



<b>Thursday, 26 March</b>	
<b>7am</b>	Registration
<b>9am</b>	SCP Doctoral Symposium California Ballroom
<b>10am</b>	SCP Board meeting Coronado
<b>1:30pm</b>	SCP Publication Committee Meeting Coronado
<b>3pm</b>	SCP Executive Committee Meeting Coronado
<b>4pm</b>	SCP Smartypants PowerPoint Party! (Cultivating Connections Session; Advance Sign-Up Required, Observers Welcome) California Ballroom
<b>5pm</b>	SCP Community Building Initiative Reception (By Invitation) Harbor, Floor 3

<b>6pm</b>	Welcome Reception San Diego Ballroom
<b>Friday, 27 March</b>	
<b>7am</b>	Registration
<b>7:30am</b>	Morning Coffee and Cultivating Connections Lobby
	Coffee & Connections Harbor, Floor 3
<b>8:30am</b>	1.6 Brand Identity and Perception Sierra
	1.5 Special Session_Better Together? Balancing Preferences and Navigating Trade-Offs in Shared Consumption Santa Fe
	1.4 Consumer Reliance on Reviews Plaza B
	1.3 Political Ideology and Consumer Behavior Plaza A
	1.1 Values, Moral Beliefs and Decisions La Jolla

	1.2 AI and Consumer Perception Del Mar
	Author's Lounge Balboa
<b>10am</b>	Superconnector's Lounge Coronado
	2.7 Roundtable_The Future of Registered Reports in Marketing: Strengthening Rigor, Transparency, and Credibility Harbor, Floor 3
	2.6 Sustainable Food Choices Sierra
	2.5 Special Session_Misaligned Temporal Cues in Consumer Decision Making Santa Fe
	2.4 Consumer Values and Perceptions Plaza B
	2.3 Price Fluctuations and Account Balances Plaza A
	2.1 Meet the Editors La Jolla
	2.2 AI Receptivity and Consumer Behavior Del Mar

<b>11:30am</b>	3.7 Roundtable_When algorithms hold the purse strings: Re-imagining consumer psychology in AI-driven finance Harbor, Floor 3
	Award Session - 2025 Distinguished Scientific Contribution (Kelly Haws) and 2026 Early Career Award (to be announced) Sierra
	3.5 Special Session_Judged and Compared: How Social Influence Shapes Goal Pursuit Santa Fe
	3.4 Beliefs and Social Acceptability Plaza B
	3.3 Methodological Advances in Consumer Research Plaza A
	3.1 Changing Consumer Value Perceptions La Jolla
	3.2 Consumer Use of AI Del Mar
<b>12:45pm</b>	Awards Lunch California Ballroom
<b>2:30pm</b>	SCP Fellows Address San Diego Ballroom



Continued from **Friday, 27 March**

4.7 Roundtable\_Beyond Text: Visual and Audio Processing to Understand Behavior

Harbor, Floor 3

4.5 Special Session\_From Restoring to Redefining the Self: New Directions in Identity Maintenance

Santa Fe

4.4 Brand Sounds, Language, and Perception

Plaza B

4.3 Privacy and Self Identity

Plaza A

4.1 Categorization, Framing, and Construal

La Jolla

4.2 AIs impact on Service Interactions

Del Mar

**4pm**

5.7 Roundtable\_Exploring the Connections between Consumer Well-Being and Environmental Sustainability

Harbor, Floor 3

5.5 Special Session\_The Boundaries of Consumer Review Reliance

Santa Fe

5.4 Determinants of Consumer Engagement

Plaza B

5.3 Aesthetic Design and Consumer Behavior

Plaza A

5.1 What Moves People: Psychological Drivers of Engagement, Trust, and Inspiration

La Jolla

5.2 Consumer Well Being

Del Mar

**5:15pm**

Yes, And: Harnessing the Power of Improv to Elevate Academic Excellence (Cultivating Connections Session; Advance Sign-Up Required, Observers Welcome)

Coronado

**6pm**

Working Paper Reception

San Diego Ballroom

**Saturday, 28 March**

**7am**

Registration

**7:30am**

Morning Coffee and Cultivating Connections

Lobby

**8:30am**

6.6 Special Session\_Connecting in Extended Reality (XR): Exploring Consumer Decisions in Virtual Reality, Augmented Reality, and Immersive Technologies

Sierra

6.5 Special Session\_The Price is...Right? Novel Perspectives on Pricing and Valuation

Santa Fe

6.4 Prosocial Behavior and Giving

Plaza B

6.3 Personalization and Popularity

Plaza A

6.1 Consumer Perceptions of Transgressions

La Jolla

6.2 Consumer Decision Making under Uncertainty

Del Mar

Author's Lounge

Balboa

**10am**

SuperConnectors Space

Coronado

Introducing the EMPATHY Framework for Constructive Peer Review (Cultivating Connections Workshop; Advance Sign-Up Required, Observers Welcome)

Harbor, Floor 3

7.6 Special Session\_Consumers' Use of Financial Tools

Sierra

7.5 Special Session\_How Generative AI Shapes Empathy, Self-Perception, and Trust

Santa Fe

7.4 Special Session\_Overcoming Inauthenticity Under Skepticism

Plaza B

7.3 Social Dynamics and Consumption Enjoyment

Plaza A

7.1 Self Esteem in Advertising

La Jolla

7.2 Sustainable Consumption Choices

Del Mar

**11:30am**

8.6 Special Session\_The Power (and Perils) of Temporal Cues During Goal Pursuit

Sierra

8.5 Special Session\_Conversation and consumer connection: How everyday interactions shape community and judgment.

Santa Fe

8.4 Consumer Vulnerability and Coping

Plaza B

8.3 Visual Perception and Consumer Behavior

Plaza A



Continued from <b>Saturday, 28 March</b>	
8.1 Marketplace Influences and Influencers La Jolla	9.1 Special Session_Brand Activism and Political Engagement: Who Responds, Why, and With What Consequences La Jolla
8.2 Consumer Judgment, Biases, and Uncertainty Del Mar	9.2 Financial Well Being Del Mar
12:45pm	5:15pm
Lunch/Presidential Address California Ballroom	JCP ERB Meeting Harbor, Floor 3
2:30pm	7pm
Plenary San Diego Ballroom	The Saturday Closing Soirée
4pm	
JCP AE Meeting Coronado	
9.6. Consumption Cues and Engagement Sierra	
9.5 Special Session_Understanding and Predicting Sustainable Consumption Santa Fe	
9.4 Psychological Ownership and Control Plaza B	
9.3 Secondhand Consumption Plaza A	