



SCP Boutique Conference on Identity and Consumption

July 20<sup>th</sup> – 21<sup>st</sup>, Chicago, IL



## Wednesday, July 20

5:00 – 7:00 PM Opening reception (drinks and tapas served)

## Thursday, July 21

8:30 Registration and Breakfast

8:50 Introductory Remarks

9:00 Symposium Talks 1

**Products as Self-Evaluation Standards: When Owned and Unowned Products have Opposite Effects on Self-Judgment**

*Liad Weis\* (University of Wisconsin Madison) and Gita Johar (Columbia University)*

**My Purchase, my Refuge: Experiential Versus Material Attachment to the Self as Predicted by Gender and Loneliness**

*Sarah Roche\* (Texas Wesleyan University) and David H. Silvera (University of Texas at San Antonio)*

**Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity**

*Stephanie Chen\*, Oleg Urminsky, & Daniel M. Bartels (University of Chicago)*

**Better Gifting Through ‘Companionizing’: Shaping a Shared Identity with Gift-Recipients**

*Evan Polman\* (University of Wisconsin-Madison) and Sam J. Maglio (University of Toronto Scarborough)*

**That’s Not How I Should Feel: Emotions in Identity Management and Verification**

*Nicole Coleman\* (University of Pittsburg) and Patti Williams (University of Pennsylvania)*

10:30 Coffee Break

11:00 Symposium Talks 2

**I wouldn’t do that: Moral Identity and Processing of Stigma in Health Messages**

*Chethana Achar, Lea Dunn\* and Nidhi Agrawal (University of Washington)*

**It's Not Manly Being Green: The Role of Gender Identity Maintenance in Men's Avoidance of Environmentally-Friendly Behavior**

*Aaron R. Brough (Utah State University), James E.B. Wilkie\* (University of Notre Dame), Jingjing Ma (Peking University), Mathew S. Isaac (Seattle University), and David Gal (University of Illinois at Chicago)*

**Believe Me, I Am Knowledgeable: The Influence of Self-Presentation Goals on Online Consumer Ratings**

*Francesca Valsesia (University of Southern California), Joe Nunes\* (University of Southern California), and Andrea Ordanini (Bocconi University),*

**12:00 Lunch and Poster Session**

**1:15 Symposium Talks 3**

**Undermining the Potential of Within-Domain Compensatory Consumption: A Product's Explicit Identity Connection Impedes Self-Repair**

*Nimish Rustagi, L.J. Shrum\*, and Tina M. Lowrey (HEC Paris)*

**Just One Photo Before I Say Goodbye: Memory Preservation Increases Donation of Special Possessions**

*Karen Winterich\* (Penn State), Rebecca Walker Reczek (The Ohio State University), and Julie R. Irwin (The University of Texas at Austin)*

**I'm Not Garbage! Why Consumers Avoid Trashing Identity-Linked Products**

*Remi Trudel\* (Boston University), Jennifer Argo (University of Alberta), and Matthew Meng (Boston University)*

**Putting on a Show or Showing My True Self? Exploring Consumers' Desire to Signal Accurate versus Enhanced Identities**

*Daniel Brannon and Naomi Mandel\* (Arizona State University)*

**2:30 Coffee Break**

**3:15 Symposium Talks 4**

**Please Process the Signal, but Don't Praise It: How and When Compliments on Identity Signals Result in Embarrassment**

*Lisa Cavanaugh\* (University of Southern California), Joe Nunes (University of Southern California), and Young Jee Han (Sungkyunkwan University)*

**When Self Becomes Over-Extended: An Empirical Investigation of the Dark Side of Home**

*Catherine Roster\* (University of New Mexico) and Joseph R. Ferrari (DePaul University)*

**The Effect of Self-Complexity on Choice Difficulty and Post-Choice Regret When Choosing Between Multiple Identity-Linked Goods**

*Sarah Dommer\** (Georgia Institute of Technology), *Nicole Verrochi Coleman* (University of Pittsburgh), and *Karen Winterich* (Penn State)

**Compensatory Cognition Effect**

*Anastasiya Pocheptsova\** (University of South Carolina) and *Aparna Labroo* (Northwestern University)

**How Luxury Consumption Influence Self-Control**

*Yajin Wang\** (University of Maryland) and *Deborah R. John* (University of Minnesota)

**4:45 Roundtable**

**5:30 Break / Transport**

**6:00 Reception and Dinner at Signature Room on the 95<sup>th</sup> Floor of John Hancock Center**