ID	Title	Presenting Author First Name	Presenting Author Last Name	Presenting AuthorAffiliation
234	The Moderating Role of Algorithm Literacy on the Effects of Explainability and User Control on Advertising Persuasion	Jungyong	Ahn	Sookmyung Women's University
235	When AI Takes the Initiative: Regulatory Focus and the Psychological Consequences of Proactivity in Human–AI Collaboration	Jungyong	Ahn	Sookmyung Women's University
88	Vicarious Indulgence Licensing: How Observing Others' Indulgence Justifies Your Own	Naoki	Akamatsu	Gakushuin University
1234	Digital Sobriety: Social Media Influences on Non-Alcoholic Beverage Culture and Meaning	Duygu	Akdevelioglu	Roger Williams University
1838	Artificial Religiosity: A Systematic Literature Review on AI and the Mediation of Religious Experience	Leticia De	Alencar	Universidade Federal de Pernambuco
796	How Recommendations Enable and Shortcut Consumer Search	Abdullah	Althenayyan	Columbia Business School
68	Aesthetics or Authenticity? Unpacking Cultural Representation of Asian Identities in Global Fashion	Eowyn	Andres	Bucknell University
887	How Products' Sustainability Features Shape Consumer Perceptions and Choices	Bernardo	Andretti	NEOMA Business School
996	Loving the Brand, Distancing the Firm: The Case of Playmobil Fandom	Andria	Andriuzzi	Université Jean Monnet
1706	The Impact of Value Proposition Framing on Rating Strategy of Consumers: Evidence From Regulatory Focus Theory	Ye	Bai	University of Utah
1641	Whose Work is it Anyway? Credit Attribution in Human-Gen AI Co-Creation	Anya	Berlova	Yale University
1482	The Power of Haptic Imagery: Imagined Touch as a Sensory Pathway to Wildlife Conservation	Anuja	Bhattacharjya	EAESP FGV, Brasil
841	From Prediction to Symbiosis: A Review and Evolutionary Model of AI-Mediated Consumer Behavior	Bithindra	Biswas	IIM Kozhikode
665	Choosing Where to Die: Contrasting End of Life Choices for Self vs. Other	Elizabeth	Blundon	Saint Mary's University
1058	Typicality and Visual Ambiguity in Experiential Product Images	Paul	Blythe	University of Colorado Boulder
1526	Wohnen/dwelling: A Practice of Meta-Consumption and a Responsibility of Managing Zeug	Björn	Bohnenkamp	Karlshochschule International University
782	Turning Users into Allies: Let us Close the Loop 'Together'	Julia Schulze	Bolling	EBS University
14	The Impact of Trainer Attire on Consumer Attention, Perceptions, and Intent in Fitness Advertising: Evidence from Eye Tracking	David	Bourdin	FHWien der WKW University of Applied Sciences
1056	What Gets Attention? The Consumption of Individual Online Reviews During Product Search	Leif	Brandes	University of Lucerne
18	When Florid Words Undermine Brand Trust	Stacey	Brennan	The University of Sydney
740	There's Hell to Pay: The Ethical Implications of Swear Words in the Marketplace	Olya	Bryksina	The University of Winnipeg
988	Breaking the Silence Digitally: The Role of Self-Stigma in Debt Counseling Chatbot Usage	Tim	Buchbauer	Heinrich Heine University Düsseldorf
978	Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices	Jan-Hendrik	Bucher	Università della Svizzera italiana
1735	Walking the Line: When Cultural Borrowing Backfires on Brand Attitudes	Ada	Campbell	Southern Illinois University
1469	Building a Sustainable Foundation: Replicating Sustainability Research in Marketing	Julia Nicole	Castillo	Carnegie Mellon University in Qatar
439	Luxury Brand Investment Value and Second-Hand Market: What Drives Differences in Value Retention?	Marie Cécile	Cervellon	EDHEC
217	Gifting Sustainable Luxury Services: The Role of Preference Similarity and Perceived Risk	Ludovica	Cesareo	Lehigh University
1324	Feeling Good or Growing Well? Endorser Type, Wellbeing Appeals, and Regulatory Focus in Advertising	Jung-Hua	Chang	National Sun Yat-Sen University
1328	Consumption-Related Negative Externalities	Linnéa	Chapman	Florida International University
1562	When What's "Ours" Isn't Equal: Differential Ownership Between Partners	Sijin	Chen	University of Chicago Booth School of Business
1183	Capitalize on Misfortune? When, How, and Why Crisis-Related Brand Newsjacking Backfires	Wenjie	Chen	Renmin University of China
1601	Perceived Financial Constraints Reduce Preferences for Time-Saving Options	Xinghui	Chen	University of Wisconsin - Platteville
426	Responding to Criticism: How Review Tone and Managerial Responses Shape Brand Credibility	Yu-Jen	Chen	National Taiwan University
99	Many Hands, Bigger Impact: How the Number of Helpers Shapes Recipients' Prosocial Behavior	Yunqing	Chen	Xiamen University
1064	Phantom Options Shift Quality-Taste Tradeoffs	Andong	Cheng	University of Delaware
1643	When Anthropomorphic AI Violates Expectations: Effects on Social Rapport and Continued Usage	Faezeh	Cheraghi	Texas A&M University
1690	Influencer Marketing and Preschool Children: The Roles of Parasocial Relationships and Persuasion Knowledge	Eunji	Cho	Wheaton College
1007	Conditional Belonging in Lifestyle Sports: The Limits of Inclusive Marketing in Rock Climbing	Jimmy	Choi	Kwantlen Polytechnic University
810	Follow or Diverge? How Belief in a Just World Shapes the Effect of Envy Type on Product Choice	-Jiyoung	Choi	Seoul National University
1789	Power Distance Belief and Preference for Non-Human Mental Health Services	Kaia (Gayoung)	Choi	University of Illinois Urbana-Champaign
1068	Why Freebies Get Downvoted: How Restrictions Shape Acceptance of Hedonic vs. Utilitarian Freebies in Deal Collectives	Yeon Jae	Choi	The University of Virginia's College at Wise
247	Discounting Others' Misbehavior in Response to Socioeconomic Asymmetries	Michael	Chrissos Anestis	Copenhagen Business School
415	Sweat Out of Rhythm, Spend without Restraint: How Irregular Exercise Fuels Indulgent Consumption	Yuxuan	Chu	Sun Yat-sen University
416	Smart but Wasteful: How AI-Embedded Green Appliances Induce Consumer Waste Behavior	Yuxuan	Chu	Sun Yat-sen University
972	Atmospheric Gatekeeping in Luxury Retail: How Vertical Display Lighting Reconstructs Exclusivity	Tao	Cui	Durham University
1571	When Sadness Stays Private: Cultural Differences in Sharing Sad Brand Content on Social Media	Yuanyuan (Gina)	Cui	Coastal Carolina University
1107	Make It Personal: How Individualizing Moral Appeals Drive Consumer Engagement with Sustainability Messaging	Yuanyuan (Gina)	Cui	Coastal Carolina University

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1422	Inhabiting the Extended Self: Immunological Boundary Work of Live-In Landlords and Lodgers	Roma	Cusumano	University of Birmingham
300	From Private Feelings to Public Displays: Quiet Resistance Through the Commodification of Intimate Emotion on Social Media	Rafaela Canova	Davide	University of Arkansas
1159	Ratings versus Review Volume: Cultural Differences in the Use of Numerical Cues in Digital Marketplaces	Alexander	Davidson	Wayne State University
910	Beyond Internal Attribution: How Motivational Heterogeneity Shapes Self-Licensing and Consecutive Consumer Behavior	Morgan	De Rocker	Ghent University
865	Project–Location Congruity: When Green Projects Match Green Locations	Chananan	Dechadilok	Nova School of Business and Economics
1608	Beyond Restrictions: Development and Validation of the Food Well-Being Scale	Ana Tereza	Delapedra	FGV EAESP
173	Sliced to Share—A Shared Bite, a Shared Heart: How Food Presentation Boosts Travel Intention in Gastronomy Tourism Ads	Qiaoer (Alex)	Deng	Yili Normal University
1045	How Digital Food Provisioning Platforms Disrupt and Reassemble Household Food Practices	Edna Mngusughun	Denga	Concordia University
1246	Bittersweet Experience: How Political Orientation Drives Engagement with Adventure Services	The Khoa	Do	Royal Holloway-University of London
218	Is Minimalism Timeless? How Preference for Minimalist Aesthetics Changes over Time	Ruiqi	Dong	Drexel University
219	Does a Human Touch Help? Anthropomorphic Design and Acceptance of Healthcare Chatbots	Ruiqi	Dong	Drexel University
220	Cuteness in Care: How Cute Design Shapes Acceptance of Healthcare Chatbots	Ruiqi	Dong	Drexel University
335	Sex (Work) Sells: Consumerism, Feminism, and Empowerment in the Age of the Algorithm	Carly	Drake	North Central College
1073	Renewable Catharsis: Emotional Release in Everyday K-pop Consumption	Teagan	Dube	Schulich School of Business
1764	Surprise Both Magnifies Emotions and Attenuates Trait Attributions: AI-Assisted Text Sentiment Analysis of Consumer Judgments about Olympic Athletes' Outcomes	Geoff	Durso	DePaul University
1561	Symbolic Shocks: When Large Brands Come to Small Towns	Mark	Dyer	Northwestern University
1778	Asymmetric Responses to Anthropometric Product Unavailability at the Tails	Tounarouze	ElYazidi	Arizona State University
397	If You Can't Shout It, Hint It in Your Logo: Dissimilarity Among the Visual Elements of a Logo Induces Perception of Brand Diversity, Equity, And Inclusivity (DEI)	Ardalan	Eyni	University of Alberta
1551	The Downtrend Effect: When Negative Trends Increase Donations	Stephan	Fally	WU Vienna University of Economics and Business
616	Effects of Self-Control Goals on Consumers' Preference for Minimalistic Products	Linying (Sophie)	Fan	University of New South Wales
31	Tailoring the Content Strategies of Food Advertisements to Healthy Category: An Empirical Exploration	Hajar	Fatemi	University of Windsor
1524	The Dark Side of AI Agents – How Perceived Manipulation by Dark Agents Inhibits the Development of Parasocial Preferences	Lara	Fröbel	Heinrich Heine University Düsseldorf
1536	My Digital Self – How Digital Twin Bots Foster Psychological Ownership and Contribute to the Development of a Parasocial Preference	Lara	Fröbel	Heinrich Heine University Düsseldorf
425	How I Became Who I Am Today: Demonstrating the Transformation Journey Boosts Consumer Preference for Recycled Products	Tianhui	Fu	Beijing Foreign Studies University
1821	Fix the Problem, Not the Mood: The Impact of Recipients' Financial Constraints on Givers' Preferences for Utilitarian (vs. Hedonic) Gifts	Tianhui	Fu	Beijing Foreign Studies University
243	Does Justified Toxic Language Toward AI Spill Over Into Interpersonal Toxic Communication? The Mediating Role of Legitimacy Beliefs	Reo	Fukuda	Seikei University
1397	Overconfident Pitches and Vulnerable Backers in Crowdfunding: A Consumer Protection Perspective	Elena	Fumagalli	INCAE business school
1745	Narratives That Nudge: Empathy, Responsibility, and Prosocial Action Under Delay	Yang	Gao	Northwestern University
1424	Asked to Keep, Driven to Discard: Understanding Paradoxical Wasting Behaviors	Charlotte	Gaston-Breton	ESCP Business School
1139	Home at work: Exploring how families manage relationships and negotiate domestic boundaries in an era of remote work	Anusheh	Gauhar	Concordia University
732	CSR, Price Positioning, and the Halo–Liability Trade-Off in Perceived Product Quality	Tarje	Gaustad	BI Norwegian Business School
1014	When Chatbots Take Too Much Initiative: The Role of Agency Expectation Violations in Consumer Reactions to AI Assistants	Marilyn	Giroux	Université Laval
1280	When Message Meets Medium: How Digital Platform Norms Shape the Effectiveness of Material References in Donation Appeals	Han	Gong	Shanghai University of Finance and Economics
1078	Consumer Variety-Seeking Portfolios: Six Types of Exploration and Engagement	Josh	Gonzales	University of Guelph
490	Unique Non-Fungible Tokens Fuel Entitlement and Selfish Behavior	Jonas	Görgen	KEDGE Business School
1827	How Stewardship Markets Organize Species Survival	Annetta	Grant	Bucknell University
514	Appearing Unappreciative (or not): Recipients Misjudge Givers' Perceptions of Gift Registries	Daniel	Grossman	University of Missouri-St. Louis
947	Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat	Marcel	Grub	Saarland University
1437	Facial Gender and Gender Disclosure Alter Consumer Hiring and Trust Judgments	Shifan	Gu	Virginia Tech
664	Moments Meant to Be Remembered: How Memory Efficacy Influences Consumption Enjoyment	Bingyan	Guo	The Hong Kong University of Science and Technology
914	When Transparency Backfires: How Price Breakdown Versus Consolidation Shapes Platform Trust	Congsi	Guo	Tsinghua university
1385	Too Anxious to Choose? The Positive Effect of Anxiety on Preference for Minimalism	Zizheng	Guo	Wuhan University
106	From Assistant to Self: Relational Role Categorization Influences Attitudes, Disclosure, and Felt Vulnerability Toward AI	Ji Hae	Han	Copenhagen Business School
954	Caring Capital in Korean K-pop Fandoms: A Patchwork Ethnographic Perspective	Ji Youn	Han	Durham University
1634	Design for Usage: How Visual Complexity Shapes Product Usage	Wenna	Han	University of Illinois Urbana-Champaign

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883	High-Resolution Feedback for Better Persuasion: Leveraging Facial Expression Data in Marketing Appeals	Bonnie	Hao	Xiamen University
1523	When Influencers try to Connect: Connectedness Efforts, Authenticity, and Consumer Engagement	Shir	Harpaz	Tel Aviv University
1016	Essencetism – The Flip Side of Materialism?	Ruqqia	Hassan	University of Massachusetts Lowell
1705	When Immersive Escape Is No Longer Restorative: From Self-Expansion to Emotional Exhaustion	PENG	HE	Kookmin University
1360	How Algorithmic Recommendations Shape Consumer Choice at Different Decision Stages	Sharlene	He	University of Waterloo
206	Between Cost Pressure and Environmental Concerns - Understanding Food Choices of Price-Sensitive Consumers across Europe	Kara	Heidtmann	Albstadt-Sigmaringen University of Applied Sciences
911	Mavericks and The Pursuit of Experiences	Ganga Urumutta	Hewage	Fogelman College of Business & Economics, University of Memphis
178	Who Bears the Name? Company vs. Human Creator Names as Credibility Signals in Crowdfunding	Cony	Ho	Florida Atlantic University
318	The Dark Side of Social Media Marketplaces:How Dark Triad Traits Drive Compulsive Buying Disorder through Social Comparison and Social Media Addiction	Min-Yi	Ho	Institute of Marketing and Digital Analytics, National Chung Cheng University
827	Growing Bored or Just Saying So? The Disconnect between Physiological Arousal and Self-Reported Adaptation	Stephanie	Hong	University of Chicago Booth School of Business
1800	A Case Study of the Swifties: How Brand Community Practices Can Influence Social Change	Christine	Hu	University of California Irvine
1203	The Impact of Loneliness on Compulsive Buying and Consumer Well-Being: Based on Network Analysis and Functional Magnetic Resonance Imaging	Miaowen	Hu	Antai College of Economics & Management, Shanghai Jiao Tong University
343	Observing Others' Risky Choices: Moderation of Trust by Culture and Decision Speed	Andy	Huang	University of Chicago
761	Payment Methods Differ in Perceived Value: Consumers Strategically Use Payment Methods to Buffer the Pain of Paying	Emily	Huang	Washington University in St. Louis
846	The Pursuit of Meaning Increases Consumers' Preferences for Local Businesses and Decreases Preferences for National Brands	Junhui	Huang	University of Minnesota
1474	When AI Becomes Me: How Psychological Intimacy with Generative AI Leads to Dishonesty in Self-Presentational Tasks	Yang	Huang	Columbia Business School
709	Lighting the Way: Disease Cues Increase Preferences for Lighter-Colored Products	Yen-Hsiang	Huang	National Kaohsiung University of Science and Technology
427	The Weight of Color: How Color Lightness Influences Perceived Waste Through Perceived Weight	Zhongqiang (Tak)	Huang	The University of Hong Kong
792	Where Did the Numbers Go? Changes Over Time In the Ratio of Number Mentions in Communications	Jozsef	Hubert	Corvinus University of Budapest
1359	Curiosity and Truth: When Information Feels Truer	Verena	Huettl-Maack	University of Hohenheim
1055	Name Your Future: How Structural Divergence in Upgrade Naming Shapes Purchase Decisions	Quintessa	Huynh	University of Cincinnati
465	I Can't Believe (You're Happy) You Ignored My Advice: How Recommendee Satisfaction Qualifies the Rejected Recommendation Effect	Jamie	Hyodo	Western University
662	How the Evolving Tipping Landscape is Inducing Consumer Reactance	Jamie	Hyodo	Western University
1572	Behavioral Interventions for Reducing Energy Consumption Among Low- and Middle-Income Consumers: Experimental Evidence from 11 Latin American Countries	Jorge	Jacob	IESEG School of Management
1534	Defensive Self-Affirmation Through Self-Directed Consumption: How Lonely Consumers Restore Self-Confidence	Eunyoung	Jang	Grand Valley State University
71	Does Purchasing from Family Business Brands Make Us Better People? Investigating Prosocial Behavior in Post-Purchase Decisions	Philipp	Jaufenthaler	University of Innsbruck
1331	How LLM Cognitive Features Shape User Compliance	Andy	Jeon	College of Business, Northern Illinois University
163	Balancing Hyper Personalization and Privacy: The Role of Information Reflection Delay in Mitigating Perceived Surveillance	Eunmi	Jeon	Gothenburg Universiy
917	Nostalgia Resonates, Novelty Needs Coolness: Asymmetric Routes in Consumer Evaluations of Film Remakes	Euiseo	Jeong	Hongik University
1091	By Fair Means or Foul? Fair Market Ideology Predicts Acceptance of Unfair Pricing	Kevin	Jiang	University of Washington
1115	Nostalgia and Consumers' Product Recycling Decisions	Linjia	Jiang	The Chinese University of Hong Kong
1596	"Right Here, Right Now": How Time and Place Adverbs Influence Shared Control in Consumer–AI Chatbot Interactions	Jano	Jimenez-Barreto	University of La Laguna
340	Consumers Alter Their Consumption Patterns to Prevent Adaptation	Puqian	Jin	Washington University in St. Louis
1605	The Impact of Resource Scarcity on Preference for Color Saturation	Yoonho	Jin	The Chinese University of Hong Kong, Shenzhen
404	Unreachable roofs: When and how high home prices increase non-homeowners' financial risk-taking	SungJin	Jung	The Chinese University of Hong Kong
826	The Journey Toward the "True Self": Identity Transitions and Consumption among South Korean Women in their 50s	Youngju	Jung	Korea University
542	Tracking Connections, Not Content: How Working Memory Shapes Content and Social Learning in Online Networks	Esther	Kang	University of Bristol Business School
1436	The Loss Hypothesis: Consumers' Asymmetric Responses to Sports Betting Advice	Benjamin	Kania	Xavier University
942	The Power of Naming AI Agents: An Integrative Typology and Conceptual Framework	Begum	Kaplan	Lynn University
1067	Talking Luxury: When Conversational Brand Communication Signals Exclusivity	Tavleen	Kaur	The University of Texas at San Antonio
1072	Consumer Wisdom and the 5D-PDS: Measuring Virtuous Design for the Circular Economy	Tavleen	Kaur	The University of Texas at San An
313	Tech at the Table: The Negative Influence of Tableside Tablets on Consumers' Tipping Behavior	Zakieh	Kaveh	Bowling Green State University
1500	Do Moving Brands Move Consumers? A Registered Replication Report	Lennart	Kehl	Goethe University Frankfurt

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107	Transgender and Non-binary Consumers' Experience of Visibility in the Marketplace	Carolyn	Keller	Northwestern University
52	A Regulatory Focus and Immersivity Framework for Virtual Reality and Consumer Well-Being	Seth	Ketron	University of St. Thomas
1114	The Absorptive Self: Beauty Consumption as Everyday Regulation	Dania	Khalife	Pepperdine Graziadio Business School
811	Customer Orientation in the Age of Artificial Intelligence: Antecedents and Performance Implications	Ceyhan	Kilic	Tarleton State University
1716	The Benevolent Deception: When Deepfakes Make Prosocial Campaign More Persuasive	Jeewon	Kim	The University of Texas at Austin
159	The Ugly Premium Effect: How an Ugly Option Increases Purchases from an Assortment	Junha	Kim	Rutgers University
630	When my Contribution Matters: A Two-Stage Instrumentality Belief Model of Perceived Effectiveness in Collective Action	Kihyon	Kim	Sejong University
1364	Understanding Dupe Culture: When and Why Imitations Impact Word-of-Mouth	Kyung Hwa	Kim	London Business School
524	From Fan to Protest: How Lightsticks Enable Consumer Identity to Travel Across Political Contexts	Seo-Young	Kim	University of Illinois at Urbana-Champaign
1161	The Skeptical Consumer: How Endorsement of Power Disparities Drives Resistance to Coupon Use	Minkyung	Koo	University of New Mexico
582	The Shade Effect: How Colourism and Model Skin Tone Shape South Asian Consumers' Perceptions of Advertising	Tom KB	Koo	Dalhousie University
1060	Digital hoarding and consumer behavior: A personality-based perspective	Tom KB	Koo	Dalhousie University
1145	When and Why Mystery Can Suppress Negative Word of Mouth	Aleksandra	Kovacheva	University at Albany, SUNY
1216	AI or Human Influencers: Interaction of Benefit Appeals On Consumer Responses to Green Product Endorsements	Jitender	Kumar	Indian Institute of Technology Kanpur
65	When Time Feels Scarce: Temporal Pressure Shifts the Psychological Representation of Price	Su-Hui	Kuo	National Taipei University of Business
563	Adequate Components, Misaligned Configurations: Two Systematic Audits of Theoretical Referents	Pierre	Lamoureux	Concordia University
1386	The Agrarian Sustainability Connection: Consumers Perceive DIY as More Sustainable	John	Lancaster	University of Oregon
1696	Resource Scarcity and Perceived Time: Evidence from Experimental and Population-Level Data	Kimia	Latifi	Baruch College
1423	How Do Religiosity Cues Influence Assumptions About Technology Preferences? Unpacking the Religious-Tech Aversion Stereotype	Erica	Lee	University of Illinois Urbana-Champaign
639	From Spin to Sin: A Quantum Ising Model of Moral Phase Transitions in Consumer Judgments of Corporate Data Transgressions	Eun-Ju	Lee	Sungkyunkwan University
1484	Worth the Price: How Tight Cultural Norms Elevate Quality Standards and Dampen Price Sensitivity	Sang A	Lee	Kelley School of Business, Indiana University
1579	Strict Norms, Sticky Purchases: Cultural Tightness and Product Return Propensity	Sang A	Lee	Kelley School of Business, Indiana University
733	From Climate Change Skepticism to Green Consumption: Using Empathy Appeals to Circumvent Psychological Reactance in Climate Marketing	Seo Yoon	Lee	Texas Christian University
609	Free Samples: Can AI Replace Human Participants in Behavioral Research?	Su Hyun	Lee	University of Florida
1197	Two Distinct Pathways Linking SES to Elevated Risk Perception and Aggressive Medical Treatment Preference	Jing (Jill)	Lei	University of Melbourne
1668	Consumer Barriers to Life-Saving Technologies: Naloxone Access Laws and Overdose Mortality	Benjamin	Lewis	MIT Sloan
694	Too Much to Process? Visual Information Competition and Sales Conversion in Short-Video Commerce	Danchen	Li	University of Cambridge
419	Paying the "Cat Tax": How Digital Rituals Foster Psychological Closeness and Engagement	Jiayuan	Li	Xi'an Jiaotong-Liverpool University
727	Raised to Influence: How Parental Lying Shapes (Mis)Information Sharing Behavior	Junxian	Li	Nanyang Technological University
403	When AI Acts, Does the Firm Act?	Tongmao	Li	University of Florida
829	Portfolio for Good: How Diverse Cause Offerings Enhance Charitable Giving	Wanyue	Li	Hong Kong Metropolitan University
1493	The Magic of Paying an Extra Dollar: How Minimal Price Increases in Promotions Enhance Purchase Intentions	Wei	Li	University of Science and Technology of China
610	The Power of "Want": How Semantic Framing Influences Donation Behavior	Xinyi	Li	School of Management, Xiamen University
460	Awesome Moment: Can Artification Promote Brand Morality?	Xuan	Li	Toulouse School of Management
1309	More Than a Matching Rule: How Order Assignment Mode Shapes Consumers' Moral Judgments of Gig Platforms	Qingxue	Liang	Sun Yat-sen University
1271	The Effect of Social Media Sharing Cues on Product Attribute Processing	Junyun	Liao	Jinan University
855	To Ask or Not to Ask: How Loneliness and Self-Determined Solitude Shape Recommendation Seeking	Meng Jen	Lin	National Taiwan Normal University
1279	Alone, but Not the Same: Loneliness vs Self-Determined Solitude in Immersive Feature Allocation	Meng Jen	Lin	National Taiwan Normal University
1444	People Are Less Confident About Whether an Experience Will Bring Meaning Than Happiness	Mike	Lin	University of Minnesota
909	Measuring Scheduling Styles: Scale Development and Validation of Clock-Time and Event-Time Orientation	Claire	Linares	IESE Business School
1231	The Unexpected Mirror: How AI Communication Styles Affect Consumers' Psychology	Itai	Linzen	Tel Aviv University
862	The Power of Sharing: How Social Sharing Shapes Consumer Preferences for Green Products	Fanyi	Liu	Wuhan University
834	All-in-One, But Not for Everyone: Gender Differences in Consumer Adoption of Multifunction Products	Jiajia	Liu	The University of Hong Kong
150	Gift Givers Write Less Helpful Reviews Than Gift Recipients	Muda	Liu	Washington University in St. Louis
997	When Digital Humans Act as Friends or Assistants: Neural and Behavioral Evidence From Recommendation Decisions	Qingsong	Liu	Shanghai Lixin University of Accounting and Finance

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1316	Who is Truly Farsighted? How Time Representations Influence Long-Term Patience	Tianjiao	Liu	University of Kentucky
1076	Subtler but Powerful: How Brand Prominence Influences Collaboration Intentions	Xinwei	Liu	Mississppi State University
819	Attachment to God reduces conformity to the majority in consumer choice	Xuefeng	Liu	Governors State University
632	The Unique Psychology of Snake Oils	Ty	Longmire-Monford	University of Colorado Boulder
1104	Covariation Bias: A Systematic Tendency to Perceive Positive Associations in Data	Andrea	Low	University of California, Los Angeles
1787	Less is More? The Impact of Anthropomorphism on the Effectiveness of Robot Recommendations: A Consumer Domain Knowledge Perspective	Ruihua	Lu	Tongji University
365	From Celebrity and Influencer Activism to Hybrid Activism: The Rise of Cross-Field Legitimacy	Eriton	Mainardes	Pontifical Catholic University of Paraná
1408	Till Trust Do Us Part: The Spillover Effects of Product Sneaking	Léana	Mannshardt	University of Applied Sciences Western Switzerland
1176	Getting Ready to Indulge - Effects of Appearance-Enhancing Products on Indulgent Choices	Kristin	Manthey	University of South Florida
29	The Hidden Cost of AI Disclosure: How AI Adoption Undermines a Brand	Siva Shanmugam	Mariappan	University of Texas at San Antonio
359	When Atypicality Pays: The Role of Brand Gender and Positioning in Origin Stories	Murtuza Soofi	Mohammed	Mahindra University
1674	Grande Please: Effect of Size Labels on Quality Judgement	Smaraki	Mohanty	Elon University
1721	Liquid Death, Moral Debt: Ironic Naming and the Effect on Healthiness Perception	Smaraki	Mohanty	Elon University
1440	Delineating Price Expectation and Preference in Consumer Willingness to Pay	Arnaud	Monnier	Nova School of Business and Economics
1783	When Should Firms Use $ Versus USD? The Effect of Currency Format on Consumer Evaluations	Giahn	Moon	Sungkyunkwan University
1539	A Psychological Safe Zone: Biased Memory Supports a Preference for Giving over Receiving in Everyday Monetary Exchanges	Coby	Morvinski	Ben-Gurion University
1741	Consumer Preference for Higher Vocal Pitch in Warmth-Relevant Product Communications	Sarah	Motallebi	Georgia Tech
807	Authenticity vs. Appearance: How Brand Characteristics Shape Consumer Responses to Greenwashing.	Terence	Motsi	Lees-McRae College
1215	The Digital Moralisation of Responsible Consumption: Moral Emotions and Negotiations in Response to De-Influencing on Social Media	Kamila	Mouhli	Université Jean Monnet
1623	Authentic or Strategic? The Marketplace Consequences of Immigrant Cultural Authenticity	Meta Dev Prasad	Murthy	Indian Institute of Management Sambalpur
1626	Beyond the First Sustainable Choice: Moral Licensing and the Dynamics of Sustainable Consumption	Meta Dev Prasad	Murthy	Indian Institute of Management Sambalpur
1213	Advertising Inclusive Design Innovations: How User-led vs Designer-led Design Narratives Shape Brand Perception	Seungmin	Nam	University of Houston
363	Social Media Platform Design and Reference Dependence of Likes: When Fewer Likes Lead to More Posting	Felix	Nitsch	University of South Carolina
1537	When Bundles Fall Apart: Customization Reduces Failure Spillover Across Bundle Components	Hatef	Noorzad Dolatabadi	University of Utah
1771	Breaking the Cycle: A Dynamic Process Model of Compulsive Buying Plus Mindfulness Interventions	Raushan	Ospanaliyeva	Muma College of Business, University of South Florida
817	More Than a Pretty Pixel: When Virtual Influencers' Looks and Words Align	Ozan	Ozdemir	North Dakota State University
1112	You Are What you Binge: Content Character Explains the Wellbeing Consequences of Streaming vs. Social Media Binge-Watching	Eda	Ozturk	University of Cincinnati
1495	New Brands with Recent Origins: Unpacking the Power of Establishment Dates in Emerging Brands	Eda	Ozturk	University of Cincinnati
1613	The Psychological Resilience Point: How Round-Number Thresholds Interrupt Price Momentum Perception	Saeed	Pakfard	University of Kentucky
843	Anthropomorphism in Services: An Interdisciplinary Hybrid review and Directions for Future Research	Arun Kumar	Pal	Indian Institute of Management Raipur
965	When Breaking the Rules Feels Unfair: How Frontline Employee Leniency Toward Customer Transgressions Shapes Observer Reactions	Arun Kumar	Pal	Indian Institute of Management Raipur
1401	The Backfiring Effect of Online Choice Architecture: Unintended Consequences of Healthy Zones in the Field	Jiecong	Pang	Zhejiang University and The Hong Kong Polytechnic University
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