

<b>CONFERENCE ON "THE PSYCHOLOGY OF DESIGN: Creating Design with Sensory, Hedonic, Experiential Appeal"</b>			
Ross School of Business, University of Michigan, May 29-31, 2014: TENTATIVE PROGRAM SCHEDULE (as of April 1, 2014)			
<a href="http://www.bus.umich.edu/Conferences/The-Psychology-of-Design/ViewConference.aspx">http://www.bus.umich.edu/Conferences/The-Psychology-of-Design/ViewConference.aspx</a>			
<b>THURSDAY May 29</b>	<b>12noon to 3.30 pm</b>	<b>Registration with Boxed Lunch Available</b>	Outside R0210
	<b>3.30pm</b>	<b>Conference Kick-Off and Welcome</b>	<b>Classroom R0210</b>
	<b>3.40-5.00</b>	<b>Paper Session: Embodied Cognition and Metaphorical Judgments -- Design Implications</b>	R0210
	3.40-4.05	Implications of haptic experience for product and environmental design	Josh Ackerman
	4.05-4.30	Top or bottom of screen? Vertical position as a representation of rationality and emotionality	Luca Cian
	4.30-4.55	The building blocks of design: Conceptual scaffolding as an organizing framework for design	Lawrence Williams
	<b>5.15-7.30</b>	<b>Reception, Keynote Talk by Aradhna Krishna, Dinner</b>	Colloquium 6th Floor
	5.15-6.00	Reception and Poster Session	
	6.00-7.30	<b>Keynote Talk by Aradhna Krishna (Implications for Design of Sensory Marketing Research), and Dinner</b>	
<b>FRIDAY May 30</b>	7.30-8.30am	Continental Breakfast	Outside R0210
	<b>8.30-9.30</b>	<b>Keynote Talk by Andrew Smith, Executive Director of Global Cadillac and Buick Design, General Motors</b>	<b>Classroom R0210</b>
	<b>9.30-12.05</b>	<b>Paper Sessions: Aesthetics and Design</b>	R0210
	9.30-9.55	Aesthetic Principles in Product Design and Cognitive Appraisals	Minu Kumar and Anjan Chatterjee
	9.55-10.20	Effects of Design Symmetry on Consumer Perceptions of Brand Personality	Aditi Bajaj
	10.20-10.55	Symmetrical Logos can Harm Brand Equity: The Interactive Effect of Logo Design and Brand Personality on Brand Valuation	Jonathan Luffarelli, Antonios Stamatogiannakis, Haiyang Yang
	10.55-11.20	Coffee Break	Outside R0210
	11.05-11.15	Striving for Superiority: Face Ratio, Anthropomorphism and Design Preferences	Ahreum Maeng
	11.15-11.40	I'll Keep the Cuddly One: Effects of Cuteness versus Elegance on Product Retention	He Jia, C.W. Park and Graiana Pol
	11.40-12.05	The Impact of Product Aesthetics on Choice: A Dual-Process Explanation	Claudia Townsend and Sanjay Sood
	<b>12.05 - 1.30pm</b>	<b>Lunch and Keynote Talk by Bernd Schmitt (Creating Design with Experiential Appeal)</b>	Colloquium 6th Floor
	<b>1.30-2.45</b>	<b>Paper Session: Color and Design</b>	R0210

	1.30-1.55	Dark is Durable, Light is Convenient: Color Influences Perceived Product Attributes	Henrik Hagtvedt
	1.55-2.20	Color Design and Purchase Price: How Vehicle Colors Affect What Consumers Pay to New and Used Cars	Keiko Powers
	2.20-2.45	Blue Washing the Green Halo: How Colors Color Ethical Judgments	Aparna Sundar
	2.45-3.00	Coffee Break	Outside R0210
	<b>1.30-4.15</b>	<b>Paper Session: Design Methodologies</b>	R0210
	3.00-3.25	Design Heuristics	Colleen Seifert and Rich Gonzalez
	3.25-3.50	Design Research Methods	Jeff Hartley
	3.50-4.15	Eye-tracking Aids in Understanding Consumer Product Design Evaluations	Erin McDonald and Ping Du
	<b>4.15-5.30</b>	<b>Practitioner Perspectives: Creating Design with Sensory, Hedonic, Experiential Appeal</b>	Curt Bailey of SundbergFerar, Jessica Gatto of Doblin, Trevor van Gorp of Affective Design
	<b>5.30-7.00pm</b>	<b>Reception and Keynote Talk by Don Norman</b>	Colloquium 6th Floor
	5.30-6.00	Reception and Poster Session	
	6.00-7.00	<b>Keynote Talk by Don Norman: <i>Design and Science, Aesthetics, and Marketing (Reflections on the Conference)</i></b>	
	7pm onwards	Dinner On Own	
<b>SATURDAY May 31</b>	7.30-8.30am	Continental Breakfast	Outside R0210
	<b>8.30am-12noon</b>	<b>Paper Sessions: Psychological Processes</b>	<b>Classroom R0210</b>
	<b>8.30-9.45am</b>	<b>Parallel Track Paper Sessions: Mediators and Moderators</b>	
	8.30-9.45am	<i>Parallel Track 1: Mediators (Room R0210)</i>	R0210
	8.30-8.55	Good Aesthetics is Great Business: Do We Know Why?	Ravi Chitturi
	8.55-9.20	The Change You Don't See Coming: Nonconscious Consequences of Dynamic Transference in Consumer Contexts	Ryan Elder and Jim Mourey
	9.20-9.45	Impress Yourself: Self-Signaling and Product Design	Kelly Herd and Page Moreau
	8.30-9.45am	<i>Parallel Track 2: Moderators (Room R0220)</i>	R0220
	8.30-8.55	Motivational Antecedents and Inferential Consequences of Cuteness in Product Design	Tingting Wang and Arirban Mukhopadhyay

	8.55-9.20	Product Curvature or Angularity Preferences: A Theory of Self-Concept	Tanuka Ghoshal, Peter Boatright and Dilip Soman
	9.20-9.45	Is Good Design Always Good? Ergonomy of Use vs. Ergonomy of Choice	Matteo Visentin, Simona Botti and Samuel Franssens
	9.45-10.05	Coffee Break	Outside R0210
	<b>10.05-11.20</b>	<b>Paper Session: Fluency and Fit</b>	R0210
	10.05-10.30	Processing Fluency of Product Design: Cognitive and Affective Routes to Aesthetic Preferences	Jan Landwehr
	10.30-10.55	Atypical Packaging Affects Product Evaluation Through Increased Processing	Iris van Ooijen, Marieke Fransen, Edith G. Smit, Peter W.J. Verlegh
	10.55-11.20	The Aesthetics of Brand Name Design: Form, Fit, Fluency, and Phonetics	Sarah Roche, L.J. Shrum and Tina Lowrey
	<b>11.20-11.45</b>	<b>Concluding Discussion and Conference Wrap-Up</b>	R0210
	<b>11.45-12.30</b>	<b>Pick Up Lunch Boxes To Go</b>	Outside R0210
	<b>12.30-5.30pm</b>	<b>POSSIBLE ADD-ON Field Trip to Henry Ford Museum in Dearborn</b>	TBD
	12.30-1.15	Drive to Museum (Bus)	
	1.15-4.30	At Museum (Guided Tour)	
	4.30-5.30pm	Drive Back to Ross School on Bus (or take taxi to airport)	