

SCP

SOCIETY FOR
CONSUMER
PSYCHOLOGY



SCP 2025

Amplifying our Impact
to Enhance Consumers'
Lives

SCP ANNUAL CONFERENCE
LAS VEGAS



CONFERENCE PROGRAM

SCP 2025 Team

Conference Co-Chairs



Claudia Townsend
(University of Miami)



Alice Wang
(University of Iowa)



Danny Zane
(Lehigh University)

Doctoral Symposium Co-Chairs

Rosanna Smith (University of Illinois Urbana-Champaign)
Remi Trudel (Boston University)

Competitive Paper Track Co-Chairs

Eva Buechel (University of Southern California)
Carter Morgan (University of South Florida)
Jared Watson (New York University)

Working Paper Track Co-Chairs

Ludovica Cesareo (Lehigh University)
Chelsea Galoni (University of Iowa)
Jake Teeny (Northwestern University)

Social Co-Chairs

Nadia Pomirleanu (University of Nevada Las Vegas)
Freeman Wu (Vanderbilt University)
Kaiyang Wu (University of Nevada Las Vegas)

Public Outlet Committee

Neha Nair (University of California Los Angeles)
Michal Strahilevitz (Saint Mary's College of California)

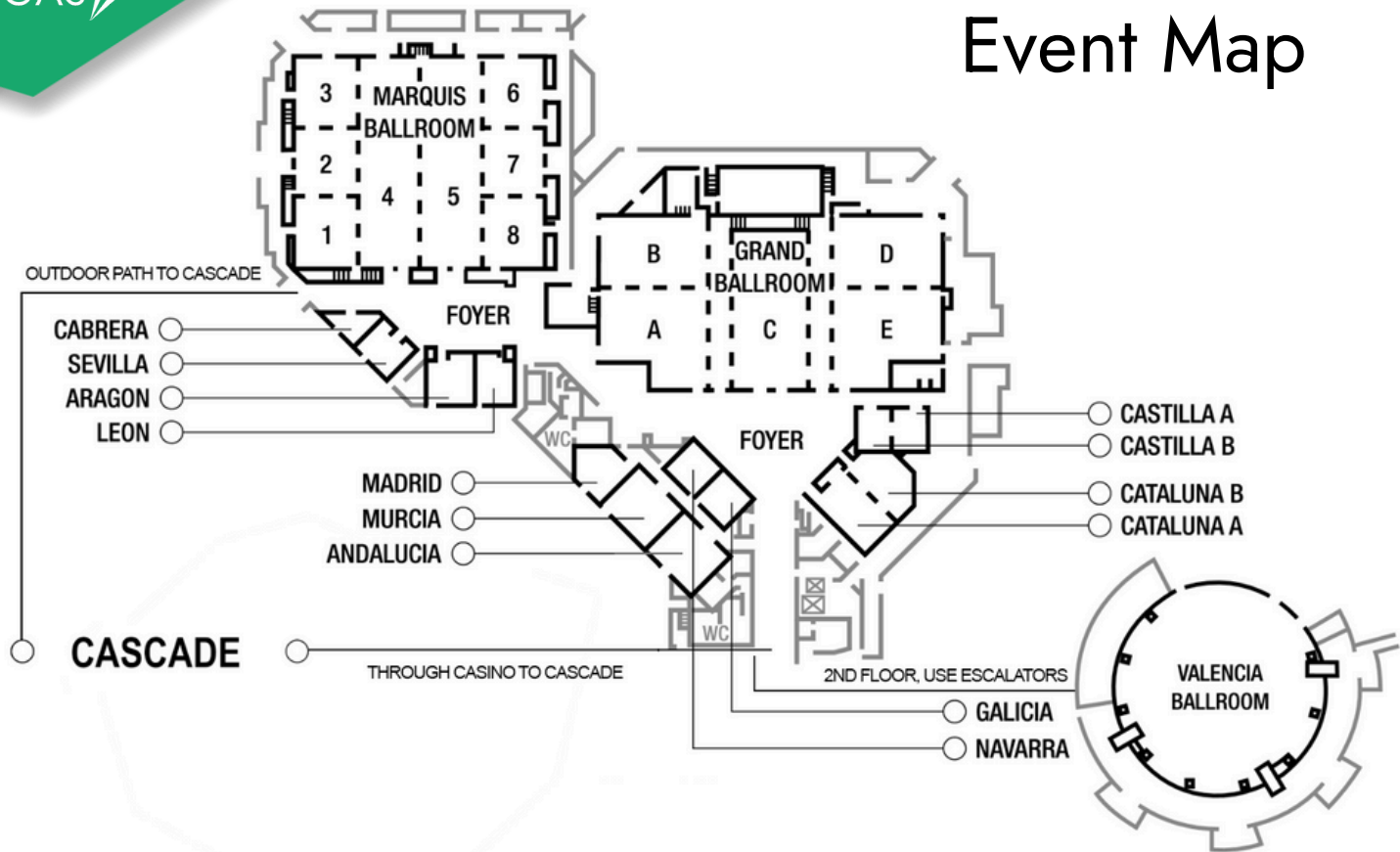
Thank You to Our Sponsors

IOWA

Tippie College of Business



Event Map



JW MARRIOTT SPA TOWER	THE PROMENADE	SPA AUAQE SPA & SALON	RAMPART CASINO-Must be 21	CONFERENCE CENTER
1 Accents Gift Shop	13 Entrances to Promenade Walkway	23 Salon	28 High-Limit Bar	33 Grand Ballroom
2 Entrance to Grounds via Zen Walk	14 Splendid Flamma	24 Spa Entrance & Boutique	29 Round Bar	34 Castilla
3 Personal Planning Center • Business Center • Hertz Car Rental	15 Jade Asian Kitchen	25 Spa Fitness Area	30 Casino Valet & Main Entrance	35 Cataluna
4 Front Desk/Concierge/Golf Desk	16 Bingo Room-Must be 21	26 Gentlemen's Tonic Barber Shop	31 Summerlin Room & Bar	36 Escalators to Valencia Ballroom (2nd Floor)
5 Hotel Registration & Valet Parking	17 Clubhouse Deli	27 Hydra Lounge	32 Rampart Rewards Club	37 Andaluca
6 Hawthorn Grill	18 Race & Sports Book-Must be 21			38 Galicia
JW MARRIOTT PALMS TOWER	19 Earl Grey Café			39 Murcia
7 Hotel Entrance & Valet Parking	20 Market Place Buffet			40 Navarra
8 Complimentary Fitness Area (located in the Palms Tower lobby)	21 Starbucks			41 Madrid
9 Palms Lobby	22 Cascade			42 Leon
10 Entrance to Garden Walkways				43 Aragon
11 Palms Executive Conference Center				44 Sevilla
12 Parian Room				45 Business Center
				46 Exterior Entrance to Conference Center
				47 Marquis Ballroom

MUST BE 21 AREAS ARE RED IN COLOR
Nevada Gaming Regulations states that anyone under the age of 21 may not loiter in a gaming area.
Authorized walkways are noted with a green dashed line:

Hotel Grounds Pathway (from Towers to Conference Center)

Restrooms
ATM Machines

JW MARRIOTT LAS VEGAS

221 N. Rampart Blvd., Las Vegas, NV 89145 / 702-869-7777 / page 1 of 2

SCP-Sheth Foundation Doctoral Symposium

Thursday, February 27th,
9am-4pm, Grand Ballroom B

8:30 - 9:00

Breakfast

9:00 - 9:15

Intro & Ice Breaker with Faculty Mentors

9:15 - 10:15

Early vs. Later Year PhD Small Group Session with Faculty Mentors

10:15 - 10:30

Coffee Break

10:30 - 12:00

AI in Research Workshop: Tools, Applications, and Ethics

12:00 - 1:15

Lunch

1:30 - 2:30

Editor Panel

2:30 - 2:45

Coffee Break

2:45 - 4:00

Idea Feedback Small Group Session with Faculty Mentors



Thursday, 27 February	Friday, 28 February		
7am	7am	9:45am	11:30am
Registration (Grand Foyer)	Registration (Grand Foyer)	Morning Refreshment Break Grand Foyer	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	Coffee, tea, and snacks 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 Value and Perception in Social Contexts 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 Marquis 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) Cataluna	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 B: Impact of AI on Human Interactions and Decision Making	8:30am
2:30pm	5.1 Evaluation of Corporate Behavior and Social Responsibility Cataluna	Valencia Ballroom - Area 2	6.1 Creative Approaches to Marketing Cataluna
4.0 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	Working Paper Theme C: Consumer Identity and Relationship Dynamics Valencia Ballroom - Area 3	6.2 Effects of Order and Data Categorization in Behavioral and Health Choices Grand Ballroom A
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	Working Paper Theme D: Perception and Engagement in Communication and Decision Making Valencia Ballroom - Area 4	6.3 Lay Beliefs and Social Judgments in Luxury Consumption Grand Ballroom B
4.2 (Pro)Social Consumption Grand Ballroom A	5.4 Effects of Numerical Framing on Consumer Choices and Decision-Making Grand Ballroom C	7:45pm	6.4 Language Use in Interaction with AI Agents Grand Ballroom C
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	Courtesy Bus to the Las Vegas Strip (Las Vegas Blvd) Palms Tower Lobby	6.5 Special Session: Socializing With Technology: Conversational and Emotional Dynamics of Voice and New Virtual Agents Grand Ballroom D
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	Saturday, 1 March	6.6 Special Session: New Insights on the Effect of Strategic Product Labels and Frames on Consumer Decisions Grand Ballroom E
4.5 Roundtable: Improving Behavioral Research with Generative Artificial Intelligence Grand Ballroom D	6pm	7am	9:45am
4.6 Special Session: No Pain, No Gain: The Role of Compensatory Inferences in Consequential Decisions Grand Ballroom E	Working Paper Reception Sponsored by University of Iowa Tippie College of Business Valencia Ballroom	Registration (Grand Foyer)	Morning Refreshment Break Grand Foyer
3:45pm	Working Paper Theme A: Impact of Information Presentation on Consumer Perceptions Valencia Ballroom - Area 1	7:30am	10am
Afternoon Refreshment Break Grand Foyer	Coffee, tea, and snacks Grand Foyer	8am	7.0 Meet the Editors Cascade
		Co-Author Lounge Madrid	7.1 Gender in the Marketplace Cataluna
		Co-Author Lounge Murcia	



Continued from Saturday, 1 March	
7.2 Goal Pursuit Grand Ballroom A	8.4 Influencer Branding, Expertise Perception, Predictive Accuracy, Language Engagement Grand Ballroom C
7.3 Emotional Responses to Consumption Experiences Grand Ballroom B	8.5 Special Session: How Political Ideology and Politicized Behaviors Influence Consumer Behavior Grand Ballroom D
7.4 Impact of AI Human Collaboration on Decision Making Grand Ballroom C	8.6 Special Session: How Modalities Shape Consumer Behavior Grand Ballroom E
7.5 Special Session: Beyond One-Size-Fits-All: Dissecting Heterogeneity in Misinformation Dynamics, Consumer Behavior, Reader Engagement and Belief Systems Grand Ballroom D	JCP AE Meeting Andalucia
7.6 Special Session: Novel Perspectives on Consumer Interaction with AI Grand Ballroom E	12:45pm
11:15am	Awards Lunch Marquis Ballroom
Passing Break Grand Foyer	2:15pm
11:30am	Passing Break Grand Foyer
8.1 Public Policy and the Market Cataluna	2:30pm
8.2 Consumption and Well-being: Exploring Psychological Aspects and Cultural Influences Grand Ballroom A	Plenary Session: Amplifying our Impact to Enhance Consumers' Lives Cascade
8.3 Temporal Framing in Decision Making Grand Ballroom B	3:45pm
	Afternoon Refreshment Break Grand Foyer
	4pm
	9.1 Beliefs and Meaning Cataluna
	9.2 Sensory and Health Effects Grand Ballroom A
	9.3 Product Assortment and Package Design Grand Ballroom B
	9.4 AI & Online Shopping Grand Ballroom C
	9.0 Award Session - Distinguished Scientific Contribution (Maura Scott and Zak Tormala) and Early Career Award Winner Presentations (To Be Announced) Grand Ballroom D
	9.6 Special Session: From Materials to Messaging: Consumer Response to Sustainability Signals and Pledges Grand Ballroom E
	5:15pm
	JCP ERB Meeting Grand Ballroom E
	6:15pm
	Shuttle Buses for Saturday Night Gala Palms Tower Lobby
	7pm
	Saturday Night Gala Madame Tussauds