



Thursday, 20 October

8:30am **Doctoral Symposium**
Plaza AB
Chaired by: Nicole Mead and Dr. Lawrence Williams

9am **Consumer Neuroscience Pre-conference Workshop**
Plaza D
Chaired by: Prof. William Hedgcock

11am **ACR Board of Directors Meeting**
Governor's Square 10

1pm **JACR Special Issue on Climate Change Workshop**
Governor's Square 11
Chaired by: Dr. Angela Lee and Dr. Karen Page Winterich

2pm **Early Career Workshop**
Director's Row H
Chaired by: Dr. Luca Cian and Prof. Nailya Ordabayeva and Alison Xu

2pm **Mid-Career Workshop**
Plaza D
Chaired by: Prof. Rebecca Reczek and Dr. Markus Giesler

5pm **Mentoring Program Reception**
Governor's Square 15
Chaired by: Prof. Eileen Fischer and Adriana Samper and Dr. Nitika Garg and Tiffany White

5pm **JACR Reception (by invitation only)**
Poolside Terrace
Chaired by: Dr. Vicki Morwitz

6pm **ACR 2022 Welcome Reception**
Plaza Exhibit

Friday, 21 October

7am **Breakfast - Continental Breakfast**
Plaza Exhibit

7am **Newcomer's Breakfast**
Plaza Ballroom

7am **Yoga for All**
Plaza Court 1
Chaired by: Prof. Cristel Russell

7am **Improv for Researchers**
Plaza Court 2
Chaired by: Dr. Jim Mourey



Continued from **Friday, 21 October**

8:15am **Passing Break**
Plaza Exhibit

8:30am **Perspectives and Prospects: The Post-Pandemic Sharing Economy**
Grand Ballroom
Chaired by: Prof. Eileen Fischer

9:40am **Coffee Break**
Plaza Exhibit

9:55am **Session 1.1 How Language Impacts Communication**
Director's Row H
Chaired by: Mr. Demi Oba and Dr. Jonah Berger

9:55am
How Language Impacts Communication
» [Mr. Demi Oba](#) , Dr. Jonah Berger , [Dr. Lei Su](#) , Dr. Jaideep Sengupta , Dr. Yiwei Li , Dr. Fangyuan Chen , [Mr. Luis Abreu](#) , Ms. Holly Howe , Dr. Jordan Etkin , [Ms. Pureum Kim](#) , Dr. Caleb Warren

9:55am **Session 1.2 Branding and Design**
Director's Row I
Chaired by: Dr. Femke van Horen

9:55am
À Vous, but not For You: Multiple Languages on Product Labels Reduce Purchase Intentions
» [Dr. Eugene Chan](#) , Ms. Vanessa Hunter , Dr. Gavin Northey , Dr. Patrick van Esch

10:10am **Snimex for Nasal Congestion: Phonaesthetic Brand Name Priming**
» [Dr. Stacey Brennan](#) , Dr. Jasmina Ilicic , Prof. Shai Danziger , Dr. Alicia Kulczynski

10:25am **The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications**
» [Dr. Kevin L. Sample](#) , Dr. John Hulland , Prof. Julio Sevilla , Dr. Lauren I. Labrecque

10:40am **Functional Similarity: How Consumption Goals Improve Brand Imitation Evaluation**
» [Dr. Femke van Horen](#) , Prof. Rik Pieters

9:55am **Session 1.3 Health and Consumption**
Director's Row J
Chaired by: Dr. Mehdi Murali

9:55am **Germs and Possessions: Pathogen Concerns Enhance Psychological Ownership**
» Dr. Sean Hingston , [Dr. Jodie Whelan](#)

10:10am **"You May be Contagious, but I'm not": The Contagiousness Bias**
» Ms. Meghan Amend , [Ms. Julia Jeong](#) , Dr. Rima Touré-Tillery

10:25am **Subtractive Risk Judgments in Health and Medical Care Decisions**
» [Dr. Mehdi Murali](#) , Dr. Zhiyong Yang

10:40am **Thinking of Food: The Mental Representation of Healthy Foods as Unprepared Undermines Healthy Choices**
» Dr. Bradley Turnwald , [Prof. Ayelet Fishbach](#)

9:55am **Session 1.4 Latest Insights on AI and Technology**
Governor's Square 10
Chaired by: Mr. Cameron McRae



Continued from **Friday, 21 October**

9:55am **Investigating consumers' hesitant adoption of medical artificial intelligence**

» [Dr. Elisa Konya-Baumbach](#) , Dr. Miriam Biller , Prof. Sabine Kuester

10:10am **To Err is (Not) Human: Examining Beliefs about Errors Made by Artificial Intelligence**

» [Dr. Brianna Escoe](#) , Prof. Noah VanBergen , Dr. Caglar Irmak

10:25am **(Re)ontologizing human and Contextualizing Trans- and Post-humanism for CCT**

» [Dr. Soonkwan Hong](#)

10:40am **A machine learning approach for the prediction of individual and market level demand from retail loyalty program data: Analytic models and discussion of possible behavioral and business practice mechanisms**

» [Mr. Cameron McRae](#) , Prof. Laurette Dubé

9:55am **Session 1.5: On ethics and sludge: Consumers' perceptions of and reactions to the use of behavioural science by organizations**

Governor's Square 11

Chaired by: Ms. Daniella Turetski

9:55am **On ethics and sludge: Consumers' perceptions of and reactions to the use of behavioural science by organizations**

» [Ms. Daniella Turetski](#) , Dr. Renante Rondina , Ms. Bing Feng , Dr. Dilip Soman , [Dr. Burcak Bas](#) , Ms. Rachele Ciulli , Dr. Joachim Vosgerau , [Ms. Lucie Martin](#) , Dr. Liam Delaney , Dr. Orla Doyle , [Mr. Nathaniel A. Posner](#) , Dr. Kellen Mrkva , Dr. Andrey Simonov , Dr. Eric J. Johnson

9:55am **Session 1.6 Photos Speak Louder: What Consumers Convey About Themselves and Brands by Using Visuals**

Governor's Square 12

Chaired by: Dr. Gizem Ceylan

9:55am **Photos Speak Louder: What Consumers Convey About Themselves and Brands by Using Visuals**

» [Dr. Gizem Ceylan](#) , Prof. Kristin Diehl , Dr. Davide Proserpio , Mr. Lucas Nann , Ms. Gabriela Funk , [Prof. Reto Hofstetter](#) , Prof. Leslie K. John , Dr. Daria Dzyabura , [Prof. Renana Peres](#) , Dr. Stefania Farace , [Dr. Francisco Villarroel Ordenes](#) , Prof. Dhruv Grewal , Prof. Ko de Ruyter

9:55am **Session 1.7 Mapping Consumer Mental Processes and Representations Across Diverse Marketplaces**

Governor's Square 14

Chaired by: Dr. Zhihao Zhang and Dr. Nicolette Sullivan

9:55am **Mapping Consumer Mental Processes and Representations Across Diverse Marketplaces**

» [Dr. Zhihao Zhang](#) , [Dr. Nicolette Sullivan](#) , [Dr. Alex Genevsky](#) , [Dr. Hang-Yee Chan](#) , Dr. Femke van Horen , Dr. Andrew Kayser , Dr. Ming Hsu , Dr. Lingrui Zhou , Ms. Courtney Lee , Dr. Gavan J. Fitzsimons , Dr. Brian Knutson , Mr. Ting-Yi Lin , Dr. Steven Shaw , Dr. Carolyn Yoon , Dr. Maarten Boksem , Mr. Roeland Dietvorst , Dr. Christin Scholz , Dr. Khoi Vo , Dr. Vinod Venkatraman , Dr. Emily Falk , Dr. Ale Smidts

9:55am **Session 1.8 More or Less? How Consumers Make Predictions and Inferences About Unobservable Attributes Based on Numeric Cues**

Governor's Square 15

Chaired by: Ms. Michelle Kim

9:55am **More or Less? How Consumers Make Predictions and Inferences About Unobservable Attributes Based on Numeric Cues**

» [Ms. Michelle Kim](#) , Ms. Tianqi Chen , Prof. Rachel Gershon , Prof. Sydney Scott , Dr. Daniella Kupor , Dr. Remi Trudel , [Dr. Kaitlin Woolley](#) , Dr. Peggy Liu , [Ms. Beidi Hu](#) , Dr. Alice Moon , Dr. Eric VanEpps , [Mr. Edward Yuhang Lai](#) , Dr. Mario Pandelaere , Dr. Daniel Villanova

9:55am **Session 1.9 Field Experiments: A Practical Tutorial**

Governor's Square 16

Chaired by: Prof. Stephen Anderson and Prof. Rajesh Chandy

9:55am **Field Experiments: A Practical Tutorial**

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



Continued from **Friday, 21 October**

- 9:55am **Session 1.10 Financial Decision Making**
Director's Row E
Chaired by: Mx. Rowan El-Bialy
- 9:55am **The Interplay Between Financial Monitoring, Wealth, and Well-Being**
» Dr. Joe Gladstone , [Prof. Emily Garbinsky](#) , Prof. Melanie Rudd
- 10:10am **The Value of Engagement: The Effect of Repeated Attempts on Product Quality in a Peer-to-Peer Marketplace**
» Dr. Zhuping Liu , [Dr. Jacob Suher](#) , Dr. Qiang Gao
- 10:25am **Failure Counts (but Success Doesn't): Evidence for an Attributional Asymmetry in the Evaluation of Others' Financial Outcomes**
» [Mr. Alexander Fulmer](#) , Dr. Taly Reich , Dr. Sam Maglio
- 10:40am **Financial Exclusion and Consumer (Dis)empowerment**
» [Mx. Rowan El-Bialy](#) , Dr. Mohammed El Hazzouri , Dr. Ela Veresiu , Prof. Kelley Main
- 9:55am **Session 1.11 Film Festival**
Plaza Court 5
Chaired by: Dr. Virginie Bregeon
- 9:55am **Wild Culture: The Travelling Playground**
» [Dr. Stephen R. O'Sullivan](#)
- 10:10am **Consuming Authenticity: Eating and Drinking Local**
» [Dr. Benjamin Garner](#)
- 10:25am **Beautiful places, beauty-filled people: an immersive assimilation experience of beauty**
» [Dr. Virginie Bregeon](#) , [Prof. Christine PETR](#)

- 9:55am **Session 1.12 Food, Wine and Consumption**
Plaza Court 6
Chaired by: Ms. Evelyn Devos
- 9:55am **Natural wines as subversive art: Exploring expert consumer and producer framings of an unconventional product**
» [Dr. Camilo Peña](#) , Dr. Annamma Joy
- 10:10am **Meanings and Practices of Food-Enjoyment amongst Lower-Income-Group Consumers**
» [Ms. Sukriti Sekhri](#) , Dr. Ankur Kapoor
- 10:25am **The status signaling function of wasting food**
» Ms. Evelyn Devos , [Ms. Daphne Ribbers](#) , Dr. Mario Pandelaere , Prof. Anneleen Van Kerckhove
- 9:55am **Session 1.13 Pricing Research**
Plaza Court 7
Chaired by: Mr. Jintao Zhang
- 9:55am **Can Power Distance Belief Influence Coupon Redemption?**
» [Dr. Minkyung Koo](#) , Dr. Ashok Lalwani , Dr. Nadia Danienta
- 10:10am **BOGO Frees You: Promotions and Adventurous Product Choices**
» [Mr. Junha Kim](#) , Dr. Joe Goodman , Dr. Selin Malkoc
- 10:25am **WATCH OUT! HOW STRIKETHROUGH PRICE CROSSES OUT PURCHASE INTENTION**
» [Mr. Jintao Zhang](#) , [Dr. Yuna Choe](#) , Dr. Allan Chen
- 10:40am **Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review**
» [Mr. Thomas Swanton](#) , [Mr. Terryn Lee](#) , Ms. Seungyeon Kim , Prof. Sharon Collard , Prof. Ellen Garbarino , Prof. Sally Gainsbury , Prof. Joydeep Srivastava
- 9:55am **Coauthor Meeting Space**
Plaza Court 1



Continued from **Friday, 21 October**

9:55am **Coauthor Meeting Space**
Plaza Court 2

9:55am **Coauthor Meeting Space**
Plaza Court 3

9:55am **Coauthor Meeting Space**
Plaza Court 4

11:05am **Passing Break**
Plaza Exhibit

11:15am **Session 2.1 Methods Workshop: Data from the Field**
Director's Row H
Chaired by: Dr. Stephen Spiller and Dr. Fleura Bardhi and Dr. Uma Karmarkar

11:15am **Data From the Field**
» [Dr. Simon Blanchard](#) , [Dr. Joe Gladstone](#) , [Prof. Minah Jung](#) , [Dr. Abigail Sussman](#) , Dr. Stephen Spiller

11:15am **Session 2.2 Online Comments, Reviews and Search**
Director's Row I
Chaired by: Dr. Sarah Whitley

11:15am **No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments**
» [Dr. Michelle Daniels](#) , Prof. Freeman Wu

11:30am **Show Me Some Effort! The Effect of Likes versus Comments and Their Presentation Format on User-Generated Content**
» [Ms. Yue Wang](#) , Dr. Ying Zhao , Dr. Min Zhao

11:45am **The Impact of Review Request Wording on the Readers' Review Inferences and Subsequent Behavioral Intentions**
» [Ms. KyuRee Kim](#) , Dr. Mansur Khamitov

12pm **A Consumer's Perspective on Online Search When Using a Search Engine**
» [Dr. Sarah Whitley](#) , Dr. Anindita Chakravarty , Ms. Lan Anh Ton , Dr. Pengyuan Wang

11:15am **Session 2.3 Morality and Immorality**
Director's Row J
Chaired by: Dr. Amira Mukendi

11:15am **Posting vs. Refraining: Differences in consumers' beliefs about their and others' achievement sharing behavior on social media**
» [Ms. Honghan Qi](#) , Dr. Shankha Basu

11:30am **When is Cherished Memory Contaminated?**
» [Ms. Sally Shin](#) , Dr. Paul Rozin , Dr. Gal Zauberman

11:45am **"It happened to my friend": How story source and victim characteristics shape consumer responses to stories about marketplace injustice**
» [Dr. Anne Hamby](#) , Dr. Davide Orazi , Mr. Patrick Moreau

12pm **Exclusion in Moral Markets**
» [Dr. Amira Mukendi](#) , Prof. Anne Marie Doherty , Dr. Sarah Glozer , Prof. Pierre McDonagh , Prof. Iain Davies

11:15am **Session 2.4 Fresh Insights into Consumer Food Choice and Perceptions in the Emerging Post-Pandemic Normal**
Governor's Square 10
Chaired by: Dr. Lane Peterson

11:15am **Fresh Insights into Consumer Food Choice and Perceptions in the Emerging Post-Pandemic Normal**
» [Ms. Marina Cozac](#) , [Dr. Lane Peterson](#) , [Dr. Annika Abell](#) , Dr. Dipayan Biswas , Dr. Maura Scott , Dr. Martin Mende , Dr. Brennan Davis , Dr. Myla Bui , [Dr. Lama Lteif](#) , Dr. Lauren Block



Continued from **Friday, 21 October**

11:15am **Session 2.5 Religion and Consumer Behavior**
Governor's Square 11
Chaired by: Mr. Yafei Guo and Dr. Yu Ding

11:15am **Religion and Consumer Behavior**
» [Mr. Yafei Guo](#) , [Dr. Yu Ding](#) , [Ms. Hyewon Oh](#) , [Dr. Mustafa Karatas](#) ,
[Dr. Keisha Cutright](#) , [Prof. Carlos Torelli](#) , [Dr. Jennifer Stoner](#) , [Dr. Gita Johar](#) , [Prof. Michael Morris](#)

11:15am **Session 2.6 Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa)**
Governor's Square 12
Chaired by: Ms. Almira Abilova and Ms. Jimin Nam

11:15am **Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa)**
» [Ms. Almira Abilova](#) , [Ms. Jimin Nam](#) , [Dr. Sarah Lim](#) , [Dr. Gizem Yalcin](#) ,
[Prof. Julian De Freitas](#) , [Dr. Adam Waytz](#) , [Dr. Michael Norton](#) , [Ms. Anya Ragnhildstveit](#) , [Mr. Ahmet Uğuralp](#) , [Ms. Zeliha Oğuz](#) , [Dr. Mirjam Tuk](#) ,
[Prof. Stefano Puntoni](#)

11:15am **Session 2.7 Psychological Layers in the Consumption of Status Goods: Drivers, Forms, and Consequences**
Governor's Square 14
Chaired by: Dr. Felix Jan Nitsch

11:15am **Psychological Layers in the Consumption of Status Goods: Drivers, Forms, and Consequences**
» [Dr. Felix Jan Nitsch](#) , [Dr. Zsofia Margittai](#) , [Prof. Gideon Nave](#) , [Prof. David Dubois](#) , [Prof. Tobias Kalenscher](#) , [Prof. Hilke Plassmann](#) , [Ms. Evrim Yanar](#) , [Prof. Felicitas Morhart](#) , [Prof. Keith Wilcox](#) , [Ms. Maren Hoff](#) , [Prof. Dafna Goor](#) , [Prof. Nader T. Tavassoli](#)

11:15am **Session 2.8 The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making**
Governor's Square 15
Chaired by: Mr. Junha Kim

11:15am **The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making**
» [Mr. Junha Kim](#) , [Dr. Selin Malkoc](#) , [Ms. Lily Johnson](#) , [Ms. Maren Hoff](#) ,
[Dr. Vicki Morwitz](#) , [Dr. Ryan Hamilton](#) , [Dr. Morgan Ward](#) , [Dr. Kathleen Vohs](#) , [Dr. Karen Wallach](#) , [Ms. Shirley Bluvstein Netter](#) , [Dr. Priya Raghbir](#)

11:15am **Session 2.9 Artificial Intelligence and Algorithms**
Governor's Square 16
Chaired by: Dr. Sylvie Borau

11:15am **How artificial intelligence influences trust and customer orientation in the banking sector**
» [Dr. Gavin Northey](#) , [Ms. Vanessa Hunter](#) , [Dr. Rory Mulcahy](#) , [Dr. Patrick van Esch](#) , [Dr. Eugene Chan](#)

11:30am **Post Hoc Explanations and Consumer Response to Algorithmic Decisions**
» [Dr. Mehdi Murali](#) , [Mr. Dallas Novakowski](#) , [Dr. Ruth Pogacar](#) , [Dr. Neil Brigden](#)

11:45am **Is that chatbot lying to me? The effects of linguistic markers in chatbot interactions**
» [Prof. Lennay Chapman](#) , [Prof. David Luna](#) , [Dr. Ana Valenzuela](#) , [Prof. Scott Schanke](#)

12pm **Reasoning about Robot Abuse**
» [Dr. Sylvie Borau](#) , [Dr. Tobias Otterbring](#)

11:15am **Session 2.10 Cutting Edge Insights on Luxury**
Director's Row E
Chaired by: Mr. Zhenyu Jin



Continued from **Friday, 21 October**

- 11:15am **Luxury Tiers: The Curvilinear Effect of Luxury Consumption on Perceived Competence**
» [Dr. Christopher Cannon](#) , Dr. Perrine Desmichel , Dr. Derek Rucker
- 11:30am **Luxury Content Becoming Viral Online: The Positive Role of Lexical Sophistication**
» [Mr. Zitian Qiu](#) , Prof. Felicitas Morhart , Prof. Andreas Lnaz , Dr. Daniel Shapira
- 11:45am **Buying to Impress Others or Buying to Please Yourself? Different Motives Underlying Masstige Consumption**
» [Dr. Alex Yao](#) , Dr. Zhe Zhang , Dr. Zhiyong Yang
- 12pm **The Augmenting Effect of Low-Pitched Music on Perceived Product Luxuriousness**
» [Mr. Zhenyu Jin](#) , Dr. Lei Jia , Dr. Xiaoyan Deng , Dr. Xiaojing Yang
- 11:15am **Session 2.11 Film Festival**
Plaza Court 5
Chaired by: Dr. Jacob Hiler
- 11:15am **Recharge coliving camp**
» [Mr. Máté Bencze](#)
- 11:30am **A Tale of Two MMOs: Examining Cross-Cultural Differences in Japanese & US Game Developers**
» [Dr. Jacob Hiler](#) , Dr. Moumita Gyomlai , Dr. Adam Hepworth
- 11:15am **Session 2.12 The Role of Language in Consumer Research**
Plaza Court 6
Chaired by: Ms. Begum Sener
- 11:15am **Phatic Brand Communication on Social Media: The Meaningfulness of Meaningless Communication**
» [Dr. Tom KB Koo](#) , Dr. Sarah Moore , Dr. Jennifer Argo

- 11:30am **"More the Merrier? Or Do Too Many Cooks Spoil the Broth?" Effects of Plural Brand Names on Brand Attitude**
» Dr. Tanvi Gupta , [Dr. Shirley Chen](#) , [Dr. Smaraki Mohanty](#)
- 11:45am **Lexical complexity and crowdfunders behaviour on Equity Crowdfunding Platforms**
» [Dr. Ammara Mahmood](#) , Dr. Sepideh Yeganegi
- 12pm **THE ROLE OF EMOTIONAL STATE IN RECEIVING CONSUMER ENGAGEMENT**
» [Ms. Begum Sener](#) , Dr. M. Berk Ataman , Dr. Ezgi Akpinar
- 11:15am **Session 2.13 Numerical Information Processing**
Plaza Court 7
Chaired by: Dr. Tim Ozcan
- 11:15am **Easy Calculation or Easy Result: The Paradoxical Effects of Decimal Numbers**
» [Dr. Yi Li](#)
- 11:30am **Repeating Number Digits in Price Bundling!**
» [Mr. Jintao Zhang](#) , Dr. Siddharth Bhatt , Dr. Rajneesh Suri
- 11:45am **What is 'Average'?**
» [Prof. Ray Charles "Chuck" Howard](#) , Mr. Amin Shiri
- 12pm **The Effects of Reaching Numerical Roundness on Consumer Subgoals**
» [Dr. Tim Ozcan](#) , Dr. Michael Hair , Dr. Kunter Gunasti
- 12:25pm **Passing Break**
Plaza Exhibit
- 12:35pm **Presidential Address and Networking Lunch**
Plaza Ballroom
Chaired by: Dr. Aric Rindfleisch and Dr. Jennifer Argo and Dr. Tina Lowrey



Continued from **Friday, 21 October**

2:10pm **Passing Break**
Plaza Exhibit

2:20pm **SS 569 -
Session 3.1 Out of Touch? Multimethod Haptics**
Director's Row H
Chaired by: Prof. Aradhna Krishna

2:20pm **Out of Touch? Multi-Methodological Approaches to the Evolving Role of Haptics in Consumers' Experiences**
» Prof. Cristel Russell , [Mrs. Joy Shields](#) , Dr. Clark Johnson , Dr. Joann Peck , [Dr. Subhash Iha](#) , Dr. Sathyaprakash Balaji Makam , [Dr. Ana Valenzuela](#) , Dr. Rhonda Hadi , Dr. Karthik Sridhar , Dr. Ophelia Groth , [Prof. Aradhna Krishna](#)

2:20pm **Session 3.2 Pro-Social**
Director's Row I
Chaired by: Ms. Bonnie Hao

2:20pm **Do People Gain Similar Well-Being Benefits from Prosocial Behavior? The Impact of Political Partisanship on Well-Being Benefits Gained from Volunteering versus Donating**
» [Ms. Bonnie Hao](#) , Dr. Akshay Rao

2:35pm **The "Supportive Consumption" Movement in Japan: Consumers' Age and Distance of Beneficiaries in Ethical Consumption**
» [Dr. Takeshi Matsui](#) , Prof. Akiko Masuda , Dr. Masayuki Tsumura

2:50pm **Cause-Related Marketing Accelerates Satiation**
» [Mr. Han Young Jung](#) , Dr. Joseph Redden

3:05pm **Spending the most on those who need it the least: Gift-givers buy more expensive gifts for affluent recipients**
» [Dr. Farnoush Reshadi](#) , [Dr. Julian Givi](#)

2:20pm **Session 3.3 Ownership and Sharing**
Director's Row J
Chaired by: Ms. Jinyan Xiang

2:20pm **Ownership Unwanted: Identity signals and preferences to consume without owning**
» [Mx. Tyler MacDonald](#) , Dr. Remi Trudel , Dr. Carey Morewedge

2:35pm **"Sharing in" Practices among Lower-Middle Class Urban Families in Brazil**
» Prof. Barbara Levy , Prof. Angela da Rocha , [Prof. Ana Raquel Rocha](#)

2:50pm **Economic Inequality Shapes Consumers' Engagement in the Sharing Economy**
» [Ms. Jinyan Xiang](#) , Dr. Mario Pandelaere

3:05pm **The Use of Ownership Language and Its Consequences on Evaluation**
» [Mr. Myojoong Kim](#) , Dr. Juncai Jiang , Dr. Mario Pandelaere

2:20pm **Session 3.4 Predicting consumer behavior with elicited preferences: Challenges and Advances**
Governor's Square 10
Chaired by: Dr. Antonia Krefeld-Schwalb

2:20pm **Predicting consumer behavior with elicited preferences: Challenges and Advances**
» [Dr. Antonia Krefeld-Schwalb](#) , [Prof. Daniel Bartels](#) , Mr. Soham Bharti , [Dr. Ioannis Evangelidis](#) , Dr. David Hardisty , Dr. Eric J. Johnson , Prof. Minah Jung , [Dr. Ye Li](#) , Dr. Alice Moon , Mr. Wade Wade

2:20pm **Session 3.5 Racial Bias**
Governor's Square 11
Chaired by: Dr. Shunyuan Zhang

2:20pm **Not in My Group: Racial Minorities' Enforce Stricter Ingroup Boundaries to Avoid Stereotype-Confirmation**
» [Dr. Jorge Jacob](#) , Dr. Jacqueline Chen



Continued from **Friday, 21 October**

2:35pm **The effect of racial bias on White Marketing practitioners' decisions for Black consumers**

» Dr. Jorge Jacob , [Dr. Yan Vieites](#)

2:50pm **Market-centric pathways for racial inclusion: the case of #MyBlackReceipt**

» Dr. Olivier Sibai , Prof. Katja Brunk , [Dr. Marcia Christina Ferreira](#) , Prof. Meriam Belkhir , Dr. Myriam Brouard , Dr. Mario Campana , Dr. Marlon Dalmoro , Dr. Bernardo Figueiredo , Dr. Daiane Scaraboto , Dr. Andrew Smith

3:05pm **The Unintended Consequences of Raising Awareness: Knowing About the Existence of Algorithmic Racial Bias Widens Racial Inequality**

» Dr. Shunyuan Zhang , [Dr. Yang Yang](#)

2:20pm **Session 3.6 Consumption Sacrifices in Relationships: When and Why Consumers Give Up Money, Time, and Preferences for Others**

Governor's Square 12
Chaired by: Dr. Peggy Liu

2:20pm **Consumption Sacrifices in Relationships: When and Why Consumers Give Up Money, Time, and Preferences for Others**

» Dr. Peggy Liu , [Dr. Ximena Garcia-Rada](#) , Dr. Tami Kim , Dr. Ignazio Ziano , [Dr. Kelley Gullo Wight](#) , Dr. Lingrui Zhou , Dr. Gavan J. Fitzsimons

2:20pm **Session 3.7 The intersection of political ideology and social identity: Impact on consumption and anti-consumption**

Governor's Square 14
Chaired by: Ms. Hyerin Han

2:20pm **The intersection of political ideology and social identity: Impact on consumption and anti-consumption**

» [Dr. Hyun Euh](#) , Prof. Maria Rodas , Prof. Carlos Torelli , Prof. Sharon Shavitt , Dr. Kiju Jung , Dr. sanghyo kim , Dr. Jaehyun Choi , Prof. Donnel Briley , [Ms. Nulpurum Seo](#) , Prof. Shai Danziger , [Prof. Jihye Jung](#) , Prof. Daniel Fernandes , Prof. Nailya Ordabayeva , Prof. Kyuhong Han , Prof. Vikas Mittal , [Ms. Hyerin Han](#) , Prof. Joshua Clarkson

2:20pm **Session 3.8 Navigating the New Normal: Uncovering Costs and Benefits of Technology-Enabled Communication**

Governor's Square 15
Chaired by: Dr. Melanie Brucks

2:20pm **Navigating the New Normal: Uncovering Costs and Benefits of Technology-Enabled Communication**

» [Dr. Melanie Brucks](#) , Dr. Jacqueline Rifkin , Dr. Jeff Johnson , [Ms. Meike Zehnle](#) , Dr. Christian Hildebrand , [Dr. Zhen Yang](#) , Dr. Yanliu Huang , Dr. Barbara Kahn , Dr. Jiangen He , [Dr. Adrian Ward](#) , Dr. Susan Broniarczyk , Dr. Jianqing (Frank) Zheng

2:20pm **Session 3.9 Methods Workshop: Advanced Approaches to Social Media Research**

Governor's Square 16
Chaired by: Dr. Uma Karmarkar and Dr. Fleura Bardhi and Dr. Stephen Spiller

2:20pm **Advanced Approaches to Social Media Research**

» [Dr. Jonah Berger](#) , [Prof. Jenna Drenten](#) , [Dr. Ashley Humphreys](#) , [Dr. Robert Kozinets](#) , Dr. Uma Karmarkar

2:20pm **Session 3.10 Covid and Wellness**

Director's Row E
Chaired by: Ms. Jianna Jin

2:20pm **When Loneliness Impedes Compliance with COVID-19 Prevention Guidelines**

» [Dr. Ainslie Schultz](#) , Dr. Kevin Newman



Continued from **Friday, 21 October**

- 2:35pm **Self-Esteem Influences Covid-19 Prevention Behavior and Messaging Efficacy**
» [Dr. Anika Stuppy](#) , [Dr. Robert Smith](#)
- 2:50pm **Adoption of New Technology Vaccines**
» [Dr. Laura Zimmermann](#) , [Dr. Jeeva Somasundaram](#) , [Ms. Barsha Saha](#)
- 3:05pm **Consumer Aversion to Digital Mental Health Tools: The Role of Negative Self-Perceptions**
» [Ms. Jianna Jin](#) , [Dr. Grant Donnelly](#) , [Prof. Rebecca Reczek](#)
- 2:20pm **Session 3.11 Film Festival**
Plaza Court 5
Chaired by: [Dr. Mark Peterson](#)
- 2:20pm **The Green Force: Voices of Generation Z**
» [Dr. Iris Mohr](#)
- 2:35pm **Hip Hop Don't Stop at the Classroom Door**
» [Dr. Mark Peterson](#)
- 2:50pm **Encounters of Nothingness: Dilemmas of the Uncanny Self**
» [Dr. Stephen R. O'Sullivan](#)
- 2:20pm **Session 3.12 Price Promotions**
Plaza Court 6
Chaired by: [Ms. Bingjie Li](#)
- 2:20pm **Tiered Discounts As Multiple Numeric Reference Points**
» [Dr. Andong Cheng](#) , [Dr. Gretchen Ross](#)
- 2:35pm **Threshold versus Capped Framing: An Equity Theory of Restricted Promotions**
» [Mr. Shangwen Yi](#) , [Dr. Thomas Allard](#) , [Dr. David Hardisty](#) , [Prof. Dale Griffin](#)

- 2:50pm **Why Minimum Purchase Restrictions Work: The Role of Reference Points**
» [Mr. Guanzhong Du](#) , [Dr. David Hardisty](#)
- 3:05pm **The Consumption Escalation Effect of Over-priced Permission Fees on Consumer Purchase**
» [Ms. Bingjie Li](#) , [Dr. Miaolei Jia](#) , [Prof. Nick Lee](#)
- 2:20pm **Session 3.13 Self Concept and Self Control**
Plaza Court 7
Chaired by: [Dr. Paul Stillman](#)
- 2:20pm **Children's Purchasing Self-Control in a Computer-Based Simulated Supermarket**
» [Ms. Philine Drake](#) , [Prof. Johannes Hartig](#) , [Ms. Maria Bergmann](#) , [Mr. Manuel Froitzheim](#) , [Prof. Gunnar Mau](#) , [Prof. Hanna Schramm-Klein](#) , [Mr. Michael Schuhen](#)
- 2:35pm **The Impact of Disadvantage on Self-Efficacy and Locus of Control**
» [Mr. Bryce Pyrah](#) , [Dr. Chelsea Galoni](#) , [Dr. Jing \(Alice\) Wang](#)
- 2:50pm **The Dynamics of Self-Control**
» [Dr. Paul Stillman](#) , [Dr. James Wilson](#) , [Dr. Melissa Ferguson](#)
- 3:05pm **"Likers" and Posters: How anticipated interaction and attention focus interact to activate self-view and affect luxury value perception**
» [Ms. Jungsun Cho](#) , [Dr. bruno godey](#) , [Mr. Lei Yin](#) , [Ms. Eunha Han](#)
- 3:30pm **Coffee Break - Coffee Break**
Plaza Exhibit
- 3:45pm **Session 4.1 ACR Fellows Addresses**
Director's Row H
Chaired by: [Dr. John Lynch](#) and [Dr. Joel Huber](#) and [Dr. J. Wesley Hutchinson](#)



Continued from **Friday, 21 October**

- 3:45pm **Session 4.2 Sustainable Consumption**
Director's Row I
Chaired by: Dr. Jennifer Stoner
- 3:45pm **Disposing of Dior: The Impact of Luxury Goods on Disposal Decisions**
» [Dr. Jennifer Stoner](#), Dr. Ashley Stadler Blank, Dr. Navdeep Athwal
- 4pm **Defining and Understanding Vintage**
» [Ms. Maren Hoff](#), Dr. Silvia Bellezza
- 4:15pm **Non-use Neglect: How Permissive Parenting Shapes Product-use Efficiency in Adulthood**
» [Prof. Luke Nowlan](#), Prof. Noah VanBergen
- 4:30pm **The Impact of Local-Global Identity on Consumers' Recycling Behavior**
» [Dr. Mina Kwon](#), Dr. Minkyung Koo, Dr. Ashok Lalwani
- 3:45pm **Session 4.3 Consumer Stigma**
Director's Row J
Chaired by: Mr. Jiancai Liao
- 3:45pm **Can destigmatizing mental health increase willingness to seek help? Experimental evidence from Nepal**
» [Ms. Nirajana Mishra](#), Ms. Lindsey Buck, Prof. Nishith Prakash, Mr. Deepak Saraswat, Prof. Diane Quinn, Prof. Priya Mukherjee, Dr. Shwetlena Sabarwal, Mr. Nikhilesh Prakash
- 4pm **Emotions as Drivers of Empowerment and Destigmatization in Disability Sport**
» Dr. Sheila Matson-Barkat, Dr. Petya Puncheva, [Dr. Clara Koetz](#), Dr. Sophie Hennekam

- 4:15pm **The immoral licensing effect: Helping a stigmatized person increases dishonesty among prejudiced helpers**
» [Dr. Chethana Achar](#), Ms. Jiaqian Wang
- 4:30pm **When and how virus anthropomorphism intensifies consumer stigma toward patients**
» [Mr. Jiancai Liao](#), Ms. Jingya Huang, Dr. Lei Su
- 3:45pm **Session 4.4 Decoding the Language of Success**
Governor's Square 10
Chaired by: Dr. Matthew Rocklage and Dr. Shiri Melumad
- 3:45pm **Decoding the Language of Success**
» [Dr. Matthew Rocklage](#), [Dr. Shiri Melumad](#), Dr. Sharlene He, Dr. Derek Rucker, Dr. Loran Nordgren, [Dr. Jonah Berger](#), Dr. Grant Packard, Dr. Reihane Boghrati, [Dr. Jeffrey Lee](#), Dr. Robert Meyer, Mr. Yoon Duk Kim, Dr. Enric Junqué de Fortuny
- 3:45pm **Session 4.5 Assembling Technological Practices**
Governor's Square 11
Chaired by: Dr. Nathan Warren
- 3:45pm **Assembling Technological Practices**
» Dr. Tom Novak, [Dr. Donna Hoffman](#), Dr. Francesca Bonetti, Prof. Matteo Montecchi, [Dr. Kirk Plangger](#), Prof. Hope Schau, [Dr. Nathan Warren](#), [Mr. Jared Offei Lartey](#), Dr. Linda Price, [Dr. Paolo Franco](#), Dr. Robin Canniford, Dr. Marcus Phipps, Dr. Amber Epp
- 3:45pm **Session 4.6 "A Change in Perspective" in Context Effects**
Governor's Square 12
Chaired by: Mr. Eric Park and Dr. Özgün Atasoy
- 3:45pm **"A Change in Perspective" in Context Effects**
» [Mr. Eric Park](#), [Dr. Miguel Brendl](#), Dr. Özgün Atasoy, Ms. Coralie Samson, Dr. Martijn Williemsen, Dr. Eric J. Johnson, [Dr. Ioannis Evangelidis](#), Dr. Jonathan Levav, Dr. Itamar Simonson, [Dr. Hannah Perfecto](#)



Continued from **Friday, 21 October**

3:45pm **Session 4.7 Win-win interventions for healthier eating**
Governor's Square 14
Chaired by: Dr. Linda Hagen

3:45pm **Win-win interventions for healthier eating**
» [Dr. Romain Cadario](#), [Mr. Ilyung Cheong](#), Dr. J. Christine Kim, Dr. Young Eun Huh, Prof. Ralf van der Lans, Dr. Pierre Chandon, [Dr. Yann Cornil](#), [Dr. Linda Hagen](#), Dr. Miaolei Jia, Dr. Xiuping Li, Prof. Aradhna Krishna

3:45pm **Session 4.8 For a Greener World: Consumers' Attitudes and Behaviors toward Sustainable Practices**
Governor's Square 15
Chaired by: Ms. Sylvia Chang

3:45pm **For a Greener World: Consumers' Attitudes and Behaviors toward Sustainable Practices**
» [Ms. Sylvia Chang](#), Dr. Jennifer D'Angelo, Prof. Francesca Valsesia, Dr. Remi Trudel, [Ms. Anna Tari](#), Dr. Ashesh Mukherjee, [Mr. Arani Roy](#)

3:45pm **Session 4.9 Methods Workshop: Theorizing Consumption Through Films**
Governor's Square 16
Chaired by: Prof. Finola Kerrigan and Dr. Eric Li

3:45pm **Theorizing Consumption through Films: A Workshop on Videography for Research Consumers**
» [Prof. Finola Kerrigan](#), [Dr. Eric Li](#), [Dr. Iris Mohr](#), [Dr. Russell Belk](#), [Dr. Paul Henry](#), Dr. Uma Karmarkar, Dr. Fleura Bardhi

3:45pm **Session 4.10 Consumer Heuristics**
Director's Row E
Chaired by: Ms. Begum Celiktutan

3:45pm **Does Scheduling Mean Superior? Effects of the Scheduled = High Quality Lay Theory**
» [Dr. Gabriela Tonietto](#), Prof. Rebecca Reczek

4pm **Consumers prefer products with directionally consistent causal chains**
» [Mr. Soaham Bharti](#), Dr. Abigail Sussman

4:15pm **Predicting Against Judgment: When People Fail to Predict What They Believe to Be Most Likely to Arise**
» [Mr. Chengyao Sun](#), Prof. Robyn LeBoeuf

4:30pm **The Below-Average Effect in Consumption: When and Why Consumers Think They Buy Products Less Than Other Consumers Do**
» Ms. Begum Celiktutan, [Dr. Robert Smith](#), Dr. Niels van de Ven

3:45pm **Session 4.11 Affect & Emotions**
Plaza Court 5
Chaired by: Dr. Yael Zemack-Rugar

3:45pm **On The Hunt: Search Enjoyment Motivates Collecting Behavior**
» [Ms. Elena Bocchi](#), Dr. Adam Eric Greenberg, Prof. Zachary Estes

4pm **Describing Rosé: Measuring Consumer Preferences for Hedonic Experiences**
» Dr. Anirban Mukherjee, [Dr. Hannah H. Chang](#)

4:15pm **Extended Warranties Protect the Consumer, Not Only the Product**
» [Dr. Liat Hadar](#), Dr. Ronit Montal-Rosenberg, Prof. Shai Danziger

4:30pm **The Benevolence of Actively Inflicting Misfortune: When and How Schadenfreude Increases Donations**
» Dr. Yael Zemack-Rugar, [Dr. Laura Boman](#), Dr. Thomas Kramer

3:45pm **Session 4.12 Time and Money**
Plaza Court 6
Chaired by: Dr. Ateeq Abdul Rauf



Continued from **Friday, 21 October**

3:45pm **Time Will Tell: The Impact of Activating Time versus Money on WOM Generation**

» [Dr. Meichen Dong](#) , Dr. Ritesh Saini

4pm **The Mere Placement Effect: Impact of Cart versus Wishlist Placement on Product Perception and Purchase Behavior**

» Ms. Sukriti Sekhri , [Prof. Sanjeev Tripathi](#)

4:15pm **Consumers Experience Tasks as Faster When Estimated Completion Times Are Framed in Smaller Units**

» [Prof. Fausto Gonzalez](#) , Prof. Clayton Critcher

4:30pm **Pious Consumption in Sacred Time as an Effortful Process**

» [Dr. Ateeq Abdul Rauf](#)

3:45pm **Session 4.13 New Insights in Labeling**

Plaza Court 7

Chaired by: Ms. Faith Li

3:45pm **Can Patently “False” Labels Cancel the Harmful Effects of Corporate Fake News?**

» Ms. Ipek Nibat , [Prof. Robert Mai](#) , [Prof. Olivier Trendel](#) , Ms. Tinka Krüger , Dr. Wassili Lasarov , Prof. Stefan Hoffman

4pm **What underlies the Nutri-Score effect? A multi-methods approach**

» [Ms. Eva Heeremans](#) , Prof. Maggie Geuens , Prof. Iris Vermeir

4:15pm **Owner Attribute Label Increases Perceived Competence for Marginalized Populations**

» [Mrs. Nicole Davis](#) , Dr. Tami Kim

4:30pm **The Time-varying Effects of Nutrition Claims on Product Sales and Its Drivers**

» [Ms. Faith Li](#) , Dr. Hajar Fatemi , Dr. Yu Ma , Prof. Laurette Dubé

4:55pm **Passing Break**

Plaza Exhibit

5:10pm **Perspectives and Prospects: The Misinformation Infodemic**

Grand Ballroom

Chaired by: Dr. Gita Johar

6:20pm **Passing Break**

Plaza Exhibit

6:30pm **Working Papers Reception**

Plaza Exhibit

Chaired by: Ana Babic Rosario and Prof. Echo Wen Wan and Dr. Irene Scopelliti

Self-Other Discrepancies and Risky Choice

» [Mr. Arslan Javed](#) , Dr. Ayse Onculer

News Images of Natural Disaster and Their Role in Recovery

» [Dr. Katherine Sredl](#)

The Impact of Cultural Orientation on Consumer Responses to Service Failure as a Function of Humans Versus Robots

» [Mr. Todd Haderlie](#) , Mr. Shivam Agarwal , Mr. Kaan Canayaz , Dr. Jaehoon Lee

Deliberating in the dark: Ambient Lighting on Decision Quality

» [Ms. Khue \(Kylie\) Vo](#) , Dr. Blair Kidwell

Of happy larks and unhappy owls: How experiential vs material purchase influences happiness among morning (vs. evening) chronotypes

» [Mr. Pramit Banerjee](#) , Mr. Shashi Minchael



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How do negative experiences affect the time preferences of investors?

» [Ms. Qi Zhang](#) , Dr. Xiaomeng Lu , Ms. Ruiqi Guan , Dr. Fang Wan , Dr. Gady Jacoby

Many hands make light work: Group donation increases consumer preference for distant beneficiary

» [Ms. Yixin Niu](#) , Mrs. Ran Yaxuan , Dr. Yanfen You

Investigating the Givers' Anxiety and Its Dynamics in Gift-Selection Experience

» [Ms. Ruiqi Guan](#) , Dr. Fang Wan , Dr. Hamed Aghakhani , Prof. Yuwei Jiang , Dr. Na Xiao

Do These Heels Make Me Look Less Confident? The Negative Impact of High Heels on Self-Confidence

» [Mrs. Elissa Shults](#) , Dr. Stacey Robinson

Negative Experience Temporal Location and the Overall Evaluation: Moderation of self-construal

» [Ms. Yu Yu](#) , Dr. Liang Jianping , Ms. Cui Ranran

Consumer Reactions to Brand Political Activism: The Immunizing Effect of Brand Anthropomorphism

» [Ms. Meike Fens](#) , Prof. Donnel Briley , Prof. Jodie Conduit

How Reward Uncertainty Influences Consumer Motivation: The Moderating Role of Goal Progress

» [Dr. Jie Wang](#) , Dr. Xiadan Zhang , Dr. Jing Jiang

It's Not About You: The Backfire Effect of Customization on Products that Signal Collective Goals

» [Mr. Sid Mookerjee](#) , Dr. Yann Cornil , Dr. Darren Dahl

Strategies to Encourage Consumers to Manage Product Disposition

» [Dr. Hu Bingyan](#) , Dr. Jing (Alice) Wang , Dr. Cathy Cole

Think Twice Before Tidying Up: Physical Orderliness Leads to Judging People as More Evil

» [Dr. Gunes Biliciler](#) , Dr. Raj Raghunathan

The Effect of Smartphone Addiction and Loneliness on Psychological Well-Being

» [Dr. Jing \(Alice\) Wang](#) , Prof. Ying Zhu , Prof. Rui Zhu , Prof. Luqiong Tong

The role of metaphors in brand memory and persuasion

» [Ms. Elizabeth Beard](#) , Ms. Eve Matthew , Ms. Amanda Yu , Dr. Vinod Venkatraman

The influence of culture on happiness derived from Material vs. Experiential purchases

» [Dr. Jorge Jacob](#)

Technology Made Beauty: How Beauty Filters Influence Consumer Behaviours in Live-streaming Commerce

» [Ms. Angdi Gong](#)

Addressing health disparities: Implications of empowerment and habit formation reward in Veggie Rx program

» [Dr. Ada Leung](#) , Ms. Lisa Weaver

Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses

» [Ms. Mackenzie Volk](#) , Dr. Linyun Yang

The Implications of Employee Wellness Benefits on Perceptions of Innovation and Customer Loyalty

» [Ms. Autumn Jilek](#) , Dr. Michelle Daniels

How Visual Aids of Quantity Presentation Increase Preference for Larger Packs over Smaller Packs

» [Ms. Wanyi Zheng](#) , [Dr. He \(Michael\) Jia](#) , [Prof. Echo Wen Wan](#)



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FEELS LIKE TOUCH: THE EFFECT OF IMAGERY GENERATED BY HAPTIC IMAGES ON CONSUMER RESPONSES

» [Mrs. Anuja Bhattacharjya](#) , Prof. Delane Botelho

NOT UNDER OUR WATCH! THE EFFECT OF GLOBAL-LOCAL IDENTITY ON CONSUMERS' TENDENCY TO TAKE PART IN BOYCOTTS

» [Mr. Shashi Minchael](#) , Dr. Ritesh Saini

How Initial Preference Elicitations Influence Subsequent Decisions

» [Mr. Matthew Healey](#) , Dr. Stephen Nowlis

DOING GOOD FEELS GOOD: SOCIAL MEDIA INFLUENCER PROMOTION OF PROSOCIAL BEHAVIOR

» Dr. Ashley Hass , [Dr. Rebecca Rabino](#) , Dr. Debra Laverie , Mr. Chu-Yen Pai

Past or Present: Temporal Categorisation of Completion and Task Re-engagement

» [Ms. Youngjin Chun](#) , Dr. Sam Maglio

Bucket Lists and Experience Collecting: The Role of Social Norms in Experiential Goal Pursuit

» [Dr. Anna Vredevelde](#) , [Dr. Jeffrey Carlson](#)

Want to hear something interesting? People underestimate the negative reputational consequences of gossiping

» Mr. Andrew Choi , Ms. Sonya Mishra , [Dr. Juliana Schroeder](#)

Emotional Arousal Markers in Review Titles and their Impact on Perceived Review Helpfulness

» [Dr. Tim Ozcan](#) , [Dr. Gizem Atay](#)

What makes virtual influencers engaging?

» [Dr. Hongjun Ye](#) , [Ms. Wenting Zhong](#) , Mr. Tianwen Du , Dr. Lan Xia

Do past date labels displayed on food items trigger disgust?

» [Dr. Jan André Koch](#) , Dr. Jan Willem Bolderdijk , Prof. Koert van Ittersum

The Impact of Visual Content Entropy on Perceived Brand Status

» [Mr. Zitian Qiu](#) , Ms. Chunyu Jin

Yes, W(om)e(n) Can! The Impact of Perceived Femvertising on Customer Loyalty and Purchase Intention

» [Mrs. Regina Harms](#) , Mrs. Sonja Schwarz , Ms. Simone Holderbaum , Prof. Peter Kenning

Motivating consumers for health and fitness apps. The role of Self-determination theory derived app features

» [Dr. Violeta Stancu](#) , Dr. Darius-Aurel Frank , Prof. Liisa Lähteenmäki , Prof. Klaus Grunert

Subjective Socioeconomic Status and Compulsive Buying: A Dual-process Model

» [Ms. Dandan Fang](#) , Prof. Bianca Grohmann

The Elevation Effect: Do Rituals Perceptually Transform Products into Experiences?

» [Mr. Samuel Park](#) , Dr. Ashley Angulo

Authenticity's Impact on the Effectiveness of CSR as a Proactive Service Recovery Tool

» [Dr. Gizem Atay](#) , [Dr. Subimal Chatterjee](#) , Ms. Basak Kuru

Behaving Socially Responsibly as a Driver of Overconsumption

» [Mrs. Maria Ortiz](#)

From Minimalist Consumers to Healthy Eaters: A Self-Control Halo

» [Ms. Stephanie Flout](#) , Dr. Xiaoyan Deng , Dr. Yunhui Huang

FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swearwords in Brand Communications

» [Mr. Gurinder Singh Grewal](#) , Dr. Katherine Lafreniere



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How Bystander Brands Can Win the Free Agent Game Following Brand Activism

» [Dr. Katharine Howie](#) , Dr. Jessica Vredenburg , Dr. Rhiannon MacDonnell Mesler

The Detrimental Effect of Hard Earning on Investing and Possible Interventions

» [Ms. Samina Lutfeali](#) , Dr. Christopher Bechler , Dr. Szu-chi Huang , Dr. Joshua Morris

You Can't See My Face. I Will Bet More! The Impact of Mask Wearing on Risk-Taking

» [Mr. Youngdai Won](#) , Dr. Chen Wang

Food descriptions with a taste and suggestion component increase purchase intention -and behavior

» [Mr. Nicky Coucke](#) , Prof. Hendrik Slabbinck , Prof. Iris Vermeir , Prof. Anneleen Van Kerckhove , Prof. Maggie Geuens

Person or Product? K-Pop Celebrities as Products

» [Ms. Chananan Dechadilok](#) , Dr. Luis F. Martinez , Dr. Natalie Truong

"Alexa, Which One Should I Buy?" The Impact of Voice Control Device Recommendations on Consumer Post-Purchase Regret

» [Ms. Ksenia Sergueeva](#) , Dr. Chen Wang

The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles

» Dr. Andrew Perkins , [Dr. Pavan Munaganti](#) , Dr. T.J. Weber , Ms. Deepika Naidu , Ms. Anabella Donnadieu

Exploring the Influence of Long-Term Orientation on Compulsive Buying Behavior: A Cross-Cultural Study

» [Dr. Pei Wang](#) , Ms. Yuqing Zhai

Social Functioning Ability and Consumers' Word of Mouth Behavior

» [Ms. Shiyun Chen](#) , Prof. Gary Gaeth , Dr. Dhananjay Nayakankuppam

An Unhealthy Propensity for Risk Aversion: How Consumers Gamble on Monetary Losses but Hedge against Medical Experiences

» [Mr. Christoph Hueller](#) , Dr. Martin Reimann

Lock Your Windows, Close Your Doors: Illuminating Consumer Safeguarding

» [Dr. Robert Arias](#) , Dr. Madhubalan Viswanathan

The transformative makeup effect: Transformative makeup disrupts social norms

» [Dr. Irene Consiglio](#) , Dr. Natalie Truong , Dr. Jennifer Argo

Moving Together Into Web 3.0: Global Brand Use and Consumer Knowledge and Perceptions of Brand Non-Fungible Tokens and the Metaverse

» Mr. Dongchan Lee , Ms. Anna Liu , Ms. Veranika Paltaratskaya , [Mr. Se Il Park](#) , Mr. Junqi Shao , [Ms. Prativa Subedi](#) , [Dr. Michelle Nelson](#)

Consuming for "The Curse": Menstrual Stigma and Assertive Consumption

» [Dr. Mycah Harrold](#) , Dr. Elizabeth Howlett

Skip the Line: How Social Comparison Impacts the Mobile App Ordering Experience

» [Dr. Ryann Reynolds-McIlroy](#) , Dr. Jessica Keech

Designing Vulnerable Conversational AI: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior

» [Mr. Fotis Efthymiou](#) , Dr. Christian Hildebrand

What You See is (Not) What You Get: Adverse Effects of Augmented Reality on Persuasion

» [Mr. David Finken](#) , [Mr. Thomas Scheurer](#) , Prof. Leif Brandes , Prof. Reto Hofstetter



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The effect of voluntary incentive transparency on sales performance

» Mrs. Itir Bozkurt Umur , [Prof. Leif Brandes](#) , Prof. Sascha Alavi

Matte Premium Effect: The Role of Glossiness of Product Surface in Brand Premiumness

» [Dr. Xuejiao Lin](#)

A meta-analysis of when and how value co-creation practices work on consumer adherence

» [Mr. Jiancai Liao](#) , Ms. Petra Paasonen , Dr. Alexei Gloukhovtsev , Prof. sanna katriina.asikainen , Dr. Tomas Falk

Alone Together: Experiences of People as Consumers in Unrecognized States

» [Dr. Cagri Yalkin](#) , Prof. Finola Kerrigan

Service Ecosystem Mapping: Visualizing the Digitalization of Mental Health Services

» [Dr. Alisa Minina Jeunemaître](#) , [Dr. Carlos Diaz Ruiz](#)

Consumer Helplessness vs. Hopelessness in Uncertainty: Messaging Strategy for Alleviation

» [Dr. Amit Singh](#) , Dr. Vasu Unnava , Dr. H. Rao Unnava

Can Self-Focus create the Greatest Good for the World? Study of Self-Compassion on Helping Behavior

» [Ms. Mrudul Nilangekar](#) , Dr. David Luna

The Power of Linguistic Similarity in Q&A Communities

» [Ms. Hui Cai](#) , Mrs. Ran Yaxuan , Ms. Jiani Liu , Mr. Zhiqiang Li

Consumer Perceptions and Consequences of (Brand) Rivalry

» [Prof. Reinhard Grohs](#) , Prof. Christof Backhaus , Prof. Oliver Koll , Prof. David Woisetschlager

Service Employees as Consumers: From the Passion to Consume to the Passion for Work

» [Ms. Ramona Riehle](#) , Mrs. Verena E. Wieser , [Prof. Andrea Hemetsberger](#)

Nostalgia, Reassurance and Support: How eWOM Can Enhance the Social Well-Being of Older Adults

» [Dr. Carolyn Wilson-Nash](#) , Dr. Ismini Pavlopoulou

Materialism in preschool children: the construction and validation of a new pictorial measure

» [Dr. Agata Trzcińska](#) , Dr. Katarzyna Sekścińska , Dr. Joanna Rudzińska-Wojciechowska , Ms. Karolina Kubicka

Changing Dynamics of Consumer-Influencer Relationship in the Post-Pandemic Era

» [Mrs. Ceyda Sinag](#) , [Dr. Ceren Hayran](#) , Prof. Ayşegül Toker

Understanding Consumer Attitudes toward Artists with Disabilities

» [Mr. Adrien Simonnot-Lanciaux](#) , Dr. Ali Tezer , Dr. Danilo Dantas , Dr. Marie-Agnes Parmentier

Marketing Mental Health: Overestimating the Social Costs of Mental Health, and Preference for Privacy

» [Dr. Justin Pomerance](#)

Movement means life: Mortality salience influences preference for dynamic brand logos

» Prof. Alexander Jakubanecs , Prof. Antonios Stamatogiannakis , [Dr. Polina Landgraf](#) , Prof. Alexander Fedorikhin

To Live Long or to Have a Better Quality: How Do the Reasons to be Healthy Affect Healthy Choices?

» Ms. Lijun (Shirley) Zhang , Dr. Anne-Kathrin Klesse , [Dr. Elaine Chan](#)

Awesome Analogies Enhance Consumer Response to Large-Scale Sustainability Initiatives

» [Dr. Craig L Anderson](#) , Prof. Cynthia Cryder



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Zero-Sum Beliefs in Autonomy Hinder Consumer Adoption of New Technologies

» [Mr. Jonas Görgen](#) , Prof. Greg Nyilasy , Prof. Emanuel de Bellis

Social Media Platform Use Predicts NFT Success

» [Mr. Maxwell Poole](#) , Dr. Ethan Pancer

COVID-19 AND THE DECLINE OF SOCIAL MEDIA ENGAGEMENT

» [Mr. Maxwell Poole](#) , Dr. Ethan Pancer , Dr. Matthew Philp

Understanding difficult anti-consumer transitions: a study of triggers

» [Mr. CAIO VICTOR](#) , Dr. Verónica Peñaloza , Mr. Luiz Cruz Neto , Mr. Thiago De Paula

Bad Donations: When and Why Consumers Donate Subpar Goods

» [Ms. Hyebin Kim](#) , Prof. Cynthia Cryder , Prof. Robyn LeBoeuf

Behind the dinning party: How and why joint consumption for food engenders overconsumption and waste

» [Ms. Zhang Yunhan](#) , Mrs. Ran Yaxuan

How Do We Treat AI? Understanding Consumer Fairness to Artificial Intelligence

» [Ms. Xuying Leo](#) , Mr. Ilyung Cheong , Dr. Young Eun Huh

COVID-19 Vaccine Brand Preference and Political Orientation: the Insightful Case of Argentina

» [Dr. Elena Fumagalli](#) , Ms. Marina Belén Dolmatzian , Ms. Candelaria Belén Krick , Ms. Julieta Edith Del Negro , Dr. Joaquín Navajas

Anti-consumption and Regenerative Market Forces: The Case of Digital Detoxers

» [Mrs. Quynh Hoang Ngoc](#)

The Impact of Cause-related Marketing on Preference for Visual Salience

» [Dr. Grace Chae](#) , Ms. Jie (Jane) Wang , Prof. Yuwei Jiang

Experiencing Culture Shock: How Political Ideology Shapes Consumer Openness to Cultural Immersion

» Mr. Alberto Barchetti , Dr. Joshua Clarkson , Dr. Bryan Buechner , [Ms. Yujin Lee](#) , Dr. Ashley Otto

The Efficacy of Pain Promotion: How Need for Closure Shapes Positive and Negative Inferences of Pain in Self-Improvement Products

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

The Morality of Marketing Placebo Effects

» [Ms. Camilla Zallot](#) , Prof. Jonathan Berman

How Implicit Mindset Influences Consumers' Adoption of Next Generation Products

» [Ms. Nan \(Iris\) Xue](#) , [Mr. Jihao Hu](#) , Prof. Lisa C. Wan

A deep dive into healthcare consumers' actual advance care planning processes: Identifying factors that drive advance care planning for end-of-life decisions over time

» [Dr. Svenja Diegelmann](#) , Prof. Ralf Terlutter

Mental Contrasting Increases Savings for High-Efficacy Individuals: Evidence from a Field Experiment

» [Ms. Nurit Nobel](#)

CAN ARTIFICIAL INTELLIGENCE PERSUADE YOU TO "DO GOOD" BETTER THAN A HUMAN? AN EXAMINATION INTO THE ROLE OF AI AS PERSUASION AGENTS

» [Ms. Nina Sayson](#) , Dr. Michael Puntiroli , Prof. Bruno Kocher , Prof. Valéry Bezencon

Products that Stay with Us: Physical Mobility Leads to Stronger Preference for Durable Products

» Ms. Hanife Armut , [Dr. Gunes Biliciler](#)



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Exploring Consumer Performances as Territorial Negotiations

» [Dr. Rohan Venkatraman](#)

The role of British brands in reshaping Romanian immigrants' identity

» [Dr. Carmen Mal](#) , [Dr. Tana Cristina Licsandru](#)

Morality, emotions and relationship marketing

» [Dr. Vivian Pontes](#) , [Dr. Nicolas Pontes](#) , [Dr. Dominique A. Greer](#)

The Good Side of Stress: The Effect of Stress on Compliance with Healthcare Advertisements

» [Dr. Sheng Bi](#) , [Ms. MengLin li](#) , [Dr. Huan Chen](#) , [Dr. Yuan Wen](#)

Temporal Analogies Increase Motivation

» [Ms. Kun Wang](#) , [Dr. Gabriela Tonietto](#)

Scavenger Hoppers & Apex Shoppers: Personification of Consumer Vulnerability in Retail

» [Ms. Kirby Cook](#) , [Dr. Michelle Nelson](#)

How Assortment Size of Add-up Items Influences Consumers' Willingness to Obtain Conditional Promotions: The Moderating Role of Distance-to-Threshold

» [Dr. Jie Wang](#)

We Do This All the Time: The Effectiveness of Repeated Donation Solicitations

» [Mr. Shih-Chun Chin](#) , [Prof. Ming-Shen \(Cony\) Ho](#)

Human vs. Algorithm: How Online Shopping Recommendation Subjects Affect Consumer Satisfaction

» [Dr. Di Jiang](#) , [Dr. Xin Wang](#) , [Dr. Chunqu Xiao](#) , [Mr. Haoyuan Wang](#) , [Dr. Zhijun Li](#) , [Prof. Hong Zhu](#)

8 in 10 or 800 in 1,000? Numerical Framing Effects on Norm Compliance

» [Ms. Kun Wang](#) , [Dr. Gabriela Tonietto](#)

Service Recovery Expectations as a Function of Social Class

» [Mr. Kaan Canayaz](#) , [Mr. Shivam Agarwal](#) , [Mr. Todd Haderlie](#) , [Dr. Jaehoon Lee](#)

The Effect of Visual Cues on Consumer Persuasion: How the Shape of a Textbox Influences Consumer Attitude Strength

» [Dr. Dongeun Kim](#) , [Dr. Dhananjay Nayakankuppam](#) , [Dr. Cathy Cole](#)

Warm glow fades away: How long-term enjoyment focus leads to ethical product aversion

» [Mr. Yuqi Guo](#) , [Ms. Ceren Sahin](#) , [Dr. Anna Paley](#) , [Dr. Robert Smith](#)

Cheap Talk or Walk the Walk: Impact of Relevance on Consumer Perceptions of Social Media Activism

» [Ms. Jacqueline Pan](#) , [Mr. Demi Oba](#) , [Dr. Gavan J. Fitzsimons](#)

Finding Meaning Beyond Oneself: Meaning-seeking Boosts Charitable Behaviors

» [Mr. Yuqi Guo](#) , [Dr. Robert Smith](#) , [Dr. Anna Paley](#)

How Social Brand Positioning Affects Consumer Evaluations of Product Performance

» [Ms. Megan Trillo](#) , [Dr. Lingrui Zhou](#) , [Dr. Keisha Cutright](#)

Community-driven local market shaping: a practice theory analysis of the Chilean streetwear fashion community

» [Mr. Javi Contreras](#) , [Dr. Flavia Cardoso](#)

Towards Academic Activism in Consumer Research

» [Dr. Alexei Gloukhovtsev](#) , [Ms. Petra Paasonen](#)

Customization of an Avatar and Impact on Product Ownership

» [Ms. Tanishka Jain](#) , [Dr. Joann Peck](#)



Continued from **Friday, 21 October**

The role of consumers' web browsing data in assessing their personal values

» [Mrs. Zohar Sender](#) , Prof. Liat Levontin , Dr. Elad Yom Tov

NFTs for Conspicuous Consumption

» Mr. Eric Park , [Dr. Kristen Lane](#) , Dr. Silvia Bellezza

Facts vs. Story? Narrative Communications Help Skeptical consumers Decrease Negativity Bias During Information Search

» [Ms. Honghan Qi](#) , Dr. Yeyi Liu , Dr. Shankha Basu , Dr. Aristeidis Theotokis

The George Banks Effect: Consumers prefer dominated options to avoid booking losses on their mental accounts

» [Mx. Tyler MacDonald](#) , Dr. Jesse Walker

How Does Video Playback Speed Change Consumer's Mindset? Faster Playback Leads to Preference for Desirability Instead of Feasibility

» [Ms. Huimin Li](#) , Dr. Jingyi Li

Will Consumers Buy a Product after Missing a Time-Limited Promotion? Evidence from Amazon's Lightning Deals

» [Ms. Bingyang Fang](#) , Prof. Yilong Zheng , Dr. Subimal Chatterjee , Prof. Chang Hee Park

Consumer preferences under conflicting information of varying credibility

» [Mr. Jonathan Inglis](#) , Dr. Pat Auger

SUBJECTIVE SCALES CAN ENHANCE CONSUMER EXPECTATIONS AND LOWER PRODUCT EVALUATIONS

» [Prof. Claudiu Dimofte](#)

Giving a Fish or Teaching How to Fish? The influence of different donation appeals on donors' charitable choices

» [Mr. Jihao Hu](#) , [Mr. Tongmao Li](#) , Prof. Zhimin Zhou

When the Irrelevant Becomes Relevant: The Power of Theme-Irrelevant Talk in Game Livestreaming

» Prof. Tingting Fan , Prof. Leilei Gao , [Prof. Yael Steinhart](#)

Forecasting consumer brand perception using large-scale text analysis

» [Mr. Vincent Chen](#) , Dr. Ming Hsu , Dr. Zhihao Zhang

"You Will See an Ad": Prompting Online Ads to Make Them Less Interruptive

» [Mr. Sangmin Kim](#) , Prof. William Hedgcock

Farm to Chef's Table: Labors in the Building of the Pyramid of Taste

» [Ms. İrem TAŞTAN](#) , Prof. Ebru Uzunoglu

Donate to Get Along or Ahead: Persuading Messages for Private Information Donation

» [Ms. Trang Mai-McManus](#) , Prof. Kelley Main

The Influence of Individual Differences in Sensory Processing on Consumption Experiences

» [Ms. Melanie Paul Austin](#) , Dr. Diogo Hildebrand

Smaller But More Hedonic? How Gift Card Face Value Influences Hedonic Consumption

» [Ms. Yating DONG](#) , [Dr. Suntong Qi](#)

Stop the Spread: The Detection and Classification of False Claims in Partially True Stories

» [Mr. Vaidyanathan VS](#) , Dr. Nicole Henninger , Dr. Vinod Venkatraman

Need for Uniqueness Increases Preference for Uncertainty: The Mediating Role of Cognitive Flexibility

» Prof. Allen Ding Tian , [Dr. Yuting Yuan](#)

Try Something New for your Periods! The Impact of Need for Uniqueness on the Adoption of Innovative Menstrual Products

» [Ms. Yunlu Zhao](#) , Ms. Honghan Qi , Dr. Shankha Basu



Continued from **Friday, 21 October**

From the 'ghetto' to the 'stars': how streetwear conquered the luxury fashion system

» [Mr. Gabriele Murtas](#) , Dr. Giuseppe Pedeliento

Brand Sustainability: Conceptualization, Scale Development and Validation

» [Prof. Eric Harvey](#) , Dr. Jennifer Hutchins , Dr. Swati Panda , Dr. Patrick van Esch

No Goal-Gradient Effect for Group-Level Goals

» [Dr. Olya BRYKSINA](#)

Using Mobile Ethnography as A Research Tool in Launching A New Social Media App

» [Dr. Sweta Thota](#) , Ms. Joanna Jones

How Breaking Record Frames Influence Sustainable Consumer Behavior: Evidence from Two Randomized Field Experiments

» [Mr. Lukas Maier](#) , Dr. Johanna Palcu , Prof. Martin Schreier , Dr. Christian Baccarella , Prof. Kai-Ingo Voigt

What helps a fashion retailer – disclosing supplier names or supplier sustainability conditions?

» [Mr. Abdullah Althenayyan](#) , Dr. Shiliang Cui , Ms. Caprice Catalano

Zooming for an Ideal Self: How Video Conferencing Promotes Desires for Self-Enhancing Products

» [Dr. Li Huang](#) , [Dr. Laura Pricer](#)

An Analysis of eWOM emotionality throughout the COVID-19 Crisis

» [Dr. Maximilian Gerrath](#) , Dr. Alexander Mafael , Dr. Aulona Ulqinaku , [Dr. Alessandro Biraglia](#)

Promoting Innovation in Homelessness and Mental Health Service Design

» [Ms. Chloe Spence](#) , Prof. Philippa Hunter-Jones , Prof. Lynn Sudbury-Riley , Prof. Judy Zolkiewski , Mr. Steve Flatt

CHILDREN'S SUSCEPTIBILITY TO ADVERTISING: the (un)controllability of evaluative conditioning effects.

» [Dr. Serena D'Hooge](#) , Prof. Steven Sweldens , Prof. Mandy Hütter

Predicting consumer readiness for immersive virtual experiences: the role of presence

» Ms. Thi Diem My Ta , Prof. luk warlop , Dr. Karen Stendal , [Prof. Marit Engeset](#)

The Impact of Cultural Distinctiveness on the Consumption of Culturally-Relevant Products

» [Ms. Anabella Donnadieu](#) , Dr. Andrew Perkins , Dr. Chadwick Miller

A pitfall of sequential product naming

» [Mr. Wonsuk Jung](#) , Dr. Joann Peck

Express Yourself: How Identity Categorization Impacts Stigmatized Identity Expression

» [Dr. Tracy Rank-Christman](#) , Dr. Katherine Du

Interpersonal Touch Observation as a Double-Edged Sword: How Viewing Interpersonal Touch Affects Consumer Perceptions of Service Providers and Service Quality

» [Ms. Suyeon Jung](#) , Dr. Joann Peck

Identity Distraction: How Stigmatized Consumers Redirect Attention

» Dr. Hillary Wiener , Dr. Katherine Du , [Mr. Jiwon Kim](#)

Pay for Freebies: Why Consumers Choose to Purchase Product Samples

» [Ms. Ruye Li](#) , Dr. Xin Wang

Struggle for a Good Gift? The Impact of Financial Constraints on Quantity-Quality Tradeoffs

» [Ms. Tianhui Fu](#) , Ms. Yan Wang , Dr. Jing Jiang

Politics and Romance: Decision Making in Romantic Relationships

» [Mr. Logan Pant](#) , Dr. Blair Kidwell



Continued from **Friday, 21 October**

Luxury Brands in Metaverse

» [Dr. Julia Pueschel](#), [Dr. Satadruta Mookherjee](#)

Math Anxiety and Pricing Structures: Do Math-Anxious Consumers Prefer Monthly or Annual Pricing?

» [Ms. Micayla Downey](#), [Dr. Jorge Pena Marin](#)

Sustainable Finance: Can Migration Theory Help to Explain Consumer's Intention for Sustainable Investments?

» [Prof. Tim Eberhardt](#), [Mrs. Regina Harms](#), [Prof. Marco Hubert](#), [Prof. Peter Kenning](#), [Dr. Jan Spelsiek](#)

"Icing on the Cake" or "Stealing the Spotlight": Evidence from Eye-Tracking on How Highlighting Visuals and Presentation Formats Influence Consumers' Attentional Processes

» [Dr. Yingting Wen](#), [Prof. Gilles Laurent](#)

Positioning interventions for triggering healthier choice behavior in large food assortments

» [Ms. Eva Heeremans](#), [Dr. Julie Verstraeten](#), [Prof. Maggie Geuens](#), [Prof. Iris Vermeir](#)

Consumer Beliefs as Costly Possessions

» [Mr. Suman Saha](#)

The More the Merrier? How Review Volume Biases Inferences About an Individual Review

» [Dr. Ann Kronrod](#), [Dr. Yakov Bart](#)

The Signaling Effect of Color Saturation in Pro-Social Communication

» [Ms. Yiping Li](#), [Dr. Ann Kronrod](#)

Consumers' and Managers' Perceptions and Misperceptions of Support for Firm Actions to Reduce Gun Violence

» [Dr. Nicholas Light](#), [Dr. Justin Pomerance](#), [Dr. Lawrence Williams](#)

Inferring Status from High Arousal Emotions

» [Ms. Yusu Wang](#), [Prof. Keith Wilcox](#)

"We are Family!" Why and When Communicating Family Ownership Enhances Consumer Responses

» [Mr. Philipp laufenthaler](#), [Dr. Roland Schroll](#)

Food is all around: Why the unhealthy = tasty belief might be an illusory correlation

» [Ms. Sonja Kunz](#), [Dr. Simona Haasova](#), [Mr. Niklas Pivecka](#), [Mr. Justus Schmidt](#), [Prof. Arnd Florack](#)

Should I Stay or Should I Go? Understanding How Inertia Decreases Consumers' Intention to Switch Video Streaming Services

» [Mr. Tobias Marx](#), [Dr. Alena Bermes](#)

Effect of density of visual packaging elements on calorie estimations

» [Ms. Zhuoyi Fan](#), [Prof. Rong Chen](#), [Prof. Xiaobing Xu](#)

Facing Direction and Implied Motion in a Product Image Interact to Influence the Consumer's Response to Advertising

» [Prof. Jaewoo Park](#), [Prof. Taku Togawa](#), [Prof. Hiroaki Ishii](#), [Prof. Charles Spence](#)

Follower Size of Online Influencers

» [Dr. Fine Leung](#), [Ms. Meng Wang](#), [Prof. Sara Kim](#), [Dr. Flora Gu](#), [Ms. Xunchang Fang](#)

The Backfire Effects of Website Filtering Tools

» [Ms. Mikyoung Lim](#), [Dr. Dipayan Biswas](#)

Marketplace Angst in Times of Change: The Case of Console Wars

» [Ms. Isabella Ciampa](#), [Mrs. Kristine De Valck](#)

Appraising Intrinsic Motivation from Age and Attractiveness

» [Ms. Lu Fang](#), [Prof. Anirban Mukhopadhyay](#)



Continued from **Friday, 21 October**

Market categories as micro-institutions: How consumer critics enact connoisseurship through market personas

» [Dr. Anna Hartman](#) , [Dr. Rohan Venkatraman](#) , Dr. Erica Coslor

Enacting Van Life: A Practice Theory Perspective

» [Dr. Philipp K. Wegerer](#)

The Hiring Algorithm Reduces the Fear of Disclosing Invisible Stigmatized Identities

» [Ms. Afra Koulaei](#)

How to Enhance Consumer Confidence during Uncertain Time? Investigating the Role of Uncertainty Avoidance

» [Dr. Bingxuan Guo](#) , Dr. Huachao Gao , Dr. Yinlong Zhang

Perceived Consumer Online Manipulation – Definition, Measurement and preliminary Validation

» [Mr. Janis Witte](#)

To Dress up or Not: Political Identity and Pet Owners' Purchase of Dog Apparels

» [Dr. Lan Xia](#) , Ms. Wenting Zhong , Dr. Joyce (Feng) Wang

Consumer Knowledge Focus and Preference for Recommendation Agents

» [Ms. Xunchang Fang](#) , Dr. Tak Huang , Prof. Sara Kim

Can social network icons change consumer attitude toward atypical products? The role of consumption visibility

» Ms. Eléna G. Potapieff , [Dr. Jooyoung Park](#)

The Consumers' Cognitive Flexibility Scale—Scale Development and Validation

» [Ms. Nadine Benninger](#) , Prof. Jutta Roosen

BLACK BOX OR WHITE BOX: INTENTION TO USE TRANSPARENT AI DEPENDS ON WHAT IS AT STAKE FOR THE CONSUMER

» [Ms. Nina Sayson](#) , Prof. Bruno Kocher

How much controversy can a brand relationship take? The moderating effect of emotional attachment in the context of brand activism.

» [Ms. Freya-Lena Blickwedel](#) , Prof. Sebastian Uhrich

Music To My Ears: How Music Influences Consumer Product Choice

» [Dr. Zachary Plunk](#) , Dr. Blair Kidwell

Happiness from Ordinary or Extraordinary Experiences: An Antidote to Loneliness

» Dr. Nuoya Chen , [Prof. Fang-Chi Lu](#) , [Prof. Jinfeng \(Lenny\) Jiao](#) , Prof. Xiucheng Fan

Effects of Advertisement Racial Composition On Consumer Perceptions and Purchase Intention

» [Mr. Francisco Wang Yu](#) , [Dr. Raghendra KC](#)

The Influence of Payment Forms on Preferences for Discounts vs. Bonus-Packs

» Prof. Yin-Hui Cheng , Prof. Shih-Chieh Chuang , [Mr. Chao-Feng Lee](#)

Does firms' carbon disclosure increase consumers' recycling willingness

» [Dr. Yongchao MA](#) , [Dr. Zhongzhun Deng](#)

Taking It Back: How Brands Can Benefit by Reappropriating Insults

» [Dr. Katherine Du](#) , Dr. Lingrui Zhou , Dr. Keisha Cutright

Function Versus Appearance: The Consequences of How Large-Bodied Individuals are Portrayed by Marketers

» [Ms. Deepika Naidu](#) , Dr. Andrew Perkins , Dr. Elizabeth Howlett



Continued from **Friday, 21 October**

Why Switch? The Impact of Visual Boundaries on Variety-Seeking Behavior

» [Dr. Na Wen](#)

Teenagers and Brands on Instagram: An Analysis of Brand-related Teenagers' Posts

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

Development and Validation of a Measure of Construct Construal

» [Dr. Jolie Gutentag](#) , Prof. Cristel Russell

Saturday, 22 October

7am **Continental Breakfast**
Plaza Exhibit

7am **Yoga for All**
Plaza Court 1
Chaired by: Prof. Cristel Russell

7am **Improv for the Classroom**
Plaza Court 2
Chaired by: Dr. Jim Mourey

8:15am **Passing Break**
Plaza Exhibit

8:30am **Session 5.1 New Perspectives on Censorship: Reacting to Censorship Decisions, Deciding What to Censor, and Censoring the Self**
Director's Row H
Chaired by: Mr. Mohamed Hussein

8:30am **New Perspectives on Censorship: Reacting to Censorship Decisions, Deciding What to Censor, and Censoring the Self**
» [Mr. Mohamed Hussein](#) , Dr. Zakary L. Tormala , [Dr. Polina Landgraf](#) , Dr. Tami Kim , [Ms. Yena Kim](#) , Dr. Emma Levine , [Ms. Nirajana Mishra](#) , Dr. Carey Morewedge

8:30am **Session 5.2 Joint Decisions & Social Influences**
Director's Row I
Chaired by: Dr. Julian Givi

8:30am **Could you Please Decide for us? Choice of Algorithm versus Human in Joint Consumption Decision-Making**
» [Dr. Aylin Cakanlar](#) , Prof. Gülen Sarial-Abi , Dr. Aulona Ulqinaku

8:45am **The Impact of Financial Infidelity Asymmetry on Couples' Financial and Relationship Well-Being**
» [Dr. Hristina Nikolova](#) , Dr. Jenny Olson , Dr. Joe Gladstone

9am **Givers eschew gifts that are inferior to their own: How social norms, regulatory focus, and concerns about offending lead givers astray**
» [Dr. Julian Givi](#) , Dr. Gopal Das

8:30am **Session 5.3 Decision Making**
Director's Row J
Chaired by: Dr. Daniel Wall

8:30am **Biases in Resource Competition**
» Prof. Christopher Hsee , Ms. Xilin Li , Prof. Alex Imas , [Ms. Ying Zeng](#)

8:45am **The Numerical Processing Likelihood Model**
» [Dr. Daniel Villanova](#) , Dr. Mario Pandelaere



Continued from Saturday, 22 October	
9am	<p>It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perceptions</p> <p>» Mr. Cory Haltman , Prof. Rebecca Reczek , Dr. Cait Lamberton</p>
9:15am	<p>A Comprehensive Computational Comparison of Attentional and Decision Processes in Consumer Choice</p> <p>» Dr. Daniel Wall , Prof. Sudeep Bhatia</p>
8:30am	<p>Session 5.4 Brand Activism <i>Governor's Square 10</i> Chaired by: Dr. Paul Henry</p>
8:30am	<p>Brand Activism: What Factors Shape Outcomes for Represented Consumers?</p> <p>» Ms. Hilary Wright , Dr. Stacey Menzel Baker</p>
8:45am	<p>Neutrality is Complicit: Effect of Political Ideology on Neutral Brand Preference</p> <p>» Dr. Max Yu , Prof. Sharon Ng , Prof. Thomas Allard</p>
9am	<p>Where Organizations Take a Stance Matters: The Role of Social Media Channels on Consumer Attributions of Firm Commitment</p> <p>» Prof. Freeman Wu , Prof. Lauren Grewal , Prof. Helen van der Sluis , Prof. Aradhna Krishna</p>
9:15am	<p>Barriers to social change: Unconscious complicity and a distributed form of power woven throughout the social space</p> <p>» Dr. Paul Henry , Dr. Marylouise Caldwell , Dr. Babak Amiri</p>
8:30am	<p>Session 5.5 Socializing in the Virtual Realm: Emerging Social Technologies and Implications for Firms and Consumers <i>Governor's Square 11</i> Chaired by: Mr. Eric Park</p>

8:30am	<p>Socializing in the Virtual Realm: Emerging Social Technologies and Implications for Firms and Consumers</p> <p>» Mr. Eric Park , Dr. Gita Johar , Ms. Nofar Duani , Dr. Adrian Ward , Dr. Alix Barasch , Dr. Travis Tae Oh , Dr. Jeunghyun Kim , Dr. Michelle Van Solt , Dr. Tessa Garcia-Collart</p>
8:30am	<p>Session 5.6 Looking at the World Through a New Lens: How Categorization Can Improve Motivation and Well-Being <i>Governor's Square 12</i> Chaired by: Dr. Rebecca Chae</p>
8:30am	<p>Looking at the World Through a New Lens: How Categorization Can Improve Motivation and Well-Being</p> <p>» Dr. Rebecca Chae , Dr. Kaitlin Woolley , Dr. Marissa Sharif , Dr. Siyuan Yin , Dr. Ashley Whillans , Dr. Lauren Howe , Mr. Jaehwan Song , Dr. Melanie Brucks , Dr. Szu-chi Huang , Dr. Margaret Campbell</p>
8:30am	<p>Session 5.7 Social Phenomena and Marketplace Signaling in a Changing World <i>Governor's Square 14</i> Chaired by: Prof. Jared Watson and Dr. Evan Weingarten</p>
8:30am	<p>Social Phenomena and Marketplace Signaling in a Changing World</p> <p>» Dr. Evan Weingarten , Prof. Rachel Gershon , Dr. Amit Bhattacharjee , Prof. Jared Watson , Dr. Siddharth Sharma , Dr. Justin Frake , Dr. Broderick Turner , Dr. Esther Uduehi , Ms. Giulia Maimone , Dr. Gil Appel , Dr. Craig McKenzie , Dr. Ayelet Gneezy</p>
8:30am	<p>Session 5.8 Seeing Stars: Novel Insights on how Consumers Generate and Use Product Ratings <i>Governor's Square 15</i> Chaired by: Dr. Quentin Andre</p>
8:30am	<p>Seeing Stars: Novel Insights on how Consumers Generate and Use Product Ratings</p> <p>» Dr. Quentin Andre , Dr. Samuel Hirshman , Dr. Nicholas Reinholtz , Mr. Daniel Katz , Prof. Daniel Bartels , Dr. Matt Meister , Dr. Uri Barnea , Dr. Alice Moon , Dr. Jackie Silverman</p>



Continued from **Saturday, 22 October**

8:30am **Session 5.9 Methods Workshop: Designing Qualitative Interviews for Experimental Studies**

Governor's Square 16

Chaired by: Dr. Stephen Spiller and Dr. Fleura Bardhi and Dr. Uma Karmarkar

8:30am **Designing Qualitative Interviews for Experimental Studies**

» [Dr. Fleura Bardhi](#) , [Dr. Ximena Garcia-Rada](#) , [Dr. Carey Morewedge](#) , [Dr. Sarah Whitley](#) , Dr. Uma Karmarkar

8:30am **Session 5.10 The Dark Side of Consumption**

Director's Row E

Chaired by: Mr. Ethan Milne

8:30am **Rational Addiction in Mobile Consumption**

» Dr. Jeeva Somasundaram , [Dr. Laura Zimmermann](#) , Mr. Duc Pham

8:45am **Consumer Cynicism Through the Lens of Bourdieu**

» [Dr. Indirah Indibara](#) , [Dr. Sanjeev Varshney](#)

9am **Cui Bono? Exploring Consumers' Responses towards Privacy Notices**

» [Ms. Deniz Lefkeli](#) , Prof. Zeynep Gurhan Canli

9:15am **Status-Seeking Aggression**

» [Mr. Ethan Milne](#) , Dr. Kirk Kristofferson , Dr. Miranda Goode

8:30am **Session 5.11 Consumer Experiences**

Plaza Court 5

Chaired by: Dr. Tom van Laer

8:30am **Capturing and Keeping the Customer Experience: The Effect of Photos on Remembered Enjoyment and Future Intentions**

» [Ms. Nari Yoon](#) , Dr. Raymond Burke

8:45am **Experience for Me, Material for You: Consumers Underestimate the Experiential Advantage for Others (vs. Self)**

» [Dr. Sarah Lim](#) , Dr. Joe Goodman

9am **Bleed from Extraordinary Experiences**

» [Dr. Tom van Laer](#) , Dr. Davide Orazi

8:30am **Session 5.12 Cutting Edge Insights into Branding**

Plaza Court 6

Chaired by: Ms. Christiane Aufschneider

8:30am **Domestic Brand Transgressions: How, When, and Why Home Country Bias Backfires**

» Dr. Bill Davvetas , [Dr. Aulona Ulqinaku](#)

8:45am **Brand Iconicity**

» [Ms. Yeonjin Sung](#) , Prof. Rajeev Batra , Prof. Richard P. Bagozzi

9am **Myth**

» [Dr. Jonatan Södergren](#) , [Dr. Niklas Vallström](#) , Dr. Ileyha Dagalp , Mr. Thomas Broberg

9:15am **Brand Nomadicity: Redefining Consumer-Brand Relationships in Liquid Modernity**

» Ms. Sarah Schwarz , [Ms. Christiane Aufschneider](#)

8:30am **Session 5.13 Food and Drink Consumption**

Plaza Court 7

Chaired by: Ms. Elisa Solinas

8:30am **The Influence of Caffeine on the Attraction Effect**

» Mr. Michael Canty , [Mr. Felix Lang](#) , Prof. Marcel Lichters , Prof. Marko Sarstedt

8:45am **Consuming Caffeine Before Shopping Leads to Higher Spending**

» [Dr. Dipayan Biswas](#) , Dr. Patrick Hartmann , Dr. Martin Eisend , [Dr. Courtney Szocs](#) , Dr. Bruna Jochims , Dr. Vanessa Apaolaza , Dr. Erik Hermann , Dr. Cristina Lopez , Dr. Adilson Borges



Continued from **Saturday, 22 October**

- 9am **Consuming Authenticity: Eating and Drinking Local**
» [Dr. Benjamin Garner](#)
- 9:15am **Consumers' Reaction to Taste-based Product Modification**
» [Ms. Elisa Solinas](#) , Prof. Francesca Valsesia , Prof. Joseph C. Nunes
- 8:30am **Coauthor Meeting Space**
Plaza Court 1
- 8:30am **Coauthor Meeting Space**
Plaza Court 2
- 8:30am **Coauthor Meeting Space**
Plaza Court 3
- 8:30am **Coauthor Meeting Space**
Plaza Court 4
- 9:40am **Coffee Break**
Plaza Exhibit
- 9:55am **Session 6.1 Consuming Lethality: Fear, Gunfluencers, and Morality in American Gun Culture**
Director's Row H
Chaired by: Prof. Tonya Bradford
- 9:55am **Consuming Lethality: Fear, Gunfluencers, and Morality in American Gun Culture**
» Prof. Tonya Bradford , [Prof. Kevin Bradford](#) , [Mr. Jacob Williams](#) , [Prof. Michelle Barnhart](#) , [Prof. Aimee Dinnin Huff](#) , [Prof. Jenna Drenten](#) , [Prof. Lauren Gurrieri](#) , [Prof. Inara Scott](#)

- 9:55am **Session 6.2 Consumer Culture and Visual Consumption**
Director's Row I
Chaired by: Ms. Ugne Greivyte
- 9:55am **In Limbo: Liminality Narratives of Young Adults Returning to the Family Home**
» Ms. Ugne Greivyte , [Prof. Andrea Hemetsberger](#)
- 10:10am **Visual Storytelling: How Images Transport Us into the Narrative World**
» [Ms. Olesia Nikulina](#) , Prof. Allard van Riel , Prof. Jos Lemmink , Prof. Martin Wetzels
- 10:25am **The Visual Moderation Effect: How the Representation of Progress Affects Judgments of Loyalty Programs**
» Prof. Carlos Bauer , Dr. Mansur Khamitov , [Prof. Mathew Isaac](#) , Prof. Julio Sevilla
- 10:40am **Consumer knowledge hiding practices on digital platforms**
» [Dr. Aron Darmody](#) , [Dr. Mujde Yuksel](#) , Dr. Meera Venkatraman
- 9:55am **Session 6.3 Identity & Identification**
Director's Row J
Chaired by: Ms. Tabitha Thomas
- 9:55am **The Material Possessions Stereotype**
» [Ms. Tabitha Thomas](#)
- 10:10am **I am a Fan of my Team, but I am not a Fan of this Sponsor: Sport, Sponsorship, and Split Identification**
» [Prof. John A. Clithero](#) , Prof. T. Bettina Cornwell , Prof. Eric Setten
- 10:25am **Identities without products: When preference for self-linked products weakens**
» [Dr. Liad Weiss](#) , Dr. Rob Tanner



Continued from **Saturday, 22 October**

- 10:40am **When Identity Threat Does Not Lead to Compensatory Consumption: The Role of Implicit Theory**
» [Ms. Yuanyi Xu](#) , Dr. Hazel Huang , Dr. Zhibin Lin
- 9:55am **Session 6.4 Consumer Interactions with Different Types of Languages**
Governor's Square 10
Chaired by: Ms. Jessie Rui Du
- 9:55am **Consumer Interactions with Different Types of Languages**
» [Ms. Jessie Rui Du](#) , Prof. Steve Gould , Prof. Sankar Sen , Prof. Marlone Henderson , [Prof. Zack Brown](#) , Prof. Eric Anicich , Prof. Adam Galinsky , [Dr. Grace Yu-Buck](#)
- 9:55am **Session 6.5 Consumer Marginalization and Discrimination**
Governor's Square 11
Chaired by: Ms. Liang Shen
- 9:55am **Technoism: A New Form of Consumer Prejudice and Discrimination**
» [Dr. Moritz Joerling](#) , Prof. Nico Heuvinck , Dr. Gwarlann de Kerviler , Dr. Derek Rucker
- 10:10am **Sailing close to the edge: figuring resistant ideational edgework through consumption in cruise ship hospitality workers**
» [Dr. Adam Dennett](#) , Prof. Shona Bettany , Dr. Andrew Jenkins
- 10:25am **TRANSFORMING IMPOVERISHED CONSUMER SUBJECTIVITY**
» [Dr. Meredith Rhoads Thomas](#) , [Dr. Alexander Mitchell](#)
- 10:40am **The Lure of Ugliness: Information Presentation Strategies to Increase Donations to Normatively Unattractive Animals**
» [Ms. Liang Shen](#) , Dr. Rashmi Adaval , Dr. Cindy Cai , Dr. Robert Wyer

- 9:55am **Session 6.6 Novel Insights on Prosocial Behaviors**
Governor's Square 12
Chaired by: Prof. Minzhe Xu
- 9:55am **Novel Insights on Prosocial Behaviors**
» Prof. Bowen Ruan , [Prof. Minzhe Xu](#) , Prof. Zoe Y. Lu , [Prof. Adelle X. Yang](#) , Prof. Oleg Urminsky , [Prof. Aparna Labroo](#) , Prof. Uzma Khan , [Mr. Randy Yang Gao](#) , Prof. Joshua Lewis , Dr. Lucius Caviola
- 9:55am **Session 6.7 Customer Response to New Digital Technologies in Public and Private Sectors**
Governor's Square 14
Chaired by: Ms. Jianna Jin
- 9:55am **Customer Response to New Digital Technologies in Public and Private Sectors**
» [Ms. Jianna Jin](#) , Dr. Jesse Walker , Prof. Rebecca Reczek , Dr. Chiara Longoni , [Dr. Luca Cian](#) , Dr. Ellie Kyung , [Dr. Jen Park](#) , Dr. Szu-chi Huang , Mr. William Fritz , Dr. Rhonda Hadi , [Dr. Andrew Stephen](#)
- 9:55am **Session 6.8 Political Ideology and Consumption**
Governor's Square 15
Chaired by: Ms. Pureum Kim
- 9:55am **Political Ideology and Consumption**
» [Ms. Pureum Kim](#) , Dr. Gustavo Schneider , Dr. Anastasiya Pocheptsova Ghosh , [Mr. Serkan Saka](#) , Dr. Adam Duhacek , [Mr. Archer Pan](#) , Prof. Manoj Thomas , [Dr. Erick Mas](#) , Dr. Jesper Nielsen , Dr. Steve Hoeffler
- 9:55am **Session 6.9 Meet the Editors**
Governor's Square 16
Chaired by: Dr. Rebecca Hamilton and Dr. Vanitha Swaminathan and Dr. John Hullah and Prof. Martin Schreier and Dr. Katrijn Gielens and Dr. Kelly Hewett and Dr. Arvind Rangaswamy



Continued from **Saturday, 22 October**

9:55am **Session 6.10 New Insights on WOM**
Director's Row E
 Chaired by: Ms. Anne Mareike Flaswinkel

9:55am **Understanding What Cringe Is and Why We Want to Talk About It**
 » [Dr. Brianna Escoe](#) , Mr. Nathanael S. Martin , Dr. Anthony Salerno

10:10am **The Effects of Image Properties on Consumer Sharing: An Examination of Saturation, Brightness, and Perceived Image Naturalness**
 » Dr. Timothy Kaskela , [Dr. Matthew Hall](#) , Dr. Bin Zhu

10:25am **Word-of-Mouth Marketing Can Backfire for Luxury Products: Diminished Feelings of Uniqueness Lower Luxury Product Attitudes**
 » [Ms. Seo Young Myaeng](#) , Dr. Jacob Teeny

10:40am **Consumers' Support for Small Brands through Positive Electronic Word of Mouth**
 » [Ms. Anne Mareike Flaswinkel](#) , Dr. Jan Klostermann , Dr. Nicola Bilstein , Mr. Alexander Max , Dr. Reinhold Decker

9:55am **Session 6.11 Roundtable: Journal of the Association for Consumer Research (JACR) Information Session**
Plaza Court 5
 Chaired by: Dr. Vicki Morwitz and Dr. Deborah John and Dr. Connie Pechmann and Dr. Lan Chaplin and Prof. Stefano Puntoni and Dr. Klaus Wertenbroch and Dr. Jay Handelman and Dr. Henri Weijo and Prof. Manoj Thomas and Dr. Shreyans Goenka and Dr. Amitava Chattopadhyay and Dr. Haiyang Yang and Dr. Pierre Chandon and Dr. Kelly L. Haws and Dr. Peggy Liu and Dr. Adrian Ward and Prof. Kristen Duke and Dr. Ayelet Gneezy and Dr. MAARTEN BOS and Prof. Sankar Sen

9:55am **Journal of the Association for Consumer Research (JACR) Information Session**
 » [Dr. Vicki Morwitz](#) , Dr. Deborah John , Dr. Connie Pechmann , Dr. Lan Chaplin , Prof. Stefano Puntoni , Dr. Klaus Wertenbroch , Dr. Jay Handelman , Dr. Henri Weijo , Prof. Manoj Thomas , Prof. Sankar Sen , Dr. Shreyans Goenka , Dr. Amitava Chattopadhyay , Dr. Haiyang Yang , Dr. Pierre Chandon , Dr. Kelly L. Haws , Dr. Peggy Liu , Dr. Adrian Ward , Prof. Kristen Duke , Dr. Ayelet Gneezy , Dr. MAARTEN BOS

9:55am **Session 6.12 Personalization**
Plaza Court 6
 Chaired by: Mr. Kevin Krause

9:55am **Paying Twice to Have It Your Way? The Backfiring Effect of Unique Product Configurations on a Product's Resale Value**
 » [Prof. Matthias Fuchs](#) , Prof. Martin Schreier

10:10am **ENDORSED BY THE OWN FACE – CONFRONTING CONSUMERS WITH THEIR OWN FACE IN ADVERTISING**
 » [Ms. Janina Katharina Krick](#) , Prof. Franziska Krause , Prof. Sven Henkel , Dr. Dipayan Biswas

10:25am **Effects of Personalization and Ad Algorithm Disclosure on Perceived Creepiness**
 » [Mr. Kevin Krause](#) , Prof. Andrea Groeppel-Klein , Ms. Sophie Nike Friderich , Ms. Melanie Schmitz

10:40am **Sentimental Value: Use it & Grow it**
 » [Dr. Daniel Grossman](#) , Dr. Ryan Rahinel

9:55am **Session 6.13 Gender Differences**
Plaza Court 7

9:55am **Frugality versus Thriftiness: The Gender Difference in Consumer Saving Behaviors**
 » [Dr. Ying Bao](#) , Dr. Alex Yao , Dr. He (Michael) Jia , Dr. Chen Gong



Continued from **Saturday, 22 October**

10:10am **Women's Resistance to Artificial Intelligence: The Zero-Sum Game of Thing-People Interests**

» [Dr. Sylvie Borau](#)

10:25am **The Uneven Fluidity of Genderfluid**

» [Ms. Maren Hoff](#) , Dr. Silvia Bellezza

11:05am **Passing Break**

Plaza Exhibit

11:15am **Session 7.1 Meet the Editors**

Director's Row H

Chaired by: Dr. Rebecca Hamilton and Dr. Bernd Schmitt and Dr. Vicki Morwitz and Dr. Thomas Kramer and Dr. Maura Scott and Prof. Aparna Labroo and Prof. Colin Campbell and Dr. Jisu Huh

11:15am **Session 7.2 Ethical Consumerism**

Director's Row I

Chaired by: Prof. In-Hye Kang

11:15am **When I Feel How a Turtle Feels: Switching Perspectives Enhances Consumer Ethical Behavior**

» Prof. Hsiao-Ching Lee , Prof. Chun-Tuan Chang , Mr. Bo-Yun Jian , Mrs. Chia-Han Chang , [Mr. Chan-Shen Chi](#)

11:30am **Closing the Attitude-Behavior Gap: A Novel Measure to Predict Ethical Consumption**

» [Prof. Brandon Reich](#) , Prof. Hong Yuan , Prof. Lamberto Zollo , Prof. Riccardo Rialti

11:45am **Second order effects of marketing interventions: Evidence from firearm daily deals**

» [Dr. Ted Matherly](#) , Dr. Brad Greenwood

12pm

Renting as a Coping Strategy: The Effect of Unethical Product Attributes on Choice Between Renting and Buying

» [Prof. In-Hye Kang](#) , Prof. Taehoon Park

11:15am

Session 7.3 Algorithms? Robots? Virtual Influencers? How Algorithms in Different Forms Impact Consumer Decision Making in Service Contexts

Director's Row J

Chaired by: Ms. Wenyan Yin and Dr. Yanliu Huang

11:15am

Algorithms? Robots? Virtual Influencers? How Algorithms in Different Forms Impact Consumer Decision Making in Service Contexts

» [Ms. Wenyan Yin](#) , Dr. Yanliu Huang , Dr. Cait Lamberton , [Mr. Ilyung Cheong](#) , Ms. Xuying Leo , Dr. Young Eun Huh , Prof. Stefano Puntoni , [Dr. Christian Hildebrand](#) , Dr. Donna Hoffman , Dr. Tom Novak , [Ms. Sakshi Korde](#) , Dr. Ammara Mahmood

11:15am

Session 7.4 Encouraging Repair: Bringing Together Behavioral Perspectives on a Sustainable Consumption Practice

Governor's Square 10

Chaired by: Dr. Donald Lehmann

11:15am

Encouraging Repair: Bringing Together Behavioral Perspectives on a Sustainable Consumption Practice

» [Dr. Matthew Godfrey](#) , Dr. Linda Price , [Mr. Nathan Allred](#) , Dr. Karen Page Winterich , [Ms. Aprajita Gautam](#) , Dr. Raj Raghunathan , [Dr. Donald Lehmann](#)

11:15am

Session 7.5 Consumer Interdependence: Decision Making With and For Others

Governor's Square 11

Chaired by: Ms. Amanda Geiser

11:15am

Consumer Interdependence: Decision Making With and For Others

» [Ms. Amanda Geiser](#) , Prof. Jonathan Berman , [Prof. Rachel Gershon](#) , Prof. Cynthia Cryder , Prof. Katherine Milkman , [Ms. Emily Powell](#) , Prof. Minah Jung , Prof. Leif Nelson



Continued from Saturday, 22 October	
11:15am	Session 7.6 Gut Feelings: Consumers' Intuitive Judgments of Companies <i>Governor's Square 12</i> Chaired by: Mr. Mohin Banker
11:15am	Gut Feelings: Consumers' Intuitive Judgments of Companies » Mr. Mohin Banker , Dr. Ravi Dhar , Prof. Nathan Novemsky , Dr. Zarema Khon , Prof. Samuel Johnson , Dr. Yvetta Simonyan , Prof. Haiming Hang , Mr. Eitan Rude , Prof. Franklin Shaddy , Mr. Andy Li , Prof. In-Hye Kang , Prof. Rosie Ferraro , Prof. Amna Kirmani , Mr. Yi-Ju Chen
11:15am	Session 7.7 Consumer Behavior in the Field: Semblances of Success and Heterogenous Effects <i>Governor's Square 14</i> Chaired by: Mr. Rafael Batista
11:15am	Consumer Behavior in the Field: Semblances of Success and Heterogenous Effects » Mr. Rafael Batista , Dr. Abigail Sussman , Mr. Benedict Guttman-Kenney , Mr. Walter Zhang , Dr. Stephen Shu
11:15am	Session 7.8 Broadening the Scope of Consumer Research on Food <i>Governor's Square 15</i> Chaired by: Ms. Sherrie Y. Xue
11:15am	Broadening the Scope of Consumer Research on Food » Ms. Sherrie Y. Xue , Dr. Kelly L. Haws , Dr. Peggy Liu , Dr. Brent McFerran , Dr. Pierre Chandon , Ms. Holly Howe , Ms. Amanda Makara , Dr. Gavan J. Fitzsimons , Dr. Peter A. Ubel , Dr. C. Alix Timko , Dr. J. Christine Kim , Dr. Young Eun Huh , Dr. Stephanie C. Lin , Mr. Andde Indaburu
11:15am	Session 7.9 Scarcity <i>Governor's Square 16</i> Chaired by: Dr. Meichen Dong

11:15am	On Scarcity, Self-threat, and the Avoidance of Financial Advice » Dr. Jane So , Prof. NIDHI AGRAWAL
11:30am	A Consumer Perspective on the Implications of Contrived Electricity Scarcity » Dr. Pia A. Albinsson , Dr. B. Yasanthi Perera , Dr. Sarita Ray Chaudhury , Dr. Merlyn A. Griffiths
11:45am	When does scarcity decrease (vs. increase) demand? » Dr. Amy Fehl , Prof. Stacey Finkelstein , Prof. Beatriz Pereira , Dr. Gabriela Jiga-Boy , Dr. Marta Caserotti
12pm	The Role of Time versus Money in Consumer's Cue Preference » Dr. Meichen Dong , Dr. Ritesh Saini
11:15am	Session 7.10 Consumer Budgeting <i>Director's Row E</i> Chaired by: Ms. Alicia Johnson
11:15am	Communicating Amounts in Terms of Commonly Used Budgeting Periods Increases Intentions to Claim Government Benefits » Dr. Wendy De La Rosa , Dr. Abigail Sussman , Dr. Eric Giannella , Dr. Maximilian Hell
11:30am	When The Unexpected Happens: How People Respond to Unbudgeted Time Savings » Ms. Maria Giulia Trupia , Dr. Isabelle Engeler
11:45am	Choice Architecture in Financial Allocation Decisions: The Effects of Budget Partitioning » Dr. Colin West , Prof. Gulden Ulkumen , Ms. Patrycja Arundel , Prof. Craig Fox
12pm	Effect of Pay Schedules on Consumer Budgets » Ms. Alicia Johnson , Dr. Anastasiya Pocheptsova Ghosh , Dr. Bikram Ghosh
11:15am	Session 7.11 Roundtable: Fulfilling Jerome's Legacy <i>Plaza Court 5</i>



Continued from **Saturday, 22 October**

11:15am **Fulfilling Jerome's Legacy**
 » [Dr. Samantha Cross](#) , Dr. Stephanie Dellande , Dr. Vicki Morwitz , Dr. Angela Lee , Dr. David Crockett , Dr. David Wooten , Prof. Stacey Finkelstein , Dr. Stacey Menzel Baker , Dr. Sterling Bone , Dr. Glenn Christensen , Dr. Benet DeBerry Spence , Prof. Lisa Penalozza , Dr. Aziza Jones , Dr. Tessa Garcia-Collart , Dr. Joshua Dorsey , Dr. Heather Patterson , Mr. Jared Wong

11:15am **Session 7.12 Implications from Misinformation**
Plaza Court 6
 Chaired by: Dr. Dikla Perez

11:15am **Motivated Fake News: Understanding how ideology and competitive context influence misinformative posts on social media**
 » [Ms. Xiajing Zhu](#) , Dr. Connie Pechmann

11:30am **The Effect of Warning Messages on Fake News Diffusion: The Role of Emotions**
 » [Prof. GAEL BONNIN](#) , Mr. Abdulaziz Sinno

11:45am **Don't trust what you see: The consequences of deepfake videos for consumer evaluation of firms and their representatives.**
 » [Mr. Jeremy Fannin](#) , Prof. Tobias Schlager , Dr. Gita Johar

12pm **Complimentary Competition: The Impact of Positive Competitor Reviews on Review Credibility and Consumer Purchasing Intentions**
 » [Dr. Dikla Perez](#) , Dr. Inbal Stockheim , Mr. Guy Baratz

11:15am **Session 7.13 Consumer Risk Taking**
Plaza Court 7
 Chaired by: Mr. William Ryan

11:15am **Being conservative with AI: how AI adoption influences consumers risk tolerance in financial decisions**
 » Dr. Liang Huang , [Ms. Wenru Wang](#)

11:30am **Mind Over Body in Games of Chance**
 » Mr. Amin Shiri , Prof. Gerald Häubl , [Mr. Rory Waisman](#)

11:45am **CHOICE MINDSET AND RISK TAKING**
 » [Dr. Monica Wadhwa](#) , Dr. Nur Onuklu

12pm **Preparing for the Best as Much as the Worst: Consumers ignore the probability of bad outcomes when making backup plans**
 » [Mr. William Ryan](#) , Mr. Stephen Baum , Dr. Ellen Evers

12:25pm **Passing Break**
Plaza Exhibit

12:35pm **ACR Business Meeting and Awards Lunch**
Plaza Ballroom
 Chaired by: Rajiv Vaidyanathan

2:10pm **Passing Break**
Plaza Exhibit

2:20pm **Session 8.1 It's the "Quantity" that Counts: Quantity Cues in Decision-Making**
Director's Row H
 Chaired by: Ms. Elina Hur

2:20pm **It's the "Quantity" that Counts: Quantity Cues in Decision-Making**
 » [Ms. Elina Hur](#) , Dr. Kaitlin Woolley , [Dr. Pierre Chandon](#) , Ms. Maria Langlois , Mr. Andde Indaburu , Dr. Natalie Rigal , [Mr. Jinwoo Kim](#) , Dr. Jeff Galak , [Ms. Shannon Duncan](#) , Dr. Marissa Sharif , Dr. Jordan Etkin



Continued from **Saturday, 22 October**

2:20pm **Session 8.2 Trust Issues in the Daily Coexistence with Advanced Technology**

Director's Row I

Chaired by: Ms. Sonia Kim

2:20pm **Trust Issues in the Daily Coexistence with Advanced Technology**

» [Ms. Sonia Kim](#), Dr. Jaeyeon Chung, Dr. Gita Johar, Dr. Szu-chi Huang, [Dr. Jen Park](#), Dr. Liyin Jin, Ms. Sonia Kim, Dr. Roshni Raveendhran, [Dr. Tami Kim](#), [Dr. Jennifer Logg](#), Dr. Rachel Schlund

2:20pm **Session 8.3 Sharing Economy Platforms**

Director's Row J

Chaired by: Dr. Laura Schrier Rifkin

2:20pm **Pool More, Drive Less: An In-Depth Qualitative Investigation of Barriers and Motivators of Ride-Pooling in Autonomous Vehicles**

» Dr. Annalisa Stefanelli, Ms. Nora Studer, Ms. Nicole Haiderer, [Prof. Dorothea Schaffner](#), Prof. Alexander Erath, Dr. Michael van Eggermond

2:35pm **Reimagining the sharing economy: Are platform cooperatives the answer?**

» [Dr. Aleksandrina Atanasova](#), Prof. Giana M. Eckhardt, Dr. Mikko Laamanen

2:50pm **The Golden Quadrant of Solid and Liquid Consumption**

» [Dr. Christopher Cannon](#), Dr. Sharlene He, Dr. Xiaomeng Fan, Dr. Jessica Gamlin, Dr. Rebecca Krause-Galoni, Dr. Chelsea Galoni

3:05pm **Psychological Contracts in the Sharing Economy: How Consumers Respond to Getting Reviewed**

» [Dr. Laura Schrier Rifkin](#), [Dr. Colleen Kirk](#), Dr. Canan Corus

2:20pm **Session 8.4 The World of Consumer Reviews: Analyzing the Production and Consumption of Reviews**

Governor's Square 10

Chaired by: Mr. Daniel Katz

2:20pm **The World of Consumer Reviews: Analyzing the Production and Consumption of Reviews**

» [Mr. Daniel Katz](#), [Dr. Kaitlin Woolley](#), [Ms. Wenyan Yin](#), [Prof. Seyedjavad Mousavi](#), Dr. Abigail Sussman, Dr. Marissa Sharif, Dr. Jonah Berger, Dr. Yanliu Huang, Dr. Surendra Singh, Dr. Daniel O'Leary

2:20pm **Session 8.5 Structural Effects on Motivation**

Governor's Square 11

Chaired by: Ms. Holly Howe

2:20pm **Structural Effects on Motivation**

» Ms. Holly Howe, [Dr. Jordan Etkin](#), Dr. Szu-chi Huang, [Dr. Scott Wallace](#), [Dr. Marissa Sharif](#), Dr. Kaitlin Woolley, [Dr. Alicea Lieberman](#), Dr. On Amir, Prof. Ziv Carmon

2:20pm **Session 8.6 Text as a Window Into Past Motivations and Future Behaviors**

Governor's Square 12

Chaired by: Dr. Amir Sepehri and Dr. Jonah Berger

2:20pm **Text as a Window Into Past Motivations and Future Behaviors**

» Dr. Amir Sepehri, [Dr. Jonah Berger](#), [Ms. Yiping Li](#), Dr. Ann Kronrod, [Dr. Michal Herzenstein](#), Dr. Sanjana Rosario, Dr. Shin Oblander, Dr. Oded Netzer, Dr. Dennis Herhausen, [Prof. Lauren Grewal](#), Dr. Krista M. Hill, Dr. Anne L. Roggeveen, Dr. Francisco Villarroel Ordenes, Prof. Dhruv Grewal

2:20pm **Session 8.7 Joint Decisions and Joint Consumption: When and How Consumers Prefer, Communicate About, and Choose What to Share**

Governor's Square 14

Chaired by: Ms. Nikkita Sarna



Continued from **Saturday, 22 October**

2:20pm **Joint Decisions and Joint Consumption: When and How Consumers Prefer, Communicate About, and Choose What to Share.**

» [Ms. Nikkita Sarna](#) , [Dr. Theresa A. Kwon](#) , Dr. Peggy Liu , Dr. Kelly L. Haws , [Dr. Kelley Gullo Wight](#) , Dr. Holly Howe , Dr. Danielle Brick , Dr. Gavan J. Fitzsimons , [Dr. Nicole Kim](#) , Dr. Yonat Zwebner , Dr. Alixandra Barasch , Dr. Rom Schrift , Dr. Andrew Gershoff

2:20pm **Session 8.8 Ambiguity in Times of Uncertainty: Bridging Uncertainty Research Across Consumer Domains**

Governor's Square 15

Chaired by: Mr. Amin Shiri and Dr. Donald Gaffney

2:20pm **Ambiguity in Times of Uncertainty: Bridging Uncertainty Research Across Consumer Domains**

» [Mr. Amin Shiri](#) , [Dr. Donald Gaffney](#) , Prof. Jared Watson , Prof. [Yuechen Wu](#) , Prof. Ali Faraji Rad , Prof. Keith Wilcox , Prof. [Craig Fox](#) , Prof. David Tannenbaum , Prof. Michael Goedde-Menke , Dr. Bryan Buechner , Prof. Noah VanBergen

2:20pm **Session 8.9 Methods Workshop - Consumer Neuroscience Methods : Where to Start?**

Governor's Square 16

Chaired by: Dr. Uma Karmarkar and Dr. Stephen Spiller and Dr. Fleura Bardhi

2:20pm **Consumer Neuroscience Methods : Where to Start?**

» [Dr. Moran Cerf](#) , [Dr. Adam Craig](#) , [Prof. Hilke Plassmann](#) , [Dr. Carolyn Yoon](#) , Dr. Uma Karmarkar

2:20pm **Session 8.10 Branding**

Director's Row E

Chaired by: Ms. Kyungin Ryu

2:20pm **Multi-Product Brand Extensions Evaluations Vary with Consumers' Implicit Theories of Personality**

» [Prof. Shailendra Jain](#) , [Prof. Pragya Mathur](#) , [Prof. Huifang Mao](#) , Prof. Durairaj Maheswaran , [Prof. Mathew Isaac](#)

2:35pm **Simple or Complex Logos? The Impact of Logo Complexity on the Brand Perception**

» [Ms. Qing Tang](#) , [Prof. Xun \(Irene\) Huang](#) , [Prof. Kuangjie Zhang](#)

2:50pm **FORGOING CONSUMPTION OF PRODUCTS THAT OTHERS CANNOT ACCESS**

» Mrs. Kirla Ferreira , Dr. Janina Steinmetz , [Prof. Irene Scopelliti](#)

3:05pm **Brand Faith: How Consumers Develop Faith in Brands**

» [Ms. Kyungin Ryu](#) , Prof. Elizabeth Miller , Dr. Matthew Godfrey

2:20pm **Session 8.11 Roundtable: Understanding the landscape of child consumer behavior**

Plaza Court 5

2:20pm **New insights and new opportunities: Understanding the landscape of child consumer behavior**

» [Dr. Margaret Echelbarger](#) , [Dr. Michal Maimaran](#) , [Dr. Margaret Campbell](#) , [Dr. Lan Nguyen Chaplin](#) , [Prof. Ron Hill](#) , [Dr. Szu-chi Huang](#) , [Dr. Daniella Kupor](#) , [Dr. Tina Lowrey](#) , [Dr. Jenny Olson](#) , [Dr. Esther Rozendaal](#) , [Dr. L. J. Shrum](#)

2:20pm **Session 8.12 Inter-Temporal Choice**

Plaza Court 6

Chaired by: Dr. Anastasiya Pocheptsova Ghosh

2:20pm **Evaluative Dynamics: Summarizing Customer Journeys, Interviews, and Lives**

» [Prof. Julian De Freitas](#) , Ms. Pechthida Kim , Prof. Tomer D. Ullman

2:35pm **Ending on a Familiar Note: Perceived Endings Motivate Repeat Consumption**

» [Mr. Yuji Winet](#) , Dr. Ed O'Brien

2:50pm **It must be great; it rose through the ranks: Studying the effect of dynamic ranks on consumer judgments**

» [Prof. Sanjeev Tripathi](#) , [Prof. Arpita Pandey](#) , Prof. Shailendra Jain



Continued from **Saturday, 22 October**

3:05pm **To Delay or Not to Delay: When Delayed Attributes Are Overweighted In Consumer Evaluations**

» [Ms. Robina Ghosh](#) , Dr. Ty Henderson , Dr. Wayne Hoyer

2:20pm **Session 8.13 Willingness to Pay**

Plaza Court 7

Chaired by: Mr. Randy Yang Gao

2:20pm **Production Enjoyment Asymmetrically Impacts Buyers' Willingness to Pay and Sellers' Willingness to Charge**

» [Dr. Anna Paley](#) , Dr. Robert Smith , Dr. Jacob Teeny , Dr. Daniel Zane

2:35pm **Feeling Small but Thinking Big: Awe-induced Positive Self-diminishment Motivates Sustainable Consumption**

» Dr. Srinwanti H. Chaudhury , [Dr. Nitika Garg](#) , Dr. Colin Gabler

2:50pm **All Roads Lead to Rome? Evaluating Value Elicitation Methods**

» [Mr. Randy Yang Gao](#) , Prof. Minah Jung

3:05pm **The (Reverse) Endowment Effect of Information**

» [Dr. Kristen Lane](#) , Prof. Dafna Goor , Dr. Michael Norton , Dr. Ayelet Gneezy

3:30pm **Coffee Break**

Plaza Exhibit

3:45pm **Session 9.1 The Importance of Aesthetics**

Director's Row H

Chaired by: Ms. Tabitha Thomas

3:45pm **Food Delivery Failures and Consumer Responses: Covid-19 Pandemic and Disruptions of Food Consumption**

» [Dr. Duygu Akdevelioglu](#) , [Dr. Gulay Taltekin Guzel](#)

4pm

The Inclusive Minimalism Effect: Increased Preference for Minimalist Aesthetics in Choices for Shared Consumption

» [Ms. Cary Anderson](#) , Dr. Peggy Liu , Dr. Lauren Min

4:15pm

Beautiful places, beauty-filled people: an immersive assimilation experience of beauty

» [Dr. Virginie Bregeon](#) , [Prof. Christine PETR](#)

4:30pm

Ugly is the New Pretty: Motivations Behind the Acceptance of Ugly Fashion Trends

» [Ms. Tabitha Thomas](#) , Dr. Dolphy Abraham

3:45pm

Session 9.2 Consumption Aspects of Covid

Director's Row I

Chaired by: Mr. Zizhou Peng

3:45pm

Prosocial Nudges and Visual Indicators Increase Social Distancing but Authoritative Nudges Do Not

» Mr. Mohin Banker , Dr. Moses Miller , Dr. Guy Voichek , Prof. Dafna Goor , [Dr. Tamar Makov](#)

4pm

Encounters of Nothingness: Dilemmas of the Uncanny Self

» [Dr. Stephen R. O'Sullivan](#)

4:15pm

Video cures mind: Estimating how the disaster shifts video consumption

» [Mr. Zizhou Peng](#) , Dr. Miaolei Jia , Dr. Iman Ahmadi , Prof. John Rudd

4:30pm

Is this Store Liberal (Un)like me? Consumer Response to Company Policies in a Politically Polarized World

» [Ms. Isabella Bunosso](#) , Dr. Grant Donnelly , Dr. Selin Malkoc

3:45pm

Session 9.3 Consumer Categorization

Director's Row J

Chaired by: Prof. Peter Nguyen



Continued from **Saturday, 22 October**

3:45pm **Secondbrand Exchange: When Traditional Retail Brands Resell Used Products**

» Mr. Peter Silverstein , [Dr. Catherine Armstrong Soule](#) , Dr. Sara Hanson

4pm **Disentangling Product Comparisons with the Attribute-Hedonic Model**

» [Dr. Zac Arens](#)

4:15pm **How Polarizing Discourse Varies Around the World and Throughout the US: The Influence of Strong Societal Norms**

» [Prof. Peter Nguyen](#) , Prof. Jessie J. Wang

3:45pm **Session 9.4 Gifting-Dynamics That Do Not Fit the Mold—Challenges and Resolutions**

Governor's Square 10

Chaired by: Dr. Soo Kim and Dr. Theresa A. Kwon and Dr. Peggy Liu

3:45pm **Gifting-Dynamics That Do Not Fit the Mold—Challenges and Resolutions**

» [Dr. Soo Kim](#) , [Dr. Theresa A. Kwon](#) , Dr. Peggy Liu , Dr. Kate Min , Dr. Lingrui Zhou , [Dr. Denny Huynh](#) , Dr. Keisha Cutright , Dr. Eugenia Wu , Dr. Lauren Min , Dr. Helen Chun , [Dr. Yanyi Leng](#) , Dr. Elanor Williams

3:45pm **Session 9.5 Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics**

Governor's Square 11

Chaired by: Dr. Christian Hildebrand

3:45pm **Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics**

» [Dr. Christian Hildebrand](#) , [Prof. Reto Hofstetter](#) , [Mr. Francesc Busquet](#) , Ms. Anouk Bergner , [Mr. Marc Bravin](#) , Ms. Melanie Clegg , Mr. Marc Pouly , Dr. Jonah Berger , Prof. Harikesh Nair , Prof. Sanjog Misra , [Ms. Claire Linares](#) , Prof. Anne-Laure Sellier , Prof. Ran Hassin

3:45pm **Session 9.6 Co-Creation**

Governor's Square 12

Chaired by: Dr. Charles A Ebert

3:45pm **EXPLORING AN ALTERNATE VIEW OF CO-CREATION**

» Prof. Praveen Sugathan , [Ms. Astha Singhal](#) , [Mr. Shivrinder Pal](#) , Dr. Kumar Rakesh Ranjan , Dr. Sudeep Rohit

4pm **Creative Gift Systems: An Autonetnography Among Writers**

» [Ms. Isabella Ciampa](#)

4:15pm **Consumer Noncompliance in Compliance-Dependent Services**

» [Mr. Jared Wong](#) , [Dr. Stephanie Dellande](#)

4:30pm **Taking the Customer's Perspective and its Influence on Creative Marketing Performance**

» [Dr. Charles A Ebert](#) , [Dr. Raghavendra KC](#) , Dr. Andreas Richter , Dr. Jaideep Prabhu

3:45pm **Session 9.7 Online Conversations**

Governor's Square 14

Chaired by: Dr. Andrea Luangrath

3:45pm **Tower of Babel: Thematic Cohesion in Online Consumer Conversations**

» [Mr. Denis Utochkin](#) , [Prof. Ivan Belik](#)

4pm **Trust Ratings Disguised as Satisfaction Ratings: Why Sharing Economy Ratings are Nearly Always Positive, and How to Fix the Bias**

» [Dr. Michael Moorhouse](#) , Dr. June Cotte

4:15pm **How do Emojis Shape Conversations in Digital Environments?**

» [Ms. Yiming Li](#) , Prof. Tobias Schlager , Prof. JoAndrea Hoegg

4:30pm **On the Development of PARA: A Text Analytic Method to Detect Textual Paralanguage in Social Media Data**

» [Dr. Andrea Luangrath](#) , Mr. Yixiang Xu , Dr. Tong Wang



Continued from **Saturday, 22 October**

- 3:45pm **Session 9.8 Antecedents of and Remedies to the Spread of Misinformation**
Governor's Square 15
Chaired by: Dr. Gizem Ceylan
- 3:45pm **Antecedents of and Remedies to the Spread of Misinformation**
» [Dr. Gizem Ceylan](#), Mr. Ian Anderson, Prof. Wendy Wood, [Dr. Yu Ding](#), Dr. Gita Johar, [Mr. Amin Shiri](#), Prof. Keith Wilcox, Ms. Xiang Wang, [Mr. Daniel Mirny](#), Dr. Stephen Spiller
- 3:45pm **Session 9.9 Methods Workshop: Doing Open Science**
Governor's Square 16
Chaired by: Dr. Fleura Bardhi and Dr. Uma Karmarkar and Dr. Stephen Spiller
- 3:45pm **Doing Open Science**
» [Dr. Ellen Evers](#), [Dr. Alice Moon](#), [Dr. Gabriele Paolacci](#), [Prof. Oleg Urminsky](#), Dr. Stephen Spiller
- 3:45pm **Session 9.10 The Latest in Services**
Director's Row E
Chaired by: Prof. Estefanie Nascimento
- 3:45pm **The Negative Effect of Name: Mentions of Server Name Reduce Online Review Persuasiveness**
» [Dr. Xinlan Li](#), Dr. Dong Hong Zhu, Prof. Yaping Chang
- 4pm **Feeling threatened by robots? The role of service failure on consumers' service evaluations**
» Dr. Ada Maria Barone, [Dr. Emanuela Stagno](#), Dr. Carmela Donato
- 4:15pm **Backup plans: The impact of timing of disclosure on perceptions of competence**
» [Dr. Mauricio Palmeira](#), Dr. Evan Polman

- 4:30pm **Between Two Worlds: Consumption of Private Schools by Low-Income Families**
» Prof. Estefanie Nascimento, Prof. Angela da Rocha, [Prof. Ana Raquel Rocha](#)
- 3:45pm **Session 9.11 Roundtable: Perspectives on Morality and Consumer Responsibilization**
Plaza Court 5
- 3:45pm **Perspectives on Morality and Consumer Responsibilization**
» [Prof. Aimee Dinnin Huff](#), Dr. Aya Aboelenien, Prof. Michelle Barnhart, Dr. Susan Dobscha, Dr. Gokcen Coskuner-Balli, Prof. Giana M. Eckhardt, Dr. Markus Giesler, Dr. Pilar Rojas Gaviria, Dr. Craig Thompson
- 3:45pm **Session 9.12 Pricing, Finances and Debt**
Plaza Court 6
Chaired by: Prof. Simon Blanchard
- 3:45pm **The Cure Bias: Consumers Demand Fairer Prices for Curatives than Therapeutics**
» [Prof. Mathew Isaac](#)
- 4pm **My Two Cents: Assistance During Financial Decision Making Increases Consumer Sentiment and Gamma Brainwaves**
» [Dr. Samuel Barnett](#)
- 4:15pm **Windfall Moments: Framing Tax Refunds to Increase Credit Card Debt Repayments among Indebted Consumers**
» Prof. Simon Blanchard, [Prof. Beatriz Pereira](#), Dr. Remi Trudel
- 4:30pm **TIGHT CULTURE TIGHT POCKETS! THE EFFECT OF CULTURAL TIGHTNESS ON PRICE SENSITIVITY: THE ROLE OF CONSUMER FRUGALITY.**
» [Mr. Shashi Minchael](#), Dr. Ritesh Saini
- 3:45pm **Session 9.13 Hospitality & Leisure**
Plaza Court 7
Chaired by: Prof. Thomas Stenger



Continued from **Saturday, 22 October**

3:45pm **Hospitality in Situation: Dimensions and Ideal-types through the Airbnb Case**

» [Mr. Felix jelen.felix@yahoo.fr](mailto:Mr.Felix.jelen.felix@yahoo.fr) , [Prof. Renaud Garcia-Bardidia](#) , [Prof. Thomas Stenger](#)

4pm **How does Local-global Identity Impact Consumer Preference for Leisure over Work? The Perspective of Production Orientation**

» [Mr. Yu Pan](#) , [Dr. Huachao Gao](#) , [Prof. Xiaoyu Wang](#) , [Ms. Yamei Liu](#)

4:15pm **Personal Growth is More Enjoyable than Consumers Expect**

» [Ms. Emily Powell](#) , [Dr. Adam Alter](#)

4:30pm **Reconsidering The Collective Photo Essay Method - Application and discussion through the visiting experience of a theme park**

» [Prof. Thomas Stenger](#) , [Dr. Anne Krupicka](#) , [Dr. Aurélie Michaud-Trévinat](#)

4:30pm **JCR ERB Meeting and Reception (by invitation only)**

Plaza D

4:55pm **Passing Break**

Plaza Exhibit

5:05pm **Session 10.1 The Financial Consequences of Change**

Director's Row H

Chaired by: [Ms. Jocelyn Grabke](#)

5:05pm **The Financial Consequences of Change**

» [Ms. Jocelyn Grabke](#) , [Prof. Aparna Labroo](#) , [Dr. John Lynch](#) , [Dr. Yanwen Wang](#) , [Dr. Muxin Zhai](#) , [Dr. Matthew Hilchey](#) , [Dr. Dilip Soman](#) , [Dr. Stephanie Tully](#) , [Dr. Eesha Sharma](#) , [Prof. Suzanne Shu](#)

5:05pm **Session 10.2 Lay Beliefs**

Director's Row I

Chaired by: [Ms. Joyce De Temmerman](#)

5:05pm **Consumer Empiricism: Consumers' quasi-scientific strategies to evaluate consumption routines**

» [Mr. Jan-Hendrik Bucher](#) , [Prof. Johanna Gollnhofer](#)

5:20pm **How Traditional Production Shapes Perceptions of Artisanal Product Quality**

» [Prof. Keith Wilcox](#) , [Prof. Sandra Laporte](#) , [Mr. Gabriel Ward](#)

5:35pm **How Coherent Nature Makes Natural Products Attractive: The Moderating Role of Centrality of Naturalness in Category Representation**

» [Dr. Hajar Fatemi](#) , [Prof. Laurette Dubé](#)

5:50pm **The Effect of Recycled Packaging on Perceived Product Naturalness**

» [Ms. Joyce De Temmerman](#) , [Prof. Nico Heuvinck](#) , [Prof. Hendrik Slabbinck](#) , [Prof. Iris Vermeir](#)

5:05pm **Session 10.3 Consumer Donations**

Director's Row J

Chaired by: [Dr. Coby Morvinski](#)

5:05pm **It's the Heart that Matters: The Effect of Benefactor Income on Perceived Motivation, Moral Elevation, and Donation Behaviors**

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

5:20pm **Consumers Prefer to Donate Possessions Close to their Heart to Distant Others**

» [Mr. Itai Linzen](#) , [Prof. Yael Steinhart](#) , [Prof. Ziv Carmon](#)

5:35pm **Donate Your Work: Framing a Monetary Donation Request as Donating Work Increases Donor Responsiveness**

» [Dr. Robert Smith](#) , [Dr. John Costello](#) , [Dr. Alix Barasch](#)



Continued from **Saturday, 22 October**

5:50pm **Charitable Donation Theories in the Wild: Evidence from a Large Online Donation Platform**

» [Dr. Coby Morvinski](#) , Dr. Tom Gordon Hacker

5:05pm **Session 10.4 Receptiveness: Antecedents and Consequences**

Governor's Square 10

Chaired by: Mr. Mohamed Hussein

5:05pm **Receptiveness: Antecedents and Consequences**

» [Mr. Mohamed Hussein](#) , Dr. Zakary L. Tormala , [Dr. Iulia Minson](#) , Dr. Michael Yeomans , Ms. Hanne Collins , Dr. Francesca Gino , Dr. Christian Wheeler , [Dr. Jacob Teeny](#) , Dr. Richard Petty , [Dr. Rhia Catapano](#)

5:05pm **Session 10.6 Culture and Consumption**

Governor's Square 12

Chaired by: Dr. Zhiyong Yang

5:05pm **Wild Culture: The Travelling Playground**

» [Dr. Stephen R. O'Sullivan](#)

5:20pm **Reflexive Reauthorization: How Consumers Navigate Cultural Appropriation When Consuming Difference**

» [Dr. Angela Gracia B. Cruz](#) , Dr. Yuri Seo , Dr. Daiane Scaraboto

5:35pm **Faire Corps avec les Autres: Cultural trauma and consumer solidarity in the aftermath of violent marketplace attacks**

» [Dr. Amy Fehl](#) , Dr. Marlys Mason , Ms. Mariann Gyorke

5:50pm **The Impact of Tightness-Looseness on Consumer's Impulsive Consumption Tendency**

» [Dr. Zhiyong Yang](#) , [Dr. Sijie Sun](#) , [Ms. Manhui Jin](#) , Dr. Ashok Lalwani

5:05pm **Session 10.7 New Perspectives on Experiential Consumption**

Governor's Square 14

Chaired by: Ms. Jean Zhang

5:05pm **New Perspectives on Experiential Consumption**

» [Ms. Jean Zhang](#) , Mr. Gal Smitizsky , Dr. On Amir , [Dr. Guy Voichek](#) , Dr. Minju Han , Dr. Ravi Dhar , [Ms. Xilin Li](#) , Dr. Christopher Hsee , Dr. Ed O'Brien , [Ms. Isabella Bunosso](#) , Dr. Jesse Walker , Dr. Selin Malkoc , Dr. Joe Goodman

5:05pm **Session 10.8 Sex, Lies, and AI: Consumer Beliefs About the "Mental" Representations of Algorithmic Recommendations**

Governor's Square 15

Chaired by: Dr. Ana Valenzuela and Dr. Valentina Pitardi

5:05pm **Sex, Lies, and AI: Consumer Beliefs About the "Mental" Representations of Algorithmic Recommendations**

» Dr. Ana Valenzuela , [Dr. Valentina Pitardi](#) , [Ms. Meike Zehnle](#) , Dr. Christian Hildebrand , Dr. Yang Yang , [Dr. Sang Kyu Park](#) , Dr. Shunyuan Zhang , [Dr. Taly Reich](#) , Mr. Sam Maglio , Mr. Alex Kaju

5:05pm **Session 10.9 Consumer Inclusion and Exclusion**

Governor's Square 16

Chaired by: Dr. Eda Anlamlier

5:05pm **Social Exclusion and Consumers' Decision to Reject Unethical Brands**

» [Dr. xiaoqi han](#) , [Dr. Ruomeng Wu](#) , Dr. Frank Kardes

5:20pm **Finding Meaning: Loneliness Increases Preference for Art-infused Products**

» [Ms. Saira Raza Khan](#) , Dr. Yuri Seo , Dr. Felix Septianto

5:35pm **Advertising Diversity is Viewed as Pandering**

» Mr. Aihui Ding , [Dr. Zhihao Yu](#) , [Dr. Kelly Cowart](#)



Continued from **Saturday, 22 October**

5:50pm **Romantic Rebuttals: Moralistic Tensions in Positive Marketing within the Online Dating Industry**

» [Dr. Eda Anlamlier](#), Dr. Mengtian (Montina) Jiang, Dr. Colleen Harmeling, Dr. Sevincgul (Sev) Ulu

5:05pm **Session 10.10 Political Ideology**

Director's Row E

Chaired by: Prof. Philippa Hunter-Jones

5:05pm **Cryptic Signalling: Hidden Markers of Inclusivity in Service Environments**

» Dr. Kelly Choong, Dr. Gavin Northey, Ms. Vanessa Hunter, Dr. Rory Mulcahy, [Dr. Patrick van Esch](#), [Dr. Eugene Chan](#)

5:20pm **In Search of Moderation: How Counter-Stereotypical Endorsers Attenuate Polarization Over Consumption-Related Policy Issues**

» [Mr. Guilherme Ramos](#), Prof. Yan Vieites, Prof. Eduardo Andrade

5:35pm **Effect of Political Ideology on Online Interpersonal and Information Evaluation**

» Dr. Max Yu, [Prof. Donnel Briley](#)

5:50pm **BREAKING THE PACT: RESISTING CONSUMER RESPONSIBILIZATION THROUGH POLITICAL COMEDY**

» [Mr. Hunter Jones](#), Dr. Eric Arnould

5:05pm **Session 10.11 Influencers and Social Media**

Plaza Court 5

Chaired by: Dr. Ai Ming Chow

5:05pm **Are you speaking to me? The effect of first-person pronouns on decisions to unfollow influencers**

» [Dr. Ted Matherly](#), Prof. Jared Watson, Dr. Kalinda Ukanwa

5:20pm **What Motivates People to Share Commercial Content via Their Social Network? A Cost-Benefit Perspective on Social Promotional Advertising**

» Dr. Jie Wang, [Dr. Xuejiao Lin](#), Dr. Jing Jiang

5:35pm **Virtual Influencers as Non-human Objects in Consumption Assemblages**

» [Dr. Ai Ming Chow](#), [Dr. Aya Aboelenien](#), [Mr. Alex Baudet](#)

5:50pm **When Being Irrelevant is Relevant: How Relative Relevance of Brands' Social Media Posts Impacts Brand Perception**

» [Ms. Nari Yoon](#), Dr. Mansur Khamitov

5:05pm **Session 10.12 Anthropomorphism**

Plaza Court 6

Chaired by: Dr. Boram Lim

5:05pm **Meet Robbie: Consequences of Nicknaming Autonomous Products**

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

5:20pm **Consumers' Responses to Human-like vs. Cartoon-Like Designed Virtual Models: The Role of Psychological Distance and Message Focus**

» [Ms. Claudia Franke](#), Prof. Andrea Groeppel-Klein, Mr. Julian Dincher

5:35pm **The Advantage of Trustworthiness or the Drawback of Being Outdated? How Brand Anthropomorphism Shapes the Effects of Brand Age Cues**

» Ms. Tara M. Sedghi, [Dr. Verena Hüttl-Maack](#)

5:50pm **Product Face Ratios, Stereotypes, and Political Orientation: Field Data on Consumer Evaluations**

» Dr. Boram Lim, [Dr. Michael Lash](#), [Dr. Ahreum Maeng](#), [Dr. Pankaj Aggarwal](#)

5:05pm **Session 10.13 Marketing Effectiveness**

Plaza Court 7

Chaired by: Dr. Burcak Bas



Continued from **Saturday, 22 October**

- 5:05pm **What do I think about this sustainable Gucci? Product- or company-focused sustainability association, impact on environment, and attractiveness of luxury products**
» [Dr. Dikla Perez](#) , Prof. Amir Grinstein , Mrs. Inbar Elia , Prof. Neeru Paharia
- 5:20pm **Apple from Apple, Coach from Coach: How the Feeling of Coherence Affects Store Choice**
» [Mr. Deepak Sirwani](#) , Prof. Manoj Thomas
- 5:35pm **Omnichannel Sense of Coherence in Consumer-Brand Encounters**
» [Prof. Jano Jiménez-Barreto](#) , Prof. Nicholas Lurie , Prof. Natalia Rubio , Prof. Sara Campo
- 5:50pm **Using Benchmarks to Mitigate Overhead Aversion and Increase Donations**
» [Dr. Burcak Bas](#) , Prof. Zachary Estes , Prof. Aradhna Krishna
- 6:30pm **Cardio Fitness for All**
Plaza Court 1
Chaired by: Prof. Cristel Russell
- 6:30pm **Improv for Researchers**
Plaza Court 2
Chaired by: Dr. Jim Mourey
- 7pm **Closing Night Gala at Pindustry**
Pindustry