



## Thursday, 7 March

- 7am **Registration**  
*Pre-Function Area*
- 7am **Untitled Event**
- 8am **SCP-Sheth Foundation Doctoral Consortium**  
*Germantown 1*  
Chaired by: Prof. Aner Sela and Dr. Kelly Herd
- 3pm **Executive Committee Meeting**  
*Sylvan Park*  
Chaired by: Dr. Eric Yorkston
- 4:30pm **Virtual Reality Experience**  
*Outside Germantown 1 (Reception Area)*
- 5pm **SCP DEI Committee Community Building & Networking Reception (by invitation)**  
*Germantown 4*  
Chaired by: Dr. Adriana Samper and Dr. Keisha Cutright and Dr. Ryan Elder and Dr. James (Jim) Mourey
- 7pm **Welcome Reception**  
*Germantown 1*  
Chaired by: Dr. Nitika Garg and Dr. James (Jim) Mourey and Dr. Mitch Hamilton

## Friday, 8 March

- 7am **The Breakfast Club (and Coffee)**  
*Outside Bridge Bar (3rd Floor)*  
Chaired by: Dr. James (Jim) Mourey and Dr. Nitika Garg and Dr. Mitch Hamilton
- 7:15am **Continental Breakfast**  
*Germantown & Midtown Prefunction Space*
- 8am **Co-Author Lounge**  
*5 Points*
- 8:30am **1.1 Relationships and Consumption: From Stability to Sacrifice**  
*Germantown 1*
  - Bringing Home the Bacon: How Inequality of Romantic Partners' Incomes Impacts Joint Consumption**  
» Dr. Nicole Kim, [Ms. Chengchen \(Sheryl\) Liu](#), Prof. Rebecca Hamilton
  - Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals**  
» Dr. Yuechen Wu, Dr. Jared Watson, [Dr. Ali Faraji-Rad](#)
  - Consumption Sacrifice**  
» Dr. Ximena Garcia-Rada, Dr. Tami Kim, [Dr. Peggy Liu](#)
  - Who Pays the Bill? Misperceptions of Indebtedness in Joint Consumption**  
» [Mr. Nathaniel Posner](#), Mr. Michael White, Dr. Shai Davidai



Continued from Friday, 8 March

8:30am **1.2 Methodological Insights for Consumer Research**  
*Germantown 2*

**How Do the Top Consumer Research Journals Differ?**

» [Dr. Evan Weingarten](#), Dr. On Amir, Dr. Andrea C. Morales

**Scale Midpoint Misuse: Understanding and Mitigating the Impact on Experimental Conclusions**

» [Dr. Milica Mormann](#), Dr. Matthew Fisher

**How do people weigh different pieces of ranking information?**

» Dr. Uri Barnea, [Prof. Alice Moon](#), Dr. Jackie Silverman

**The CRT is not “just” Math: An adversarial collaboration**

» [Prof. Andrew Meyer](#), Dr. Yigal Attali, Prof. Maya Bar Hillel, Prof. Shane Frederick, Prof. Daniel Kahneman

8:30am **1.3 Products, Bundles, and Perfection**  
*Germantown 4*

**Consumption Portfolio Management: Very Good Stuff Is Best Enjoyed by Itself**

» [Dr. Luxi Shen](#), Ms. Chong Yu, Dr. Andrew Meyer

**Consumers opt for more attribute upgrades when selecting among preconfigured products as opposed to configuring the product themselves**

» [Mr. Soaham Bharti](#), Prof. Berkeley Dietvorst

**The Bundle Halo Effect**

» [Prof. Franklin Shaddy](#), Prof. Elizabeth Friedman

**Product Perfectionism: Defining and Measuring the Consumer Tendency to Seek Perfection and Avoid Imperfection in Possessions and Consumption Experiences**

» [Ms. Aprajita Gautam](#), Dr. Rajagopal Raghunathan

8:30am **1.4 Artificial Intelligence: ChatGPT, AI Companions, and Acceptance**

*Midtown 1*

**Unraveling Inferences about ChatGPT: Self-Other Differences in Usage Behavior and Acceptance of ChatGPT**

» [Ms. Begum Celiktutan](#), Dr. Anne-Kathrin Klesse, Dr. Mirjam A. Tuk

**Human for Exploration, AI for Exploitation**

» [Ms. Hao Zhang](#), Dr. Anne-Sophie Chaxel

**The Age of Artificial Friends: How Do AI-Based Social Companions Affect Human-Human Interactions?**

» [Dr. David Finken](#), [Ms. Meike Zehnle](#)

**Designed by AI?: Consumer Impatience as a Response to Awareness of AI Creation in Product Design.**

» [Dr. Yi \(Fionna\) Xie](#), [Dr. Yanfen You](#), Dr. Xiaojing Yang, Dr. Dan King

8:30am **1.5 SPECIAL SESSION - The Heart of Decisions: Understanding Decision Making in Romantic Couples**

*Midtown 2*

8:30am **The Heart of Decisions: Understanding Decision Making in Romantic Couples**

» [Ms. Lena Kim](#), [Dr. Kelley Wight](#), [Dr. Danielle Brick](#), [Dr. Ximena Garcia-Rada](#), Dr. Alicia Johnson, Dr. Emily Garbinsky, Dr. Holly Howe, Dr. Gavan Fitzsimons, Dr. Lingrui Zhou, Dr. Tanya Chartrand, Dr. Grant Donnelly, Dr. Jenny Olson, Dr. Hristina Nikolova, Dr. Michael Norton

8:30am **1.6 ROUND TABLE - Technology and Mental Health: Harmful or Helpful?**

*Midtown 3*



Continued from Friday, 8 March

**Title: Technology and Mental Health: Harmful or Helpful? A roundtable to discuss the risks and**

» [Dr. Jane Machin](#), [Dr. Robert Bossarte](#), [Dr. Steven Posavac](#), [Mr. Eric Reicin](#), [Dr. Steven Chan](#), [Dr. Amanda Powell](#), [Dr. Josephine Go Jefferies](#), [Dr. Sabrina Habib](#)

9:45am

**Morning Coffee Break**

*Germantown & Midtown Prefunction Space*

10am

**2.1 Politics and Poking the Bear: Ideology and Offensive Consumption**

*Germantown 1*

**Ideological Poking: Why Consumers Use Outgroup-Offending Products**

» [Mr. Matejas Mackin](#), [Dr. Neal Roese](#)

**Offensive Consumption**

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

**The Effect of Political Ideology on Consumer Assessment of Mental Health Symptoms and Treatment Seeking**

» [Ms. Saetbyeol Kim](#), [Prof. Caglar Irmak](#)

**Conservatives Are Less Likely to Greenlight Inclusive Products than Liberals Due to Smaller Market Size Estimations**

» [Dr. Olamide Olajuwon-Ige](#), [Dr. Jennifer D'Angelo](#), [Dr. Francesca Valsesia](#)

10am

**2.2 Ownership, Inner Experience, and Consumption**

*Germantown 2*

**Psychological Ownership and Territorial Behaviors in Rental Transactions: Why "Who" You Rent from Matters**

» [Dr. Nirajana Mishra](#), [Dr. Sarah Whitley](#)

**A Consumer Theory of Inner Experience**

» [Mr. Daniel Russman](#), [Prof. Bernd Schmitt](#)

**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](#)

**Positive Contrast Scope-Insensitivity**

» [Dr. Guy Voicheck](#), [Prof. Nathan Novemsky](#)

10am

**2.3 The Price is Right: Valuation, Price Contrasts, and Price Increases**

*Germantown 4*

**Price Contrasts in the Wild**

» [Dr. Ariel Fridman](#), [Dr. On Amir](#), [Dr. Karsten Hansen](#)

**PRICING IN RESALE MARKETS: WHY LOWER-PRICED GOODS TEND TO RETAIN MORE VALUE**

» [Ms. Minjeong Ko](#), [Prof. Joseph Nunes](#), [Prof. Elisa Solinas](#)

**How Labor vs. Material Cost Justifications Affect Perceptions of Price Increases**

» [Prof. Shreyans Goenka](#), [Dr. Rajesh Bagchi](#)

**Units or Pounds? How Weight Neglect Influences Consumer Perceptions of Deal Value Across Price Types**

» [Dr. Sarah Whitley](#), [Dr. Julio Sevilla](#), [Dr. Mathew Isaac](#)

10am

**2.4 Technology for Good: Open Source Innovation and Positive Impacts of Smart Technology**

*Midtown 1*

**Open Source Products: The Moralization of Innovation**

» [Dr. Lukas Maier](#), [Prof. Martin Schreier](#), [Prof. Darren Dahl](#)

**More Than a Modality: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes Through Virtual Volunteering**

» [Ms. Carissa Colligan](#), [Dr. Jillian Hmurovic](#)



Continued from Friday, 8 March

**The Positive Impact of Smartphones on Consumer Embarrassment**

» [Dr. Kristen Ferguson](#), Dr. Kelly Herd, Dr. Stefan Hock

10am **2.5 SPECIAL SESSION - New Insights from Large Language Models and Natural Language Processing for Consumer Research**

*Midtown 2*

**New Insights from Large Language Models and Natural Language Processing for Consumer Research**

» [Dr. Ada Aka](#), Dr. John McCoy, [Mr. Vincent Chen](#), Dr. Ming Hsu, Dr. Zhihao Zhang, [Prof. Akshina Banerjee](#), Prof. Oleg Urminsky, [Dr. Sachin Banker](#), Dr. Promothesh Chatterjee, Dr. Himanshu Mishra, Dr. Arul Mishra

10am **2.6 ROUND TABLE - The Psychological Impact of Racism and Discrimination on Consumer Well-Being**

*Midtown 3*

Chaired by: Dr. Stephanie Dellande and Dr. Samantha Cross (Discussant)

**The Psychological Impact of Racism and Discrimination on Consumer Well-Being**

» [Dr. Samantha Cross](#) (Discussant), [Dr. Stephanie Dellande](#), Prof. Broderick Turner, Dr. Tracy Rank Christman, Dr. Esther Uduehi, Prof. Nailiya Ordabayeva, Dr. Stacey Finkelstein, Dr. Beatriz Pereira, Ms. Nicole Davis, Dr. Wendy De La Rosa, Dr. Aziza Jones, Dr. David Wooten, Dr. Angela Lee, Dr. Maura Scott, Dr. Vicki Morwitz, Dr. Aaron Barnes, Dr. Sonja Martin Poole

10am **2.0 SCP Fellows Address: Rajeev Batra and Darren Dahl**

*Grand Ballroom*

» Rajeev Batra and Darren Dahl

11:15am **Passing Period**

*Germantown & Midtown Prefunction Space*

11:30am **3.1 From Charities to Chihuahuas: How Language, Loneliness, Animals, and Meaningfulness Affect Generosity**

*Germantown 1*

**Four Paws Are Better than None: Loneliness Induces Anthropomorphism and Spending on Pets**

» [Mr. Tim Derksen](#), Dr. Kyle Murray, Dr. Davide Orazi, Dr. Satheesh Seenivasan

**Pay or Donate? How Language Shapes Generosity**

» [Ms. M. Leonor Neto](#), Ms. Eunkyung An, Prof. Minah Jung, Prof. Tulim Erdem

**Triggering Curiosity about the "Ugly" to Increase Donations for Animals**

» [Ms. Liang Shen](#), Dr. Rashni Adayal, [Dr. Fengyan Cai](#), Dr. Robert Wyer

**Understanding Charitable Allocation Decisions: The Role of Perceived Meaningfulness of Resource**

» [Dr. Hyewon Oh](#), Dr. Ravi Mehta

11:30am **3.2 Aw, Nudge! Prompts, Crutches, and Default Plans**

*Germantown 2*

**Do 'planning prompts' suggesting a default plan increase follow-through? A 1-million person field experiment.**

» [Mr. Robert Kuan](#), Prof. Katherine Milkman, Dr. Sean Ellis, Dr. Dena Gromet, Prof. Eugen Dimant, Prof. Angela Duckworth

**Improving End-of-Life: Exploring the Effect of Default Disclosure**

» [Ms. Brianna Chew](#), Dr. Ariel Fridman, Dr. Ayelet Gneezy

**Crowdsourcing as a Tool for Creating Effective Nudges: An Example for Financial Oversubscription**

» Dr. Anna Paley, [Dr. Niels van de Ven](#)



Continued from Friday, 8 March

**When a Nudge Becomes a Crutch: How Nudges Can Exacerbate Overconfidence**

» [Dr. Matthew Fisher](#), Dr. Daniel Oppenheimer

11:30am **3.3 Have a Price Day! Exploring the Relationship Between Price and Quality, WTP, and Constraints**  
*Germantown 4*

**Does Consumer Willingness to Pay Reflect Market Prices?**

» [Dr. Arnaud Monnier](#), Prof. Manoj Thomas

**Will Consumers Rent What They Buy? How Deciding to Rent is Different From Deciding to Buy**

» [Ms. Suwon Choi](#), Dr. Claudia Townsend

**The Effect of Device Type on Price-Quality Inference**

» [Mr. Xinge Li](#), Dr. Jintao Zhang, Dr. Yanliu Huang

**The Limits of “Unlimited” Offers: How Quantifying Constraints Can Increase Valuation**

» [Ms. Amanda Geiser](#), Prof. Clayton Critcher

11:30am **3.4 Algorithm Nation: Musings on AI, Machine Learning, and Autonomous Products**  
*Midtown 1*  
Chaired by: Andrea Bonezzi

**Public Perception and Autonomous Vehicle Liability**

» [Prof. Julian De Freitas](#), Ms. Xilin Zhou, Ms. Margherita Atzei, Ms. Shoshana Boardman, Dr. Luigi Di Lillo

**Algorithms are Gendered: The Masculine Algorithms and Their Influence on Consumers**

» [Dr. Yegyu Han](#), [Dr. Sang Kyu Park](#), Dr. Chris Janiszewski

**Post Hoc Explanations and Consumer Response to Algorithmic Decisions**

» Dr. Mehdi Mourali, Dr. Dallas Novakowski, Dr. Ruth Pogacar, [Dr. Neil Brigden](#)

**The Visual Uniqueness Advantage in the Peer-to-Peer Marketplace: Machine Learning Model Development, Validation, and Application**

» Ms. Xiaohang Feng, [Dr. Charis Li](#), Dr. Shunyuan Zhang

11:30am **3.5 SPECIAL SESSION - Toward More Impactful Consumer Research: Complementary Perspectives**  
*Midtown 2*

**Toward More Impactful Consumer Research: Complementary Perspectives**

» [Prof. Michel Tuan Pham](#), Prof. Margaret (Meg) Campbell, Prof. Xin (Shane) Wang, [Prof. John Lynch](#), [Prof. J. Jeffrey Inman](#), [Prof. Bernd Schmitt](#), [Prof. Stijn van Osselaer](#), Prof. Patricia Torres, Prof. Joseph Ryoo, Ms. Alisa Wu, Ms. Danqi Wang

11:30am **3.6 ROUND TABLE - The Crossover of Corporate Social Responsibility and Brand Activism: Charting the Course Forward**  
*Midtown 3*

**The Crossover of Corporate Social Responsibility and Brand Activism: Charting The Course Forward**

» [Ms. Priscilla Peña](#), [Mr. Serkan Saka](#), [Dr. Ike Silver](#), Dr. Tim Dewhirst, Dr. Katharine Howie, Dr. Jake Brower, Dr. Meike Eilert, Dr. Mansur Khamitov, Dr. Jared Watson, Dr. Breagin Riley, Dr. Ernest Baskin

12:45pm **Networking Lunch**  
*Grand Ballroom*

2:15pm **2025 Conference AE Meeting**  
*Edgehill*



Continued from Friday, 8 March

2:15pm **Passing Period**  
*Germantown & Midtown Prefunction Space*

2:30pm **4.1 Brand Relationships and Brand Activism: Socially Responsible Consumption and Consumer Reactions**  
*Germantown 1*

**Dehumanization is Toxic to Consumer-Brand Relationships**  
» Prof. Craig Anderson, [Dr. Elanor Williams](#)

**Corporate Neutrality: Consumer Response to Brand Activism**  
» [Mr. Jeffrey Kang](#), Prof. Manoj Thomas

**The Role of Socially Responsible Product Characteristics in Consumption Deferral**  
» [Ms. Maria J. Ortiz](#), Dr. Bianca Grohmann

**Boycotting versus Buycotting: A Goal Systems Approach**  
» [Mr. Andy Li](#), Dr. Amna Kirmani, Dr. Rosellina Ferraro

2:30pm **4.2 Turn Back Time: Temporal Orientations, Trends, and Perceptions of Time**  
*Germantown 2*

**Impatience Over Time**  
» [Dr. Annabelle Roberts](#), Dr. Ayelet Fishbach

**Disfluent Temporal Orientation Reduces Temporal Attention and Delay Discounting**  
» Dr. Marisabel Romero, [Dr. Adam Craig](#), Dr. Daniel Chavez

**When the end is in sight: Time periods feel longer when expressed in minutes compared to end time**  
» Ms. Jiabi Wang, [Dr. Kristin Donnelly](#)

**When do people predict a trend will progress vs. regress?**  
» [Dr. Joowon Klusowski](#)

2:30pm **4.3 The Choice Is Yours: Set Composition, Stacked Discounts, Honing, and Dominated Options**  
*Germantown 4*

**Decision Making in Steroidal Choice Environments: Honing as an alternative to Maximising**  
» [Ms. Ravneet Bawa](#), Prof. Amitav Chakravarti

**The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners**  
» [Ms. Wenting Zhong](#), Dr. Lan Xia

**Social Inferences from Choice Context: Dominated Options Can Engender Mistrust**  
» [Dr. Joseph Reiff](#), Dr. Jon Bogard, Dr. Eugene Caruso, Dr. Hal Hershfield

2:30pm **4.4 Click Like or Subscribe: Insights for a Social Media-Driven World**  
*Midtown 1*

2:30pm **A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events**  
» [Ms. Xueqi Bao](#), Prof. Stephanie Lin, Prof. Amitava Chattopadhyay

2:45pm **The Social Media Penalty Effect**  
» Dr. Yuechen Wu, [Dr. In-Hye Kang](#), Dr. Neeru Paharia

3pm **The Paradox of Social Interaction in the Sharing Economy**  
» [Dr. Dena Yadin](#), Dr. Dafna Goor, Prof. Amir Grinstein, Dr. Meike Morren

2:30pm **4.5 SPECIAL SESSION - How Mediums Affect Consumer Behavior**  
*Midtown 2*



Continued from Friday, 8 March

**How Mediums Affect Consumer Behavior**

» [Mr. Demi Oba](#), Prof. Jonah Berger, [Prof. Shiri Melumad](#), Prof. Robert Meyer, [Prof. Freeman Wu](#), Prof. Lauren Grewal, Prof. Helen van der Sluis, Prof. Aradhna Krishna, [Prof. Kurt Munz](#), Prof. Vicki Morwitz

2:30pm **4.6 ROUND TABLE - Into the Future: Emerging Technologies and their Implications for Consumers, Industry, and Policy**  
*Midtown 3*

**Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy**

» [Mr. Eric Park](#), [Dr. David Finken](#), [Dr. Martin Mende](#), [Prof. Gita Johar](#), [Prof. Karen Winterich](#), [Prof. Cait Lambertson](#), [Prof. Chiara Longoni](#), [Prof. Melanie Clegg](#), [Prof. Rhonda Hadi](#), [Dr. Jaeyeon Chung](#), [Prof. Bernd Schmitt](#), [Prof. Christian Hildebrand](#), [Prof. Reto Hofstetter](#), [Prof. Mariam Humayun](#)

3:45pm **Afternoon Coffee Break**  
*Germantown & Midtown Prefunction Space*

4pm **5.1 Going Green or Going Bust: Sustainable, Prosocial, and Ethical Considerations**  
*Germantown 1*

**Big corporates pursue greenwashing and small companies possess green virtue**

» [Ms. Dan Xie](#)

**Temporal Frames of Environmental Threats**

» [Ms. Ozlem Tetik](#), Prof. David Faro

**Response Modes for Assessing Ethical Product Considerations**

» [Dr. Alexander DePaoli](#)

**Mindsets and Prosociality: Unveiling the surprising relationship between a growth mindset and prosocial behavior**

» [Prof. Liat Levontin](#), Mrs. Kim Penias, Mr. Stav Siton

4pm **5.2 Oops, I Did It Again: Errors, Biases, and Knowledge Acquisition**  
*Germantown 2*

**Would You Use a South-Pointing Compass? Consumers Underestimate the Informativeness of Systematic Errors and Disagreement**

» [Mr. Jay Naborn](#), Dr. Quentin André, Dr. Hannah Perfecto, Dr. Samuel Hirshman, Dr. Nicholas Reinholtz

**THE HUMANIZING POWER OF (CORRECTED) ERRORS**

» [Dr. Shirley Bluvstein](#), Dr. Xuan Zhao, Dr. Alixandra Barasch, Dr. Juliana Schroeder

**THE EFFECT OF KNOWLEDGE ACQUISITION ON PRODUCT RATINGS**

» [Dr. Chris Hydock](#), Dr. Debora Thompson, Dr. Prashant Malaviya

**How Alcohol Type Biases Consumers' Judgments of Alcohol Beverages and Influences Risky Behaviors**

» [Dr. Jerry Grimes](#), Dr. Carolina Werle, Dr. Amanda Yamim

4pm **5.3 Brand New Perspectives: Co-branding, Meaning, and Brand Communities**  
*Germantown 4*

**A Co-Branding Conundrum: Consumers Underuse Co-Branded Credit Cards Outside of Their Featured Brands**

» [Mr. Chengyao Sun](#), Dr. Cynthia Cryder, Dr. Scott Rick

**GLIF FOR YOUR LUMINANT CAR WAX: USING PHONESTHEMES TO IMBUE NON-WORD BRAND NAMES WITH MEANING**

» Prof. Stacey Brennan, Prof. Jasmina Ilicic, [Prof. Shai Danziger](#)



Continued from Friday, 8 March

**Understanding Brand Purpose and Consumer Responses to Purpose-Driven Brands**

» [Ms. Neha Nair](#), Dr. Sanjay Sood

**Vicarious Territorial Infringement: Observer Responses to Territorial Behavior within Brand Communities**

» Dr. Christina Kuchmaner, [Dr. Jennifer Wiggins](#), Mr. Michael Lyndall

4pm

**5.4 Social Club: Well-Being, Addiction, and Online Reviews**

*Midtown 1*

**Platform Neglect in the Consideration and Utilization of Online Reviews**

» Prof. Katie Spangenberg, Dr. Mathew Isaac, [Dr. Nevena Koukova](#), Dr. Rebecca Wang

**Social media users' posting behavior can be as-if addictive**

» [Dr. Felix Jan Nitsch](#), Prof. Klaus Wertenbroch, Prof. Hilke Plassmann

**Time Well Spent? The Impact of Social Media Usage on Self-Determination, Meaningfulness and Well-Being**

» [Mrs. Tanita Yonel](#), Prof. Andreas B. Eisingerich, Dr. Omar Merlo

**That's My Bad: Customization Helps Firms Retain Loyalty Following Negative Product Outcomes**

» [Dr. Jennifer D'Angelo](#), [Dr. Lidan Xu](#)

4pm

**5.5 SPECIAL SESSION - Defining Products and Consumption Through the Len of Stigmatized Identities**

*Midtown 2*

**Defining Products and Consumption Through the Lens of Stigmatized Identities**

» [Ms. Megan Trillo](#), Dr. Lingrui Zhou, Dr. Keisha Cutright, Ms. Nicole Davis, [Dr. Julio Sevilla](#), [Dr. Ruouou Li](#), Dr. Linyun Yang, Dr. Andrea C. Morales, [Ms. Tongxi Wang](#), Dr. Abhi Bhattacharya, Ms. Elissa Shults, Dr. Koert van Ittersum

4pm

**5.6 SPECIAL SESSION - How Sharing Consumption Impacts Consumer Choices and the Consumer Experience**

*Midtown 3*

**How Sharing Consumption Impacts Consumer Choices and the Consumption Experience**

» [Ms. Hyebin Kim](#), Dr. Elanor Williams, Dr. Mary Steffel, Ms. Honghan Qi, Ms. Alisha Dhal, [Dr. Shankha Basu](#), Dr. Peggy Liu, Dr. Nicole Kim, Dr. Ximena Garcia-Rada, [Dr. Rebecca Ratner](#), [Dr. Theresa Kwon](#)

4pm

**JCP AE Meeting**

*Edgehill*

5:15pm

**JCP ERB Meeting**

*Germantown 1*

6:30pm

**Poster Session (Working Papers)**

*Broadway*

Chaired by: Dr. Ryan Elder and Dr. Eugenia Wu and Dr. Hristina Nikolova

**From Aspiration to Limitation: Counter-Stereotypical Diversity Branding in Educational Services**

» [Dr. Julian Saint Clair](#), Dr. Dominique Braxton, Dr. Dipankar Rai, Ms. Julia Pacis





Continued from Friday, 8 March

**A Matter of Time: The Impact of Punctuality on Consumer Judgments**

» [Ms. Raina Zhang](#), Prof. Priya Raghubir

**Dancing in the Dark: The effect of digital interface on perceived product value.**

» [Mr. Christian Arroyo](#)

**More or Less Sustainable? The Opposing Effects of Material Quantity on Sustainable Choice**

» [Mr. Andde Indaburu](#), Prof. Remi Trudel, Prof. Daniella Kupor

**Increasing Hotel Loyalty Through Psychological Ownership**

» [Ms. Rin Yoon](#), Prof. Joann Peck, Prof. Suzanne Shu

**Development and Validation of the General Focus Regulatory Measure - Forced Choice**

» Dr. Cristiane Chammas, [Dr. Jose Hernandez](#)

**Imagining Product Properties- The effect of visual-haptic stimuli on haptic imagery and consumer attitudes**

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

**Continuous or categorical items? The role of holistic-analytic thinking style and item response format on fluency**

» Dr. David Santos, Dr. Blanca Requero, [Dr. Dilney Gonçalves](#)

**How Power Distance Belief affects Consumers' Response to Data Breaches**

» [Mr. Siva Shanmugam Mariappan](#), Prof. Jihye Jung, Prof. Ashwin Malshe, Prof. Anatoli Colicev

**Brands Taking a Stand on Social Media Platforms**

» Dr. Smaraki Mohanty, [Dr. Shirley Chen](#)

**The Impact of Influence Marketing on Consumer Perceptions of Heritage Brands**

» [Dr. Kara Bentley](#), Dr. Priyali Rajagopal, Dr. Katina Kulow

**An Examination of the Effects of "Buy Now Pay Later" Payment Services on Consumer Perceptions and Behavior**

» [Ms. QINGSHUO CHEN](#), Dr. Adam Farmer, Dr. Clay Voorhees

**A Green Planet is a Clean Body: Fear of Death, Contamination Avoidance, and Sustainable Consumption**

» [Dr. Ian Norris](#), Dr. John Peloza, Dr. Mario Casa de Calvo, Dr. Josh Lunberg

**The Impact of Donation Utilization Frequency on Recurring Giving**

» [Ms. Hanife Armut](#), Prof. Nazli Gurdamar-Okutur, Prof. Zeynep Gürhan-Canli

**Evaluation of Multi-Functional Products: The Effect of Anthropomorphism on Cognitive Strain**

» [Mr. Erik Steiner](#), Dr. Juan Wang, Dr. Jing Wan

**WHEN MACHINES INNOVATE: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON PRODUCT DESIGN RECEPTION**

» [Ms. Queenie Zhu](#), Dr. Matthew Philp, Dr. Ethan Pancer, Dr. Theodore J. Noseworthy

**How Do Consumers Understand Product Risks? The Case of Cannabis.**

» [Ms. Arina Tveleneva](#), Prof. Nidhi Agrawal

**How and Why Does Product Review Guideline Bias Reviewing Behavior? The Role of Sense of Community**

» [Dr. Yu-jen Chen](#), Dr. Chunyu Li, Dr. Amna Kirmani

**Unwanted Consequences of Political Consumption**

» [Ms. Xin Zhou](#), Dr. Monika Lisjak, Dr. Neeru Paharia

**Your Friends Make Your Review More Persuasive: The Informational Value of Joint Consumption Cues as Social Endorsement in WOM**

» [Ms. Menglu Dong](#), Prof. LiLi Wang, Prof. Yuwei Jiang



Continued from Friday, 8 March

**Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty**

» [Mr. Eitan Rude](#), Dr. Craig Fox, Dr. Hal Hershfield

**Diversity Drives Environmental Stewardship: The Effect of a Diverse Workforce on Consumer's Perceptions of a Brand.**

» [Ms. Tanisha Jain](#), Ms. Parul Ahuja, Dr. Mansi Gupta, Dr. Gopal Das

**Immersed in Virtual Experiential Consumption: How Virtual Reality Amplifies Aesthetic Appreciation through Sense of Agency and Narrative Transportation**

» [Ms. HYUNJI LEE](#), Prof. Nara Youn

**Company vs. Product: How to frame green messages**

» [Dr. Susan Calderón Urbina](#), Dr. Flavia Chinelato

**AI Outcomes: Boon or Bane? Comparing Non profit and For profit Organizations**

» [Prof. Jaisang Kim](#), Dr. Eunmi Jeon

**From Trends to Tweets: The Interplay of Trendjacking and Brand Personality in Brand Engagement**

» [Mrs. Fatemeh Vafae Sefat](#), Dr. Ammara Mahmood, Dr. Michael Moorhouse, Dr. Shirley Chen, Dr. Saurabh Mukesh Rawal

**The Effect Size of Cannabis Consumption and Self-Perceived Mental Health: A study based on eight national surveys in Canada**

» [Dr. Qian \(Claire\) Deng](#), Dr. Lun Li

**Completion Time Estimates Under Epistemic versus Aleatory Uncertainty**

» [Mr. Stephan Carney](#), Dr. Gülden Ülkümen

**Developing and Validating a Measure of Volitional Reconsumption: Motivations, Consequences, and Insights**

» [Prof. Sarah G. Moore](#), Dr. Yael Zemack-Rugar

**Humanity and Aesthetic Experience: The Roles of Perceived Heritage of Avatars**

» Ms. Yeon Ju Wang, [Prof. Nara Youn](#)

**Ethical Information Processing in Fashion Consumption: The Influence of Self-Construal and Moral Emotions Addressing the Attitude-Behavior Gap**

» Ms. Yan Li, Ms. Hanna Shin, Prof. Yoon-Na Cho, [Prof. Nara Youn](#)

**"You" vs. "We": How Pronoun Choice and Psychological Power Shape Donation Decisions**

» [Ms. Su Hyun Lee](#), Prof. Kyoungmi Lee

**Seeking Meaning in Solitude: When Solo Consumption Enhances Consumer Experiences in Pursuit of Eudaimonia Goals**

» [Ms. Nuree Ha](#), Prof. H. Onur Bodur

**The Benefits of Being Alone: When Solitude Increases Preference for Self-improvement Products**

» [Ms. Nuree Ha](#), Prof. H. Onur Bodur

**The Impact of Visual Perspectives in Advertisements on Access-Based Consumption**

» Dr. Lu Meng, Dr. Shen Duan, [Mr. Ce Liang](#)

**Status Threat and Inter-generational Compensatory Consumption: The Impact of Parents' Status Threat on Children-Improvement Products**

» [Ms. Wenxue Zheng](#), Prof. Xiaoying Zheng, Prof. Zhiyong Yang, Prof. Siqing Peng

**Consumers' evaluation of ethical luxury advertisements: The roles of ethical consumer guilt and self-construal**

» Ms. Hanna Shin, Ms. Yan Li, [Prof. Nara Youn](#)

**Guilty subscription: How product type affects the intention to subscribe**

» [Ms. Gayoung Choi](#), Mr. Joseph Lee



Continued from Friday, 8 March

**The Playful Power of Cuteness: Impact of Cute Stimuli on Creative Performance**

» [Ms. Ariana Yu](#), Dr. Lidan Xu, Dr. Ravi Mehta

**The Effect of Diversified Learning on the Retirement Planning and Debt Management of Lower-Income Consumers**

» [Mr. Philippe Wodnicki](#), Dr. Miranda Goode, Dr. Kirk Kristofferson

**The Role of Attention in Probability Weighting**

» [Dr. Stephanie Smith](#), Dr. Jonathan Bogard, Dr. Craig Fox

**Positive Vibes Only: How Platform Type Influences Word-of-Mouth**

» [Mrs. Feyzan Karabulut](#), Prof. Sarah G. Moore, Prof. Paul Messinger

**Price Estimation Enhances Consumption Experience**

» [Mr. Han Jung](#), Dr. Joseph Redden

**Subscription Models for Add-On Features: The Role of Unfairness and Psychological Ownership**

» [Ms. Samira Yaabdollahi](#), Prof. Matt Thomson

**The Effect of Asymmetrically Designed Packaging on Product Gender Perceptions: Mediating Role of Complexity**

» [Mr. Ajmal Basheer](#), Dr. Yuechen Wu

**Effects of Omission Neglect on Consumer Regret: The Consequences of the Illusion of Knowledge**

» [Ms. Eda Ozturk](#), Dr. Susan Mantel, Dr. Frank Kardes

**The Interactive Effect of Political Ideology and Perceived Economic Inequality on Support for Crowdfunding**

» [Mr. Philippe Wodnicki](#), Dr. Miranda Goode, Dr. Kirk Kristofferson

**When More for You Feels like Less for Me**

» [Mr. Aaron Nichols](#), Prof. Nina Mazar, Prof. Remi Trudel

**Different Effects of Incidental Disgust on Recycling Judgment and Recycling Behavior**

» [Dr. Aparna Sundar](#)

**Improving Wellbeing by Remedying Noncompliance with Health Recommendations: Increased Response Efficacy Mitigates the Negative Impact of Trait Reactance**

» [Dr. Yael Zemack-Rugar](#), Dr. Sarah Moore

**Perceived Economic Inequality Increases Desire for Cool Consumption**

» [Prof. Chun-Ming Yang](#)

**Virtual Flames of Change: Exploring Sustainable Consumer Behaviors through Innovative VR Gaming Experiences**

» [Dr. Kirsten Cowan](#), Dr. Seth Ketron, Dr. Alena Kostyk, Dr. Kirk Kristofferson

**Unveiling the Paradox of Anthropomorphism in Children's Food Preference and Consumption**

» [Ms. Boyoon Kim](#), Prof. Sara Kim, Prof. Jiniee Park, Prof. Daeun Park

**Climbing out of Shame: The Warm Glow Effect of Shame and Perceived Economic Mobility on Time Donation intentions**

» [Ms. Sydney Jun](#), Ms. Heejae Kim, Prof. Youjae Yi

**Reset Your Life: Fresh Start Mindset Increases Consumer Reliance on Affect**

» [Prof. Chun-Ming Yang](#)

**Math Makes Children More Mindful: A Field Experiment Examining the Effects of a Math-based Intervention on Food Choices**

» [Ms. Mikyoung Lim](#), Dr. Annika Abell, Prof. Courtney Szocs, Dr. Dipayan Biswas

**Transforming the Narrative for Green Choices: Exploring the Role of Socioeconomic Perceptions in Sustainable Consumption**

» [Ms. Mikyoung Lim](#), Ms. Junghan Chung



Continued from Friday, 8 March

**Lessons From The COVID-19 Pandemic: A Comprehensive Meta-Analysis of Consumption Patterns During COVID-19**

» [Mr. Omar H. Fares](#)

**#Instagram-ability: An Investigation of the Impact of Instagrammable Spaces on Offline Behaviors in Retail Environments**

» [Ms. Laura Lavertu](#), Dr. Ben Marder, Dr. Kirsten Cowan

**Tightening the Purse Strings: The effect of cultural tightness-looseness on second-hand product purchase intention**

» [Ms. Gayoung Choj](#), Prof. Kiwan Park

**Exploring Implicit Self-Identity, Political Orientation, and Perceptions of Non-Gendered Language in Hispanic-Targeted Advertising**

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

**Extraverts' Inclination to Mentally Construe Purchases as Experiences versus Material Objects Brings Them Greater Purchase-Related Happiness**

» [Dr. Wilson Bastos](#), Dr. Fernando Machado

**The Theseus Effect: Why consumer are willing to pay more to delay identity relevant items**

» [Mx. Tyler MacDonald](#)

**Exploring Used Products Consumption**

» [Ms. Qianqian \(Esther\) Liu](#), Dr. Feifei Huang

**Deceptiveness in Discount Framing**

» [Dr. Jintao Zhang](#)

**People Judge Others More Harshly after Talking to Bots**

» [Dr. Asaf Mazar](#), Mr. Kian Siong Tey, Dr. Geoff Tomaino, Dr. Angela Duckworth

Saturday, 9 March

7am

**The Breakfast Club (and Coffee)**

*Outside Bridge Bar (3rd Floor)*

Chaired by: Dr. Nitika Garg and Dr. James (Jim) Mourey and Dr. Mitch Hamilton

7:15am

**Continental Breakfast**

*Germantown & Midtown Prefunction Space*

8am

**Co-Author Lounge**

*5 Points*

8:30am

**6.1 Inequality: Income, Wealth, and Opportunity**

*Germantown 1*

**The Vicious Cycle of Status Insecurity**

» [Ms. Maren Hoff](#), Prof. Adam Galinsky, Prof. Derek Rucker

**Inequality in Opportunity Cost Consideration**

» [Dr. Serena Hagerty](#)

**Consumer Wealth and Price Expectations**

» [Mr. Rodrigo Dias](#), Prof. Eesha Sharma, Dr. Gavan Fitzsimons

**The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People**

» [Ms. Hanife Armut](#), Prof. Nazli Gurdamar-Okutur

8:30am

**6.2 Go for the Goal: Motivation, Goal Pursuit, and Recovery After Failure**

*Germantown 2*



Continued from **Saturday, 9 March**

**Setting Explicit Goals Reduces Switching to More Effective Alternatives**

» [Prof. Liz Friedman](#), Dr. Guy Voichek, Prof. Ravi Dhar

**Immediate versus Long-Term Wellbeing: Language's Role in Goal Failure Recovery**

» [Mr. Luis Abreu](#), Prof. Jordan Etkin, Dr. Holly Howe

**Group-Level Goals and the Goal-Gradient Hypothesis: When Motivation Does(not) Increase with Goal Proximity**

» [Dr. Olya BRYKSINA](#)

8:30am **6.3 Tick Tock: Leisure Time, Time Perspectives, and Time-Limited Promotions**  
*Germantown 4*

**Categorization & Leisure: When Consumers Prefer to Spend Time on Leisure Activities**

» [Dr. Siyuan Yin](#), Dr. Marissa Sharif

**Exploding Deals: Consumer Response to Time-Limited Promotional Offers**

» [Prof. Hyoseok Kim](#), Dr. Gerald Haeubl

**The Role of Time Perspectives in Older Adults' Sustainable Consumption**

» Dr. Alessandro Peluso, Dr. Cesare Amatulli, [Ms. Yeonjin Sung](#), Dr. Gianluigi Guido, Dr. Carolyn Yoon

**Killing versus Using Time: How Verbs Shape Time Consumption**

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

8:30am **6.4 Peace of Mind: Mental Health, Coping, and Karma**  
*Midtown 1*

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

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

**Fate, Forgiveness, and Brands: How Karmic Belief Impacts Consumer Attitudes towards Transgressions**

» [Dr. Kylie Vo](#), Dr. Yuna Choe

**Consumer Aversion to Digital Mental Health Tools: The Role of Negative Self-Perceptions**

» [Ms. Jianna Jin](#), Dr. Grant Donnelly, Dr. Rebecca Reczek

**When "Netflix and Chill" Leaves us Cold: Binge-Watching, Opportunity Costs, and Regret**

» [Ms. Rachele Ciulli](#), Prof. Cait Lambertson

8:30am **6.5 SPECIAL SESSION - Consumer Reactions to Sociopolitical Issues in the Marketplace**  
*Midtown 2*

**Consumer Reactions to Sociopolitical Issues in the Marketplace**

» [Mr. Andy Li](#), Dr. In-Hye Kang, Dr. Rosellina Ferraro, Dr. Amna Kirmani, [Ms. Yusu Wang](#), Dr. Emily Powell, Dr. Abigail Sussman, [Mr. Cory Haltman](#), Ms. Jianna Jin, Dr. Grant Donnelly, Dr. Rebecca Reczek, Dr. Siddharth Sharma, Dr. Justin Frake, [Dr. Jared Watson](#)

8:30am **6.6 SPECIAL SESSION - Insights on Secrecy and Deception**  
*Midtown 3*

**Insights on Secrecy and Deception**

» Dr. Danielle Brick, [Dr. Veronica Thomas](#), Dr. Kelley Wight, [Dr. Der-Wei Huang](#), Dr. Elanor Williams, Dr. Colbey Reid, [Dr. Heather Dretsch](#), Dr. Emma Levine, [Ms. Shannon Duncan](#), Dr. Deborah Small

9:45am **Morning Coffee Break**  
*Germantown & Midtown Prefunction Space*



Continued from **Saturday, 9 March**

10am **Plenary Session: Presidential Address**  
*Grand Ballroom*  
 Chaired by: Dr. Tiffany Barnett White

11:15am **Passing Period**  
*Germantown & Midtown Prefunction Space*

11:30am **7.1 Identity and Inclusion: Fairness, Representation, and Untargeted Consumers**  
*Germantown 1*

**Poser avoidance: Low identity entitlement leads to avoidance of identity signaling**

» [Prof. Stephanie Lin](#), Prof. Rebecca Schaumberg

**Does Featuring People with Disabilities Help or Hurt Fashion Marketing Effectiveness?**

» [Ms. Jane Jiaqian Wang](#), Dr. Chuang Wei

**Fairness Perceptions in Demographic Segmentation and Targeting**

» Prof. Liz Friedman, [Prof. Franklin Shaddy](#), Prof. Olivier Toubia

**Why did I not Get this Offer? The Effects of Exclusive Promotions on Untargeted Consumers**

» [Dr. Svetlana Davis](#), Dr. Marilyn Giroux

11:30am **7.2 Making Something Out of Nothing: Inferences and Cues**  
*Germantown 2*

**Low probability, low credibility**

» [Ms. M. Leonor Neto](#), Prof. Joshua Lewis

**“If it's labeled, it must be good”: A Mere Presence Effect of Non-evaluable Claims**

» [Ms. Jiaqi Yu](#), Prof. Oleg Urminsky

**The Vividness of Strength: Color Saturation Influences Product Potency Perceptions**

» [Ms. Krissa Nakos](#), Dr. Marcus Cunha Jr., Dr. Sokiente Dagogo-Jack

**When Human Labor Doesn't Paint a Pretty Picture: The Cheap = Poor Working Conditions Intuition**

» [Mrs. Almira Abilova](#), Dr. Mirjam A. Tuk

11:30am **7.3 An "A" for Aesthetics: Design, Music, Color, and More!**  
*Germantown 4*

**Open Product Designs Increase Willingness to Pay through Increased Vividness and Illusion of Understanding**

» [Dr. Sumitra Auschaitrakul](#), Dr. Dan King, Ms. Hao Zhang, Dr. Anne-Sophie Chaxel

**Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design**

» [Ms. Shuhan Yang](#), Dr. Tito Grillo

**Sounds of Emotion. Experimental Stimuli Based on Controlled Musical Composition to Investigate Consumer Emotion in Online and Offline Contexts**

» [Ms. Jana Gerhart](#), Prof. Oliver Emrich

**The Impact of Resource Scarcity on Preference for Color Saturation**

» [Prof. Yoonho Jin](#), Prof. Yoonji Shim

11:30am **7.4 Ease v. Disease: Healthiness, Disease Detection, and Arousal States**  
*Midtown 1*



Continued from **Saturday, 9 March**

**Reassessing the Impact of Gain-Framed and Loss-Framed Messages for Disease Detection: Exploring the Moderating Role of Age**

» [Ms. Yuting Pang](#), Prof. LiLi Wang, Prof. Fangyuan Chen

**The Effect of Firm Size on Perceived Product Healthiness**

» [Dr. Beatriz Bonetti](#), Dr. Shreyans Goenka, Dr. Frank May

**Upgrade when COVID-19 is in Town: Product Upgrading as a Response to Disease Concerns**

» [Mr. Yunbo Zhang](#), Dr. Yunhui Huang

**Happiness and Sustainability: The Impact of Different Positive Arousal States on Green Choices**

» Ms. Anna Tari Sanchez, Prof. Remi Trudel, [Mr. Andde Indaburu](#)

11:30am **7.5 SPECIAL SESSION - Consumer Numerical Decision-Making Biases and Heuristics**

*Midtown 2*

**Consumer Numerical Decision-Making Biases and Heuristics**

» [Dr. Alicia Johnson](#), Dr. Daniel Villanova, Dr. Julio Sevilla, Dr. Mathew Isaac, Dr. Rajesh Bagchi, [Mr. Nicholas Herzog](#), Dr. Daniel Bartels, [Dr. Stephen A. Spiller](#), Dr. Dan Schley, [Dr. Evan Weingarten](#)

11:30am **7.6 SPECIAL SESSION - Well-done and Well-used: State-of-the-art and AI-based Approaches for Optimizing the Production and Utility of Meta-Analyses in Consumer Research**

*Midtown 3*

**Well-done and well-used: State-of-the-art & AI-based approaches for optimizing the production and utility of meta-analyses in consumer research**

» [Dr. Gratiana Pol](#), Dr. Martin Eisend, [Ms. Dominika Niewiadomska](#), [Mr. Joseph Riley](#), Dr. Abhishek Borah, Dr. Jade Winn, Dr. Olga Koz, Dr. Deborah MacInnis, Mr. Rick Wedgeworth, Mr. Jude Calvillo, Mr. Roy Nijhof, Mr. Luciano Silvi, Dr. Martin Mende

11:30am **Meet the Editors**

*Edgehill*

Chaired by: Dr. James (Jim) Mourey and Dr. Nitika Garg and Dr. Mitch Hamilton

12:45pm **Awards & Business Lunch**

*Grand Ballroom*

2:15pm **Passing Period**

*Germantown & Midtown Prefunction Space*

2:30pm **8.1 Sharing is Caring: From Compliments to Thanks**

*Germantown 1*

**Right Back at You: When and Why Returning Compliments Represents a Smart Social Strategy**

» [Ms. Xin Zhou](#), Dr. Michelle Daniels, Dr. Adriana Samper

**Unlocking trust: When Sharing More Information Leads to More Trust**

» [Dr. Nirajana Mishra](#), Ms. Sally Shin, Prof. Ravi Dhar

**Giving thanks: How managers should respond to compliments in positive word of mouth**

» [Dr. Katherine Lafreniere](#), Prof. Sarah G. Moore, Dr. Mohamad Soltani

**The Role of Balanced Improvement in Product Upgrade Decisions**

» [Mr. Abhijeet Kumar Gaurav](#), [Prof. Sudipta Mandal](#), Prof. Sanjeev Tripathi

2:30pm **8.2 You Be the Judge: Judgments, Decision Making, and Biases**

*Germantown 2*

**Positive Generalizations Dominate Negative When Controlling for Consumers' Priors**

» [Mr. Mohin Banker](#), Dr. Joowon Klusowski, Prof. Gal Zauberman



Continued from **Saturday, 9 March**

**Once and Again: Repeated viewing affects judgments of spontaneity and preparation**

» [Dr. Kristin Donnelly](#), Mr. William Ryan, Dr. Leif Nelson

**Prediction That Conflicts with Judgment: The Low Absolute Likelihood Effect**

» [Mr. Chengyao Sun](#), Dr. Robyn LeBoeuf

**Quantifying accuracy and bias in motive introspection**

» [Dr. Ryan Carlson](#), Ms. Yoonseo Zoh, Dr. Adam Morris, Dr. Molly Crockett

2:30pm **8.3 Pay Pals: Cryptocurrency, Credit Cards, and Saving**  
*Germantown 4*

**Accepting Cryptocurrency as a Form of Payment Undermines Brand Evaluations**

» [Mr. Han Jung](#), Mr. Daniel Chin, Dr. Sarah Lim, Dr. Kathleen Vohs

**The Material Effect: Judicious Credit Card Use**

» [Mrs. Julia van de Sandt](#), Dr. Elise Ince, Dr. Rajesh Bagchi

**Saving is great, but spending isn't all that bad either: Exploring parent-child conversations about money**

» [Dr. Margaret Echelbarger](#), Dr. Susan Gelman, Dr. Scott Rick

**A Unifying Conceptual Framework for Consumer Saving**

» [Dr. Emily Garbinsky](#), Dr. Nicole Mead

2:30pm **8.4 The Head and the Heart: Research on Neuromarketing and Caregiving**  
*Midtown 1*

**Caregiving Responsibilities Discourage Leisure Consumption**

» [Dr. Ximena Garcia-Rada](#), Dr. Anika Schumacher, Dr. Peggy Liu

**Focused on Functionality: How Caregivers Choose Products for Vulnerable Others**

» [Dr. Anika Schumacher](#), Dr. Kristen Lane, Dr. Jared Watson

**Why do storytelling ads persuade consumers? Evidence from brain responses to video commercials**

» [Mr. Leo van Brussel](#), Dr. Maarten Boksem, Prof. Ale Smidts

**Implicit Turing Test using fMRI: Our Brains Can Discern Ads That Are Made by Generative Artificial Intelligence**

» [Ms. Dayeon Kim](#), Mr. Minghee Daniel Lee, Mr. Junsoo Lim, Ms. WENYING TAN, Ms. Meiling Yin, Prof. Eun-Ju Lee

2:30pm **8.5 SPECIAL SESSION - The Decisions and Consequences of Time Consumption**  
*Midtown 2*

**The Decisions and Consequences of Time Consumption**

» [Ms. Jacqueline Pan](#), Prof. Jordan Etkin, Prof. Jonah Berger, Prof. Ashley Whillans, Ms. Jianna Jin, [Prof. Selin Malkoc](#), [Dr. Maria Trupia](#), Prof. Franklin Shaddy, [Dr. Jacqueline Rifkin](#), Dr. Rebecca Ponce de Leon, Prof. Eesha Sharma

2:30pm **8.6 Distinguished Scientific Contribution and Early Career Award Winner Presentations**  
*Midtown 3*

3:45pm **Afternoon Coffee Break**  
*Germantown & Midtown Prefunction Space*

4pm **9.1 Diversity, Equity, Inclusion: Implications for Brands and Consumer Behavior**  
*Germantown 1*

**Light is Attractive, but Dark is Competent: How Skin Tone Influences Human Brand Perceptions in India**

» [Dr. Tanuka Ghoshal](#), Dr. Tripat Gill





Continued from Saturday, 9 March

**Room For Error: The Effect of Minority Ownership Awareness on Brand Evaluations**

» [Dr. Esther Uduehi](#), Dr. Aaron Barnes

**How Diversity Shapes Moral Relativism and Consumer Behavior**

» [Ms. Saetbyeol Kim](#), Prof. Uzma Khan

**Racial Features in Robot Design: A Trade-Off between Perceived Brand Inclusivity and Robot Acceptance?**

» [Dr. Andrea Weihrauch](#), Dr. Martina Cossu, Dr. Sadaf Mokarram-Dorri, Dr. Szu-chi Huang

4pm

**9.2 More Than a Feeling: From Anger to Groundedness**

*Germantown 2*

**Spreading Roots: How Making Things Yourself Increases Feelings of Groundedness**

» [Dr. Arnaud Monnier](#), Prof. Martin Schreier, Prof. Stijn van Osselaer

**Reducing Hedonic Adaptation By Assessing Hedonic Reactions Less Frequently**

» [Ms. Stephanie Hong](#), Dr. Ed O'Brien

**Investigating the Advantages of Triggering Anger through Consumption in Conflict Situations**

» [Dr. Nira Munichor](#), Prof. Yael Steinhart

**A Good Cry or Gratifying Revenge? The Effects of Culture and Mixed Emotions on Movie Choice**

» Dr. Aaron Barnes, Dr. Srinwanti Chaudhury, Dr. Doreen (Jie) Shen, [Dr. Jennifer Stoner](#), Dr. Carlos Torelli

4pm

**9.3 All About Uncertainty: Consequences for Sensemaking, Claim Credibility, and Option Evaluation**

*Germantown 4*

**Let's Speculate About It: When and Why Consumers Want to Discuss Uncertain Products**

» [Dr. Aleksandra Kovacheva](#), Dr. Hillary Wiener

**Sensemaking: Navigating Uncertainty in the Turbulent Consumer Journey**

» Dr. Ann Mirabito, [Dr. Jane Machin](#), Dr. Justine Rapp Farrell, Dr. Natalie Adkins, Dr. Elizabeth Crosby

**When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?**

» [Ms. Beidi Hu](#), Dr. Siyuan Yin, Prof. Alice Moon

**Improving Claim Credibility under Epistemic and Aleatory Uncertainty**

» Mr. Amin Shiri, [Dr. Felipe M. Affonso](#)

4pm

**9.4 Let's Serve the Latest on Food: Portion Size, Food Waste, and Food Choices for Others**

*Midtown 1*

**The Frequent Small Portions = Little Weight Impact Lay Belief: Frequent Small Portions are Perceived to Have Lower Weight Impact than Infrequent Large Portions**

» [Ms. Katharina Lohmann](#), Dr. Peggy Liu

**A New Framework on Reducing Food Waste: Awareness and Deliberation in College Dining Halls**

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

**Ordering More and Consuming Less: Aligning Health, Environmental, and Business Goals by Timing the Availability of Leftover Preservation Options in Restaurants**

» [Mrs. Sherrie Y. Xue](#), Prof. Stephanie Lin, Prof. Pierre Chandon, Mr. Andde Indaburu

**Choosing More Food for Others**

» [Dr. Peggy Liu](#), Dr. Ignazio Ziano, Dr. Theresa Kwon



Continued from **Saturday, 9 March**

4pm **9.5 SPECIAL SESSION - Increasing the Impact of Communication**  
*Midtown 2*

**Increasing the Impact of Communication**

» [Mr. Demi Oba](#), Prof. Jonah Berger, Prof. Reihane Boghrati, Prof. Grant Packard, [Ms. Courtney Lee](#), Prof. Christopher Bechler, Prof. Zakary Tormala, [Ms. Jiani Xue](#), Prof. Shiri Melumad, [Dr. Sang Kyu Park](#), Prof. Taikgun Song, Prof. Aner Sela

4pm **9.6 SPECIAL SESSION - Inferences and Judgments in Contemporary Consumption**  
*Midtown 3*

**Inferences and Judgments in Contemporary Consumption**

» Prof. Anne Wilson, Prof. Silvia Bellezza, [Dr. Michael Norton](#), [Mr. Denny Huynh](#), Prof. Jordan Etkin, Prof. Tanya Chartrand, Dr. Sara Caprioli, [Prof. Christoph Fuchs](#), Prof. Nailya Ordabayeva, Prof. Chiara Longoni, [Prof. Stephanie Tully](#), Prof. Azim Shariff

7pm **SCP Closing Night Gala**  
*National Museum of African American Music*  
Chaired by: Dr. Anthony (Tony) Salerno and Dr. Robin Soster