

2017 SCP Boutique Conference

New York



Emotions, Motivation and Product Value

(June 7-8)

Conference Co-Chairs:

[Juliano Laran, University of Miami](#)

[Oscar Moreno, Rutgers University](#)

[Keith Wilcox, Columbia University](#)



Program

Wednesday, June 7th

5:00 pm – 7:00pm **Opening Reception (at the *Tangled Vine*, 434 Amsterdam Avenue)**

Thursday, June 8th

The conference location is the Italian Academy at Columbia University (1161 Amsterdam Avenue, New York, NY 10027)

7:30am – 8:00am **Continental Breakfast (Italian Academy, Library)**

8:00am – 8:15am **Introductory Remarks**

8:15am – 9:30am **Session 1: Conflict and Motivation (Chair: Oscar Moreno)**

An Experience Utility Explanation of the Preference for Larger Assortments

Aylin Aydinli, VU University Amsterdam*

Yangjie Gu, HEC Paris

Michel T. Pham, Columbia University

Goal Conflict Encourages Work and Discourages Leisure

Jordan Etkin, Duke University*

Aimee Chabot, Duke University

Opportunity Cost Overestimation in Choices among Opportunities versus Alternatives

Liad Weiss, University of Wisconsin-Madison*

Ran Kivetz, Columbia University

Why Others Don't Want Products We Love: The Impact of Emotional Attachment on Consumer Rental Decisions

Antje Graul, Leeds University

Aaron R. Brough, Utah State University*

9:30am – 10:45am **Session 2: Strengthening and Attenuating the Impact of Emotions (Chair: Juliano Laran)**

The Influence of Integral Affect versus Incidental Affect on Goal Pursuit

*Denotes Presenter

Anthony Salerno, University of Cincinnati*
Juliano Laran, University of Miami

Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands

Patti Williams, University of Pennsylvania
Nicole Verrochi Coleman, University of Pittsburgh*
Andrea C. Morales, Arizona State University

The Numbing Effect of Mortality Salience on Emotion Perceptions and Meaningfulness of a Special Experience

Miranda Goode, Western University*

Endings of Significant Experiences Increase Consumers' Desire for Mementos

Charlene K. Chu, UCLA
Suzanne B. Shu, UCLA*

10:45am – 11:00am Coffee Break

11:00am – 12:00am Session 3: Control and Power (Chair: Juliano Laran)

Regulating Shame and Guilt through Addictive Consumption: The Role of Personal Power

Olga Martin, University of Washington
Shailendara Jain, University of Washington*

Is All Gratitude the Same? Developing a Gratitude Typology Based on Need and Agency

Jamie Hyodo, University of Nebraska-Lincoln*
Meg Meloy, Pennsylvania State University
Karen Winterich, Pennsylvania State University

Control over Time Predicts Greater Life Satisfaction among Millionaires

Paul Smeets, Maastricht University
Ashley Whillans, University of British Columbia Business School
Rene Bekkers, VU Amsterdam
Michael Norton, Harvard Business School*

12:00pm – 1:15pm Lunch (at *Serafina Harlem*, 1260 Amsterdam Avenue)

1:30am – 2:30pm Session 4: The Process of Goal Pursuit (Chair: Oscar Moreno)

If At First You Do Succeed, Do You Try, Try Again? A Multifaceted Approach to Persistence and Licensing

Yael Zemack-Rugar, University of Central Florida*

Canan Corus, Pace University

David Brinberg, Virginia Polytechnic Institute

The Pursuit of Mere Completion: When Motivation Occurs Despite Rewards

Bowen Ruan, University of Wisconsin-Madison

Evan Polman, University of Wisconsin-Madison

Robin Tanner, University of Wisconsin-Madison*

Hurting You Hurts Me Too: The Consequences of Sabotaging Behaviors in Shared Goal Pursuit

Szu-chi Huang, Stanford University*

Stephanie C. Lin, Stanford University

Ying Zhang, Peking University

2:30pm – 3:30pm Session 5: Intrinsic Motivation (Chair: Keith Wilcox)

Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor

Eva C. Buechel, University of South Carolina*

Carey Morewedge, Boston University

Jiao Zhang, University of Oregon

Feeling of Scarcity Undermines the Origination of Autonomous Motivation

Yuechen Wu, University of Maryland

Meng Zhu, John Hopkins University*

Smiling Signals Intrinsic Motivation

Yimin Cheng, HKUST

Anirban Mukhopadhyay, HKUST*

Patti Williams, University of Pennsylvania

3:30pm – 3:45pm Coffee Break

3:45pm – 4:45pm Session 6: Transgressions and Consumer Behavior (Chair: Keith Wilcox)

The Janus Fact of Decadence: How Transgressive Luxury Consumption Triggers Contradictory Impulses in Observers

Felicitas Morhart, University of Lausanne*
Reto Hofstetter, University of Lugano
Suresh Ramanathan, Texas A&M University

Shopper Confessions: More Sensory Inputs Increase Empathy and Lessen Moral Judgment Harshness

Gergana Nenkov, Boston College*
Maureen Morrin, Temple University

When Feeling Good Feels Wrong: Avoiding Hedonic Consumption When It Reflects Immoral Character

Stephanie Lin, Stanford University/Singapore Management University*
Taly Reich, Yale University
Tamar Kreps, University of Utah

4:45pm – 5:45pm Session 7: Negative Emotions (Chair: Oscar Moreno)

Blame, Attributions, and Prosocial Behavior: The Darker Side of a Growth Mindset

Liat Levontin, Israel Institute of Technology*
Gita Venkataramani Johar, Columbia Business School

Back Off! Consumers' Emotional and Territorial Responses to Perceived Infringements of Psychologically Owned Targets

Colleen P. Kirk, New York Institute of Technology*
Joann Peck, University of Wisconsin-Madison
Scott D. Swain, Clemson University

On the Consumption of Anger-Eliciting Items

Nira Munichor, Bar-Ilan University*
Yael Steinhart, Tel Aviv University

5:45pm – 6:45pm Poster Session (Hepburn Lounge in Uris Hall at Columbia University)

Wanting a "Good Cry": Cultural Differences in Desirable Emotion Consumption at the Movies

Aaron J. Barnes, University of Illinois at Urbana-Champaign

Overcoming Risk: Self-Disclosure in Times of Fear

Anupama Mukund Bharadwaj, University of Washington

How Gratitude Promotes Equanimity without Reducing Motivation

Shreyans Goenka, Cornell University

*Denotes Presenter

Perceptual Difficulty Heightens Imagining and Increases Preference for Vices over Virtues
Aekyoung Kim, Rutgers University

Happy Together: The Emotional Positive Effect of Shopping in Group
Nuno Lopez, IESE Business School

To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Interpersonal Goal Conflict
Sarah A. Memmi, Duke University

Can Goal Failure Enhance Consumer Creativity?
Luke Nowlan, University of Miami

Narcissistic Consumers Prefer Arrogant Brands When They are Anthropomorphized
Nara Youn, Hongik University

7:00pm **Bus leaving Columbia for dinner (pick up is on 120th Street between Amsterdam and Broadway)**

8:00pm **Dinner (at the *Pera Soho*, 54 Thompson Street)**