FRIDAY

	AI in Research, Collaboration and Perception	Consumer Differences, Platforms, and Communities	Food, Sustainability, and Responsibility	Social Influence, Identity, and Vulnerability	Money, Prices, and Financial Agency	Methods and Measurement	Shared Experiences and Consumer Connection	Goals, Time, Health, and Money	Diversity and Fairness	Relationships, Personalization and the Self	Politics, Activism, and Public Discourse			
	Crystal Room	Salon 7	Salon 8	Salon 4&5	Salon 6	Salon 3	Salon 10	Salon 12	Salon 9	Salon 2	Salon 1	Wilson Room	Honore Room	Empire Room
7:30 - 8:20	Light Breakfast													
8:20 - 9:40	CP1.1: AI and Automation for Consumer Research	CP1.2: Past and Future, Fast and Slow: Consumption in time	SS1.3: Emerging Forces Shaping Sustainable Consumption	SS1.4: Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments	CP1.5: The How, When, and Why of Consumers' Financial Choices	CP1.6: Getting Real About AI & Data	CP1.7: Improving Consumer Experiences Through Design and Reviews	CP1.8: Making Healthy Choices in Food and Beyond	CP1.9: Marketplace Inequality and Inclusivity	CP1.10: Social Media Communications and Relationships	SS1.11: The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies	WK1.12: From Theory to Code: Challenges in Employing NLP to Quantify Theoretical Constructs in Consumer Language Research	WK1.13: Lifting Research Off the Page: How Public Professors Elevate the Impact of Consumer Research	Arts Festival
9:40 - 10:00	Coffee Break													
10:00 - 11:20	SS2.1: AI-Apocalypse Now? Is the Doomsday of Human Consumer Research upon us?	CP2.2: The Social Fabric: Consumption and Community Engagement	CP2.3: Perceptions (and Misperceptions) of Environmental Impact	SS2.4: How Speech, Action, and Recognition Reinforce Consumer Identity	SS2.5: What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions	CP2.6: Methodological Advances in Consumer Research	CP2.7: Better Together: How Consumers Share, Talk and Relate	SS2.8: Goal Pursuit Over Time	CP2.9: Celebrating Differences: Diversity in Consumer Behavior	SS2.10: Inadvertent Communication - How Unintended Signals Influence Engagement and Perception	SS2.11: Elevating Societal Discourse: Psychological Pathways Toward More Constructive Dialogue	WK2.12: Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation	WK2.13: Elevating Consumer Research through Better Marketing for a Better World	Film Festival
11:20 - 11:40	Coffee Break													
11:40 - 13:00	CP3.1: Man + Machine: How Consumers Collaborate with AI	CP3.2: Identity Practices in Consumption	SS3.3: Full Circle: Consumer Judgments Across the Food Lifecycle	SS3.4: Solidarity, Stigma, and Self-Protection Among Marginalized and Vulnerable Consumers	SS3.5: Pathways to Financial Agency: Constraints, Involvement, and Consumer Interventions	SS3.6: Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content	SS3.7: Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences	SS3.8: It's About Time: How Temporal Mindsets Shape Consumer Behavior	CP3.9: Market Efforts and Constraints	SS3.10: Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy	SS3.11: Storytelling Across Boundaries: Persuasion, Identity, and Responsibility	WK3.12: Three Traps in Research on Consumer–Technology Interactions	WK3.13: Take a Hike with Gerald Zaltman: How Consumer Researchers Can Learn to Think Differently and Why They Should Dare	Invited Panel: Is Marketing Dead?
13:00 - 14:50	Lunch, Presidential Address & Transition													
14:50 - 15:50	CP4.1: How Generative AI Reshapes Consumer Experience	CP4.2: Influences on Word-of-Mouth Generation and Reception	CP4.3: Trash or Treasure? Product Reuse and Disposal Decisions	CP4.4: Who Belongs? Consumer Group Behavior	CP4.5: Perceptions of Prices, Magnitudes, and Fairness	CP4.6: AI Performance and Inferences	CP4.7: Sociality and Solitude: How Relationships Shape Consumption Behavior	CP4.8: Experience & Evaluation	CP4.9: We're Different, We Change: Diversity in Consumption	CP4.10: How Language Choices Shape Consumer Perceptions	CP4.11: How Advocacy and Ideology Shape Consumption	CP4.12: The Customer Speaks (and is Spoken to)	CP4.13: Constructed Preferences: Context, Consideration, and Consumer Choice	Meet the Editors 1
15:50 - 16:10	Coffee Break													
16:10 - 17:30	CP5.1: Recommended and Predicted by AI	CP5.2: Platform Problems and Possibilities	CP5.3: Sustainability, Ethics, and Consumer Responsibility	CP5.4: The Role of Others in Consumer Behavior	CP5.5: It's All About the Money: Financial Aspects of Consumer Behavior	SS5.6: AI in Consumer Research: Opportunities and Limitations	SS5.7: How Parallel Experiences Shape Connection, Support, and Behavior	CP5.8: How Consumers Think and Feel about Money	CP5.9: The Moral Side of the Coin	SS5.10: The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers	CP5.11: It's All Political: Studying Politics & Policy	WK5.12: Why Can't We Be Friends? A Mixed-Methods Mixer	WK5.13: Rising to the Challenge: Behaviors, Barriers, and Breakthroughs in Food Insecurity and Well-Being	
17:30 - 18:15	Free Time													
18:15 - 20:30	Working Paper Reception													