



## Thursday, 27 February

6pm **Welcome Reception**  
*Valencia Ballroom*

## Friday, 28 February

7am **Registration (Grand Foyer)**

7:30am **Breakfast**  
*Grand Foyer*

8am **Co-Author Lounge**  
*Madrid*

8am **Co-Author Lounge**  
*Murcia*

8:30am **1.1 Consumer Decision Making and Product Engagement**  
*Valencia Ballroom*

### **Responses to Missed Opportunities: The Effects of Phantom Decoys and Inaction Inertia on Consumer Choice**

» [Ms. Grace Zhang](#), Prof. Oleg Urminsky

### **Quid Pro Quo: How Consumers Leverage Brand Loyalty to Increase Access to Scarce Products**

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

### **Learning to Enjoy: Prompting Active Consumption Can Help Boost Enjoyment and Slow Hedonic Adaptation**

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

### **Consumer Preferences for Personal Quantification**

» [Ms. Jacqueline Pan](#), Prof. Joseph Reiff, Prof. Jordan Etkin

8:30am **1.2 Perception and Preference of Sustainable Products**  
*Grand Ballroom A*

### **The Missing-label Effect: How Do Missing Sustainability Labels Affect Sustainability Perceptions?**

» [Ms. Riya Sa](#), Dr. Tatiana Sokolova, Dr. Max Pachali

### **When Do People Undervalue and Overvalue Low Carbon-Emission Products?**

» [Ms. Yvonne Huang](#), Dr. Yang Yang, Dr. Wenbo Wang, Dr. Felipe M. Affonso

### **The Effect of Information Types on Consumer Sustainable Consumption**

» [Ms. Yingshan Qiu](#), Prof. Qian Xu, Prof. Liyin Jin, Dr. Yunlu Yin

### **Unpacking Umbrella Labels: Why 'Sustainable' Wins Over 'Green'**

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

8:30am **1.3 Effects of Information and Belief Manipulation in Communication**  
*Grand Ballroom B*

### **The Paradox of Word of Mouth: Do More Certain Transmitters Generate Less Certain Receivers?**

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

### **The Limits of Repetition: Distrust Dampens the Power of Repeated Claims**

» [Mr. Reed Orchinik](#), Prof. David Rand, Prof. Rahul Bhui

### **15 Reasons You Should Attend this Presentation: How Providing Many Arguments Increases Perceptions of Both Expertise and Persuasive Intent**

» [Ms. Abigail Bergman](#), Dr. Mohamed Hussein, Dr. Rhia Catapano, Prof. Zakary Tormala



Continued from **Friday, 28 February**

**Posting or Refraining: Differences in Consumers' Beliefs about Their and Others' Frequent Sharing of Achievement Information**

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

8:30am

**1.4 Impact of Financial Factors on Consumer Decision-Making**

*Grand Ballroom C*

**Windfall, similarity, and mental accounting**

» [Mr. Vincent Chen](#), Dr. Ellen R.K. Evers

**Are People More Likely to Spend Cash in a Cashless Society?**

» [Ms. Xin Zhou](#), Dr. Freeman Wu, Dr. Adriana Samper, Dr. Andrea Morales

**A Randomized Controlled Trial on the Provision of Financial and Social Capital to Low-Income Households in the United States**

» [Dr. Ania Jaroszewicz](#), Dr. Oliver Hauser, Dr. Jon Jachimowicz

**The robustness of mental accounting: A global perspective**

» [Dr. Giulia Priolo](#), Ms. Federica Stablum, Dr. Martina Vacondio, Dr. David Hardisty, Dr. Nicole Robitaille, Dr. Caroline Roux, Dr. Leaf Van Boven, Dr. Stephan Dickert, Dr. Lorella Lotto, Dr. Kai Ruggeri, Dr. Enrico Rubaltelli, Dr. et al

8:30am

**1.5 Effects of Experiential Consumption on Engagement and Ownership**

*Grand Ballroom D*

**The Life you Save (For): Experiences Dominate Goods in Motivating Savings**

» [Dr. Siyuan Yin](#), Dr. Grant Donnelly, Prof. Cait Lamberton, Prof. Michael Norton

**The Materialization of Experiences: How Experience Depth Increases Consumers' Preference for Unique Objects**

» [Ms. Soo Yon Ryu](#), Prof. Wilson Bastos, Dr. Travis Oh

**How Personalized Content Offerings Shape Conversations**

» [Dr. Byung Cheol Lee](#), Prof. Gita Johar

**The Dark Side of Consumer Engagement: Why Brands Are Better Off When Consumers Ignore Requests for Engagement**

» [Mr. Demi Oba](#), Dr. Lingrui Zhou, Dr. Holly Howe, Dr. Keisha Cutright

8:30am

**1.6 Special Session: Misinformation**

*Grand Ballroom E*

Chaired by: Dr. Andrea Bublitiz

**The Mere Sharing Effect: Sharing Ambiguous Information Increases Truth Judgments**

» [Dr. Andrea Bublitiz](#), Mr. Eli Sugerman, Prof. Gergely Nyilasy, Prof. Gita Johar

**From Mere Plausibility to Truth: The Rabbit Hole of Misinformation**

» Prof. Anne-Sophie Chaxel, Prof. Sandra Laporte, [Mr. Yvan Norotte](#)

**Misinformation salience and distrust mindsets: a consumer perspective**

» [Prof. Giandomenico Di Domenico](#), Prof. Yu Ding

**When Emotional Damage Clings to Brands After Debunking False Information: Specific Counter-Emotions as Antidote**

» Prof. Miguel Brendl, [Prof. Jana Möller-Herm](#), Prof. Reem Refai, Prof. Vincent Nijs, Prof. Eva Walther

9:45am

**Passing Break**

*Grand Foyer*

10am

**2.1 Effects of Brand Perception and Stance Communication**

*Cataluna*



Continued from Friday, 28 February

**The Divergent Effects of Product Provider Diversity on Consumer Responses**

» [Dr. Shih-Chun \(Daniel\) Chin](#), Prof. Mustafa Karatas, Prof. Tiffany White

**Global and Local Brands Responding to Crisis: Consumer Attitudes toward Brand Support During Geopolitical Events**

» [Ms. Natalia Kononov](#), [Mr. Itai Linzen](#)

**Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation by Brands**

» [Ms. Niña Bianca Sayson](#), Prof. Geeta Menon, Dr. Andrea Bonezzi

**To be or To Post Brands Taking a Stance on Social Media Platform**

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

10am

**2.2 Effects of Brand Perception and Stance Communication**

*Grand Ballroom A*

**Disclosing Disability: Consumer Reactions to Disability-Owned Businesses**

» [Dr. Lukas Maier](#), Dr. Rishad Habib

**The Influence of Physical Disability on Perceptions of Qualified Job Candidates**

» [Dr. Jinjie Chen](#), [Dr. Alison Xu](#), [Dr. Tzushuo Ryan Wang](#)

**An Understanding of the Impact of Weight Stigma on Donation Likelihood in Crowdfunding**

» [Dr. Tongxi Wang](#), Dr. Abhi Bhattacharya, Dr. Yufei Zhang, Dr. David Mathis

**The Impact of Benefit Framing on Recurring Giving**

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

10am

**2.3 Influence of Social Factors on Product Evaluation and Decision Making**

*Grand Ballroom B*

**Evaluation Inflation in Online Reviews**

» [Dr. Ying Zeng](#), Prof. Claire Tsai, Prof. Wei Lu

**Green for the Rich but not for the Poor: How Income Bias Affects Green Credit**

» [Ms. Ceren Sahin](#), Dr. Anika Stuppy, Dr. Robert Smith

**The Primacy of Experience: Preferences for Information from Experience over Observation**

» [Mr. Mohin Banker](#), Mrs. Sally Shin, Dr. Gal Zauberman

**Is Money Worth More to Women than Men? The Influence of Gender in Monetary Valuations**

» [Ms. Aybike Mutluoglu](#), Dr. Laurence Ashworth

10am

**2.4 Effects of Emotional Context on Decision Making and Risk Perception**

*Grand Ballroom C*

**Tie Aversion**

» Dr. Mathew S. Isaac, [Dr. Meyrav Shoham](#), Dr. Rebecca Jen-Hui Wang

**Risk is Alluring: Examining Anticipatory Emotions Towards Risk-Taking**

» [Ms. Minwen Yang](#), [Prof. Claire Tsai](#), Dr. Ying Zeng

**Consumers Adapt to Positive, But Not Negative Repeated Experiences**

» [Dr. Rhia Catapano](#), Prof. Claire Tsai

**From Mood to Food: How Does Emotional Environment Predict Food Purchases?**

» [Dr. Rui Sun](#), Ms. Jieyi Chen, Prof. Oleg Urminsky



Continued from Friday, 28 February

10am **2.5 Roundtable: Enhancing Consumers' Lives through Better Marketing for a Better World**  
*Grand Ballroom D*

**Enhancing Consumers' Lives Through Better Marketing for a Better World**

» Prof. Gita Johar, Dr. Shilpa Madan, Dr. David Hardisty, Dr. Kelly Haws, Prof. Szu-chi Huang, Dr. Nailya Ordabayeva, Prof. Vanessa Patrick, Prof. Rebecca Reczek, Dr. Maura Scott, Prof. Sankar Sen, Prof. Manoj Thomas, Dr. Stephanie Tully, Prof. Karen Winterich

10am **2.6 Special Session: New Perspectives and Findings on Consumer Judgments of Causality**  
*Grand Ballroom E*  
Chaired by: Mr. Yue Zhang and Prof. Gabriele Paolacci

**The Big Data Fallacy**

» Prof. Joachim Vosgerau, Dr. Gaia Giambastiani, Prof. Irene Scopelliti

**More Correlations Signal Causation: Correlational Scope Affects Judgments of Causality**

» Mr. Yue Zhang, Prof. Gabriele Paolacci

**The Null Event Bias in Perceptions of Causality**

» Dr. Maximilian Gaerth, Prof. Cait Lamberton, Prof. Selin Malkoc

**Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes**

» Dr. Giulia Maimone, Prof. Joachim Vosgerau, Dr. Ayelet Gneezy

11:15am **Passing Break**  
*Grand Foyer*

11:30am **3.1 Impact of Brand Communication Strategies on Consumer Engagement**  
*Cataluna*

**Celebrating Your Customers' Achievements on Their Behalf: Benefits of Company-presented Branded Achievement Reports**

» Dr. Mengran Xu, Prof. Rebecca Reczek

**The Influence of Word Length in Driving Engagement**

» Mr. David Fang, Ms. Yiran (Eileen) Zhang, Prof. Yu Ding

**Promoting Authenticity Repels Stigmatized Talent**

» Dr. Katherine Du, Dr. Rebecca Ponce de Leon, Dr. Kyle Dobson

**Go Woke, Go Broke? Diverging Responses to Advertisements Featuring Diversity**

» Mr. Joseph Lawall, Dr. Leah Warfield Smith, Dr. Daniel Villanova

11:30am **3.2 Sustainability and Secondhand Markets: Understanding Consumer Choices for Sustainable and Pre-Owned Products.**  
*Grand Ballroom A*

**The Impact of Style Longevity on Sustainable Consumption Decisions**

» Ms. Yeonjin Sung, Dr. Carolyn Yoon

**No Dirty Business? How Political Ideology Shapes Secondhand Product Purchases**

» Dr. Shih-Chun (Daniel) Chin, Prof. Yafei Guo, Prof. Hyun Euh

**Participating in the Resale Economy Reduces Subsequent Interest in New Products**

» Ms. Marie Louise Brand, Dr. Lukas Maier, Prof. Martin Schreier

**From Conventional to Organic: How Growth Mindsets and Brand Sacrifice Influence Green Consumers' Intent to Purchase Transitional Food Products**

» Dr. Tiffany Vu, Dr. Rhiannon Mesler, Prof. Kate White, Ms. Alejandra Sierra Guerra

11:30am **3.3 Phonetic Effects on Brand Attitudes and Memory**  
*Grand Ballroom B*



Continued from Friday, 28 February

**Snox over Srox Nasal Spray: The Phonestheme Brand Name Memory Advantage**

» Prof. Shai Danziger, [Dr. Stacey Brennan](#), [Dr. Jasmina Illicic](#), Ms. Kelly Goldstein

**Good sounds make good names for good products**

» [Prof. Zachary Estes](#), Dr. James Adelman, Ms. Elena Bocchi

**Pronoun choice as an advertising strategy: 'We' or 'brand name' as the subject**

» [Dr. Hyeyeon Park](#), Prof. Youngjee Han, Prof. Jerry Han, Mr. Geonho Sim

**When and Why Does Brand Name Pronunciation Influence Perceptions?**

» [Ms. Shanjing Wan](#), [Dr. Zhenyu Jin](#), Dr. Xiaojing Yang, Prof. Lei Su

11:30am

**3.4 Perceptions of Money and Payment Methods**

*Grand Ballroom C*

**Is Cash Still King? Perceptions of Consumers' Status Based on Payment Method**

» [Dr. Alexander Fulmer](#)

**Money-Masculinity Association and Its Impact on Monetary Valuations**

» [Ms. Aybike Mutluoglu](#), Dr. Laurence Ashworth

**OK, Boomer: Understanding the Generational Divide in Cash Utility Between Digital Natives and Non-Natives**

» [Dr. Shelle Santana](#)

**Price Neglect in Profit Perceptions: Consumers Attribute Increasing Profits to Higher Sales not Prices**

» [Mr. Mohin Banker](#), Dr. Nathan Novemsky, Dr. Ravi Dhar

11:30am

**3.5 Roundtable: A Dialogue on Privacy: Conceptual Approaches, Practical Challenges, and Future Trends**

*Grand Ballroom D*

**A Dialogue on Privacy: Conceptual Approaches, Practical Challenges, and Future Trends**

» [Dr. Johann Melzner](#), [Dr. Andrea Bonezzi](#), [Dr. Aaron Brough](#), [Dr. Kristin Diehl](#), [Mr. David Evans](#), [Prof. David Gal](#), [Ms. Li Jiang](#), [Dr. Christine Kim](#), [Prof. Aradhna Krishna](#), [Ms. Maansi Dalmia](#), [Ms. Kirsten Martin](#), [Ms. Maria Leonor Neto](#), [Dr. Massimiliano Ostinelli](#), [Dr. Geoff Tomaino](#), [Dr. Klaus Wertenbroch](#), [Ms. Linda Zhu](#)

11:30am

**3.6 Special Session: Consumer Judgment Under Uncertainty**

*Grand Ballroom E*

Chaired by: Mr. Jay Naborn

**The Pick-the-Winner-Picker Heuristic: Preference for Categorically Correct Forecasts**

» [Mr. Jay Naborn](#), Dr. Jonathan E. Bogard

**People are (Shockingly) Bad at Valuing Hedges**

» [Mr. William H. Ryan](#), Dr. Stephen M. Baum, Dr. Ellen R.K. Evers

**Unpacking as an Intervention to Improve Time Estimates Under Epistemic vs. Aleatory Uncertainty**

» [Mr. Steve Carney](#), Prof. Gülden Ülkümen

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

» [Mr. Eitan D. Rude](#), Dr. Hal E. Hershfield, Mr. Amin Shiri, Dr. Felipe M. Affonso, Dr. Craig R. Fox

12:45pm

**Presidential Address by Rebecca Reczek and Business Lunch**

*Valencia Ballroom*

2:15pm

**Passing Break**

*Grand Foyer*



Continued from Friday, 28 February

2:30pm **SCP Fellows Address: Margaret (Meg) C. Campbell and L.J. Shrum**  
*Cascade*

2:30pm **4.1 Understanding Political Influences on Consumer Behavior and Corporate Practices**  
*Cataluna*

**How do Consumers React to Ads that Meddle in Out-Party Primaries?**

» [Dr. Mohamed Hussein](#), Ms. Courtney Lee, Dr. Christian Wheeler

**The Robin Hood Effect in Consumer Transgressions Against Firms**

» [Mr. Jason Lin](#), Prof. Anat Keinan, Prof. Hannah Chang, Prof. Don Lehmann

**Small Donors' Political Slacktivism: Understnaidng How Past Contributions Influence Subsequent Political Participation**

» [Dr. Pureum Kim](#), Dr. Gustavo Schneider, Dr. Anastasiya Ghosh

**Politically Liberal Firms' Business Decisions Provoke Less Consumer Outrage**

» [Dr. Joe Siev](#), Dr. Serena Hagerty, Dr. Tami Kim

2:30pm **4.2 (Pro)Social Consumption**  
*Grand Ballroom A*

**"Less Is More": Consumers Show Preference for Receiving Less of a Pro-social Product Instead of Paying More for It**

» [Ms. Nancy Shen](#), Dr. Xiaoyan Deng

**In Lieu of Gifts: Understanding and Overcoming Givers' Reduced Generosity Toward Charitable Gift Requests**

» [Dr. Michelle Daniels](#), Dr. Adriana Samper, Dr. Cindy Chan, Prof. Ryan Hamilton

**Are Charitable Gifts Truly Appreciated by the Recipients Who Requested Them? Impact of Gift Type and Amount on Recipients' Appreciation**

» Dr. In-Hye Kang, [Dr. Hyoseok Kim](#)

**Inconspicuous Sobriety: Overcoming the Social Penalty of Abstemious Consumption**

» [Ms. Jena Yang](#), [Ms. Mengchen Zheng](#), Prof. Anat Keinan

2:30pm **4.3 Package and Communication Design in Influencing Engagement**  
*Grand Ballroom B*

**Designing Sincerity: How Packaging Text Quantity Influences Brand Sincerity Perception and Product Evaluation**

» [Dr. Seo Yoon Kang](#), Dr. Sunyee Yoon

**Short and Sweet or Short and Sour: The Influence of Text Message Abbreviations on Impression Management**

» Mr. David Fang, [Ms. Yiran \(Eileen\) Zhang](#), Prof. Sam Maglio

**Multimodal intricacies in TikTok: How sing more modes lead to less engagement for sustainable videos**

» [Dr. Cristoforo Losito](#), Prof. Stefania Farace, Prof. Annamaria Tuan, Prof. Elisa Montaguti

**Bunch of Jerks: When Brands Reappropriate Insults**

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

2:30pm **4.4 Financial Struggles and Consumer Well-being**  
*Grand Ballroom C*

**Breaking the Money Taboo: Communicating About Finances Decreases Financial Anxiety Over Time**

» [Dr. Emily Garbinsky](#), Dr. Matt Meister, Dr. Joe Gladstone

**How the Payment Path of Shared Expenses Affects Purchase Satisfaction**

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



Continued from Friday, 28 February

**From Trauma to Resilience: How Consumers Navigate the Path to Financial Wellness**

» Mrs. Sydney Do

**The Impact of Income Volatility on Subjective Wealth and Financial Decisions**

» Ms. Ekaterina Goncharova, Prof. Wendy De La Rosa

2:30pm

**4.5 Roundtable: Improving Behavioral Research with Generative Artificial Intelligence**

*Grand Ballroom D*

**Improving Behavioral Research with Generative Artificial Intelligence**

» Mr. Paul Blythe, Prof. Peter McGraw, Prof. Stefano Putnani, Dr. Klaus Wertenbroch, Prof. Kathleen Vohs, Prof. Aparna Labroo, Dr. Nofar Duani, Dr. Noah Castelo, Dr. Grant Packard, Dr. Stephanie Tully

2:30pm

**4.6 Special Session: No Pain, No Gain: The Role of Compensatory Inferences in Consequential Decisions**

*Grand Ballroom E*

Chaired by: Mr. Yue Zhang and Ms. Özlem Tetik

**Perceived Illness Seriousness and Evaluations of Side-effect Severity**

» Ms. Özlem Tetik, Prof. David Faro, Dr. Monika Heller, Prof. Simona Botti

**Something Missing? Presenting a Vertical Attribute in a Single-Versus MultiAttribute Format Reduces Choices for the Superior Level**

» Mr. Yue Zhang, Prof. Yanping Tu

**Pain-gain: Impact of Political Ideology and Producer's Pain on Product Evaluations**

» Dr. Mayank Anand, Dr. Akshay Rao

**If It Hurts, It Works: The Role of Political Ideology and Maximization in Shaping Preferences for Self-Improvement Experiences**

» Mr. Alberto Barchetti, Prof. Joshua Clarkson, Prof. Ashley Otto

3:45pm

**Passing Break**

*Grand Foyer*

4pm

**5.1 Evaluation of Corporate Behavior and Social Responsibility**

*Cataluna*

**CSR Backfires: CSR Endeavors Could Boost Brand Image but Hurt Product Evaluation**

» Dr. Jiashu Wang, Prof. Haiyang Yang, Prof. Ming Hsu, Prof. Jingjing Ma

**How Socioeconomic Status Affects Cancel Culture Propensity**

» Ms. Nancy Shen, Dr. Xiaoyan Deng

**Portfolio of Donations: Giving to More When Feeling Less Powerful**

» Dr. Mina Kwon, Dr. Katina Kulow, Dr. Michael Barone

**Perceptions of Long-Term Thinking for Nonprofit versus For-Profit Organizations**

» Ms. Hanife Armut, Dr. Nazli Gurdamar-Okutur, Prof. Karen Winterich, Prof. Zeynep Gurhan-Canli

4pm

**5.2 Enhancing Prosocial Giving through Framing and Contextual Factors**

*Grand Ballroom A*

**Regulatory Focus Moderates Temperature's Influence on Charitable Donations: Field and Lab Evidence**

» Dr. Huidi Lu, Dr. Suhas Vijayakumar, Dr. Tong Li, Dr. Yuna Yang, Prof. Rong Ding

**Exerting Effort to Choose Increases Generosity in Cash Gift Giving**

» Dr. Siyuan Yin, Dr. Marissa Sharif





Continued from Friday, 28 February

**Round-up or donate a fixed amount at checkout: new evidence from the lab and the field.**

» [Mr. Bijit Ghosh](#), Dr. John Pracejus

**To Encourage Sustainable Behavior Make It Fun**

» [Dr. Lukas Maier](#), Dr. Johanna Palcu, Prof. Martin Schreier

4pm

**5.3 Effects of Information Presentation on Decision-making and Evaluation**

*Grand Ballroom B*

**Outward vs. Inward Thinking Use Different Heuristics: How Reframing Prevalence Shapes Consumers' Impact Judgments and Choices**

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

**Is "Medium" Better than "50"? How Quantification Feedback Format Influence Consumer Responses?**

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

**Spatial Position Affects Quantity Judgments and Product Preference**

» [Dr. Yonatan Vanunu](#), Dr. Kristin Donnelly

**Going Smaller with Precise Numbers: Consequences of the Precision-Smallness Association on Attribute Weighting and Consumer Choice**

» Dr. Jorge Pena Marin, [Dr. Mathew S. Isaac](#), Dr. Jennifer Hong

4pm

**5.4 Effects of Numerical Framing on Consumer Choices and Decision-Making**

*Grand Ballroom C*

**\$9.99 Per Month or \$99.99 Per Year? The Role of Math Anxiety and Number Processing Fluency in Preferences for Periodic Payment Formats**

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

**How versus How and Why Nudges: When Stating Your Case Isn't as Effective**

» [Ms. Shannon Duncan](#), Dr. Marissa Sharif

**Improving Income Elicitation Methods to Increase Income Reporting: Evidence from Two Large-Scale Field Experiments Among Government Benefit Applicants**

» Prof. Wendy De La Rosa, [Prof. Christopher Bechler](#), Dr. Hal E. Herschfield

**Ratio Indifference Bias in Consumer Judgment of Preventive Behaviors**

» [Dr. Javad Mousavi](#), Prof. Surendra Singh

4pm

**5.5 Roundtable: Consumer behavior across the lifespan: Centering the consumption experiences of younger and older consumers**

*Grand Ballroom D*

**Consumer behavior across the lifespan: Centering the consumption experiences of younger and older consumers**

» [Dr. Margaret Echelbarger](#), [Dr. Michal Maimaran](#), [Dr. Margaret Campbell](#), [Dr. Lan Nguyen Chaplin](#), [Dr. Catherine Cole](#), [Dr. Charlene Dadzie](#), [Dr. Stacey Finkelstein](#), [Dr. Deborah Roedder John](#), [Dr. Connie Pechmann](#), [Prof. Suzanne Shu](#), [Dr. Carolyn Yoon](#)

4pm

**5.6 Special Session: When and Why Consumers Try to Be Sustainable but Miss the Mark**

*Grand Ballroom E*

Chaired by: Dr. Gabriela Padua

**Bad Donations: Waste Aversion Drives Consumers' Donations of Subpar Goods**

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





Continued from **Friday, 28 February**

**Consumers Are Less Likely to Recycle Disgusting Products**

» Dr. Tianjiao Yu, [Dr. Gabriela Padua](#), Dr. Stephen Nowlis

**Can one person make a difference?**

» [Dr. Joshua Lewis](#), Dr. Shalena Srna, Ms. Erin Morrissey, Dr. Matti Wilks, Dr. Christoph Winter, Dr. Lucius Caviola

**Unseen Emissions: Consumers Systematically Underestimate the Carbon Differences Among Foods**

» [Dr. Gizem Ceylan](#), Dr. Paul Stillman, Dr. Ravi Dhar

4pm **JCP AE Meeting**  
*Castilla*

5:15pm **JCP ERB Meeting**  
*Cataluna*

6pm **Working Paper Reception**  
*Valencia Ballroom*

6pm **Working Paper Theme 1: Impact of Information Presentation on Consumer Perceptions**  
*Valencia Ballroom - Area 1*

**Why Do Products with Natural Ingredients Seem Less Effective?**

» Dr. Yanfen You, [Dr. Sumitra Auschaitrakul](#), Dr. Dan King

**What Come First in the Time of Need? Need Urgency and the Quality-Quantity Donation Tradeoff**

» [Dr. Qianqian\(Esther\) Liu](#), Dr. Dongjin He, Prof. Yuwei Jiang

**Care More or Less: Do Consumers Care About Product Care?**

» [Mr. Eldrin Hermoso](#), Dr. Ulku Yuksel

**Supply Chain Transparency and Tipping Behavior**

» [Prof. Helen Chun](#), Prof. Aaron Adalja, Prof. Jacob Chestnut, [Ms. Jing Ma](#)

**Temporal Framing and Address Framing in Green Brand Claims**

» Ms. Bettina Gatterer, [Dr. David Bourdin](#)

**Keep away from it! Examining the contagion effect of insect-based food in the retail context**

» Mr. Zining Wang, [Prof. Jaewoo Park](#)

**Effect of Expiration Display on Consumers' Intention to Renew Subscription**

» [Mr. Dingsheng Fu](#), [Prof. Maggie Wenjing Liu](#)

**From Plant to Plate: Exploring the Effect of Indoor Plants on Perceived Food Healthiness in Restaurants**

» [Prof. Jaewoo Park](#), Prof. Takashi Teramoto

**Spatial Inequality Induces Parents' Anxiety and Increases Their Consumption of Educational Products for Their Children**

» [Mrs. Yuxuan Liu](#)

**The Psychological Costs of Rising Prices**

» [Ms. Jacqueline Pan](#), Prof. Rodrigo Dias, Dr. Gavan Fitzsimons

**Consumer Resilience in the Context of Consumer Over-Indebtedness – Development and preliminary Validation of a context-specific Resilience Scale**

» [Mr. Tim Buchbauer](#), Prof. Peter Kenning, Dr. Ingo Klingenberg

**Spending Less Together: Cost Minimization in Decisions for Joint Consumption**

» [Dr. Sharaya Jones](#)

**When and Why Payment Schedules Fail to Enhance Consumer Choice**

» [Mr. Haojun Chen](#), Prof. Chu (Ivy) Dang, Prof. Sara Kim



Continued from **Friday, 28 February**

**Strategic Change in Price Increase and Consumer Judgements**

» [Ms. Chengchen \(Sheryl\) Liu](#), Dr. Ce Liang, Prof. Yuwei Jiang

**The Effect of Calorie Presentation Order on Customizing Healthy Meals**

» [Dr. Samuel Sekar](#)

**When is Consumption an Investment? The Role of Partitioning**

» [Mr. Indeesh Mukhopadhyay](#), Prof. Selin Malkoc

**Investigating the Differential Effectiveness of Incentives to Accelerate Consumers' Electric Vehicle Adoption**

» [Dr. Antje Graul](#), Mr. Sajid Bin Hasnat

**Bringing to light the dark side of a growth mindset: A growth mindset is negatively associated with pro-environmental behavior**

» [Mrs. Leonor Leão](#), Dr. Nicole Mead, Dr. Lawrence Williams

**The Effect of Narrative Transportation on Consumer Self-control**

» [Dr. Veronica Thomas](#), Dr. Jamie Grigsby

**Does Purchasing Have Healing Power? How Having Childhood Left-Behind Experience Affects Adulthood Compensatory Consumption**

» [Ms. Xinwei Liu](#), Dr. xixi li, Mr. Zhao Liu

**Hurry Up and Buy! How Perceived Urgency Drives Consumer Behavior in Live Commerce**

» [Dr. Sorim Chung](#), [Dr. Xin Liu](#)

**Slow and Steady Wins the Race: Consistent Rewards Outperform Variable Rewards in Consumer Habit Formation**

» [Dr. Asaf Mazar](#), Dr. Angela Duckworth, Dr. Marissa Sharif

**Understanding And Overcoming Religious Consumers' Aversion to Adopting Scientific Advancements**

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

**How Pricing Granularity Impacts Investing Preferences**

» [Dr. William Ding](#), Dr. David Sprott

**Waste Aversion in the Consumption Journey**

» Dr. Felix Xu, Dr. Gretchen Ross, [Dr. Andong Cheng](#)

**Sustaining Motivation: The Impact of Subscription-Based Purchases on Goal Adherence**

» [Dr. Kelly Eunjung Yoon](#), Ms. Mikyoung Lim

**Income Volatility and Indulgent Consumer Spending: The Moderating Influence of the Post-Trust Marketplace**

» [Ms. Valentina Ortiz Ubal](#), Dr. Maura Scott, Dr. Martin Mende

**Examining the Relationship Between Luxury Products and Psychological Essentialism**

» [Dr. Wade Mansell](#), Dr. Mason Jenkins

**The Influence of Childhood Socioeconomic Status on Liquid Consumption**

» [Ms. Anni Cheng](#), Prof. Hean Tat Keh, Ms. Jiemiao Chen

6pm

**Working Paper Theme 2: Impact of AI on Human Interactions and Decision Making**

*Valencia Ballroom - Area 2*

**You Must Calculate That: Developing an Automated Tool To Measure Language Assertiveness**

» [Mr. Sameed Khan](#), Dr. Ann Kronrod

**"You Are So Warm!": The Impact of Cuteness on Acceptance of Healthcare Chatbot**

» [Ms. Ruiqi Dong](#), Dr. Chen Wang



Continued from **Friday, 28 February**

**When AI Takes Your Order: Exploring the Effects of Voice AI on Food Choices**

» [Ms. Zixi Peng](#), Dr. Heyao Yu, Dr. Anna Mattila

**Using Artificial Intelligence on Creative Tasks Makes Humans Overconfident about how Creative They Are**

» [Dr. Sahoon Kim](#), Dr. Jack Goncalo, Dr. Carmen Sanchez

**When people imitate technology: The role of customers' linguistic mimicry in AI-customer interactions**

» [Dr. Ebru Kuzgun](#), Dr. Antonia Erz, Prof. Gülen Sarial Abi

**How Culture Shapes Consumer Response to Artificial Intelligence: The Negative Role of Individualism**

» [Ms. Maren Dömer](#), Dr. Christina Papadopoulou, Prof. Aristeidis Theotokis, Prof. J. Josko Brakus

**The impact of AI response time on people's evaluations of algorithmic recommendations**

» [Dr. Liang Huang](#), Mr. Runze Li

**The Role of AI in DEI Initiatives: Trust and Social Mobility Dynamics**

» [Ms. Nuree Ha](#), Prof. Onur Bodur

**Do people feel entitled to reward for AI-assisted work?**

» [Prof. Jin Kim](#), Prof. Corey Cusimano

**Decoding the Impact of Organizations' Use of AI Tools on Consumer Donations**

» Dr. Yujie Zhao, [Mr. Pete Zhou](#), Dr. Zengxiang Chen

**Do we talk differently to GenAI?**

» [Mr. Pete Zhou](#), Dr. Yujie Zhao, Prof. Caleb Warren

6pm

**Working Paper Theme 3: Consumer Identity and Relationship Dynamics**

*Valencia Ballroom - Area 3*

**The Theseus Effect: Why consumers are willing to pay more to delay identity relevant purchases**

» [Mx. Tyler MacDonald](#)

**Symbolic Object Commercialization and Intergroup Perceptions**

» [Ms. Tima Abboud](#), Dr. Grant Packard, Dr. Jodie Whelan

**I'd Do the Same for You: Why Borrowers Delay Loan Repayment to Close Others**

» [Dr. Aaron Barnes](#), [Mr. Lorenzo Ceccuti](#)

**Psychological Co-ownership**

» [Ms. Tianze Zhang](#), Dr. Feifei Huang

**Exploring Cultural Influences and Donor Perceptions in Nonprofit Medical Marketing**

» [Dr. Hamid Abbassi](#), Dr. Elmira Shahriari, Dr. Nourah Alfayez

**The More the Merrier? An Investigation of the Effect of Following Size on Influencers' Effectiveness**

» [Dr. Laura Lavertu](#), Dr. Kirsten Cowan, Prof. Ben Marder, Dr. Jiayuan Li

**Phone Checking and Diminished Consumer Enjoyment**

» [Ms. Zihe Chen](#), Dr. Yunlu Yin, Dr. Mengran Xu, Prof. Echo Wen Wan

**The Politics of Self-Care: Conservatism, Identity, and the Specificity of Mental Health Consumption**

» [Prof. Justin Pomerance](#), Prof. Bruce Pfeiffer

**Sharenting and gender stereotypes**

» [Ms. Rui Zhang](#), Dr. Jessica Li



Continued from Friday, 28 February

**Beauty Work for Her: Audience Reframing Effects on Beauty Product Purchase**

» [Ms. Beeson Shin](#), Dr. Rosanna K. Smith, Prof. Hyun Euh

**Preference for Solitude, Borrowing, and Helping**

» [Ms. Qingyue Zhang](#), Ms. Yixia Sun, Dr. Yujie Zhao

**Creating Connections: How Group Nicknames Boost Engagement in Livestreaming Environments**

» [Dr. Ting Guo](#), Prof. Fengyan Cai, Prof. Fangyuan Chen

**Blackpink in Your Area: Defining Parasociality Through Pop Music Fandom**

» [Ms. Sheen Kachen](#)

**The Conflicted Donor: The Interplay of Identity Conflict and Identity Power on Donation Decisions**

» [Dr. Emma Gibbons](#), Dr. Yinlong Zhang

**When Smallness Backfires: How Consumers Perceive Small Companies on Instagram**

» [Dr. Elze Uzdavinyte](#), Prof. Justina Barsyte

**Repost or Revise: The (un)importance of brand consistency in linguistic message features across platforms**

» [Mr. Thomas Young](#), Dr. Holly Howe, Mr. Demi Oba, Dr. Marcelo Nepomuceno

**The Influence of Relationship Closeness on Artistic Gift Selections**

» [Dr. Fei \(Katie\) Xu](#), [Dr. Xueying Zhao](#), Prof. Yuwei Jiang

**A Romantic Signal: The Impact of Romantic Motive on Consumers' Gift Selections**

» [Dr. Xueying Zhao](#), Dr. Dongjin He, Prof. Xinyue Zhou, Prof. Yuwei Jiang

**The Role of Sacrifice in Shaping Consumers' Perception of Authenticity and Moral Authority in Brand Activism**

» [Dr. Lucia Barros](#), Mrs. Nathalia Mello, Dr. Cristiane Pizzutti, Dr. Paulo Baptista, Dr. Marcos Inácio Severo de Almeida

**Congruent Brand Placement and Authenticity**

» [Dr. SEVINCGUL \(SEV\) ULU](#), Dr. Mesut Cicek, Dr. Can Uslay

**To Punish or To Educate: Liberals and Conservatives Differ in Their Motivations to Discipline Immoral Brand Actions**

» [Dr. Mayank Anand](#), Dr. Akshay Rao

**Calling it Quits: When Relationship Breakups Induce Feminine Choices for Men and Women**

» [Ms. Karan Muns](#), Dr. Blair Kidwell

6pm

**Working Paper Theme 4: Perception and Engagement in Communication and Decision-Making**

*Valencia Ballroom - Area 4*

**Busy Bias: Your Busyness Indicates Competence, Mine Does Not**

» [Ms. Hui Zhang](#), Dr. Sekar Raju

**How effort affects people's affective forecasting of positive events**

» [Ms. Yihan WANG](#), Prof. Xianchi Dai

**How Beginnings Shape Subsequent Behaviors in Consumption Experiences**

» [Mr. Will Wu](#), Dr. Alixandra Barasch

**The Magic of Virtual Influencers: How Different Levels of Virtual Influencers Affect Preferences for Self-Improvement Products**

» Prof. Ming-Yi Chen, [Ms. Cian-Xin You](#)

**"Why Am I Seeing the Same Ads as My Friends?": The Effects of Disclosing Filtering Methods to Consumers on Social Networking Services**

» [Dr. Yaeri Kim](#), Dr. Yaeun Kim



Continued from **Friday, 28 February**

**TV Beats Digital: Fusing Deep Learning and Neurometrics to Evaluate Consumer Engagement**

» [Dr. Jin Ho Yun](#), Dr. Elizabeth Beard, Mr. Xiangyu Jiang, Prof. Elizabeth Johnson, Prof. Michael Platt

**The Impact of Third-Person Pronouns on Perceived Helpfulness in Online Reviews: Insights from Co-Consumption**

» [Ms. Wenkai Song](#), Dr. Promothesh Chatterjee

**Can you keep my secret? How anthropomorphism impact consumer information disclosure.**

» [Dr. Eunmi Jeon](#), Prof. Jeanette Hauff, Prof. Jonas Nilsson

**Wisdom of the Algorithmic Crowd: Encouraging Algorithm Adoption by Leveraging Intuitions of Crowd Wisdom**

» [Ms. Jiani Xue](#), Prof. Stefano Putnoni, Prof. Barbara A. Mellers

**Beauty and Disclosure: How Avatar Attractiveness Influences Personal Information Sharing in Digital Spaces**

» [Prof. Jaisang\(Jay\) Kim](#), [Prof. younjeong Park](#), Dr. Eunmi Jeon

**Using Neural Methods for Objective Assessment of Brand Copying and Infringement**

» [Mr. Edden Jacoby](#), Dr. Robert D. Torrence, Mr. Devraj Thakkar, Dr. Sam B. Barnett, Prof. Moran Cerf

**Going Downward is Faster: The Impact of Progress Bar Movement Direction on Consumer Time Perception**

» [Mr. Zhennan Xu](#), Dr. Liang Huang, Prof. Yanping Tu

**The Impact of Negative Taste Information on Consumer Responses: An Examination of Heuristic Processing in Online Reviews**

» [Dr. Ariana Yu](#), Dr. Ravi Mehta

**Leaping from Good to Great on Social Media: Differences Between Best- and Second-Best-Rated Reviews**

» [Ms. Moon-Yong Kim](#)

**From Words to Emotional Expertise: Measuring and Understanding Emotional Granularity in Online Word-of-Mouth**

» [Dr. Ali Faraji-Rad](#), Dr. Ali Tamaddoni, Mrs. Atefeh Jebeli

**When does technical terminology become beneficial?**

» [Ms. Jihee Hwang](#), Mr. Christian Arroyo

**Wordy Thumbnails: How Text Presence Influences Viewer Engagement with Online Videos**

» [Dr. Mingyue Zhang](#), Dr. Yanfen You

**Teaching Fast and Slow: An Examination of Video Speed, Viewer Perceptions, and Digital Engagement**

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

**The Pitfalls of Personalization: Understanding Consumer Responses to Embarrassing Recommendations**

» [Ms. Xinping WEI](#), Prof. Leilei Gao

**Saturday, 1 March**

7am **Registration (Grand Foyer)**

7:30am **Breakfast**  
*Grand Foyer*

8am **Co-Author Lounge**  
*Madrid*

8am **Co-Author Lounge**  
*Murcia*



Continued from **Saturday, 1 March**

8:30am **6.1 Creative Approaches to Marketing**  
*Cataluna*

**Oh That's Creative, But No Thanks: How Product Transformation in Creative Product Presentations Impact Product Quality Perceptions**

» [Dr. Sarah Whitley](#), Dr. Lidan Xu

**All's a Muse That Ends Badly: The Impact of Disharmonious Endings on Consumers' Creative Cognition**

» [Dr. Yoonho Jin](#), Prof. Iris Hung, [Ms. Xiaoyue Ma](#)

**Standards for Scale Development in Marketing: Elevating the Role of Theory**

» Dr. John Hulland, [Dr. Kevin Sample](#), Dr. Mark Houston

**Triangulating Decision-Making Via Choices, Eye Fixations, and Reaching Trajectories**

» [Prof. Geoff Fisher](#)

8:30am **6.2 Effects of Order and Data Categorization in Behavioral and Health Choices**  
*Grand Ballroom A*

**Patients' In-group Preference Enlarges when Seeking Healthcare for Mental Illness versus Physical Illness**

» [Dr. Phyllis Wang](#), Dr. Zhengyu Shi, Dr. Jinjie Chen, Dr. Qiyuan Wang

**"Dark" Magic of Tidying Up: Orderliness Leads to Unfavorable Evaluations**

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

**The Organized Ask: How Categorizing Data Requests Affects Consumers' Willingness to Disclose Information**

» [Mrs. Julia van de Sandt](#), Dr. Elise Ince, Dr. Mathew S. Isaac, Dr. Aaron Brough, Dr. Rajesh Bagchi

**The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health**

» [Ms. Shuhan Yang](#), Dr. Tito L. H. Grillo, Dr. Jennifer J. Argo

8:30am **6.3 Lay Beliefs and Social Judgments in Luxury Consumption**  
*Grand Ballroom B*

**How Lay Beliefs About Bragging Shape Reactions to Luxury Consumption**

» [Sujin Park](#), Prof. Aner Sela

**Buying Burberry for Your Baby: The Divergent Impact of Luxury Purchases on the Perceived Status and Impressions of Parents**

» [Dr. Freeman Wu](#), Dr. Kelley Gullo Wight

**Consumer Openness to Beauty in the Ordinary**

» [Dr. Beatriz Bonetti](#), Prof. Mario Pandelaere

**Uncomfortable Luxury: How Audience Economic Status Drives Avoidance of Status Signaling**

» [Mr. Brandon Christensen](#), Dr. Joe Gladstone, Dr. Alixandra Barasch

8:30am **6.4 Language Use in Interaction with AI Agents**  
*Grand Ballroom C*

**How Do Customers Talk with AI Service Agents, and Why Does it Matter?**

» [Dr. Shun-Yang Lee](#), Dr. Ann Kronrod, Prof. Amir Grinstein

**The Outcomes of AI Agents Using Figurative Language on Customer Experience**

» [Dr. Marat Bakpayev](#), Dr. Ann Kronrod

**Conversational AI Impacts Information Learning and Memory**

» [Dr. Ada Aka](#), Dr. Deniz Lefkeli, Mr. Konstantin Pikal



Continued from **Saturday, 1 March**

**Chatbots as Allies: Sexual Minorities Are More Likely to Use Chatbots as Friends**

» Dr. Pengyuan Wang, [Ms. Jiaqi Cao](#), Dr. Julio Sevilla

8:30am

**6.5 Special Session: Socializing With Technology: Conversational and Emotional Dynamics of Voice and New Virtual Agents**

*Grand Ballroom D*

Chaired by: Prof. Julian De Freitas

**The Effect of Voice Technology on the Social Desirability of Preferences**

» [Dr. Maximilian Gaerth](#), Dr. Shiri Melumad, Dr. Robert Meyer

**Your Request is My Command! How Conversational Styles Shape Consumer-AI Experiences**

» [Dr. Christian Hildebrand](#), Dr. Donna Hoffman, Dr. Tom Novak

**Social Ties and Virtual Influencer's Impact**

» [Dr. Luca Cascio Rizzo](#), Prof. Jonah Berger, Dr. Francisco Villarroel

**Lessons From an App Update at Replika AI: Identity Discontinuity in Human-AI Relationships**

» [Prof. Julian De Freitas](#), Dr. Noah Castelo, Dr. Ahmet Uğuralp, Dr. Zeliha Uğuralp

8:30am

**6.6 Special Session: New Insights on the Effect of Strategic Product Labels and Frames on Consumer Decisions**

*Grand Ballroom E*

Chaired by: Prof. Akshina Banerjee

**When Stating the Obvious Backfires: Consumers Dislike Products That Advertise Positive but Obvious Attributes**

» [Ms. Christine Cho](#), Prof. Ellen Evers

**Choosing Oleander Over Zanthoxylum: How Consumer Inferences of Chemicalness from Linguistic Cues in Non-Comprehended Ingredients Influence Product Choice**

» Prof. Stephanie Chen, [Prof. Akshina Banerjee](#), Prof. Oleg Urminsky

**'Tastes Like Chicken': the Role Of Comparative Appeals In Shaping Consumers' Attitudes Towards Sustainable Food Alternatives**

» [Mr. Alberto Barchetti](#), Prof. Noah Van Bergen

**"Frequent" Factors: How Usage Frequency Cues Shape Consumers' Perceptions and Product Evaluations**

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

9:45am

**Passing Break**

*Grand Foyer*

10am

**7.0 Meet the Editors**

*Cascade*

10am

**7.1 Gender in the Marketplace**

*Cataluna*

**Beyond Binary: Should Companies Add A Gender Neutral Option Or Remove Gender Segmentation?**

» Dr. David Luna, [Dr. Yael Zemack-Rugar](#)

**Women Talk and Share More at High-fertility**

» [Dr. SEVINCGUL \(SEV\) ULU](#), Dr. Kristina Durante, Dr. Aekeyoung Kim, Dr. Summer Mengelkoch, Dr. Jonah Berger, Dr. Sarah Hill, Dr. Elizabeth Pillsworth, Dr. Debra Lieberman, Dr. Martie Haselton

**White Female Consumers Give Higher Ratings to Advertisements with Black Female Models**

» [Ms. Megan Trillo](#), Dr. Gavan Fitzsimons, Dr. Sarah Gaither

**Women in Control? Glass Ceiling Denial Shapes Consumers' Responses to Sexualized Advertising**

» [Prof. Gwarlann de Kerviler](#), Prof. Mario Pandelaere, Dr. Shilpa Madan





Continued from **Saturday, 1 March**

10am **7.2 Goal Pursuit**  
*Grand Ballroom A*

**Should I Take a Pay Cut for My Partner to Get a Raise? Escalation of Inequality in Relationships**

» [Ms. Tong Su](#), Prof. Shoham Choshen-Hillel, Prof. Ayelet Fishbach

**Make it Stick: The Role of Alternative Activities in Reducing Smartphone Consumption**

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

**The Straight and Narrow: How Linear Thinking Distorts Consumer Goal Pursuit**

» [Dr. Scott Wallace](#)

**Computational Mapping of Multiple Goal Systems Using Memory Networks**

» [Ms. Courtney Lee](#), Dr. Ada Aka, Prof. Szu-chi Huang

10am **7.3 Emotional Responses to Consumption Experiences**  
*Grand Ballroom B*

**The Lemonade Effect: Consumers' Positive Reframing of Service Failure**

» [Mx. Tyler MacDonald](#), Prof. Anat Keinan

**Service failure and consumer anger: Dominance-related compensations help in service recovery**

» [Dr. Shruti Koley](#)

**Embedding Nostalgia in Consumer Communication to Enhance Acceptance of "Ugly" Produce**

» [Dr. Yi Xie](#), Dr. Yanfen You, Dr. Elizabeth Miller, Ms. Huiyun Sima

**When Loyal Customers Pay More than New Ones: Mitigating negative reactions to acquisition promotions**

» [Mr. Bijit Ghosh](#), Dr. John Pracejus, Dr. Douglas Olsen

10am **7.4 Impact of AI Human Collaboration on Decision Making**  
*Grand Ballroom C*

**Receptive to AI: How Artificial Intelligence Promotes Openness to Opposing Views**

» [Ms. Louise Lu](#), Prof. Zakary Tormala, Prof. Adam Duhachek

**Complementarity neglect: Decision-makers choose non-complementary collaborators with similar mistakes**

» [Dr. Moritz Joerling](#), Dr. Ye Li, Dr. Meng Zhu

**Exploring Cognitive Assimilation in Human-Artificial Intelligence Collaboration**

» [Prof. Chi Hoang](#), Prof. Max Yu, Prof. Sharon Ng

**I Would Love to See AI-usage in Manufacturing, But Others Won't": Self-Other Bias in Brand Evaluation**

» [Prof. Nirajana Mishra](#), Prof. Arani Roy

10am **7.5 Special Session: Beyond One-Size-Fits-All: Dissecting Heterogeneity in Misinformation Dynamics, Consumer Behavior, Reader Engagement and Belief Systems**  
*Grand Ballroom D*

Chaired by: Prof. Akshina Banerjee

**Heterogeneity in meta-perceptions of bias and belief quality**

» [Prof. Corey Cusimano](#)

**Examining individual- and item-level heterogeneity of fact-checker warning label and implied truth effects**

» [Mr. Cameron Martel](#), Prof. David Rand

**Heterogeneity in Reader Engagement: Analyzing the Impact of Language-Based Constructs Across Multiple News Types**

» [Prof. Akshina Banerjee](#), Prof. Oleg Urminsky



Continued from **Saturday, 1 March**

**Heterogeneity in How Well Hypothetical Nudges Approximate Real Behavior Change**

» [Ms. Linnea Gandhi](#), Ms. Anoushka Kaskiyawat, Dr. Colin Camerer, Prof. Duncan Watts

10am

**7.6 Special Session: Novel Perspectives on Consumer Interaction with AI**

*Grand Ballroom E*

Chaired by: Mr. Steve Carney

**Knowledge of Artificial Intelligence Predicts Lower AI Receptivity**

» [Dr. Stephanie Tully](#), Prof. Chiara Longoni, Dr. Gil Appel

**Made With AI: Consumer Engagement with Media Containing AI Disclosures**

» [Mr. Steve Carney](#), Mr. Ignacio Riveros, Dr. Stephanie Tully

**AI-Induced Indifference: Unfair AI Reduces Prosociality**

» [Ms. Raina Zhang](#), Dr. Ellie J. Kyung, Prof. Chiara Longoni, Dr. Luca Cian, Dr. Kellen Mrkva

**Discussant: Julian De Freitas**

» [Prof. Julian De Freitas](#)

11:15am

**Passing Break**

*Grand Foyer*

11:30am

**8.1 Public Policy and the Market**

*Cataluna*

**The Rent is Too Damn High! Preferences for Supply- vs. Demand-Oriented Policy Solutions to Scarcity**

» Dr. Franklin Shaddy, [Dr. Linda Hagen](#), Prof. Ryan Hamilton

**Wearing Both Hats: Dual Roles as a Signaling Mechanism in Two-Sided Service Platforms**

» [Ms. Esther J. Kim](#), Dr. HaeEun Helen Chun, Dr. Sunghan Ryu, Dr. Joonhyuk Yang

**How Should I Know? Lack of Confidence Biases Consumers' Stock Market Expectations Downward**

» Dr. Alycia Chin, [Dr. Eric VanEpps](#), Dr. Brian Scholl, Mr. Steven Nash

**How Registration Timing Differences Impact the Educational Experience of First-Generation Students**

» [Mr. Bryce Pyrah](#), Dr. Chelsea Galoni, Prof. Alice Wang

11:30am

**8.2 Consumption and Well-being: Exploring Psychological Aspects and Cultural Influences**

*Grand Ballroom A*

**Mindful Decluttering: Navigating the Path from Reflection to Conscious Consumption**

» [Dr. Hsin-Hsuan Meg Lee](#), Prof. Charlotte Gaston-Breton

**Culture mixing consumption and well-being: A mixed-methods approach**

» [Ms. Qianying Huang](#), Dr. Zhuomin Shi, Ms. Xiangyun Zhang

**Inferring Status from Mental Health-Related Consumption**

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

**Is the Body an Industrial Palace or a Temple of the Holy Spirit? Philosophies of Body Impact Health and Wellness Consumption**

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

11:30am

**8.3 Temporal Framing in Decision Making**

*Grand Ballroom B*

**Timing Matters: The Impact of Early Information on Consumer Prosocial Decisions**

» [Mr. Archer Yue Pan](#), Ms. Esther J. Kim, Dr. HaeEun Helen Chun, Dr. Dilip Soman



Continued from **Saturday, 1 March**

**Revealing Your Past vs. Unveiling Your Future: Which Elicits Greater Interest?**

» [Mr. David Fang](#), Ms. Yang Huang, Prof. Yu Ding

**How Will Today's Marketplace Look Tomorrow? Consumer (Mis)Perceptions of How Products "Age" Over Time**

» [Ms. Jiabi Wang](#), Prof. Ed O'Brien

**Year versus Length: The Influence of Time Framing on Product Valuation**

» [Prof. Deepak Sirwani](#), Prof. Suzanne Shu

**11:30am 8.4 Influencer Branding, Expertise Perception, Predictive Accuracy, Language Engagement**

*Grand Ballroom C*

**Building Personal Brand through Heart versus Mind: Generative AI Insights on YouTube Influencer Success**

» [Ms. Mengchen Zheng](#), Ms. Wenyan Tuo, Prof. Shuba Srinivasan

**Between Confidence and Clarity: Expertise-Driven Variances in Alignable and Non-alignable Comparisons**

» [Mr. Samuel Borislow](#), Dr. Daniel Bartels

**The Power of Meta-Prediction Accuracy: Leveraging Predictions of Others' Predictions to Enhance Collective and Individual Intelligence**

» [Dr. Yunhao Zhang](#), Prof. Eaman Jahani, Prof. Douglas Guilbeault, Prof. Juliana Schroeder

**Words that work: Using language to generate hypotheses**

» [Mr. Rafael Batista](#), Mr. James Ross

**11:30am 8.5 Special Session: How Political Ideology and Politicized Behaviors Influence Consumer Behavior**

*Grand Ballroom D*

Chaired by: Ms. Isabella Bunosso

**The Role of Political Ideology in Self-Disclosure in A Commercial Context**

» Dr. Christine Kim, Dr. Nailya Ordabayeva, [Ms. Xialing Chen](#)

**Selling the Stars and Stripes: How Political Ideology Shapes Consumer Response to Patriotic Marketing Appeals**

» [Mr. Cory Haltman](#), Dr. John Costello

**Caught in the Crossfire: How Social Judgment Concerns Deter Consumers from Politically Active Brands**

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

**Citation Penalties Following Sexual versus Scientific Misconduct Allegations**

» [Dr. Giulia Maimone](#), Dr. Gil Appel, Dr. Craig McKenzie, Dr. Ayelet Gneezy

**11:30am 8.6 Special Session: How Modalities Shape Consumer Behavior**

*Grand Ballroom E*

Chaired by: Dr. Luca Cascio Rizzo and Prof. Jonah Berger

**Speaking, Writing, and Expression of Certainty**

» [Dr. Luca Cascio Rizzo](#), Prof. Jonah Berger, Prof. Matthew D. Rocklage

**Spoken Conversation Facilitates Constructive Disagreement**

» Prof. Burint Bevis, [Prof. Juliana Schroeder](#), Prof. Michael Yeomans

**Modality Affects Intertemporal Choice: Hearing (vs. Reading) Alternatives Increases Impulsivity**

» Prof. Shwetha Mariadassou, [Prof. Christopher Bechler](#), Prof. Jonathan Levav



Continued from **Saturday, 1 March**

**Seeing Is Not Believing: When Audio News Seems More Credible Than Written News**

» [Dr. Yongkun Liu](#), Prof. Kurt Munz, Prof. Chiara Longoni

12:45pm **Awards Lunch**  
*Valencia Ballroom*

2:15pm **Passing Break**  
*Grand Foyer*

2:30pm **Plenary Session: Amplifying our Impact to Enhance Consumers' Lives**  
*Cascade*

**A conversation moderated by Cait Lamberton**

» [Prof. Jennifer Aaker](#), [Prof. Vanessa Patrick](#), [Prof. Michael Norton](#), [Prof. Peter McGraw](#), [Prof. Cait Lamberton](#)

3:45pm **Passing Break**  
*Grand Foyer*

4pm **9.1 Beliefs and Meaning**  
*Cataluna*

**Hyper-realism and discernible realism: a novel construct for understanding misinformation susceptibility and sociopolitical attitudes**

» [Prof. Randy Stein](#), Mr. Luis Jarrin Rueda, Ms. Caroline Meyersohn, Prof. Alexander Swan, Dr. Seth Ketron

**The Morality of Meaning in the Marketplace**

» [Mr. Jeremy Lee](#), Dr. Nicole Mead, Dr. Lawrence Williams

**Do Consumers Like Political In-group Members Who Display Their Party's Merchandise?**

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

**Searching for the Tree and Missing the Forest: The Narrow Search Effect and How Broadening Search Promotes Belief Updating**

» [Dr. Eugina Leung](#), Prof. Oleg Urminsky

4pm **9.2 Sensory and Health Effects**  
*Grand Ballroom A*

**The Impact of Uncomfortable Cold Temperature on Green Consumption: The Mediating Role of Perceived Resource Scarcity**

» [Dr. Qi Cao](#), Prof. Xiang Fang, Prof. Yuechen Wu, Dr. Junzhou Zhang, Prof. Xiaoyu Wang

**From Aversion to Attraction: The Impact of Bitterness on Health Perception and Product Choice**

» [Dr. Iman Paul](#), Dr. Shirley Chen, Dr. Beth Vallen

**The Smartphone Intuition: How Smartphone Use Decreases Decision-Making Confidence**

» [Ms. Vincentia Yuen](#), Dr. Claudia Townsend, Dr. Michael Tsiros

**Not All Calories Are Equal: Understanding the Nutrition Facts Label by Intelligible Units**

» [Dr. Nuoya Chen](#), [Dr. Huixin Deng](#), [Dr. Jinfeng \(lenny\) Jiao](#), [Prof. Xiucheng Fan](#)

4pm **9.3 Product Assortment and Package Design**  
*Grand Ballroom B*

**Less Is More (Safe): How Disease Cues Influence Assortment Size Preferences**

» [Dr. Felipe M. Affonso](#)

**Single Farm-to-Table: Preference for Products with a Single Source of Origin**

» [Mrs. Sally Shin](#), Dr. Alexander Fulmer



Continued from **Saturday, 1 March**

**All that Glitters Isn't Gold: The Effect of Creative Product Packaging on Consumer Preferences**

» Dr. Burcak Bas, Ms. Elena Bocchi, Prof. Zachary Estes

**The Fun and Function of Rotational Variety**

» Ms. Soo Yon Ryu, Prof. Gia Nardini, Prof. Richard J. Lutz

4pm

**9.4 AI & Online Shopping**

*Grand Ballroom C*

**Inconsistent Behavior Causes Consumers to Credit AI With Cognition**

» Mr. Nathaniel Posner, Mr. Eric Park, Dr. Bernd Schmitt

**AI Companions Reduce Loneliness**

» Prof. Julian De Freitas, Mr. Ahmet K. Uğuralp, Mrs. Zeliha O. Uğuralp, Prof. Stefano Putnoni

**Better to Converge Low than Diverge High: When Higher Review Ratings Backfire**

» Prof. Junha Kim, Prof. Joowon Park, Prof. Joseph Goodman

**Cart Composition Influences Online Cart Abandonment**

» Prof. Liat Hadar, Prof. Yael Steinhart, Dr. Gil Appel, Prof. Yaniv Shani

4pm

**9.5 Award Session - Distinguished Scientific Contribution and Early Career Award Winner Presentations**

*Grand Ballroom D*

4pm

**9.6 Special Session: From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges**

*Grand Ballroom E*

Chaired by: Ms. Isabella Bunosso

**The Material Diversity Paradox**

» Mr. Andde Indaburu, Dr. Remi Trudel, Dr. Daniella Kupor

**The Price-Sustainability Heuristic**

» Mr. Abdullah Althenayyan, Dr. Silvia Bellezza, Dr. Neeru Paharia

**Green Goals, Broken Promises: How Transparency About Company Sustainability Pledges Shapes Consumer Interest**

» Ms. Isabella Bunosso, Dr. Grant Donnelly

**Consumers Prefer Social (Versus Environmental) Sustainability**

» Ms. Hannah Smith, Dr. Lisa Bolton, Prof. Karen Winterich

7pm

**Saturday Night Gala**

*Madame Tussauds*

Chaired by: Dr. Freeman Wu and Prof. Kaiyang Wu and Prof. Nadia Pomirleanu