

## 2026 SCP Working Paper Reception

Welcome to the 2026 SCP Working Paper Poster Reception! In this program, you will find each of the paper posters that will be presented at this year's conference. The posters are organized by research topic and listed in the same order as is shown on the working paper map found in your conference booklet and on the website. This should make navigating the reception easier, allowing you to visit the topic areas aligned with your interests and maybe even form connections with other scholars interested in similar work.

Additionally, we are doing something new and fun this year that ties into the conference theme of Cultivating Connections Through Kindness, Compassion, and Respect. As you visit authors and their posters, we encourage you to connect with them and offer constructive feedback on their work. Those who are particularly constructive may receive a marigold sticker from one or more of the presenting poster authors.

If you receive at least one sticker, make a note of it on your Marigold BINGO card (hint: there is a space for receiving a marigold sticker during the poster reception). If you receive several stickers, make sure you attend the Saturday lunch. We will be awarding a prize to the attendee who collects the greatest number of marigold stickers from the working paper authors!

## Product Design, Repair, and Ownership

- A1 | Caught off Guard: Understanding When and Why Sudden Failures Increase Product Repair Intentions  
*Aruna Tatavarthy, NHH Norwegian School of Economics; Nidhi Agrawal, University of Washington; Helge Thorbjørnsen, NHH Norwegian School of Economics*
- A2 | The Hidden Price of Product Repairs: Uncovering Social Costs of Frugality Attributions  
*Aruna Tatavarthy, NHH Norwegian School of Economics; Nidhi Agrawal, University of Washington; Helge Thorbjørnsen, NHH Norwegian School of Economics*
- A3 | How Interface Design Shapes Product Retention Behaviors  
*Huitian Zhang, Hong Kong Baptist University; Lei Su, City University of Hong Kong; Jaideep Sengupta, Hong Kong University of Science and Technology*
- A4 | A More Creative World Is a More Sustainable One: How to Increase Length of Product Usage through Creativity and Emotional Attachment  
*Ludovica Cesareo, Lehigh University; Cesare Amatulli, University of Bari; Alessandro Peluso, University of Salento; Matteo DeAngelis, LUISS University*
- A5 | Disability-focused Product Design Messaging and Perceived Innovativeness: How Marketing for Disabled Consumers Shapes Brand Outcomes  
*Madison Spencer, University of Connecticut; Kelly Herd, University of Connecticut*
- A6 | Consumer Perceptions of Product Novelty are Category Independent: A Fluency Account  
*Chukwuma Asuzu, University of Toronto; Alison Olechowski, University of Toronto*
- A7 | Other-Oriented Motives in Brand Avoidance  
*Tima Abboud, York University; Grant Packard, York University; Jodie Whelan, York University*

A8 | From Stake to Stewardship: The Impact of Employee Ownership on Perceived Product Quality  
*Smaraki Mohanty, Elon University; Iman Paul, Rutgers University Camden; Jeffrey Parker, University of Illinois Chicago*

A9 | The Lingering Touch Effect: How Prior Ownership Cue Hurts Second-hand Purchases by Undermining Anticipated Psychological Ownership  
*Hongting Zhang, Hong Kong University of Science and Technology; Jiewen Hong, Hong Kong University of Science and Technology*

## Ethics, Activism, and Sustainable Consumption

A10 | Art Exposure as a Pathway to Sustainable Lifestyles  
*Jin Sun, The University of International Business and Economics; Jiajia Zhang, The University of International Business and Economics; Haojun Chen, The University of Hong Kong; Hongwei He, The University of Manchester; Sumin Kim, The University of Manchester*

A11 | The Psychology of Digital Hoarding: A Personality-Based Perspective  
*Tom KB Koo, Dalhousie University; Hyoseok Kim, Southern Connecticut State University*

A12 | Ethics in Spotlight: Brand Moral Transgression And Consumer Moral Grandstanding  
*Sahel Zaboli, New York Institute of Technology; Hesam Teymouri Athar, University of New Haven; Steven Shepherd, Oklahoma State University*

A13 | Spurring Secondhand Clothing Consumption Through Moral Disgust for New Clothing  
*Hannah Smith, The Pennsylvania State University; Karen Page Winterich, The Pennsylvania State University*

A14 | Crowding out Systemic Change: The Appeal of Individual-Level Interventions  
*M. Leonor Neto, New York University; Olivia Kim, Norwegian School of Economics; Minah Jung, New York University*

A15 | Partisan Shades of Green: Political Identity and Environmentally Friendly Behavior  
*Ravi Mehta, University of Illinois Urbana-Champaign; Lidan Xu, University of North Texas; Wenna Han, University of Illinois Urbana-Champaign; Dilip Chhajed, Purdue University; Juliet (Rui) Zhu, Cheung Kong Graduate School of Business*

A16 | Framing the Environment, Dividing the Mind: How Political Identity Interacts with Moral and Systemic Pathways in Climate Messaging  
*Younjung Park, Sungshin Women's University; Eunmi Jeon, Gothenburg University; Jaisang Kim, Texas A&M University-Central Texas*

A17 | When Brands Take a Stand, Do Men and Women Respond Differently? Consumer Reactions to Brand Activism  
*Ritomaitree Sarkar, University of North Texas; Lidan Xu, University of North Texas; Yafei Guo, University of North Texas*

A18 | The Authenticity Paradox: How Verbal Authenticity Differentially Influences Health Information Engagement

*Gina Cui, Coastal Carolina University; Antonios Tiganis, Aarhus University; Patrick van Esch, Coastal Carolina University*

- A19 | Hearts Over Honor: How Individualizing Moral Appeals Drive Social Media Engagement with Sustainability Messaging  
*Antonios Tiganis, Aarhus University; Gina Cui, Coastal Carolina University; Polymeros Chrysochou, Aarhus University; Frank Mathmann, Queensland University of Technology*
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*Guilherme Ramos, Rochester Institute of Technology; Yan Vieites, FGV - EBAPE; Larissa Elmor, FGV - EBAPE*
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*Sevincgul Ulu, Southern Illinois University Carbondale; Naz Onel, Stockton University*
- A23 | Communication of Truly Novel Diseases (TNDs) and Preventative Behavior  
*Arslan Javed, ICN Business School; Reetika Gupta, ESSEC Business School*
- A24 | Are There Environmental Costs of Racial Bias in Retail Settings?  
*Gheremey Edwards, University of Michigan; Tracy Rank-Christman, University of Wisconsin-Milwaukee; David Wooten, University of Michigan*

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*Rana Sobh, Qatar University; Russell Belk, York University*
- B3 | From Binge to Rewatch: Reframing Media Reconsumption Beyond Pathology  
*Niusha Safarpour, University Canada West; Sarah Moore, University of Alberta; Clarice Zhao, McGill University*
- B4 | Homelessness-Based Impact Hiring and Consumers' Responses  
*Cindy Wang, California Polytechnic State University; Brandon Reich, Portland State University; Wanying Shi, Portland State University*
- B5 | Impatient For Impact: Intertemporal Preferences for an Earlier Donation Impact Timing  
*Jieyi Chen, University of Chicago Booth School of Business; Oleg Urminsky, University of Chicago Booth School of Business*

- B6 | Glass Half Empty: How Pessimism is Seen as a Moral Failing  
*Eda Erensoy, Yale University; Deborah Small, Yale University*
- B7 | Generating Controllable Visual Stimuli Using Stable Diffusion: A Guide for Behavioral Experimental Research  
*Jia Liu, Hong Kong University of Science and Technology; Qiaoyang (Joann) Liu, University of Florida; Xinyi Sun, Hong Kong University of Science and Technology*
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*Drew Gorenz, University of Southern California; Norbert Schwarz, University of Southern California*
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*Seth Ketron, University of St. Thomas; Kirsten Cowan, University of Edinburgh; Priscilla Pena, University of St. Thomas; Anupama Bharadwaj, University of St. Thomas*
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