



Thursday, 27 February	Friday, 28 February		
7am	7am	9:45am	11:30am
Registration (Grand Foyer)	Registration (Grand Foyer)	1.6 Special Session: Misinformation Grand Ballroom E	3.1 Impact of Brand Communication Strategies on Consumer Engagement Cataluna
9am	7:30am	10am	3.2 Sustainability and Secondhand Markets: Understanding Consumer Choices for Sustainable and Pre-Owned Products. Grand Ballroom A
SCP-Sheth Foundation Doctoral Symposium Grand Ballroom B	Breakfast Grand Foyer	2.1 Effects of Brand Perception and Stance Communication Cataluna	3.3 Phonetic Effects on Brand Attitudes and Memory Grand Ballroom B
10am	8am	2.2 Effects of Brand Perception and Stance Communication Grand Ballroom A	3.4 Perceptions of Money and Payment Methods Grand Ballroom C
SCP Executive Board Meeting Murcia	Co-Author Lounge Madrid	2.3 Influence of Social Factors on Product Evaluation and Decision Making Grand Ballroom B	3.5 Roundtable: A Dialogue on Privacy: Conceptual Approaches, Practical Challenges, and Future Trends Grand Ballroom D
1:30pm	8:30am	2.4 Effects of Emotional Context on Decision Making and Risk Perception Grand Ballroom C	3.6 Special Session: Consumer Judgment Under Uncertainty Grand Ballroom E
SCP Publication Committee Meeting Murcia	1.1 Consumer Decision Making and Product Engagement Cataluna	2.5 Roundtable: Enhancing Consumers' Lives through Better Marketing for a Better World Grand Ballroom D	12:45pm
3pm	1.2 Perception and Preference of Sustainable Products Grand Ballroom A	2.6 Special Session: New Perspectives and Findings on Consumer Judgments of Causality Grand Ballroom E	Presidential Address by Rebecca Reczek and Business Lunch Valencia Ballroom
SCP Executive Committee Meeting Murcia	1.3 Effects of Information and Belief Manipulation in Communication Grand Ballroom B	11:15am	2:15pm
5pm	1.4 Impact of Financial Factors on Consumer Decision-Making Grand Ballroom C	Passing Break Grand Foyer	Passing Break Grand Foyer
SCP Community Building Initiative Reception (by invitation) Cascade	1.5 Effects of Experiential Consumption on Engagement and Ownership Grand Ballroom D		
6pm			
Welcome Reception Valencia Ballroom			



Continued from Friday, 28 February	4pm	Working Paper Theme C: Consumer Identity and Relationship Dynamics Valencia Ballroom - Area 3	6.3 Lay Beliefs and Social Judgments in Luxury Consumption Grand Ballroom B
2:30pm	5.1 Evaluation of Corporate Behavior and Social Responsibility Cataluna	Working Paper Theme D: Perception and Engagement in Communication and Decision Making Valencia Ballroom - Area 4	6.4 Language Use in Interaction with AI Agents Grand Ballroom C
SCP Fellows Address: Margaret (Meg) C. Campbell and L.J. Shrum Cascade	5.2 Enhancing Prosocial Giving through Framing and Contextual Factors Grand Ballroom A		6.5 Special Session: Socializing With Technology: Conversational and Emotional Dynamics of Voice and New Virtual Agents Grand Ballroom D
4.1 Understanding Political Influences on Consumer Behavior and Corporate Practices Cataluna	5.3 Effects of Information Presentation on Decision-making and Evaluation Grand Ballroom B	Saturday, 1 March	6.6 Special Session: New Insights on the Effect of Strategic Product Labels and Frames on Consumer Decisions Grand Ballroom E
4.2 (Pro)Social Consumption Grand Ballroom A	5.4 Effects of Numerical Framing on Consumer Choices and Decision-Making Grand Ballroom C	7am	
4.3 Package and Communication Design in Influencing Engagement Grand Ballroom B	5.5 Roundtable: Consumer behavior across the lifespan: Centering the consumption experiences of younger and older consumers Grand Ballroom D	Registration (Grand Foyer)	
4.4 Financial Struggles and Consumer Well-being Grand Ballroom C	5.6 Special Session: When and Why Consumers Try to Be Sustainable but Miss the Mark Grand Ballroom E	7:30am	9:45am
4.5 Roundtable: Improving Behavioral Research with Generative Artificial Intelligence Grand Ballroom D		Breakfast Grand Foyer	Passing Break Grand Foyer
4.6 Special Session: No Pain, No Gain: The Role of Compensatory Inferences in Consequential Decisions Grand Ballroom E		8am	10am
3:45pm	6pm	Co-Author Lounge Madrid	7.0 Meet the Editors Cascade
Passing Break Grand Foyer	Working Paper Reception Valencia Ballroom	Co-Author Lounge Murcia	7.1 Gender in the Marketplace Cataluna
	Working Paper Theme A: Impact of Information Presentation on Consumer Perceptions Valencia Ballroom - Area 1	8:30am	7.2 Goal Pursuit Grand Ballroom A
	Working Paper Theme B: Impact of AI on Human Interactions and Decision Making Valencia Ballroom - Area 2	6.1 Creative Approaches to Marketing Cataluna	7.3 Emotional Responses to Consumption Experiences Grand Ballroom B
		6.2 Effects of Order and Data Categorization in Behavioral and Health Choices Grand Ballroom A	7.4 Impact of AI Human Collaboration on Decision Making Grand Ballroom C



Continued from Saturday, 1 March		
7.5 Special Session: Beyond One-Size-Fits-All: Dissecting Heterogeneity in Misinformation Dynamics, Consumer Behavior, Reader Engagement and Belief Systems Grand Ballroom D	8.6 Special Session: How Modalities Shape Consumer Behavior Grand Ballroom E	9.5 Award Session - Distinguished Scientific Contribution (Maura Scott and Zak Tormala) and Early Career Award Winner Presentations (To Be Announced) Grand Ballroom D
	12:45pm	
7.6 Special Session: Novel Perspectives on Consumer Interaction with AI Grand Ballroom E	Awards Lunch Valencia Ballroom	9.6 Special Session: From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges Grand Ballroom E
	2:15pm	
11:15am	Passing Break Grand Foyer	5:15pm
Passing Break Grand Foyer	2:30pm	SCP ERB Meeting Cascade
11:30am	Plenary Session: Amplifying our Impact to Enhance Consumers' Lives Cascade	7pm
JCP AE Meeting Cascade	3:45pm	Saturday Night Gala Madame Tussauds
8.1 Public Policy and the Market Cataluna	Passing Break Grand Foyer	
8.2 Consumption and Well-being: Exploring Psychological Aspects and Cultural Influences Grand Ballroom A	4pm	
8.3 Temporal Framing in Decision Making Grand Ballroom B	9.1 Beliefs and Meaning Cataluna	
8.4 Influencer Branding, Expertise Perception, Predictive Accuracy, Language Engagement Grand Ballroom C	9.2 Sensory and Health Effects Grand Ballroom A	
8.5 Special Session: How Political Ideology and Politicized Behaviors Influence Consumer Behavior Grand Ballroom D	9.3 Product Assortment and Package Design Grand Ballroom B	
	9.4 AI & Online Shopping Grand Ballroom C	