Thursday, 26 September

07:00 **Yoga with Cristel (630AM-730AM)**
Marriott Hotel Gym

08:45 **Doctoral Symposium: Welcome**
Loft ABDE (floor 3)
Chaired by: Gabriele Paolacci and Katherine Burson

09:00 **JACR BODI Incubator**
Studio AB (floor 2)
Chaired by: Cristel Russell and LJ Shrum and Pilar Rojas Gaviria and Celine Del Bucchia

09:00 **JACR BODI Incubator Breakout #1**
Studio DE (floor 2)

09:00 **JACR BODI Incubator Breakout #2**
Studio F (floor 2)

09:00 **Doctoral Symp: "Rigor in Research" - Large Language Models for Consumer Research**
Loft C (floor 3)

09:00 **Doctoral Symp: "Rigor in Research" - Advances in Experimental Methods**
Loft ABDE (floor 3)

09:00 **Doctoral Symp: "Rigor in Research" - Open Science for Qualitative Research**
Loft F (floor 3)

09:45 **Faith-based consumption: the role of epidemics and miracles**
Chaired by: Valeria Stourm

10:00 **Doctoral Symposium Coffee Break**

10:15 **Doctoral Symp: "Relevance in Research" - Identifying a Substantively Relevant Question**
Loft C (floor 3)

10:15 **Doctoral Symp: "Relevance in Research" - Making a Contribution**

10:15 **Doctoral Symp: "Relevance in Research" - Presenting for Relevance**
Loft F (floor 3)

Continued from **Thursday, 26 September**

10:30 **Paris is for Chocolate Lovers**
Hotel Lobby
Chaired by: Alican Mecit and Meyrav Shoham

11:00 **ACR Board Meeting (by invitation only)**
Loft H (floor 3)
Chaired by: Rajiv Vaidyanathan and Kristin Diehl and Rebecca Ratner and Tina Lowrey and Hristina Nikolova and Barbara Kahn and Aziza Jones and Leonard Lee and Mary Steffel

11:15 **Doctoral Symposium Coffee Break**

11:30 **Doctoral Symp: Combining Rigor and Relevance: A Panel**

11:30 **Urban SketchCrawl in ACR Paris 2024**
Chaired by: Ann Schlosser

12:30 **Registration Required -**
Mid-Career Workshop: Meet and Greet over Coffee
Studio AB (floor 2)
Chaired by: Selin Malkoc and Giana M. Eckhardt and Gal Zauberman

12:30 **Doctoral Symposium Lunch**
Scène AB (floor 0)

13:00 **Mid-Career Workshop: How is Post-Tenure Different from Pe-tenure? Freedoms, Responsibilities & Challenges**
Studio AB (floor 2)
Chaired by: Selin Malkoc and Giana M. Eckhardt and Gal Zauberman and Simona Botti and Eileen Fischer and John Lynch

13:00 **Early-Career WS: Common Pre-tenure Challenges, Priorities, and Tradhttps://acr2024.exordo.com/programme/builder/session/240/edit#e-offs**
Forum GHIJ (floor -1)
Chaired by: Szu-chi Huang and Marie-Agnes Parmentier and Steven Sweldens

14:00 **Doctoral Symp: Feedback from Faculty Mentors. Group 3**
Loft G (floor 3)

14:00 **Doctoral Symp: Feedback from Faculty Mentors. Group 1**
Loft C (floor 3)

14:00 **Early-Career WS: Breakout #1**
Forum EF (floor -1)

14:00 **Early-Career WS: Breakout #2**
Forum AB (floor -1)

14:00 **Doctoral Symp: Feedback from Faculty Mentors. Groups 4, 5, & 6**
Galerie (floor 3)

14:00 **Doctoral Symp: Feedback from Faculty Mentors. Group 2**

14:00 **Musee d'Orsay Art & Conversation**
Chaired by: Laura Hoeger

Continued from **Thursday, 26 September**

14:10 **Coffee Break - MId-Career Workshop**
Studio AB (floor 2)

14:30 **Mid-Career WS: Staying Put or Moving: Advantages and Disadvantages**
Studio AB (floor 2)
Chaired by: Tina Lowrey and Nina Mazar and Oleg Urminsky

14:30 **Mid-Career WS: Mentoring: Who to Mentor and How to Do It Well?**
Studio DE (floor 2)
Chaired by: Russell Belk and Ayelet Fishbach and Deborah Small

14:30 **MId-Career WS: Carving One's Own Path Post-tenure**
Studio F (floor 2)
Chaired by: Ashlee Humphreys and Julie Ozanne and Stijn van Osselaer

15:00 **Early-Career WS: Emerging Field-wide Challenges (Gen AI, Open Science, and DEI)**
Forum GHIJ (floor -1)

15:50 **Mid-Career WS: Ask Me Anything Debates**
Studio AB (floor 2)
Chaired by: Ayelet Gneezy and Jonathan Levav and Craig Thompson and David Wooten

16:00 **Doctoral Symp: Closing**
Loft ABDE (floor 3)

16:00 **Mapping Climate Change. A walking exploration of Paris in the Anthropocene**
Chaired by: Deirdre Shaw

16:30 **Yoga with Cristel**
Marriott Hotel Gym
Chaired by: Cristel Russell

17:00 **2023 ACR Fellow Rob Kozinets and Distinguished Service Award Winner Julie Ozanne**
Loft ABDE (floor 3)
Chaired by: Melanie Wallendorf

Keynote: 2023 ACR Fellow Rob Kozinets and Distinguished Service Award Winner Julie Ozanne
» Robert Kozinets (University of Souther California) and Julie Ozanne (The University of Melbourne)

17:30 **Wine lovers: A Delightful Community**
Loft A (floor 3)
Chaired by: Eliane Karsaklian

Continued from **Thursday, 26 September**

18:00 **Working Paper Session 1, Pod 1: Consumer Practices in Diverse Contexts**

Scène (floor 0) - Pod 1

Chaired by: Kuangjie Zhang

On Hosting: How Consumers Create Socio-Affective Experiences at Home

» Pierre-Yann Dolbec (Concordia University), Marcus Phipps (The University of Melbourne)

Should we stop dancing tango? Female body's emancipation versus commodification through the market

» Ana Vukadin (Institut français de la Mode)

SUSTAINABILITY DIMENSIONS OF LUXURY PRODUCTS– CONCEPTUALIZATION AND CONSUMER RESPONSE

» Inbar Elia (Bar Ilan University), Dikla Perez (Bar Ilan University), Amir Grinstein (Northeastern University)

Keeping Distance! How Infectious Disease Threat Lowers Consumers' Attitudes Toward Densely Displayed Products

» Yanxi Yi (Osaka University), Wangshuai Wang (Xi'an Jiaotong-Liverpool University), Sahar Karimi (University of Liverpool), Sotaro Katsumata (Osaka University), Lu Meng (Southwest Jiaotong University)

Egalitarian market practices and consumers' marginalized status

» Yasmine Pinzon (TBS Education), Gregorio Fuschillo (Kedge Business School), Daiane Scaraboto (The University of Melbourne)

Sex(ism) Doesn't Sell: Disentangling the Effects of Nudity and Sexism in Advertising

» Mira Hertel (Goethe University Frankfurt), Laura Palla (University of Cologne), Hans-Georg Wolff (University of Cologne)

Seeking Safety in the Metaverse: Explaining Drivers of World Creation by Racialized Prosumers

» Jazmin Henry (University of California, Irvine), Tonya Bradford (University of California, Irvine)

The Politics of Stereotype Portrayal

» Elizabeth Jiang (UCLA), Margaret Shih (UCLA)

Connecting environmental identity with the rest of the self: How inter-identity associations drive pro-environmental consumption

» Simona Haasova (University of Lausanne), Sandor Czellar (University of Lausanne)

The Art of Sustainable Speaking: How Communicating Consumers' Understanding of Sustainability Increases Organic Consumption

» Malin Pimper (University of Zurich), Andrea Giuffredi-Kähr (University of Zurich)

Promoting Creativity through Self-Avatar Disparity in Virtual Settings

» Rebecca Chae (Santa Clara University), Ke Lai (Duke University), Travis Tae Oh (Yeshiva University)

Navigating Cancel Culture: From Threat to Opportunity in the Digital Era

» Camila Schmitt (Federal University of Santa Catarina), Fernanda Scussel (Federal University of Santa Catarina), Martin Petroll (Federal University of Santa Catarina)

Inherited Brand Relationships: How Consumers Inherit Brand Relationships from Their Parents

» Janina Rebecca Kauz (University of St. Gallen), Johanna Franziska Gollnhofer (University of St. Gallen)

Polarizing pronouns: Political orientation shapes perceptions of gender identification.

» Valérie Rüfenacht (University of Neuchâtel), Bruno Kocher (University of Neuchâtel)

Continued from **Thursday, 26 September**

Increasing Sustainable Consumption: Product-Specific Environmental Impact Scores

» Ursa Bernardic (ETH Zürich), Suchita Srinivasan (ETH Zürich), Massimo Filippini (ETH Zürich)

Identity Work Through the Consumption of Celebrity Restaurants in Urban China

» Jie Gao Fowler (Valdosta State University), Rongwei Chu (Fudan University), Mario Gonzalez-Fuentes (Trinity University), Amy Watson (Valdosta State University)

Gratitude: A New Approach to Motivating Consumer Ethics

» Dora Bock (Auburn University), Veronica Thomas (Old Dominion University), Jeremy Wolter (Auburn University), Stephanie Mangus (Baylor University)

18:00 **Working Paper Session 1, Pod 2: Climate Wisdom, Sustainable Consumption, and Market Morality**

Scène (floor 0) - Pod 2

Chaired by: Ela Veresiu

The Effect of Cosmopolitanism on Consumer Preference for Global/Domestic/Foreign Products

» Katharina Zeugner-Roth (SKEMA Business School), Fabian Bartsch (Montpellier Business School), Claudiu Dimofte (San Diego State University)

Green Seeds to Quality Harvest: Environmental Consciousness Increases Preference for Quality Over Quantity

» Jie Wang (The Hong Kong Polytechnic University), Xin Liu (The Hong Kong Polytechnic University), Grace Chae (The Hong Kong Polytechnic University)

Climate Wisdom: An Examination Among French Young People

» Marie Schill (Université Jean Monnet), Marie-Hélène Fosse-Gomez (University of Lille), Margaret K. Hogg (Lancaster University)

Green Choice Effects: Post-Purchase Impact of Sustainable Consumption on Information Demand, Motivated Beliefs, and Future Purchases

» Francisco Wang (University of Cambridge), Vincent Mak (University of Cambridge), Anthony Dukes (University of Southern California)

Bodies out of place: Investigating Black experiences in the marketplace

» Tlholohelo Lekoro (University of Strathclyde)

Linking Transformative Marketing Success and Firm Performance: Insights from B2B Mobility Ecosystems

» Selina Larissa Berger (University Toulouse Capitole), Lars Meyer-Waarden (University Toulouse Capitole), Marc Kuhn (DHBW Stuttgart)

Consumers' Perceptions of Foods' Biodiversity Footprints

» Sabrina Stöckli (University of Zurich), Sybilla Merian (University of Zurich), Geraldine Holenweger (University of Bern), Kristian Steensen Nielsen (Copenhagen Business School), Martin Natter (University of Zurich)

Plural Moralities and Food Marketing: The Avocado Tales

» Flavia Cardoso (Universidad del Desarrollo), Angela Gracia B. Cruz (Monash University), Pilar Rojas Gaviria (University of Birmingham)

Brand Transgressions and Consumer Word-of-Mouth: Why Apologies Can Fan Flames Instead of Put Out Fires

» Jesse D'Agostino (Northwestern University), Derek Rucker (Northwestern University)

Circular Fashion? Exploring Gen Z and Millennial Consumers' Adoption of Circular Consumption Practices

» Asfiya Taji (University of British Columbia), Eric Ping Hung Li (University of British Columbia)

Neurology in Consumer Research

» Andrija Javor (Ronin Institute), Monika Koller (WU Vienna), Nick Lee (Warwick Business School)

Continued from **Thursday, 26 September**

Liminal Experiences in Non-Places: The Case of Airport Consumption

» Isabella Ciampa (HEC Paris), Greta Vignali (City, University of London)

Minority's Impact is Not Minor: How Minority Groups Impact Health Behavior

» Yuting Pang (Zhejiang University), Chethana Achar (Northwestern University), Lili Wang (Zhejiang University)

The Impact of Brand Activism on Millennials' Perceptions: The Cases of the Black Lives Matter Movement and the Russia-Ukraine Conflict

» Sabrina Couture-Genest (ESG UQAM), Amélie Guèvremont (ESG UQAM)

How does Attitude toward Globalization affect Consumer Loyalty

» Bingxuan Guo (Wake Forest University), Huachao Gao (University of Victoria), Yinlong Zhang (The University of Texas at San Antonio)

Head in the clouds and waste all-around: value dynamics in collective consumer experiences

» Jannsen Santana (Universidade Federal da Paraíba), Flavia Cardoso (Universidad del Desarrollo), Daiane Scaraboto (The University of Melbourne)

When customer becomes uncivil: How the joint effect of type of Service Failure and Social Presence causes Customer Incivility

» Mihir Kumar Kushwah (IIM Raipur), Himanshu Srivastava (IIM Raipur)

Disengagement from the Small Self by Sublime Entities: The Impact of Threat-awe Elicited by Natural Disasters on Pro-environmental Intentions

» Eujin Park (Korea Aerospace University), Sue Hyun Lee (Dongguk University)

Fostering Sustainable Consumption by Increasing Length of Product Usage: The Role of Creativity and Emotional Attachment

» Ludovica Cesareo (Lehigh University), Cesare Amatulli (University of Bari), Alessandro M. Peluso (University of Salento), Matteo De Angelis (LUISS Guido Carli University)

18:00 **Working Paper Session 1, Pod 3: Intersections of Diversity and Consumption**

Scène (floor 0) - Pod 3

Chaired by: Gabbie Tonietto

The Value of Transgender Consumers in the Marketplace

» Varala Maraj (University of Bath), Mario Campana (University of Bath)

Intermediaries in Algorithmic Consumer Culture

» Nelli Khorsun (Stockholm Business School)

Artificial Intelligence and Art: How Chess Masters Negotiate Meaning in Practice amidst Objectivity

» Joel Mohr (Lakehead University)

How Political Identity Drives the Consumption of Adventure Services: The Voice of Autonomy

» Do Khoa (Royal Holloway University of London)

Neurodiversity, Family Consumption, and the Marketplace

» Raisa Tasneem Zaman (York University), Ela Veresiu (York University), Russell Belk (York University)

The Gender Associations with Cats and Dogs and Their Implications on Brand Evaluation

» Shengru Ren (Renmin University of China), Jun Pang (Renmin University of China), Lingyun Qiu (Peking University)

Negotiating Purity and Danger in Vegan Consumption

» Marian Makkar (RMIT University), Nicole Yang (University of Sussex), Rachel-Audrey Lamarche-Beauchesne (Torrens University Australia)

Continued from **Thursday, 26 September**

Understanding Brand Boycott: a Behavioral Contagion Perspective
» Mohammad Hossain (RMIT University), Preetha Menon (FLAME University)

Homelessness-based Impact Hiring and Consumers' Contagion Concerns
» Brandon Reich (Portland State University), Wanying Shi (Portland State University), Cindy (Xin) Wang (Cal Poly)

Evental Consumer Movements: A Historical Analysis of California's Great Depression Era Self-Help Cooperative Movement
» Hunter Jones (ESSEC Business School)

Authentic Brand Ethicality: Conceptualization, Measurement, and Its Impact on Consumer Behavior
» Peter Mathias Fischer (HEC Paris), Katharina Zeugner-Roth (SKEMA Business School), Isabella Hessel (University of St. Gallen)

Understanding a Heterotopian Servicescape
» Jayeti Anand (IIM Udaipur), Kushagra Bhatnagar (Aalto University)

A Meta-analysis of the Antecedents and Consequences of Brand Authenticity
» Tin Trung Nguyen (Ton Duc Thang University), Thi Hong Dung Nguyen (Ton Duc Thang University), Eldrin Hermoso (University of Sydney)

Exploring the impact of the platformization of domestic practice on women's identities - the case of 'cleanfluencing'
» Adele Howes (Queen Mary University of London), Zafeirenia Brokalaki (Queen Mary University of London), Zahra Sharifonnasabi (Queen Mary University of London), Tana Cristina Licsandru (Queen Mary University of London)

My App and I: A relationship approach to food app experiences.
» Sheila Matson Barkat (Rennes School of Business), Claire-Lise Ackermann (Rennes School of Business), Youenn Loheac (Rennes School of Business)

Exploring the Nexus of Social Inclusion and Sustainable Consumption in Consumer Research: A Scoping Review
» Cristiano Smaniotto (University of Southern Denmark), Mikkel Nøjgaard (University of Southern Denmark), Domen Bajde (University of Southern Denmark)

The princess and the castle: A hermeneutical account of a female gamer's experience and sensemaking about in-game avatars
» Yuri Dallabrida (FGV EAESP)

Crossing Boundaries, Blending Cultures: The Impact of Residential Mobility on Consumer Culturally Mixed Product Preferences
» Tiangi Qiao (East China Normal University), Yi WU (East China Normal University)

18:00 **Working Paper Session 1, Pod 4: Emerging Trends in Market Perception and Behavior**
Scène (floor 0) - Pod 4
Chaired by: Gabbie Tonietto

Subcultures of Experimentation: How Consumers Collectively Make Sense of Markets.
» Jan-Hendrik Bucher (University of St. Gallen)

Willingness-to-pay for brands that aim for Inclusivity, Sustainability and Positive Societal Contribution vs. Willingness-to-pay for brands that are perceived as Exclusive, On-Trend: Generational, Gender and Country Differences.
» frank Goedertier (Vlerick Business School), Bert Weijters (Ghent University), Joeri Van den Bergh (Human8)

Continued from **Thursday, 26 September**

Awe Helps Realize the Potential of Blockchain-Based Ownership

» Jana-Verena Gerhart (Johannes Gutenberg University Mainz), Aysu Senyuz (University of Sussex), Bernadette Kamleitner (WU Vienna)

Exploring the Dynamic Nature and Effects of CSR Authenticity: Longitudinal Insights from a New Brand's CSR Programs

» Soyoung Joo (Siena College)

Do Consumers Evaluate Socially and Environmentally Responsible Brands Differently?

» G. Ceren (Gerry) Aksu (University of Massachusetts Boston), Ozum Zor (Rutgers University), Gergana Nenkov (Boston College)

Phasmic Branding and Product Category Dynamics: A Process of Legitimation

» Roma Cusumano (City, University of London), Mimoun Laetitia (ESCP Business School), Fleura Bardhi (City, University of London)

Commercialization of Consumer-Driven Innovation in Complex and Regulated Markets

» Seyed Mohammadreza Ahmadi (Concordia University), Zeynep Arsel (Concordia University)

I'll Go if You Go: The Role of Normative Influence in Mental Health Consumption

» Justin Pomerance (University of New Hampshire), Bruce Pfeiffer (University of New Hampshire)

I Don't Eat That: Understanding Intersectionalities in Food Restriction Stigmas

» Nadine Benninger (Technical University Munich), Kelly L. Haws (Vanderbilt University)

Brand Governance in the Metaverse: The Case of Digital Fashion

» Burcak Ertimur (Skema Business School), Gokcen Coskuner-Balli (Chapman University)

Corporate Transgressions and Consumer Reactions: The Role of Cultural Tightness-Looseness

» Evangelie Papadimitriou (Athens University of Economics and Business), Dionysis Skarmeas (Athens University of Economics and Business)

Consumer's Believe They Can Separate the Art from the Artist – They're Wrong; How Moral Transgressions Negatively Impact Consumer Evaluations of Work

» Steve Shaw (University of Pennsylvania), Maximilian Gaerth (University of Pennsylvania), Scott Rick (University of Michigan)

WHEN AND HOW NON-PROFIT ORGANIZATIONS ARE CONDEMNED FOR SOCIALLY IRRESPONSIBLE ACTS: THE ROLE OF HYPOCRISY

» Linda Lemarie (Audencia Business School), Benedetta Crisafulli (Birkbeck University of London), Jaywant Singh (University of Southampton), Weisha Wang (University of Soochow)

Optimizing Recycling Systems. Consumer Preferences and Effectiveness

» Martina Cossu (University of Amsterdam), Elena Bocchi (City, University of London), Irene Scopelliti (City, University of London)

Reframing Beauty Products as for a Female Audience Enhances Feelings of Attractiveness and Purchase

» Beeson Shin (University of Illinois at Urbana-Champaign), Rosanna Smith (University of Illinois at Urbana-Champaign), Hyun Euh (University of Illinois at Urbana-Champaign)

The Queer 'Business' of Baby Making: Deconstructing a Paradox

» Carolyn Wilson-Nash (University of Stirling), Julie Tinson (University of Stirling)

Continued from **Thursday, 26 September**

Paperless Trails: Online Carbon Footprints are Perceived as Less Harmful than Offline Carbon Footprints

» Zih-Hsiang Wang (HEC Montréal), Ruxandra Monica Luca (HEC Montréal), Daria Marchenko (HEC Montréal), Sylvain Sénécal (HEC Montréal), Sylvain Amoros (HEC Montréal)

Thermometers and Tolerance: Unraveling the Heat Behind Customer Incivility

» Elena Fumagalli (INCAE Business School), Giovanni Visentin (INCAE Business School)

18:00 **Working Paper Session 1, Pod 5: The Body, Gender, and Brand Activism**

Scène (floor 0) - Pod 5

Chaired by: Ela Veresiu

IN THE EYE OF THE BEHOLDER: AUTOETHNOGRAPHY ABOUT LOVE/HATE DUALITIES OF FAT BODIES

» Hela Zouaoui (Mediterranean School of Business)

HOW GLASS CEILING BELIEFS SHAPE SEXUALIZED AD PROCESSING

» Gwarlann De Kerviler (IESEG SCHOOL OF MANAGEMENT), Mario Pandelaere (Virginia Tech), Shilpa Madan (Singapore Management University)

Valorizing a Contested Object: Advertising Appeals and the Symbolism of the AR-15

» Michelle Barnhart (Oregon State University), Aimee Huff (Oregon State University)

HOW POLITICAL IDENTITY SHAPES CONSUMER RESPONSE TO BRAND MORAL TRANSGRESSIONS

» Divya Tewari (University of Auckland), Yuri Seo (University of Auckland), Ilaisaane Fifita (University of Auckland)

Old Spice vs. Dove: Will Sponsors' Brand Masculinity Influence Consumers' Attitude in the Esports?

» Han Ma (Wilkes University), Ge Xiao (Wilkes University), HyeRyeon Lee (Wilkes University)

Crafting Digital Persona: Self-Discrepancy and NFT Acquisition in Virtual Worlds

» MINJEONG KIM (University of Tennessee), Yuhosua (Joshua) Ryoo (University of Minnesota Duluth), Eunjin (Anna) Kim (University of Southern California)

From Seduction to Scrutiny: Consumer Responses to Sexualized Content in Luxury Fashion Brand Posts

» Maxwell Poole (Saint Mary's University), Ethan Pancer (Saint Mary's University), Theodore J. Noseworthy (York University)

THE OTHER SIDE OF RESPONSIBILIZATION: CHALLENGES TO MARKETPLACE EQUITY AND SUSTAINABILITY FROM FOCAL CONSUMPTION TO DISTAL PRODUCTION

» SPENCER ROSS (University of Massachusetts Lowell), Andrés Barrios (Universidad de los Andes)

Beyond the Standard: The Impact of Mannequin Body Diversity on Brand Performance

» Alex Pratt (University of Memphis), Clay Voorhees (University of Alabama), Lacey Wallace (University of Alabama)

Economic Prospects vs. Relationship Prospects: Consumer Preference for Brand Roles Depends on Perceived Economic Mobility

» Dipankar Rai (Le Moyne College), Chien-Wei Lin (SUNY Oneonta), Chun-Ming Yang (Soochow University), Julian Saint Clair (Loyola Marymount University)

Examining the Effects of Luxury versus Non-Luxury Branding on Consumers' Negative Responses to Brand Value Transgressions

» Aja McCoy (Northwestern University), Jake Teeny (Northwestern University)

Continued from **Thursday, 26 September**

PFAS and Outdoor Clothing: Investigating Consumer Awareness, Messaging Effectiveness, and Willingness to Pay for Alternatives
» Danielle Hall (The University of Maine), Erin Percival Carter (University of Maine)

Varied Public Responses to Different Climate Protests
» Rodrigo Furst (University of Oxford), Eduardo Andrade (Imperial College London), Yan Vieites (FGV EBAPE), Yanting He (Imperial College London)

The Interplay of Global-Local Identities and Cultural Tightness on Attitudes to Corporate Sociopolitical Activism by Foreign vs. Domestic Brands
» Pramit Banerjee (Missouri Western State University), Shashi Minchael (The University of Texas at Arlington), Xiang Fang (Oklahoma State University)

Becoming Mothers: Confinement Centres as Liminal Spaces of Motherhood Transition
» Michelle I.C. Yang (Kyoto University), Rafferty Wei Hoong Hoo (Sunway University)

Living with a New Me: Consumers' Navigation of the Body-in-Charge
» Vidushi Trivedi (IIM Udaipur), Ankur Kapoor (IIM Udaipur), Tanvi Gupta (IIM Udaipur), Søren Askegaard (University of Southern Denmark)

Sexual pluralism, queer objects, and voicing the subaltern: Queering the phenomenon of spirit possession
» Victoria Rodner (University of Edinburgh), Chloe Preece (ESCP Business School)

When is it too much? Magnitude of change as driver of consumer responses to brand political activism messages
» Meike Fens (University of Sydney), Donnel Briley (University of Sydney), Tom van Laer (University of Sydney)

20:00 **Sports Fan Identity and Identification: Exploration through a Shared Football Experience**
Chaired by: Shira Barzel and Hila Riemer

Friday, 27 September

06:30 **Yoga with Cristel**
Marriott Hotel Gym

07:00 **Breakfast (with Working Paper Session 7:00-8:20 in same room)**
Scène (floor 0)

07:00 **Keith Hunt Newcomer's Welcome Breakfast**
Galerie (floor 3)
Chaired by: Tom van Laer and Rajiv Vaidyanathan and Adam Craig and James Denbow and David Wooten

07:00 **Working Paper Session 2, Pod 1: Market Dynamics and Consumer Culture**
Scène (floor 0) - Pod 1

"You Have to Look at It From All Angles": Cubist Inquiry in Consumer Research
» Jonatan Sodergren (University of Bristol), Mattias Hjelm (Stockholm School of Economics), Ileyha Dagalp (University of Gothenburg)

Changing Medical Consumerscapes: Analyzing Contemporary Contraceptive Pill Skepticism.
» Anna Schneider-Kamp (University of Southern Denmark), Jennifer Takhar (SKEMA Business School)

Continued from **Friday, 27 September**

Mindful Gaming in a Busy World: Exploring the Retro Renaissance

» Arash TALEBI (EDHEC Business School), Sourjo MUKHERJEE (University of Wollongong in Dubai), Nazia GERA (Panjab University), ABHIRUPA ROY (IIM Bangalore), Gopal DAS (IIM Bangalore)

Unpuzzling Virality: Reimagining the User-Engagement Process in Viral Marketing

» Shashank Shaurya Dubey (IIT Delhi), Harish Chaudhry (IIT Delhi)

Care More or Less: Do Consumers Care About Product Care?

» Eldrin Hermoso (University of Sydney), Ulku Yuksel (University of Sydney)

Busy Bias: Your Busyness Indicates Competence, Mine Does Not

» Hui Zhang (Iowa State University), Sekar Raju (Iowa State University)

Human-Machine Synergy: Integrating Appeals to Mitigate Human-in-the-Loop Backfires

» Qiong Xia (INSEAD), Geoff Tomaino (University of Florida), Theodoros Evgeniou (INSEAD), Klaus Wertenbroch (INSEAD)

Exploring the Dimensions of Technological Anthropomorphism: Insights into Human-Agent Interaction and Consumer Behaviour

» Ying Feng (University of East Anglia), Jie Meng (Loughborough University)

When Nip and Tuck are Done: The Effect of Perceived Social Mobility and Socioeconomic Status on Risky Beauty Procedures

» Yuanyuan Zhang (Graduate Center/ Baruch College, CUNY), Diogo Hildebrand (Baruch College, CUNY)

The Impact of Regulatory Mode and Mixed Emotions on Willingness to Try Cultured Meat

» Tabitha Susan Thomas (The University of Queensland), Felix Septianto (The University of Queensland), Anne-Maree O'Rourke (The University of Queensland), Frank Mathmann (Queensland University of Technology)

Spatiotemporal Configurations in Market Dynamics

» Thomas Derek Robinson (City, University of London), Rodrigo Castilhos (Skema Business School)

Return To Sender: Understanding the Role of Dispositional Greed in Product Return Rates

» Elke Schrover (Tilburg University), Niels van de Ven (Tilburg University), Anika Stuppy (Tilburg University)

No Pain, No Gain: The Positive Benefits of Physical Pain for Consumers and Brands

» Lacey Wallace (University of Alabama), Christine Ringler (University of Alabama), Clay Voorhees (University of Alabama), Adam Farmer (University of Alabama)

FOCUSED ON FUNCTIONALITY? HOW CAREGIVERS CHOOSE PRODUCTS FOR VULNERABLE OTHERS

» Anika Schumacher (Grenoble Ecole de Management), Kristen Lane (Columbia University), Jared Watson (New York University)

Immersive Cocooning – Competition between Control and Convenience

» Wolfgang Schäfer (Zurich University of Applied Sciences), Gioia Volkmar (Zurich University of Applied Sciences)

Luxury for Thee, Not for Me: Consumer Justifications for Luxury Consumption Following Mortality Salience

» Stephanie Geiger-Oneto (University of Wyoming), Omar Shehryar (Montana State University)

Toward a Theory of Folklore Indigenous to Consumer Research

» Joel Mohr (Lakehead University)

Continued from **Friday, 27 September**

Can consumers shape a performative marketplace assemblage?
» Flavia Cardoso (Universidad del Desarrollo), Carla Abdalla (FAAP)

07:00 **Working Paper Session 2, Pod 2: Unconventional Consumption and Consumer Behavior**
Scène (floor 0) - Pod 2

A Radical Consumption Act: How Generation Z chooses to Unplug
» Amélie Guèvremont (ESG UQAM), Cédric Degallaix (ESG UQAM)

The Materialization of Experiences: How Experience Depth Increases Consumers' Preference for Unique Objects
» Soo Yon Ryu (University of Florida), Wilson Bastos (Católica Lisbon School of Business & Economics), Travis Tae Oh (Yeshiva University)

Does a Digital Twin Imply a Win-Win? Exploring Consumer Responses to Physical Luxury Products with NFT-linked Twins
» Raz Henkin (Bar Ilan University), Dikla Perez (Bar Ilan University), Tobias Otterbring (University of Agder)

The Effect of Regulatory Goals on Word of Mouth about Counterfeit Purchases
» Sohyun Bae (National Cheng Kung University), Natalie Truong (Nova School of Business and Economics), Sharon Ng (Nanyang Technological University)

The liquefaction of lifestyles on Instagram: An assemblage-theoretical perspective on consumer-generated #vegan and #fitness content
» Jonathan David Schöps (Stockholm University), Ileyha Dagalp (University of Gothenburg)

When Do Nudges Backfire? The Role of Goal Congruence and Reactance
» Maja Fors (Stockholm School of Economics), Aylin Cakanlar (Stockholm School of Economics), Sara Rosengren (Stockholm School of Economics), Siegfried Dewitte (KU Leuven)

From Race to Reason: Psychological Determinants of Parental Education Spending
» Lingjiang Lora Tu (Baylor University), Huachao Gao (University of Victoria), Yinlong Zhang (The University of Texas at San Antonio)

Sounds Like AI, Doesn't it??? Evaluating and Identifying AI-generated Online Reviews
» Tobias Maiberger (Darmstadt University of Applied Sciences)

The Lemonade Effect: Consumers' Positive Reframing of Service Failure
» Tyler MacDonald (Boston University), Anat Keinan (Boston University)

Sleeping Beauties: When and Why do Consumers Underuse Valued Inherited Goods?
» Perrine Desmichel (ESCP Business School), Bruno Kocher (University of Neuchâtel), David Dubois (INSEAD)

Searching Hard or Hardly Searching? Consumer Search Effort Predicts Product Attribute Importance
» Sangmin Kim (University of Minnesota), William Hedgcock (University of Minnesota)

Leveraging Rational Addiction Theory to Reduce Mobile Usage
» Jeeva Somasundaram (IE University), Laura Zimmermann (IE University), Quang Duc Pham (IE University)

Nudging Sustainable Meal Choices
» Adrian Camilleri (University of Technology Sydney), Ben Newell (University of New South Wales), John Roberts (University of New South Wales), Nathaniel Moore (University of Technology Sydney)

Continued from **Friday, 27 September**

Downstream Consequences of Product Repair: How Self-Repair Increases Product Value Through Feeling Like a Savior
» Marie Louise Brand (WU Vienna), Ulrike Kaiser (WU Vienna), Martin Schreier (WU Vienna)

Promoting Sustainable Purchases: The Impact of Pre-Ownership Salience on Engagement and Purchases in Online Secondhand Marketplaces
» Paula Liebig (University of Cologne), Jens W. Paschmann (University of Cologne), Franziska Völckner (University of Cologne)

Consumer Forecasts Across (Compared to Within) Temporal Boundaries Are Stronger but More Uncertain
» Jay Naborn (Washington University in St. Louis), Emily Huang (Washington University in St. Louis), Fausto Gonzalez (Washington University in St. Louis)

Earned Luck: The Role of Economic System Justification in Conservative Optimism within Chance-Based Contexts
» Erick Mas (Indiana University), Aziza Jones (University of Wisconsin-Madison)

07:00 **Working Paper Session 2, Pod 3: Perceptions and Responses in Various Scenarios**
Scène (floor 0) - Pod 3

Shrinkflation versus Inflation: Unpacking Fairness Perceptions of Price Change Tactics
» Anders Mathias Mamen (Kristiania University College), Tarje Gaustad (BI Norwegian Business School)

Generating Insult from Injury: Receiving Self-Improvement Gifts Causes Negative Word of Mouth
» Linnéa Chapman (Florida International University), Farnoush Reshadi (Worcester Polytechnic Institute)

Don't leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship
» Huimei xiao (Stanford University), David Fang (Stanford University)

Individuals' Donation Willingness Throughout a Day: The Effect of Time of Day on Donation
» Chenzhao Xie (University of Seoul), Woo Jin Choi (University of Seoul), Min Jung Kim (Manhattan College)

The Impact of AI Companions on Individuals' Social Well-Being
» Zu Ern Ng (KAIST), Young Eun Huh (KAIST)

When and Why Flattery Backfires When AI Evaluates Consumer Performance
» Yongheng Zhao (Tsinghua University), Maggie Wenjing Liu (Tsinghua University), Dingsheng Fu (Tsinghua University)

Beyond Aesthetics: The Effect of Compassion on Consumer Preferences for Unattractive Produce
» Alessandro Buffoli (HKUST), Anirban Mukhopadhyay (City, University of London)

Understanding Policyholders' Life Insurance Lapse Behavior: A Model Building Approach
» Ritika Bhatia (Birla Institute of Technology and Science, Pilani), Anil K Bhat (Birla Institute of Technology and Science, Pilani), Jyoti Tikoria (Birla Institute of Technology and Science, Pilani)

Understanding How Length of Cutlery Handle Impacts Food Consumption: The Moderating Effect of Consumption Goals
» Mona MASOUMZADEH (Grenoble Ecole de Management), Laurie Balbo (Grenoble Ecole de Management), Robert Mai (Grenoble Ecole de Management)

Group-Level Goals and the Goal-Gradient Hypothesis: When Motivation Does(not) Increase with Goal Proximity
» Olya Bryksina (The University of Winnipeg)

Continued from **Friday, 27 September**

A meta-analytic review of Long-term Orientation
» Siva Shanmugam Mariappan (The University of Texas at San Antonio), Yinlong Zhang (The University of Texas at San Antonio)

Short but Powerful Videos: Motivations for Using TikTok
» Youngju Jung (Korea University), Taeyeon Kim (Korea University), Sojin Lee (Korea University), Yongjun Sung (Korea University)

The Perils of Making Many Small Steps to Save Money
» Grace Oh (Lingnan University)

I (will) win: How Tense Constructions Shape Judgments about Possible Futures
» Nukhet Taylor (Toronto Metropolitan University), Grant Packard (York University)

That's Undeserved! How Anthropomorphism Influences Consumers' Attitudes to Low-Share Products
» Yunbo Zhang (HKUST), Jaideep Sengupta (HKUST)

Time and Risk Preferences among Generative AI Systems
» Wangsuk Suh (University of Rhode Island), Stephen Atlas (University of Rhode Island)

Perceived fairness of the selection discipline in the new product purchase competition
» Hannah Kwon (University of California, Berkeley), Jihye Park (Hankuk University of Foreign Studies)

07:00 **Working Paper Session 2, Pod 4: Effects of AI on Consumer Well-being and Choices**
Scène (floor 0) - Pod 4

The Scarcity Dilemma: Money or Time, Which Hits Harder on Consumer Well-being?
» Cony Ho (Northern Arizona University), Pan-Ju Chen (University of Alabama)

"You can do it!" The role of AI-Embedded Devices on Consumers' Health Performance
» Rafael Wagner (NOVA Information Management School), Diego Costa Pinto (NOVA Information Management School), Gurpreet Dhillon (University of North Texas), Diogo Hildebrand (Baruch College, CUNY), Marcia Maurer Herter (Universidade de Lisboa), Natalia Pacheco (IPAM Lisboa)

AI Ghostwriting Remorse: Guilt in Using AI for Consumer-to-Consumer Heartfelt Messages
» Danielle Hass (West Virginia University), Colleen Kirk (New York Institute of Technology), Julian Givi (West Virginia University)

Robots allow for indulgence: How service robots impact consumers' unhealthy food choices
» Yi Li (Huazhong University of Science and Technology), Yaping Chang (Huazhong University of Science and Technology), You Li (Wuhan University of Technology)

Embracing Robotics: Understanding Socially Excluded Groups' Acceptance of Robots in Service Encounters
» Tangwutu Yang (Huazhong University of Science and Technology), Yaping Chang (Huazhong University of Science and Technology), Yi Li (Huazhong University of Science and Technology)

Building a Bridge - How the Use of AI Can Facilitate the Access to Debt Advice for Consumers
» Lara Fröbel (Heinrich-Heine-University Düsseldorf), Peter Kenning (Heinrich-Heine-University Düsseldorf), Hannah Tamara Maurer (Heinrich-Heine-University Düsseldorf)

Algorithm Aversion or Algorithm Appreciation? A Meta-analysis of Consumers' Preference for Recommendations by AI versus Humans
» Nan Cui (Wuhan University), Silin Qian (The Chinese University of Hong Kong), Zijian Wang (Wuhan University), Lan Xu (Wuhan University)

Continued from **Friday, 27 September**

How Culture Shapes Consumer Response to Artificial Intelligence: The Negative Role of Individualism

» Maren Dömer (University of Leeds), Christina Papadopoulou (University of Leeds), Aristeidis Theotokis (University of Leeds), J. Josko Brakus (University of Leeds)

Automation and Romance: The Role of Capability Neglect

» Aysu Senyuz (University of Sussex), Xin He (University of Central Florida)

Artificial Intelligence in Live Streaming: How Can Virtual Streamers Bring More Sales?

» Han Wang (Huazhong University of Science and Technology), Yaping Chang (Huazhong University of Science and Technology)

AI-Created or Expert Crafted? A Comparative Analysis of Content Quality

» Thomas K.B. Koo (Université Laval), Hyoseok Kim (Southern Connecticut State University)

Can Machine Talk Replace Human Conversations? The Effect of Chatbot Communication Style and Content on Humans' Need for Personal Interaction

» Peter Mathias Fischer (HEC Paris), Anne Scherer (Delta Labs), Bernd Schmitt (Columbia University)

A Conceptual Framework to Explain Reliance on Algorithmic Recommendations

» Sharlene He (Concordia University), Xiu Wu (Concordia University)

Artificial Intimacy: Understanding Consumer Relationships with AI Partners

» Alisa MININA JEUNEMAITRE (EmLyon Business School), Stefania MASE (IPAG), Jamie Smith (ISC Paris)

WHAT HAVE YOU DONE FOR ME?: CONSUMER RESPONSES TO HUMAN VERSUS AI SERVICE EXCHANGES

» Eunkyung Lee (Xi'an Jiaotong-Liverpool University), Kyusung Hwang (Kyungpook National University), Dongyoup Kim (Gachon University)

"Rather Share it with AI": How and Why Success (vs. Failure) Focus Enhances Preferences for AI Agents

» Jiajia Liu (The University of Hong Kong), Zichuan Mo (Sun Yat-sen University), JINGJING MA (Peking University), Yu (Anna) Lin (The Chinese University of Hong Kong)

How Influencer Drama Affects Influencer's Perceived Humanness

» Yuanyuan (Gina) Cui (Clemson University), Aleksandra Kovacheva (University of Albany), Laura Schrier Rifkin (Brooklyn College)

Exploring Consumer Well-being: Insights from Amartya Sen's Capabilities Approach

» Thiago De Paula (Universidade Estadual do Ceará), FELIPE GERHARD (Universidade Estadual do Ceará), Felipe Silva (Universidade Estadual do Ceará), CAIO PAULA (Universidade Estadual do Ceará), Verónica Peñaloza (Universidade Estadual do Ceará)

08:00 **Community Track: Paris Café Crawl**

Chaired by: SPENCER ROSS

08:20 **Special Session: Finding and Creating Meaning in the Marketplace**

Loft A (floor 3)

Chaired by: Jeremy Lee

08:20 **The Morality of Meaning in the Marketplace**

» Jeremy Lee (York University), Nicole Mead (York University), Lawrence Williams (University of Colorado at Boulder)

Continued from **Friday, 27 September**

08:40 **Fulfilling the Need for Meaning through Philanthropy**
» Tianyi Li (The University of Hong Kong), Donald Lehmann (Columbia University), Jeffrey Parker (University of Illinois Chicago)

09:00 **Emotional Entitlement**
» Stephanie Lin (INSEAD), Xueqi (Sookie) Bao (INSEAD), Tamar A. Kreps (University of Hawaii)

09:20 **Consumptive Work in Coworking**
» Adèle Gruen (Université Paris Dauphine), Fleura Bardhi (City, University of London)

08:20 **Special Session: Drivers and Consequences of Consumer Debt Decisions**
Loft B (floor 3)
Chaired by: Jiabi Wang

08:20 **A New Way to Spend: The Psychology of Buy-Now-Pay-Later**
» Jean Zhang (University of California, San Diego), Wendy Liu (University of California, San Diego)

08:40 **The Impact of Buy-Now-Pay-Later Plans on Retail Repatronage**
» Jiabi Wang (University of Chicago), Christina Kan (University of Connecticut), Daniel Katz (University of Chicago), Abigail Sussman (University of Chicago)

09:00 **Do Just-in-Time Repayment Discounts Influence Perceptions and Brand Loyalty? Evidence from Payday Loan Adoption**
» Avni Shah (Rotman School of Management, University of Toronto), Andre Cire (University of Toronto), Dinara Akchurina (Rotman School of Management, University of Toronto)

09:20 **Consumer Perceptions of Buy Now Pay Later and Purchase Behavior**
» Linda Salisbury (Boston College)

08:20 **Special Session: Beyond Automation: The Transformative Power of AI to Shape Consumer-Firm Relationship**
Loft DE (floor 3)
Chaired by: Mohammadhesam Hajighasemi

08:20 **The Impact of Accent on Anthropomorphism and Downstream User Engagement with Voicebots**
» Mohammadhesam Hajighasemi (ESSEC Business School), Amir Sepehri (ESSEC Business School), Cait Lamberton (University of Pennsylvania)

08:40 **Knowledge of Artificial Intelligence Predicts Lower AI Receptivity**
» Steph Tully (University of Southern California), Chiara Longoni (Bocconi University), Gil Appel (George Washington University)

09:00 **Refining Ideas with Generative AI: How Text- and Image-Based Scenarios Influence Idea Refinement**
» Philipp Gordetzki (University of St. Gallen), Ivo Blohm (University of St. Gallen), Melanie Clegg (Vienna University of Economics and Business), Felix Schakols (University of Lucerne), Reto Hofstetter (University of Lucerne)

09:20 **Biased Echoes: Generative AI Models Reinforce Common Investor Biases and Magnify Financial Portfolio Risk**
» Philipp Winder (University of St. Gallen), Christian Hildebrand (University of St. Gallen), Jochen Hartmann (Technical University Munich)

08:20 **Special Session: The How and Why of Norms in Food Consumption**
Loft G (floor 3)
Chaired by: Irene Scopelliti

08:20 **The Inherent Pleasure of Norm-Consistent Behavior**
» Anna Paley (Tilburg University), Irene Scopelliti (City, University of London), Janina Steinmetz (City, University of London)

08:40 **Choosing Larger Food Portion Sizes for Others**
» Peggy Liu (University of Pittsburgh), Ignazio Ziano (University of Geneva), Theresa Kwon (University of Pittsburgh)

Continued from **Friday, 27 September**

09:00 **Choosing Plant-based Meals Even with Price Premium and Higher Calories: The Role of Defaults in Encouraging Sustainable Eating Behaviors**
» Alim Yilmaz (IESE Business School), Isabelle Engeler (Univerity of Lausanne), Minah Jung (New York University), Jordi Quoidbach (ESADE)

09:20 **Avoiding (B)romantic Consumption: Unpacking the Stigma of Male Consumption Sharing**
» Sherrie Xue (INSEAD), Stephanie Lin (INSEAD), Christilene Du Plessis (Singapore Management University)

08:20 **Special Session: When and Why Consumers Try to Be Sustainable but Miss the Mark**
Loft H (floor 3)
Chaired by: Tianjiao Yu

08:20 **When and Why Consumers Try to Be Sustainable but Miss the Mark**
» Gabriela Padua (Washington University in St. Louis)

08:40 **Bad Donations: Consumers Donate Subpar Goods to Avoid Waste**
» Hyebin Kim (Washington University in St. Louis), Robyn LeBoeuf (Washington University in St. Louis), Cynthia Cryder (Washington University in St. Louis)

09:00 **Can one person make a difference?**
» Joshua Lewis (New York University), Shalena Srna (JP Morgan Chase), Erin Morrissey (Generation Pledge), Matti Wilks (Edinburgh University), Lucius Caviola (University of Oxford), Christoph Winter (Instituto Tecnológico Autónomo de México)

09:20 **Consumers Are Less Likely to Recycle Disgusting Products**
» Stephen Nowlis (Washington University in St. Louis), Gabriela Padua (Washington University in St. Louis), Tianjiao Yu (Xiamen University)

08:20 **CP15: Photos and Technology**
Studio AB (floor 2)

08:20 **The Psychology of Product Photography: How Consumers Generate Images for Positive versus Negative Reviews**
» Jiani Xue (University of Pennsylvania), Shiri Melumad (University of Pennsylvania)

08:40 **Beyond the Visual: How User-generated Photos Signal Value in Online Reviews**
» Matheus Menezes (IÉSEG), Rajesh Bhargave (Imperial College London), Bryan Usrey (Ritsumeikan Asia Pacific University College of International Management)

09:00 **Breaking the Stigma: The Impact of Chatbot Design on Consumers' Willingness to Adopt Healthcare Chatbots for Stigmatized Health Issues**
» Yuting Pang (Zhejiang University), Fangyuan Chen (University of Macau), Lili Wang (Zhejiang University)

09:20 **Don't Keep it! How Interface Layouts Influence Product Retention Behaviors**
» Huitian Zhang (Hong Kong Baptist University), Lei Su (City University of Hong Kong), Jaideep Sengupta (HKUST)

08:20 **CP15: Technology and Mental Health**
Studio DE (floor 2)
Chaired by: Mirijam Tuk

08:20 **Driven by Emotional Loneliness: Consumer Preferences in Frontline Service**
» Min Yan (The University of Essex), Qionglei Yu (Newcastle University), Raffaele Filieri (Audencia Business School)

08:40 **Beyond Aversion: Stage-Specific AI Aversion and Preference in Mental Health Care**
» CamillaEunyoung Song (City University of Hong Kong), Kin Ning Cheng (City University of Hong Kong)

Continued from **Friday, 27 September**

09:00 **Trust Your Feelings: Reliance on Reason versus Emotions in Seeking Mental Health Products and Services.**
» Jaewoo Lee (Boston University), Remi Trudel (Boston University)

09:20 **AI-induced dehumanization: How perceiving socio-emotional capabilities in AIs leads to employee mistreatment**
» Hyeyoung Kim (The London School of Economics and Political Science), Ann L. McGill (University of Chicago)

08:20 **CP15: Numerical Precision on Decision Making and Perception**
Studio F (floor 2)
Chaired by: Steven Sweldens

08:20 **Recalculating Ambiguity Aversion: How Numerical Cognition Determines Preferences for Precise versus Imprecise Probabilities and Outcomes**
» Marina Lenkovskaya (Erasmus University Rotterdam), Steven Sweldens (Erasmus University Rotterdam)

08:40 **Going Smaller with Precise Numbers: Consequences of the Precision-Smallness Association on Attribute Weighting and Consumer Choice**
» Jorge Pena Marin (Michigan State University), Mathew Isaac (Seattle University), Jennifer Hong (Seattle University)

09:00 **$9.99 per Month or $99.99 per Year? The Role of Math Anxiety and Number Processing Fluency in Preferences for Periodic Payment Formats**
» Micayla Downey (Michigan State University), Jorge Pena Marin (Michigan State University)

09:20 **PRICING IN RESALE MARKETS: WHY LOWER-PRICED GOODS TEND TO RETAIN MORE VALUE**
» Minjeong Ko (University of Southern California), Joseph Nunes (University of Southern California), Elisa Solinas (IE University)

08:20 **CP15: Innovations in Competitive Paper Groupings: Four Great Papers that Will Change How you Think**
Forum IJ (floor -1)

08:20 **How Do the Top Consumer Research Journals Differ?**
» Evan Weingarten (Arizona State University), On Amir (University of California, San Diego), Andrea Morales (Arizona State University)

08:40 **Open Source Products: The Moralization of Innovation**
» Lukas Maier (WU Vienna), Martin Schreier (WU Vienna), Darren Dahl (University of British Columbia)

09:00 **Pay or Donate? How Language Shapes Giving**
» M. Leonor Neto (New York University), Eunkyung An (New York University), Minah Jung (New York University), Tülin Erdem (New York University)

09:20 **Short and Sweet or Short and Sour: The Influence of Text Message Abbreviations on Impression Management**
» Yiran (Eileen) Zhang (Stanford University), David Fang (Stanford University), Sam Maglio (University of Toronto)

08:20 **CP10: Emotional Rescue: Consumer Emotions and Mental Health**
Loft C (floor 3)
Chaired by: Daniela Cristian

08:20 **MISPERCEIVING MENTAL HEALTH STIGMA: CONSUMERS OVERESTIMATE STIGMA AND UNDERESTIMATE INTEREST IN MENTAL HEALTH CONSUMPTION**
» Justin Pomerance (University of New Hampshire), Daniel Russman (Columbia University)

08:30 **Restoring the Psychological Self: Why women prefer autologous to prosthetic breast reconstruction**
» Fabienne Krywuczky (Vrije Universiteit Amsterdam), Kobe Millet (Vrije Universiteit Amsterdam), Jiska Eelen (Vrije Universiteit Amsterdam)

Continued from **Friday, 27 September**

08:40 **"Man is an Industrial Palace": Philosophies of Body Impact Health and Wellness Consumption**
» Daniel Russman (Columbia University), Bernd Schmitt (Columbia University)

08:50 **Mid-Session Q&A**
» Session Moderator (-)

09:00 **Choice Autonomy and Recovery from Hedonic Decline**
» Kao Si (University of Macau), Jing Hu (University of Macau), Xianchi Dai (The Chinese University of Hong Kong)

09:10 **Limiting Accessibility: How Targeting Consumers with Disabilities Constrain Acceptable Prices for Innovations**
» Musa Essa (University of Bologna), Johannes Boegershausen (Erasmus University Rotterdam), Gabriele Paolacci (Erasmus University Rotterdam)

09:20 **The Emotional Health Tax**
» Jacqueline Rifkin (Cornell University), Rebecca Ponce de Leon (Columbia University), Eesha Sharma (San Diego State University)

09:30 **Final Q&A**
» Session Moderator (-)

08:20 **CP10: Mr. Roboto: Consumer Interactions with Technology**
Forum EF (floor -1)
Chaired by: Maximilian Gerrath

08:20 **Beyond the Uncanny Valley: Consumer Engagement with Virtual Influencers in the Context of Personalized Offers**
» Jeonghee Byun (Korea University), Daegon Cho (KAIST), Michael Haenlein (ESCP Business School), Shijin Yoo (Korea University), Youngchan Hwang (KAIST)

08:30 **My face, my choice: Facial payment makes people less happy about others making the same purchase decisions**
» Liang Huang (Tsinghua University), C. Clark Cao (Lingnan University), Lei Su (City University of Hong Kong), Darren Dahl (University of British Columbia)

08:40 **A Systematic Comparison of Consumer Reactions between Retargeting and Digital Eavesdropping Incidences: Experimental Research**
» Kevin Krause (Saarland University), Andrea Groeppel-Klein (Saarland University)

08:50 **Mid-Session Q&A**
» Session Moderator (-)

09:00 **Lessons From an App Update at Replika AI: Identity Stability in Human-AI Relationships**
» Julian De Freitas (Harvard University), Noah Castelo (University of Alberta), Ahmet K. U□uralp (Bilkent University), Zeliha O□uz-U□uralp (Bilkent University)

09:10 **Awkward conversations: Consumer perceptions of AI relational talk**
» Stephanie Dharmaputri (The University of Melbourne), Anish Nagpal (The University of Melbourne), Gergely Nyilasy (The University of Melbourne), Jill Lei (The University of Melbourne), Amitava Chattopadhyay (INSEAD)

09:20 **Boosting immersion in boring and stressful activities: Testing a computational model of flow**
» David Melnikoff (Stanford University), Ryan Carlson (University of Chicago), Paul Stillman (San Diego State University)

09:30 **Final Q&A**
» Session Moderator (-)

08:20 **Meet the Editors Panel #1**
Forum AB (floor -1)
Chaired by: Ioannis Evangelidis and Katrijn Gielens and Dipayan Biswas and Beth Fossen and Peeter Verlegh and Gülen Sarial Abi and Anne Hamby

Continued from **Friday, 27 September**

Journal of Business Research

08:20 **Roundtable: Fostering Impactful Consumer Research**
Forum C (floor -1)
Chaired by: Linda Tuncay-Zayer and Keith Wilcox and Eileen Fischer

Fostering Impactful Consumer Research: Challenges and Opportunities
» Linda Tuncay-Zayer (Loyola University Chicago), Keith Wilcox (Texas A&M University), Eileen Fischer (York University), Stephen Anderson (Texas A&M University), Michelle Barnhart (Oregon State University), Wendy De La Rosa (University of Pennsylvania), Judith Fletcher-Brown (University of Portsmouth), Andrew Gershoff (The University of Texas at Austin), Rebecca W Hamilton (Georgetown University), Julie Ozanne (The University of Melbourne), Gul Sener (Bahcesehir University), Yan Vieites (FGV EAESP)

08:20 **Roundtable: How Philosophy Can Enhance Consumer Research**
Forum GH (floor -1)
Chaired by: Martin Fritze and Cait Lamberton and Ed Love and Corey Cusimano

How Philosophy Can Enhance Consumer Research
» Martin Fritze (Zeppelin University), Cait Lamberton (University of Pennsylvania), Ed Love (Western Washington University), Corey Cusimano (Yale University), Jonathan Berman (University of Colorado at Boulder), Philip Fernbach (University of Colorado at Boulder), Shreyans Goenka (Virginia Tech), Simona Botti (London Business School), June Cotte (Ivey Business School), Amna Kirmani (University of Maryland), Fleura Bardhi (City, University of London), Klaus Wertenbroch (INSEAD), N. Craig SMITH (INSEAD), Nina Strohminger (University of Pennsylvania)

08:20 **Membership Committee Meeting (by Invitation Only)**
Studio 1 (floor 2)
Chaired by: Tom van Laer and James Denbow and Adam Craig

09:40 **Coffee Break - Located throughout the Conference Center**

10:00 **Special Session: Stimulating the Validity of Consumer Research to Detect True Effects**
Loft A (floor 3)
Chaired by: Constant Pieters

10:00 **Digital In-Context Experiments**
» Hauke Roggenkamp (University of St. Gallen), Johannes Boegershausen (Erasmus University Rotterdam), Christian Hildebrand (University of St. Gallen)

10:20 **From Reproducibility Crisis to Generality Revolution**
» Eli Sugerman (Columbia University), Eric Johnson (Columbia University), Antonia Krefeld-Schwalb (Erasmus University Rotterdam)

10:40 **Empirical Generalizations about Predictive Accuracy in Choice Experiments**
» Felix Eggers (Copenhagen Business School), John Hauser (MIT)

11:00 **A Framework for Discriminant Validation of Multi-Item Scales in Consumer Research**
» Constant Pieters (Copenhagen Business School), Hans Baumgartner (The Pennsylvania State University), Rik Pieters (Tilburg University)

10:00 **Special Session: Consumer Finances in the Field**
Loft B (floor 3)
Chaired by: Simon Blanchard

10:00 **Using Partition Descriptions to Increase Interest in Claiming Government Benefits**
» Wendy De La Rosa (University of Pennsylvania), Jackie Silverman (University of Delaware), Abby Sussman (University of Chicago), Gwen Rino (Code for America), Vince Dorie (Code for America), Maximilian Hell (Code for America), Eric Giannella (Code for America)

Continued from **Friday, 27 September**

10:20 **Bridging Fantasy and Reality: A Field Experiment Testing Mental Contrasting and Positive Thinking on Promoting Financial Savings**
» Nurit Nobel (Harvard University), Joe Gladstone (University of Colorado at Boulder)

10:40 **The Influence of Multilingual Digital Tools on Mortgage Borrower Decisions and Outcomes**
» Simon Blanchard (Georgetown University), Linda Salisbury (Boston College), Avni Shah (Rotman School of Management, University of Toronto)

11:00 **Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors**
» Simon Blanchard (Georgetown University), Mike Palazzolo (University of California, Davis)

10:00 **Special Session: ChatGPT and Me: Navigating the Expanding Opportunities and Pitfalls of Generative AI**
Loft DE (floor 3)
Chaired by: Jeff Inman

10:00 **Generative AI and Artists: Consumer Preferences for Style and Fair Compensation**
» Wen Wang (University of Maryland), Jason Bell (Oxford University), Jeff Dotson (Brigham Young University), David Schweidel (Emory University)

10:20 **AI in Content Creation: The Impact of ChatGPT's Release on Blogging**
» Josh Kaisen (University of Houston), Meng Li (University of Houston), Shijie Lu (University of Notre Dame)

10:40 **Training E-Commerce Chatbots with User-Generated Data: An Enhanced Approach to Consumer Decision-making and Interactive Review Aggregation**
» Shane Wang (Virginia Tech), Bingqing Li (Virginia Tech)

11:00 **Deceptively Helpful: The Rise in Online Fake Reviews and How ChatGPT Can Increase their Helpfulness**
» Mina Ameri (University of Pittsburgh), Jeff Inman (University of Pittsburgh), Katharina Lohmann (University of Pittsburgh)

10:00 **Special Session: Time Well Spent: How Time Perceptions Shape Responsible Consumer Behavior**
Loft G (floor 3)
Chaired by: Yusu Wang

10:00 **Does Setting a Time Limit Affect Time Spent?**
» Jackie Silverman (University of Delaware), Jordan Etkin (Duke University), Shalena Srna (JP Morgan Chase)

10:20 **Becoming Our Future Selves: Later Future Self Realizations Predict Positive Academic, Financial, and Health Behaviors**
» Hal Hershfield (UCLA), Sam Maglio (University of Toronto), David Fang (Stanford University)

10:40 **Managing Finances in Recurring Budgets: Anticipating a Future Budget Refresh Increases Current Spending**
» Yusu Wang (University of Chicago), Abigail Sussman (University of Chicago)

11:00 **Expire-by or Packed-on: How the Framing of a Product's Lifespan Affects Consumption**
» Minkwang Jang (Singapore Management University), Ayelet Fishbach (University of Chicago)

10:00 **Special Session: Platform Modulation: How do Platforms (Re)shape the Conduct of Market Actors?**
Loft H (floor 3)
Chaired by: Gulay Guzel

10:00 **Platform Market Governance and Consumer Subjectivity: Insights and Implications**
» Gulay Guzel (Bucknell University), Duygu Akdevelioglu (Rochester Institute of Technology), Markus Giesler (York University)

Continued from **Friday, 27 September**

10:20 **Platformization of Intimate Encounters: How Does Tinder Contribute to the Reshaping of the Dating Script?**
» Anil Isisag (EmLyon)

10:40 **Neoliberal Markets and Platform Emergence: How do ridesharing platforms shape markets and co-create value**
» Sila Ayoz (University of Wisconsin-Madison), Craig Thompson (University of Wisconsin-Madison)

11:00 **Platform Modulation: The Past, the Present and the Future**
» Robert V. Kozinets (University of Southern California)

10:00 **CP15: Healthcare and Medical Decision Making**
Studio AB (floor 2)
Chaired by: Lijun (Shirley) Zhang

10:00 **Identifying and Correcting Prediction Biases in Medical Decision-Making**
» Alican Mecit (Skema Business School), Yangjie Gu (HEC Paris), Yang Yang (University of Florida)

10:20 **The Effect of Prescription Format on Medicine Efficacy Judgments**
» Alican Mecit (Skema Business School), Yangjie Gu (HEC Paris), Aradhna Krishna (University of Michigan)

10:40 **Increasing Patients' Acceptance of Medical Innovations – Can Tailoring Your Communication Help?**
» Andrea Groeppel-Klein (Saarland University), Marcel Grub (Saarland University)

11:00 **Preference for Plastic Product Package as a Function of Infectious Disease Threats**
» Camilla BARBAROSSA (TBS Education), Ilaria Querci (Neoma Business School), Georgios Halkias (Copenhagen Business School), Cesare Amatulli (University of Bari)

10:00 **CP15: Let's Talk about Chatbots and Conversational AI**
Studio DE (floor 2)
Chaired by: Jeff Lee

10:00 **Value of choices: multiple parallel agents frame attenuates algorithm aversion**
» Yaping Chang (Huazhong University of Science and Technology), Ran Wang (Huazhong University of Science and Technology), Liang Huang (Tsinghua University)

10:20 **AI Can Err but Not Cheat: A Betrayal-Based Model to Explain the Different Responses to Anthropomorphized AI**
» Anshu Suri (University College Dublin), Sylvain Sénécal (HEC Montréal), Yany Grégoire (HEC Montréal), Mansur Khamitov (Indiana University), Bo Huang (University of Nottingham)

10:40 **"So, here is the thing": Narrative conversational agents create a knowledge gap**
» Ada Aka (Stanford University), Deniz Lefkeli (LUISS Guido Carli University), Konstantin Pikal (LUISS Guido Carli University)

11:00 **Do we talk differently to GenAI?**
» Pete Zhou (University of Arizona), Yujie Zhao (Shandong University), Caleb Warren (University of Arizona)

10:00 **CP15: Social Media Recommendations and Reviews on Consumer Perception**
Studio F (floor 2)

10:00 **Authenticity Matters: The Persuasive Power of Self- vs. Audience-Focused Product Recommendations Posts on Social Media Platforms**
» Chong Yu (The Chinese University of Hong Kong), Leilei Gao (The Chinese University of Hong Kong), Xinyu Cao (The Chinese University of Hong Kong)

10:20 **Unveiling the Discrepancy Between Reviewer Intent and Consumer Interpretation**
» May Yuan (The Chinese University of Hong Kong), Leilei Gao (The Chinese University of Hong Kong), Xiaoquan (Michael) Zhang (The Chinese University of Hong Kong)

Continued from **Friday, 27 September**

10:40 **The Review Update Effect: How Mere Update Cues Influence Consumer Reliance on Online Reviews in Decision-Making**
» Vincentia Yuen (University of Miami), Claudia Townsend (University of Miami)

11:00 **Micro-Endorsing Enhances Perceived Endorsement Authenticity**
» Sunglin Jung (The Chinese University of Hong Kong), Geoff Tomaino (University of Florida), Tianjiao (Cecilia) Wu (The Chinese University of Hong Kong)

10:00 **CP15: Tempted to Miss this Session? Missed Opportunities, Temptation, and Wealth**
Forum IJ (floor -1)

10:00 **Temptation Neglect and Overoptimism in Stock Selling Performance**
» Emma Gu (University of Pennsylvania), Randy Gao (New York University), Simon Huang (University of California, Berkeley), Minah Jung (New York University)

10:20 **Faulty Inferences of Wealth: The Soft Hands Fallacy**
» Aprajita Gautam (The University of Texas at Austin), Andrew Gershoff (The University of Texas at Austin)

10:40 **How Socioeconomic Status Affects Cancel Culture Propensity**
» Mingnan Nancy Shen (The Ohio State University), Xiaoyan Deng (The Ohio State University)

11:00 **The divergent impact of missed opportunities: How missing out can either motivate or demotivate consumers to purchase**
» Meiying Wang (London Business School), Jonathan Berman (London Business School), David Faro (London Business School)

10:00 **CP10: Consumer Culture Trends with Technology and AI**
Loft C (floor 3)

10:00 **Re-Theorizing Singularization: Blockchain-Based Digital Collecting Through the Prism of Sociology of Singularities**
» Domen Bajde (University of Southern Denmark), Konstantinos Lianidis (University of Southern Denmark), Mikkel Nøjgaard (University of Southern Denmark)

10:10 **ME, MY BODY AND MY SMARTWATCH: HOW CONSUMERS NEGOTIATE ALGORITHMS IN ALGORITHMIC CONSUMER CULTURE**
» Yasmine Pinzon (TBS Education), Joonas Rokka (EmLyon Business School)

10:20 **Using Generative AI Models as Synthetic Informants in Qualitative Research**
» Milos Ivanis (WU Vienna), Marius K. Lüdicke (WU Vienna)

10:30 **Mid-Session Q&A**
» Session Moderator (-)

10:40 **"Host A Sister": Consumers as Trailblazing Moral Entrepreneurs and their Market Work**
» Michelle I Chieh Yang (Kyoto University), Ai Ming Chow (The University of Melbourne)

10:50 **Pop-Up Lifestyle: The Case of Outsite, Co-Living and Working in Cosmopolitanism**
» Christiane Aufschnaiter (MCI The Entrepreneurial School), Sarah Schwarz (University of Innsbruck)

11:00 **TRANSGRESSING GENDER NORMS THROUGH CONSUMPTION : FRENCH MEN WEARING MAKEUP BETWEEN DOUBLE HIDE-AND-SEEK AND SELF-ASSIGNED MANIFEST MISSION**
» Alicia Lefrançois (CRIISEA)

11:10 **Final Q&A**
» Session Moderator (-)

10:00 **CP10: Sustainability, Diversity, and Brand Activism**
Forum EF (floor -1)

Continued from **Friday, 27 September**

10:00 **Perceived Accessibility of Public Transport Predicts Consumers' Car Ownership Intention but Objective Accessibility Does Not**
» Weilun Yuen (National University of Singapore), Leonard Lee (National University of Singapore), Waiyan Leong (Land Transport Authority), Kai Xuan Ng (Independent Researcher), Wen Wei Chong (Independent Researcher), Ziv Carmon (INSEAD), Charlene Chen Yijun (Nanyang Technological University)

10:10 **A Green Premium: The Sustainable-is-Expensive Intuition**
» Cara de Boer (Maastricht University), Anne Ter Braak (Maastricht University), Caroline Goukens (Maastricht University)

10:20 **Tracking the Environmental Costs of Household Grocery Purchases**
» Bart Bronnenberg (Tilburg University), Trang Bui (Tilburg University), Barbara Deleersnyder (Tilburg University), Lesley Haerkens (Tilburg University), George Knox (Tilburg University), Arjen van Lin (Tilburg University), Max Pachali (Tilburg University), Anna Paley (Tilburg University), Rob Smith (Tilburg University), Samuel Stäbler (Tilburg University)

10:30 **Mid-Session Q&A**
» Session Moderator (-)

10:40 **Playing the Victim: When and Why Consumers Highlight Disadvantaged Aspects in DEI Communication**
» Minwen Yang (Rotman School of Management, University of Toronto), Ying Zeng (University of Colorado at Boulder), Xilin Li (CEIBS)

10:50 **Marketing for an Intersectional World: Developing Understanding of Underrepresented Consumers**
» Esther Uduehi (University of Washington), Julian Saint Clair (Loyola Marymount University), Rowena Crabbe (The University of Texas at Austin)

11:00 **Humanizing Purpose of Activism: Brand Activism Leads to Brand Anthropomorphism**
» Amogh Kumbargeri (IIM Udaipur), Jayant Nasa (IIM Udaipur), Sukriti Sekhri (SP Jain Institute of Management & Research)

11:10 **Final Q&A**
» Session Moderator (-)

10:00 **Meet the Editors #2**
Forum AB (floor -1)
Chaired by: Linda Tuncay-Zayer and Vicki Morwitz and David Wooten and Stacy Wood

10:00 **Workshop: Meta-Studies for Advanced Experimental Exploration and Theory Testing**
Forum C (floor -1)
Chaired by: Dan Schley

Meta-Studies for Advanced Experimental Exploration and Theory Testing
» Dan Schley (Erasmus University Rotterdam)

10:00 **Roundtable: Exploring Diversity in Marketplaces**
Forum GH (floor -1)
Chaired by: Lena Cavusoglu and Russell Belk and Gokcen Coskuner-Balli and Güliz Ger and Hilary Downey and Michelle Barnhart and Ozlem Sandikci Turkdogan and Raisa Tasneem Zaman and Samantha Cross and Shona Bettany and Stefania Borghini and Tonya Bradford

Continued from **Friday, 27 September**

Exploring Diversity in Marketplaces: Innovative Research Approaches and Challenges
» Lena Cavusoglu (Pacific University), Russell Belk (York University), Samantha Cross (Babson College), Hilary Downey (Queen's University Belfast), Stefania Borghini (Bocconi University), Michelle Barnhart (Oregon State University), Rossella C. Gambetti (Università Cattolica del Sacro Cuore), Raisa Tasneem Zaman (York University), Tonya Bradford (University of California, Irvine), Guliz Ger (Bilkent University), Gokcen Coskuner-Balli (Chapman University), Güliz Ger (Bilkent University)

10:00 **Community Track: Street Art and Feminism**
Chaired by: Géraldine Michel and Valérie Zeitoun and Alexandre Nassar

11:20 **Coffee Break - Located throughout the Conference Center**

11:40 **Special Session: Stars in the City of Light: Illuminating the Gaps in Reviews and Ratings**
Loft A (floor 3)
Chaired by: Junha Kim

11:40 **Gender rating gap in online reviews**
» Andreas Bayerl (Erasmus University Rotterdam), Yaniv Dover (Hebrew University), Hila Riemer (Ben-Gurion University of the Negev), Daniel Shapira (Ben-Gurion University of the Negev)

12:00 **Are Female Consumers Emotional? Understanding Gender Stereotypes in Online Reviews**
» Alisa Wu (Columbia University), Vicki Morwitz (Columbia University)

12:20 **Review Rating Paradox: When Higher Review Ratings Backfire**
» Junha Kim (Rutgers University), Joowon Park (University of Utah)

12:40 **The Few vs. The Crowd: When and How Individual Ratings Crowd Out Average Product Ratings in Consumer Judgments**
» Jared Watson (New York University), Anastasiya Pocheptsova Ghosh (University of Arizona)

11:40 **Special Session: Consumer Data Work: Labour Complexities in Digital Platforms**
Loft B (floor 3)
Chaired by: Kelley Cours Anderson

11:40 **Working for AI: The Consumer Data-Experience Dialectic**
» Kelley Cours Anderson (College of Charleston), Markus Giesler (York University), Marcus Benjamin (College of Charleston)

12:00 **Conceptualizing the Influencer-Industrial Complex**
» Jenna Drenten (Loyola University Chicago), Gillian Brooks (King's College London)

12:20 **Digitized Dyadic Services: Tensions in the Online Therapy Experience**
» Ghalia Shamayleh (Concordia University), Zeynep Arsel (Concordia University)

12:40 **Consumer Work in Digital Platforms: Data Protection Practices of Sickle Cell Online Communities**
» Lez Trujillo Torres (University of Illinois Chicago), Benét DeBerry-Spence (University of Illinois Chicago), Furkan Adem Güven (University of Illinois Chicago)

11:40 **Special Session: The Psychology of Disposal: When, Why, and How Consumers Decide to Dispose of Products**
Loft DE (floor 3)
Chaired by: Itai Linzen

11:40 **The Role of Positive Incidental Emotion on Disposal Behavior**
» Sarah Whitley (University of Georgia), Remi Trudel (Boston University)

Continued from **Friday, 27 September**

12:00 **When Transformation Deters Recycling: The Role of Privacy Concerns**
» Aylin Cakanlar (Stockholm School of Economics), Gergana Nenkov (Boston College), Karen Winterich (The Pennsylvania State University)

12:20 **Used Enough? The Effect of Categorization on Product Replacement Timing**
» Poornima Vinoo (Indian School of Business), Grant Donnelly (The Ohio State University), Aaron Brough (Utah State University), Mathew Isaac (Seattle University)

12:40 **Disposing of High-Attachment Possessions: Consumers Prefer Disposal Options that Shield Their Identity**
» Itai Linzen (Tel Aviv University), Yael Steinhart (Tel Aviv University), Ziv Carmon (INSEAD)

11:40 **Special Session: Thinking and Feeling about Numbers: Evaluative Judgments Based on Numerical Information**
Loft G (floor 3)
Chaired by: Meyrav Shoham

11:40 **The Mixed-Unit Effect in Temporal Evaluations**
» Tatiana Sokolova (Tilburg University), Maximilian Gaerth (University of Pennsylvania)

12:00 **Extreme Choices in Numerical Ranges: The Impact on Investment Decisions**
» Jorge Pena Marin (Michigan State University), Christophe Lembregts (Erasmus University Rotterdam)

12:20 **Introducing the Double Relative Bias: How Large Percentage of a Small Percentage Feels Bigger than a Small Percentage of a Large Percentage**
» KUNTER GUNASTI (Washington State University), Haipeng Chen (University of Iowa)

12:40 **Worth Repeating: How Numerical Repetition Affects Consumer Behavior**
» Elinor Amit (Tel Aviv University), Meyrav Shoham (Tel Aviv University), Uriel Cohen Priva (Brown University), Yael Steinhart (Tel Aviv University)

11:40 **Special Session: AI for the Greater Good? Exploring Opportunities and Challenges of Consumer AI Experiences**
Loft H (floor 3)
Chaired by: Ksenia Sergueeva and David Finken

11:40 **The Role of Inconsistent Behavior in AI Mind Perception**
» Nathaniel Posner (Columbia University), Eric Park (Columbia University), Bernd Schmitt (Columbia University)

12:00 **Can AI Help Us Make Green Choices? Exploring the Impact of AI-Based Recommenders on Sustainable Consumption**
» Ksenia Sergueeva (State University of New York at New Paltz), Chen Wang (Drexel University)

12:20 **Emotional Harmony? How Customization with Generative AI Increases the Design of and Liking for Products that Create Negative Affect**
» Tim Derksen (University of Alberta), Kyle B. Murray (Wilfred Laurier University)

12:40 **The Age of Artificial Friends: How Do AI-Based Social Companions Affect Interpersonal Interactions?**
» David Finken (ETH Zürich), Meike Zehnle (University of St. Gallen), Martin Mende (Arizona State University)

11:40 **CP15: Social Media and Social Comparison**
Studio AB (floor 2)

11:40 **A Meta-Analysis of Interventions for Reducing Smartphone and Social Media Usage**
» Quang Duc Pham (IE University), Jeeva Somasundaram (IE University), Laura Zimmermann (IE University)

Continued from **Friday, 27 September**

12:00 **Better than All the Rest: How Being Part of a Large Audience Influences Self-Control and Motivation**
» Jessie Zhisui Jia (Northwestern University), Rima Toure-Tillery (Northwestern University), Lili Wang (Zhejiang University)

12:20 **Keeping Up with the Joneses? Not So Much for Consumers Who Move Around a Lot**
» Dan Xie (HEC Paris), LJ Shrum (HEC Paris), Tina Lowrey (HEC Paris)

12:40 **Uncommon Errors: Adaptive Intuitions in High-Quality Media Environments Increase Susceptibility to Misinformation**
» Reed Orchinik (MIT), Cameron Martel (MIT), David Rand (MIT), Rahul Bhui (MIT)

11:40 CP15: Le Contexte: Context Effects and Choice
Studio DE (floor 2)

11:40 **Why Context Influences Choice More than Willingness to Pay**
» Chang-Yuan Lee (University of Toronto), Carey Morewedge (Boston University), Nina Mazar (Boston University)

12:00 **Increase- versus decrease-framing: How framing a finding in "increase" terms shapes its perceived magnitude**
» Courtney Lee (Stanford University), Christopher Bechler (University of Notre Dame), Zakary Tormala (Stanford University)

12:20 **Rejection vs. Choice: How Decision Frame Shifts the Compromise and Attraction Effects**
» Heeyoung Yoon (Bocconi University), Joshua Lewis (New York University), Minah Jung (New York University)

12:40 **Who Supports Nudges?: Linking Trait Self-Control to Nudge Support**
» Eugina Leung (Tulane University), Anyi Ma (University of Wisconsin-Madison), Richard Larrick (Duke University)

11:40 CP15: Responsibilization and Transformative Consumption Practices.
Studio F (floor 2)

11:40 **Responsibilizing drug taking, or why CEOs and moms started to take LSD**
» Brad Aeon (-), Joel Bothello (Concordia University), Pierre-Yann Dolbec (Concordia University)

12:00 **Transformative Role of Consumer Accountability: A Practice-Theory Approach**
» Mujde Yuksel (Suffolk University), Hanna Leipämaa-Leskinen (University of Vaasa), Katariina Sorvari (University of Vaasa)

12:20 **To Rest or Not to Rest? Consumer Tensions in the Achievement Society**
» Katja Brunk (European University Viadrina), Mario Campana (University of Bath), Marlon Dalmoro (NOVA Information Management School), Marcia Christina Ferreira (University of Essex), Bernardo Figueiredo (RMIT University), Aimee Huff (Oregon State University), Daiane Scaraboto (The University of Melbourne), Olivier Sibai (Birkbeck University of London), Andrew Smith (Suffolk University), Meriam Belkhir (University of Sfax), Myriam Brouard (University of Ottawa)

12:40 **Navigating Tensions: How Consumers Seek to Navigate Contradicting Institutional Logics in Their Consumption**
» Julia Gisler (University of St. Gallen), Johanna Franziska Gollnhofer (University of St. Gallen)

11:40 CP15: Optimizing Pro-Social Initiatives through Pricing Strategies
Forum IJ (floor -1)

11:40 **BUNDLED VERSUS PARTITIONED: HOW CONSUMERS RESPOND TO DIFFERENT PRICING STRATEGIES IN CAUSE MARKETING CAMPAIGNS**
» Tongmao Li (University of Florida), Jihao Hu (Xiamen University), Lisa Wan (The Chinese University of Hong Kong), Yuwei Jiang (The Hong Kong Polytechnic University)

Continued from **Friday, 27 September**

12:00 **The Advantage of Periodic Donations in Corporate Social Responsibility: Consumers View Consistency as a Diagnostic Cue of Donor Commitment**
» Yanyi Leng (Washington University in St. Louis), Alexander Park (Indiana University), Fausto Gonzalez (Washington University in St. Louis), Jared Watson (New York University), Francesca Valsesia (University of Washington), Cynthia Cryder (Washington University in St. Louis)

12:20 **"Less Is More": Consumers Show Preference for Receiving Less of a Pro-social Product Instead of Paying More for It**
» Mingnan Nancy Shen (The Ohio State University), Xiaoyan Deng (The Ohio State University)

12:40 **Timing Matters: The Impact of Early Information Disclosure on Consumer Prosocial Behavior**
» Archer Yue Pan (Cornell University), Esther J. Kim (Cornell University), HaeEun Helen Chun (Cornell University), Dilip Soman (University of Toronto)

11:40 **CP10: Shifts in Socio-Digital Interactions and Family Dynamics**
Loft C (floor 3)
Chaired by: Ankita Kumar

11:40 **Parents in Liminality: Transformations in Parental Roles and Consumption Practices Among Refugee Families**
» Roua Al Hanouti (University of Lille)

11:50 **When the past comes back to haunt you: Exploring reverse consumer socialization processes through the life course perspective**
» Ben Kerrane (Manchester Metropolitan University), Katy Kerrane (University of Liverpool)

12:00 **Lifestyled Business Practices: The Entanglement of Consumption and Business in Criminal Gangs**
» Sofia Ulver (Lund University), Per Skålén (Service Research Center, Karlstad University)

12:10 **Mid-Session Q&A**
» Session Moderator (-)

12:20 **Consumer disorientation: enchantment evolution, mythological liminality and (im)moral consumer subjects within an economic crisis.**
» Sofia Christidi (Newcastle University), Andrew Lindridge (Newcastle University), Diana Gregory-Smith (Newcastle University)

12:30 **The Physical Basis of Digital Lifestyle: Evidence from China's COVID-19 Pandemic Lockdown**
» Jayson Jia (The University of Hong Kong), Yun Yuan (Tsinghua University), Jianmin Jia (Chinese University of Hong Kong, Shenzhen)

12:40 **Final Q&A**
» Session Moderator (-)

11:40 **CP10: Luxury, Dishonesty, and Social Interactions**
Forum EF (floor -1)

11:40 **In Praise of Modesty: How Lay Beliefs Shape Reactions to Luxury Consumption**
» Sujin Park (University of Florida), Aner Sela (University of Florida)

11:50 **Responses to "Luxury Shaming": How Luxury Consumers Cope with Threats to Their Identity**
» Julia Pueschel (Neoma Business School), Shuyi Hao (ICN Business School), Bernd Schmitt (Columbia University)

12:00 **I feel it's expensive! After all, it comes from a horse's mouth**
» Shweta Jha (IIM Ranchi)

12:10 **Mid-Session Q&A**
» Session Moderator (-)

Continued from **Friday, 27 September**

12:20 **Lemons, Chillies and Charms: Marketplace Manifestations of Consumer Fear of Envy**
» Tanuka Ghoshal (Baruch College, CUNY), Ana Valenzuela (ESADE), Praveen Kopalle (Dartmouth College), Pragati Singh (Cornell University)

12:30 **Seeing through the fog: increased ability leads to less dishonesty in ambiguous settings**
» Michael Puntiroli (University of Neuchâtel), Serhiy Kandul (University of Zurich), Valéry Bezençon (University of Neuchâtel), Bruno Lanz (University of Neuchâtel)

12:40 **Beliefs versus Reality: People Overestimate the Actual Dishonesty of Others**
» Jareef Martuza (Norwegian School of Economics), Hallgeir Sjåstad (Norwegian School of Economics), Helge Thorbjørnsen (Norwegian School of Economics)

12:50 **Final Q&A**
» Session Moderator (-)

11:40 **Meet the Editors #3**
Forum AB (floor -1)
Chaired by: Kathleen Vohs and Rebecca W Hamilton and Martin Schreier and Stephanie Noble and Ashlee Humphreys and Finola Kerrigan and Andreas Chatzidakis and Cait Lamberton and Ayelet Gneezy

11:40 **Roundtable: Bridging the behavioral-quant divide**
Forum C (floor -1)
Chaired by: Johannes Boegershausen and Aurelie Lemmens and Antonia Krefeld-Schwalb

Bridging the behavioral-quant divide: Modes and strategies for fostering collaboration and knowledge creation across the marketing discipline
» Johannes Boegershausen (Erasmus University Rotterdam), Aurelie Lemmens (Erasmus University Rotterdam), Antonia Krefeld-Schwalb (Erasmus University Rotterdam), Ada Aka (Stanford University), Simon J. Blanchard (Georgetown University), Joe Gladstone (University of Colorado at Boulder), Oded Netzer (Columbia University), Andrew T. Stephen (Oxford University), Oleg Urminsky (University of Chicago), Bram van den Bergh (Erasmus University Rotterdam)

11:40 **Roundtable: Influence of a Progressively Polarized Marketplace on Consumer Behavior**
Forum GH (floor -1)
Chaired by: Danit Ein-Gar and Liat Levontin

The influence of a progressively polarized marketplace on consumer behavior
» Danit Ein-Gar (Tel Aviv University), Liat Levontin (Technion - Israel Institute of Technology), Gita Johar (Columbia University), Angela Lee (Northwestern University), Sharon Ng (Nanyang Technological University), Nailya Ordabayeva (Dartmouth College), Stefano Puntoni (University of Pennsylvania), Keith Wilcox (Texas A&M University)

13:00 **Lunch & Presidential Address, sponsored by the University of Southern California (overflow lunch space in the Galerie Room on Floor 2)**
Scène (floor 0)

13:00 **Lunch Overflow Room. Main lunch is in Scène, floor 0.**
Galerie (floor 3)

14:20 **Special Session: The Role of Language in Consumers' Interactions with AI Service Agents**
Loft A (floor 3)
Chaired by: Feyzan Karabulut

Continued from **Friday, 27 September**

14:20 **How Do Customers Talk with AI Service Agents, and Why Does it Matter?**
» Shun-Yang Lee (Northeastern University), Ann Kronrod (University of Massachusetts Lowell), Amir Grinstein (Northeastern University)

14:40 **Artificial or Intelligent: Consumer Responses to AI Agents' Phatic Communication Use**
» Feyzan Karabulut (University of Alberta), Sarah Moore (University of Alberta), Paul Messinger (University of Alberta)

15:00 **Siri-ous Conversations: How Figurative Language Displayed by AI versus Human Service Agents Affects Customer Experience**
» Marat Bakpayev (University of Minnesota), Ann Kronrod (University of Massachusetts Lowell)

15:20 **Beyond Words: How Foreign Language Influences Consumer's Perception of Chatbots**
» Katharina Sarah Saile (University of Hohenheim), Verena Hüttl-Maack (University of Hohenheim)

14:20 **Special Session: Examination of Trust in Consumer-Brand Interactions**
Loft B (floor 3)
Chaired by: Sally MyungJin Shin

14:20 **From Lemons to LemonAIde: How Low Brand Trust Mitigates Aversion to Artificial Intelligence**
» Sally MyungJin Shin (Yale University), Nirajana Mishra (Yale University), Ravi Dhar (Yale University)

14:40 **Beyond Productivity: Can Generative AI Help Brands Regain Trust from Negative Online Reviews?**
» Yichuan Wang (Sheffield University Management School), Yiran Su (University of Massachusetts Amherst), Matthew Thomson (University of Massachusetts Amherst)

15:00 **Effect of Communicating Brand Purpose and Firm Size on Consumer Responses as Mediated by Consumer Trust**
» Mansur Khamitov (Indiana University), Anastasiya Pocheptsova Ghosh (University of Arizona)

15:20 **Social Inferences from Behavioral Policies: Implications for Consumer Trust**
» Joseph Reiff (University of Maryland), Jonathan E. Bogard (Washington University in St. Louis)

14:20 **Special Session: Consumer Morality in the Marketplace**
Loft DE (floor 3)
Chaired by: Shreyans Goenka

14:20 **The Ethical Edge: Consumers Prefer Labor (vs. Material) Cost Justifications for Price Increases**
» Shreyans Goenka (Virginia Tech), Rajesh Bagchi (Virginia Tech)

14:40 **Avoiding Activism: Articulated Silence on Sociopolitical Issues**
» Andy Li (University of Maryland), In-Hye Kang (California State Polytechnic University Pomona), Rosellina Ferraro (University of Maryland), Amna Kirmani (University of Maryland)

15:00 **What About Deception is Bad?: Disentangling Misrepresentation and Inauthenticity**
» Shannon Duncan (University of Pennsylvania), Emma E. Levine (University of Chicago), Deborah Small (Yale University)

15:20 **The Unique Moral Diagnosticity of Sexual Desires**
» Paul Andrew Blythe (University of Colorado at Boulder), Jonathan Berman (University of Colorado at Boulder), Alixandra Barasch (University of Colorado at Boulder)

14:20 **Special Session: Exploring Consumer Behavior in the Circular Economy: The Role of Consumer, Message and Platform Characteristics**
Loft G (floor 3)
Chaired by: Aylin Cakanlar

Continued from **Friday, 27 September**

14:20 **Why Product-Benefit Appeals Encourage Participation in the Circular Economy**
» Yijie Wang (Warwick Business School), Tongming ZHANG (University of Colorado at Boulder), Monroe Meng (The Hong Kong Polytechnic University), Aaron Brough (Utah State University)

14:40 **Harnessing Reuse Transformation Salience to Improve Brand Evaluation and Extend Product Utilization**
» Aylin Cakanlar (Stockholm School of Economics), Gergana Nenkov (Boston College), Karen Winterich (The Pennsylvania State University)

15:00 **Live Out of a (Used) Suitcase: How does residential mobility influence consumer responses to brands offering second-hand products?**
» G. Ceren (Gerry) Aksu (University of Massachusetts Boston), Aylin Cakanlar (Stockholm School of Economics), Gergana Nenkov (Boston College)

15:20 **Brands in the Circular Economy: Effects of Sharing Platform Type on Consumer Adoption**
» Rishad Habib (Toronto Metropolitan University), Sid Mookerjee (McGill University), Katherine White (University of British Columbia)

14:20 **Special Session: Unpacking Consumer and Managerial Conflicts in Prosocial Decision-Making**
Loft H (floor 3)
Chaired by: Christopher Olivola

14:20 **Asymmetric Opportunity Cost Considerations Hinder Consumer Altruism**
» Christopher Olivola (Carnegie Mellon University), John Han (McGill University)

14:40 **Damned Either Way: Hypocrisy Perceptions When Commitments to Behaviors and to Values Conflict**
» Jonathan Berman (London Business School), Graham Overton (Bocconi University), Daniel Effron (London Business School)

15:00 **Revisiting the Norm of Self-Interest: The Case for Prosocial Modesty**
» Ryan Carlson (University of Chicago), Deborah Small (Yale University)

15:20 **Hitting the Target: Charities Maximize Revenue by Displaying Impact Costs At or Just Below Donors' Reference Points**
» Joshua Lewis (New York University), Deborah Small (Yale University)

14:20 **CP15: Experiential Engagement and Narratives**
Studio AB (floor 2)

14:20 **The Life you Save (For): Experiences Dominate Goods in Motivating Savings**
» Siyuan Yin (University of Pennsylvania), Grant Donnelly (The Ohio State University), Cait Lamberton (University of Pennsylvania), Michael Norton (Harvard University)

14:40 **The Role of Activity Engagement Purchases on Happiness**
» Matthew Hawkins (Burgundy School of Business), Anastasia Thyroff (Clemson University)

15:00 **The Protagonist Mindset: When Viewing Life as a Story Enables Consumers to Prioritize Experiences**
» Robina Ghosh (The University of Texas at Austin), Ty Henderson (The University of Texas at Austin), Wayne Hoyer (The University of Texas at Austin)

15:20 **The Effect of Characterization on Narrative Enjoyment: An Empirical Investigation of Personality Coherence in Movie Characters**
» Qiang Zhang (The Chinese University of Hong Kong, Shenzhen), Yunhui Huang (Hong Kong Baptist University), Xiaoyan Deng (The Ohio State University)

Continued from **Friday, 27 September**

14:20 **CP15: Marketing Strategy and Technology**
Studio DE (floor 2)
Chaired by: Ana Valenzuela

14:20 **Effect of Low-Stock Tags on Online Purchases**
» Derick Davis (University of Virginia, McIntire), Amar Cheema (University of Virginia, McIntire)

14:40 **The AR-Display Bias: Why Augmented Reality Increases Preferences More for Inferior Than for Superior Products**
» David Finken (ETH Zürich), Thomas Scheurer (University of Lucerne), Leif Brandes (University of Lucerne), Reto Hofstetter (University of Lucerne)

15:00 **Channel Integration, Interfirm Dependence, and Manufacturers' Online Market Entry**
» Hua Fan (Shanghai International Studies University), Bing Han (Shanghai University of International Business and Economics)

15:20 **Shopping in the Metaverse: How Virtual Stores Unlock Consumer Openness to Innovative Products**
» Wenru Wang (Tsinghua University), Liang Huang (Tsinghua University), Ming Chen (University of North Carolina at Charlotte), Raymond Robert Burke (Indiana University)

14:20 **CP15: Consumption Culture in Digital Spaces: Identity, Enhancement, and Influence**
Studio F (floor 2)

14:20 **HUMAN ENHANCEMENT TECHNOLOGIES AND THE ENHANCED SELF**
» Vitor Lima (ESCP Business School), Luís Pessôa (PUC-Rio), Russell Belk (York University)

14:40 **Conceptualising Online Consumer Counterpublics**
» Benjamin Rosenthal (FGV EAESP), Massimo Airoldi (University of Milan)

15:00 **Run Like a Girl: The Online Identity Work of High-Performance Female Runners**
» Fernanda Scussel (Federal University of Santa Catarina), Benjamin Rosenthal (FGV EAESP)

15:20 **Turning Goods into Enrichment Privileges: the Market System of Enrichment and Brand Strategy**
» Delphine DION (ESSEC Business School), Roman Pavlyuchenko (ESSEC Business School), Sonja Prokopec (ESSEC Business School)

14:20 **CP15: Corporate Social Responsibility and Branding**
Forum IJ (floor -1)

14:20 **The CSR Curse: When and Why CSR Endeavors Boost Brand Image but Hurt Product Evaluation**
» Jiashu Wang (Peking University), Haiyang Yang (Johns Hopkins University), Ming Hsu (University of California, Berkeley), JINGJING MA (Peking University)

14:40 **Justifying the System: How and Why Legal Status Affects Consumer Responses to Corporate Social Irresponsibility**
» Elinor Amit (Tel Aviv University), Shai Danziger (Tel Aviv University), Steven Sloman (Brown University)

15:00 **When Should Environmental Labeling be Mandatory for All Food Products? The role of Carbon Footprint predictability**
» Shemal Doshi (INSEAD), Pierre Chandon (INSEAD), Jad Chaaban (INSEAD)

15:20 **What Makes a Brand Sustainable? Conceptualization and Scale Development of Consumer-Perceived Brand Sustainability**
» Melina Burkert (University of Hohenheim), Verena Hüttl-Maack (University of Hohenheim)

14:20 **CP10: Social Factors in Consumer Engagement and CSR**
Loft C (floor 3)

Continued from **Friday, 27 September**

14:20 **Referral Contagion: Downstream Benefits of Customer Referrals**
» Rachel Gershon (University of California, Berkeley), Zhenling Jiang (University of Pennsylvania)

14:30 **Effort Begets Business: On the Effectiveness of Appreciation Letters in Inducing Repeat Purchases**
» Zheshuai Yang (School of Management, Zhejiang University), Yan Zhang (National University of Singapore)

14:40 **Consider it Done: Consumers are equally persuaded by corporate promises of future sustainability action as by evidence of current actions**
» Abel Gustafson (University of Cincinnati), Levina Vilardo (University of Cincinnati), Sarah Goodrich (University of Cincinnati), Samantha Rubadue (University of Cincinnati), Isaiah Ball (University of Cincinnati), Christopher Hartis (University of Cincinnati)

14:50 **Mid-Session Q&A**
» Session Moderator (-)

15:00 **Is CSR Stigmatized? The Implicit CSR Bias, its Consequences, and a Remedy**
» Antonios Stamatogiannakis (IE University), Pavlos Vlachos (The American College of Greece), Jonathan Luffarelli (Montpellier Business School)

15:10 **Winners' Dilemma: How Serendipitously Winning from an Exogenous Crisis Affects Perceptions toward Companies' Crisis Relief Communications**
» Mehmet Yanit (University of Manitoba), Qi Zhang (Burgundy School of Business), fang wan (University of Manitoba)

15:20 **"My Money but Not for Me": When and Why Infringement Perceptions Undermine the Effectiveness of Government Incentives**
» Zoe Y. Lu (Tulane University)

15:30 **Final Q&A**
» Session Moderator (-)

14:20 CP10: Prospect Theory, Losses, Decoys, and Choice Deferral

Forum EF (floor -1)
Chaired by: Elena Bocchi

14:20 **Rethink Prospect Theory: Preference (In)Stability Asymmetry in Gain/Loss Decision-Making**
» Yuanyuan (Gina) Cui (Clemson University), Jungkeun Kim (Auckland University of Technology), Raghunath Rao (The University of Texas at Austin), TzuShuo Ryan Wang (Salve Regina University), Patrick van Esch (Coastal Carolina University), Akshay Rao (University of Minnesota)

14:30 **Tie Aversion: Exploring Consumer Reactions to Tied Outcomes**
» Mathew Isaac (Seattle University), Meyrav Shoham (Tel Aviv University), Rebecca Wang (Lehigh University)

14:40 **Responses to Missed Opportunities: The Effects of Phantom Decoys and Inaction Inertia on Consumer Choice**
» Grace Zhang (University of Chicago), Oleg Urminsky (University of Chicago)

14:50 **Mid-Session Q&A**
» Session Moderator (-)

15:00 **Examining the relationship between attraction and compromise effects**
» Susanne Adler (Ludwig-Maximilians-Universität München), Louis Gogolin (Ludwig-Maximilians-Universität München)

15:10 **Algorithmic Choice Set Design: An Application to Choice Deferral**
» Feiyi Wang (University of Pennsylvania), Sudeep Bhatia (University of Pennsylvania), Barbara Mellers (University of Pennsylvania)

Continued from **Friday, 27 September**

15:20 **Set Composition Induces Overbuying**
» Elena Bocchi (City, University of London), Irene Scopelliti (City, University of London), Zachary Estes (City, University of London)

15:30 **Final Q&A**
» Session Moderator (-)

14:20 **Workshop: Consumer Behavior lags behind Psychology in Credibility; Let's Change That**
Forum AB (floor -1)
Chaired by: Uri Simonsohn

CB lags behind Psychology in Credibility; Let's Change That
» Uri Simonsohn (ESADE)

14:20 **Roundtable: Consumer Vulnerability and Market Inclusion**
Forum C (floor -1)
Chaired by: Asheeabee R Shaheen Hosany and Rebecca W Hamilton

Consumer Vulnerability and Market Inclusion: Bringing People Together
» Asheeabee R Shaheen Hosany (University of London), Rebecca W Hamilton (Georgetown University), Brent McFerran (Simon Fraser University), Chethana Achar (Northwestern University), Eesha Sharma (San Diego State University), Jenny Olson (Indiana University), Lan Chaplin (Northwestern University)

14:20 **Roundtable: Enhancing Academic Impact through Marketing Science Institute: Industry Engagement and Research**
Forum GH (floor -1)
Chaired by: Keith Marion Smith and John Lynch

Enhancing Academic Impact through MSI: A Roundtable on Industry Engagement and Research Exposure
» John Lynch (University of Colorado at Boulder), Keith Marion Smith (Marketing Science Institute), Barbara Kahn (University of Pennsylvania), Robert V. Kozinets (University of Southern California), Cait Lamberton (University of Pennsylvania), Vicki Morwitz (Columbia University)

15:40 **Coffee Break - Located throughout the Conference Center**

16:00 **Special Session: Embracing AI: Understanding the Dynamics of Consumer Preference for AI**
Loft A (floor 3)
Chaired by: Taly Reich

16:00 **AI versus Human Sources: The Advantages of AI for Opening People Up to Counterattitudinal Opinions**
» Louise Lu (Stanford University), Zakary Tormala (Stanford University), Adam Duhachek (University of Illinois Chicago)

16:20 **Wisdom of the Algorithmic Crowd: Encouraging Algorithm Adoption by Leveraging Intuitions of Crowd Wisdom**
» Jiani Xue (University of Pennsylvania), Stefano Puntoni (University of Pennsylvania), Barbara Mellers (University of Pennsylvania)

16:40 **Why Order Matters in AI-Human Collaboration**
» Kelly Herd (University of Connecticut), Taly Reich (Yale University)

17:00 **Algorithm Acceptance: Theories, Prediction Market, and Meta-Analysis**
» Carey Morewedge (Boston University), Ya You (California State University, East Bay), Maude Lavanchy (IMD Business School), Chen Jing (Boston University), Amit Joshi (IMD Business School), Shuba Srinivasan (Boston University)

16:00 **Special Session: Writing Differently: Écriture Féminine and Consumer Research**
Loft B (floor 3)
Chaired by: Jonatan Sodergren

Continued from **Friday, 27 September**

16:00 **Writing Consumer Research with Clarice Lispector**
» Jonatan Sodergren (University of Bristol), Maria Carolina Zanette (Neoma Business School), Arindam Das (Alliance University)

16:20 **Feminine Introspection**
» Alex Rome (Independent Researcher), Aliette Lambert (University of Bath)

16:40 **Embracing Language Diversity in Academic Writing**
» Flavia Cardoso (Universidad del Desarrollo)

17:00 **Discussant**
» Shona Bettany (University of Huddersfield)

16:00 **Special Session: Socio-ecological Futures in Consumer Research**
Loft DE (floor 3)
Chaired by: Sofia Ulver

16:00 **Reimagining Consumption in the Climate Crisis**
» Carys Egan-Wyer (Lund University), Jon Bertilsson (Lund University)

16:20 **Working Within the Ecocentric Event Horizon: The Opportunities of Sentiocentric Consumer Ethics**
» Jack Waverley (Manchester)

16:40 **Towards Neo-Animist Consumption**
» Eric Arnould (Aalto University)

17:00 **Venturing the Fiction of Ethical Consumption**
» Sofia Ulver (Lund University), Carys Egan-Wyer (Lund University)

16:00 **Special Session: Greening Minds: Exploring Psychological Drivers of Sustainable Consumption**
Loft G (floor 3)
Chaired by: Andde Indaburu

16:00 **Variants of Uncertainty Predict Environmental Behavior**
» Gizem Ceylan (Yale University), Qiurun Wang (University of Southern California), Gulden Ulkumen (University of Southern California)

16:20 **Recycled Materials as New Technology: Adjusting Consumers' Quality Perceptions of Eco-friendly Products**
» Qingyang Wang (UCLA), Xinyu Cao (The Chinese University of Hong Kong), Minah Jung (New York University), Yongbin Ma (Ningbo University)

16:40 **Green and Clean: How and When Dual Appeals to Environmental and Health Goals Undermine Perceived Claim Effectiveness**
» Eda Erensoy (Yale University), Abigail Sussman (University of Chicago)

17:00 **The Product Composition Paradox: "Fewer Materials Is Greener" Reverses for Recycled Materials**
» Andde Indaburu (Boston University), Remi Trudel (Boston University), Daniella Kupor (Boston University)

16:00 **Special Session: AI is not for everyone: Psychological Boundaries driving Consumer Interactions with Artificial Intelligence**
Loft H (floor 3)
Chaired by: Ana Valenzuela

16:00 **No Point Arguing: Understanding Susceptibility to Persuasion in Interactions with Artificial Intelligence**
» Geoff Tomaino (University of Florida), SungJin Jung (The Chinese University of Hong Kong)

16:20 **Acceptance of Automated Vehicles is Lower for Self than Others**
» Stuti Agarwal (Harvard University), Julian De Freitas (Harvard University), Anya Ragnhildstveit (University of Cambridge), Carey Morewedge (Boston University)

Continued from **Friday, 27 September**

16:40 **Giving Algorithms a Human Touch: Highlighting Human Input Increases Perceived Helpfulness of Algorithmic Advice**
» Yue Zhang (Erasmus University Rotterdam), Mirijam Tuk (Erasmus University Rotterdam), Anne-Kathrin Klesse (Erasmus University Rotterdam)

17:00 **Sheep with a Shepherd? When AI Recommendation Precision Improves Acceptance**
» Aaron Barnes (University of Louisville), Ana Valenzuela (ESADE), Yuanyuan Zhang (Baruch College, CUNY)

16:00 **CP15: Discrimination and Inequality in the Marketplace**
Studio AB (floor 2)

16:00 **Disclosing Disability: Consumer Reactions to Disability-Owned Businesses**
» Lukas Maier (WU Vienna), Rishad Habib (Toronto Metropolitan University)

16:20 **Mindsets and Gender Biases in Crowdfunding: Navigating Entrepreneurial Support**
» Huachao Gao (University of Victoria), Shane Wang (Virginia Tech), Xi Li (The University of Hong Kong), June Cotte (Ivey Business School)

16:40 **When is it OK for Firms to Say No? Consumer Responses to Ideologically-Driven Customer Denial**
» Maximilian Gaerth (University of Pennsylvania), Cait Lamberton (University of Pennsylvania)

17:00 **A Catalyst for Change: Perceived Economic Inequality as a Determinant of Consumer Switching Behavior**
» Sumaya Albalooshi (University of Groningen), Mehrad Moeini-Jazani (University of Groningen)

16:00 **CP15: Diversity Perception and Political Influence**
Studio DE (floor 2)

16:00 **Equity or Immorality? How Political Ideology Shapes Consumer Response to Historically Underrepresented Identities in Marketing Communications**
» Cory Haltman (The Ohio State University), Jianna Jin (The Ohio State University), Grant Donnelly (The Ohio State University), Rebecca Reczek (The Ohio State University)

16:20 **Consumer Responses to Marketplace Deprivation: The Case of Radical Wellness**
» Sebastián ORDÓÑEZ-GIRALDO (The University of Melbourne), Julie Ozanne (The University of Melbourne), Robin Canniford (University of Galway)

16:40 **The Political Ideology Gap in Perceptions of Racial Diversity on Television**
» Kate Christensen (Indiana University), Broderick Turner (Virginia Tech), Rajesh Bagchi (Virginia Tech)

17:00 **"I Decide What I See": How Consumers Proactively Shape Personalized Recommendations**
» Yvonne Huang (University of Florida), Xiang Wang (Lingnan University), Yang Yang (University of Florida)

16:00 **CP15: Consumer-driven Territorialization and Consumption Transformation**
Studio F (floor 2)

16:00 **Symbolic territorialization work: consumers and the legitimacy of local complementary currencies**
» VALENTINA KIROVA (EXCELIA BUSINESS SCHOOL, FRANCE), Ronan Jouan de Kervenoael (RENNES SCHOOL OF BUSINESS, FRANCE), Alexandre Schwob (Excelia Business School)

16:20 **Theorizing the Domestic Servicescape**
» Adèle Gruen (Université Paris Dauphine), Mimoun Laetitia (ESCP Business School)

16:40 **Trickster Consumption**
» Nathan Warren (BI Norwegian Business School), Linda Price (University of Wyoming)

Continued from **Friday, 27 September**

17:00 **Theorizing the Consumerization of Solidarity**
» Benedikt Alberternst (Freie Universität Berlin), Markus Giesler (York University), Lena Steinhoff (Paderborn University), Andreas Eggert (Freie Universität Berlin)

16:00 **CP15: Emotions in Consumption**
Forum IJ (floor -1)

16:00 **Too Hallowed to Hesitate: The Effect on Awe on Embarrassing Purchases**
» Srinwanti H. Chaudhury (The University of Queensland), Amogh Kumbargeri (IIM Udaipur), Atul Kumar (Ahmedabad University)

16:20 **Something Old for Something New: Defining and Understanding Vintage**
» Maren Hoff (Columbia University), Silvia Bellezza (Columbia University)

16:40 **Sentimental Value: When Less is More**
» Daniel Grossman (University of Missouri-St. Louis), Julian Givi (West Virginia University)

17:00 **Should the Devil Earn Prada? Observing Unearned Luxury Acquisition Increases Brand Preference When Observers Are in a Promotion Focus**
» Ye Zhao (Durham University Business School), Yuanyi Xu (University of Southampton), Sarah Xiao (Durham University Business School)

16:00 **CP10: Perception, Persuasion, and Customer Evaluations**
Loft C (floor 3)

16:00 **Sex, Humor and Rock'n'Roll: The Effects of Mating Orientation and Humor in Advertising on Persuasion**
» Martin Eisend (European University Viadrina), Mags Karpinska-Krakowiak (University of Lodz), Joseph Riley (European University Viadrina), Artur Modlinski (University of Lodz), Wojciech Trzebinski (SGH Warsaw School of Economics)

16:10 **The Impact of Color Saturation on Potency and Efficacy Perceptions**
» Lauren Labrecque (University of Rhode Island), Stefanie Sohn (University of Southern Denmark), Barbara Seegebarth (RheinMain University), Christy Ashley (University of Rhode Island)

16:20 **The Impact of Walking Sound on Status Perception and Persuasion**
» Zhihao Yu (University of Nebraska at Omaha), Lam An (The University of Winnipeg), Timothy Heath (University of South Florida)

16:30 **Mid-Session Q&A**
» Session Moderator (-)

16:40 **Trading off "4.7/5" for "Awesome": The Role of Numerical versus Verbal Attribute Descriptions on Product Evaluations**
» Ellen Lahn (Michigan State University), Jorge Pena Marin (Michigan State University)

16:50 **Customers Rely on Sample Range from Observed Outcomes to Judge Variability**
» Tianwei Liu (Karlsruhe Institute of Technology), Benjamin Scheibehenne (Karlsruhe Institute of Technology)

17:00 **The Interplay of Overall and Feature Ratings**
» Rahil Hosseini (Universidad Carlos III de Madrid), Bram van den Bergh (Erasmus University Rotterdam), Christophe Lembregts (Erasmus University Rotterdam)

17:10 **Final Q&A**
» Session Moderator (-)

16:00 **CP10: Giving, Sharing, and Experiences in Consumption**
Forum EF (floor -1)

16:00 **How the Sharing Economy Shapes Consumption Desire**
» Xinping WEI (The Chinese University of Hong Kong), Yunhui HUANG (Nanjing University), Xuebin CUI (Nanjing University)

Continued from **Friday, 27 September**

16:10 **Possession versus Experience: How Maximizing Affects Consumer Preference for Probabilistic Goods**
» Han Gong (Shanghai University of Finance and Economics), Lanting Liu (Shanghai University of Finance and Economics)

16:20 **Which Moments Matter Most? Investigating Boundary Conditions of the Effect of Specific Moments on Overall Evaluations of Customer Experiences**
» Aleksandar Blečić (University of Mannheim), Sabine Kuester (University of Mannheim)

16:30 **Mid-Session Q&A**
» Session Moderator (-)

16:40 **Enhancing Cancer Outreach Effectiveness through Monetary vs. Time Incentives: Insights from a Randomized Field Experiment**
» Siqi Dai (Zhejiang University), Zheshuai Yang (Zhejiang University), Xiuping Li (National University of Singapore)

16:50 **Fairness in Gifting to Multiple Recipients**
» Yanli Jia (Xiamen University), Tianjiao Yu (Xiamen University)

17:00 **Is In-kind Kinder than Cash? The Impact of Money vs. Food Aid on Social Emotions and Aid Take-up**
» Samantha Kassirer (Northwestern University), Ata Jami (Northwestern University), Maryam Kouchaki (Northwestern University)

17:10 **Final Q&A**
» Session Moderator (-)

16:00 **Workshop: Text Analysis Workshop: Evolving Tools & Methods**
Forum AB (floor -1)
Chaired by: Grant Packard and Jonah Berger and Francisco Villarroel Ordenes

Text Analysis Workshop: Evolving Tools & Methods
» Grant Packard (York University), Jonah Berger (University of Pennsylvania), Francisco Villarroel Ordenes (LUISS Guido Carli University)

16:00 **RoundTable - Smarter Together: How Can We Better Integrate Brain and Body in Consumer Research?**
Forum C (floor -1)
Chaired by: Felix Jan Nitsch and Leo van Brussel

16:00 **Smarter together: How can we better integrate brain and body in consumer research?**
» Felix Jan Nitsch (INSEAD), Leo van Brussel (Erasmus University Rotterdam), Anastasia Buyalskaya (HEC Paris), John Clithero (University of Oregon), Eric Johnson (Columbia University), Ana Martinovici (Erasmus University Rotterdam), Nikki Sullivan (The London School of Economics and Political Science), Vinod Venkantaram (Temple University), Ryan Webb (University of Toronto)

16:00 **Roundtable: Future Directions in Arts-Based Research**
Forum GH (floor -1)
Chaired by: Baptiste Cleret and Joonas Rokka

Future Directions and Perspectives in Art-based Consumer Research
» Luciana Walther (Federal University of São João Del Rei), Joonas Rokka (EmLyon Business School), Baptiste Cleret (University of Rouen)

16:00 **JCR AE Meeting (by Invitation Only)**
Studio 1 (floor 2)
Chaired by: Stacy Wood and Bernd Schmitt and Andrew T. Stephen and June Cotte and Markus Giesler

16:00 **Paris is for Chocolate Lovers**
Hotel Lobby
Chaired by: Meyrav Shoham and Alican Mecit

Continued from **Friday, 27 September**

17:00 **JCR ERB Meeting (by invitation only)**
Galerie (floor 3)

17:30 **Meet and greet the French AFM (French Marketing Association)**
Forum C (floor -1)
Chaired by: Elisa Monnot and Julien Schmitt

17:30 **Community Track: Bringing brains and beers together**
Chaired by: Leo van Brussel and Felix Nitsch

17:30 **Yoga with Cristel**
Marriott Hotel Gym

18:00 **Arts Festival**
Forum GH (floor -1)
Chaired by: Joonas Rokka and Baptiste Cleret

18:00 **Reception (Working papers 18:00-19:30)**
Scène (floor 0)
Chaired by: Joseph Goodman and Hilke Plassmann and Cristel Russell

18:00 **Working Paper Session 3, Pod 1: Resilience, Satisfaction, Pricing, Decision Making, Sustainability, Variety-seeking, Food Choices, Privacy Concerns**
Scène (floor 0) - Pod 1

How Observing Choice Process Influences Satisfaction in Shared Consumption
» Shohei Oyama (Gakushuin University), Koji Matsushita (Gakushuin University)

True Pricing – how much information increases transparency?
» Anne Odile Peschel (Aarhus University), Michiel Bliemer (University of Sydney), John Thøgersen (Aarhus University)

On the Influence of Desired Outcomes on Performance Time
» Danielle Munz (Tel Aviv University), Liat Hadar (Tel Aviv University), Yaniv Shani (Tel Aviv University)

Seeking Beauty and Finding Health: How Choosing Beautiful Food Promotes Healthy Eating
» Eda Erensoy (Yale University), Louise Lu (Stanford University), Jennifer Aaker (Stanford University), Ayelet Fishbach (University of Chicago)

Qualitatively Different Privacy Concerns Drive Differential Disclosure to Strangers Versus Acquaintances
» JIA CHEN (ShanghaiTech University), David Gal (University of Illinois Chicago)

Individual Differences in Faith in Intuition Are Associated With Pre-Decisional Information Distortion
» Luise Rademacher (Maastricht University), Anika Schumacher (Grenoble Ecole de Management), Caroline Goukens (Maastricht University), Evan Polman (University of Wisconsin-Madison)

The effect of scarcity messaging on mobile promotion effectiveness: Evidence from randomized field experiments
» Siyu Peng (Fudan University), Chenxi Li (Beihang University), Xiucheng Fan (Fudan University)

Continued from **Friday, 27 September**

Personalizing Ownership - Consumer Response to Recommendation Sets Featuring Owned Products
» Christoph Thomson (Johannes Gutenberg University Mainz), Oliver Emrich (Johannes Gutenberg University Mainz)

Privacy Concerns and Consumer Variety-Seeking
» Yunqing Chen (Xiamen University)

Choosing is Losing: Children's Food Choice Independence Triggers the Development of the Unhealthy = Tasty Intuition
» Jonathan D'hondt (Ghent University), Barbara Briers (University of Antwerp)

How contesting evaluative frameworks shape consumers' justifications for risky consumption: A netnographic study of cosmetic surgery tourism
» Penphatsorn Suwannapornkul (The University of Essex), Erik Jacobi (The University of Essex), Marcia Christina Ferreira (The University of Essex)

Consumer Deceleration: Slow Journeys to a Sustainable Self?
» Andrea Hemetsberger (University of Innsbruck), Carina Krenn (Scalista GmbH Wien)

That's My Bad: Customization Helps Firms Retain Loyalty Following Negative Product Outcomes
» Jennifer D'Angelo (Texas Christian University), Lidan Xu (University of North Texas)

Make It Equal: Consumers' Acceptability of Allocation Recommendations
» Alisha Dhal (Institute of Management Technology, Ghaziabad), Sanjeev Tripathi (IIM Indore), Sudipta Mandal (IIM Indore)

18:00 **Working Paper Session 3, Pod 2: Decision Biases and Strategic Interventions**
Scène (floor 0) - Pod 2

When Option Order Primacy Disappears: The Role of Presentation Order of Loss and Gain
» Yongkun Liu (Bocconi University), Kurt Munz (Bocconi University)

Celebrating the Self versus Others
» Celeste Yi (University of Michigan), Aradhna Krishna (University of Michigan)

The Impact of Ingredient Purpose Disclosure on Consumer Willingness to Pay: The Role of Perceived Company Care
» Lukas Schnabel (University of Connecticut), Stefan Hock (University of Connecticut)

A Reconceptualization of the Different Types of Loneliness
» Justin Sieow (University of Connecticut), Danielle Brick (University of Connecticut), Bruce Pfeiffer (University of New Hampshire)

The Power of Subgoals: When not disclosing the overall goal improves performance.
» Murilo Costa Filho (Universidade Federal Fluminense), Jose Hernandez (Universidade de Sao Paulo)

Buy Now, Pain Less: The Impact of Adding a Financing Option to Affordable Purchases
» Y.Rin Yoon (Cornell University), Suzanne Shu (Cornell University)

Breaking Free from the Past: How a Fresh Start Mindset Reduces Sunk Cost Bias
» Chun-Ming Yang (Soochow University)

Exploring the Impact of Brands' Handmade Nature on Consumers' Perception of Product Variety
» Lican Wei (Lingnan University), Jie Wang (The Hong Kong Polytechnic University), Dongjin He (Lingnan University), C. Clark Cao (Lingnan University)

Better and Richer than Me? The Joint Effect of Performance and Performance-related Social Comparison on Goal-pursuit Motivation
» Lan Zhang (Tianjin University), Yi Li (Macquarie University), Chundong Zheng (Tianjin University)

Continued from **Friday, 27 September**

Approach to blue vs. avoidance from red: The effect of semantic value of color on mental accounting

» Hannah Kwon (University of California, Berkeley), Jihye Park (Hankuk University of Foreign Studies)

To Copy or Not to Copy? Copycat Evaluations Vary by Retailer Image but Also Differentially Impact Retailer Image

» Seongun Jeon (University of Bristol), Femke Van Horen (Vrije Universiteit Amsterdam), Michail Kokkoris (Vrije Universiteit Amsterdam)

Is "50" Worse than "Medium"? How Quantification Feedback Format Influences Responses

» Lu Fang (HKUST), Aradhna Krishna (University of Michigan), Anirban Mukhopadhyay (City, University of London)

The Influence of Relationship Closeness on Artistic Gift Selections

» Fei (Katie) Xu (Monash University), Xueying Zhao (The Hong Kong Polytechnic University), Yuwei Jiang (The Hong Kong Polytechnic University)

More Statistically Accurate, Yet Harder to Process? The Representation of Uncertainty in Data Visualizations Decreases Understanding.

» Giuseppe Gruttad'Auria (University of Neuchâtel), Michael Puntiroli (University of Neuchâtel), Adrian Bangerter (University of Neuchâtel), Adrian Holzer (University of Neuchâtel), Valéry Bezençon (University of Neuchâtel)

Pride Perception and Differentiation: The impact of negative emotions and product type.

» Franciele Cristina Manosso (Universidade Federal do Paraná), Paulo Prado (Universidade Federal do Paraná), Rafael Demczuk (Católica Lisbon School of Business & Economics)

The Effect of Uncertainty on Food Consumption Choice and Possible Coping Mechanisms

» Leila Khoshghadam (Towson University)

Creatives' brand attitudes affect their forecasting accuracy

» Cátia Alves (University of Vienna), Irene Consiglio (Nova School of Business and Economics)

I Buy Who I AM but I Rent Who I AM Not: Identity-Incongruent Consumption in Rentals

» Natalie Truong (Nova School of Business and Economics), Li Huang (Hofstra University), Jennifer Argo (University of Alberta)

18:00 **Working Paper Session 3, Pod 3: Effects of Information Presentation on Behavior**

Scène (floor 0) - Pod 3

How Nostalgia Encourages Selfless Behaviour Under Resource Scarcity

» Rajat Roy (Bond University), Vik Naidoo (University of Sydney)

The Dark Side of Crypto: Charting the Risk Pathways for Vulnerable Cryptocurrency Users

» John Lancaster (University of Oregon), Jessica Gamlin (University of Oregon), Chi Tran (Texas Christian University)

Strategic Change in Price Increase and Consumer Judgements

» Chengchen (Sheryl) Liu (The Hong Kong Polytechnic University), Ce Liang (City University of Hong Kong), Yuwei Jiang (The Hong Kong Polytechnic University)

Everyone has debt so I don't need to pay: The differential effect of high-debt descriptive norms on debt-payment intentions and behavior

» Carolina Werle (Grenoble Ecole de Management), Silvio Frison (Stanford University), Amanda Yamim (Grenoble Ecole de Management), Matheus Moura (Serasa Experian)

The Impacts of Time Units and Message Type for Advance Purchase Advertising

» Seungeun Kim (Hongik University), Kay Koo (Korea University), Nara Youn (Hongik University)

Continued from **Friday, 27 September**

Where should the beneficiary image be placed in charity advertisement?
» GaYoung Lim (Yonsei University), Kaeun Kim (Dong-A University)

Measuring Belief in Quantification
» Christine Defever (Ghent University), Mario Pandelaere (Virginia Tech), Maggie Geuens (Ghent University)

Individual Differences in How Strongly People Feel Ownership: The "Strength of Ownership" Scale
» Tanishka Jain (University of Wisconsin-Madison), Joann Peck (University of Wisconsin-Madison)

Recommendation Aversion in Self-Control Decisions: A Self-Signaling Account
» Yu Kang (Shanghai University of Finance and Economics), Allen Ding Tian (Shanghai University of Finance and Economics)

UNDERSTANDING THE IMPACT OF KNOWLEDGE, ATTITUDES, AND NUDGES ON CHILDREN'S FOOD CHOICES
» Ruzica Brecic (University of Zagreb), David Skala (University of Zagreb), Luca Panzone (Newcastle University), Matthew Gorton (Newcastle University), Dario Cvencek (University of Washington), Andrea Lucic (University of Zagreb)

Category Bias and Front-of-Package Labels
» Iina Ikonen (University of Groningen), Florian Buehler (FHV University)

Shifting Perspectives: The Effectiveness of Service Provider-Oriented Appeals in Encouraging Consumer Responsible Behavior
» Yuan(William) Li (The Chinese University of Hong Kong), Lisa Wan (The Chinese University of Hong Kong)

The AI = Science Intuition: Exploring Consumer Choices to AI-Designed Food
» Yinghao He (Huazhong University of Science and Technology), Yaping Chang (Huazhong University of Science and Technology), Tangwutu Yang (Huazhong University of Science and Technology)

Nudging Toward Disclosure: Dark Patterns and Online Privacy Choices
» Ceylin Ertekin (The London School of Economics and Political Science), Nikki Sullivan (The London School of Economics and Political Science)

How political orientation and search construal affect trust in search advertising
» Alexander Davidson (Wayne State University), Mark R. Gleim (Auburn University)

Temporal Resynchronization in Accelerated Markets
» Sebastián ORDÓÑEZ-GIRALDO (The University of Melbourne), Marcus Phipps (The University of Melbourne), Julie Ozanne (The University of Melbourne)

"The CIA's Favorite App in Turkey": WhatsApp, Legitimization, and Government Data Ownership
» Furkan Adem Güven (University of Illinois Chicago), Benét DeBerry-Spence (University of Illinois Chicago), Güliz Ger (Bilkent University)

18:00 **Working Paper Session 3, Pod 4: Digital Consumption Behavior and Product Influence**
Scène (floor 0) - Pod 4

BREAKING THE CYCLE: ADDRESSING GAMING DISORDERS, LONELINESS, AND ONLINE PURCHASES
» Christian Parry (University of Iowa), Cathy Cole (University of Iowa), Jing Wang (University of Iowa)

Beneficial but Less So: The Impact of Self-Improvement Gifts on Social Relationships
» Tengyue (Tsuki) Xu (Zhejiang University), Xinyue Zhou (Zhejiang University)

Continued from **Friday, 27 September**

Gigantic Oversizedness in Virtual Reality and Their Impact on Sensations and Food Purchase Intentions

» Elena Höfer (University of Applied Sciences Mainz), Mara F. Ortner (Johannes Gutenberg University Mainz), Oliver Emrich (Johannes Gutenberg University Mainz), Frank Huber (Johannes Gutenberg University Mainz)

When Do Transparent Product Designs Increase Willingness to Pay?

» Sumitra Auschaitrakul (University of Guelph), Dan King (Pace University), Hao (Hazel) Zhang (HEC Paris), Anne-Sophie Chaxel (HEC Paris)

The Impact of Variety on Bundle Evaluations

» Melanie Paul Austin (Baruch College, CUNY), Lama Lteif (University of New Mexico), Lauren Block (Baruch College, CUNY)

Establishing Consumer Trust in True Prices Through Partitioned Pricing

» Carina Thuerridl (University of Amsterdam), Sjoukje Goldman (Hogeschool van Amsterdam), Jesse Weltevreden (Hogeschool van Amsterdam), Alisa Sadcenco (University of Amsterdam)

Perceptions of Accuracy-Fairness Tradeoffs in Algorithmic Decisions

» Mehdi Mourali (University of Calgary), Dallas Novakowski (University of Calgary), Ruth Pogacar (University of Calgary), Neil Brigden (Mount Royal University)

Media Momentum: Drivers and Consequences of Clumped Consumption

» Rachele Ciulli (University of Pennsylvania), Cait Lamberton (University of Pennsylvania)

Trading Pleasure for Pain: Why Consumers opt for Counterhedonic Experiences

» Sarah Lee (The University of Texas at Arlington), Ritesh Saini (The University of Texas at Arlington), Shashi Minchael (The University of Texas at Arlington)

The Zero Bias in Linguistic Framing

» Hui Zhang (Iowa State University), Sekar Raju (Iowa State University)

Investigating How Cuteness, Private Self-Awareness, and Goal Importance Improve Self-Regulation

» Darlene Walsh (Concordia University), Xiu Wu (Concordia University)

BEYOND APPEARANCE: ANIMAL ANTHROPOMORPHISM AND PRO-ENVIRONMENTAL BEHAVIOURS

» Jorge Rincon (Aarhus University), Polymeros Chrysochou (Aarhus University), John Thøgersen (Aarhus University), Brett Martin (Queensland University of Technology)

Should I Take a Pay Cut for My Partner to Get a Raise? Escalation of Inequality in Relationships

» Tong Su (University of Chicago)

Reshaping Media Consumption: The Rise of Weak Narrativity and Narrative Idling

» Kees Smeets (City, University of London), Caroline Wiertz (City, University of London), Daniela Cristian (City, University of London), Stefan F. Bernritter (King's College London)

Consumer Emotional Vulnerability

» Kylie Vo (West Virginia University), Blair Kidwell (University of North Texas), Narayan Janakiraman (The University of Texas at Arlington)

More than Just Your Name: Public Donations Drive Inferences of Egoistic and Altruistic Motives

» Linnéa Chapman (Florida International University), Ana Valenzuela (ESADE), Kathleen Vohs (University of Minnesota)

If a Tree Falls in a Forest: Establishing a Scale To Measure Need for Attention

» Sheen Kachen (University of Illinois Chicago), Jeffrey Parker (University of Illinois Chicago), David Gal (University of Illinois Chicago)

Continued from **Friday, 27 September**

Beyond Ownership: The Interplay of Lender Dynamics and Consumer Behavior in Luxury Rentals

» Giovanni Pino (G. d'Annunzio University), Nima Ostovan (University of Neuchâtel), Arezou Ghiassaleh (Durham University Business School), Bruno Kocher (University of Neuchâtel)

TikTok Addiction: The Effects of Distress Intolerance, Mindfulness, and Self-Control

» Taeyeon Kim (Korea University), Youngju Jung (Korea University), Sojin Lee (Korea University), Yongjun Sung (Korea University)

Nothing Compares to You – How Consumers Fall in Love with a Chatbot and Prefer Their Relationship to It

» Lara Fröbel (Heinrich-Heine-University Düsseldorf)

18:00 **Working Paper Session 3, Pod 5: Effects of Persuasion Strategies on Decision Making**

Scène (floor 0) - Pod 5

The Paradox of Exclusivity: Why Downward Comparison Reduces Luxury Consumption

» Brandon Christensen (University of Colorado at Boulder), Joe Gladstone (University of Colorado at Boulder), Alixandra Barasch (University of Colorado at Boulder)

If It Hurts, It Works: The Role of Political Ideology and Maximization in Shaping Preferences for Self-Improvement Experiences

» Alberto Barchetti (University of Cincinnati), Joshua Clarkson (University of Cincinnati), Ashley Otto (Baylor University)

"I should have won" - Deconstructing (Un)Fairness Perceptions in creative crowdsourcing contests

» min shuai (UCLouvain), nadia steils (HEC Liège), Benoît gailly (UCLouvain)

The Impact of Cost-Benefit Coupling on Recurring Giving

» Hanife Armut (Koc University), Nazli Gurdamar-Okutur (Koc University), Zeynep Gurhan-Canli (Koc University)

This Unhealthy Food Seems So Healthy! The Effect of Package Shape on Consumer Perception of Industrialized Food Healthiness

» Giuliana Isabella (Insper), Maura Ferreira (Insper), Carlos Jose Salgado-Rohner (Universidad de La Sabana)

Enhanced or Exaggerated? – Subjective Knowledge and Bias in Product Upgrade Evaluation

» Wonsuk Jung (University of Wisconsin-Madison), Joann Peck (University of Wisconsin-Madison)

Floating Island, Flowing Calories! How Dynamic Food Imagery Leads to Inferences of Reduced Healthfulness

» Xing-Yu (Marcos) Chu (Nanjing University), Dickson Tok (Nanjing University of Aeronautics and Astronautics), Yunhui HUANG (Nanjing University), Dongjin He (Lingnan University)

Navigating the Fine Print: Donate Now Pay Later!

» Alexander Hanson (University of Alabama), Qingshuo (Sherry) Chen (University of Alabama), Christine Ringler (University of Alabama), Adam Farmer (University of Alabama)

Poor perspective takers = Bad decision makers? Exploring the link between perspective-taking and choice satisfaction

» Laurence Ashworth (Queen's University), Aybike Mutluoglu (Queen's University), Ekin Ok (Queen's University), Nicole Robitaille (Queen's University)

Hitting the Sweet Spot: How Similarity and Dissimilarity Between Bundled Products Influence Bundle Evaluation

» Jennifer Hong (Seattle University), Jae Lee (Yonsei University)

The impact of stylistic consistency on product ensemble liking

» Jasper David Brüns (Technical University Munich), Martin Meißner (Technical University Munich), Katrin Talke (Technische Universität Berlin), Saskia Walz (Technische Universität Berlin)

The Impact of the Sharing Intention on Willingness to Pay for "ugly" products: Photo-Taking Goals and Aesthetics

» Huijie Liu (Zhejiang University), Xinyue Zhou (Zhejiang University)

Continued from **Friday, 27 September**

When is Consumption an Investment? The Role of Partitioning
» Indeesh Mukhopadhyay (The Ohio State University), Selin Malkoc (The Ohio State University)

How Usage Complementarity (vs. Co-Occurrence) Based Recommendations Attenuates Consumers' Reliance on Discount Depth When Purchasing Multiple Products
» Jungsil Choi (Cleveland State University), Hyun Young Park (CEIBS)

Power in numbers: The effect of food partitioning on product perceptions and consumption
» Sara Williamson (SUNY Old Westbury), Courtney Szocs (The Pennsylvania State University)

Perceived "Naturalness" Elicits Increased Healthcare Donations
» Jeff Lee (The American University), Chia-Jung Tsay (University of Wisconsin-Madison), Enrico Forti (University College London)

Gift or Free Sample: How Framing of Free Products Impacts Consumers' Word of Mouth
» Wanyi Zheng (Hong Kong Baptist University)

Saturday, 28 September

06:30 **Yoga with Cristel**
Marriott Hotel Gym
Chaired by: Cristel Russell

07:00 **Breakfast (with Working Paper Session 7:00-8:20 in same room)**
Scène (floor 0)

07:00 **Working Paper Session 4, Pod 1: Marketing Communications and Consumer Perception**
Scène (floor 0) - Pod 1

An Ecosystems Perspective on Memory Biases in Sponsorship
» Adria Mankute (University of Oregon), Jiao Zhang (University of Oregon), T. Bettina Cornwell (University of Oregon)

Understanding the Effects of Emoji Variations on Brand Competence Perceptions
» Lindsay McShane (Carleton University), Qi Deng (Carleton University), Narmin Tartila Banu (Carleton University)

Persuasive effects of emotional and unemotional social media responses to offensive marketing
» Saeid Kermani (Trent University), Peter Darke (York University)

Gamification of the retail space using location-based augmented reality games: what could possibly go wrong?
» Allan Lubart (University Jean Moulin Lyon 3), Sonia Capelli (University Jean Moulin Lyon 3)

Just Tell a Story? The Impact of Narratives in Brand Sustainability Communication
» Melina Burkert (University of Hohenheim), Verena Hüttl-Maack (University of Hohenheim)

Perceptions and Drivers of the Metaverse Adoption: A Mixed-Methods Study
» Nandini Venkatesh Adhini (Birla Institute of Technology and Science, Pilani), Ch V V S N V Prasad (Birla Institute of Technology and Science, Pilani)

AN ORDER EFFECT IN IDENTITY-RELATED CONSUMPTION DECISION
» Yael Podkamien (College of Management Academic Studies), Dikla Perez (Bar Ilan University), Minah Jung (New York University)

Continued from **Saturday, 28 September**

The Endorsement Effectiveness of Virtual Influencers in Online Fundraising: The Role of Appearance and Voice Pitch

» Jiehang Song (Tianjin University), Chundong Zheng (Tianjin University), Xiarong Lv (Tianjin University), Xavier Font (University of Surrey)

Sex, Simulacra, and Sustainability: The Market Pre-Legitimation of Lab-Grown Meat

» Ileyha Dagalp (University of Gothenburg), Jonatan Sodergren (University of Bristol), Jack Waverley (The University of Manchester)

As I Age, I Rely More on Others' Opinions: Exploring How Aging Influences Consumers' Susceptibility to Word-of-Mouth

» Alessandro M. Peluso (University of Salento), Antea Gambicorti (University of Salento), Giovanni Pino (G. d'Annunzio University), Mihaela Giannelli (University of Salento)

Neural Pathways of Perception: Investigating Consumer Attentional Preferences to Brand Names and Label Designs Using EEG

» Elena Barbierato (University of Florence), Letizia Alvino (University of Twente), Hatice Kizgin (University of Twente), Rob Van der Lubbe (University of Twente), Iacopo Bernetti (University of Florence)

Positive Vibes Only: How Platform Type Influences Word-of-Mouth

» Feyzan Karabulut (University of Alberta), Sarah Moore (University of Alberta), Paul Messinger (University of Alberta)

The Impact of Verbal Interactions with Unacquainted Customers on Purchase Intention

» Tabitha Susan Thomas (The University of Queensland), Dolphy Abraham (Independent Researcher)

A Double-Edged Sword: The Divergent Impacts of Product-Category Diversification on Livestreamers' Sales versus Reputation

» Wen Zheng (ShanghaiTech University), Xiaomeng Fan (ShanghaiTech University)

Group Identity and Recycling Behavior: Enhancing Sustainability at Stadium Events Using Identity-Based Nudges

» H Landsvik (Norwegian School of Economics), Jareef Martuza (Norwegian School of Economics), Siv Skard (Norwegian School of Economics), Sveinung Jørgensen (Norwegian School of Economics), Lars Jacob Tynes Pedersen (Norwegian School of Economics)

The Sound of Prestige: The Effects of Acoustic Pitch in Sculpting Perceived Brand Status

» Chun-Ming Yang (Soochow University)

Simple is Eco-Friendly but Complex is Effective: Inferences from Package Design

» Soo Yon Ryu (University of Florida), Felipe M. Affonso (Oklahoma State University), Aner Sela (University of Florida)

07:00 **Working Paper Session 4, Pod 2: Influencer Strategies and Communication Impact**

Scène (floor 0) - Pod 2

Aggregate Messages Increase Perceived Thoughtfulness and Preferences in Online Communication

» Zheng(Nico) Liao (Nanyang Technological University), Elaine Chan (Nanyang Technological University), Sharon Ng (Nanyang Technological University)

Aging cues in advertisement: How Regulatory Orientation Shaping Consumer Preference

» YuXuan Zhao (Fudan University), Tianran Wang (Tsinghua University), Xiucheng Fan (Fudan University)

Continued from **Saturday, 28 September**

Building Personal Brand through Heart versus Mind: Generative AI Insights on YouTube Influencer Success

» Wenyan Tuo (University of Arizona), Mengchen Zheng (Boston University), Shuba Srinivasan (Boston University)

Suspiciously Positive: How Profile Images Decrease Persuasion in Online Reviews and Social Media

» Devin Edwards (Texas A&M University), Keith Wilcox (Texas A&M University), Ralph Park (Texas A&M University)

Social media content style and crowd-patronage success in the creator economy

» Jasper David Brüns (Technical University Munich), Sara Alida Volkmer (Technical University Munich), Martin Meißner (Technical University Munich)

Cross-Modal Correspondence: The Impact of Interstitial Space in Text Logo on Consumers' Sensory Expectations

» Xun Deng (Shanghai Institute of Technology), Jingya Huang (Chongqing Technology and Business University), Bing Han (Shanghai University of International Business and Economics)

How the Emoticon Rating Scale Sways Consumer Rating Behavior

» Yaxuan Ran (Zhongnan University of Economics and Law), Yanfen You (University of Massachusetts Amherst), Yunhan Zhang (Zhongnan University of Economics and Law), Echo Wen Wan (The University of Hong Kong)

Application of the Experience Sampling Method: Introduction of an App-based Toolbox and Research Agenda for Consumer Research

» Sabrina Stöckli (University of Zurich, University of Bern), Ertugrul Uysal (ETH Zürich), Lukas Ott (GESIS), Mareike Wieland (GESIS), Julian Kohne (GESIS)

The Influence of Lexical Diversity on Consumer Perception of Review Helpfulness: A Comparative Analysis Across Product Type

» Seong Joo Lee (University of Utah), Promothesh Chatterjee (University of Utah)

Lost in [Visual] Translation? Bilingual Typography and International Brand Consistency

» Weixi KOU (Université de Lorraine), Franck Celhay (Montpellier Business School), Peiyao Cheng (Harbin Institute of Technology), Mathieu Kacha (Université de Lorraine)

Vanishing Acts or Timeless Tales? Unveiling the Impact of Stories vs. Feed Posts

» Ammara Mahmood (Wilfrid Laurier University), Alexander Mafael (Stockholm School of Economics), Oguz Acar (King's College London), Stefan F. Bernritter (King's College London)

Influencer Marketing 2.0: The Role of Realism in Virtual Influencer Endorsements

» Ozan Ozdemir (University of Alberta), Paul Messinger (University of Alberta), Feyzan Karabulut (University of Alberta)

Deciphering Social Media Dynamics: Influence of Art Content Creators on Democratizing Access to Knowledge

» Marie Ballarini (Université Paris Dauphine), Dianzhuo Zhu (Université Paris Dauphine)

Creating contents on social media to construct the identity

» Marco Visentin (University of Bologna)

Consumer Responses to Hard-to-Pronounce Brand Names: The Role of Self-Construal

» G. Ceren (Gerry) Aksu (University of Massachusetts Boston), Yeni Zhou (-), Alokparna Monga (Georgia State University), Kaixin (Kathy) Huang (Georgia State University)

Wordy Thumbnails: How Text Presence Influences Viewer Engagement with Online Videos

» Mingyue Zhang (East China Normal University), Zhiyuan Chen (East China Normal University), Yanfen You (University of Massachusetts Amherst)

Continued from **Saturday, 28 September**

Can Logos Tell an Old Story? An Interplay of Heritage Branding Strategies and Logo Design on Consumer Purchase Behaviors

» Pei-Chi Chen (National Dong Hwa University)

The Matchup of Online Rankings and Star Ratings: The Moderating Effects of Review Volume

» Jung-Hua Chang (National Sun Yat-sen University), Tzu-Yu Lai (National Sun Yat-sen University), Shanhuei Wang (Tunghai University)

This a Reminder: When and When not to Display Subscription Expiration Duration

» Dingsheng Fu (Tsinghua University), Maggie Wenjing Liu (Tsinghua University), Chuang Wei (Central University of Finance and Economics)

07:00 **Working Paper Session 4, Pod 3: Effects of Techno-Aesthetic, Signals, AR, Reviews & Endorsers on Consumer Perceptions**

Scène (floor 0) - Pod 3

Triggering Tingles: The Sensory and Affective Modalities of ASMR

» Chloe Preece (ESCP Business School), Hsin-Hsuan Meg Lee (ESCP Business School)

Social-Media Signaling Strategies: A Comparative Analysis

» Satadruta Mookherjee (Grenoble Ecole de Management), Shabnam Nazari (Mindshare)

I Have Seen Enough: Augmented Reality Can Suppress Search Behavior and Negatively Affect Decision Outcomes

» Kim Uhlendorf (German Sport University Cologne), Sebastian Uhrich (German Sport University Cologne), Franziska Völckner (University of Cologne), Kristin Diehl (University of Southern California)

Time Will Tell: How Temporal Delay Influences Review Helpfulness

» Junyun Liao (Jinan University), Xianchi Dai (The Chinese University of Hong Kong), Fei Jin (Sichuan University)

What's in a Name? Exploring Consumer Perceptions of Social Media Personalities: Influencers, Content Creators and Celebrities.

» Marijke De Veirman (Arteveldehogeschool), Serena D'Hooge (Erasmus University Rotterdam), Eveline Mollaert (Arteveldehogeschool), Laurien Desimpelaere (Arteveldehogeschool), Ilse Bruwiere (Ipsos)

Sounding Passionate and Fast: The Role of Vocal Pitch on Service Providers' Perceived Work Speed

» Jerry Han (Sungkyunkwan University), 재강 허 (Sungkyunkwan University)

Automatic Price Appraisals: Why They Matter and How to Measure Them

» Daria Altenburg (Ghent University), Adriaan Spruyt (Ghent University)

The effect of being "chosen" on customer survey participation

» Lana Xianglan Nan (Neoma Business School), Siria Xiyueyao Luo (University of Groningen)

Consumer Vulnerability to Evaluative Conditioning Effects in Advertising: A comparison of Primary and Secondary Language

» Serena D'Hooge (Erasmus University Rotterdam), Marina Lenkovskaya (Erasmus University Rotterdam), Steven Sweldens (Erasmus University Rotterdam)

Words in Motion: How Regulatory Mode Language Fuels Consumer Engagement in Online vs. Offline Channel Promotions

» Frank Mathmann (Queensland University of Technology), Janina Garbas (ESCP Business School), Yuanyuan (Gina) Cui (Clemson University), Patrick van Esch (Coastal Carolina University), Daniel Wentzel (RWTH Aachen University)

Continued from **Saturday, 28 September**

In the Digital Spotlight: Navigating Negative Self-Presentation Online

» Dena Yadin (Northeastern University), Amir Grinstein (Northeastern University), Mary Steffel (Northeastern University)

How to Get Students' Buy-In as Marketing Research Participants

» Oriana Aragon (University of Cincinnati), Alberto Barchetti (University of Cincinnati), Rashmi Adaval (University of Cincinnati), Liang Shen (University of Cincinnati)

The Luxurious Identity Multiplicity: How and Why Multiple-Identity Endorsers Elevate Brand Luxury Perceptions

» Yu (Anna) Lin (The Chinese University of Hong Kong), Jiajia Liu (The University of Hong Kong)

How Linguistic Features Shape Consumer Perceptions

» Shanjing Wan (City University of Hong Kong), Zhenyu Jin (Towson University), Xiaojing Yang (University of South Carolina), Lei Su (City University of Hong Kong)

Unveiling the Script of Livestreaming Commerce: A Configurational Analysis of the Content Volume in the Four Selling Steps

» Shaowei Chai (Huazhong University of Science and Technology), Yaping Chang (Huazhong University of Science and Technology), Jun Yan (Huazhong University of Science and Technology), Chenying Hai (Huazhong University of Science and Technology)

Midnight for Cinderella: For whom does the Underdog narrative work.

» Midhila KS (IIM Bangalore)

The Impact of Virtual Backgrounds on Persuasion Effectiveness in Online Sales Context

» Bonnie Hao (University of Minnesota), Alison Xu (University of Minnesota)

Can You Sell Millions of Lipsticks in 5 Minutes? A Multi-method Analysis of Winning Strategies of Livestreaming Influencers

» Ruiqi Guan (University of Manitoba), Qi Zhang (Burgundy School of Business), fang wan (University of Manitoba), Mansur Khamitov (Indiana University), Vincent Chen (University of California, Berkeley)

07:00 **Working Paper Session 4, Pod 4: Variety in Online Engagement: Shared Consumption Experiences, Sensory Cues, and Media Modalities**

Scène (floor 0) - Pod 4

Online Reviews for Shared Consumption Experiences

» Leif Brandes (University of Lucerne), Thomas Scheurer (University of Lucerne), Andrew T. Stephen (Oxford University), Flavia Tinner (University of Lucerne)

Feast for the Ears: The Power of Eating Sounds on Live-Streaming Viewer Engagement in Social Media Spaces

» Ying YU (Huazhong Agricultural University), Li Huang (Hofstra University), Ziwei Zhou (Huazhong Agricultural University), Ning Wang (Huazhong Agricultural University)

Platform Neglect in the Consideration and Utilization of Online Reviews

» Katie Spangenberg (Seattle University), Mathew Isaac (Seattle University), Nevena Koukova (Lehigh University), Rebecca Wang (Lehigh University)

Less is More: How the Degree of Multimodality Affects Consumer Engagement

» Cristoforo Losito (University of Bologna), Stefania Farace (University of Bologna), Annamaria Tuan (University of Bologna), Elisa Montaguti (University of Bologna)

The Mind Behind the Wheel: Perceived Predictability of Autonomous Vehicles Impacts Human Drivers' Behavior

» Sophia Prix (University of St. Gallen), Jenny Zimmermann (University of St. Gallen), Emanuel de Bellis (University of St. Gallen), michael schulte (University of Bern)

Continued from **Saturday, 28 September**

User Stickiness Boosted by Live Streaming Shopping: Proposal of a Typology for its Formats and a Trilogy for its Models

» Dongfang Li (Paris-Saclay University), Lydiane Nabec (Paris-Saclay University)

Repeated touch enhances liking towards touched surfaces

» Farhana Tabassum (IESEG SCHOOL OF MANAGEMENT), Klemens Knoeferle (BI Norwegian Business School), Luk Warlop (BI Norwegian Business School)

Action Packed Brand: Meta-Semantic Effects of Verbs in Brand Names

» Murtuza Soofi Mohammed (University of Bologna)

"SIGN ME!" THE INFLUENCE OF ONLINE PETITIONS DESIGN ON SIGNING BEHAVIOR

» Anne Carminati (Université Paris Dauphine), Béatrice Parguel (Université Paris Dauphine), Elisa Monnot (CY Cergy Paris Université)

When Consumers Do or Do Not Engage With Brands After Observing Commanding Communication on Social Media

» Andria Andriuzzi (Université Jean Monnet), Géraldine Michel (IAE, Université Paris 1 Panthéon-Sorbonne)

From Trends to Tweets: The Interplay of Trendjacking and Brand Excitement in Brand Engagement

» Fatemeh Vafaee Sefat (Wilfrid Laurier University), Ammara Mahmood (Wilfrid Laurier University), Shirley Chen (Wilfrid Laurier University), Saurabh Mukesh Rawal (Wilfrid Laurier University), Michael Moorhouse (Wilfrid Laurier University)

The Spokesperson-Brand Image Congruency Effect on Brand Evaluation

» Sheng Bi (Beijing Institute of Technology)

Brain responses to vehicles predict individual interest and forecast changes in aggregate demand

» Dylan Christiano (University of Michigan), Cynthia Wu (Stanford University), Tara Srirangarajan (Stanford University), Shabnam Hakimi (Toyota Research Institute), Matthew Klenk (Toyota Research Institute), Charlene Wu (Toyota Research Institute), Brian Knutson (Stanford University)

The Impact of Hidden Price Strategies on Consumer Engagement in Social Media Promotions

» Ying YU (Huazhong Agricultural University), Li Huang (Hofstra University), Ning Wang (Huazhong Agricultural University)

Viewer Distribution in Livestream Channels Affects New Product Adoption: Evidence from Twitch and Steam

» Travis Tae Oh (Yeshiva University), Jeunghyun Kim (Korea University)

MANAGING ALGORITHMIC COMPROMISES TO SELF-PRESENTATION

» Ashok Kaliyamurthy (Oregon State University), Hope Schau (University of California, Irvine)

07:00 **JCR Policy Board Meeting (by Invitation Only)**

Studio 1 (floor 2)

Chaired by: Carolyn Yoon and Robert Meyer and Amna Kirmani and Jean-Sébastien Marcoux and Tandy Thomas and Michelle Weinberger and Bernd Wittenbrink and Michel Tuan Pham

08:20 **Special Session: Transcending Reality: Unraveling Positive And Adverse Effects Of Mixed Reality Product Interaction**

Loft A (floor 3)

Chaired by: David Finken and Thomas Scheurer

08:20 **Sound In Motion: How Spatial Audio Improves Product Evaluation**

» William Fritz (University of Oxford), Rhonda Hadi (Oxford University), Cammy Crolic (Florida State University), Andrew T. Stephen (Oxford University)

Continued from **Saturday, 28 September**

08:40 **Beyond Pixels: How Augmented Reality Displays Impede Olfactory Imagery and Affect Product Preferences**
» David Finken (ETH Zürich), Thomas Scheurer (University of Lucerne), Rebecca Chae (Santa Clara University)

09:00 **On My Table, Close to Me, I Can Do It: AR Effects on Desirability Through Concreteness and Self-Efficacy**
» Juliana Batista (FGV EAESP), Joseph Koons (Baruch College, CUNY), Ana Valenzuela (ESADE), Rhonda Hadi (Oxford University)

09:20 **Smell The Difference: How Olfactory-Enabled Product Presentations In VR Enhance Consumer Evaluation, Intention, And Behavior**
» Laura Berry (Trinity College Dublin), Radu Dimitriu (Trinity College Dublin), Olivia Petit (Kedge Business School), Gareth Young (Trinity College Dublin)

08:20 **Special Session: Narrowly-Bracketed Consumer Preferences**
Loft B (floor 3)
Chaired by: Guy Voichek

08:20 **People Underappreciate the Aggregate Impact of Unlikely Events**
» Amanda Geiser (University of California, Berkeley), Ellen Evers (University of California, Berkeley)

08:40 **Consumers Believe Star Ratings Are Comparable Even When They Are Not**
» Matt Meister (University of San Francisco), Nicholas Reinholtz (University of Colorado)

09:00 **Opportunity Cost and Price Insensitivity When Eliciting Policy Preferences**
» Megan Weber (UCLA), Craig Fox (UCLA)

09:20 **Efficiency Neglect Leads to Economic Pessimism**
» Jason Dana (Yale University), George Newman (Rotman School of Management, University of Toronto), Guy Voichek (Imperial College London)

08:20 **Special Session: Representations in the marketplace: Perspectives from drug legalization, ranked choice voting, inclusive design, and racial advancement messaging.**
Loft DE (floor 3)
Chaired by: Chethana Achar

08:20 **From Stigma to Competence: 'Black-Owned' Labels and Expertise Stereotypes in Psychoactive Drug Markets**
» Chethana Achar (Northwestern University), Nidhi Agrawal (University of Washington)

08:40 **The Promise of Ranked Choice Voting: Overcoming Electability Concerns to Increase Votes for Underrepresented Candidates**
» Rachel Gershon (University of California, Berkeley), Kristen Duke (Rotman School of Management, University of Toronto), Ivuoma Onyeador (Northwestern University)

09:00 **Perceptions of Disability: Effects on New Product Design and Marketing**
» Maayan Malter (Columbia University), Melanie Brucks (Columbia University), Gita Johar (Columbia University)

09:20 **Racial Advancement Aversion**
» Ilya Gokhman (Georgia Tech), Broderick Turner (Virginia Tech)

08:20 **Special Session: The Drivers and Consequences of Time Consumption and Expenditures**
Loft G (floor 3)
Chaired by: Jacqueline Pan

08:20 **Understanding Time Cost Neglect in Decision-Making**
» Jacqueline Pan (Duke University), Jordan Etkin (Duke University), Jonah Berger (University of Pennsylvania)

08:40 **What Ways of Spending Time Predict Feelings of Time Poverty?**
» Maria Trupia (UCLA), Cassie Holmes (UCLA), Hal Hershfield (UCLA)

Continued from **Saturday, 28 September**

09:00 **The Lasting Impression of Beauty: The Impact of Beautiful Memories on Time Perception and Emotional Well-being**
» Ada Aka (Stanford University), Jennifer Aaker (Stanford University)

09:20 **Lagging Behind: Brief Internet Delays Impair Learner Engagement in Online Education**
» Asaf Mazar (University of Pennsylvania), Geoff Tomaino (University of Florida), Wendy Wood (University of Southern California), Ziv Carmon (INSEAD), Angela Duckworth (University of Pennsylvania)

08:20 **Special Session: Unraveling Consumer Stigma: Bridging Micro, Meso, and Macro Realms**
Loft H (floor 3)
Chaired by: Gulay Guzel

08:20 **Vulnerable yet Protected: Intimate Self-Extensions in the Marketplace**
» Eda Anlamlier (University of Nevada, Las Vegas), Colleen Harmeling (Florida State University), Mengtian (Montina) Jiang (University of Kentucky)

08:40 **Unveiling Hate-Watching: Middle-Class Dynamics and Stigma in Media Consumption Landscape**
» Gulay Guzel (Bucknell University), Güliz Ger (Bilkent University)

09:00 **Productive and Consumable: The Construction of Stigma as an Asset**
» Orcun Turan (York University), Markus Giesler (York University)

09:20 **Exploring Stigma in Consumer Research**
» Eileen Fischer (York University)

08:20 **CP15: Visual Elements and Online Engagement**
Studio AB (floor 2)

08:20 **Beyond the Smile: Unraveling the Nonlinear Effects of Emojis on Social Media Engagement**
» David Schindler (Friedrich-Alexander-Universität Erlangen-Nürnberg), Eva Leonhardt (Friedrich-Alexander-Universität Erlangen-Nürnberg), Nicole Koschate-Fischer (Friedrich-Alexander-Universität Erlangen-Nürnberg)

08:40 **Getting in (Visual) Touch with Consumers: Effects of Visual Texture on Visual Perception and Social Media Engagement**
» Olesia Nikulina (Maastricht University), Dhruv Grewal (Babson College), Allard van Riel (Hasselt University), Jos Lemmink (Maastricht University), Martin Wetzels (EDHEC Business School)

09:00 **Unveiling the Impact of Virtual Influencers' Anthropomorphism: How Visual Appearance and Facial Resemblance Shape Consumer Engagement**
» Yu Pan (Shanghai International Studies University), Botian Lei (Shanghai International Studies University), Jia Jin (Shanghai International Studies University), Shanshan Guo (Shanghai International Studies University)

09:20 **Made with AI: Consumer Engagement with Media Containing AI Disclosures**
» Stephan Carney (University of Southern California), Ignacio Riveros (University of Southern California), Steph Tully (University of Southern California)

08:20 **CP15: Sustainability and Innovation**
Studio DE (floor 2)

08:20 **The Eco-Friendly Dilemma: Placement Strategies for Maximizing Green Purchase Intentions**
» Matthew Philp (Toronto Metropolitan University), Ali Tezer (HEC Montréal)

08:40 **Outsourcing Control: How Cultural Tightness Impacts Sustainable Consumption**
» Tanvi Gupta (IIM Ahmedabad), Reetika Gupta (ESSEC Business School), Malobi Mukherjee (SP Jain London School of Management)

Continued from **Saturday, 28 September**

09:00 **Survival of Trendy Styles in the Age of Sustainability: The Impact of Style Longevity on Sustainable Consumption Decisions**
» Yeonjin Sung (University of Michigan), Carolyn Yoon (University of Michigan)

09:20 **Buy, But Don't Use (Too Much): When Morally Regulating Messages to Promote Resource Conservation Backfire**
» Cindy G. Grappe (University of Alberta), Tito Grillo (University of Alberta), Sarah Moore (University of Alberta), Jennifer Argo (University of Alberta)

08:20 CP15: The Environment on Consumption Patterns
Studio F (floor 2)

08:20 **The Impact of Uncomfortable Cold Temperature on Green Consumption: The Mediating Role of Perceived Resource Scarcity**
» Qi Cao (Jiangxi University of Finance and Economics), Xiang Fang (Oklahoma State University), Yuechen Wu (Oklahoma State University), Junzhou Zhang (Montclair State University), Xiaoyu Wang (Shanghai University of Finance and Economics)

08:40 **Retailers Beware: Ambient Coldness Increases Consumers' Choice and Spending on Indulgent Food**
» Yining Yu (Xi'an Jiaotong-Liverpool University), Miaolei Jia (University of Warwick), Bingjie Li (University of Warwick), Chuang Tang (Peking University)

09:00 **Exterior Transparency of the Built Environment and Consumer Patronage**
» Kevin L. Sample (University of Rhode Island), Julio Sevilla (University of Georgia), Kelly L. Haws (Vanderbilt University)

09:20 **Affective Encounters in Consumption Spaces**
» Hossain Shahriar (Lund University), Sofia Ulver (Lund University)

08:20 CP15: Ethics and Gender
Forum IJ (floor -1)
Chaired by: Rajat Roy

08:20 **An Unexpected Bias: High Levels of Achievement Change the Biases Women Face in the Marketplace**
» Jean Zhang (University of California, San Diego), Elizabeth Campbell (University of California, San Diego), On Amir (University of California, San Diego)

08:40 **The Effect of (A)symmetric Marketing Visuals on Product Gender Perceptions**
» Ajmal Basheer (University of Kansas), Yuechen Wu (Oklahoma State University), Felipe M. Affonso (Oklahoma State University)

09:00 **Women are complex, men are simple: The association between gender and complexity and its implications for consumer behavior**
» Elinor Amit (Tel Aviv University), Tanya Rubinstein (Tel Aviv University), Cheryl Wakslak (University of Southern California), Gil Appel (George Washington University)

09:20 **Unexpectedly Ethical: Price-Quality Inference for Ethical Versus Conventional Products**
» Yuqi Guo (Tilburg University), Karen Winterich (The Pennsylvania State University)

08:20 CP10: Donations? Prosocial Behaviors
Loft C (floor 3)

08:20 **The Politics of Prosocial Behavior**
» Ethan Milne (Ivey Business School), Kirk Kristofferson (Ivey Business School), Miranda Goode (Ivey Business School)

08:30 **Promoting Organ Donation through Philanthropic Partnerships**
» Chi Hoang (ESCP Business School)

08:40 **Ownership of Art Encourages Prosocial Behavior**
» Weiyi Li (Renmin University of China), Jun Pang (Renmin University of China), Haipeng Chen (University of Iowa)

Continued from **Saturday, 28 September**

08:50 **Mid-Session Q&A**
» Session Moderator (-)

09:00 **Increasing Charitable Giving Through the Pursuit of Meaning**
» Cony Ming-Shen Ho (Northern Arizona University), Daniel Grossman (University of Missouri-St. Louis), Julian Givi (West Virginia University)

09:10 **Giving Love, More People Involve? Giving Money, Donate More? How Medium Framing Shapes Donation Decisions**
» Wenjing Song (Nanjing University), Yunhui HUANG (Nanjing University)

09:20 **Effect of Consumer Embarrassment on Prosocial Consumption**
» Vaishali Sangwan (OP Jindal Global University), Sanjeev Tripathi (IIM Indore), Moutusy Maity (University of Southampton)

09:30 **Final Q&A**
» Session Moderator (-)

08:20 **CP10: Context, Presentation, and Beliefs about Lunch**
Forum EF (floor -1)

08:20 **Why we Think Unhealthy Food Tastes Better: From Cognitive Illusions to Unfavorable Beliefs About Food**
» Sonja Kunz (University of Vienna), Niklas Pivecka (University of Vienna), Arnd Florack (University of Vienna)

08:30 **Savoring with your eyes: The influence of visual entropy on food assessment**
» Ze Wang (University of Central Florida), Juncai Jiang (University of Central Florida), Ganga Urumutta Hewage (University of Memphis), Mackenzie Bland (University of Central Florida), Surendra Singh (University of Kansas)

08:40 **Heterogeneity in Response to Nudges: Socioeconomic and Residential Disparities in the Effects of Nutrition Labeling on Fast-Food Choices**
» Pierre Chandon (INSEAD), Andde Indaburu (Boston University)

08:50 **Mid-Session Q&A**
» Session Moderator (-)

09:00 **From Atmosphere to Plate: Air Pollution Intensifies Food Waste Behavior and Interventions**
» Yang Yang (Shenzhen Academy of Social Sciences), Yi WU (East China Normal University), Lu Yang (Nanjing Agricultural University)

09:10 **Together or One By One? How Presentation Mode Affects The Number of Selected Options**
» Sadaf Mokarram Dorri (University of Amsterdam), Siegfried Dewitte (KU Leuven)

09:20 **My Never-Ending Story: Why, How, and When Incompleteness in Product Sets Signals Self-Expansion**
» C. Clark Cao (Lingnan University), John Yi (Le Moyne College), Darren Dahl (University of British Columbia)

09:30 **Final Q&A**
» Session Moderator (-)

08:20 **Roundtable: Digital Inclusion and Consumer Empowerment**
Forum AB (floor -1)
Chaired by: Ashok Kaliyamurthy

Digital Inclusion and Consumer Empowerment
» Ashok Kaliyamurthy (Oregon State University), Russell Belk (York University), Lena Cavusoglu (Pacific University), Jenna Drenten (Loyola University Chicago), Akon Ekpo (Loyola University Chicago), Amber Epp (University of Wisconsin-Madison), Colleen Harmeling (Florida State University), Robert V. Kozinets (University of Southern California), Ghalia Shamayleh (Concordia University), Andrew Smith (Suffolk University), Kalinda Ukanwa (University of Southern California), Rohan Venkatraman (University of Birmingham)

Continued from **Saturday, 28 September**

08:20 **Roundtable: A Global Perspective on Brand Activism and Consumer Movements**
Forum C (floor -1)
Chaired by: Serkan Saka and Priscilla Peña

A Global Perspective on Brand Activism and Consumer Movements
» Serkan Saka (University of Illinois Chicago), Priscilla Peña (University of Rhode Island), Ike Silver (Northwestern University), Tim Dewhirst (University of Guelph), Jacob Brower (Queen's University), Mansur Khamitov (Indiana University), Ernest Baskin (Saint Joseph's University), Jared Watson (New York University), Chris Hydock (Tulane University), Mitchell Hamilton (Loyola Marymount University), Dominique Braxton (Loyola Marymount University), Seth Ketron (University of St. Thomas), Shuili Du (University of New Hampshire), Mithila Guha (San Josè State University), Nooshin Warren (University of Arizona)

08:20 **Film Festival - session 1**
Forum GH (floor -1)
Chaired by: Joonas Rokka and Baptiste Cleret

08:20 **Duck Hunter**
» Alexandra Vignolles (INSEEC), Quentin Forgeot (INSEEC)

08:45 **Enter. Bird Watching Perspective of Academic Coping. An Introspective Video-collage**
» Dóra Horváth (Corvinus University of Budapest), Máté Bollók (Corvinus University of Budapest), Attila Cosovan (Corvinus University of Budapest)

09:10 **Entomophagy in Thailand - Tracing Traditional Practices Amidst Modern Changes**
» Gaëlle Pantin-Sohier (Université Angers), Julie Leroy (IAE Angers), François Pantin (IAE Angers)

09:40 **Coffee Break - Located throughout the Conference Center**

10:00 **Special Session: Reexamining What We Think We Know: Methodological Critiques in Consumer Research**
Loft A (floor 3)
Chaired by: Stephen Spiller

10:00 **Do People Understand the Extent of Inequality? Lay Judgments of Skewed Distributions Can't Give Us the Answer**
» Hillary Parent (Yale University), Jason Dana (Yale University), Gal Zauberman (Yale University)

10:20 **An Alternative Interpretation of Apparent Failures to Learn From Failure**
» Stephen Spiller (UCLA)

10:40 **Fishing for Complements: Treating Listed Elements as Exhaustive in Joint Estimation Tasks**
» Shane Frederick (Yale University), Asher Lawson (INSEAD), Ryan Hauser (Yale University)

11:00 **Measurement Invariance Across Conditions: A Case Study of Material and Experiential Happiness**
» Dan Schley (Erasmus University Rotterdam), Jason Roos (Erasmus University Rotterdam)

10:00 **Special Session: Practice Roles: Unpacking Practice Resilience and Practice Transformation**
Loft B (floor 3)
Chaired by: Hope Schau

10:00 **The Scaffolding of Collective Practices Over Time**
» Linda Price (University of Wyoming), Tandy Thomas (Queen's University)

10:20 **Navigating Life-sustaining Care-giving Consumption Practices**
» Melissa Akaka (University of Denver), Hope Schau (University of California, Irvine)

10:40 **Practice Enablement: Enabling Practice Change**
» Francesca Bonetti (HEC Montréal), Hope Schau (University of California, Irvine), Kirk Plangger (King's College London)

Continued from **Saturday, 28 September**

11:00 **Practice Disruption and Role Transformation in the Music Industry: Reclaiming Artistic Rights and Leveraging Fan Influence and Creativity**
» Christine Hu (University of California, Irvine), Tonya Bradford (University of California, Irvine)

10:00 **Special Session: Money Can't Buy Me Love: Financial Factors in Social Judgments**
Loft DE (floor 3)
Chaired by: Ceren Sahin

10:00 **When and Why Consumers (Falsely) Believe Income Impacts the Enjoyment of Consumption Experiences**
» Jenny Olson (Indiana University), Brent McFerran (Simon Fraser University), Andrea Morales (Arizona State University), Darren Dahl (University of British Columbia)

10:20 **When Green Isn't Seen: How Low-income Consumers Miss Out On Green Credit**
» Ceren Sahin (Tilburg University), Anika Stuppy (Tilburg University), Rob Smith (Tilburg University)

10:40 **Price Premiums as Signals of Status versus Quality: Understanding Interpersonal Evaluations of Premium Consumption**
» Jingshi (Joyce) Liu (City, University of London), Anirban Mukhopadhyay (City, University of London)

11:00 **How Materialists Justify Consumption: The Role of Price–Quality Beliefs**
» Mario Pandelaere (Virginia Tech), Fabian Christandl (Fresenius University), Sebastian Berger (University of Bern)

10:00 **Special Session: Unlocking Synergy: Exploring Dimensions of Human-AI Collaborations**
Loft G (floor 3)
Chaired by: Raina Zhang

10:00 **Complementarity Neglect: People Fail to Select AI Collaborators with Non-overlapping Errors**
» Moritz Joerling (EmLyon Business School), Ye Li (University of California, Riverside), Meng Zhu (Virginia Tech)

10:20 **A Simple Explanation Reconciles "Algorithm Aversion" and "Algorithm Appreciation": Hypotheticals vs. Judgments**
» Jenn Logg (Georgetown University), Rachel Schlund (Cornell University)

10:40 **Generative Artificial Intelligence and Design Co-Creation in Luxury New Product Development: The Power of Discarded Ideas**
» Page Moreau (University of Wisconsin-Madison), Emanuela Prandelli (Bocconi University), Martin Schreier (WU Vienna)

11:00 **Unfair Artificial Intelligence Reduces Rates of Prosocial Punishment**
» Raina Zhang (New York University), Ellie Kyung (Babson College), Chiara Longoni (Bocconi University), Luca Cian (University of Virginia, Darden), Kellen Mrkva (Baylor University)

10:00 **Special Session: Gift-Giving: Bringing Consumers Together, Embracing Differences, and Improving Solidarity**
Loft H (floor 3)
Chaired by: Julian Givi

10:00 **The Double-Edged Sword of Experiential (vs. Material) Gifting: Greater Motivation, but Reduced Appreciation**
» Sarah Lim (University of Illinois at Urbana-Champaign), Kaitlin Woolley (Cornell University)

10:20 **What Recipients (and Givers) Think about Discounted Gifts**
» Laurence Ashworth (Queen's University), Aybike Mutluoglu (Queen's University), Darren Dahl (University of British Columbia), Katherine White (University of British Columbia)

10:40 **To Gift or Not to Gift? Narcissism and Gift-Giving Likelihood**
» Colleen Kirk (New York Institute of Technology), Constantine Sedikides (University of Southampton), Julian Givi (West Virginia University)

Continued from **Saturday, 28 September**

11:00 **When Generosity Softens the Sting: Pain-of-payment is Lower When Purchasing Products as Gifts**
» Farnoush Reshadi (Worcester Polytechnic Institute), Yuna Choe (Baylor University), Julian Givi (West Virginia University)

10:00 **CP15: Different Perspectives in Sustainability**
Studio AB (floor 2)

10:00 **Consumer-Driven Climate Mitigation: Exploring Barriers and Solutions in Studying Higher Mitigation Potential Behaviors**
» Christophe Lembregts (Erasmus University Rotterdam), Romain Cadario (Erasmus University Rotterdam)

10:20 **How Adaptive Reuse Increases Perceived Innovativeness**
» Gabriel Ward (Texas A&M University), Nicholas Olson (Texas A&M University), Keith Wilcox (Texas A&M University)

10:40 **Exploring Rebound Effects in Access-Based Services (ABS)**
» Joëlle VANHAMME (EDHEC Business School), Valérie Swaen (UCLouvain), Pauline Munten (Darwind)

11:00 **The Formation of Ideological Sustainabilities: From Production to Retail**
» Camilo Peña (University of Bath), Annamma Joy (University of British Columbia)

10:00 **CP15: Choices in the Past and Future**
Studio DE (floor 2)

10:00 **Medium Induces Patience in Intertemporal Choices**
» Yan Zhang (National University of Singapore), Aparna Labroo (Northwestern University)

10:20 **Future is Now: Aspirational-Sized Clothing and Weight Loss**
» Nukhet Taylor (Toronto Metropolitan University), Theodore J. Noseworthy (York University)

10:40 **Temporal Frames of Environmental Threats**
» Ozlem Tetik (London Business School), David Faro (London Business School)

11:00 **The Double-Edged Sword of Long-term Vision: Perceptions of Long-Term Thinking for Nonprofit versus For-Profit Organizations**
» Hanife Armut (Koc University), Nazli Gurdamar-Okutur (Koc University), Karen Winterich (The Pennsylvania State University), Zeynep Gurhan-Canli (Koc University)

10:00 **CP15: Cultural Influence and Community Engagement**
Studio F (floor 2)

10:00 **CULTURAL COMMUNITIES: VALUABLE DOMESTIC MARKETS**
» Eliane Karsaklian (University of Illinois Chicago)

10:20 **"WE HAVE A BLACK GAY MAN ON A DRAGON": Fan Reactions to Diversity and Representation in Fantasy Media**
» Frédérique Ménard (HEC Montréal), Jean-Sébastien Marcoux (HEC Montréal)

10:40 **My Grail Quest is Now Complete: Employing A Netnography to Explore Grail Product Search Journey in Brand Communities**
» Yeon Jae Choi (Saint Louis University), Mark Arnold (Saint Louis University), James Loveland (Xavier University)

11:00 **Rural Culinary Experiences: the Consumer Journey through Locally Sourced Ingredients**
» Paola Gioia (Kedge Business School), Nacima Ourahmoune (Kedge Business School), Diego Rinallo (EmLyon), Brigitte Müller (Cergam, University of Toulon)

10:00 **CP15: Variety, Assortment, and Spatial Perception**
Forum IJ (floor -1)

Hierarchical Variety Seeking
» Yuji Winet (Duke University), Akshina Banerjee (University of Michigan)

Continued from **Saturday, 28 September**

The Fun and Function of Rotational Variety
» Soo Yon Ryu (University of Florida), Gia Nardini (Florida Atlantic University), Richard Lutz (University of Florida)

Spatial Position Affects Quantity Judgments And Product Preference
» Yonatan Vanunu (University of Chicago), Kristin Donnelly (University of Chicago)

Optimizing the "Aesthetics" of Online Product Ratings: The Role of Visual Orientation in Product Rating Distributions
» Lin Ge (Hong Kong Metropolitan University), He (Michael) Jia (The University of Hong Kong), B. Kyu Kim (Yonsei University)

10:00 **CP10: Don't Talk about this at Dinner: Politics, Gender, and Offensive Consumption**
Loft C (floor 3)

10:00 **Political Ideology and Climate Change Solutions**
» Yang (Jenny) Guo (Binghamton University), Gergana Nenkov (Boston College), Shaobo Li (Southern University of Science and Technology)

10:10 **Blue Money, Red Money: The Impact of Political Ideology, Power Status, and Polarization on Political Donations**
» Xiajing Zhu (University of California, Irvine), Connie Pechmann (University of California, Irvine)

10:20 **I need to get better at this: The Impact of Political Ideology on The Preference for Self-Improvement Products**
» Bonnie Hao (University of Minnesota), Akshay Rao (University of Minnesota)

10:30 **Mid-Session Q&A**
» Session Moderator (-)

10:40 **From the Gender Gap to the Gender Paradox in Consumer Environmental Engagement: Insights from a Multilevel Analysis across 11 Interventions and 63 Nations**
» Sylvie Borau (TBS Education), Robert Mai (Grenoble Ecole de Management), Leila Elgaaied-Gambier (TBS Education)

10:50 **Ideological Poking: Why Consumers Use Outgroup-Offending Products**
» Matejas Mackin (Northwestern University), Neal Roese (Northwestern University)

11:00 **Offensive Consumption**
» Ethan Milne (Ivey Business School), Kirk Kristofferson (Ivey Business School), Miranda Goode (Ivey Business School)

11:10 **Final Q&A**
» Session Moderator (-)

10:00 **CP10: 80% Chance You'll Like this Session: Risk, Uncertainty, and Consumer Choice**
Forum EF (floor -1)
Chaired by: Ellen Evers

10:00 **Sequential Information Preferences in Uncertain Decision-Making**
» Uma Karmarkar (University of California, San Diego), John Clithero (University of Oregon), Carolina Raffaelli (University of California, San Diego)

10:10 **Risk is Alluring: Examining Anticipatory Emotions Towards Risk-Taking**
» Minwen Yang (Rotman School of Management, University of Toronto), Claire Tsai (Rotman School of Management, University of Toronto), Ying Zeng (University of Colorado at Boulder)

10:20 **The Conditional Probability Bias in Risk Valuation**
» Emily Prinsloo (Rice University), Yaxuan Ran (Zhongnan University of Economics and Law), Xi Li (The University of Hong Kong)

Continued from **Saturday, 28 September**

10:30 **Mid-Session Q&A**
» Session Moderator (-)

10:40 **Choosing risk for others: the intersection of risk and prosocial behavior.**
» Kathryn Hillegass (University of California, San Diego), On Amir (University of California, San Diego)

10:50 **Risk preferences in guaranteed-loss environments versus non-guaranteed-loss environments.**
» Anouk Festjens (Maastricht University)

11:00 **Uncertain Prices and the Price of Uncertainty**
» Burcak Bas (WU Vienna), Joachim Vosgerau (Bocconi University)

11:10 **Final Q&A**
» Session Moderator (-)

10:00 **Workshop: More Than Words: Linguistics and Language in Consumer Behavior**
Forum AB (floor -1)
Chaired by: Ann Kronrod and Sarah Moore and Peeter Verlegh

More Than Words: Linguistics and Language in Consumer Behavior
» Ann Kronrod (University of Massachusetts Lowell), Sarah Moore (University of Alberta), Peeter Verlegh (Vrije Universiteit Amsterdam)

10:00 **Roundtable: Leveraging Large Field Datasets to Address Behavioral Research Questions**
Forum C (floor -1)
Chaired by: Coby Morvinski and Johannes Boegershausen

Leveraging Large Field Datasets to Address Behavioral Research Questions
» Coby Morvinski (Ben-Gurion University of the Negev), Johannes Boegershausen (Erasmus University Rotterdam), On Amir (University of California, San Diego), Oded Netzer (Columbia University), Jonathan Levav (Stanford University), Andreas Lanz (University of Basel), Ada Aka (Stanford University), Ariel Fridman (ESADE Business School), Jennifer Savary (University of Arizona), Giovanni Luca Cascio Rizzo (LUISS Guido Carli University)

10:00 **Film Festival - session 2**
Forum GH (floor -1)
Chaired by: Baptiste Cleret and Joonas Rokka

10:00 **When Senior Get High. A journey into skydiving and bungee jumping among seniors**
» Alexandra Vignolles (INSEEC), Chloé Prezelus (INSEEC)

10:25 **Head in the clouds and waste all-around**
» Jannsen Santana (Universidade Federal da Paraíba), Flavia Cardoso (Universidad del Desarrollo), Daiane Scaraboto (The University of Melbourne)

10:50 **Mottainai: A Cross-Cultural Study of Resale & Secondhand Stores in Japan & the US**
» Jacob Hiler (Ohio University), Wei Zhao (Chubu University), Makoto Shimizu (Chubu University), Kayo Ito (Chubu University)

11:20 **Coffee Break - Located throughout the Conference Center**

11:40 **Special Session: Economic Valuation Effects in the Marketplace**
Loft A (floor 3)
Chaired by: Arnaud Monnier

11:40 **Absolutely Higher Tips: Framing Choice Alternatives in the New Age of Voluntary Payments Economy**
» Shirley Bluvstein (Yeshiva University), Priya Raghubir (New York University)

Continued from **Saturday, 28 September**

12:00 **Does Consumer Willingness to Pay Reflect Market Prices?**
» Arnaud Monnier (Nova School of Business and Economics), Manoj Thomas (Cornell University)

12:20 **Skimpflation Outrage: Decreases in Product Quality are Seen as Much More Unfair Than Decreases in Size and Increases in Price**
» Ioannis Evangelidis (ESADE)

12:40 **How Do Consumers Compare Two Prices? Per Digit or per Chunk?**
» Marc Vanhuele (HEC Paris), Gilles Laurent (ESSEC Business School)

11:40 **Special Session: Societal Shifts and Identity Performances**
Loft B (floor 3)
Chaired by: Hope Schau

11:40 **Acts of Faith and the Development of Consumer Spiritual Beliefs in Brands**
» Kyungin Ryu (University of Massachusetts Amherst), Liz Miller (University of Massachusetts Amherst), Matthew Godfrey (University of Massachusetts Amherst)

12:00 **"He Can Become Whatever Kind of Boy He Wants to Be": Gender-Reflexive Parenting**
» Pelin Geyik (Aalto University), Amber Epp (University of Wisconsin-Madison), Henri Weijo (Aalto University)

12:20 **Shades of Black: Pivoting Consumer Perceptions of Colorism through Advertisements**
» Jazmin Henry (University of California, Irvine), Tonya Bradford (University of California, Irvine)

12:40 **Body Positivity: Individuals' Electing to Perform Identity**
» Francesca Bonetti (HEC Montréal), Hope Schau (University of California, Irvine), Kirk Plangger (King's College London)

11:40 **Special Session: Consumer Climate Challenge: Behavioral Science for the Climate Crisis**
Loft DE (floor 3)
Chaired by: Eli Sugerman

11:40 **Carbon Competence: Investigating Consumers' Ability to Judge the Ecological Impact of Climate Policy**
» Jonas Ludwig (Technische Universität Berlin), Arian Trieb (Technische Universität Berlin), Eli Sugerman (Columbia University), Eric Johnson (Columbia University)

11:55 **The Environmental Cost of Feeling Constrained: Financial Constraints Jeopardize Sustainability by Increasing Preferences for Quantity**
» Yusu Wang (University of Chicago), Abigail Sussman (University of Chicago)

12:10 **Choice architecture promotes sustainable choices in online food-delivery apps**
» Paul Lohmann (University of Cambridge), Elisabeth Gsottbauer (The London School of Economics and Political Science), Lucia A. Reisch (University of Cambridge)

12:25 **The Erasmus Sustainability Program: An online platform for field experimentation towards sustainability**
» Eli Sugerman (Columbia University), Antonia Krefeld-Schwalb (Erasmus University Rotterdam), Sebastian Gabel (Erasmus University Rotterdam)

11:40 **Special Session: Connecting Body and Mind: How Physiology Helps Explain Consumer Attitudes and Choices**
Loft G (floor 3)
Chaired by: Crystal Reeck and Femke Van Horen

11:40 **Inclusive Attentional Processes Increase Liking of Product Imitations**
» Femke Van Horen (Vrije Universiteit Amsterdam), Zachary Estes (City, University of London), Martina Cossu (University of Amsterdam)

Continued from **Saturday, 28 September**

12:00 **A Sprinkling of Lies: Greater Attention to False News Claims Leads to Increased Sharing**
» VS Vaidyanathan (Temple University), Vinod Venkantaram (Temple University)

12:20 **Do Probiotics Influence the Consumer Decision Process?**
» Nikki Sullivan (The London School of Economics and Political Science)

12:40 **Are We What We Eat? How Different Diets Impact How Fairness Impacts Consumers Financial Decision Making**
» John Clithero (University of Oregon), Daniela Schelski (University of Bonn), Hanna Huber (University of Bonn), Dominik Suri (University of Bonn), Aakash Mantri (University of Bonn), Leonie Koban (University Lyon), Bernd Weber (University of Bonn), Hilke Plassmann (INSEAD), Marie-Christine Simon (University of Bonn)

13:00 **Connecting Body and Mind: Discussion**
» Crystal Reeck (Temple University)

11:40 **Special Session: Advancing a More-than-Human Perspective in Consumer Research**
Loft H (floor 3)
Chaired by: Annetta Grant

11:40 **Marketing For Animals: The Role Of Tetravalent Sentiments In Market-Mediated Animal Advocacy**
» Jack Waverley (Manchester)

12:00 **Multispecies Negotiations in Permaculture Gardens: How Consumers Balance Consumer Interests and Other-Than-Human Wellbeing**
» Mikkel Nøjgaard (University of Southern Denmark)

12:20 **Multispecies Ethnography in Consumer Research**
» Annetta Grant (Bucknell University)

12:40 **Enriching Consumer Research with a Multispecies Perspective**
» Anu Helkkula (Hanken School of Economics)

11:40 **CP15: Own, Repair, or Repurpose?**
Studio AB (floor 2)

11:40 **Consumers' Need to Own: Measurement Development and Validation**
» Doreen Shanahan (Pepperdine University), Cristel Russell (Pepperdine University), Richard Chau (Pepperdine University), Joy L. Shields (Pepperdine University)

12:00 **Oh no! that was too sudden: Role of Sudden Product-Failures in Repair-Intentions**
» Aruna Tatavarthy (Norwegian School of Economics), Nidhi Agrawal (University of Washington)

12:20 **The Product Hacking Effect – An Investigation of Consumers' Response to Functionally Repurposed Products**
» Sören Köcher (TU Dortmund University)

12:40 **Understanding and Overcoming Consumer Resistance to Gifting Secondhand Products**
» Yeonjin Sung (University of Michigan), Yafei Guo (University of Illinois at Urbana-Champaign)

11:40 **CP15: Giving, Receiving, and Generosity**
Studio DE (floor 2)

11:40 **Misperceptions of Indebtedness in Joint Consumption**
» Nathaniel Posner (Columbia University), Shai Davidai (Columbia University)

12:00 **Giver Spotlighting Negatively Impacts Recipients of Aid**
» Samantha Kassirer (Northwestern University), Maryam Kouchaki (Northwestern University)

Continued from **Saturday, 28 September**

12:20 **In Lieu of Gifts: Understanding and Overcoming Givers' Reduced Generosity Toward Charitable Gift Requests**
» Michelle Daniels (University of Alabama), Adriana Samper (Arizona State University), Ryan Hamilton (Emory University), Cindy Chan (University of Toronto)

12:40 **"Yes, I'm Worth it!": How romantic breakups influence the self-gifting propensity**
» Kylie Vo (West Virginia University), Aaminah Malik (Lahore University of Management Sciences)

11:40 **CP15: Brand Influence and Moral Challenges in Modern Marketing**
Studio F (floor 2)

11:40 **Consumer Transgressions Against Brands: How Robin Hood Narratives Turn Guilt into Pride**
» Jason Lin (Boston University), Anat Keinan (Boston University), Hannah Chang (Singapore Management University), Donald Lehmann (Columbia University)

12:00 **The Spark of Life: How Brand Hijack Electrifies Brand Revitalization**
» Silvia Biraghi (Università Cattolica del Sacro Cuore), Rossella C. Gambetti (Università Cattolica del Sacro Cuore), Bernard Cova (Kedge Business School)

12:20 **Unveiling the Bright and Dark Sides in the Journey of Older Digital Influencers**
» Elisa Priori de Deus (Federal University of Rio de Janeiro), Rodrigo Castilhos (Skema Business School), Leticia Casotti (Federal University of Rio de Janeiro)

12:40 **DEINFLUENCERS: CHALLENGING THE MARKET MORALITY OF CONSUMERISM**
» Gokcen Coskuner-Balli (Chapman University), Charlene Chu (Chapman University), Niklas Myhr (Chapman University), Cristina Nistor (Chapman University)

11:40 **CP15: Issues and Insights in Consumer Research**
Forum IJ (floor -1)

11:40 **Continuous or Dichotomous Scales? Holistic and Analytic Thinking Styles Influence Response Fluency to Different Scale Formats and Trait-Consistent Behavior**
» David Santos Velasco (IE University), Dilney Gonçalves (IE University), blanca requero (Universidad Autónoma de Madrid)

12:00 **Review Then Rate or Rate Then Review? Exploring the Role of Review Sequence in Shaping Consumer Satisfaction**
» Barbara Duffek (Imperial College London), Omar Merlo (Imperial College London), Wayne Hoyer (The University of Texas at Austin), Andreas B. Eisingerich (Imperial College London)

12:20 **Is Hedonic Adaptation Really So Pervasive? The Distorting Role of Repeated Measurement**
» Stephanie Hong (University of Chicago), Ed O'Brien (University of Chicago)

12:40 **Data Quality in Consumer Research: Response Satisficing's Influence on Data Quality and Experimental Findings Across Data Sources**
» Scot Burton (University of Arkansas), Christopher Berry (Colorado State University), Jeremy Kees (Villanova University)

11:40 **CP10: Time out of Mind: Saving, Buying, Perceiving, Responding, and Experiencing Time**
Loft C (floor 3)

11:40 **Impatient for Impact: Intertemporal preferences for earlier donation impact timing**
» Jieyi Chen (University of Chicago), Oleg Urminsky (University of Chicago)

11:50 **The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People**
» Nazli Gurdamar-Okutur (Koc University), Hanife Armut (Koc University)

Continued from **Saturday, 28 September**

12:00 **The Days are Long but the Years Fly By: Scale Effects on Temporal Discounting**
» Katherine Burson (University of Michigan), Rebecca Chae (Santa Clara University), Richard Larrick (Duke University)

12:10 **Mid-Session Q&A**
» Session Moderator (-)

12:20 **A Matter of Time: The Impact of Punctuality on Consumer Judgments**
» Raina Zhang (New York University), Priya Raghubir (New York University)

12:30 **Fast, Faster, Too Fast: The Impact of Short Delivery Times on Product Returns in Online Retailing**
» Simon Masuch (University of Würzburg), Jan R. Landwehr (Goethe University Frankfurt), Christoph M. Flath (University of Würzburg), Frédéric Thiesse (University of Würzburg)

12:40 **Too Slow to Hire: Penalties for Slow Responders in Hiring Decisions**
» Einav Hart (George Mason University), Eric VanEpps (Vanderbilt University), Ovul Sezer (Cornell University), On Amir (University of California, San Diego)

12:50 **Final Q&A**
» Session Moderator (-)

11:40 **CP10: Brand Perception and Identity**
Forum EF (floor -1)
Chaired by: Mansur Khamitov

11:40 **The effect of animal types in brand logos on consumers' brand luxury perceptions**
» Yining Yu (Xi'an Jiaotong-Liverpool University), Miaolei Jia (University of Warwick), Zizhou Peng (University of Greenwich), Isabel Ding (University of Warwick)

11:50 **A Winning Combination for Brand Personality**
» Shingo Oue (Hitotsubashi University), Erica Okada (Hitotsubashi University), Satoko Suzuki (Hitotsubashi University), Satoshi Akutsu (Hitotsubashi University)

12:00 **When Anthropomorphized Brands Push Their Gender Boundaries**
» Lin Yang (University of South Carolina), Pankaj Aggarwal (University of Toronto)

12:10 **Mid-Session Q&A**
» Session Moderator (-)

12:20 **The Charismatic Visuality of Personal Brands on Social Media**
» Benjamin Rosenthal (FGV EAESP), Bruno Leandro (FGV EAESP), caio Coelho (ESALQ USP), Amon Barros (FGV EAESP)

12:30 **Global Brands in Local Crises: Consumer Attitudes as a Response to Brand Support**
» Itai Linzen (Tel Aviv University), Natalia Kononov (Tel Aviv University)

12:40 **Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation By Brands**
» Niña Bianca Sayson (New York University), Geeta Menon (New York University), Andrea Bonezzi (New York University)

12:50 **Final Q&A**
» Session Moderator (-)

11:40 **Workshop: Approaches for Conducting More Efficient and Higher Quality Meta-Analyses**
Forum AB (floor -1)
Chaired by: Gratiana Pol and Joachim Vosgerau

Best Practices and State-of-the Art Approaches for Conducting More Efficient and Higher Quality Meta-Analyses
» Gratiana Pol (Hyperthesis/Cognetto), Martin Eisend (European University Viadrina), Donald Lehmann (Columbia University), Joachim Vosgerau (Bocconi University), Jade Winn (University of Southern California)

Continued from **Saturday, 28 September**

11:40 **Roundtable: You Are Leaving Variance on the Table: Why Consumer Researchers Should Be Studying Personality and Individual Differences**
Forum C (floor -1)
Chaired by: Kathleen Vohs and LJ Shrum

You Are Leaving Variance on the Table: Why Consumer Researchers Should Be Studying Personality and Individual Differences
» Kathleen Vohs (University of Minnesota), LJ Shrum (HEC Paris), Shreyans Goenka (Virginia Tech), Joseph Goodman (The Ohio State University), Kelly L. Haws (Vanderbilt University), Selin Malkoc (The Ohio State University), Nailya Ordabayeva (Dartmouth College), Hilke Plassmann (INSEAD), Americus Reed (University of Pennsylvania), Avni Shah (University of Toronto), Carlos Torelli (University of Illinois at Urbana-Champaign), Marcel Zeelenberg (Tilburg University)

11:40 **Film Festival - Session 3**
Forum GH (floor -1)
Chaired by: Joonas Rokka and Baptiste Cleret

11:40 **Fabric of Society**
» Lynn Wilson (University of Glasgow)

12:05 **Repetition and Difference: Rhythmicity of space and its atmosphere**
» Pekka Saarikorpi (Hanken School of Economics)

12:30 **The "Art" and "Work" of Researcher-Filmmaker**
» Veronika Szasz (Corvinus University of Budapest), Joonas Rokka (EmLyon)

13:00 **Lunch & ACR Awards and Business Meeting (overflow lunch space in the Galerie Room on Floor 2)**
Scène (floor 0)

13:00 **Lunch Overflow Room. Main lunch is in Scène, floor 0.**
Galerie (floor 3)

14:20 **Special Session: Consumer Perceptions of Different Political Actors**
Loft A (floor 3)
Chaired by: Giulia Maimone

14:20 **How do Consumers React to Ads that Meddle in Out-Party Primaries?**
» Mohamed Hussein (Stanford University), Courtney Lee (Stanford University), Christian Wheeler (Stanford University)

14:40 **What Drives Disagreement about Moral Hypocrisy? Perceived Comparability and How People Exploit It to Criticize Enemies and Defend Allies**
» Ike Silver (Northwestern University), Jonathan Berman (London Business School)

15:00 **Neutral Necessities: Product Type Shapes Consumer Opposition to Corporate Sociopolitical Activism**
» Joseph Siev (University of Virginia), Serena Hagerty (University of Virginia), Tami Kim (University of Virginia), Luca Cian (University of Virginia)

15:20 **Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect**
» Giulia Maimone (UCLA), Craig McKenzie (University of California, San Diego)

14:20 **Special Session: Exploring Heritage Branding across Contexts and Research Paradigms**
Loft B (floor 3)
Chaired by: Stephanie Feiereisen

14:20 **Nudge by Heritage Branding: Increasing Entomophagy in Western Europe**
» Fabien Pecot (TBS Education), Franck Celhay (Montpellier Business School), Gaëlle Pantin-Sohier (Université Angers)

Continued from **Saturday, 28 September**

14:40 **Does Reveling in the Past Help or Hurt Attitudes Toward a Brand: A Big Data and Experimental Analysis of Sport Team Heritage**
» Greg Rose (University of Washington Tacoma), Nasir Haghighi (University of Washington Tacoma), mei rose (University of Alaska), Ulrich Orth (Kiel University), Azar Yadegari (NOVA Information Management School), Pavan Munaganti (Washington State University)

15:00 **The Brand Backstory**
» Cristel Russell (Pepperdine University), Anne Hamby (Boise State), Stephanie Feiereisen (Montpellier Business School), Hope Schau (University of California, Irvine)

15:20 **Insights on current developments in brand heritage**
» Diego Rinallo (EmLyon)

14:20 **Special Session: Automated Audio Analysis to Understand Behavior**
Loft DE (floor 3)
Chaired by: Giovanni Luca Cascio Rizzo

14:20 **The Power of Speaking Slower**
» Giovanni Luca Cascio Rizzo (LUISS Guido Carli University), Jonah Berger (University of Pennsylvania)

14:40 **Your Request is My Command! How Conversational Styles Shape Consumer-AI Experiences**
» Christian Hildebrand (University of St. Gallen), Donna Hoffman (George Washington University), Tom Novak (George Washington University)

15:00 **Decibel Dynamics: Unraveling the Divergent Effects of Voice Volume on Investment Behavior**
» Kimberly Hyun (University of Cincinnati), Narayan Janakiraman (The University of Texas at Arlington), Michael Lowe (Georgia Tech), Zhiyong Yang (Miami University)

15:20 **Exploring Cross-Modal Emotional Consistency in Multimedia Content**
» Meng Qi Ding (Ivey Business School), Shane Wang (Virginia Tech)

14:20 **Special Session: New Insights on the Effect of Strategic Product Labels and Frames on Consumer Decisions**
Loft G (floor 3)
Chaired by: Akshina Banerjee

14:20 **Do you really need Ozempic? High- versus low-need claims shape moralization and skepticism toward products.**
» Chethana Achar (Northwestern University), Kaitlin Woolley (Cornell University)

14:40 **When Stating the Obvious Backfires: Consumers Dislike Products That Advertise Positive but Obvious Attributes**
» Ellen Evers (University of California, Berkeley), Kristine Cho (University of California, Berkeley)

15:00 **Choosing Oleander Over Zanthoxylum: How Consumer Inferences of Chemicalness from Linguistic Cues in Non-Comprehended Ingredients Influence Product Choice**
» Akshina Banerjee (University of Michigan), Stephanie Chen (London Business School), Oleg Urminsky (University of Chicago)

15:20 **'Tastes Like Chicken': the Role Of Comparative Appeals In Shaping Consumers' Attitudes Towards Sustainable Food Alternatives**
» Alberto Barchetti (University of Cincinnati), Noah Van Bergen (University of Cincinnati)

14:20 **Special Session: Determinants of Consumers' Valuation and Usage of Subscription Offers**
Loft H (floor 3)
Chaired by: Michelle Kim

14:20 **The Limits of "Unlimited" Offers: How Quantifying Constraints Can Increase Valuation**
» Amanda Geiser (University of California, Berkeley), Clayton Critcher (University of California, Berkeley)

Continued from **Saturday, 28 September**

14:40 **When "Unlimited" Offers Decrease Consumption**
» Michelle Kim (University of California, San Diego), Rachel Gershon (University of California, Berkeley), Robyn LeBoeuf (Washington University in St. Louis)

15:00 **Subscription Trials Offered at a Small Price Are More Attractive Than Free Trials**
» Randy Gao (New York University), Emma Gu (University of California, San Diego), Joshua Lewis (New York University), Minah Jung (New York University)

15:20 **How did ChatGPT-4 Subscriptions Change Early Adopters' Other Digital Expenditures? Early Evidence from Card Spending Data Suggests Not**
» Seung Hyun Kim (University of California, San Diego), Daniel Mccarthy (Emory University), Kenneth Wilbur (University of California, San Diego)

14:20 CP15: Cognitive Processes on Decision Making
Studio AB (floor 2)

14:20 **Memory-based Choices in Cognitively Diverse Elderly Consumers**
» Zhihao Zhang (University of Virginia, Darden), Madison Monroe-Mohajerin (University of Virginia), Ming Hsu (University of California, Berkeley), Andrew Kayser (University of California, San Francisco), Winston Chiong (University of California, San Francisco)

14:40 **End-of-life Planning: Exploring the Effect of Default Disclosure**
» Brianna Chew (University of California, San Diego), Ariel Fridman (ESADE), Ayelet Gneezy (University of California, San Diego)

15:00 **Mind over Matter: Abstraction affects sensory processing, product choices, and consumption experiences**
» Mathias Streicher (University of Innsbruck), Zachary Estes (City, University of London)

15:20 **The Bright Side of Darkness: Ambient Darkness Fosters Higher Quality Decision**
» Kylie Vo (West Virginia University), Blair Kidwell (University of North Texas)

14:20 CP15: Spending and Mental Accounting
Studio DE (floor 2)

14:20 **A Mega-Replication of the Effect of Cash versus Card Payment on Pain of Paying: Magnitude, Moderators, and Outcome Variables**
» Rhia Catapano (University of Toronto), Christopher Bechler (University of Notre Dame), Szu-chi Huang (Stanford University), Oleg Urminsky (University of Chicago)

14:40 **The Impact of (Dis)Aggregated Budgeting on Consumer Spending**
» Siyuan Yin (University of Pennsylvania), Wendy De La Rosa (University of Pennsylvania)

15:00 **Windfall, similarity, and mental accounting**
» Vincent Chen (University of California, Berkeley), Ellen Evers (University of California, Berkeley)

15:20 **Improving Income Elicitation Methods to Increase Income Reporting: Evidence from Two Large-Scale Field Experiments Among Government Benefit Applicants**
» Wendy De La Rosa (University of Pennsylvania), Christopher Bechler (University of Notre Dame), Hal Hershfield (UCLA)

14:20 CP15: Entitlement and Scarce Resources
Studio F (floor 2)

14:20 **Feeling entitled: The role of hard work and achievement.**
» Corey Cusimano (Yale University), Jin Kim (Northeastern University), Jared Wong (Yale University)

Continued from **Saturday, 28 September**

14:40 **Allocation Strategies and Consumer Perceptions: Exploring the Role of Entitlement in Free Resource Distribution**
» Keyin Liang (The Hong Kong Polytechnic University), Lili Wang (Zhejiang University), Menglu Dong (Zhejiang University), Wei Lyu (Shanghai Jiao Tong University)

15:00 **Good Luck as a Limited Resource**
» Luxi Shen (The Chinese University of Hong Kong), Evan Weingarten (Arizona State University), Jane Risen (University of Chicago), Eugene Caruso (UCLA)

15:20 **First In, First Out? How Debt Age Affects Debt Repayment**
» Alicia Johnson (University of Massachusetts Amherst), Daniel Villanova (University of Arkansas), Julio Sevilla (University of Georgia), Mathew Isaac (Seattle University), Rajesh Bagchi (Virginia Tech)

14:20 CP15: Brand Relationships and Loyalty
Forum IJ (floor -1)

14:20 **The Benefits of Perceived Brand Humility: How Recognition of Limitations, Appreciation of Others and Teachability Boost Consumer Engagement and Purchase Intentions**
» Johannes Berendt (Hannover University of Applied Sciences and Arts), Joerg Koenigstorfer (Technical University Munich), Abhishek Borah (INSEAD), Ovul Sezer (Cornell University)

14:40 **Brand Friendship**
» Byung Cheol Lee (University of Houston), Donald Lehmann (Columbia University), Lan Chaplin (Northwestern University)

15:00 **Probability-based loyalty programs increase engagement**
» Adrian Camilleri (University of Technology Sydney), Liyin Jin (Fudan University), Ying Zhang (Peking University)

15:20 **Penalizing Faster Achievers: Inferring Competence Based on Highest Achievement and Number of Trials**
» Yanping Tu (The Hong Kong Polytechnic University), He Zou (Peking University), Xing Li (Peking University)

14:20 CP10: You Can Call Me AI: Risk, Decisions, and Morals
Loft C (floor 3)

14:20 **Being Conservative with AI: How AI Adoption Influences Consumers' Risk Preference in Financial Decisions**
» Liang Huang (Tsinghua University), Wenru Wang (Tsinghua University), Szu-chi Huang (Stanford University)

14:30 **Slower Moral Trade-Off by AI Enhances AI Appreciation**
» Adelle Yang (National University of Singapore), Sijin Chen (National University of Singapore), Yu Gu (Tsinghua University)

14:40 **Patient-Centric Privacy in Medical Artificial Intelligence**
» Nour Alrabie (Université Toulouse Jean Jaurès), Julien Cloarec (IAE, Université Jean Moulin Lyon 3)

14:50 **Mid-Session Q&A**
» Session Moderator (-)

15:00 **Analytical Alignment: Consumer Responses to AI-based Assessment**
» Jonas Görgen (University of St. Gallen), Anne-Kathrin Klesse (Erasmus University Rotterdam), Emanuel de Bellis (University of St. Gallen)

15:10 **The AI-Authorship Effect: How Consumers Respond when AIs Write Emotional Marketing Communications**
» Colleen Kirk (New York Institute of Technology), Julian Givi (West Virginia University)

15:20 **AI of the Beholder: The Brain's Paradoxical Liking of—Yet Bias Against—AI Artwork**
» Robert Torrence (ThinkAlike Laboratories), Victoria Egedus Hernandez (ThinkAlike Laboratories), Kailey Dougherty (ThinkAlike Laboratories), Samuel Barnett (ThinkAlike Laboratories)

15:30 **Final Q&A**
» Session Moderator (-)

Continued from **Saturday, 28 September**

14:20 **CP10: Money for Nothing: Income, Money, and Financial Decision Making**
Forum EF (floor -1)
Chaired by: Dionysius Ang

14:20 **The Impact of Income Volatility on Subjective Wealth and Financial Behaviors**
» Ekaterina Goncharova (University of Pennsylvania), Wendy De La Rosa (University of Pennsylvania)

14:30 **Buy-Now-Pay-Later and Couples' Financial Decision Making: The Role of Financial Conflict and Purchase Justifiability**
» Mahdiyeh Amozegar (University of Colorado at Boulder), John Lynch (University of Colorado at Boulder), Alixandra Barasch (University of Colorado at Boulder)

14:40 **The Material Effect: Judicious Credit Card Use**
» Julia van de Sandt (University of South Carolina), Elise Chandon Ince (University of South Carolina), Rajesh Bagchi (Virginia Tech)

14:50 **Mid-Session Q&A**
» Session Moderator (-)

15:00 **Are People More Likely to Spend Cash in a Cashless Society?**
» Xin Zhou (Arizona State University), Freeman Wu (Vanderbilt University), Adriana Samper (Arizona State University), Andrea Morales (Arizona State University)

15:10 **Exposure to Nature Reduces Desire for Money**
» Sunxu Xu (Renmin University of China), Ying Ding (Renmin University of China), Yimin Cheng (Monash University)

15:20 **The Vicious Cycle of Status Insecurity**
» Maren Hoff (Columbia University), Adam Galinsky (Columbia University), Derek Rucker (Northwestern University)

15:30 **Final Q&A**
» Session Moderator (-)

14:20 **Workshop: Designing Better Studies: On Stimulus Sampling, Data Collection, and Replications**
Forum AB (floor -1)
Chaired by: Ioannis Evangelidis

Workshop on Designing Better Studies: On Stimulus Sampling, Data Collection, and Replications
» Ioannis Evangelidis (ESADE), Hannah Perfecto (Washington University in St. Louis), Quentin André (University of Colorado at Boulder), Oleg Urminsky (University of Chicago), Berkeley Dietvorst (University of Chicago), Nicholas Reinholtz (University of Colorado at Boulder), Andres Montealegre (Cornell University), Uri Simonsohn (ESADE)

14:20 **Roundtable: Race as a Social Construct and its Impact on Consumption Response**
Forum C (floor -1)
Chaired by: Tracy Rank-Christman and Esther Uduehi and Tonya Bradford and Lez Trujillo Torres and Nailya Ordabayeva and Angela Lee and Kate Christensen and Beatriz Pereira and Julian Saint Clair and Broderick Turner and Aziza Jones and Samantha Cross and Hyun Euh

Race as a Social Construct and its Impact on Consumption Response
» Tracy Rank-Christman (University of Wisconsin-Milwaukee), Esther Uduehi (University of Washington), Hyun Euh (University of Illinois at Urbana-Champaign), Samantha Cross (Iowa State University), Stephanie Dellande (Menlo College), Aziza Jones (University of Wisconsin-Madison), Broderick Turner (Virginia Tech), David Wooten (University of Michigan), Julian Saint Clair (Loyola Marymount University), Beatriz Pereira (Monash University), Kate Christensen (Indiana University), Angela Lee (Northwestern University), Nailya Ordabayeva (Dartmouth College), Lez Trujillo Torres (University of Illinois Chicago), Tonya Bradford (University of California, Irvine)

14:20 **Roundtable: La pensée artistique**
Forum GH (floor -1)
Chaired by: Jonatan Sodergren and Janet Borgerson and Ileyha Dagalp and Pierre Guillet de Monthoux and Sophie Whitehouse and Jonathan Schroeder and Pilar Rojas Gaviria and Robert V. Kozinets and Finola Kerrigan and Annamma Joy

Continued from **Saturday, 28 September**

La pensée artistique: Artistic Thinking in Consumer Research
» Jonatan Sodergren (University of Bristol), Ileyha Dagalp (University of Gothenburg), Athanasia Daskalopoulou (University of Liverpool), Pierre Guillet de Monthoux (Stockholm School of Economics), Annamma Joy (University of British Columbia), Finola Kerrigan (University of Birmingham), Robert V. Kozinets (University of Southern California), Pilar Rojas Gaviria (University of Birmingham), Jonathan Schroeder (Rochester Institute of Technology), Sophie Whitehouse (King's College London)

15:30 **Coulée verte: French gastronomy, craftsmanship and urban space transformation**
Chaired by: Karine Aoun Barakat and Amy Fehl

15:40 **Coffee Break - Located throughout the Conference Center**

16:00 **Special Session: Generated by AI: Consumer Perceptions of AI versus Human Creations**
Loft A (floor 3)
Chaired by: Ann Schlosser

16:00 **Artificial Aesthetics: Exploring Consumer Perceptions of AI-Created Art**
» Tim Doering (Maastricht University), Rebecca Chae (Santa Clara University), Emir Efendic (Maastricht University), David Finken (ETH Zürich)

16:20 **Beyond the Designer: Unraveling Consumer Preferences Towards AI-Crafted Products**
» Queenie Zhu (Ivey Business School), Matthew Philp (Toronto Metropolitan University), Ethan Pancer (Saint Mary's University), Theodore J. Noseworthy (York University)

16:40 **Consumer Valuation of Generative AI Creations**
» Ilyung Cheong (KAIST), Xuying Leo (Wageningen University), Julian De Freitas (Harvard University), Young Eun Huh (KAIST), Stefano Puntoni (University of Pennsylvania)

17:00 **Collaborating With a Human or a Machine: Implications for Perceived Ownership**
» Ann Schlosser (University of Washington), Kevin Jiang (University of Washington)

16:00 **Special Session: Making Home in a Digitized, Global and Neoliberal Society**
Loft B (floor 3)
Chaired by: Zahra Sharifonnasabi

16:00 **Home and Psychological Well-being in Global Consumer Mobility**
» Zahra Sharifonnasabi (Queen Mary University of London), Mimoun Laetitia (ESCP Business School), Fleura Bardhi (City, University of London)

16:20 **At Home Anywhere: How Making Things Yourself Increases Groundedness**
» Arnaud Monnier (Nova School of Business and Economics), Martin Schreier (WU Vienna), Stijn van Osselaer (Cornell University)

16:40 **The Art of Traveling Minds: Imagining Home Consumption**
» Christiane Aufschnaiter (MCI The Entrepreneurial School), Sarah Schwarz (University of Innsbruck), Cristel Russell (Pepperdine University)

17:00 **Neoliberal Self-Responsibilization through the Quest for Newness**
» Annetta Grant (Bucknell University), Jay Handelman (Queen's University)

16:00 **Special Session: Track Record: Impacts of Behavioral Tracking on Consumer Behavior**
Loft DE (floor 3)
Chaired by: Kathryn Hillegass

Continued from **Saturday, 28 September**

16:00 **The Good, The Bad, and the Streaky: A Field Experiment on How Highlighting Patterns of Social Media Use and Abstinence Affect Behavior**
» Kathryn Hillegass (University of California, San Diego), Jackie Silverman (University of Delaware), Rachel Gershon (University of California, Berkeley), David Grüning (University of Heidelberg), Frederik Riedel (One Sec), Donatus Wolf (University of Potsdam)

16:20 **Collective streaks motivate prosocial behavior**
» David Levari (Harvard University), Michael Norton (Harvard University)

16:40 **Since When? How Communicating Length of Product Ownership Influences Perceptions of Loyalty and Future Behavior**
» Jackie Silverman (University of Delaware), Alixandra Barasch (University of Colorado at Boulder), Christophe Lembregts (Erasmus University Rotterdam)

17:00 **Behavioral Tracking as a Status Symbol**
» Denny Huynh (Duke University), Jordan Etkin (Duke University), Tanya Chartrand (Duke University)

16:00 **Special Session: Novel Perspectives on Consumer Judgments Under Uncertainty**
Loft G (floor 3)
Chaired by: Jay Naborn

16:00 **The Pick the Winner-Picker Heuristic: Preference for Categorically Correct Forecasts**
» Jay Naborn (Washington University in St. Louis), Jonathan E. Bogard (Washington University in St. Louis)

16:20 **Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty**
» Eitan Rude (UCLA), Hal Hershfield (UCLA), Felipe M. Affonso (Oklahoma State University), Amin Shiri (Texas A&M University), Craig Fox (UCLA)

16:40 **Unpacking as an Intervention to Improve Time Estimates Under Epistemic vs. Aleatory Uncertainty**
» Stephan Carney (University of Southern California), Gulden Ulkumen (University of Southern California)

17:00 **When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?**
» Beidi Hu (University of Chicago), Siyuan Yin (University of Pennsylvania), Alice Moon (Georgetown University)

16:00 **Special Session: Context Effects and Consumer Memory**
Loft H (floor 3)
Chaired by: Andrew Meyer

16:00 **Consideration Set Entry Order is Crucial: Theory and Evidence from the Lab and Field**
» Ariel Fridman (ESADE Business School), Wendy Liu (University of California, San Diego), On Amir (University of California, San Diego), Karsten Hansen (University of California, San Diego), Itamar Simonson (Stanford University)

16:15 **Positive Contrast Scope Insensitivity**
» Guy Voichek (Imperial College London), Nathan Novemsky (Yale University)

16:30 **The Power of Presentation: Sequential vs. Simultaneous Presentation and Choices from Memory**
» Natalie Moore (University of Chicago), Oleg Urminsky (University of Chicago)

16:45 **Primacy and recency in consumer reference point formation: a consideration time model**
» Andrew Meyer (The Chinese University of Hong Kong), Francisco Cisternas (The Chinese University of Hong Kong)

16:00 **CP15: Effects of Social Influence and Perception**
Studio AB (floor 2)

Continued from **Saturday, 28 September**

16:00 **The Impact of Social Crowding on Consumer Preference for Color Contrast**
» Ying Ding (Renmin University of China), Echo Wen Wan (The University of Hong Kong), Chen Yang (Jimei University)

16:20 **The Choice Architect Doth Protest Too Much: Ironic Effects of Behavioral Interventions on Perceptions of Descriptive Social Norms**
» Jon Bogard (Washington University in St. Louis), Noah Goldstein (UCLA)

16:40 **The Speed of Awesome: Slow and Fast Motion Create Awe by Inducing Perceptions of Temporal Vastness**
» Anika Stuppy (Tilburg University), Craig Anderson (HEC Paris), Anne-Laure Sellier (HEC Paris)

17:00 **What Feels New? Social Network Novelty and The Feeling of Discovery**
» Selin Göksel (Vrije Universiteit Amsterdam), Jonathan Berman (London Business School)

16:00 **CP15: Impact of Communication on Engagement and Perception**
Studio DE (floor 2)
Chaired by: Kuangjie Zhang

16:00 **Human Speech in Luxury Brand Videos Reduce Consumer Desire: The Mediating Role of Diminished Awe**
» Zitian Adam (University of Lausanne), Felicitas Morhart (University of Lausanne), Francine Petersen (University of Lausanne), Craig Anderson (HEC Paris)

16:20 **Rhetorical Repetition: A Fluency Perspective on Brand Slogan Liking**
» Lennart Kehl (Goethe University Frankfurt), Niklas Schröder (Goethe University Frankfurt), Jan R. Landwehr (Goethe University Frankfurt)

16:40 **Speed or Skip: The Dual Paths of Video Consumption Efficiency and Their Impact on Viewer Engagement**
» Chan Li (Zhejiang University), Yixia Sun (Zhejiang University)

17:00 **Too Intimate to Indulge: The Impact of Intimate Language in Service Contexts on Indulgent Consumption**
» Huitian Zhang (Hong Kong Baptist University), Kuangjie Zhang (Nanyang Technological University), Lei Su (City University of Hong Kong)

16:00 **CP15: Categorization and Inference**
Studio F (floor 2)

16:00 **"Cashmere socks" or "socks made of cashmere": The effect of categorization on consumer valuation**
» Elizabeth Friedman (Columbia University), Jingxuan Liu (Columbia University), Ravi Dhar (Yale University)

16:15 **HOW PERCEIVED PHYSIOLOGICAL SATIATION INFLUENCES VEGETARIAN PROTEINS' PERCEPTION AND FOOD CONSUMPTION**
» Sumayya Shaikh (Grenoble Ecole de Management), Amanda Yamim (Grenoble Ecole de Management), Carolina O.C. Werle (Grenoble Ecole de Management)

16:30 **Who Likes It More? Inferring Others' Preferences from Consideration Set Size**
» Minkwang Jang (University of Chicago)

16:45 **How Consumers' Biased Judgments of Alcohol Type Can Prevent Alcohol Overconsumption**
» Jerry Grimes (University of California, San Diego), Carolina O.C. Werle (Grenoble Ecole de Management), Amanda Yamim (Grenoble Ecole de Management)

16:00 **CP15: Happiness, Life Events, and the Arts**
Forum IJ (floor -1)

Continued from **Saturday, 28 September**

16:00 **Negative Life Events and Eudaimonic Consumption**
» Davide Christian Orazi (Monash University), Satheesh Seenivasan (Monash University), Elena Fumagalli (INCAE Business School), Kyle B. Murray (University of Alberta)

16:20 **Failing at Leisure: Pursuing Hobbies in an All-or-Nothing Culture**
» Mengchen Zheng (Boston University), Anat Keinan (Boston University), Nailya Ordabayeva (Dartmouth College)

16:40 **Beyond the Final Curtain: Creative Symbolic Immortality and Consumer Preference For Posthumous Releases**
» Alessandro Biraglia (Leeds University), Aulona Ulqinaku (Leeds University), Verdiana Giannetti (Leeds University), J. Josko Brakus (University of Leeds)

17:00 **All's a Muse That Ends Badly: The Impact of Disharmonious Endings on Consumers' Creative Cognition**
» Yoonho Jin (The Chinese University of Hong Kong, Shenzhen), Iris Hung (The Chinese University of Hong Kong, Shenzhen), Xiaoyue Ma (The Chinese University of Hong Kong, Shenzhen)

16:00 CP10: Visual and Textual Prompts on Attention and Engagement

Loft C (floor 3)
Chaired by: Ana Martinovici

16:00 **In the Blink of An Eye: The Influence of Quick Visual Prompts**
» Ruxandra Monica Luca (HEC Montréal), Renaud Legoux (HEC Montréal), Sophie Forster (University of Sussex), Marv Khammash (University of Sussex)

16:10 **The Influence of Word Length in Driving Engagement**
» David Fang (Stanford University), Yiran (Eileen) Zhang (Stanford University), Yu Ding (Stanford University)

16:20 **Do Planning Prompts Suggesting a Default Plan Increase Follow-through? Two, 1-million-person Field Experiments**
» Robert Kuan (University of Pennsylvania), Katherine Milkman (University of Pennsylvania), Sean Ellis (University of Pennsylvania), Dena Gromet (University of Pennsylvania), Youngwoo Jung (University of Pennsylvania), Madeline Paxson (University of Pennsylvania), Ramon Silvera Zumaran (University of Pennsylvania), Christophe Van den Bulte (University of Pennsylvania), Eugen Dimant (University of Pennsylvania), Ron Berman (University of Pennsylvania), Angela Duckworth (University of Pennsylvania)

16:30 **Mid-Session Q&A**
» Session Moderator (-)

16:40 **The Impact of Short-Form Content on Sustained Attention Deficits**
» Garam Kim (Korea University), Youngju Jung (Korea University), Yoon Seo Lee (Korea University), Eunsoo Choi (Korea University), Yang Seok Cho (Korea University), Yongjun Sung (Korea University)

16:50 **The Long and Short of It: Video Length Formats Influence Time Perception**
» Jimin Nam (The Ohio State University), Lucy Shen (Harvard University), Tomomichi Amano (Harvard University)

17:00 **Why do storytelling ads persuade consumers? Evidence from brain responses to video commercials**
» Leo van Brussel (Erasmus University Rotterdam), Maarten Boksem (Erasmus University Rotterdam), Ale Smidts (Erasmus University Rotterdam)

17:10 **Final Q&A**
» Session Moderator (-)

16:00 CP10: Let's Talk about...Reviews, Posts, and WOM

Forum EF (floor -1)

Continued from **Saturday, 28 September**

16:00 **To Post or Not to Post: How Minority Opinion and Posting Frequency Impact Online Review Posting**
» Jana Möller-Herm (Freie Universität Berlin), Sabrina Gottschalk (City, University of London), Alexander Mafael (Stockholm School of Economics)

16:10 **Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise**
» Krissa Nakos (University of Georgia), Sokiente W. Dagogo-Jack (University of Georgia), Marcus Cunha Jr. (University of Georgia)

16:20 **Are Critics More Credible? When Positivity is Expected, Negative Reviewers are Perceived to be Less Credible**
» Junha Kim (Rutgers University), Joseph Goodman (The Ohio State University)

16:30 **Mid-Session Q&A**
» Session Moderator (-)

16:40 **THE EFFECT OF COMPANY SIZE ON ONLINE WORD OF MOUTH**
» Jan Klostermann (University of Cologne), Anne Flaswinkel (University of Bielefeld), Chris Hydock (Tulane University), Reinhold Decker (University of Bielefeld)

16:50 **Friend and Foe: Understanding the Impact of Complimentary Competitor Content on Consumer Behavior**
» Inbal Stockheim (The College of Law and Business), Dikla Perez (Bar Ilan University), Yael Podkamien (College of Management Academic Studies)

17:00 **Consumer Responses to the Personalization of Marketing Communications: A Meta-Analysis**
» Xia Liu (University of Groningen), Marijke Leliveld (University of Groningen), Tammo Bijmolt (University of Groningen), Hong Zhao (University of Chinese Academy of Sciences)

17:10 **Final Q&A**
» Session Moderator (-)

16:00 **Roundtable: Consumers + Technology Dialogue: Replacing, Collaborating, and Experiencing**
Forum AB (floor -1)
Chaired by: Emanuel de Bellis and Ana Valenzuela and Anne-Kathrin Klesse and Johannes Boegershausen

Consumers + Technology Dialogue: Replacing, Collaborating, and Experiencing—How Technology Augments Behavior
» Ana Valenzuela (Baruch College, CUNY), Anne-Kathrin Klesse (Erasmus University Rotterdam), Emanuel de Bellis (University of St. Gallen), Johannes Boegershausen (Erasmus University Rotterdam), Christoph Fuchs (Universität Wien), Jonas Görgen (University of St. Gallen), Tobias Schlager (University of Lausanne), Klaus Wertenbroch (INSEAD), Melanie Clegg (Vienna University of Economics and Business), Moritz Joerling (EmLyon Business School), Shwetha Mariadassou (Erasmus University Rotterdam), Martin Schreier (WU Vienna), Rhonda Hadi (Oxford University), Christian Hildebrand (University of St. Gallen), Reto Hofstetter (University of Lucerne), Andrew T. Stephen (Oxford University)

16:00 **ACR 2025 Program/AE Committee Meeting (by invitation only)**
Forum C (floor -1)
Chaired by: Avni Shah and Selin Malkoc and Kathleen Vohs

16:00 **Roundtable: Building Bridges Uniting Academia & Practice for Mental Health Advocacy**
Forum GH (floor -1)
Chaired by: Dominique Braxton

Building Bridges: Uniting Academia & Practice for Mental Health Advocacy
» Dominique Braxton (Loyola Marymount University), Mitchell Hamilton (Loyola Marymount University), Natalie Ross Adkins (Drake University), Myla Bui (Loyola Marymount University), Julian De Freitas (Harvard University), Ronald Hill (The American University), Jane Machin (Willamette University), Eli Strzelecka (Humando), Line Abou Zaki (Centre de santé Richerand)

Continued from **Saturday, 28 September**

16:00 **JCP AE Meeting (by Invitation Only)**
Studio 1 (floor 2)
Chaired by: David Wooten and Rajesh Bagchi and Aparna Labroo

16:30 **French-style Networking Apero Diversity and Climate Researchers**
Hotel Lobby
Chaired by: Jorge Jacob

17:00 **JCP ERB Meeting (by invitation only)**
Galerie (floor 3)

18:45 **Gala via Metro: Groups Departing Lobby for Gala via Metro every 15 min. Download and create an account on the IDF Mobilites app first to ride Metro.**
Hotel Lobby

19:00 **Gala: Boat 3 Boarding**

19:30 **Gala: Boat 1 Boarding**
Bateaux Mouches

20:00 **Gala: Boat 2 Boarding**
Bateaux Mouches

21:30 **Gala: Boat 3 Boarding. New Boat with space available! Boards at 9:30pm and departs at 10pm. Email acr@acrwebsite.org to switch to this boat or with questions.**
Bateaux Mouches