewis

1pm

Oral

3.7 Special Session: The Power of Words: How Language Shapes Brand Perceptions

Stage - TRACK 7: Branding and Advertising

The Power of Words: How Language Shapes Brand Perceptions

» [Bryce Pyrah](#), Alice Wang, [Jeffrey Lee](#), Enric Junqué de Fortuny, [Yiping Li](#), Ann Kronrod, [Ella Karat](#)

1pm

Oral

3.8 Special Session: Relationship Closeness in Dyadic Consumption Sharing

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Relationship Closeness in Dyadic Consumption Sharing

» [Ximena Garcia-Rada](#), Tami Kim, [Jenny Olson](#), Scott Rick, Deborah Small, Eli Finkel, [Sherrie Xue](#), Stephanie Lin, Christilene du Plessis, [Theresa Kwon](#), Peggy Liu

1pm

General

JCR AE meeting

Stage - Panels and discussions

2:30pm

Keynote

Keynote Conversation: Juliet Schor & David Crockett

Stage - Plenary sessions



Continued from **Friday, 29 October**

4pm **Poster**
Working Papers Session 1
Stage - Plenary sessions

4pm **Poster**
Working papers: Health and Well-being
Stage - TRACK 1 - Health and Well-Being

The Impact of Childhood Socioeconomic Status on Risk Preferences in Domains of Loss and Gain

» [Huizhong Li](#), Chenhan Ruan

Mindful consumption mediates effect of mindfulness on life satisfaction

» [Sharad Gupta](#), Harsh Verma

Whose values come out on top when making decisions for end of life?

» [Daniel Lewin](#)

Brief Intervention for Changing Negative Attitudes Toward Opioid Agonist Treatment within Criminal Justice System: Results from a Pilot Study in Ukraine.

» [Maxim Polonsky](#)

Transforming Homo Mechanicus into Homo Ludens: Assembling Playfulness for Self-Care

» [Marat Bakpayev](#), Anna Margulis, Olga Podolska

Artificial Intelligence Powered Diagnosis Applications: Understanding Patients' Reactions to The Use of Artificial Intelligence During Their Patient Journey

» Princesse EL ARISS, [Agnès HELME-GUIZON](#), Antoine LANOTTE, Marjolaine RIVARD, Arnaud TESTON

Sexual Orientation Moderates the Relationship between Digit Ratios (a proxy for prenatal testosterone exposure) and Risk-Taking Propensity

» Fabiane Cavalcante, Danielle Gomes, Samuel Câmara, [Lilian Carvalho](#), Delane Botelho

Probability or Outcome - The Importance of Emphasis Framing in Healthcare Messages

» [Arslan Javed](#), Reetika Gupta

Your Money or Your Life: The Role of Message Framing in Reducing Smoking Behavior

» [Nurit Nobel](#)

Not as Mindful as You Think: A Multidisciplinary Review of the Conscious and Non-Conscious Processes of Mindfulness and Consumption

» [Letícia Vedolin Sebastião](#), Torsten Ringberg, Jesper Clement

Covid-19 Fear and Perceived Knowledge: Transition towards Sustainability through Religious Coping

» Aysha Batool, [Rizwan Shabbir](#)

The Self Under COVID-19: Social Role Disruptions Undermine Self-Authenticity

» Jingshi Liu, Amy Dalton, [Jeremy Lee](#)

The Role of Managed Violence Within a Therapeutic Servicescape

» [Amanda Garrison](#), Linda Price

Thriving or Surviving? The Role of Mindsets in Times of Crises: Evidence from the COVID-19 Pandemic

» [Ross Murray](#), Xiaojing Sheng, Forrest Morgeson

Sharing Consumer Biohacking to Tackle Coronavirus

» [Vitor M. Lima](#), Russell Belk

Motivating Consumers to Reduce Their Smartphone Screen Time

» [Yusu Wang](#), Chuck Howard



Continued from **Friday, 29 October**

Harder, Better, Faster, Stronger: The Adoption and Use of AI-based mHealth Applications

» [Vincent FAVARIN](#), Lars Meyer-Waarden, Julien Cloarec

Understanding the role of companions in a circular healthcare

» [Ana Suárez Vázquez](#), Leticia Suárez Álvarez, Ana Belén Del Río Lanza, Víctor Iglesias Argüelles

Consumer Vulnerability to Resilience: Resource Integration by COVID-19 Survivors in India

» [Sumit Saxena](#), [Amritesh Amritesh](#)

Temporal Framing in Risk Communication and the Moderating Role of Message Receivers' Optimistic Bias

» [Sandra Praxmarer-Carus](#), Marina Wieluch

Self-tracking: Topics, approaches, and paths for researching and theorizing consumption

» [Marina Viotto](#), Eliane Brito, [Maria Carolina Zanette](#)

Human Enhancement Technologies for the Übermensch Consumer

» [Vitor M. Lima](#), Russell Belk

4pm

Poster

Working papers: Race and Gender

Stage - TRACK 3: CCT and Under-Represented Consumers

Not in My Group: Racial Minorities' Enforce Stricter Ingroup Boundaries to Avoid Stereotype-Confirmation

» [Jorge Rodrigues Jacob](#), Jacqueline Chen

Racial Discrimination toward AAPIs and their Resilience Building: Online and Offline Discrimination and Social Support

» [Sanga Song](#), Hyejin Kim

Pro equality behaviors in marketing, anti-racism matters

» [Ania Rynarzewska](#)

Critical Discourse Analysis on Public Advertisements on Minoritized Communities in Milwaukee

» [Francisco Hernandez](#), Kevin Thomas

Genuine or Performative? When Activism by Advantaged-Group Members Backfires

» Edith Shalev, [Sarit Moldovan](#)

You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable Menstrual Products

» [Mycah Harrold](#), Aimee Dinnin Huff, [Anabella Donnadiu](#)

Tracking Comfort with Interpersonal Touch Over Time: The Effect of #MeToo and COVID-19 on Preferences for Touch

» Andrea Luangrath, [Suyeon Jung](#), Joann Peck

When the Breadwinner is Locked at Home: Interaction of Domesticity and Masculine Identity

» [Tanvi Gupta](#), [Vidushi Trivedi](#), Rupali Kapoor

You look like a man: a look at prescriptive notions regarding femininity in the fitness culture

» [Javier Contreras](#)

Am I worth it now? The social currency of fair skin for Bengali Millennials in the U.K.

» Amandeep Takhar, Gaye Bebek, [Thomas Magede](#)

How Far Is Too Far? Consumers' Responses to LGBTQ-Inclusive Ads and the Role of Gender-Based Ad Congruency

» [Khue Vo](#), Priyali Rajagopal

Facial Alterations in Marketing Products Can Dehumanize Consumers: The Dark Side of Puppy and Eye Filters on Attitudes toward Underrepresented Consumers

» [Sumitra Auschaitrakul](#), Dan King



Continued from **Friday, 29 October**

Exposure to Xenophobic Claims Leads Asians to Prefer Self-identity Products and Non-Asians to Adopt Cybersecurity Products

» [Trang Mai-McManus](#), Rui Du, Linh Nguyen, Shweta Jha, Yu Ding

Representations of Older Women in Advertising: How Older Women Make Sense of Their Images

» [Carla Abdalla](#), [Flavia Cardoso](#), Benjamin Rosenthal

A Political Body without Place: Feminist Experiences in Suspension

» [Karla Angelkorte](#), [LETICIA CASOTTI](#)

Generation of LGBTQ+ Identity in the Digital Marketplace

» [Gillian Oakenfull](#)

Does the gender of your Siri really matter? The impact of voice control device gender on product evaluation.

» [Ksenia Sergueeva](#), Chen Wang

4pm

Poster

Working papers: Consumer Technology Interactions

Stage - TRACK 5: Technology, AI, and Social Media

Optimal Algorithm Explanations for Consumer Empowerment and Firm Benefit

» Mehdi Mourali, [Dallas Novakowski](#), Ruth Pogacar, Neil Brigden

Gamification of advertising: A meta-analysis

» [Gunwoo Yoon](#), Joonghwa Lee, Carter Briggs

Did you really say that? An investigation of AIVAs' effects on consumer embarrassment

» [Laura Pricer](#), Priyali Rajagopal

Robo-Journalism: Less Biased, and More Likely to Be Shared

» [Jimin Nam](#), Michael Norton, Adam Waytz

AI is Blamed More Than Humans When it Falters, But Less so When it Discriminates

» [Tripat Gill](#), [Sakshi Korde](#), [Shirley \(Shuo\) Chen](#)

Sensing Privacy: A Consumer Culture Theory Perspective

» [Johanna Horppu](#)

Agency of Objects in Shifting Time and Place

» [Yuko Minowa](#), Russell Belk

Consumers' perspectives on AI ethics and trust: an explorative investigation of ethical concerns towards autonomous cars and chatbots

» [Giulia Pavone](#)

Consumers Prefer Complex Algorithms

» [Zarema Khon](#), Samuel Johnson, Haiming Hang, Stephanie Chen

Love at First Touch: How Swiping vs. Typing Changes Online Dating Decision-Making

» [Farhana Nusrat](#), Yanliu Huang, Cait Lamberton

Exploring Consumers' Discontinuous Self-Disclosure from a Transactional Stress Perspective - The Case of Social Networking Sites

» [Alena Bermes](#), [Maximilian Hartmann](#), Christina Noffke, Peter Kenning

You Are What You Use? Perceptions of Consumers Using Digital versus Analog Goods

» [Han Young Jung](#), Kathleen Vohs

A Look on the Bright Side: Understanding How Consumer Anonymity Fosters Trust and Satisfaction in Privacy-Enhancing Technologies

» [Maximilian Hartmann](#), [Alena Bermes](#), Peter Kenning

Consumer-Artificial Intelligence Regimes of Interactions: A Sociosemiotics Perspective

» Vitor M. Lima, [Luís Pessôa](#)



Continued from **Friday, 29 October**

Do You Have a Reservation? How Consumer Privacy Concerns Jeopardize Online Tourism Agencies Evaluation

» [Stéphane Bourliataux-Lajoinie](#), Julien Cloarec

Augmenting self-extension theory for the Internet of Things: Scale development and validation

» [Min Yan](#), Raffaele Filieri, Matthew Gorton

Think Like a Robot: How the Interaction with Humanoid Service Robots Affects Consumer Decision Strategy

» [Jiancai \(Johnson\) Liao](#)

Fluent in Emoji? Consumer Processing of Emojis vs. Text

» [Jacob Almaguer](#), Reto Felix

4pm

Poster

Working papers: Goals, Motivations and Financial Decision-Making

Stage - TRACK 6: JDM and Financial Decision Making

Keeping Tabs on Myself: Tracking as Self-Regulation in Financial Goal Attainment

» [Yiling Zhang](#), Nancy Wong

Should I Help You or Should I Not? The Role of Social Comparison on Helping Behavior Among Consumers

» [Renata Martins](#), Lucia Barros, Felipe Zambaldi

The Effectiveness of a Probabilistic Loyalty Reward Program

» [Adrian Camilleri](#), Liyin Jin, Zhang Ying

To Reward or to Cheer Up: Self-Gift Motivations Change Preferred Gift Types Through Construal-Level

» [Sujin Park](#), Kyoungmi Lee

Self and Socially-Focused Individuals: Intrinsic Motivation and Self-Construal Influence Neural Mechanisms Associated with Persuasion

» [Arina Tveleneva](#), Matt Minich, Chen-Ting Chang, Christopher Cascio

Simulating Self-Improvement: Need for Cognitive Closure Shapes Preference for Process- and Outcome-Focused Products

» [Alberto Barchetti](#), Joshua Clarkson, Ashley Otto

How Gamification Can Be Used to Help Consumers Reach Their Saving Goals

» [Nethal Hashim](#), Irene Scopelliti, Janina Steinmetz

I'll do it - after one more scroll: The effects of boredom proneness, self-control, and impulsivity on online procrastination

» [Cansu Sümer](#), Oliver Büttner

Economic Inequality Increases Education Spending

» [Jinyan Xiang](#), Mario Pandelaere

The Effect of Money Priming on Variety Seeking- Activating the Concept of Money Increases Variety Seeking

» Mehdi Hossain, Ashok Lalwani, [Priscilla Pena](#)

Is a (money) problem shared, a problem halved?

» [Matt Meister](#), Joe J. Gladstone

Financial Well-Being for Low-Income Populations in Developing Countries

» [Luiz Cruz Neto](#), Caio Victor, Verónica Peñaloza

Psychological Ownership Increases Subjective Knowledge and Risk-Taking Behavior

» [Y. Rin Yoon](#), Suzanne Shu

Trickle Down Spending: Relative Income Effects on Consumer Spending in Social Relationships

» [Max Alberhasky](#), Andrew Gershoff



Continued from **Friday, 29 October**

When People Are More Favorable Toward “White-Collar” AI: Self-Protection Motivation Mitigates Consumers’ Aversion to Artificial Intelligence in Professional Domains

» Haejoo Han, [Sujin Park](#), Kyoungmi Lee

4pm

Poster

Working papers: Advertising and Product Design

Stage - TRACK 7: Branding and Advertising

Seeing is Believing: The Impact of Transparency of Electronic Product Design on the Product Evaluation

» [Keyin Liang](#), LILI WANG

We’re Not All in This Together: Consumers Dislike Empathy-based Advertisements During the COVID-19 Pandemic

» [Eric VanEpps](#), Craig Brimhall, Brad Bitterly

Circular Shapes with Life: The Impact of Nostalgia on Shape Preference

» [Ruigin Li](#)

The Shape of Crowding: The Impact of Social Crowding on Shape Preference

» [Ruigin Li](#)

Asymmetric Variety Seeking in Hierarchical Choices

» Akshina Banerjee, [Yuji Winet](#)

Location of Color on Package and Benefits Perception: A Regulatory Focus Perspective

» [Mitsuru Kaneko](#)

Danger!? The Effect of Color Red on Construal Level.

» [Xiaolei Su](#), Nakaya Kakuda, Hisashi Kawamata, Yves Dupuis

Assessing the Relationship between Product Scarcity and Consumer Utility

» [Claudiu Dimofte](#)

Perception, Assemblage and Consumption of Light; A Step Through Consumer-Produced Domestic Atmospheres

» Eminegül Karababa, [Utku Ay](#)

Avoiding Minimalist Design in Gift Giving

» [Dongjin He](#), Linying (Sophie) Fan, Yuwei Jiang

Typefaces as Commodities: A Multimethodological Interpretative Phenomenological Approach to Understanding Font Consumption

» [Ruffin Relja](#)

Customer Preferences for Face Masks Reveal Trade-offs between COVID-19 Safety and Emotional Communication

» [W. Craig Williams](#), Chelsea Sposit, Vinod Venkatraman

Color me Aroused while Keeping the Cool

» [Nadeesha Bandara](#), Elizabeth G. Miller, George R. Milne, Lauren Labrecque

Push it past the limit: The slippery slope of product misuse.

» [Evelynn Devos](#), Mario Pandelaere, Anneleen Van Kerckhove

4pm

Poster

Working papers: Pro-Social Behavior

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

When and Why Process Imagery Can Increase Donation Intentions

» [Joshua Lundberg](#), John Peloza, Adam Craig

The Effect of Image Color Saturation and Framing on Prosocial Behavior

» [Yiping Li](#)



Continued from **Friday, 29 October**

Does Donating Make Us Happy? The Role of Beneficiary Social Distance

» [Gopal Das](#), Patrick van Esch, Shailendra Pratap Jain

Empowering Victims Through Choice: The Impact of Being Chosen on Consumer Charitable Support

» [Zuzanna Jurewicz](#), Kirk Kristofferson

Social distancing & mask-wearing in response to COVID-19: how conflicting physical and social threats compete to influence behavior

» [Julie Schiro](#), Lauren Min

Increased Generosity under COVID-19 Threat

» [Ariel Fridman](#), Rachel Gershon, Ayelet Gneezy

Consumer War Machines: Explicating Dynamics of Resistance and Capture

» [Hunter Jones](#), Joel Hietanen

Resource Scarcity Decreases Ethical Behavior

» [Todd Haderlie](#), Jaehoon Lee

Fairness in Joint Consumption Decision Making

» [Nikkita Sarna](#), Andrew Gershoff

Retailer communications during the Covid-19 pandemic: An analysis of the localness dimension

» [Amélie Guèvremont](#), Fabien Durif, Frédéric Joly

A Spiritual Journey to Zero-Waste

» [Jessica Darveau](#), Khaoula Ellafi, Aïda Faber

(Un-)Ethical Consumer Behavior and Dehumanization – When Wealthy Consumers are Perceived as Less Human

» [Meikel Soliman](#), Jurgen Willems, David Loschelder

A Group of Crying Victims Deserve More Money? Effects of Victim Image, Facial Expression and Victim Identifiability in Charity Advertising

» Hsiao-Ching Lee, Chun-Tuan Chang, [Chia-Han Chang](#), Jia-Ling Li

Showing Dual Concern: The World Needs to Learn How to Criticize with Care

» [Katie Mercurio](#), Nathan B. Warren, Troy H. Campbell, Lauren C. Howe, Steven Shepherd

Animal-Friendly Consumption: Power Begets Responsibility

» Sunyee Yoon, [Danny J. M. Kim](#), Jeffrey P. Boichuk

4pm

General

JCR ERB meeting

Stage - Panels and discussions

5:30pm

Oral

4.1 Special Session: Treat Yourself (but Not Myself): Unearthing Discrepant Beliefs about Self-Care, Leisure, and Self-Gifting

Stage - TRACK 1 - Health and Well-Being

Treat Yourself (but Not Myself): Unearthing Discrepant Beliefs about Self-Care, Leisure, and Self-Gifting

» [Jacqueline R. Rifkin](#), Kelley Gullo Wight, Keisha Cutright, [Gabriela Tonietto](#), Selin Malkoc, Michael Norton, [Pooja Somasundaram](#), Jenny Olson, Michelle Daniels, [Adriana Samper](#), Andrea Morales



Continued from **Friday, 29 October**

5:30pm **Oral**
4.2 Roundtable Discussion: Mitigating the Threat of Resource Strain on Intellectual Diversity in Consumer Behavior: Systemic and Individual Solutions

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Chaired by: Katherine Du and Danielle Brick and June Cotte and Amy Dalton and Stacey Finkelstein and Mary Frances Luce and Gia Nardini and Laura Peracchio and Stefano Puntoni and Tracy Rank-Christman and Julian St. Clair and Maura Scott and Broderick Turner and Xiaojing Yang

Mitigating the Threat of Resource Strain on Intellectual Diversity in Consumer Behavior: Systemic and Individual Solutions

» [Katherine Du](#)

5:30pm **Oral**
4.3 Special Session: Consuming the Sociality of Place

Stage - TRACK 3: CCT and Under-Represented Consumers

Consuming the Sociality of Place

» [Meredith Thomas](#), [Alexander Mitchell](#), [Kelley Cours Anderson](#), [Kimberley Preiksaitis](#), [Devan Leavins](#)

5:30pm **Oral**
4.4 Special Session: Variations in Consumer Responses to Waste and Disposal

Stage - TRACK 4: Symbolic Consumption and Identity

Variations in Consumer Responses to Waste and Disposal

» [Sylvia Chang](#), NIDHI AGRAWAL, Karen Page Winterich, [Nathan Allred](#), [Grant Donnelly](#), Aaron Brough, [Mathew Isaac](#)

5:30pm **Panel**
4.5 Competitive Papers Roundtable Discussion: Consumer Technology Interaction

Stage - TRACK 5: Technology, AI, and Social Media

Chaired by: Chiara Longoni

'Not Having Enough' Can Safeguard Privacy: Resource Scarcity and Willingness to Share Personal Information

» [Arani Roy](#), Ashesh Mukherjee

Trust Us, We Use AI: Disclosing Information to AI Decreases Consumers' Trust in Brands

» [deniz lefkeli](#), Begum Yilmaz, Zeynep Gurhan Canli

How do consumers manage technologically induced scarcity of time through digital decluttering practices?

» [Birte Manke](#)

How do self-service technologies shape consumer value co-creation? Insights from the Cultural Sector

» [Fei Gao](#), Francois Colbert, Danilo C. Dantas

Pavlov's Buzz? Mobile Vibrations as Conditioned Rewards

» [William Hampton](#), Christian Hildebrand

Algorithms Just Want Attention: Consumers' Resistance through Digital Detoxing

» [Mariam Humayun](#), Georg von Richthofen, Maja Golf-Papez

Nature Human and Machine: Awe for Nature Elevates Preference for Artificial Intelligence through Humanness

» [Eujin Park](#), Shinhye Kim

Is my AIVA Reducing My Intelligence? The Effects of AIVA-enabled search on Consumer Cognition

» [Laura Pricer](#), Priyali Rajagopal

Bias Neglect: When Human Bias, but not Algorithmic Bias, is Disregarded

» [Ipek Demirdag](#), Suzanne Shu



Continued from **Friday, 29 October**

If Artificial Intelligence Kills Consumers? Decoding the Hot-Cold Organizational Dilemmas from Multivariate Neural Patterns

» [Jin Ho Yun](#), Eun-Ju Lee

Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones

» [Vincentia Yuen](#), Claudia Townsend, Michael Tsiros

Context even matters in virtuality: perception of object proximity and ownership in augmented reality

» [David Finken](#), Reto Hofstetter, Aradhna Krishna, Florian Wangenheim

How Attentional Overload Affects Consumer Preferences

» [Jeffrey Kang](#), Manoj Thomas, Dinesh Gauri

The Shopping Cart as a Killjoy: Product Self-Expressiveness Increases Cart Abandonment

» [Liat Hadar](#), Yael Steinhart, Gil Appel, Yaniv Shani

Virtual Reality Promotes Patience

» [Ruouo Li](#), Rafay A. Siddiqui, Ashwani Monga

Mobile Ethnography: A New Research Tool in Launching A New App

» Amulya Thota, Joanna Jones, [Sweta Thota](#)

5:30pm

Oral

4.6 Special Session: The Psychology of Financial Resource Allocation

Stage - TRACK 6: JDM and Financial Decision Making

The Psychology of Financial Resource Allocation

» [David Dolifka](#), Stephen A. Spiller, [Nicholas Herzog](#), Daniel Bartels, [Laura Goodyear](#), Chuck Howard, Marcel Lukas, Avni Shah, Joe J. Gladstone, [Justin Pomerance](#)

5:30pm

Oral

4.7 Special Session: Contemporary Investigations into the Relational Understanding of Branding

Stage - TRACK 7: Branding and Advertising

Contemporary Investigations into the Relational Understanding of Branding

» [Anil Isisag](#), [Craig Thompson](#), [Delphine Dion](#), [Markus Giesler](#), [Ashlee Humphreys](#), [Gregory Carpenter](#), Nicholas Pendarvis, Marius Luedicke

5:30pm

Oral

4.8 Special Session: The Multifaceted Nature of Gift-Giving: Spanning Multiple Perspectives, Motives, Orientations, and Stages

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

The Multifaceted Nature of Gift-Giving: Spanning Multiple Perspectives, Motives, Orientations, and Stages

» [Julian Givi](#), Elanor Williams, [Ning Chen](#), Francine Espinoza Petersen, Tina Lowrey, [Rajani Ganesh Pillai](#), Sukumarakurup Krishnakumar, [Ernest Baskin](#), Kunter Gunasti, Michelle Weinberger

5:30pm

Panel

4.9 Film Festival Discussion

Stage - Panels and discussions

Time Compression: A Rhythmanalysis of a Consumer's Everyday Life

» [William Walczak](#), Seger Nelson, [Eric Li](#)

Luxury in Flux: An Examination of Producer and Consumer Perceptions Amidst COVID-19

» [Moumita Gyomlai](#), [Jacob Hiler](#)

Cultured Meat in Singapore: The Moral and Practical Paradoxes

» Cindy Ho, Emilea Teo, [Sean Chaidaroon](#)



Continued from **Friday, 29 October**

The intersections of food, health, poverty, and dignity

» [Sharon Schembri](#)

A Manhattan Spring Chronicle: The untold Maslow story of COVID-19

» [IRIS MOHR](#)

Violence against doctors: A customer incivility perspective

» [Rajesh Chandwani](#)

The Personal Benefits of Seeking Out Wildlife Encounters: Birdwatching

» Ai Nhan Ngo, [Ross Murray](#), Michael Minor

5:30pm

Panel

4.10 Knowledge Forum Q&A: What the World Needs Now: Better Marketing for a Better World

Stage - Knowledge forum discussion

Chaired by: Gita Johar and Shilpa Madan and Jonah Berger and Pierre Chandon and Rebecca W Hamilton and Leslie John and Aparna Labroo and Peggy Liu and John Lynch and Nina Mazar and Nicole Mead and Vikas Mittal and Michael Norton and Dilip Soman and Madhu Viswanathan and Katherine White and Rajesh Chandy and Christine Moorman and John Roberts

7pm

Oral

5.1 Special Session: Motivating Consumers in Goal Pursuit

Stage - TRACK 1 - Health and Well-Being

Motivating Consumers in Goal Pursuit

» [Alexander Park](#), Rachel Gershon, Marissa Sharif, [Y. Rin Yoon](#), Kaitlin Woolley, [Matt Healey](#), Robyn LeBoeuf

7pm

Oral

5.2 Special Session: Language and Gender

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Language and Gender

» Jonah Berger, [Reihane Boghrati](#), [Shelly Rathee](#), [Ruth Pogacar](#), [Alican Mecit](#)

7pm

Oral

5.3 Special Session: Black Consumers: Understanding Experiences of Race in the Marketplace

Stage - TRACK 3: CCT and Under-Represented Consumers

Black Consumers: Understanding Experiences of Race in the Marketplace

» [Jazmin Henry](#), Tonya Bradford, [Takisha Toler](#), Nakeisha Lewis, Eric Rhiney, [Natalie Mitchell](#), Kevin Thomas, Toni Eagar, Yingnan Shi

7pm

Panel

5.4 Competitive Papers Roundtable Discussion: Symbolic Consumption, Status, and Identity

Stage - TRACK 4: Symbolic Consumption and Identity

Chaired by: Marie-Agnes Parmentier

Distance and Alternative Signals of Status: A Unifying Framework

» [Silvia Bellezza](#)

Distinctive Ugliness as a Signal of Luxury

» [Ludovica Cesareo](#), [Claudia Townsend](#), Eugene Pavlov

When Lifestyle Advertising Hurts Luxury Brands

» Jingjing Ma, Zichuan Mo, [Yuanjie Zhao](#)

Experiential Versus Material Purchases: A Cultural Identity Perspective

» [Xiaodong Nie](#), Wilson Bastos, Zhiyong Yang, Narayanan Janakiraman



Continued from **Friday, 29 October**

In the Face of Self-threat: Why Ambivalence Heightens Consumers' Willingness to Act

» Taly Reich, [Alexander Fulmer](#), Ravi Dhar

I Choose; Therefore, I Am? Impact of Identity Choice on Brand Evaluation

» [Sheikha Alia](#), Niranjan Janardhanan, Ali Faraji-Rad

Hostile Consumption Communities: Unwelcoming new consumers

» [Clarice Huston](#), Angela Gracia B Cruz, Eloise Zoppos

The Impact of Societal Conditions on Migrants' Consumer Acculturation Prospects

» [Sonja N. Kralj](#), Michael Paul

How and When Non-Costly Status Signals Increase Perceptions of Status

» [Susan Danissa Calderón Urbina](#), Antonios Stamatogiannakis

Expressing Passion for Luxury Restores Warmth and Enhances Liking

» [Sunglin Jung](#), Charlene Chen, Andy Yap

Dimensions of Frugality

» [Rabia Bayer](#), Zeynep Gurhan Canli, [Ceren Hayran](#)

Voluntary Simplicity Consumption in Japan: Alternative Consumption And Backward Consumption Among Minimalists

» [Shuji Ohira](#), Akiko Masuda

Indulgent Consumption Signals Interpersonal Warmth

» [Qing Tang](#), Kuangjie Zhang, Irene Huang

Local versus Global: The Effect of Identity Salience on Impulsive Consumption

» [Sijie Sun](#), Zhiyong Yang, Ashok Lalwani

7pm

Oral

5.5 Special Session: When Cash is no longer King: On the Unintended Consequences of Digital Financial Platforms

Stage - TRACK 5: Technology, AI, and Social Media

When Cash is no longer King: On the Unintended Consequences of Digital Financial Platforms

» Ana Valenzuela, [Lennay Chapman](#), [Christopher Bechler](#), Szu-chi Huang, [Avni Shah](#), Xinlong Li, [Shelle Santana](#), Sara Vera, Felipe Chacon

7pm

Oral

5.6 Special Session: Beyond One-Shot Decisions

Stage - TRACK 6: JDM and Financial Decision Making

Beyond One-Shot Decisions

» [Evan Weingarten](#), Coby Morvinski, On Amir, Jonathan Levav, [Stephanie Smith](#), Stephen A. Spiller, [Crystal Reeck](#), Nina Mazar, Dan Ariely, Kristin Diehl, [Chaumanix Dutton](#)

7pm

Oral

5.7 Special Session: Exploring and Responding to Consumer Outrage, Failure, and Incivility

Stage - TRACK 7: Branding and Advertising

Exploring and Responding to Consumer Outrage, Failure, and Incivility

» [Jeffrey Rotman](#), Virginia Weber, Americus Reed, Andrew Perkins, [Yany Gregoire](#), Mathieu Béal, [Lisa McQuilken](#), Nichola Robertson, Allison Ringer

7pm

Oral

5.8 Special Session: How Firm Decisions Shape Consumer Sharing

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

How Firm Decisions Shape Consumer Sharing

» [Joseph Reiff](#), [Ike Silver](#), Deborah Small, Hengchen Dai, Jana Gallus, Anita McClough, Steve Eitniece, Charlotte Blank, Tami Kim, [Shiri Melumad](#), Bob Meyer



Continued from **Friday, 29 October**

7pm

Panel

5.9 Competitive Papers Roundtable Discussion: Branding, Communities, and Subcultures

Stage - Panels and discussions

Chaired by: Melissa Akaka

When Brands Get Disemvoweled: Challenging the Conventional Wisdom behind Unconventional Brand Names

» [John Costello](#), Jesse Walker, Rebecca Reczek

The Rivalry Effect: The Influence of Emotional Intensity and Confrontational Interactions on Purchase Intentions

» [Diego Alvarado-Karste](#), Blair Kidwell

“Yes, I Recall,” But “No, I Don’t”? – Why Negating (vs. Affirming) Brand Attributes Impairs the Brand’s Recall Memory

» [Sudipta Mandal](#), Arvind Sahay, [Sanjeev Tripathi](#)

Don’t Knock The Competition – Knock The Rival: Why Brand Rivalry Creates Message Virality

» [Johannes Berendt](#), Sebastian Uhrich, Abhishek Borah, Gavin Kilduff

Does Customer Loyalty = Faithful Partner? Inferences from Consumers’ Relationship with Brands Affect Romantic Attraction

» [Aybike Mutluoglu](#), Laurence Ashworth

Familiarity Attracts Consumer Attention: Methods to Objectively Measure Consumer Brand Familiarity

» [Ursa Bernardic](#), Benjamin Scheibehenne

Theorizing Brand Community Conflict

» [Robert Arias](#), Cele Otnes

Old is not always Gold: The role of Temporal Congruence in shaping the downstream effects of Firm's Longevity

» [Shweta Jha](#), Sanjeev Tripathi, Sudipta Mandal

Attribute Conditioning in Brand Image Creation: Single versus Multiple Attributes

» [Lisa Eckmann](#), Fabia Högden, Jan R. Landwehr, Christian Unkelbach

Brand Hive Mind: Building the Bitcoin Decentralized Brand

» [Mariam Humayun](#), Russell Belk

How Should I Know? Codifying Brand Practices in Service Encounters

» Ignacio Luri, [Hope Schau](#), [Melissa Akaka](#)

Does a ‘Made in China’ label make people show less care for products?

» [Evelynn Devos](#), Mario Pandelaere, Anneleen Van Kerckhove

Mythologizing The Dark Knight: A Process Enquiry

» [Saurabh Shinde](#), Krishanu Rakshit

Unappreciated Practices Creating Value

» [Debora Tayt-son](#), Ana Raquel Rocha, Rafael Ramos, Angela da Rocha

8:30pm

Poster

Working Papers Session 2

Stage - Plenary sessions

8:30pm

Poster

Working papers: Food and Self-Control

Stage - TRACK 1 - Health and Well-Being



Continued from **Friday, 29 October**

I Want What You're Having, but Don't Look At Me: Human Presence in Food Images

» [Ronghan \(Michelle\) Wang](#), Kathy LaTour, Suzanne Shu

Heal Your Soul: Intimacy Value of Indulgent Foods

» [Shih-Chun \(Daniel\) Chin](#), Aric Rindfleisch

It Should Be Green, So It Should Be Healthy: The Effect of Green-associated Objects on Perceived Healthfulness of Foods

» [SINING KOU](#), Yijun zhao

Unpackaging for Mac and Packaging for iPhone: The Interactive Effect of Product Presentation and Purchase Device on Food Choice

» [Meng Lu](#), [Jun Pang](#), [Yuwei Jiang](#)

How to Undo the Beautiful is Good Stereotype: Get Familiar with Ugly Produce

» [Angela King](#), Loraine Lau-Gesk

The Influence of Reward Framing on Food Choices

» [Luxi Chai](#), [Marija Grishin](#)

The status signaling function of wasting food

» Evelyn Devos, [Daphne Ribbers](#), Mario Pandelaere, Anneleen Van Kerckhove

Self-image on the Line: How Face Payment Fosters Self-regulation in Making Healthier Food Choice

» [Lifeng Yang](#), Guangxin Xie, Yuhao Lu

Receptive to the past: nostalgia increases acceptance of ugly food

» [Yi \(Fionna\) Xie](#), Yanfen You

Snacking Behavior in Different Stages of the Family Life Cycle

» [Marina Cozac](#), Martin Mende, Maura Scott

Contagious Disease Threat Can Reduce Healthy Behaviors

» [Felipe M. Affonso](#), Juliano Laran, Chris Janiszewski

Exploring the Influencing Factors of Consumers' Willingness to Consume Aging Produce with a Focus on Health and Safety Perception

» [Christina Neubig](#), Jutta Roosen

Feeling Well Surrounded: How Body Shape Mobility Influences Self-control

» [Gitta van den Enden](#), Kelly Geyskens, Caroline Goukens

Warm or Cold? The Effect of Visual Temperature on Food Choice

» [Yining Yu](#), Miaolei Jia, Bingjie Li, Shichao Wang, Lei Wang

Ten Years of Research on Food Well-Being: A Review and Research Agenda

» [Rodolfo Rocha](#), Andres Veloso

How Common or Scientific Name Works? The Influence of Food Type and Message Framing on the Choice of Ingredient Name

» [Dickson Tok](#), Xi Chen, Chun-Tuan Chang, Xing-Yu (Marcos) Chu

How Explicit and Implicit Reliance on the "Unattractive produce = More Natural" Lay Theory Affects Consumer's Choice of Unattractive Produce

» [Yixin Niu](#), Yaxuan Ran, Jiani Liu

The Crime of Wanting

» [Tianjiao Yu](#), Cynthia Cryder, Sydney Scott

8:30pm

Poster

Working papers: Consumer Identity and Ideology

Stage - TRACK 4: Symbolic Consumption and Identity

Party competition: When Democrats and Republicans are motivated to post misinformation on social media?

» [Xiajing Zhu](#), Connie Pechmann



Continued from **Friday, 29 October**

THE PSYCHOLOGICAL UNDERPINNINGS OF TOILET PAPER STOCKPILING DURING THE COVID-19 PANDEMIC

» Mehdi Hossain, [Tracy Khan](#)

Social Acceptance Scoring: First Steps Towards a Novel Quantification of Acceptance in Transitive Sectors

» [Regina Mukhamedzyanova](#), Nadine R. Gier

Downward Mobility and Status Shielding: Tactics to Overcome Financial Struggles

» [Aya Aboelenien](#)

Being a Family in a Digital World: How Digitalization Affects Family Identity Negotiation Through Consumption

» [Mathilde Lapostolle](#), Julien Schmitt

Moral Emotion Laden Markets: A Study of Market Participants Seeking Donor-Assisted Conception

» [Anna Hartman](#), Eileen Fischer

Privacy Consumer Activists on Reddit: Exploring Discourse, Sentiment, and Advocated Practices

» [Alec Slepchuk](#), Francisco Villarroel Ordenes, George R. Milne

Culture Comforts: The Cognitive Effects of Political Ideology on Cultural Consumption

» [Bryan Buechner](#), Joshua Clarkson, Ashley Otto, Garrett Ainsworth

Consumers Believe that Others Like an Option Less When Those Others Express Indifference

» [GRAHAM OVERTON](#), Ioannis Evangelidis

It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perceptions

» [Cory Haltman](#), Rebecca Reczek, Cait Lamberton

The Effect of Power Distance Belief on Consumers' Attitudes Toward Slum Tourism: The Mediating Role of Perceived Morality

» [Sohyun Bae](#), Xiaoyan (Jenny) Liu, Piaoran Ren

Current Preference from Early Life Experience: The Impact of Childhood SES on Variety-Seeking

» Jungkeun Kim, Jooyoung Park, Jihoon Jhang, Jaehoon Lee, [Daniel Chaein Lee](#)

The Transparency Paradox: Asking for Personal Information Increases Consumers' Value of It

» Kyle Murray, [Tim Derksen](#)

Discouraging Effects of True Self on Acquisition

» Lina Xu, [Yanfen You](#)

Crossing the liminal line - How interracial couples in China experience marriage

» Amandeep Takhar, Gaye Bebek, [Jiayi Zhong](#)

Doing green or buying green? Differential effects of pro-environmental activities on self-signaling

» [Marie Ozanne](#), [Helen Chun](#)

What Goes Around Comes Around: Belief in Karma Predicts Ethical Consumption

» [Summer Kim](#), Jessica Li

Organizing Subcultural Lives and Mobilizing them into Social Movements: Through the Lens of Critical Performativity

» [Emre Ulusoy](#), [Handan Vicdan](#)

Moms and Memes: Using Social Media to Redefine the 'Good Mother'

» [Kristen Schiele](#), [Steven Chen](#), [Christine Hu](#)

Consumers, Short videos, and the Growing "Consumer Sphere" in China

» [Zizheng Yu](#)



Continued from **Friday, 29 October**

8:30pm

Poster

Working papers: Word-of-Mouth and Product reviews

Stage - TRACK 5: Technology, AI, and Social Media

The More Thoughtful You Are, The More Uncertain You Become: When a Probabilistic Uncertain Advice Leads to a Higher Evaluation.

» [Minjeong Ko](#)

Can Sad Content Be Viral? A Reinvestigation of The Role of Emotion in the Sharing of Online Content

» [Julie Schiro](#), Lauren Min

Green Marketing: Are Influencers the Right Choice?

» [Satadruta Mookherjee](#), Shabnam Nazari

Engagement in Interactive Social Media Campaigns: Joint Effects of Social Cause and Monetary Reward

» [Elizabeth Han](#), Samuel Bond, Han Zhang

Differences between Consumers' Sense of Community and Brand Attitudes against Different Brand Rejection Types

» [MEHMET YANIT](#), Wendy Yan, Fang Wan

The Less in Luxury: Luxury Consumption and Word-of-Mouth Inhibition

» [Denny Huynh](#), Tanya Chartrand

The Language of Apologies in Responses to Customer Reviews

» [Shereen Chaudhry](#), Akshina Banerjee

The Effect of Default Design in a Multi-dimensional Rating System

» [Peiliang Sun](#), Jill Lei

Source Memory is More Accurate for Subjective Claims than for Objective Claims

» [Daniel J. Mirny](#), Stephen A. Spiller

How Digital Influencers' Techniques Can Improve Direct Selling Performance

» Jordan Rizetto, [Benjamin Rosenthal](#)

Identifying and Managing Ruminative Expressions in Negative Reviews

» Hai-Anh Tran, [Yuliya Strizhakova](#), Samuel Johnson, Lanh Nguyen

Exploring an Incongruence Frame for Online Reviews

» Praveen Sugathan, [Subin Sudhir](#)

8:30pm

Poster

Working papers: Pricing and Promotions

Stage - TRACK 6: JDM and Financial Decision Making

The price of gaming: currency biases from digital virtual products

» [Arthur França Sarcinelli](#), Delane Botelho

Domestic Currency vs. Foreign Currency? Research on the Influence of Currency Type on Price Quality Judgment

» [SHEN DUAN](#)

The impact of option presentation on optimal choice identification: the moderating effect of childhood SES

» [Yue Zhang](#), Jooyoung Park

Product Display Fit: The Effect of Product Fit Between Retail Display and Product Positioning at the Time of Product Use on Consumer Preferences and Liking

» [Jennifer Sun](#), Michel Pham

Better Repeated? Effect of Repetitive Number Price on Bundling

» [Jintao Zhang](#), Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, Raj Suri



Continued from **Friday, 29 October**

Cashbacks: Buying More or Less?

» [Shweta Iha](#), Sanjeev Tripathi

75 Years of Internal Reference Price Research: A Review, Calibration of Taxonomy and Classification Framework

» [Isabel Son](#), Jean Pierre van der Rest

"Relative Discount" Or "Absolute Discount"? The Effect of Matching Effect Between Discount Type And Purchase Type on Consumer Preference

» [SHEN DUAN](#)

How Bundling Messages Increase the Likelihood of Going Back to Checkout

» [Lina Xu](#), Mihai Niculescu

Discount First or Last?: Discount Framing and Intertemporal Preference for Periodic Payments

» [Mijin Kwon](#), Song Oh Yoon

Overinflated Expectations from Maximizing with Unreliable Information

» [Edward Yuhang Lai](#), Mario Pandelaere, Daniel Villanova

Construing in Purchases: The Effect of Purchase Type on Level of Construal

» [Yu Gu](#), Rong Chen

The Impact of Color on Consumer Perceptions of Product Efficacy

» [Lauren Labrecque](#), Christy Ashley, Stefanie Sohn, Barbara Seegebarth

How to polarize items evaluation with different ranking list display modes?

» [SHEN DUAN](#)

Which Recommendation Label Can Induce Higher Willingness-to-Pay?

» [Lina Xu](#), Michael Hyman

Effect of price change allocation in multidimensional pricing on consumers' price perceptions

» [Igor Makienko](#), James Leonhardt

8:30pm

Poster

Working papers: Branding and Anthropomorphism

Stage - TRACK 7: Branding and Advertising

Brands' Love-Hate Relationship with Hedonic Preference: A Meta-analysis and an Experiment

» Mehdi Hossain, Adwait Khare, Traci Freling, [Sultan Alkhuzam](#), Tracy Khan, Ashok Lalwani

Examining Role of Anthropomorphism in Customer Switching Behavior

» [Gurbir Singh](#), [Archit Vinod Tapar](#)

Consumers' Perceptions of Corporate Communications

» [Hyebin Kim](#), Sydney Scott, Rachel Gershon

The Senses Help You Escape: The Evading Effect of Cross Sensory Products on Upward Social Comparison Under Brand Alliance

» [Yijun zhao](#)

Understanding self-presentation, aesthetic motives and brands' roles in teenagers' use of Instagram

» [Laurence Dubé-Beaudin](#), Amélie Guèvremont

The Role of Perceived Movement in Digital Brand Recovery Efforts

» [Laura Boman](#), [Lam An](#), Ganga Hewage, Jonathan Hasford

Matching A Brand's Appearance with its Description Can Restore Personal Control

» [M. Deniz Dalman](#), [Subimal Chatterjee](#)



Continued from **Friday, 29 October**

A Meta-Analysis on the Effects of Anthropomorphism on Consumer Behavior

» [Zaichen Li](#), Irene Scopelliti, Janina Steinmetz

Sectorial Brands as a Legitimation Tool for Emerging Market Firm's Internationalization: The Case of 'Din Inimă' Umbrella Brand in Moldova

» [Zahra Sharifonnasabi](#), Mirela Barbu

Toward Financially Accountable Brand Awareness Building: Predicting the Effects of Altering Brand Recall on Choices

» [Siyana Hristova](#), Zhihao Zhang, Ming Hsu

Psychological ownership and control in virtual retail experiences

» [Ezgi Merdin Uygur](#), Gulen Sarial-Abi

Do Consumers Want to be Close With all Their Most Preferred Brands?

» [Luis Abreu](#), Gavan Fitzsimons

Anthropomorphism and Virtual Assistants' Mistakes: Who is to Blame?

» [Bianca Kato](#), Juan Wang, Jing Wan

Don't Eat Me: The Interactive Effect of Anthropomorphic Food Characters and Gender on Food Consumption

» Jennifer Stoner, [Rijana Adhikari](#), Michael Covey

Make It Sporty: Conceptualization, Measurement and Consumer- and Brand -Related Effects of Perceived Sportivity

» [Reynald Brion](#), Renaud Lunardo, Jean-Francois Trinquocoste

Wonderful or scary? Consumers' reactions to more or less human-like virtual models

» [Claudia Franke](#), Andrea Groeppel-Klein, Julian Dincher, Annika Ecker

Phonological Fluency: How Syllable Markedness of Brand Names Influences Consumers' Brand Attitudes

» [Ai Nhan Ngo](#), Reto Felix, Dan King

How Big is That Voice? Vocal Features of Conversational AI Affects Physicality Perceptions and Product Congruency

» [Fotis Efthymiou](#), William Hampton, Christian Hildebrand

Humor use in response to negative publicity

» [Ying Yu](#), Li Huang, Ping Qing, Tong Chen

8:30pm

Poster

Working papers: Sustainability, Innovation and New Products

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Feeling the Weight of the World in Your Hands: Effect of Material Density on Consumer Recycling Behavior

» [Lyndsay Loomer](#), Sarah C. Whitley

Development and validation of a multidimensional Product Perceived Newness scale

» [Claire-Lise Ackermann](#), Blandine Hetet, Imene Belboula

The Impact of Social Distancing on Creativity

» [Kristen Ferguson](#), Kelly B. Herd, Stefan J. Hock

Do you want to be creative? Be stupid first

» [Tatiana Karpukhina](#), Martin Schreier, Ayelet Fishbach

Visual Entropy and Consumer Creative Success

» [Rong Huang](#), Weiling Ye, Darren Dahl, [Yuqian Chang](#)

Impulsively sustainable: Can an inhibitory control training help consumers to reduce fast fashion consumption?

» [Oliver Büttner](#), Benjamin Serfas, Julia Wilberg, Saskia Flachs

Can nostalgic feelings affect sustainable behaviors?

» [Ngan Vo](#), Rajesh V. Manchanda



Continued from **Friday, 29 October**

How sustainability cues in advertising affect consumer's trust and purchase intention: slow vs. fast fashion

» Dominyka Venciute, [Neringa Lukosiute](#), Marius Kuslys

Try Together: Joint Consumption Fosters Choice of Unfamiliar Products

» [Puyue Zhang](#), Yaxuan Ran

What is Happiness? Word Embeddings Quantify Concept of Happiness Across 40 Years in China

» [Zhiqiang Li](#), Yaxuan Ran, Jiani Liu

Moral Justifications of Food Waste: Students in a University Cafeteria

» [Selin Özokcu](#), Eminegül Karababa

"The Vegan Generation": Investigating Vegan Consumers' Responses Toward False Advertising on Social Media

» [Yong Whi Greg Song](#), Natalie Brown-Devlin, Won-Ki Moon

A Primer and Case Study on What EEG Can Do for Marketing Research

» [Oriana Aragon](#)

Creativity is in the mind of the beholder: The role of thinking style

» [Ilgin Benoit](#), Elizabeth G. Miller, Ceren Ekebas-Turedi, Elika Kordrostami

10pm

General

Globetrotting Gathering (B) - Featuring The Galápagos Islands (10:00-10:30pm), and Japan (10:45-11:15pm)

Stage - Plenary sessions

Saturday, 30 October

8:30am

Oral

6.1 Special Session: Risk in the Time of COVID

Stage - TRACK 1 - Health and Well-Being

Risk in the Time of COVID

» [Abigail Bergman](#), Oleg Urminsky, [Daniel O'Leary](#), Abigail Sussman, Jennifer Trueblood, [Ying Zeng](#), Claire Tsai, [Yeşim Orhun](#)

8:30am

Oral

6.2 Special Session: Insights from Textual Data and Machine Learning Algorithms for Consumer Behavior

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Insights from Textual Data and Machine Learning Algorithms for Consumer Behavior

» [Ada Aka](#), Sudeep Bhatia, [Michael Yeomans](#), Alison Wood Brooks, [Ishita Chakraborty](#), Minkyung Kim, K. Sudhir, [Vincent Chen](#), Zhihao Zhang, Ming Hsu

8:30am

Oral

6.3 Special Session: Reimagining Taste: Examining Taste Emergence, Divergence, and Reconfiguration in Social Institutions and Markets

Stage - TRACK 3: CCT and Under-Represented Consumers

Reimagining Taste: Examining Taste Emergence, Divergence, and Reconfiguration in Social Institutions and Markets

» [Annetta Grant](#), [Ankita Kumar](#), Aya Aboelenien, Eric Arnould, Zeynep Arsel, Søren Askegaard, [Pierre-Yann Dolbec](#), [Dannie Kjeldgaard](#)

8:30am

Oral

6.4 Special Session: The Politically Conservative Consumer: Understanding Their Unique Motivations to Improve Individual and Societal Well-Being

Stage - TRACK 4: Symbolic Consumption and Identity



Continued from **Saturday, 30 October**

The Politically Conservative Consumer: Understanding Their Unique Motivations to Improve Individual and Societal Well-Being

» [Jianna Jin](#), Selin Malkoc, Russell Fazio, [Christine Kim](#), Nailya Ordabayeva, [Yunhui Huang](#), David Dubois, [Aylin Cakanlar](#), Lisa Cavanaugh, Katherine White

8:30am

Oral

6.5 Special Session: “Device-dependencies”: How SmartPhone use affect Consumer Beliefs and Choices

Stage - TRACK 5: Technology, AI, and Social Media

“Device-dependencies”: How SmartPhone use affect Consumer Beliefs and Choices

» Ana Valenzuela, [Lennay Chapman](#), [Camilla Song](#), Aner Sela, [Minzhe Xu](#), Z. Jessie Liu, Yang Yang, [Shuqi Zhu](#), Sarah Wei, John Rudd, Yansong Hu

8:30am

Oral

6.6 Special Session: Biases in Consumers’ Use of Numbers

Stage - TRACK 6: JDM and Financial Decision Making

Biases in Consumers’ Use of Numbers

» [David Zimmerman](#), [Indranil Goswami](#), [Manissa P. Gunadi](#), Adam Eric Greenberg, Dan Schley, Stephen A. Spiller, Nicholas Reinholtz, Sam Maglio, Alina Ferecatu, Hang-Yee Chan

8:30am

Oral

6.7 Special Session: Message Characteristics and Their Downstream Consequences on Judgment

Stage - TRACK 7: Branding and Advertising

Message Characteristics and Their Downstream Consequences on Judgment

» [Giulia Maimone](#), Uma Karmarkar, On Amir, [Grant Packard](#), Jonah Berger, [Mohamed Hussein](#), Rhia Catapano, Zakary Tormala, [Linying \(Sophie\) Fan](#), Derek Rucker, Yuwei Jiang

8:30am

Oral

6.8 Special Session: Virtuous or Vicious? New Insights Into Moral Processes in the Marketplace

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Virtuous or Vicious? New Insights Into Moral Processes in the Marketplace

» [Anika Stuppy](#), Femke van Horen, Meg Campbell, [Phyliss Jia Gai](#), Amit Bhattacharjee, [Haiyue \(Felix\) Xu](#), Lisa E. Bolton, [Sangmin Kim](#), Kathleen Vohs, Olga Stavrova

8:30am

Panel

6.9 Competitive Papers Roundtable Discussion – Anthropomorphism

Stage - Panels and discussions

Chaired by: Pankaj Aggarwal

The Impact of Pandemic Cues on Consumer Preference for Anthropomorphic Products

» [Sunxu Xu](#), Ying Ding

Consequences of humanizing robo-advisor by adding phatic communication ability: perceived empathy and investor’s trust

» Kuan-chou Ko, Shino Uchikata, [Shian-ko Liu](#)

The Impact of Product Anthropomorphism on Price-Quality Judgments: The Mediating Role of Communal Norm Salience

» [Amogh Kumbarger](#), Arvind Sahay, Sanjeev Tripathi

The Negative Side of Using Organ Anthropomorphism in Health Communication: Caution and the Solution

» Haizhong Wang, Echo Wan, [Jianying Ouyang](#)

4D: The Four Dimensions of Anthropomorphism – Manipulations and Measures

» [Alisa Wu](#), Pankaj Aggarwal



Continued from **Saturday, 30 October**

Too Ambiguous for an Algorithm? Anthropomorphic Design of an Algorithm-Based Recommendation Agent Increases the Recommendation Acceptance

» [Amogh Kumbargerj](#), Arvind Sahay, Sanjeev Tripathi

Teasing! Can Brands Build Strong Relationships by Making Fun of Their Consumers?

» [Demi Oba](#), Holly Howe, Gavan Fitzsimons

The Effect of Anticipated Embarrassment on Preference for Using Chatbots

» [Rumela Sengupta](#), Lagnajita Chatterjee, Jeff Parker

Conversational Agent Design and Consumer Decision Journey: Research Synthesis; Direction

» [Priya Premi](#), Joffi Thomas, Keyoor Purani

Cleaning with Dustin Bieber: Nicknaming Autonomous Products and the Evolving Relationship with New Technologies

» [Jenny Zimmermann](#), Emanuel de Bellis, Reto Hofstetter, Stefano Puntoni

Should a Luxury Brand's Chatbot Use Emoticons?

» [Yuan Li](#), Hyunju Shin

Deep Mind: Leveraging Deep Learning to Classify and Interpret Mind Perception in Smart Objects from Unstructured Text

» [Anouk Bergner](#), Jochen Hartmann, Christian Hildebrand

What makes robots appear to have a mind? Customer reaction to robot anthropomorphism in frontline service

» [Salma André-Boukhriss](#), Margherita Pagani

10am

Keynote

Presidential Address: June Cotte. Awards & Business Meeting

Stage - Plenary sessions

11:30am

Panel

7.1 Competitive Papers Roundtable Discussion - COVID Coping and Prevention

Stage - TRACK 1 - Health and Well-Being

Chaired by: Zeynep Arsel

Don't play the scarcity card: Perceived scarcity in COVID-19 vaccine supplies reduces vaccination priority and acceptance

» [Beatriz Pereira](#), Amy Greiner Fehl, Stacey Finkelstein, Gabriela Jiga-Boy, Marta Caserotti

COVID-19 stress and the performance of gender counter-stereotypical behavior (GCSB): market opportunities from an overlooked segment during the pandemic

» [Enav Friedmann](#), Gal Gutman, Gil Peleg, Niv Reggev

Culture and the Containment of the COVID-19 Pandemic: How Collectivism Fosters Preventive Behaviors

» [Hyewon Cho](#), Yafei Guo, Carlos Torelli

The Video-aperitif During Lockdown in France: (Re)Defining Situation and Context of Online Consumption

» [Thomas Stenger](#), [Axelle FAURE-FERLET](#)

Managing Everyday Life Through A Pandemic: I Shop Therefore I Am

» [Melika Kordrostami](#), Elika Kordrostami

Mask Colors and Trustworthiness

» [Shubin Yu](#), [Changxu Li](#)

A Field Study Investigating the Effect of Four Established Message Framing Theories on Mask-Wearing Behavior

» Anastasiya Pocheptsova Ghosh, [Kristen Lane](#), Jennifer Savary, Laura Brandimarte, Jeff Stone, John Taylor, Ricardo Valerdi



Continued from **Saturday, 30 October**

The Effect of Covid-19 Pandemic on Consumers' Online Shopping Behavior

» [Vahid Rahmani](#), Elika Kordrostami

Controlling the Uncontrollable: Consumer Voluntary Risk-Taking amidst the Covid-19 Pandemic

» [Ramona Riehle](#)

Stockpiling Goods as Indicators of Loneliness and Anxiety: Hoarding Behavior in Times of Crisis

» [Yunhui Huang](#), Kathleen D. Vohs, Selin Malkoc, Joseph Goodman

Transforming Rituals and Rites of Passage During the COVID-19 Pandemic

» [Kristine De Valck](#), [Ana Babic Rosario](#), [Isabella Ciampa](#)

The role of Social Virtual World in increasing psychological resilience during the on-going Covid-19 pandemic

» Iman Paul, [Rumela Sengupta](#), Smaraki Mohanty

Food well-being at the time of Covid-19: The use of coping strategies rooted in caring for low socio-economic status families

» [Ophelie Mugel](#), [Margot Dyen](#), [Valérie Hémar-Nicolas](#)

Frequency, probability, or total number? A comparison of different mathematically equivalent presentations' effect on risk perception during COVID-19

» [Yun Jie](#)

Upgrade when COVID-19 is in Town: Product Upgrading as a Response to Disease Concerns

» [Yunbo Zhang](#), Yunhui Huang

11:30am

Oral

7.2 Roundtable Discussion: We Need to Go Beyond Demographics: Queering Misguided Consumer Segmentation & [Intersectional] Identity Practices

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

We Need to Go Beyond Demographics: Queering Misguided Consumer Segmentation & [Intersectional] Identity Practices

» [Laurel Steinfeld](#), [Kevin Thomas](#), [Jack Coffin](#), [Carol Kaufman-Scarborough](#)

11:30am

Oral

7.3 Special Session: Do parents know best?: Parental identities and motivations in driving decisions related to their children's well-being

Stage - TRACK 3: CCT and Under-Represented Consumers

Do parents know best?: Parental identities and motivations in driving decisions related to their children's well-being

» [Meng-Hsien \(Jenny\) Lin](#), [Akshaya Vijayalakshmi](#), [PINGPING Gan](#), [Lacznia Russell](#), [Beatriz Pereira](#), [Karlee Postheher](#), [Alaina Hansom](#), [Abhiman Das](#), [Aruna Tatavarthy](#)

11:30am

Panel

7.4 Competitive Papers Roundtable Discussion: Experiential Consumption, Leisure, and Travel

Stage - TRACK 4: Symbolic Consumption and Identity

Chaired by: Cristel Russell

Transmitting Craft: Collective Custodianship as Social-Symbolic Work

» [Joel Mohr](#), Peter A. Dacin, M. Tina Dacin

'Going' Green? Nomadic Consumers' Paradoxical Journey Toward Sustainability

» [Sarah Schwarz](#)



Continued from **Saturday, 30 October**

The Inescapable Quest for Happiness: Exploring How the Ideology of Happiness Shapes Contemporary Consumer Marketplace

» [Gabrielle Patry-Beaudoin](#), Jay Handelman

Anchors on the Move: Digital Nomads' Solid Footholds in Liquidity

» [Christiane Aufschneider](#), [Sarah Schwarz](#), Andrea Hemetsberger

Consumer Deceleration Through Market-Mediated Cultural Reflection

» [Sarah Grace](#)

Seeking Security through Liquidity in an Era of Precarity: An Ethnography of Digital Nomadism

» [Aleksandrina Atanasova](#), Giana M. Eckhardt, Katharina C. Husemann

How to Lose Friends and Influence No One: The Documentation Penalty in Social Experiences

» [Freeman Wu](#), Geoff Durso, Kelly Haws

The Way We Were: Memories of Extraordinary Group Experiences Impact Cohesion and Well-Being

» [Zuzanna Jurewicz](#), Matt Thomson, Miranda Goode

Meanings of DIY in a non-Western Mediterranean Market: The Case of Pastry-Making in Algeria

» [Amina Djedidi](#), Nacima Ourahmoune

Overcoming the potential conflict between eudaimonic versus hedonic outcomes of transformative service

» [Adam Nguyen](#)

Doing VanLife: A Social Practice Perspective on Traveling with a Camper Van

» [Philipp K. Wegerer](#)

Blending In or Popping Out? Which Photos of Consumption Experiences Positively Affect Consumer Engagement

» [Der-Wei Huang](#), Shanker Krishnan

Value-ing Biodiversity in the Garden

» [Christina E. Dahl](#), [Julie Emontspool](#)

Beyond a Self-Control Tool: The Effect of Limit Setting on Preference Sensitivity

» [Xiang Wang](#), Minzhe Xu, Chris Janiszewski

11:30am

Oral

7.5 Special Session: The Algorithmization of Consumer Research: How Algorithms Impact Mindsets, Markets, and Money Management

Stage - TRACK 5: Technology, AI, and Social Media

The Algorithmization of Consumer Research: How Algorithms Impact Mindsets, Markets, and Money Management

» [Melanie Clegg](#), Reto Hofstetter, Emanuel de Bellis, Bernd Schmitt, [Phylliss Gai](#), Eugina Leung, Anne Klesse, [Noah Castelo](#), Johannes Boegershausen, Alexander Henkel, Christian Hildebrand, [Meike Zehnle](#)

11:30am

Panel

7.6 Competitive Papers Roundtable Discussion: Judgment and Decision Making

Stage - TRACK 6: JDM and Financial Decision Making

Chaired by: David Gal

Evolving Choice Sets: The Effect of Dynamic (vs. Static) Choice Sets on Preferences

» Taly Reich, [Jennifer Savary](#), Daniella Kupor

Reserved for You: Implied selectivity as a new tool of choice architecture

» [Jon Bogard](#), Craig Fox, Noah Goldstein



Continued from **Saturday, 30 October**

Why Do Some Consumers React More Negatively to Losing than Others? The Effect of Support-Oppose Framing on Reactions to Undesired Outcomes

» [Jacob Teeny](#), Richard Petty

The Bundle Halo Effect: Why Bundles Are More Attractive Than the Same Items Offered Separately

» Franklin Shaddy, [Stephanie Tjoa](#)

Opportunity Neglect

» [Emily Prinsloo](#), Kate Barasz, Leslie John, Michael Norton

Fresh Start Cues Increase Consumer Preferences for Formal Stimuli

» [Zhenyu Jin](#), Xiaojing Yang, Yanfen You

Distribution Builder vs. Slider Scales: What Is the Best Way To Elicit Belief Distributions?

» [Beidi Hu](#), Joseph Simmons

Are Preference Reversals Due to Decision Contexts or Elicitation Procedures? A Theoretical Reconciliation

» [Chang-Yuan Lee](#), Nina Mazar, Carey Morewedge

Hiding in the crowd: Preference for diversity in competition

» Ying Zeng, [Jiajia Liu](#), Jingyi Lu

The days-of-the-week effect in temporal judgments

» [Tatiana Sokolova](#)

Can't wait to lose: The desire for goal closure increases impatience to incur costs

» [Annabelle Roberts](#), Alex Imas, Ayelet Fishbach

Entrusting the Future to Others' Hands: People Delegate Choice to a Decision Device More When Choosing for the Future

» [Minkwang Jang](#), Oleg Urminsky

The Principle of Discrete Sensitivity

» [Ioannis Evangelidis](#)

The Customization Premium: Consumers Value Custom Bundles More than (Better) Standard Bundles

» [Alice Moon](#), Maarten Bos

Undermining Desire: The Persuasive Power of Short-Term (vs. Long-Term) Consequences of Indulging

» [Paul Stillman](#), Kaitlin Woolley

Enhancing Sensitivity to Probability Through Experiential Sampling of Outcomes

» [Jon Bogard](#), Craig Fox

11:30am

Oral

7.7 Special Session: What Makes Things Beautiful? Using Empirical Aesthetics to Create Effective Marketing Stimuli

Stage - TRACK 7: Branding and Advertising

What Makes Things Beautiful? Using Empirical Aesthetics to Create Effective Marketing Stimuli

» [Anika Stuppy](#), Jan R. Landwehr, A. Peter McGraw, [Ngoc \(Rita\) To](#), Vanessa M. Patrick, Benjamin Borenstein, Claudia Townsend, Carter Morgan, [Lynn Zhang](#), Norbert Schwarz

11:30am

Panel

7.8 Competitive Papers Roundtable Discussion: Charity and Prosocial Behavior

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Chaired by: Cynthia Cryder

If I Can Change, So Can They: The Sense of Self-discontinuity in Increasing Donation Intention

» [Xiaozhou \(Zoe\) Zhou](#), Dilney Gonçalves

Let the Weak Lead the Strong: Low-Income Benefactors Motivate Others to Give

» [Miranda Yin](#), Jessica Li, Jenny Olson



Continued from **Saturday, 30 October**

Do the Ends Justify the Means? Understanding Moral Reactance to “Poverty Porn”

» [Shannon Duncan](#), Deborah Small, Emma Levine

Insights into Identity Formation: How Differences in Ethical Orientations Predict Affiliation with Individual and Group-Based Identities

» [Katie Mercurio](#), Jeffrey Rotman, Jayant Nasa, Mark Staton, Edwin Love

Alleviating Risk Aversion to Uncertain Impact Donations

» [Shoshana Segal](#), Joshua Lewis

Donations in Japan: Hometown Tax Donation and Reciprocal Gifts

» Yuichiro Hidaka, [Sumire Stanislawski](#), Kosuke Mizukoshi, Shuji Ohira

Prosocial Poison: Using Sadness to Prompt Help Giving May Alienate Potential Help Seekers

» [Andrew Smith](#), Cait Lamberton

The Facilitating Effect of Physiological Self-tracking on Organ Donation

» [chi hoang](#), Sharon Ng

Overcoming Self-Focus in the Presence of Contagious Diseases: Performance-Diagnostic Information Increases Donations to Causes with Benefits for Others

» [Felipe M. Affonso](#), Juliano Laran

Why Not Set Pen to Paper? How Typeface Design Influence Charitable Behaviors

» Xing-Yu (Marcos) Chu, [Dickson Tok](#), Junjie (Jensen) Gui

Give a Little Help for my Business: How a ‘Vulnerability Appeal’ Fosters Consumers’ Prosocial Behavior Towards For-Profit Companies

» [Lucia Barros](#), Farah Diba Abrantes-Braga, Cristiane Chammas, Murilo Costa Filho

Alexa, I Want to Do Good: The Role of Voice Assistants in Encouraging Greater Prosocial Behavior

» [Smaraki Mohanty](#), Iman Paul, Samuel Bond

Delivery of Material Aid: Effects of Aid Restrictiveness on Perception of Justice and Satisfaction Among Consumers of Varying Power Levels

» [Nea North](#), Connie Pechmann

11:30am

Panel

7.9: Roundtable on JACR

Stage - Panels and discussions

11:30am

Panel

7.10 Knowledge Forum Q&A: Studying Race in Marketing: Making Race More than a Variable We Collect

Stage - Knowledge forum discussion

Chaired by: Marcel Rosa-Salas and Broderick Turner and Esther Uduehi

1pm

Oral

8.1 Special Session: The Negative Impact of COVID-Related Stress on Eating Behaviors and Effective, Practical Interventions

Stage - TRACK 1 - Health and Well-Being

The Negative Impact of COVID-Related Stress on Eating Behaviors and Effective, Practical Interventions

» [Maria Langlois](#), Pierre Chandon, [Katy Tapper](#), [Lucile Marty](#), [Marie Falkenstein](#), Hilke Plassmann



Continued from **Saturday, 30 October**

1pm

Oral

8.2 Special Session: Methodological Advances in Consumer Research

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Methodological Advances in Consumer Research

» [Quentin Andre](#), [Stijn van Osselaer](#), Chris Janiszewski, Amanda K. Montoya, Joe Hilgard, [Aaron Charlton](#), [Ioannis Evangelidis](#), John Price

1pm

Oral

8.3 Special Session: Influencers and the Shaping of Markets: Actors, Processes, and Sociotechnical Configurations

Stage - TRACK 3: CCT and Under-Represented Consumers

Influencers and the Shaping of Markets: Actors, Processes, and Sociotechnical Configurations

» [Zeynep Arsel](#), [Maria Carolina Zanette](#), Sarah Herchet, Carolina da Rocha, Daiane Scaraboto, [Ghalia Shamayleh](#), Gillian Brooks, [Jenna Drenten](#), Eileen Fischer, [Gulay Taltekin-Guzel](#)

1pm

Oral

8.4 Special Session: Understanding Our Divisions: Politics' Effect on Marketplace Dynamics

Stage - TRACK 4: Symbolic Consumption and Identity

Understanding Our Divisions: Politics' Effect on Marketplace Dynamics

» [Matthew Rocklage](#), [Nailya Ordabayeva](#), Daniel Fernandes, Kyuhong Han, Jihye Jung, Vikas Mittal, Peyman Assadi, [Monika Lisjak](#), Julie Irwin, Naomi Mandel, Derek Rucker, Gautham Vadakkepatt, Sandeep Arora, [Neeru Paharia](#), Kelly Martin

1pm

Panel

8.5 Competitive Papers Roundtable Discussion: Digital Influencers and Social Media

Stage - TRACK 5: Technology, AI, and Social Media

Chaired by: Lauren Grewal

More Trust in Fewer Followers: Diverging Effects of Popularity Metrics and Green Orientation Social Media Influencers

» Matthew Pittman, [Annika Abell](#)

The Potential Downside of Being Dubbed "Insta-worthy"

» [Jianna Jin](#), Xiaoyan Deng, Rebecca Reczek

Assembling Fitness on Instagram – A Critical Visual Content Analysis of Consumer-Generated Content

» [Veronika Rojkowski](#), [Jonathan David Schöps](#)

Assembling Tribes on Instagram: Analysis of a Mega-influencer Follower-generated Hashtag Network

» [Dilan Rathnayake](#), Andrea Tonner, Petya Eckler

Social Media Influencers Educating Consumers on Sustainable Fashion

» [Nina Mesiranta](#), [Elina Närvänen](#), [Roosa Luukkonen](#), [Ines Kaivonen](#)

Branding Beyond Product: The Strange Case of Anti-Surveillance Camouflage

» [Rossella Gambetti](#), [Silvia Biraghi](#), [Robert Kozinets](#)

How do online influencers monetize their audiences?

» [Pierre-Yann Dolbec](#), [Andrew Smith](#), Trang Hoang

User-Generated Content on Social Media: Values from Goals

» [Nirajana Mishra](#), Carey Morewedge

Authenticity, Cultural and Paracrisis: A Typology of Digital Influencers' Transgressions

» [Thaysa Nascimento](#), Maribel Suarez, Roberta Campos



Continued from **Saturday, 30 October**

Effects of Influencer Endorsement of Instagram Ads on Brand Attitudes, WOM Intentions, and Purchase Intentions

» [Nhat Quang Le](#), Magne Supphellen

I Am Authentic and You Said It: Analyzing Brand Authenticity on Social Media

» [Hsin-Hsuan Meg Lee](#), Jakob Engelhardt

The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments.

» [Akshina Banerjee](#), Oleg Urminsky

Leveraging User Data to Investigate the Effectiveness of Interstitial Ads in Mobile Game Applications: Evidence from a Field Experiment

» [Jamel Khenfer](#)

1pm

Oral

8.6 Special Session: Control Over Negative Outcomes

Stage - TRACK 6: JDM and Financial Decision Making

Control Over Negative Outcomes

» [Giulia Maimone](#), Joachim Vosgerau, Ayelet Gneezy, Simona Botti, [Selin Goksel](#), Nazli Gurdamar-Okutur, [Siria Xiyueyao Luo](#), Femke van Horen, Kobe Millet, Marcel Zeelenberg, William H. Ryan, [Stephen M. Baum](#), Ellen R. K. Evers, Oleg Urminsky

1pm

Panel

8.7 Competitive Papers Roundtable Discussion: Morality and Fairness

Stage - TRACK 7: Branding and Advertising

Chaired by: Lisa Bolton

The Interactive Effect of Social Crowding and SES on Moral Judgement

» Yunhui Huang, [Ke Zhang](#)

How Using a Foreign Language Influences Perceived Fairness

» [Grace Yu-Buck](#), Arul Mishra, Himanshu Mishra

Unfair Value Allocation: The Role of Data Ownership in Privacy Concerns

» [Jia Chen](#), David Gal

Counterfactual Culpability: Thinking about what you could have done increases felt culpability for your action

» [Maayan Malter](#)

Why is it Wrong to Sell Your Body? Understanding Liberals' vs. Conservatives' Moral Objections to Bodily Markets

» [Shreyans Goenka](#), Stijn van Osselaer

Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics

» [Shreyans Goenka](#), Manoj Thomas

Fairness in Segmentation and Targeting

» Elizabeth Friedman, [Franklin Shaddy](#), Olivier Toubia

Arousal Reduces the Availability of Internal Reference Prices in Fairness Judgments

» [Alexander DePaoli](#)

Is older brand more moral? The impact of brand age on consumers' perception of brand moral identity

» [Yiran Jiang](#), Lan Xu, Nan Cui

Punish or Permit? Predictors of Consumers' Reactions to Purity Violations

» [Jodie Whelan](#), Sean Hingston

Don't Show the Price Too Early: How (and When) Uncertainty Improves Perceived Price Fairness

» [Amin Shiri](#), Xiang Wang, Minzhe Xu, Chris Janiszewski



Continued from **Saturday, 30 October**

How Time (vs. Money) Salience Enhances Price Unfairness Aversion

» Ritesh Saini, [Meichen Dong](#)

Do PWYW Labels Affect Internal Reference Prices and Prices Paid?

» [Olivier Reimann](#), Oliver Thomas, Gunther Kucza

1pm

Oral

8.8 Special Session: Becoming Better Consumers: Decision-Making in Sustainable and Ethical Marketing

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Becoming Better Consumers: Decision-Making in Sustainable and Ethical Marketing

» [Elina Hur](#), Suzanne Shu, Chiara Longoni, [Anna Tari](#), Remi Trudel, [Maria Landekhovskaya](#), Grant Donnelly, Rebecca Reczek, [Carina Thürridl](#), Bernadette Kamleitner

1pm

Panel

8.9 Knowledge Forum Q&A: Mental Health Matters: Making Mental Well-Being a Marketing Research Priority

Stage - Knowledge forum discussion

Chaired by: Jane Machin and Ann Mirabito and Elizabeth Crosby and Natalie Adkins and Justine Rapp Farrell

2:30pm

Oral

9.1 Special Session: Lay Beliefs on Time and Timing

Stage - TRACK 1 - Health and Well-Being

Lay Beliefs on Time and Timing

» [Gabriela Tonietto](#), [Libby Chun](#), [Jackie Silverman](#), [Evan Weingarten](#), Eric VanEpps, Selin Malkoc, Sam Maglio, Christophe Lembregts, Bram Van den Bergh, Alix Barasch, Deborah Small, Luxi Shen

2:30pm

Oral

9.2 Special Session: Learning from Highly Unstructured Data: Insight from Videos, Images and Audio

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Learning from Highly Unstructured Data: Insight from Videos, Images and Audio

» [Reto Hofstetter](#), Jonah Berger, Aradhna Krishna, Marc Bravin, Melanie Clegg, Marc Pouly, [Prashant Rajaram](#), Puneet Manchanda, [Jochen Hartmann](#), Verena Schoenmueller, Yonat Zwebner, Jacob Goldenberg, Oded Netzer, [Na Kyong Hyun](#), Michael Lowe

2:30pm

Oral

9.3 Special Session: The Babel of Collective Consumption: Tensions and heterogeneity in communities and subcultures

Stage - TRACK 3: CCT and Under-Represented Consumers

The Babel of Collective Consumption: Tensions and heterogeneity in communities and subcultures

» [Nitisha Tomar](#), Amber Epp, [Jenna Drenten](#), Robert Harrison, Nicholas Pendarvis, [Adam Slobodzian](#), Tandy Thomas

2:30pm

Oral

9.4 Special Session: Order Matters: Exploring How Sequential Decision Making Affects Spending

Stage - TRACK 4: Symbolic Consumption and Identity

Order Matters: Exploring How Sequential Decision Making Affects Spending

» [Jinjie Chen](#), Alison Xu, Maria Rodas, [Leilei Gao](#), Yan Zhang, Uzma Khan, [Alexander DePaoli](#), [Tanya Singh](#), Caroline Roux

2:30pm

Oral

9.5 Special Session: When Firms Meet Consumers on Social Media: The Influence of Online Communications on Consumers, Firms, and Platforms

Stage - TRACK 5: Technology, AI, and Social Media



Continued from **Saturday, 30 October**

When Firms Meet Consumers on Social Media: The Influence of Online Communications on Consumers, Firms, and Platforms

» [Matthew Hall](#), Jamie Hyodo, Alix Barasch, [Gabriela Funk](#), Reto Hofstetter, Leslie John, [Sonia Kim](#), Gita Johar, [Kristen Lane](#), Merrie Brucks

2:30pm

Panel

9.6 Competitive Papers Roundtable Discussion: Financial Decision Making

Stage - TRACK 6: JDM and Financial Decision Making
Chaired by: [Gülden Ülkümen](#)

Self-Other Differences in Perceptions of Wealth

» [Rafael Batista](#), Abigail Sussman, Jennifer Trueblood

Psychological Ownership as an Intervention: Addressing the Government Benefits Participation Gap

» Wendy De La Rosa, Eesha Sharma, [Stephanie Tully](#), Eric Gianella, Gwen Rino

The Moralization of Debt: Causes and Consequences

» [Malena de la Fuente](#), Franklin Shaddy

The Role of Perceived Risk and Device Type in Online Crowdfunding Decisions

» [Sorim Chung](#), [Maria Karampela](#)

Perceived Financial Constraints and Purchase Happiness

» [Rodrigo Dias](#), Eesha Sharma, Gavan Fitzsimons

The Rise of a Nudge: Field Experiment and Machine Learning on Minimum and Full Credit Card Payments

» [Daniel Schwartz](#)

As Wages Increase, Do People Work More or Less? A Wage Frame Effect

» [Luxi Shen](#), Samuel Hirshman

Understanding Family Responses to Resource Scarcity

» [Asheeabee R Shaheen Hosany](#), Rebecca W Hamilton

How and When does A Used (vs. Unused) Account Affect Consumption Behavior?

» [Siyuan Yin](#), Marissa Sharif

Not just impulsiveness: The psychometric characteristics of intertemporal preferences in consumer behavior

» [Antonia Krefeld-Schwalb](#), Daniel Bartels, Eric Johnson

Happy Workers are "Rich" Consumers: Enjoyable Earnings Inflates Subjective Income

» [David Dolifka](#)

Buying More but Paying the Same? Retrofitting an Unplanned Purchase into the Shopping Budget

» [Liang Huang](#), Addison Plummer, Anastasiya Pocheptsova Ghosh

The Effects of Loan Application Formats on Consumer Loan Decisions

» [Alicia Johnson](#), Daniel Villanova, Ronn Smith

When it is Best to be Last: How Constructed Distributions Influence Sequential Judgments

» [Siyuan Yin](#), Maurice Schweitzer

2:30pm

Panel

9.7 Competitive Papers Roundtable Discussion: Consumer Activism and Sustainability

Stage - TRACK 7: Branding and Advertising
Chaired by: [Neeru Paharia](#)

Ethical Consumption as Subjectivation: Constituting the Ethical Consumer Subject

» [Cristiano Smaniotta](#), Søren Askegaard

Strikes Against Emerging Competition: Respecting Consumers' Needs and Gaining Their Hearts

» [Hyunjung Crystal Lee](#), [Eline De Vries](#)



Continued from **Saturday, 30 October**

An ecofeminist understanding of “emotion work” in market delegitimization.

» [Lucie WIART](#), Nil Özçaglar-Toulouse

A Tale of Two ‘States’: Partisan Differences in Consumer Response to Brand Activism

» [Nitika Garg](#), Geetanjali Saluja

Is Brand Activism The New Normal? Scale Development and Application

» [Nuket Serin](#), Jayati Sinha

The Silver Lining to the Mushroom Cloud: A Netnographic Analysis of Consumers Enjoying Systemic and Existential Risks

» [Hunter Jones](#)

Retailers’ Response to A Racial Reckoning: Analysis of Corporate Social Justice Communication on Social Media

» [Olivia Johnson](#), [Whitney Ginder](#)

Can Markets Be Caring?

» [Andreas Chatzidakis](#), Giana M. Eckhardt, Katharina C. Husemann

How to Encourage Sustainable Consumption? A Construal Level Approach to “Concretize” Sustainability with Circularity

» [Jolie Gutentag](#), Cristel Russell

Received! The Effect of Take-Back Program Acknowledgment on Perceptions of Company Sustainability and Consumer Recycling Intentions

» [Yuly Hong](#), Sara Dommer, Karen Page Winterich

At The Pursuit Of Harmony Between Men, Land and Brands : A Chronotopic Exploration of Slow Cosmetic Brand Narratives

» [Camille Anin](#), Pierre Valette-Florence

Holding Your Tongue For The Sake Of Mother Earth: When and Why Consumers React Less Negatively Following Green Product Failures

» Ali Tezer, [Matthew Philp](#), Anshu Suri

The Effect of Powerlessness on Preferences for Free-From-Products

» [Lijun Zhang](#), Elaine Chan

When insect consumption is socially risky: Social norms as a major barrier to widespread acceptance of non-normative food

» [Gesa Stremmel](#), Ossama Elshiewy, Yasemin Boztug

2:30pm

Oral

9.8 Special Session: Relationship Dynamics in the Era of the Sharing Economy

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing

Relationship Dynamics in the Era of the Sharing Economy

» [Jie\(Doreen\) Shen](#), Aric Rindfleisch, [Aylin Cakanlar](#), [Nailya Ordabayeva](#), [Yang \(Jenny\) Guo](#), Cait Lamberton, [Rusty Stough](#), Page Moreau

2:30pm

Oral

9.9 Roundtable Discussion: Product Disposition: Consumer Research Issues, Opportunities and Challenges

Stage - Panels and discussions

Product Disposition: Consumer Research Issues, Opportunities and Challenges

» [Alice Wang](#), [Cathy Cole](#), [Bingyan Hu](#), Aaron Ahuvia, Aaron Brough, Cait Lamberton, Michael Norton, Mary Gilly, Aimee Drolet, Karen Page Winterich, Rebecca Reczek, Annamma Joy, Linda Price, Grant Donnelly, Silvia Bellezza, Karen Fernandez



Continued from **Saturday, 30 October**

2:30pm

Panel

9.10 Knowledge Forum Q&A: Children as Consumers: Past and Future Research Directions

Stage - Knowledge forum discussion

Chaired by: Margaret Echelbarger and Michal Maimaran

4pm

Oral

10.1 Special Session: Mental Accounting Advances: How Mental Accounting Influences Purchases, Patience, and Well-being

Stage - TRACK 1 - Health and Well-Being

Mental Accounting Advances: How Mental Accounting Influences Purchases, Patience, and Well-being

» [Kellen Mrkva](#), Jesse Walker, R.A. Farrokhnia, [Ellen R. K. Evers](#), Alex Imas, [Haewon Yoon](#), Yang Yang, Carey Morewedge, [Tyler MacDonald](#), Michael Silverstein

4pm

Oral

10.2 Special Session: Understanding Consumer Conversations

Stage - TRACK 2: Methods, Research Priorities, Tutorials and Automated Text Analysis

Understanding Consumer Conversations

» [Grant Packard](#), Jonah Berger, [Reihane Boghrati](#), [Michael Yeomans](#), Julia Minson, Hanne Collins, Francesca Gino, [Grant Donnelly](#), Kristin Hurst, Nicole Sintov, Yang Li

4pm

Panel

10.3 Competitive Papers Roundtable Discussion: Gender and Underrepresented Consumers

Stage - TRACK 3: CCT and Under-Represented Consumers

Chaired by: Susan Dobscha

Women's Attitudes Toward Sexual Objectification in Brands: A Political Ideology Perspective

» [Carlos Torelli](#), [Yafei Guo](#), Hyewon Cho

When Identity Comes with Strings: Nonvoluntary Identity Maintenance and Conflicting Identities

» [Mycah Harrold](#), Chadwick Miller, Andrew Perkins

Transgender and Gender Diverse Consumer Narratives on the Stigmatized Process of Gender Affirmation

» [Heather Meyer](#), Richard Mocarski, Natalie Holt, Debra Hope, Nathan Woodruff

What Drives Consumer Adoption of Electric Vehicles? A Country-Level Analysis and an Implicit Association Test of Gender Perceptions with Electric Vehicles

» [Jana Plananska](#), Rolf Wüstenhagen, Emanuel de Bellis

Sex for Sale: People as Consumable Objects

» [Ron Hill](#), Himadri Chaudhuri

Gender Stereotypes Be Gone: Creating Marketpace Inclusivity

» [Stephanie Voyer](#), Peter Voyer

Dream, Love and Cuteness : How Markets Fuel a Diminishing "Girl Culture"

» [Eva Delacroix](#), [Sarah Lasri](#), [Florence Benoit-Moreau](#)

Exploring the role grandfathers play in the consumer socialisation of grandchildren

» [Ben Kerrane](#), Katy Kerrane, Shona Bettany

Transformative Social Marketing: Sharing "Swedish Dads" with the World

» [Susanna Molander](#), Ingeborg Astid Kleppe

Netflix and Cringe - Consuming Conflict as Transformative Consumer Identity-Work

» [Carly Drake](#), [Anuja Pradhan](#)



Continued from **Saturday, 30 October**

The World Needs Balance: Marketplace Moderation and Counterbalancing Consumption

» [Jack Coffin](#), Emma Banister

Understanding Beauty Stereotypes Using the Big Five Labels

» [Tabitha S Thomas](#), Dolphy Abraham

Types of Possessions Associated with Physical Attractiveness

» [Tabitha S Thomas](#)

Offensive-Stereotyping Ads: Disidentification Tendency in Action

» [Enav Friedmann](#), Eliran Solodoha, Dorit Efrat-Treister

Is This for Me? Differential Responses to Inclusivity Initiatives by Represented and Underrepresented Consumers

» [Francesca Valsesia](#), [Lea Dunn](#), [Jennifer D'Angelo](#)

When and Why Targeted Products for Underserved Consumers Backfire

» [Ruouou Li](#), Linyun Yang

4pm

Oral

10.4 Special Session: What Makes Us "Us": Finding and Expressing the Self through Identity-Driven Consumption in Uncertain Times

Stage - TRACK 4: Symbolic Consumption and Identity

What Makes Us "Us": Finding and Expressing the Self through Identity-Driven Consumption in Uncertain Times

» [Ekin Ok](#), Aylin Cakanlar, Hristina Nikolova, [Guanzhong Du](#), Kobe Millet, Aylin Aydinli, Jennifer Argo, [Sara Dommer](#), Karen Page Winterich, Linda Court Salisbury, [Gergana Nenkov](#)

4pm

Oral

10.5 Special Session: Smart Agents at Your Service: Potential and Pitfalls

Stage - TRACK 5: Technology, AI, and Social Media

Smart Agents at Your Service: Potential and Pitfalls

» [Yegyu Han](#), [Na Kyong Hyun](#), Ilana Shanks, [HARI RAVELLA](#), Dipankar Chakravarti, Samuel Bond, Martin Mende, [Maura Scott](#), Jenny van Doorn, Dhruv Grewal

4pm

Oral

10.6 Special Session: Different Uncertainties Matter: Examining Attributions, Probability Judgment, and Risk-Seeking Under Different Types of Uncertainty

Stage - TRACK 6: JDM and Financial Decision Making

Different Uncertainties Matter: Examining Attributions, Probability Judgment, and Risk-Seeking Under Different Types of Uncertainty

» [Xiang Wang](#), Amin Shiri, Craig Fox, David Tannenbaum, [Gülden Ülkümen](#), Daniel Walters, Carsten Erner, Chris Janiszewski, [Katie Mehr](#), Joshua Lewis, [Robert Zeithammer](#), Lucas Stich, Martin Spann, Gerald Haubl

4pm

Oral

10.7 Special Session: False Information and How it Shapes Consumers' Lives

Stage - TRACK 7: Branding and Advertising

False Information and How it Shapes Consumers' Lives

» [Gizem Ceylan](#), Evan Weingarten, [Ying Lin](#), Charles Zhang, Daphna Oyserman, Nina Mazar, [Crystal Reeck](#), Dan Ariely, Rita Ludwig, Malia Mason, [Sherry He](#), Brett Hollenbeck, Davide Proserpio

4pm

Oral

10.8 Special Session: Changing Views on Inequality: Consumer Perceptions, Preferences, and Willingness to Redistribute

Stage - TRACK 8: Prosociality, Morality, Sustainability, Sharing



Continued from **Saturday, 30 October**

Changing Views on Inequality: Consumer Perceptions, Preferences, and Willingness to Redistribute

» [Kate Christensen](#), David Dolifka, Franklin Shaddy, [Martin O'Day](#), Michael Norton, [Ashley V. Whillans](#), Lucia Macchia, [Jesse Walker](#), Stephanie Tepper, Thomas Gilovich, Amit Bhattacharjee

4pm

Panel

10.9 Competitive Papers Roundtable Discussion – Online Reviews

Stage - Panels and discussions

Chaired by: Andrew Gershoff

Show me you or the goods? Effect of image content on review helpfulness.

» Mengqi (Annie) Ding, [Shirley \(Shuo\) Chen](#), Xin (Shane) Wang, Neil Bendle

Rating Inflations in Two-Way Rating Systems – The Role of Perceived Closeness

» Yongseok Kim, Jihye Jung, [Emma Gibbons](#)

The Temporal Slippery Slope: Decline in Sequential Ratings within Batches of Online Reviews

» [Chen Pundak](#), Lev Muchnik, Yael Steinhart, Jacob Goldenberg

Analyzing eWOM on Large Social Media Platforms

» [Denis Utochkin](#), [Ivan Belik](#)

Are Critics Credible? Negative Sources are Perceived to be Less Credible

» [Junha Kim](#), Joseph Goodman

The Impact of Online Review Linguistic Features on Reviewers and Readers

» [Alisa Wu](#), Vicki Morwitz

Evoked Emotion Magnifies Reactions to Consumer Reviews

» [Daniel O'Leary](#), Abigail Sussman

The Epistemic Cultures of Product Review Systems

» [Mikkel Nøjgaard](#)

The Effects of Reviews on Consumer Experiences

» [Dena Yadin](#), Nira Munichor, Elanor Williams, Inbal Stockheim

The Scale Effect: How Rating Scales Affect Product Evaluation

» [Rahil Hosseinj](#), Gael Le Mens

Authentically Creative? Identifying and Reconciling the Tension between Authenticity and Creativity

» [Shiyu Yang](#), Jack Goncalo, Olga Khessina, Kyle Emich

5:30pm

General

Closing Reception

Stage - Plenary sessions

On Demand

21 October 7am **Bundle: 17 Sessions released on-demand**

Competitive Papers

1 of 17

Panel

2.7 Competitive Papers Roundtable Discussion: Advertising and Promotions

Chaired by: Jeff Parker

2 of 17

Panel

5.4 Competitive Papers Roundtable Discussion: Symbolic Consumption, Status, and Identity

Chaired by: Marie-Agnes Parmentier



3 of 17	<p>Panel</p> <p>5.9 Competitive Papers Roundtable Discussion: Branding, Communities, and Subcultures</p> <p>Chaired by: Melissa Akaka</p>	11 of 17	<p>Panel</p> <p>8.7 Competitive Papers Roundtable Discussion: Morality and Fairness</p> <p>Chaired by: Lisa Bolton</p>
4 of 17	<p>Panel</p> <p>7.6 Competitive Papers Roundtable Discussion: Judgment and Decision Making</p> <p>Chaired by: David Gal</p>	12 of 17	<p>Panel</p> <p>9.7 Competitive Papers Roundtable Discussion: Consumer Activism and Sustainability</p> <p>Chaired by: Neeru Paharia</p>
5 of 17	<p>Panel</p> <p>2.1 Competitive Papers Roundtable Discussion: Health and Well-Being</p> <p>Chaired by: Sarah Moore</p>	13 of 17	<p>Panel</p> <p>4.5 Competitive Papers Roundtable Discussion: Consumer Technology Interaction</p> <p>Chaired by: Chiara Longoni</p>
6 of 17	<p>Panel</p> <p>7.4 Competitive Papers Roundtable Discussion: Experiential Consumption, Leisure, and Travel</p> <p>Chaired by: Cristel Russell</p>	14 of 17	<p>Panel</p> <p>7.1 Competitive Papers Roundtable Discussion - COVID Coping and Prevention</p> <p>Chaired by: Zeynep Arsel</p>
7 of 17	<p>Panel</p> <p>1.9 Competitive Papers Roundtable Discussion: Sharing, Ownership, and Gift Giving</p> <p>Chaired by: Giana M. Eckhardt</p>	15 of 17	<p>Panel</p> <p>7.8 Competitive Papers Roundtable Discussion: Charity and Prosocial Behavior</p> <p>Chaired by: Cynthia Cryder</p>
8 of 17	<p>Panel</p> <p>8.5 Competitive Papers Roundtable Discussion: Digital Influencers and Social Media</p> <p>Chaired by: Lauren Grewal</p>	16 of 17	<p>Panel</p> <p>10.9 Competitive Papers Roundtable Discussion – Online Reviews</p> <p>Chaired by: Andrew Gershoff</p>
9 of 17	<p>Panel</p> <p>10.3 Competitive Papers Roundtable Discussion: Gender and Underrepresented Consumers</p> <p>Chaired by: Susan Dobscha</p>	17 of 17	<p>Panel</p> <p>6.9 Competitive Papers Roundtable Discussion – Anthropomorphism</p> <p>Chaired by: Pankaj Aggarwal</p>
10 of 17	<p>Panel</p> <p>9.6 Competitive Papers Roundtable Discussion: Financial Decision Making</p> <p>Chaired by: Gülden Ülkümen</p>	<p>21 October 7am Bundle: 1 Sessions released on-demand Film Festival</p>	



1 of 1 **Panel**
4.9 Film Festival Discussion