SATURDAY

	AI Relationships, Autonomy, and Adoption	Digital Relationships, Practice, and Activism	Sustainability and Emotional Brand Responses	Identity, Brands, and Status	Framing, Persuasion, and Price Judgments	Risk, Prediction, and Judgment	Prosociality, Charity, and Financial Giving	Stress, Health, and Negative Affect	Personal Branding, Design, and Gender	Choice, Cognition, and Coping	Culture, Spirituality, and Stewardship			
	Crystal Room	Salon 7	Salon 8	Salon 4&5	Salon 1	Salon 12	Salon 6	Salon 10	Salon 2	Salon 3	Salon 9	Wilson Room	Honore Room	Empire Room
7:30 - 8:20	Light Breakfast													
8:20 - 9:40	CP6.1: Loving, Liking & Motivation: How consumers relate to AI	CP6.2: Taking Sides: Consumer Activism, Political Identity, and Social Movements	CP6.3: Let's Slow Down a Bit - It's Better for the Planet!	CP6.4: Branders Gonna Brand	CP6.5: Framing, Expectations, and Consumer Quality Judgments	SS6.6: Rising Together: Preference Exchange and Coordination in Joint Consumption	CP6.7: Charities: It's Giving and Receiving	SS6.8: When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior	CP6.9: How to Shine with Design	CP6.10: Choices, Sets and Contexts	CP6.11: Monsters, Myths, and Morality in Consumption	WK6.12: New Experimental Paradigms and Tools for Consumer Research	WK6.13: Humanity in the Age of Artificial Intelligence: Elevation or Erosion? (organized by CEPBI)	Film Festival
9:40 - 10:00	Coffee Break													
10:00 - 11:20	SS7.1: How artificial intelligence shapes perceptions of people, brands, and groups	CP7.2: Relationships in Digital Consumption	CP7.3: Consumer-Brand Bonds and Backlash	SS7.4: When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions	CP7.5: Language, Framing, and Persuasion in Consumption Contexts	CP7.6: JDM: Risk, Uncertainty & Prediction	CP7.7: It Takes A Village: Family, Relationships, and Prosociality	CP7.8: Consumer Negativity	CP7.9: Creators Gone Create	CP7.10: Cognitive Prowess, Processing, and Planning	SS7.11: Stewardship as a Framework to Care for Our Fragile World	WK7.12: Vulnerability and the Marketplace	WK7.13: The Imperative for Social Impact: Contemporary Challenges in Consumer Research	Invited Panel: MSI Practioner-Academic Panel
11:20 - 11:40	Coffee Break													
11:40 - 13:00	CP8.1: Who's in control? Consumer autonomy and AI adoption	SS8.2: Putting Practice Theory into Practice	CP8.3: Seen and Felt: Emotional Responses to Brand Messaging	SS8.4: Beyond Status Signaling: New Developments in Luxury Experiences	CP8.5: Numerical Cognition and Price Perceptions	SS8.6: Representation Formats and Consumer Judgment	SS8.7: The Psychology of Consumer Financial Accumulation	SS8.8: Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making	SS8.9: The Face of Personal Branding: The Marketplace Impact and (In)validity of Consumer Face-Based Judgments	CP8.10: How Consumers Cope with Contemporary Choice Contexts	SS8.11: Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality	WK8.12: Consumer-Facing AI Misalignment: Translating Engagement Proxies into Welfare Outcomes	WK8.13: Consumer Well-Being and Environmental Sustainability: New Research Opportunities	WK8.14: A Live Demonstration of AI-Assisted Research
13:00 - 14:50	Lunch & Transition													
14:50 - 15:50	CP9.1: Minds, Machines, and Morals in Technology	CP9.2: Platforms, Posts, and Social Media Influence	CP9.3: Trade-offs to Sustainable and Ethical Choices	CP9.4: Unpacking Luxury Branding, Aesthetics, and Perceptions	CP9.5: Deal or No Deal: Consumer Responses to Retailer Promotions	CP9.6: Numerical Cognition and Rationality	CP9.7: Presents and Presence in Relationships	CP9.8: Healthcare Provision, Messaging, and Consumer Wellness	CP9.9: Mental Representations of the Self, Cultural Meanings, and Inner States	CP9.10: Sustaining Engagement and Emotional Connection	CP9.11: Moral frictions in contemporary consumption	CP9.12: Let's Make Brands Better	CP9.13: Consumer Responses to Design and Messaging Choices	Meet the Editors 2
15:50 - 16:10	Coffee Break													
16:10 - 17:30	CP10.1: AI and I	CP10.2: Performance and Pratice in Consumption	CP10.3: Promoting Sustainable Behavior and Innovation	CP10.4: How Identity Shapes the Meaning of Purchase Variety	CP10.5: The Price is Right (and if Not, We Put it on Promotion!)	SS10.6: Consumer Psychology of Generating and Acting on Predictions	CP10.7: Charitable Decisions and Disconnects	CP10.8: Health Communication and Consumer Wellness	SS10.9: Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets	SS10.10: The Wrenches in our Best-Laid Plans: Disruptions, Unexpected Outcomes, and (Mis)perceptions in Goal Pursuit	SS10.11: Elevation Through Netnography: Innovations for Studying Digital Consumer Culture	WK10.12: Beyond Text: Visual, Audio, Multimodality, and the Future of Automated Content Analysis	WK10.13: When AI Meets Healthcare: Redefining Consumer Empowerment in the Age of AI-Powered Health Decision Systems	ACR Finance Session
17:30 - 19:30	Free Time													
19:30 - Late	**Closing Conference Event (Ticketed)** ***Untitled Social Club***													