

## 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*
- 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*

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*

A21 | The Price of Taking a Stand: How Brand Activism Post Triggers or Calms Reactance to Influence Brand Bravery, Advocacy Support, and Social Engagement  
*Ming-Yi Chen, National Chung Hsing University; Ting-Yu Chen, National Chung Hsing University*

A22 | Beyond the Needle: Behavioral, Psychological, and Societal Dimensions of Weight-Management Medications

*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*

## Consumer Judgment, Communication, and Marketplace Design

B1 | Development and Validation of the Unified Scale of Compassion for Other People: From Fragmentation to Unity

*Ecem Emur-Bilge, Technical University of Munich; Jutta Roosen, Technical University of Munich*

B2 | From Glances to Algorithms: The Changing Nature of Civil Inattention in Consumer Spaces

*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*

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*

B8 | It's Still Rock and Roll to Me: How Music Type Shapes Preferences for Masculine and Feminine Themed Products.

*Shahriar Uddin, University of North Texas; Blair Kidwell, University of North Texas*

B9 | You Are What You Binge Watch: The Effects of Media Format and Content Character on Consumers' Wellbeing

*Eda Ozturk, University of Cincinnati; Oriana Aragón, University of Cincinnati*

B10 | How Political Ideology Shapes Prosocial Consumer Behavior Research

*Ethan Milne, Ivey Business School, Western University; Kirk Kristofferson, Western University; Miranda Goode, Ivey Business School, Western University; Kate White, Sauder Business School, University of British Columbia*

- B11 | Fleeting Feeds, Fading Memories: Investigating Memory for Short-Form Media Content  
*Stephanie Hong, University of Chicago Booth School of Business; Kristin Donnelly, University of Chicago Booth School of Business*
- B12 | Does Authenticity Matter in Comedy Consumption?  
*Drew Gorenz, University of Southern California; Norbert Schwarz, University of Southern California*
- B13 | “Is Anthropomorphism Always Helpful?” The Impact of Anthropomorphism on Healthcare Chatbot Acceptance  
*Ruiqi Dong, Drexel University; Chen Wang, Drexel University*
- B16 | All or Nothing: The Differential Appeal of Minimalism and Maximalism in Product Packaging Design  
*Sarah Motallebi, Georgia Tech; Michael Lowe, Georgia Tech; Kevin Sample, University of South Carolina*
- B18 | Beyond Recipients: How Portraying Disabled Individuals as Donors Increases Charitable Giving  
*Yining Yao, The University of Hong Kong*
- B20 | The Impact of Temporal Focus on Minimalist Aesthetics Preference  
*Ruiqi Dong, Drexel University; Yanliu Huang, Drexel University*
- B21 | When and Why Real Beauty Fails to Sell Products  
*Amelia Singh, Rutgers University; Aziza Jones, University of Wisconsin Madison; Kristina Durante, Rutgers University; Sarah Hill, Texas Christian University*
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*Courtney Lee, Stanford University; Ada Aka, Stanford University; Szu-chi Huang, Stanford University*
- C2 | Examining Olfaction and Nostalgia in VR  
*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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- C4 | Can I Take a Mulligan? The Effect of Brand Backtracking on Brand Attitudes  
*Joseph Lawall, University of Arkansas; Daniel Villanova, University of Arkansas; Leah Smith, University of Arkansas*

- C5 | Consumer Resilience to Grief – How a Deadbot Can Contribute to Grief Relief and the Development of a Parasocial Preference  
*Lara Fröbel, Heinrich Heine University Düsseldorf*
- C6 | Watching Without Watching: Incentives Increase Engagement Quantity but Weaken Engagement Quality  
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*Lu Fang, Hong Kong University of Science and Technology; Anirban Mukhopadhyay, Bayes Business School*

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*Yu-Shan Huang, University of Central Florida; Xin He, University of Central Florida*

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*Yao Yao, Rutgers University; Junha Kim, Rutgers University; Gabriela Tonietto, Rutgers University*

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*David Luna, University of Central Florida; Linnéa Chapman, Florida International University; Massimiliano Ostinelli, Florida Atlantic University*

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*Ty Longmire-Monford, Leeds School of Business, University of Colorado, Boulder; Chuck Howard, Darden School of Business, University of Virginia*

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*Chris DiPardo, Brock University; Antonia Mantonakis, Brock University; Nathalie Spielmann, NEOMA Business School*

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