



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

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| 6pm    | Welcome Reception<br>San Diego Ballroom                                    |
| 7:30pm | Affinity Group Meetup (Meet at<br>Welcome Reception)<br>San Diego Ballroom |

| Friday, 27 March |  |
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| 7am              | Registration   |
| 7:30am           | Morning Coffee and Refreshments  |
|                  | Cultivating Connections with Caffeine<br>and Card Games<br>Lobby   |
| 8:30am           | 1.6 Brand Identity and Perception<br>Sierra  |
|                  | 1.5 Special Session_Better Together?<br>Balancing Preferences and Navigating<br>Trade-Offs in Shared Consumption<br>Santa Fe |
|                  | 1.4 Consumer Reliance on Reviews<br>Plaza B  |

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|        | 1.3 Political Ideology and Consumer<br>Behavior<br>Plaza A   |
|        | 1.1 Values, Moral Beliefs and Decisions<br>La Jolla  |
|        | 1.2 AI and Consumer Perception<br>Del Mar  |
|        | Co-Author Lounge and Hangout Space<br>Balboa   |
| 9:45am | Morning Refreshment Break  |
| 10am   | Superconnector's Lounge - Ryan<br>Hamilton Stefano Puntoni Tiffany White<br>Coronado   |
|        | 2.7 Roundtable_When algorithms hold<br>the purse strings: Re-imagining<br>consumer psychology in AI-driven<br>finance<br>Harbor, Floor 3 |
|        | 2.6 Sustainable Food Choices<br>Sierra   |
|        | 2.5 Special Session_Misaligned<br>Temporal Cues in Consumer Decision<br>Making<br>Santa Fe   |
|        | 2.4 Consumer Values and Perceptions<br>Plaza B   |
|        | 2.3 Price Fluctuations and Account<br>Balances<br>Plaza A  |

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|         | 2.1 Meet the Editors<br>La Jolla   |
|         | 2.2 AI Receptivity and Consumer<br>Behavior<br>Del Mar   |
| 11:15am | Passing Break  |
| 11:30am | Superconnector's Lounge - Matt Isaac<br>Keith Wilcox<br>Coronado   |
|         | 3.7 Roundtable_The Future of<br>Registered Reports in Marketing:<br>Strengthening Rigor, Transparency, and<br>Credibility<br>Harbor, Floor 3 |
|         | 3.5 Special Session_Judged and<br>Compared: How Social Influence<br>Shapes Goal Pursuit<br>Santa Fe  |
|         | 3.4 Beliefs and Social Acceptability<br>Plaza B  |
|         | 3.3 Methodological Advances in<br>Consumer Research<br>Plaza A   |
|         | 3.1 Changing Consumer Value<br>Perceptions<br>La Jolla   |
|         | 3.2 Consumer Use of AI<br>Del Mar  |





| Continued from Saturday, 28 March   |  |  |
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| <b>10am</b>   |  |  |
| <p>Introducing the EMPATHY Framework for Constructive Peer Review (Cultivating Connections Workshop; Advance Sign-Up Required, Observers Welcome)<br/>Harbor, Floor 3</p> <p>7.6 Special Session_Consumers' Use of Financial Tools<br/>Sierra</p> <p>7.5 Special Session_How Generative AI Shapes Empathy, Self-Perception, and Trust<br/>Santa Fe</p> <p>7.4 Special Session_Overcoming Inauthenticity Under Skepticism<br/>Plaza B</p> <p>7.3 Social Dynamics and Consumption Enjoyment<br/>Plaza A</p> <p>7.1 Marketplace Influences and Influencers<br/>La Jolla</p> <p>7.2 Sustainable Consumption Choices<br/>Del Mar</p> | <b>11:30am</b>   |  |
|   | <p>8.6 Special Session_The Power (and Perils) of Temporal Cues During Goal Pursuit<br/>Sierra</p> <p>8.5 Special Session_Conversation and consumer connection: How everyday interactions shape community and judgment.<br/>Santa Fe</p> <p>8.4 Consumer Vulnerability and Coping<br/>Plaza B</p> <p>8.3 Visual Perception and Consumer Behavior<br/>Plaza A</p> <p>8.1 Self Esteem in Advertising<br/>La Jolla</p> <p>8.2 Consumer Judgment, Biases, and Uncertainty<br/>Del Mar</p> | <b>3:45pm</b>  |
|   | <b>12:45pm</b>   |  |
|   | <p>Business and Awards Luncheon<br/>California Ballroom</p>  | <p>Afternoon Refreshment Break</p>   |
| <b>11:15am</b>  | <b>2:15pm</b>  | <b>4pm</b>   |
| <p>Passing Break</p>  | <p>Passing Break</p>   | <p>JCP AE Meeting<br/>Coronado</p> <p>9.6. Consumption Cues and Engagement<br/>Sierra</p> <p>9.5 Special Session_Understanding and Predicting Sustainable Consumption<br/>Santa Fe</p> <p>9.4 Psychological Ownership and Control<br/>Plaza B</p> <p>9.3 Secondhand Consumption<br/>Plaza A</p> <p>9.1 Special Session_Brand Activism and Political Engagement: Who Responds, Why, and With What Consequences<br/>La Jolla</p> <p>9.2 Financial Well Being<br/>Del Mar</p> |
|   | <b>2:30pm</b>  | <b>5:15pm</b>  |
|   | <p>Plenary Session: Unlocking the Secret Power of Groups - Lessons from Jazz<br/>San Diego Ballroom</p>  | <p>JCP ERB Meeting<br/>Harbor, Floor 3</p>   |
|   |  | <b>7pm</b>   |
|   |  | <p>The Saturday Closing Soirée</p>   |