

Researcher (PI)	University Affiliation	Research Title*	Tier	Amount
Anne M Hamby	Hofstra University	Moved to Donate: How Eudaimonic Stories Enhance Charitable Giving	2	\$ 2,796.00
Haithem Zourrig	Kent State University	The Effects of Adaptive and Maladaptive Consumption on Refugee Consumers' Well-being: The Moderating Effects of Social Support (V)	1	\$ 1,810.00
Jodie Kleinschafer	Charles Stuart University	Investigating the implementation of the NDIS in the Western NSW region of Australia	2	\$ 6,000.00
Prakash Satyavageswaran	Indian Institute of Management Udaipur	Moving Away from the Roots? Investigating why Indian Tribals are Choosing Marketed Packaged Foods over Indigenous Produce (V)	1	\$ 2,525.00
Zhiyong Yang	University of North Carolina - Greensboro	When Social Density Increases or Decreases Recycling: The Role of Self-Construal	1	\$ 2,500.00
Liezl-Marie Vanderwesthuizen	University of Pretoria	Consumption before Well-being: The Izikhothane Problem (V)	2	\$ 4,100.00
Sonya Grier	American University	Social Marketing for Faculty Diversity	1	\$ 2,100.00
Kristin Scott	Minnesota State University	Diving In or Driving By: The Inherent Tensions Between Relational and Transactional Approaches in Poverty Alleviation Efforts (V)	1	\$ 2,500.00
Curtis Haugtvedt	Ohio State University	Exploring Customized Communication Strategies to Increase Compliance with at Home Drug Disposal	1	\$ 1,500.00
Akshaya Vijayalakshmi	Indian Institute of Management, Ahmedabad	The Influence of Mother's Media Consumption & Autonomy on Children's Education – Evidence from India (V)	2	\$ 5,500.00
Charles R. "Ray" Taylor	Villanova University	Signage and Communities: Providing Research Based Evidence that Helps Balance the Interests of the Public and Small Businesses	2	\$ 5,625.00
Martina Hutton	University of Winchester	Narratives of Vulnerability: Disrupted and Unequal Consumption Lives of Ex-offenders (V)	2	\$ 3,669.00
<b>Total Grants Awarded 2018</b>		<b>*V - indicates consistent with Sheth Foundation vulnerable consumer initiative</b>		<b>\$ 40,625.00</b>