Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Crystal Room	Friday, September 25	8:30:00 AM	9:40:00 AM	AI in Research, Collaboration, and Perception	AI and Automation for Consumer Research		CP1.1.1	A Framework for Detecting AI Agents in Online Survey Research	Felipe Affonso
Crystal Room	Friday, September 25	8:30:00 AM	9:40:00 AM	AI in Research, Collaboration, and Perception	AI and Automation for Consumer Research		CP1.1.2	Too Clever by Half: Surprising Language Reduces Consumer Response	Andrew Meyer
Crystal Room	Friday, September 25	8:30:00 AM	9:40:00 AM	AI in Research, Collaboration, and Perception	AI and Automation for Consumer Research		CP1.1.3	SimSang: Mapping the Perceptual Geometry of Abstract Concepts	Yeh Jun Lee
Crystal Room	Friday, September 25	8:30:00 AM	9:40:00 AM	AI in Research, Collaboration, and Perception	AI and Automation for Consumer Research		CP1.1.4	The Sound of Emotion: Voice as a Physiological–Behavioral Signal in Consumer Decision Making	Anil Mathur
Salon 7	Friday, September 25	8:30:00 AM	9:40:00 AM	Consumer Differences, Platforms, and Communities	Past and Future, Fast and Slow: Consumption in time		CP1.2.1	“This Feels Like a Memory That Never Happened”: Consuming Surreal Pastness	Ileyha Dagalp
Salon 7	Friday, September 25	8:30:00 AM	9:40:00 AM	Consumer Differences, Platforms, and Communities	Past and Future, Fast and Slow: Consumption in time		CP1.2.2	An Investigation of Consumer Contentment through the Coziness Market	Eda Anlamlier
Salon 7	Friday, September 25	8:30:00 AM	9:40:00 AM	Consumer Differences, Platforms, and Communities	Past and Future, Fast and Slow: Consumption in time		CP1.2.3	How Gendered Temporal Asymmetries Shape Ordinary Slowness in Everyday Consumption	Yumiko Oda
Salon 7	Friday, September 25	8:30:00 AM	9:40:00 AM	Consumer Differences, Platforms, and Communities	Past and Future, Fast and Slow: Consumption in time		CP1.2.4	The Ecstasy and Acrimony of Accelerationism in Everyday Life	Soonkwan Hong
Salon 8	Friday, September 25	8:30:00 AM	9:40:00 AM	Food, Sustainability, and Responsibility	Emerging Forces Shaping Sustainable Consumption		SS1.3.1	Understanding the Aversion to Gifting Secondhand Products	Yafei Guo
Salon 8	Friday, September 25	8:30:00 AM	9:40:00 AM	Food, Sustainability, and Responsibility	Emerging Forces Shaping Sustainable Consumption		SS1.3.2	Buy Now, Sell Back Later: Impact of Guaranteed Buyback Pricing on Consumer Behavior and Sustainability	Minjeong Ko
Salon 8	Friday, September 25	8:30:00 AM	9:40:00 AM	Food, Sustainability, and Responsibility	Emerging Forces Shaping Sustainable Consumption		SS1.3.3	The Recycled Penalty Effect: A Transparency Dilemma in Sustainable Consumption	Jenny (Yang) Guo
Salon 8	Friday, September 25	8:30:00 AM	9:40:00 AM	Food, Sustainability, and Responsibility	Emerging Forces Shaping Sustainable Consumption		SS1.3.4	How Large Language Models Describe and Prescribe Sustainability	Andde Indaburu
Salon 4&5	Friday, September 25	8:30:00 AM	9:40:00 AM	Social Influence, Identity, and Vulnerability	Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments		SS1.4.1	Bundling Reviews Increases Rating Diversification	Linda Zhu
Salon 4&5	Friday, September 25	8:30:00 AM	9:40:00 AM	Social Influence, Identity, and Vulnerability	Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments		SS1.4.2	The Sequence Effect in Online Reviews	Alisa Wu
Salon 4&5	Friday, September 25	8:30:00 AM	9:40:00 AM	Social Influence, Identity, and Vulnerability	Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments		SS1.4.3	Unpacking Political Review Storms: Review-writing as a Compensatory Process for Identity Threat	Leonor Neto
Salon 4&5	Friday, September 25	8:30:00 AM	9:40:00 AM	Social Influence, Identity, and Vulnerability	Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments		SS1.4.4	Seeing Through the Filter: How Disclosure Shapes Social Media Product Recommendations	Trisha Lobo
Salon 6	Friday, September 25	8:30:00 AM	9:40:00 AM	Money, Prices, and Financial Agency	The How, When, and Why of Consumers' Financial Choices		CP1.5.1	A Perfect Match: How Product Price Affects Credit Card Choice	Julia van de Sandt
Salon 6	Friday, September 25	8:30:00 AM	9:40:00 AM	Money, Prices, and Financial Agency	The How, When, and Why of Consumers' Financial Choices		CP1.5.2	Intertemporal Preferences for Cash Versus Loyalty Points	Jing Hu
Salon 6	Friday, September 25	8:30:00 AM	9:40:00 AM	Money, Prices, and Financial Agency	The How, When, and Why of Consumers' Financial Choices		CP1.5.3	The Impatience Gap: When Consumers Are More Impatient with Mediums Than with Products	Xue Wang
Salon 6	Friday, September 25	8:30:00 AM	9:40:00 AM	Money, Prices, and Financial Agency	The How, When, and Why of Consumers' Financial Choices		CP1.5.4	Won’t You Be my… Banker? The Influence of Community Lending Platforms on Borrower Behavior	Anja Schanbacher

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 3	Friday, September 25	8:30:00 AM	9:40:00 AM	Methods and Measurement	Getting Real About AI & Data		CP1.6.1	An LLM-Based Priming Evaluation Protocl (LLM-PrEP) for Improved Task Realization in Written Planning	Ajmal Basheer
Salon 3	Friday, September 25	8:30:00 AM	9:40:00 AM	Methods and Measurement	Getting Real About AI & Data		CP1.6.2	Agentic Incidence and Data Quality in Online Samples	Simon Jones
Salon 3	Friday, September 25	8:30:00 AM	9:40:00 AM	Methods and Measurement	Getting Real About AI & Data		CP1.6.3	Digital twins or generic estimates? Accuracy and heterogeneity of LLM-generated consumer data	Jakob Kaiser
Salon 3	Friday, September 25	8:30:00 AM	9:40:00 AM	Methods and Measurement	Getting Real About AI & Data		CP1.6.4	The Datasource Multiverse Pipeline: Using Agentic AI to Test a Hypothesis Across Many Archival Datasets	Joe Siev
Salon 10	Friday, September 25	8:30:00 AM	9:40:00 AM	Shared Experiences and Consumer Connection	Improving Consumer Experiences Through Design and Reviews		CP1.7.1	Echo and Divergence: How Elite Media Coverage Shapes Crowd-Sourced Reviews	Matt Meister
Salon 10	Friday, September 25	8:30:00 AM	9:40:00 AM	Shared Experiences and Consumer Connection	Improving Consumer Experiences Through Design and Reviews		CP1.7.2	Perceived Domain-Superiority Discourages Supportive Product Recommendations: A Perspective-Taking Capacity Concerns Account	Soo Kim
Salon 10	Friday, September 25	8:30:00 AM	9:40:00 AM	Shared Experiences and Consumer Connection	Improving Consumer Experiences Through Design and Reviews		CP1.7.3	Temporary vs. Permanent Disability: How Perceived Adaptation Shapes Caregiving in Service Encounters	Sienna Vasquez
Salon 10	Friday, September 25	8:30:00 AM	9:40:00 AM	Shared Experiences and Consumer Connection	Improving Consumer Experiences Through Design and Reviews		CP1.7.4	When One Feels Lonely, More Feels Better: The Effect of Product Image Plurality on Purchase Intentions	Sanjeev Tripathi
Salon 12	Friday, September 25	8:30:00 AM	9:40:00 AM	Goals, Time, Health, and Money	Making Healthy Choices in Food and Beyond		CP1.8.1	A Salient Past Self Motivates Weight Loss Maintenance	Corinne Hassler
Salon 12	Friday, September 25	8:30:00 AM	9:40:00 AM	Goals, Time, Health, and Money	Making Healthy Choices in Food and Beyond		CP1.8.2	Beyond Price Cuts: Pay-What-You-Want Pricing as a Tool to Reduce Food Waste	Sybilla Merian
Salon 12	Friday, September 25	8:30:00 AM	9:40:00 AM	Goals, Time, Health, and Money	Making Healthy Choices in Food and Beyond		CP1.8.3	Beyond the Trade-off: Field Evidence on How Consumers Strategically Balance Health and Taste Under Traffic Light Labeling	Bingcan Zhang
Salon 12	Friday, September 25	8:30:00 AM	9:40:00 AM	Goals, Time, Health, and Money	Making Healthy Choices in Food and Beyond		CP1.8.4	Information Avoidance in the Field: Evidence from Healthcare	Andrea Low
Salon 9	Friday, September 25	8:30:00 AM	9:40:00 AM	Diversity and Fairness	Marketplace Inequality and Inclusivity		CP1.9.1	Deceptive or Discreet: Openly Discontinuing Inclusive Product Lines Harms Brand Evaluations	Byung Cheol Lee
Salon 9	Friday, September 25	8:30:00 AM	9:40:00 AM	Diversity and Fairness	Marketplace Inequality and Inclusivity		CP1.9.2	How Minority Frontline Employees Shape Solo Customers' Service Experiences	The Khoa Do
Salon 9	Friday, September 25	8:30:00 AM	9:40:00 AM	Diversity and Fairness	Marketplace Inequality and Inclusivity		CP1.9.3	Race Influences Patients' Choice of Physicians: Search for Cultural Compatibility or Prejudice	Angela Yi
Salon 9	Friday, September 25	8:30:00 AM	9:40:00 AM	Diversity and Fairness	Marketplace Inequality and Inclusivity		CP1.9.4	Opting for Algorithmic Service Providers: The Role of Identity Salience for Marginalized and Privileged Consumers	Yeseul Kim
Salon 2	Friday, September 25	8:30:00 AM	9:40:00 AM	Relationships, Personalization, and the Self	Social Media Communications and Relationships		CP1.10.1	Are Parasocial Relationships Authentic? Interdependence and Interest in Parasocial Relationships	Rui Zhang
Salon 2	Friday, September 25	8:30:00 AM	9:40:00 AM	Relationships, Personalization, and the Self	Social Media Communications and Relationships		CP1.10.2	Speak Their Language: How Regulatory Mode Framing Shapes Consumer Engagement Across Online and Offline Promotions	Yuanyuan (Gina) Cui

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 2	Friday, September 25	8:30:00 AM	9:40:00 AM	Relationships, Personalization, and the Self	Social Media Communications and Relationships		CP1.10.3	Transaction-Focused versus Relationship-Focused Social Media Advertising across Rinsta and Finsta	Hyerin Han
Salon 2	Friday, September 25	8:30:00 AM	9:40:00 AM	Relationships, Personalization, and the Self	Social Media Communications and Relationships		CP1.10.4	Young Consumers' Emotional Responses to Influencer Communication on Social Media: Evidence from a 28-day Diary Study	Alessia Jahns
Salon 1	Friday, September 25	8:30:00 AM	9:40:00 AM	Politics, Activism, and Public Discourse	The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies		SS1.11.1	Speaking Up Without Getting Shut Down: The Role of Brand Personality in Corporate Social Advocacy	Jake Teeny
Salon 1	Friday, September 25	8:30:00 AM	9:40:00 AM	Politics, Activism, and Public Discourse	The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies		SS1.11.2	Serving All or Standing for Nothing? Ideological Asymmetries in Consumer Perceptions of Brand Neutrality	Anjali Tapadiya
Salon 1	Friday, September 25	8:30:00 AM	9:40:00 AM	Politics, Activism, and Public Discourse	The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies		SS1.11.3	When Does Silence Speak Volumes? Spillover Effects of Brands That Take Stands on Brands That Don't	Maansi Dalmia
Salon 1	Friday, September 25	8:30:00 AM	9:40:00 AM	Politics, Activism, and Public Discourse	The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies		SS1.11.4	Assimilate Your Campaign: How Assimilation Effects Reduce Opposition to Corporate Activism	Kim Uhlendorf-Leo
Wilson Room	Friday, September 25	8:30:00 AM	9:40:00 AM	Workshop / Roundtable	From Theory to Code: Challenges in Employing NLP to Quantify Theoretical Constructs in Consumer Language Research		WK1.12.1	From Theory to Code: Challenges in Employing NLP to Quantify Theoretical Constructs in Consumer Language Research	
Honore Room	Friday, September 25	8:30:00 AM	9:40:00 AM	Workshop / Roundtable	Lifting Research Off the Page: How Public Professors Elevate the Impact of Consumer Research		WK1.13.1	Lifting Research Off the Page: How Public Professors Elevate the Impact of Consumer Research	
Crystal Room	Friday, September 25	10:00:00 AM	11:20:00 AM	AI in Research, Collaboration, and Perception	AI-Apocalypse Now? Is the Doomsday of Human Consumer Research upon Us?		SS2.1.1	Generative Grounded Theory: Inductive Theory Building in the Age of Generative AI	Bernd Schmitt
Crystal Room	Friday, September 25	10:00:00 AM	11:20:00 AM	AI in Research, Collaboration, and Perception	AI-Apocalypse Now? Is the Doomsday of Human Consumer Research upon Us?		SS2.1.2	Seeing the AI-Generated Forest for the Trees: When Neural Signals Detect What Consumers Overlook	Robert Torrence
Crystal Room	Friday, September 25	10:00:00 AM	11:20:00 AM	AI in Research, Collaboration, and Perception	AI-Apocalypse Now? Is the Doomsday of Human Consumer Research upon Us?		SS2.1.3	Automatons as Allies: The Value of AI Confederates (AICs)	Itai Linzen
Salon 7	Friday, September 25	10:00:00 AM	11:20:00 AM	Consumer Differences, Platforms, and Communities	The Social Fabric: Consumption and Community Engagement		CP2.2.1	Educational Aspiration and Status Advancement among Resource-Constrained Consumers: The Role of Overt and Covert Illusio	Elizabeth Parsons
Salon 7	Friday, September 25	10:00:00 AM	11:20:00 AM	Consumer Differences, Platforms, and Communities	The Social Fabric: Consumption and Community Engagement		CP2.2.2	Five Pathways of Disengagement: A Process Theory of Engagement Collapse	Courtney Stefanick
Salon 7	Friday, September 25	10:00:00 AM	11:20:00 AM	Consumer Differences, Platforms, and Communities	The Social Fabric: Consumption and Community Engagement		CP2.2.3	How Consumer Governors Ensure Community Continuity	Erik Steiner
Salon 7	Friday, September 25	10:00:00 AM	11:20:00 AM	Consumer Differences, Platforms, and Communities	The Social Fabric: Consumption and Community Engagement		CP2.2.4	Negotiating Consumption Boundaries: Why Parents and Children Fight about Food	Pragea Putra
Salon 8	Friday, September 25	10:00:00 AM	11:20:00 AM	Food, Sustainability, and Responsibility	Perceptions (and Misperceptions) of Environmental Impact		CP2.3.1	From Inference to Illusion: Do Product Tags Distort Consumers' Emissions Judgments?	Eli Sugerman
Salon 8	Friday, September 25	10:00:00 AM	11:20:00 AM	Food, Sustainability, and Responsibility	Perceptions (and Misperceptions) of Environmental Impact		CP2.3.2	Material over Size? Understanding Consumer Evaluations of Environmental Impact	Yan Vieites

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 8	Friday, September 25	10:00:00 AM	11:20:00 AM	Food, Sustainability, and Responsibility	Perceptions (and Misperceptions) of Environmental Impact		CP2.3.3	Replace Over Reduce, Reuse, and Recycle: The Hidden Preference of Eco-Conscious Consumers	Aiswarya Nair
Salon 8	Friday, September 25	10:00:00 AM	11:20:00 AM	Food, Sustainability, and Responsibility	Perceptions (and Misperceptions) of Environmental Impact		CP2.3.4	Too Gross to Buy Sustainably? Examining the Double-Edged Sword of using a “Rescued” Claim for Upcycled Foods	Ahmet Samet Ergün
Salon 4&5	Friday, September 25	10:00:00 AM	11:20:00 AM	Social Influence, Identity, and Vulnerability	How Speech, Action, and Recognition Reinforce Consumer Identity		SS2.4.1	The Language of Belonging: Expresssing "I am..." or "You are..." Enhances Social Identity Integration and Group Outcomes	Keri Kettle
Salon 4&5	Friday, September 25	10:00:00 AM	11:20:00 AM	Social Influence, Identity, and Vulnerability	How Speech, Action, and Recognition Reinforce Consumer Identity		SS2.4.2	Reoptive Identity: The Dynamic Psychology of Being by Doing	Liad Weiss
Salon 4&5	Friday, September 25	10:00:00 AM	11:20:00 AM	Social Influence, Identity, and Vulnerability	How Speech, Action, and Recognition Reinforce Consumer Identity		SS2.4.3	Linguistic Identity Cues: How Label Order Signals Organizational Stance Toward Stigmatized Consumers	Esther Uduehi
Salon 6	Friday, September 25	10:00:00 AM	11:20:00 AM	Money, Prices, and Financial Agency	What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions		SS2.5.1	Lay Price Perceptions and Neglect of Supply Dynamics	Brandon Christensen
Salon 6	Friday, September 25	10:00:00 AM	11:20:00 AM	Money, Prices, and Financial Agency	What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions		SS2.5.2	Scarcity Cues vs. Social Proof: How Changes to Supply and Demand Shape Valuation	Qingyang Wang
Salon 6	Friday, September 25	10:00:00 AM	11:20:00 AM	Money, Prices, and Financial Agency	What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions		SS2.5.3	The Warm Glow of Higher Prices: When and Why Consumers Prefer Labor (vs. Material) Cost Justifications for Price Increases	Shreyans Goenka
Salon 6	Friday, September 25	10:00:00 AM	11:20:00 AM	Money, Prices, and Financial Agency	What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions		SS2.5.4	Pre-Commitment by Price: Consumers' Reactions to Unlimited Offers for Vice Products	Nofar Duani
Salon 3	Friday, September 25	10:00:00 AM	11:20:00 AM	Methods and Measurement	Methodological Advances in Consumer Research		CP2.6.1	Behavioral Scientists Keep Studying the Same People. What Happens When We Don’t?	Skyler Chen
Salon 3	Friday, September 25	10:00:00 AM	11:20:00 AM	Methods and Measurement	Methodological Advances in Consumer Research		CP2.6.2	Theory Testing for Differences in Process – Hypothesizing, Testing, and Reporting Comparisons Between Indirect Effects	Romain Cadario
Salon 3	Friday, September 25	10:00:00 AM	11:20:00 AM	Methods and Measurement	Methodological Advances in Consumer Research		CP2.6.3	When Measurements Mix Mechanisms: Separating Position and Dispersion in Data	Dan Schley
Salon 3	Friday, September 25	10:00:00 AM	11:20:00 AM	Methods and Measurement	Methodological Advances in Consumer Research		CP2.6.4	When More Complexity Means Less: How Data Visualization Features Shape Perceptions, Attitudes, and Online Behaviors	Giuseppe Gruttad'Auria
Salon 10	Friday, September 25	10:00:00 AM	11:20:00 AM	Shared Experiences and Consumer Connection	Better Together: How Consumers Share, Talk and Relate		CP2.7.1	Giving Together, Choosing Practical: Group Gifting Increases Preference for Utilitarian over Hedonic Gifts	Lingzhi Yu
Salon 10	Friday, September 25	10:00:00 AM	11:20:00 AM	Shared Experiences and Consumer Connection	Better Together: How Consumers Share, Talk and Relate		CP2.7.2	Performance Asymmetry in Shared Consumption	Maria Hademer
Salon 10	Friday, September 25	10:00:00 AM	11:20:00 AM	Shared Experiences and Consumer Connection	Better Together: How Consumers Share, Talk and Relate		CP2.7.3	Romance and Technology: Automation Consumption in Romantic Relationships	Xin He
Salon 10	Friday, September 25	10:00:00 AM	11:20:00 AM	Shared Experiences and Consumer Connection	Better Together: How Consumers Share, Talk and Relate		CP2.7.4	Self–Other Gaps in Skill Talk: Ability Emphasis, Effort Preferences, and Marketplace Outcomes	Julia Jeong

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Salon 12	Friday, September 25	10:00:00 AM	11:20:00 AM	Goals, Time, Health, and Money	Goal Pursuit over Time		SS2.8.1	The Consequences of Sharing Goal Progress on Social Media	Roger Saumure
Salon 12	Friday, September 25	10:00:00 AM	11:20:00 AM	Goals, Time, Health, and Money	Goal Pursuit over Time		SS2.8.2	The Paradox of Broad Bracketing: Why Thinking About Repetition Reduces Both Temptation and Goal Pursuit	Jiabi Wang
Salon 12	Friday, September 25	10:00:00 AM	11:20:00 AM	Goals, Time, Health, and Money	Goal Pursuit over Time		SS2.8.3	How Variance in Goal Pursuit Affects Motivation	Jackie Silverman
Salon 12	Friday, September 25	10:00:00 AM	11:20:00 AM	Goals, Time, Health, and Money	Goal Pursuit over Time		SS2.8.4	Navigating Motivation Dips: Understanding Consumer Preferences and Performance When Tasks Vary in Difficulty	Mirjam Tuk
Salon 9	Friday, September 25	10:00:00 AM	11:20:00 AM	Diversity and Fairness	Celebrating Differences: Diversity in Consumer Behavior		CP2.9.1	Designed-for-PLWD Messaging and Perceived Innovativeness: How Marketing for Disabled Consumers Shapes Brand Outcomes	Madison Spencer
Salon 9	Friday, September 25	10:00:00 AM	11:20:00 AM	Diversity and Fairness	Celebrating Differences: Diversity in Consumer Behavior		CP2.9.2	Retail and Reconciliation: Changing Norms to Grow Sales for Indigenous Products	Katie Lafreniere
Salon 9	Friday, September 25	10:00:00 AM	11:20:00 AM	Diversity and Fairness	Celebrating Differences: Diversity in Consumer Behavior		CP2.9.3	Rights and Readiness: How Women's Rights Contexts Promote Preventive Purchases	Cony Ho
Salon 9	Friday, September 25	10:00:00 AM	11:20:00 AM	Diversity and Fairness	Celebrating Differences: Diversity in Consumer Behavior		CP2.9.4	Segmentation or Stereotyping? Gender Differences in Responses to Gendered Marketing Appeals	Hao Shen
Salon 2	Friday, September 25	10:00:00 AM	11:20:00 AM	Relationships, Personalization, and the Self	Inadvertent Communication - How Unintended Signals Influence Engagement and Perception		SS2.10.1	"The Luxury-Competence Paradox": Luxury Consumption Signals Lower Consumer Competence	Swati Garg
Salon 2	Friday, September 25	10:00:00 AM	11:20:00 AM	Relationships, Personalization, and the Self	Inadvertent Communication - How Unintended Signals Influence Engagement and Perception		SS2.10.2	Lengthier Words in Headlines Can Elevate Reader Interest	David Fang
Salon 2	Friday, September 25	10:00:00 AM	11:20:00 AM	Relationships, Personalization, and the Self	Inadvertent Communication - How Unintended Signals Influence Engagement and Perception		SS2.10.3	I Need (Psychological) Space: Consumers View Sacred-Profane Post Sequences As Inappropriate And Engage With Them Less	Xueqi Bao
Salon 2	Friday, September 25	10:00:00 AM	11:20:00 AM	Relationships, Personalization, and the Self	Inadvertent Communication - How Unintended Signals Influence Engagement and Perception		SS2.10.4	Recommender Talkativeness Shapes Product Hedonic-Utilitarian Perceptions	Tianjiao (Cecilia) Wu
Salon 1	Friday, September 25	10:00:00 AM	11:20:00 AM	Politics, Activism, and Public Discourse	Elevating Societal Discourse: Psychological Pathways Toward More Constructive Dialogue		SS2.11.1	How Institutional Distrust Breeds One-Sided Leadership: A Consistency-Based Account	Anne-Sophie Chaxel
Salon 1	Friday, September 25	10:00:00 AM	11:20:00 AM	Politics, Activism, and Public Discourse	Elevating Societal Discourse: Psychological Pathways Toward More Constructive Dialogue		SS2.11.2	Harnessing Ingroup Disagreement to Dampen Outgroup Animosity	Matejas Mackin
Salon 1	Friday, September 25	10:00:00 AM	11:20:00 AM	Politics, Activism, and Public Discourse	Elevating Societal Discourse: Psychological Pathways Toward More Constructive Dialogue		SS2.11.3	Accurate Information can Substantially and Durably Increase Republicans' Beliefs in Election Integrity	Michel Stagnaro
Salon 1	Friday, September 25	10:00:00 AM	11:20:00 AM	Politics, Activism, and Public Discourse	Elevating Societal Discourse: Psychological Pathways Toward More Constructive Dialogue		SS2.11.4	Breaking Echo Chambers: How Selective Information Exposure Affects Polarization	Andrea Bublitz
Wilson Room	Friday, September 25	10:00:00 AM	11:20:00 AM	Workshop / Roundtable	Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation		WK2.12.1	Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation	

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Honore Room	Friday, September 25	10:00:00 AM	11:20:00 AM	Workshop / Roundtable	Elevating Consumer Research through Better Marketing for a Better World		WK2.13.1	Elevating Consumer Research through Better Marketing for a Better World	
Crystal Room	Friday, September 25	11:40:00 AM	1:00:00 PM	AI in Research, Collaboration, and Perception	Man + Machine: How Consumers Collaborate with AI		CP3.1.1	Review Makes Workers Less Likely to Revise AI Output	Pete Zhou
Crystal Room	Friday, September 25	11:40:00 AM	1:00:00 PM	AI in Research, Collaboration, and Perception	Man + Machine: How Consumers Collaborate with AI		CP3.1.2	The Impact of AI-Generated Summaries on Review Writing	Jiwoon Park
Crystal Room	Friday, September 25	11:40:00 AM	1:00:00 PM	AI in Research, Collaboration, and Perception	Man + Machine: How Consumers Collaborate with AI		CP3.1.3	When AI Slows You Down: The Dual Paths of Protective and Coercive Algorithmic Friction Shapes Consumer Engagement	Sreejesh S
Crystal Room	Friday, September 25	11:40:00 AM	1:00:00 PM	AI in Research, Collaboration, and Perception	Man + Machine: How Consumers Collaborate with AI		CP3.1.4	When Inconsistency Builds Confidence: How Consumers Interpret AI Response Variability as Comprehensive Search	Ze Zhang
Salon 7	Friday, September 25	11:40:00 AM	1:00:00 PM	Consumer Differences, Platforms, and Communities	Identity Practices in Consumption		CP3.2.1	Beyond Pretty, Pink, Plastic: Facially Different Barbie Dolls	Lena Cavusoglu
Salon 7	Friday, September 25	11:40:00 AM	1:00:00 PM	Consumer Differences, Platforms, and Communities	Identity Practices in Consumption		CP3.2.2	Creolizing Motherhood: Ritual Piracy and Rebozo Consumption in France	Camille Anin
Salon 7	Friday, September 25	11:40:00 AM	1:00:00 PM	Consumer Differences, Platforms, and Communities	Identity Practices in Consumption		CP3.2.3	From Pride Veshti to Creative Drapes: Exploring the Bricolage Fashion Practices Among Gay and Transgender Consumers	S Krishna
Salon 7	Friday, September 25	11:40:00 AM	1:00:00 PM	Consumer Differences, Platforms, and Communities	Identity Practices in Consumption		CP3.2.4	Mixed Signals in the Marketplace: Self-Protective Shopping Behaviors and Their Limits	Gheremey Edwards
Salon 8	Friday, September 25	11:40:00 AM	1:00:00 PM	Food, Sustainability, and Responsibility	Full Circle: Consumer Judgments Across the Food Lifecycle		SS3.3.1	Good for the Soul, Good for the Body: The Healthification of Morality	Dongchan Lee
Salon 8	Friday, September 25	11:40:00 AM	1:00:00 PM	Food, Sustainability, and Responsibility	Full Circle: Consumer Judgments Across the Food Lifecycle		SS3.3.2	Consumers Perceive Eating Frequent Smaller (vs. Infrequent Larger) Portions as Having Less Negative Health Impact	Katharina Lohmann
Salon 8	Friday, September 25	11:40:00 AM	1:00:00 PM	Food, Sustainability, and Responsibility	Full Circle: Consumer Judgments Across the Food Lifecycle		SS3.3.3	Decoding Dinner: How Wasting Versus Overeating Food Shapes Social Perceptions	Brianna Escoe
Salon 8	Friday, September 25	11:40:00 AM	1:00:00 PM	Food, Sustainability, and Responsibility	Full Circle: Consumer Judgments Across the Food Lifecycle		SS3.3.4	Underestimating Others' Appreciation for Repurposed Waste Products	Gabriela Padua
Salon 4&5	Friday, September 25	11:40:00 AM	1:00:00 PM	Social Influence, Identity, and Vulnerability	Solidarity, stigma, and self-protection among marginalized and vulnerable consumers		SS3.4.1	"Beggars Can't be Choosers": Why Some People's Consumer Preferences Matter More Than Others	Justin McManus
Salon 4&5	Friday, September 25	11:40:00 AM	1:00:00 PM	Social Influence, Identity, and Vulnerability	Solidarity, stigma, and self-protection among marginalized and vulnerable consumers		SS3.4.2	The Persuasive Power of Diversity: How Including Marginalized-Group Members Increases Recommendation Reliability	Saetbyeol Kim
Salon 4&5	Friday, September 25	11:40:00 AM	1:00:00 PM	Social Influence, Identity, and Vulnerability	Solidarity, stigma, and self-protection among marginalized and vulnerable consumers		SS3.4.3	Dressing Up Against Discrimination: Poverty and Proactive Coping in Consumption Environments	Yan Vieites
Salon 4&5	Friday, September 25	11:40:00 AM	1:00:00 PM	Social Influence, Identity, and Vulnerability	Solidarity, stigma, and self-protection among marginalized and vulnerable consumers		SS3.4.4	Selective Solidarity: How Causal Attributions Shape who Minorities Support	Aaron Barnes
Salon 6	Friday, September 25	11:40:00 AM	1:00:00 PM	Money, Prices, and Financial Agency	Pathways to Financial Agency: Constraints, Involvement, and Consumer Interventions		SS3.5.1	Financial Constraints and Price Negotiability Beliefs	Lindsey Hua
Salon 6	Friday, September 25	11:40:00 AM	1:00:00 PM	Money, Prices, and Financial Agency	Pathways to Financial Agency: Constraints, Involvement, and Consumer Interventions		SS3.5.2	Couples' Financial Responsibility: Co-Manage and Thrive!	Michael Moorhouse

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 6	Friday, September 25	11:40:00 AM	1:00:00 PM	Money, Prices, and Financial Agency	Pathways to Financial Agency: Constraints, Involvement, and Consumer Interventions		SS3.5.3	Making Financial Facts Fun: How Gamifying Financial Literacy Encourages Debt Repayment	Simon Blanchard
Salon 3	Friday, September 25	11:40:00 AM	1:00:00 PM	Methods and Measurement	Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content		SS3.6.1	How Response Speed Shapes Consumer Evaluations	Luca Cascio Rizzo
Salon 3	Friday, September 25	11:40:00 AM	1:00:00 PM	Methods and Measurement	Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content		SS3.6.2	When Voice Reveals Value: Inferring Consumer Preference Strength from Vocal Paralanguage	Maximilian Gaerth
Salon 3	Friday, September 25	11:40:00 AM	1:00:00 PM	Methods and Measurement	Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content		SS3.6.3	Designing Personality Through Audio	Jingyi Zhang
Salon 3	Friday, September 25	11:40:00 AM	1:00:00 PM	Methods and Measurement	Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content		SS3.6.4	Exploring Cross-Modal Emotional Similarity in Multimedia Content	Alexander Moore
Salon 10	Friday, September 25	11:40:00 AM	1:00:00 PM	Shared Experiences and Consumer Connection	Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences		SS3.7.1	The (Unmet) Desire for Shared-Solo Combined Consumption Experiences	Theresa Kwon
Salon 10	Friday, September 25	11:40:00 AM	1:00:00 PM	Shared Experiences and Consumer Connection	Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences		SS3.7.2	Growing Alone: How the Pursuit of Growth Encourages Solo Consumption	Ilayda Arslan
Salon 10	Friday, September 25	11:40:00 AM	1:00:00 PM	Shared Experiences and Consumer Connection	Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences		SS3.7.3	Let's Try Something New: People Prefer Sharing Novel Experiences with Others	Hyebin Kim
Salon 10	Friday, September 25	11:40:00 AM	1:00:00 PM	Shared Experiences and Consumer Connection	Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences		SS3.7.4	Likes Promote Liking: Positive (vs. Negative) Valence Increases Interpersonal Liking in Joint Consumption	Grant Donnelly
Salon 12	Friday, September 25	11:40:00 AM	1:00:00 PM	Goals, Time, Health, and Money	It's About Time: How Temporal Mindsets Shape Consumer Behavior		SS3.8.1	Generational Differences in Sources of Time Poverty	Mercy Luo
Salon 12	Friday, September 25	11:40:00 AM	1:00:00 PM	Goals, Time, Health, and Money	It's About Time: How Temporal Mindsets Shape Consumer Behavior		SS3.8.2	Mindsets That Matter: How Perceiving Time as Fungible Increases Time Donation	Raina Zhang
Salon 12	Friday, September 25	11:40:00 AM	1:00:00 PM	Goals, Time, Health, and Money	It's About Time: How Temporal Mindsets Shape Consumer Behavior		SS3.8.4	Think Like an Investor: The Investor Purchase Decision Frame and Price-Quality Product Preferences	Jiarui Liu
Salon 9	Friday, September 25	11:40:00 AM	1:00:00 PM	Diversity and Fairness	Market Efforts and Constraints		CP3.9.1	Inclusion in Grocery Retail: A Multi-Level Negotiation between Wanting, Being Able, and Having To	Melanie Böksen-Berneburg
Salon 9	Friday, September 25	11:40:00 AM	1:00:00 PM	Diversity and Fairness	Market Efforts and Constraints		CP3.9.2	Marketing Hope for Consumer Responsibilization	Lez Trujillo-Torres
Salon 9	Friday, September 25	11:40:00 AM	1:00:00 PM	Diversity and Fairness	Market Efforts and Constraints		CP3.9.3	Space as a Resource: How Spatial Arrangements Constrain Women's Adoption of Menstrual Health Products	Arti Srivastava
Salon 9	Friday, September 25	11:40:00 AM	1:00:00 PM	Diversity and Fairness	Market Efforts and Constraints		CP3.9.4	Growing Time: Phenology and Temporal Coordination in Alpine Textile Value Chains	Verena Gruber
Salon 2	Friday, September 25	11:40:00 AM	1:00:00 PM	Relationships, Personalization, and the Self	Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy		SS3.10.1	Beyond Personal Taste: How NFT Markets Displace Aesthetic Judgment With Social Cue Reliance	Jaeyeon Chung

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 2	Friday, September 25	11:40:00 AM	1:00:00 PM	Relationships, Personalization, and the Self	Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy		SS3.10.2	Reduced to Pixels: How Disclosure of Synthetic Humans in Advertising Harms Self-Esteem	Cammy Crolic
Salon 2	Friday, September 25	11:40:00 AM	1:00:00 PM	Relationships, Personalization, and the Self	Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy		SS3.10.3	It Feels Wrong: Unpacking Consumer Response to Facial Recognition Technology	Linda Zhu
Salon 2	Friday, September 25	11:40:00 AM	1:00:00 PM	Relationships, Personalization, and the Self	Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy		SS3.10.4	Privacy Invasion and Match Value of Targeted Advertising	Yanyan Li
Salon 1	Friday, September 25	11:40:00 AM	1:00:00 PM	Politics, Activism, and Public Discourse	Storytelling Across Boundaries: Persuasion, Identity, and Responsibility		SS3.11.1	Believe in your Elf: How Fantastical Messaging Increases Counter-Attitudinal Openness	Rebecca Krause-Galoni
Salon 1	Friday, September 25	11:40:00 AM	1:00:00 PM	Politics, Activism, and Public Discourse	Storytelling Across Boundaries: Persuasion, Identity, and Responsibility		SS3.11.2	Storytelling Strategies for Personal Brand Pivots	Anne Hamby
Salon 1	Friday, September 25	11:40:00 AM	1:00:00 PM	Politics, Activism, and Public Discourse	Storytelling Across Boundaries: Persuasion, Identity, and Responsibility		SS3.11.3	When Good Stories Do Harm: Ethical Storytelling in Corporate Social Responsibility Narratives	Larissa Maxwell
Wilson Room	Friday, September 25	11:40:00 AM	1:00:00 PM	Workshop / Roundtable	Three Traps in Research on Consumer–Technology Interactions		WK3.12.1	Three Traps in Research on Consumer–Technology Interactions	
Honore Room	Friday, September 25	11:40:00 AM	1:00:00 PM	Workshop / Roundtable	Take a hike with Gerald Zaltman: How consumer researchers can learn to think differently and why they should dare		WK3.13.1	Take a hike with Gerald Zaltman: How consumer researchers can learn to think differently and why they should dare	
Crystal Room	Friday, September 25	2:50:00 PM	3:50:00 PM	AI in Research, Collaboration, and Perception	How Generative AI Reshapes Consumer Experience	Meng-Hua Hsieh	CP4.1.1	Product Innovation in the Age of AI: When Learning Becomes Painful for Consumers	Martin Reimann
Crystal Room	Friday, September 25	2:50:00 PM	3:50:00 PM	AI in Research, Collaboration, and Perception	How Generative AI Reshapes Consumer Experience	Meng-Hua Hsieh	CP4.1.2	Task-Based AI and Consumer Psychological Ownership	Zhongchi Li
Crystal Room	Friday, September 25	2:50:00 PM	3:50:00 PM	AI in Research, Collaboration, and Perception	How Generative AI Reshapes Consumer Experience	Meng-Hua Hsieh	CP4.1.3	Against the Norm: Why Consumers Resist AI Recommendations That Violate Decision Principles	Yuanyuan (Gina) Cui
Crystal Room	Friday, September 25	2:50:00 PM	3:50:00 PM	AI in Research, Collaboration, and Perception	How Generative AI Reshapes Consumer Experience	Meng-Hua Hsieh	CP4.1.4	From Algorithms to Aisles: How AI Use Reshapes the Tech-Savvy Self and Fuels Subsequent Dupe Consumption	Yen-Hsiang Huang
Crystal Room	Friday, September 25	2:50:00 PM	3:50:00 PM	AI in Research, Collaboration, and Perception	How Generative AI Reshapes Consumer Experience	Meng-Hua Hsieh	CP4.1.5	Programmable Ideals: How AI-Generated Selves Transform Self-Evaluation and Self-Regulation	Dave Centeno
Salon 7	Friday, September 25	2:50:00 PM	3:50:00 PM	Consumer Differences, Platforms, and Communities	Influences on Word-of-Mouth Generation and Reception	Andria Andriuzzi	CP4.2.1	The Normative Amplification Effect: Cultural Tightness-Looseness and Consumer Responses to Emotional Intensity in Online Reviews	Minji Kang
Salon 7	Friday, September 25	2:50:00 PM	3:50:00 PM	Consumer Differences, Platforms, and Communities	Influences on Word-of-Mouth Generation and Reception	Andria Andriuzzi	CP4.2.2	“It’s a product I will always repurchase!” The role of temporal location in persuasiveness	Ruiqi Dong
Salon 7	Friday, September 25	2:50:00 PM	3:50:00 PM	Consumer Differences, Platforms, and Communities	Influences on Word-of-Mouth Generation and Reception	Andria Andriuzzi	CP4.2.3	Why Some Online Reviews Are More Helpful Than Others: Evidence from a Text Analysis of Product Experiences	Eva Wöllner
Salon 7	Friday, September 25	2:50:00 PM	3:50:00 PM	Consumer Differences, Platforms, and Communities	Influences on Word-of-Mouth Generation and Reception	Andria Andriuzzi	CP4.2.4	Right Time, Right Product: How Consumption Utility Structure and Review Release Time Jointly Shape Consumer Decision Making	Nancy Shen
Salon 7	Friday, September 25	2:50:00 PM	3:50:00 PM	Consumer Differences, Platforms, and Communities	Influences on Word-of-Mouth Generation and Reception	Andria Andriuzzi	CP4.2.5	Too Personal to Share: How Taste-Based Motives Discourage Product Recommendations	Jieyi Chen

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 8	Friday, September 25	2:50:00 PM	3:50:00 PM	Food, Sustainability, and Responsibility	Trash or Treasure? Product Reuse and Disposal Decisions	Charlotte Gaston-Breton	CP4.3.1	Ravishing Enough to Reuse: The Role of Aesthetics in Packaging Retention and Reuse	Gabriel Gonzales
Salon 8	Friday, September 25	2:50:00 PM	3:50:00 PM	Food, Sustainability, and Responsibility	Trash or Treasure? Product Reuse and Disposal Decisions	Charlotte Gaston-Breton	CP4.3.2	Keep It or Toss It? Exploring The Power Of Upcyclable Luxury Packaging	Karthigejan Kangatharan
Salon 8	Friday, September 25	2:50:00 PM	3:50:00 PM	Food, Sustainability, and Responsibility	Trash or Treasure? Product Reuse and Disposal Decisions	Charlotte Gaston-Breton	CP4.3.3	From Non-Usable to Desirable: Consumers Prefer Upcycled Products Made from Non-Usable Items	Gunes Biliciler
Salon 8	Friday, September 25	2:50:00 PM	3:50:00 PM	Food, Sustainability, and Responsibility	Trash or Treasure? Product Reuse and Disposal Decisions	Charlotte Gaston-Breton	CP4.3.4	Disposal Paralysis: Cognitive Dissonance and Suboptimal Disposal Decisions	Gabriel Gonzales
Salon 8	Friday, September 25	2:50:00 PM	3:50:00 PM	Food, Sustainability, and Responsibility	Trash or Treasure? Product Reuse and Disposal Decisions	Charlotte Gaston-Breton	CP4.3.5	I Deserve More: Psychological Entitlement Hinders Frugal Resource Consumption and How to Fight It	Camilla Barbarossa
Salon 4&5	Friday, September 25	2:50:00 PM	3:50:00 PM	Social Influence, Identity, and Vulnerability	Who Belongs? Consumer Group Behavior	Chun-Ming Yang	CP4.4.1	Discriminant Judgments of Luxury Consumers for Their Age	Ga-Eun (Grace) Oh
Salon 4&5	Friday, September 25	2:50:00 PM	3:50:00 PM	Social Influence, Identity, and Vulnerability	Who Belongs? Consumer Group Behavior	Chun-Ming Yang	CP4.4.2	I Thought You Would Like It: How Preferential Treatment Backfires among Consumers with Disabilities	Junzhao (Jonathan) Ma
Salon 4&5	Friday, September 25	2:50:00 PM	3:50:00 PM	Social Influence, Identity, and Vulnerability	Who Belongs? Consumer Group Behavior	Chun-Ming Yang	CP4.4.3	When Volunteering Goes Virtual: Expanding Consumer Access, Reducing Nonprofit Support	Carissa Colligan
Salon 4&5	Friday, September 25	2:50:00 PM	3:50:00 PM	Social Influence, Identity, and Vulnerability	Who Belongs? Consumer Group Behavior	Chun-Ming Yang	CP4.4.4	Tracking Connections, Not Content: How Working Memory Shapes Content and Social Learning in Online Networks	Esther Kang
Salon 4&5	Friday, September 25	2:50:00 PM	3:50:00 PM	Social Influence, Identity, and Vulnerability	Who Belongs? Consumer Group Behavior	Chun-Ming Yang	CP4.4.5	Social Relations and Institutional Trust in Collective Climate Action	Hajar Fatemi
Salon 6	Friday, September 25	2:50:00 PM	3:50:00 PM	Money, Prices, and Financial Agency	Perceptions of Prices, Magnitudes, and Fairness	Divya Tweari	CP4.5.1	The Silent Digits: Right-Digit Neglect in Auditory Numerical Magnitude Perception	Ruixi Wang
Salon 6	Friday, September 25	2:50:00 PM	3:50:00 PM	Money, Prices, and Financial Agency	Perceptions of Prices, Magnitudes, and Fairness	Divya Tweari	CP4.5.2	The Virtue of Loss: How Loss Communication Influences Perceptions of Price Fairness	Nirajana Mishra
Salon 6	Friday, September 25	2:50:00 PM	3:50:00 PM	Money, Prices, and Financial Agency	Perceptions of Prices, Magnitudes, and Fairness	Divya Tweari	CP4.5.3	Bigger on the Upswing: Disparities in Upward and Downward Estimation	Samuel Borislow
Salon 6	Friday, September 25	2:50:00 PM	3:50:00 PM	Money, Prices, and Financial Agency	Perceptions of Prices, Magnitudes, and Fairness	Divya Tweari	CP4.5.4	Size Matters: How Gendered Anthropomorphism Shapes Product Size Perceptions	Faa Taheran
Salon 6	Friday, September 25	2:50:00 PM	3:50:00 PM	Money, Prices, and Financial Agency	Perceptions of Prices, Magnitudes, and Fairness	Divya Tweari	CP4.5.5	Tariffs in a Just World	Daniela Cristian
Salon 3	Friday, September 25	2:50:00 PM	3:50:00 PM	Methods and Measurement	AI Performance and Inferences	Jiecong Pang	CP4.6.1	AI-trained service providers? NO! The mediating role of perceived tacit knowledge	David Goyeneche
Salon 3	Friday, September 25	2:50:00 PM	3:50:00 PM	Methods and Measurement	AI Performance and Inferences	Jiecong Pang	CP4.6.2	Valuation in Virtuo: How Well Do LLMs Replicate Human Willingness-To-Pay Estimates? How Well Do LLMs Replicate Human Willingness-To-Pay Estimates?	Alexander Junod
Salon 3	Friday, September 25	2:50:00 PM	3:50:00 PM	Methods and Measurement	AI Performance and Inferences	Jiecong Pang	CP4.6.3	Precision Penalty: How the Level of Precision Impacts Online Review Helpfulness	Jixiao Wang
Salon 3	Friday, September 25	2:50:00 PM	3:50:00 PM	Methods and Measurement	AI Performance and Inferences	Jiecong Pang	CP4.6.4	Large Language Models That Perfectly Evaluate Products Systematically Refuse to Recommend the Best One	Felipe Affonso

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 3	Friday, September 25	2:50:00 PM	3:50:00 PM	Methods and Measurement	AI Performance and Inferences	Jiecong Pang	CP4.6.5	Recovering Consumer Ground Truth from Text: An Evolutionary Prompting Framework for LLM-Based Text Analysis	Jeff Lee
Salon 10	Friday, September 25	2:50:00 PM	3:50:00 PM	Shared Experiences and Consumer Connection	Sociality and Solitude: How Relationships Shape Consumption Behavior	Bingcan Zhang	CP4.7.1	The Solitude = Growth Intuition: How lay beliefs about being alone shape self-improvement product preferences	Rui Huang
Salon 10	Friday, September 25	2:50:00 PM	3:50:00 PM	Shared Experiences and Consumer Connection	Sociality and Solitude: How Relationships Shape Consumption Behavior	Bingcan Zhang	CP4.7.2	Loneliness is Gendered	Ritomaitree Sarkar
Salon 10	Friday, September 25	2:50:00 PM	3:50:00 PM	Shared Experiences and Consumer Connection	Sociality and Solitude: How Relationships Shape Consumption Behavior	Bingcan Zhang	CP4.7.3	How Mental Distance in Romantic Relationships Shapes Consumer Choice	Sneh Singhania
Salon 10	Friday, September 25	2:50:00 PM	3:50:00 PM	Shared Experiences and Consumer Connection	Sociality and Solitude: How Relationships Shape Consumption Behavior	Bingcan Zhang	CP4.7.4	A Framework of Romantic Relationship Breakups on Consumption Behavior	Karan Muns
Salon 10	Friday, September 25	2:50:00 PM	3:50:00 PM	Shared Experiences and Consumer Connection	Sociality and Solitude: How Relationships Shape Consumption Behavior	Bingcan Zhang	CP4.7.5	Perceptions of Maximizers vs. Satisficers: When Does Maximizing Become Socially Valued?	Young Joo Jun
Salon 12	Friday, September 25	2:50:00 PM	3:50:00 PM	Goals, Time, Health, and Money	Experience & Evaluation	Andrea Groeppel-Klein	CP4.8.1	Using Uneven Loyalty Reward Shares to Optimize Referrals	Alexander Fulmer
Salon 12	Friday, September 25	2:50:00 PM	3:50:00 PM	Goals, Time, Health, and Money	Experience & Evaluation	Andrea Groeppel-Klein	CP4.8.2	When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time	Siyuan Yin
Salon 12	Friday, September 25	2:50:00 PM	3:50:00 PM	Goals, Time, Health, and Money	Experience & Evaluation	Andrea Groeppel-Klein	CP4.8.3	Two Decades of Distress: A Meta-Analytic Review of Pain of Payment Research	Farnoush Reshadi
Salon 12	Friday, September 25	2:50:00 PM	3:50:00 PM	Goals, Time, Health, and Money	Experience & Evaluation	Andrea Groeppel-Klein	CP4.8.4	Evaluating Others' Experiences: Observer Judgments of Experiential Breadth Versus Depth	Jared Wong
Salon 12	Friday, September 25	2:50:00 PM	3:50:00 PM	Goals, Time, Health, and Money	Experience & Evaluation	Andrea Groeppel-Klein	CP4.8.5	Experiences require appraisal to overcome expectations	Chengyao Sun
Salon 9	Friday, September 25	2:50:00 PM	3:50:00 PM	Diversity and Fairness	We're Different, We Change: Diversity in Consumption	Alessandro Biraglia	CP4.9.1	Faith-based Marketing: Tapping into the Halal Market	Sifat Md Iftekhar Bhuiyan
Salon 9	Friday, September 25	2:50:00 PM	3:50:00 PM	Diversity and Fairness	We're Different, We Change: Diversity in Consumption	Alessandro Biraglia	CP4.9.2	Valued Inside, Hidden Outsdie: Firms Misforecast Consumer Responses to Disability-Employmnet Disclosure	Yingqi Li
Salon 9	Friday, September 25	2:50:00 PM	3:50:00 PM	Diversity and Fairness	We're Different, We Change: Diversity in Consumption	Alessandro Biraglia	CP4.9.3	Community Building Between Consumers and Employees: Inclusive Workplaces as a Driver of Business Success	Peter Voyer
Salon 9	Friday, September 25	2:50:00 PM	3:50:00 PM	Diversity and Fairness	We're Different, We Change: Diversity in Consumption	Alessandro Biraglia	CP4.9.4	Putting the E in DEI: A Grounded Methodology Approach to Developing a Scientific Consensus on the Definition of Equity in Marketing	Ryan Hosinipur
Salon 9	Friday, September 25	2:50:00 PM	3:50:00 PM	Diversity and Fairness	We're Different, We Change: Diversity in Consumption	Alessandro Biraglia	CP4.9.5	Consuming from Within the Divide: Linguistic Lifeworlds, Split Publics, and the Incommensurability of Vernacular Digital Consumption in India	Saurabh Shinde
Salon 2	Friday, September 25	2:50:00 PM	3:50:00 PM	Relationships, Personalization, and the Self	How Language Choices Shape Consumer Perceptions	Jonatan Södergren	CP4.10.1	Call Me by My Name: The Effects of Addressing Customers by Their Names and the Underlying Mechanisms	Sri Vishnu Srinivasa Raja

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 2	Friday, September 25	2:50:00 PM	3:50:00 PM	Relationships, Personalization, and the Self	How Language Choices Shape Consumer Perceptions	Jonatan Södergren	CP4.10.2	When Text Speaks Louder Than Voice-to-Text: How Voice-to-Text Impacts Message Clarity and Social Perceptions	Grace Zhang
Salon 2	Friday, September 25	2:50:00 PM	3:50:00 PM	Relationships, Personalization, and the Self	How Language Choices Shape Consumer Perceptions	Jonatan Södergren	CP4.10.3	How Brand Language Shapes Luxury Perceptions	Shanjing Wan
Salon 2	Friday, September 25	2:50:00 PM	3:50:00 PM	Relationships, Personalization, and the Self	How Language Choices Shape Consumer Perceptions	Jonatan Södergren	CP4.10.4	When “S/He” Speaks Louder than “I”: The Perceived Persuasiveness of Third-Person Versus First-Person Word-of-Mouth	Yu (Anna) Lin
Salon 2	Friday, September 25	2:50:00 PM	3:50:00 PM	Relationships, Personalization, and the Self	How Language Choices Shape Consumer Perceptions	Jonatan Södergren	CP4.10.5	Can I Buy a Vowel?: Vowel Beginning Names Increase Perceived Warmth and Product Choice	Hannah Walker
Salon 1	Friday, September 25	2:50:00 PM	3:50:00 PM	Politics, Activism, and Public Discourse	How Advocacy and Ideology Shape Consumption	Alexander Davidson	CP4.11.1	Sacred to Salvaged: Consumer Barriers to the Recycling of Religious Objects	Neha Nair
Salon 1	Friday, September 25	2:50:00 PM	3:50:00 PM	Politics, Activism, and Public Discourse	How Advocacy and Ideology Shape Consumption	Alexander Davidson	CP4.11.2	Beyond Borders, Beyond Buying: Foreign Experiences Decrease Impulsive Purchasing	Qian Xiong
Salon 1	Friday, September 25	2:50:00 PM	3:50:00 PM	Politics, Activism, and Public Discourse	How Advocacy and Ideology Shape Consumption	Alexander Davidson	CP4.11.3	Perform or Inform?: How platform type shapes word-of-mouth	Feyzan Karabulut
Salon 1	Friday, September 25	2:50:00 PM	3:50:00 PM	Politics, Activism, and Public Discourse	How Advocacy and Ideology Shape Consumption	Alexander Davidson	CP4.11.4	Brand Political Ideology: Measuring the Political Attributes of Brands	Shreyans Goenka
Salon 1	Friday, September 25	2:50:00 PM	3:50:00 PM	Politics, Activism, and Public Discourse	How Advocacy and Ideology Shape Consumption	Alexander Davidson	CP4.11.5	Political Ideology Predicts Allocation Preferences in Interpersonal Contexts	Chang-Yuan Lee
Wilson Room	Friday, September 25	2:50:00 PM	3:50:00 PM		The Customer Speaks (and is Spoken to)	Maximilian Gerrath	CP4.12.1	Sugarcoating in Customer-to-Brand Feedback: An Understanding and Solutions	Chris Hydock
Wilson Room	Friday, September 25	2:50:00 PM	3:50:00 PM		The Customer Speaks (and is Spoken to)	Maximilian Gerrath	CP4.12.2	How Employees' Use of Grammatical Voice Influences Customer Satisfaction	Elson Cristian Palacios Aguirre
Wilson Room	Friday, September 25	2:50:00 PM	3:50:00 PM		The Customer Speaks (and is Spoken to)	Maximilian Gerrath	CP4.12.3	Are you Putting Emojis in the Right Place? Effects of Emoji Location on Consumer Responses to Advertisements	Yining Yu
Wilson Room	Friday, September 25	2:50:00 PM	3:50:00 PM		The Customer Speaks (and is Spoken to)	Maximilian Gerrath	CP4.12.4	When Moral Messaging Backfires: Karmic Beliefs and Inflated Peer Evaluations	Hyewon Oh
Wilson Room	Friday, September 25	2:50:00 PM	3:50:00 PM		The Customer Speaks (and is Spoken to)	Maximilian Gerrath	CP4.12.5	Too Opaque to Customize: The Unintended Effect of Semantic Opacity on Customization Behavior	Jiecong Pang
Honore Room	Friday, September 25	2:50:00 PM	3:50:00 PM		Constructed Preferences: Context, Consideration, and Consumer Choice	Seth Ketron	CP4.13.1	Meaningful Temporal Landmarks Induce Patience in Intertemporal Choice	Shuxian Yan
Honore Room	Friday, September 25	2:50:00 PM	3:50:00 PM		Constructed Preferences: Context, Consideration, and Consumer Choice	Seth Ketron	CP4.13.2	Counting Up, Looking Ahead: How Numeric Trend Direction Shifts Consumers’ Temporal Preferences	Wenjie Ji
Honore Room	Friday, September 25	2:50:00 PM	3:50:00 PM		Constructed Preferences: Context, Consideration, and Consumer Choice	Seth Ketron	CP4.13.3		
Honore Room	Friday, September 25	2:50:00 PM	3:50:00 PM		Constructed Preferences: Context, Consideration, and Consumer Choice	Seth Ketron	CP4.13.4	Buying Things, Devaluing Experiences: How Material Purchases Weaken Subsequent Experiential Preference	Jennifer Hong
Honore Room	Friday, September 25	2:50:00 PM	3:50:00 PM		Constructed Preferences: Context, Consideration, and Consumer Choice	Seth Ketron	CP4.13.5	Attribute Consideration in Unstructured Consumer Choice	Sota Ichiba

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Crystal Room	Friday, September 25	4:10:00 PM	5:30:00 PM	AI in Research, Collaboration, and Perception	Recommended and Predicted by AI		CP5.1.1	The Hidden Cost of AI Summaries: AI-Generated Summaries Reduce Review Writing	Zhe Zhang
Crystal Room	Friday, September 25	4:10:00 PM	5:30:00 PM	AI in Research, Collaboration, and Perception	Recommended and Predicted by AI		CP5.1.2	When Predictive AI Backfires: The Role of Intent Inference in Consumer Preference of Service Providers	Xin Xin
Crystal Room	Friday, September 25	4:10:00 PM	5:30:00 PM	AI in Research, Collaboration, and Perception	Recommended and Predicted by AI		CP5.1.3	When Writing Gets Easier: Generative AI, Bounded Attention, and the Reallocation of Helpfulness in Online Review Markets	Vahid Rahmani
Crystal Room	Friday, September 25	4:10:00 PM	5:30:00 PM	AI in Research, Collaboration, and Perception	Recommended and Predicted by AI		CP5.1.4	Who's Writing? How Lay Beliefs Shape Source Attribution in Online Reviews	Su Hyun Lee
Salon 7	Friday, September 25	4:10:00 PM	5:30:00 PM	Consumer Differences, Platforms, and Communities	Platform Problems and Possibilities		CP5.2.1	The Digital Moralisation of Responsible Consumption: Moral Emotions and Negotiations in Response to De-Influencing on Social Media	Kamila Mouhli
Salon 7	Friday, September 25	4:10:00 PM	5:30:00 PM	Consumer Differences, Platforms, and Communities	Platform Problems and Possibilities		CP5.2.2	Becoming Through the In-Between: How Decentralized Online Platforms Emerge as Therapeutic Spaces	Shiekh Shahriar Ahmed
Salon 7	Friday, September 25	4:10:00 PM	5:30:00 PM	Consumer Differences, Platforms, and Communities	Platform Problems and Possibilities		CP5.2.3	Platforms of Risk: How Social Media Produce, Amplify, and Normalize Bodily Risk	Silvia Biraghi
Salon 7	Friday, September 25	4:10:00 PM	5:30:00 PM	Consumer Differences, Platforms, and Communities	Platform Problems and Possibilities		CP5.2.4	Wired Together, Buying Together: Transnational Value Cross-Pollination, Digital Solidarity and Consumption Among Generation Z	Swarn Rajan Tiwari
Salon 8	Friday, September 25	4:10:00 PM	5:30:00 PM	Food, Sustainability, and Responsibility	Sustainability, Ethics, and Consumer Responsibility		CP5.3.1	Behind Bars, Beyond Stigma: Consumer Responses to Prisoner-made Products	Cátia Alves
Salon 8	Friday, September 25	4:10:00 PM	5:30:00 PM	Food, Sustainability, and Responsibility	Sustainability, Ethics, and Consumer Responsibility		CP5.3.2	(Green) Attention is All You Need: A Dynamic Salience Model of Sustainability Advertising—Theory and Evidence	Zelin Zhou
Salon 8	Friday, September 25	4:10:00 PM	5:30:00 PM	Food, Sustainability, and Responsibility	Sustainability, Ethics, and Consumer Responsibility		CP5.3.3	From Diminishment to Elevation: Restoring Consumer Dignity Through Recognition and Agency in the Marketplace	Meta Dev Prasad Murthy
Salon 8	Friday, September 25	4:10:00 PM	5:30:00 PM	Food, Sustainability, and Responsibility	Sustainability, Ethics, and Consumer Responsibility		CP5.3.4	Consumer Preferences for Carbon Reductions in Agriculture versus Packaging	Rebecca Chae
Salon 4&5	Friday, September 25	4:10:00 PM	5:30:00 PM	Social Influence, Identity, and Vulnerability	The Role of Others in Consumer Behavior		CP5.4.1	Loneliness Increases Preference for Kidulting Consumption	Qing Tang
Salon 4&5	Friday, September 25	4:10:00 PM	5:30:00 PM	Social Influence, Identity, and Vulnerability	The Role of Others in Consumer Behavior		CP5.4.2	Me, Myself, and Others: Augmented Reality can Increase Public Self-Consciousness and Socially Desirable Choices	Kim Uhlendorf-Leo
Salon 4&5	Friday, September 25	4:10:00 PM	5:30:00 PM	Social Influence, Identity, and Vulnerability	The Role of Others in Consumer Behavior		CP5.4.3	Out of Bounds: Other-Oriented Motives in Consumer Avoidance	Tima Abboud
Salon 4&5	Friday, September 25	4:10:00 PM	5:30:00 PM	Social Influence, Identity, and Vulnerability	The Role of Others in Consumer Behavior		CP5.4.4	Overestimating Others' Interest in Valenced Content: A Cognitive Bias Driving Social Sharing	Fengshu Xie
Salon 6	Friday, September 25	4:10:00 PM	5:30:00 PM	Money, Prices, and Financial Agency	It's All About the Money: Financial Aspects of Consumer Behavior		CP5.5.1	How Temporal Granularity Shapes Trend Predictions and Investment Decisions	Eileen Zhang

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 6	Friday, September 25	4:10:00 PM	5:30:00 PM	Money, Prices, and Financial Agency	It's All About the Money: Financial Aspects of Consumer Behavior		CP5.5.2	Tariffs and Consumer Behavior	Will Wu
Salon 6	Friday, September 25	4:10:00 PM	5:30:00 PM	Money, Prices, and Financial Agency	It's All About the Money: Financial Aspects of Consumer Behavior		CP5.5.3	Do More, Worry Less: The Impact of Multitasking on Risk-Taking	Youngdai Won
Salon 6	Friday, September 25	4:10:00 PM	5:30:00 PM	Money, Prices, and Financial Agency	It's All About the Money: Financial Aspects of Consumer Behavior		CP5.5.4	When Money is Tight, Go with Machines: Impact of Financial Scarcity on AI Preferences	Nattawat Theeralerttham
Salon 3	Friday, September 25	4:10:00 PM	5:30:00 PM	Methods and Measurement	AI in Consumer Research: Opportunities and Limitations		SS5.6.1	Can LLM-Based Digital Twins Capture Consumer Heterogeneity: Evidence Using Persona-Based Analogues	Antonia Krefeld-Schwalb
Salon 3	Friday, September 25	4:10:00 PM	5:30:00 PM	Methods and Measurement	AI in Consumer Research: Opportunities and Limitations		SS5.6.2	Systematic AI Coding of Psychological Constructs in Language: Development and Validation of a Scalable Open-Source NLP Tool for Consumer Research	Yuhan Chen
Salon 3	Friday, September 25	4:10:00 PM	5:30:00 PM	Methods and Measurement	AI in Consumer Research: Opportunities and Limitations		SS5.6.3	Testing a Century of Persuasion Theory at Scale	Feiyi Wang
Salon 3	Friday, September 25	4:10:00 PM	5:30:00 PM	Methods and Measurement	AI in Consumer Research: Opportunities and Limitations		SS5.6.4	The Impact of AI Memory on Consumer Engagement	Ada Aka
Salon 10	Friday, September 25	4:10:00 PM	5:30:00 PM	Shared Experiences and Consumer Connection	How Parallel Experiences Shape Connection, Support, and Behavior		SS5.7.1	Hello, Neighbor: Interactions with Weak Ties in One's Community can Increase Prosocial Behavior	Amit Kumar
Salon 10	Friday, September 25	4:10:00 PM	5:30:00 PM	Shared Experiences and Consumer Connection	How Parallel Experiences Shape Connection, Support, and Behavior		SS5.7.2	Why Choosing Premium Experiences for Quality Time can Backfire	Emily Huang
Salon 10	Friday, September 25	4:10:00 PM	5:30:00 PM	Shared Experiences and Consumer Connection	How Parallel Experiences Shape Connection, Support, and Behavior		SS5.7.3	The Means-Similarity Premium: Pursuing Goals is More Enjoyable When Goal Partners Share Similar Means Than Similar Goals	Cindy Chan
Salon 10	Friday, September 25	4:10:00 PM	5:30:00 PM	Shared Experiences and Consumer Connection	How Parallel Experiences Shape Connection, Support, and Behavior		SS5.7.4	You Say You've Been There, But Have You? Sharing Back About Difficult Experiences	Brendan Pagan
Salon 12	Friday, September 25	4:10:00 PM	5:30:00 PM	Goals, Time, Health, and Money	How Consumers Think and Feel about Money		CP5.8.1	Buying Joy in the Moment with My Income (but Not Savings): How Spending Sources Shape Hedonic and Utilitarian Purchases	Silin Qian
Salon 12	Friday, September 25	4:10:00 PM	5:30:00 PM	Goals, Time, Health, and Money	How Consumers Think and Feel about Money		CP5.8.2	Depletion Aversion: People Avoid Spending Accounts Down to Zero	Fausto Gonzalez
Salon 12	Friday, September 25	4:10:00 PM	5:30:00 PM	Goals, Time, Health, and Money	How Consumers Think and Feel about Money		CP5.8.3	Inflation Blind Spot: Consumers Overlook the Impact of Inflation on Businesses	Sujin Park

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 12	Friday, September 25	4:10:00 PM	5:30:00 PM	Goals, Time, Health, and Money	How Consumers Think and Feel about Money		CP5.8.4	The Psychological Costs of Rising Prices	Jacqueline Pan
Salon 9	Friday, September 25	4:10:00 PM	5:30:00 PM	Diversity and Fairness	The Moral Side of the Coin		CP5.9.1	Contingent Prediction Reduces Selfish Behavior	Ying Zeng
Salon 9	Friday, September 25	4:10:00 PM	5:30:00 PM	Diversity and Fairness	The Moral Side of the Coin		CP5.9.2	How AI-generated moral advice types shape advice adoption: Unpacking the serial mediating roles of perceptions of AI's responsibility sharing and moral stress	Yueyan Wu
Salon 9	Friday, September 25	4:10:00 PM	5:30:00 PM	Diversity and Fairness	The Moral Side of the Coin		CP5.9.3	People Think It's Unethical to Pay for Assistance to Achieve Performance Goals	Jeremy Lee
Salon 9	Friday, September 25	4:10:00 PM	5:30:00 PM	Diversity and Fairness	The Moral Side of the Coin		CP5.9.4	Transferring the Fruits of Good Karma: Evidence from Consumer Behavior	Ran Li
Salon 2	Friday, September 25	4:10:00 PM	5:30:00 PM	Relationships, Personalization, and the Self	The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers		SS5.10.1	Too Good to Feel Good: The Creepiness Cost of Personalization	Maansi Dalmia
Salon 2	Friday, September 25	4:10:00 PM	5:30:00 PM	Relationships, Personalization, and the Self	The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers		SS5.10.2	Product Star Ratings Affect Evaluations of Proximal Recommended Products	Byung Cheol Lee
Salon 2	Friday, September 25	4:10:00 PM	5:30:00 PM	Relationships, Personalization, and the Self	The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers		SS5.10.3	AI chatbots Versus Human Counseling in Promoting Well-Being	Phyliss Gai
Salon 2	Friday, September 25	4:10:00 PM	5:30:00 PM	Relationships, Personalization, and the Self	The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers		SS5.10.4	I Blame Myself: When Failed Customization Benefits Firms	Jennifer D'Angelo
Salon 1	Friday, September 25	4:10:00 PM	5:30:00 PM	Politics, Activism, and Public Discourse	It's all Political: Studying Politics & Policy		CP5.11.1	In God we Trust? Asymmetric Effects of Religious Narratives in Political Marketing	Anjali Tapadiya
Salon 1	Friday, September 25	4:10:00 PM	5:30:00 PM	Politics, Activism, and Public Discourse	It's all Political: Studying Politics & Policy		CP5.11.2	Preferences for No-Punishment Tolerance Zones in Policy Making	Meiying Wang
Salon 1	Friday, September 25	4:10:00 PM	5:30:00 PM	Politics, Activism, and Public Discourse	It's all Political: Studying Politics & Policy		CP5.11.3	The Defiance Premium: Consumer Responses to Party-Defiance Ads	Mohamed Hussein
Salon 1	Friday, September 25	4:10:00 PM	5:30:00 PM	Politics, Activism, and Public Discourse	It's all Political: Studying Politics & Policy		CP5.11.4	When Explaining Backfires: How Justifications in Marketing Messages Signal Distrust and Reduce Consumer Engagement	Andrea Low
Wilson Room	Friday, September 25	4:10:00 PM	5:30:00 PM	Workshop / Roundtable	Why Can't We Be Friends? A Mixed-Methods Mixer		WK5.12.1	Why Can't We Be Friends? A Mixed-Methods Mixer	
Honore Room	Friday, September 25	4:10:00 PM	5:30:00 PM	Workshop / Roundtable	Rising to the Challenge: Behaviors, Barriers, and Breakthroughs in Food Insecurity and Well-Being		WK5.12.1	Rising to the Challenge: Behaviors, Barriers, and Breakthroughs in Food Insecurity and Well-Being	
Crystal Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	AI Relationships, Autonomy, and Adoption	Loving, Liking & Motivation: How consumers relate to AI		CP6.1.1	How Collectivism Shapes AI Receptivity: The Role of Mind Attribution	Maren Doemer
Crystal Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	AI Relationships, Autonomy, and Adoption	Loving, Liking & Motivation: How consumers relate to AI		CP6.1.2	Narcissistic Entrapment: Love Without Alterity in Consumer-AI Relationships	Russell Belk

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Crystal Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	AI Relationships, Autonomy, and Adoption	Loving, Liking & Motivation: How consumers relate to AI		CP6.1.3	Shooting the Messenger: Evaluating Predictive Algorithms by the Desirability of Realized Outcomes	Sophie Wang
Crystal Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	AI Relationships, Autonomy, and Adoption	Loving, Liking & Motivation: How consumers relate to AI		CP6.1.4	Emotional Manipulation by AI Companions	Julian De Freitas
Salon 7	Saturday, September 26	8:30:00 AM	9:40:00 AM	Digital Relationships, Practice, and Activism	Taking Sides: Consumer Activism, Political Identity, and Social Movements		CP6.2.1	Beyond Inentionality: Elevating Mundane Market Actions into Consumer Imposed Brand Activism	Haroon Abdulkarim
Salon 7	Saturday, September 26	8:30:00 AM	9:40:00 AM	Digital Relationships, Practice, and Activism	Taking Sides: Consumer Activism, Political Identity, and Social Movements		CP6.2.2	Political Polarization: When Identity Display Triggers an In-group Penalty Effect	Xin Zhou
Salon 7	Saturday, September 26	8:30:00 AM	9:40:00 AM	Digital Relationships, Practice, and Activism	Taking Sides: Consumer Activism, Political Identity, and Social Movements		CP6.2.3	Socialized Violence in Consumer Markets: A Conceptual Framework and Research Agenda	Steven Tadlock
Salon 7	Saturday, September 26	8:30:00 AM	9:40:00 AM	Digital Relationships, Practice, and Activism	Taking Sides: Consumer Activism, Political Identity, and Social Movements		CP6.2.4	The Debt Collective: Destabilizing Symbolic Violence as a Barrier to Consumer Movement Mobilization	Hunter Jones
Salon 8	Saturday, September 26	8:30:00 AM	9:40:00 AM	Sustainability and Emotional Brand Responses	Let's Slow Down a Bit - It's Better for the Planet!		CP6.3.1	Brief Use, Big Guilt: The Effect of Short-Term Consumption on Preference for CSR Brands	Yucheng Li
Salon 8	Saturday, September 26	8:30:00 AM	9:40:00 AM	Sustainability and Emotional Brand Responses	Let's Slow Down a Bit - It's Better for the Planet!		CP6.3.2	Go Fast or Go Green? How Green Product Purchases Affect Consumer Preferences for Delivery Speed	Yuqi Guo
Salon 8	Saturday, September 26	8:30:00 AM	9:40:00 AM	Sustainability and Emotional Brand Responses	Let's Slow Down a Bit - It's Better for the Planet!		CP6.3.3	How to Encourage Pro-Environmental Behavior: Make it Fun!	Johanna Palcu
Salon 8	Saturday, September 26	8:30:00 AM	9:40:00 AM	Sustainability and Emotional Brand Responses	Let's Slow Down a Bit - It's Better for the Planet!		CP6.3.4	Repairing the Self: How Experiential Framing Motivates Consumers to Repair Rather Than Replace	Shan Lin
Salon 4&5	Saturday, September 26	8:30:00 AM	9:40:00 AM	Identity, Brands, and Status	Branders Gonna Brand		CP6.4.1	A Co-Branding Conundrum: Consumers Underuse Co-Branded Credit Cards Outside of Their Featured Brands	Chengyao Sun
Salon 4&5	Saturday, September 26	8:30:00 AM	9:40:00 AM	Identity, Brands, and Status	Branders Gonna Brand		CP6.4.2	Brand Activism or Market Segmentation? Consumer Reactions to Stigmatized Identity Representations	Guilherme Ramos
Salon 4&5	Saturday, September 26	8:30:00 AM	9:40:00 AM	Identity, Brands, and Status	Branders Gonna Brand		CP6.4.3	The Sales Channel Effect	Lukas Maier
Salon 4&5	Saturday, September 26	8:30:00 AM	9:40:00 AM	Identity, Brands, and Status	Branders Gonna Brand		CP6.4.4	When Are Broad Brands Preferred? The Role of Product Taxonomy in Brand Extensions	Eva Chen
Salon 1	Saturday, September 26	8:30:00 AM	9:40:00 AM	Framing, Persuasion, and Price Judgments	Framing, Expectations, and Consumer Quality Judgments		CP6.5.1	Beyond Valence: A Centrality Schema Account of the Attribute Framing Effect	Hyerin Han
Salon 1	Saturday, September 26	8:30:00 AM	9:40:00 AM	Framing, Persuasion, and Price Judgments	Framing, Expectations, and Consumer Quality Judgments		CP6.5.2	Employee Ownership and Consumer Perceptions of Quality	Smaraki Mohanty
Salon 1	Saturday, September 26	8:30:00 AM	9:40:00 AM	Framing, Persuasion, and Price Judgments	Framing, Expectations, and Consumer Quality Judgments		CP6.5.3	Expecting Future Change Worsens the Present	Guy Voichek
Salon 1	Saturday, September 26	8:30:00 AM	9:40:00 AM	Framing, Persuasion, and Price Judgments	Framing, Expectations, and Consumer Quality Judgments		CP6.5.4	How Recommendations Enable and Shortcut Consumer Search	Abdullah Althenayyan
Salon 12	Saturday, September 26	8:30:00 AM	9:40:00 AM	Risk, Prediction, and Judgment	Rising Together: Preference Exchange and Coordination in Joint Consumption		SS6.6.1	You Should get the Plant-Based Burger: C	Yuchen Wu
Salon 12	Saturday, September 26	8:30:00 AM	9:40:00 AM	Risk, Prediction, and Judgment	Rising Together: Preference Exchange and Coordination in Joint Consumption		SS6.6.2	Underestimating the Compromiser's Decision Satisfaction for Shared Activities	Shankha Basu

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 12	Saturday, September 26	8:30:00 AM	9:40:00 AM	Risk, Prediction, and Judgment	Rising Together: Preference Exchange and Coordination in Joint Consumption		SS6.6.3	"I'd Like Anything But Anchovies": Rejecting Unappealing Options Reduces Decision Difficulty in Joint Consumption	Qingyang Wang
Salon 12	Saturday, September 26	8:30:00 AM	9:40:00 AM	Risk, Prediction, and Judgment	Rising Together: Preference Exchange and Coordination in Joint Consumption		SS6.6.4	Bonding Without Liking: How Shared Disgust Can Build Unique Social Connections	Taylor Ke Lai
Salon 6	Saturday, September 26	8:30:00 AM	9:40:00 AM	Prosociality, Charity, and Financial Giving	Charities: It's Giving and Receiving		CP6.7.1	Breadth or Depth? How Scope Structure Shapes Charitable Giving	Pritam Batch
Salon 6	Saturday, September 26	8:30:00 AM	9:40:00 AM	Prosociality, Charity, and Financial Giving	Charities: It's Giving and Receiving		CP6.7.2	Mixed-Gender vs. Same-Gender Groups in Need: The Effect of Mixed-Gender Option on Donation Decisions	Jiawen Li
Salon 6	Saturday, September 26	8:30:00 AM	9:40:00 AM	Prosociality, Charity, and Financial Giving	Charities: It's Giving and Receiving		CP6.7.3	The Effect of Native vs. Non-Native Language on Monetary Donations	Marie Ozanne
Salon 6	Saturday, September 26	8:30:00 AM	9:40:00 AM	Prosociality, Charity, and Financial Giving	Charities: It's Giving and Receiving		CP6.7.4	The Role of Language in Consumer Judgment and Decision-Making	Jessie Rui Du
Salon 10	Saturday, September 26	8:30:00 AM	9:40:00 AM	Stress, Health, and Negative Affect	When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior		SS6.8.1	Marketing in the High-Stress Era	Shuhan Yang
Salon 10	Saturday, September 26	8:30:00 AM	9:40:00 AM	Stress, Health, and Negative Affect	When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior		SS6.8.2	Help-Seeking for Mental (vs. Physical) Health: The Effect of Political Ideology	Saetbyeol Kim
Salon 10	Saturday, September 26	8:30:00 AM	9:40:00 AM	Stress, Health, and Negative Affect	When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior		SS6.8.3	Kidult Consumption: A Rebellious Outlet for Adulthood Anxiety	Qihui Chen
Salon 10	Saturday, September 26	8:30:00 AM	9:40:00 AM	Stress, Health, and Negative Affect	When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior		SS6.8.4	Hedonic Response to Natural Disasters: Anticipation and Realization of Hurricanes	Taewook Lim
Salon 2	Saturday, September 26	8:30:00 AM	9:40:00 AM	Personal Branding, Design, and Gender	How to Shine with Design		CP6.9.1	All That Glitters isn't Gold: The Effect of Creative Product Packaging on Consumer Preferences	Elena Bocchi
Salon 2	Saturday, September 26	8:30:00 AM	9:40:00 AM	Personal Branding, Design, and Gender	How to Shine with Design		CP6.9.2	Designing for Uncertainty: Restoring Consumer Agency through Visual Symmetry	Jack Chen
Salon 2	Saturday, September 26	8:30:00 AM	9:40:00 AM	Personal Branding, Design, and Gender	How to Shine with Design		CP6.9.3	Human Versus AI Design: Why Consumers See the Genuine Care in Product Design as More Sustainable	Barbara Duffek
Salon 2	Saturday, September 26	8:30:00 AM	9:40:00 AM	Personal Branding, Design, and Gender	How to Shine with Design		CP6.9.4	When Art Backfires: Art-Infused Packaging Reduces Perceived Food Healthiness	Wenjing You
Salon 3	Saturday, September 26	8:30:00 AM	9:40:00 AM	Choice, Cognition, and Coping	Choices, Sets and Contexts		CP6.10.1	Does Context Require Reference? Testing Context Effects That Hold Constant The Reference Point	Grace Zhang
Salon 3	Saturday, September 26	8:30:00 AM	9:40:00 AM	Choice, Cognition, and Coping	Choices, Sets and Contexts		CP6.10.2	Is Doing Nothing an Option? An Action Bias in Consideration Set Formation	Shai Danziger
Salon 3	Saturday, September 26	8:30:00 AM	9:40:00 AM	Choice, Cognition, and Coping	Choices, Sets and Contexts		CP6.10.3	Quantity over Quality: Virtue Inferences from Consumption Trade-Off	Yuri Lee
Salon 3	Saturday, September 26	8:30:00 AM	9:40:00 AM	Choice, Cognition, and Coping	Choices, Sets and Contexts		CP6.10.4	The Small-Subset Heuristic in Preference Expression	Leilei Gao
Salon 9	Saturday, September 26	8:30:00 AM	9:40:00 AM	Culture, Spirituality, and Stewardship	Monsters, Myths, and Morality in Consumption		CP6.11.1	Consuming the Dead: The Domestication of Death in Consumer Culture	C. Clark Cao
Salon 9	Saturday, September 26	8:30:00 AM	9:40:00 AM	Culture, Spirituality, and Stewardship	Monsters, Myths, and Morality in Consumption		CP6.11.2	From Drinking Responsibly to Microdosing Psychedelics: Responsible Practices and the Routinization of Risky Consumption	Pierre-Yann Dolbec

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 9	Saturday, September 26	8:30:00 AM	9:40:00 AM	Culture, Spirituality, and Stewardship	Monsters, Myths, and Morality in Consumption		CP6.11.3	Monsters We Keep: Horror Figures as Abject Mythology in Consumer Culture	Andrew Kuo
Salon 9	Saturday, September 26	8:30:00 AM	9:40:00 AM	Culture, Spirituality, and Stewardship	Monsters, Myths, and Morality in Consumption		CP6.11.4	What Animals Can Say: Epistemic Devices and the Constitution of Interspecies Understanding	Hsin-Hsuan Meg Lee
Wilson Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	Workshop / Roundtable	New experimental paradigms and tools for consumer research		WK6.12.1	New Experimental Paradigms and Tools for Consumer Research	
Honore Room	Saturday, September 26	8:30:00 AM	9:40:00 AM	Workshop / Roundtable	Humanity in the Age of Artificial Intelligence: Elevation or Erosion? (organized by CEPBI)		WK6.13.1	Humanity in the Age of Artificial Intelligence: Elevation or Erosion? (organized by CEPBI)	
Crystal Room	Saturday, September 26	10:00:00 AM	11:20:00 AM	AI Relationships, Autonomy, and Adoption	How Artificial Intelligence Shapes Perceptions of People, Brands, and Groups		SS7.1.1	The Digital-Dehumanization Effect: How GenAI Media Reduces Mind Perception	Dongchan Lee
Crystal Room	Saturday, September 26	10:00:00 AM	11:20:00 AM	AI Relationships, Autonomy, and Adoption	How Artificial Intelligence Shapes Perceptions of People, Brands, and Groups		SS7.1.2	Preserving Distinctiveness in the Modern Age: How Generative AI Accelerates Brand Commoditization and How to Fight Back	Francesco Di Paolo
Crystal Room	Saturday, September 26	10:00:00 AM	11:20:00 AM	AI Relationships, Autonomy, and Adoption	How Artificial Intelligence Shapes Perceptions of People, Brands, and Groups		SS7.1.3	Synthetic Contact with AI Reduces Affective Polarization	Benjamin Lira
Salon 7	Saturday, September 26	10:00:00 AM	11:20:00 AM	Digital Relationships, Practice, and Activism	Relationships in Digital Consumption		CP7.2.1	Algorithmic Control and Consumer Responsibilization	Yasmine El Alami
Salon 7	Saturday, September 26	10:00:00 AM	11:20:00 AM	Digital Relationships, Practice, and Activism	Relationships in Digital Consumption		CP7.2.2	Conceptualizing Pseudo-Mentoring in Consumer Digital Fraud	David Aron
Salon 7	Saturday, September 26	10:00:00 AM	11:20:00 AM	Digital Relationships, Practice, and Activism	Relationships in Digital Consumption		CP7.2.3	From Fans to Micro-Celebrities and Back: Conceptualizing Influencer Fandom in Digital Consumer Culture	Rossella Gambetti
Salon 7	Saturday, September 26	10:00:00 AM	11:20:00 AM	Digital Relationships, Practice, and Activism	Relationships in Digital Consumption		CP7.2.4	The Resilient Shelf: Why Materiality Matters in the Digital Age	Weiwei Zhang
Salon 8	Saturday, September 26	10:00:00 AM	11:20:00 AM	Sustainability and Emotional Brand Responses	Consumer-Brand Bonds and Backlash		CP7.3.1	Brand Justice: How Punishing Misbehaving Customers Strengthens Brands	Jeffrey Rotman
Salon 8	Saturday, September 26	10:00:00 AM	11:20:00 AM	Sustainability and Emotional Brand Responses	Consumer-Brand Bonds and Backlash		CP7.3.2	Can I Take A Mulligan? The Effect of Brand Backtracking on Brand Attitudes	Joseph Lawall
Salon 8	Saturday, September 26	10:00:00 AM	11:20:00 AM	Sustainability and Emotional Brand Responses	Consumer-Brand Bonds and Backlash		CP7.3.3	Hypocrisy Across Time	Wendy Jiang
Salon 8	Saturday, September 26	10:00:00 AM	11:20:00 AM	Sustainability and Emotional Brand Responses	Consumer-Brand Bonds and Backlash		CP7.3.4	The Dark Side of Exclusivity: Entitlement, Emotions, and Consumer–Brand Relationships	Marilyn Giroux
Salon 4&5	Saturday, September 26	10:00:00 AM	11:20:00 AM	Identity, Brands, and Status	When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions		SS7.4.1	The Overdetermined Outcome Defense: Using and Seeking Happenstance Events to Justify Bad Intentions	Stephanie Lin
Salon 4&5	Saturday, September 26	10:00:00 AM	11:20:00 AM	Identity, Brands, and Status	When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions		SS7.4.2	Choosing Against the True Self: Making Moral Tradeoffs Reduces Decision Satisfaction in Political Candidate Choice	Joseph Lee
Salon 4&5	Saturday, September 26	10:00:00 AM	11:20:00 AM	Identity, Brands, and Status	When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions		SS7.4.3	On the Appeal of "Both-Sides" News Coverage: People Prefer Equal Viewpoint Representation over Representation in line with Public or Expert Opinion	Ryan Bruno
Salon 4&5	Saturday, September 26	10:00:00 AM	11:20:00 AM	Identity, Brands, and Status	When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions		SS7.4.4	The Liberal Hypocrisy Effect: How Brand Political Ideology Shapes Consumer Judgment	Joe Siev

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 1	Saturday, September 26	10:00:00 AM	11:20:00 AM	Framing, Persuasion, and Price Judgments	Language, Framing, and Persuasion in Consumption Contexts		CP7.5.1	Mobilizing Support Against Offensive Marketing: The Role of Complaint Tone and Perceived Appropriateness	Peter Darke
Salon 1	Saturday, September 26	10:00:00 AM	11:20:00 AM	Framing, Persuasion, and Price Judgments	Language, Framing, and Persuasion in Consumption Contexts		CP7.5.2	Snowclones: Using Cultural Capital to Engage and Persuade	Matilde Rapezzi
Salon 1	Saturday, September 26	10:00:00 AM	11:20:00 AM	Framing, Persuasion, and Price Judgments	Language, Framing, and Persuasion in Consumption Contexts		CP7.5.3	To Accept or Deflect Praise? Examining the Social Consequences of Compliment Responses	Emily Prinsloo
Salon 1	Saturday, September 26	10:00:00 AM	11:20:00 AM	Framing, Persuasion, and Price Judgments	Language, Framing, and Persuasion in Consumption Contexts		CP7.5.4	When the List “Gets” Me: Framing effects on Persuasion	Sakshi Korde
Salon 12	Saturday, September 26	10:00:00 AM	11:20:00 AM	Risk, Prediction, and Judgment	JDM: Risk, Uncertainty & Prediction		CP7.6.1	Attitudes Versus Cognition: Disentangling What Drives Consumers’ Preference for Certainty	Marina Lenkovskaya
Salon 12	Saturday, September 26	10:00:00 AM	11:20:00 AM	Risk, Prediction, and Judgment	JDM: Risk, Uncertainty & Prediction		CP7.6.2	Good Is More Causal Than Bad: Correlation Framing Affects Perceived Causality	Yue Zhang
Salon 12	Saturday, September 26	10:00:00 AM	11:20:00 AM	Risk, Prediction, and Judgment	JDM: Risk, Uncertainty & Prediction		CP7.6.3	Prediction, Not Bet Size, Drives Enjoyment in Sports Betting Experiences	Jiayue Mao
Salon 12	Saturday, September 26	10:00:00 AM	11:20:00 AM	Risk, Prediction, and Judgment	JDM: Risk, Uncertainty & Prediction		CP7.6.4	Quantitative and Verbal Prevalence Expressions Produce Opposite Magnitude Inferences	Jiaqi Yu
Salon 6	Saturday, September 26	10:00:00 AM	11:20:00 AM	Prosociality, Charity, and Financial Giving	It Takes A Village: Family, Relationships, and Prosociality		CP7.7.1	Choice Asymmetry in Choosing Effort-Saving Products for Older Recipients	Wenjin Tang
Salon 6	Saturday, September 26	10:00:00 AM	11:20:00 AM	Prosociality, Charity, and Financial Giving	It Takes A Village: Family, Relationships, and Prosociality		CP7.7.2	Donate Alone or Together? Joint Donation Increases Consumer Preference for Time Donation	Phyllis Xue Wang
Salon 6	Saturday, September 26	10:00:00 AM	11:20:00 AM	Prosociality, Charity, and Financial Giving	It Takes A Village: Family, Relationships, and Prosociality		CP7.7.3	Responsible Wastefulness: Food Waste as a Deliberate Act of Parental Care	Kristina Nadricka
Salon 6	Saturday, September 26	10:00:00 AM	11:20:00 AM	Prosociality, Charity, and Financial Giving	It Takes A Village: Family, Relationships, and Prosociality		CP7.7.4	Rooted in Parenting: How Parental Role Salience Fosters a Preference for Local Charities	Emily Wolfgram
Salon 10	Saturday, September 26	10:00:00 AM	11:20:00 AM	Stress, Health, and Negative Affect	Consumer Negativity		CP7.8.1	Bodies That Transform: Tactical Oscillation in a World of Warring Logics	Rafaela Canova Davide
Salon 10	Saturday, September 26	10:00:00 AM	11:20:00 AM	Stress, Health, and Negative Affect	Consumer Negativity		CP7.8.2	Hidden Gems: The Psychology Behind Consumer Gatekeeping	Queenie Zhu
Salon 10	Saturday, September 26	10:00:00 AM	11:20:00 AM	Stress, Health, and Negative Affect	Consumer Negativity		CP7.8.3	Piece of Me: Toxicity and Surveillance in the Britney Spears Brandscape	Laura K. Hoeger
Salon 10	Saturday, September 26	10:00:00 AM	11:20:00 AM	Stress, Health, and Negative Affect	Consumer Negativity		CP7.8.4	Capacity-Based Consumption and Elevation: A Research Agenda +	Adam Nguyen
Salon 2	Saturday, September 26	10:00:00 AM	11:20:00 AM	Personal Branding, Design, and Gender	Creators Gone Create		CP7.9.1	How Upcycling Enhances Consumer Attitudes Toward Luxury Brands: The Role of Creator's Essence	Soonjong Kim
Salon 2	Saturday, September 26	10:00:00 AM	11:20:00 AM	Personal Branding, Design, and Gender	Creators Gone Create		CP7.9.2	Seeing the Human Behind the Food: How Governance Disclosure Shapes Consumer Choice	Carolina O.C. Werle
Salon 2	Saturday, September 26	10:00:00 AM	11:20:00 AM	Personal Branding, Design, and Gender	Creators Gone Create		CP7.9.3	The Afterlife Advantage of Cultural Producers	Abby Frank
Salon 2	Saturday, September 26	10:00:00 AM	11:20:00 AM	Personal Branding, Design, and Gender	Creators Gone Create		CP7.9.4	The Out-of-Order Effect: How the Order of the Creation Process Shapes Consumer Preferences	Lukas Maier

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 3	Saturday, September 26	10:00:00 AM	11:20:00 AM	Choice, Cognition, and Coping	Cognitive Prowess, Processing, and Planning		CP7.10.1	Cognitive Ability Influences Risk Perception and Risk Preference Measurement	Jake Embrey
Salon 3	Saturday, September 26	10:00:00 AM	11:20:00 AM	Choice, Cognition, and Coping	Cognitive Prowess, Processing, and Planning		CP7.10.2	Fractional Planning Leads to Task Overload Through Resource Underestimation	Angela Xiao
Salon 3	Saturday, September 26	10:00:00 AM	11:20:00 AM	Choice, Cognition, and Coping	Cognitive Prowess, Processing, and Planning		CP7.10.3	Looking ahead to Routine vs Non-routine – The Impact on Feelings about Future Schedule and on Goal Pursuit	Min Zhao
Salon 3	Saturday, September 26	10:00:00 AM	11:20:00 AM	Choice, Cognition, and Coping	Cognitive Prowess, Processing, and Planning		CP7.10.4	The Many Faces of Fluency: Standard Manipulations of Processing Fluency Trigger Divergent Cognitive Mechanisms	Reed Orchinik
Salon 9	Saturday, September 26	10:00:00 AM	11:20:00 AM	Culture, Spirituality, and Stewardship	Stewardship as a Framework to Care for Our Fragile World		SS7.11.1	Ubuntu: A Cultural Worldview and a Cross-Cultural Investigation of Stewardship	Robin Coulter
Salon 9	Saturday, September 26	10:00:00 AM	11:20:00 AM	Culture, Spirituality, and Stewardship	Stewardship as a Framework to Care for Our Fragile World		SS7.11.2	User Maintainers: How Stewardship Develops in Access-Based Platforms	Kivalina Grove
Salon 9	Saturday, September 26	10:00:00 AM	11:20:00 AM	Culture, Spirituality, and Stewardship	Stewardship as a Framework to Care for Our Fragile World		SS7.11.3	Stewarding Singularized Objects to Enhance their Useful Lives	Shiekh Shahriar Ahmed
Salon 9	Saturday, September 26	10:00:00 AM	11:20:00 AM	Culture, Spirituality, and Stewardship	Stewardship as a Framework to Care for Our Fragile World		SS7.11.4	Neo-animist Approaches to Stewardship	Eric Arnould
Wilson Room	Saturday, September 26	10:00:00 AM	11:20:00 AM	Workshop / Roundtable	Vulnerability and the Marketplace		WK7.12.1	Vulnerability and the Marketplace	
Honore Room	Saturday, September 26	10:00:00 AM	11:20:00 AM	Workshop / Roundtable	The Imperative for Social Impact: Contemporary Challenges in Consumer Research		WK7.13.1	The Imperative for Social Impact: Contemporary Challenges in Consumer Research	
Crystal Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	AI Relationships, Autonomy, and Adoption	Who's In Control? Consumer Autonomy and AI Adoption		CP8.1.1	Cultural Differences in Consumer Receptivity to AI	Archer Pan
Crystal Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	AI Relationships, Autonomy, and Adoption	Who's In Control? Consumer Autonomy and AI Adoption		CP8.1.2	Shaping the Algorithm: Bicultural Consumers and the Pursuit of Cultural Inclusion in AI Systems	Erica Lee
Crystal Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	AI Relationships, Autonomy, and Adoption	Who's In Control? Consumer Autonomy and AI Adoption		CP8.1.3	When Randomness Favors Algorithms: How Uncertainty Source Shapes Consumer Reliance on AI	Zixi Peng
Crystal Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	AI Relationships, Autonomy, and Adoption	Who's In Control? Consumer Autonomy and AI Adoption		CP8.1.4	When the Algorithm Agrees: Sycophantic AI Assistants, Brand Endorsement, and the Erosion of Consumer Autonomy	Meta Dev Prasad Murthy
Salon 7	Saturday, September 26	11:40:00 AM	1:00:00 PM	Digital Relationships, Practice, and Activism	Putting Practice Theory into Practice		SS8.2.1	Brand Loyalty in Practice: How Branded Practices Sustain Long-Term Brand Loyalty	Janina Rebecca Kauz
Salon 7	Saturday, September 26	11:40:00 AM	1:00:00 PM	Digital Relationships, Practice, and Activism	Putting Practice Theory into Practice		SS8.2.2	How to Reduce Youth's Smart Phone Usage? A Practice Destabilization Intervention	Romain Sohier
Salon 7	Saturday, September 26	11:40:00 AM	1:00:00 PM	Digital Relationships, Practice, and Activism	Putting Practice Theory into Practice		SS8.2.3	Market-Oriented Performativity: How Do Beauty Influencers Stage Beauty Practices?	Dania Khalife
Salon 8	Saturday, September 26	11:40:00 AM	1:00:00 PM	Sustainability and Emotional Brand Responses	Seen and Felt: Emotional Responses to Brand Messaging		CP8.3.1	Body Positivity Messaging Backfires for Indulgent Food Brands	Tianyujun Lu
Salon 8	Saturday, September 26	11:40:00 AM	1:00:00 PM	Sustainability and Emotional Brand Responses	Seen and Felt: Emotional Responses to Brand Messaging		CP8.3.2	Brand Grief: Conceptualization and Scale Development	Sajira Khatoon
Salon 8	Saturday, September 26	11:40:00 AM	1:00:00 PM	Sustainability and Emotional Brand Responses	Seen and Felt: Emotional Responses to Brand Messaging		CP8.3.3	Less Concrete, More to Offer? How logo concreteness influences product variety perception	Xinyi Liu

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 8	Saturday, September 26	11:40:00 AM	1:00:00 PM	Sustainability and Emotional Brand Responses	Seen and Felt: Emotional Responses to Brand Messaging		CP8.3.4	When Brands Fight, So Consumers Don't Have To: The Moral Outsourcing Effect in Brand Activism	Meta Dev Prasad Murthy
Salon 4&5	Saturday, September 26	11:40:00 AM	1:00:00 PM	Identity, Brands, and Status	Beyond Status Signaling: New Developments in Luxury Experiences		SS8.4.1	Diverging Experiences of 'Luxury': How Elitist versus Democratic Consumers Feel When Consuming Luxury Goods?	Jack Chen
Salon 4&5	Saturday, September 26	11:40:00 AM	1:00:00 PM	Identity, Brands, and Status	Beyond Status Signaling: New Developments in Luxury Experiences		SS8.4.2	Hidden in Plain Sight: Consumer Response to Brand Secrecy	Dafna Goor
Salon 4&5	Saturday, September 26	11:40:00 AM	1:00:00 PM	Identity, Brands, and Status	Beyond Status Signaling: New Developments in Luxury Experiences		SS8.4.3	Brand Activism Matters (BAM)! A Costly Signaling account of Luxury Brand Status Benefits	Dina Khalifa
Salon 4&5	Saturday, September 26	11:40:00 AM	1:00:00 PM	Identity, Brands, and Status	Beyond Status Signaling: New Developments in Luxury Experiences		SS8.4.4	Prestige Under Scrutiny: A Process Model of Luxury Shaming	Shuyi Hao
Salon 1	Saturday, September 26	11:40:00 AM	1:00:00 PM	Framing, Persuasion, and Price Judgments	Numerical Cognition and Price Perceptions		CP8.5.1	Judgments of Relative Value: What Would You Offer, and What Would You Demand?	Jean-Louis Sterckx
Salon 1	Saturday, September 26	11:40:00 AM	1:00:00 PM	Framing, Persuasion, and Price Judgments	Numerical Cognition and Price Perceptions		CP8.5.2	Tier Design and Premium Plan Choice	Shanjing Wan
Salon 1	Saturday, September 26	11:40:00 AM	1:00:00 PM	Framing, Persuasion, and Price Judgments	Numerical Cognition and Price Perceptions		CP8.5.3	The K Effect: How Price Abbreviation Shapes Consumer Perception and Behavior	Jing Yan
Salon 1	Saturday, September 26	11:40:00 AM	1:00:00 PM	Framing, Persuasion, and Price Judgments	Numerical Cognition and Price Perceptions		CP8.5.4	The Robustness of Mental Accounting: A Global Perspective	David Hardisty
Salon 12	Saturday, September 26	11:40:00 AM	1:00:00 PM	Risk, Prediction, and Judgment	Representation Formats and Consumer Judgment		SS8.6.1	Categorical Encoding Disrupts Probability Learning	Jay Naborn
Salon 12	Saturday, September 26	11:40:00 AM	1:00:00 PM	Risk, Prediction, and Judgment	Representation Formats and Consumer Judgment		SS8.6.2	Swipe or Scroll? How Interface Design Increases Purchase Through Attention	Emma Gu
Salon 12	Saturday, September 26	11:40:00 AM	1:00:00 PM	Risk, Prediction, and Judgment	Representation Formats and Consumer Judgment		SS8.6.3	Preference in Motion: Elicitation Format and the Dynamics of Preference Shifting	Simon Huang
Salon 12	Saturday, September 26	11:40:00 AM	1:00:00 PM	Risk, Prediction, and Judgment	Representation Formats and Consumer Judgment		SS8.6.4	Dramatic Effects of Elicitation Methods and Incentives on Risk Preferences	Randy Gao
Salon 6	Saturday, September 26	11:40:00 AM	1:00:00 PM	Prosociality, Charity, and Financial Giving	The Psychology of Consumer Financial Accumulation		SS8.7.1	Endowed Account Framing: Evidence from Two Field Experiments with 1.5 Million Users	Joseph Reiff
Salon 6	Saturday, September 26	11:40:00 AM	1:00:00 PM	Prosociality, Charity, and Financial Giving	The Psychology of Consumer Financial Accumulation		SS8.7.2	Value Beyond Consumption: How and Why Consumers Treat Investment Differently From Other Forms of Savings	Reyna Qiurun Wang
Salon 6	Saturday, September 26	11:40:00 AM	1:00:00 PM	Prosociality, Charity, and Financial Giving	The Psychology of Consumer Financial Accumulation		SS8.7.3	Heuristic Financial Evaluation in Mobile Banking Apps	Yonatan Vanunu
Salon 10	Saturday, September 26	11:40:00 AM	1:00:00 PM	Stress, Health, and Negative Affect	Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making		SS8.8.1	It's Covered: How Insurance Coverage Increases Riskier Medical Therapy Choices	Matilda Vevera
Salon 10	Saturday, September 26	11:40:00 AM	1:00:00 PM	Stress, Health, and Negative Affect	Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making		SS8.8.2	Psychological Entitlement Shapes Preferences for Efficacy-Price Tradeoffs in Healthcare Choices	Anjali Singh
Salon 10	Saturday, September 26	11:40:00 AM	1:00:00 PM	Stress, Health, and Negative Affect	Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making		SS8.8.3	Preference for Uncertain Outcomes Under Self-Control Conflict	Johnny(Jiangnan) Yu
Salon 10	Saturday, September 26	11:40:00 AM	1:00:00 PM	Stress, Health, and Negative Affect	Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making		SS8.8.4	The Societal and Spatial Costs of Social Media: Does Online Connection Influence Offline Blood Donations?	Carl-Philip Ahlbom

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 2	Saturday, September 26	11:40:00 AM	1:00:00 PM	Personal Branding, Design, and Gender	The Face of Personal Branding: The Marketplace Impact and (in)Validity of Consumer Face-Based Judgments		SS8.9.1	The Creative Face Bias: Facial Features Influence Judgments of Creative Ability in the Marketplace	Claire Linares
Salon 2	Saturday, September 26	11:40:00 AM	1:00:00 PM	Personal Branding, Design, and Gender	The Face of Personal Branding: The Marketplace Impact and (in)Validity of Consumer Face-Based Judgments		SS8.9.2	The Faces of Science: Beauty, Placement and Performance in Universities	Dawei Wang
Salon 2	Saturday, September 26	11:40:00 AM	1:00:00 PM	Personal Branding, Design, and Gender	The Face of Personal Branding: The Marketplace Impact and (in)Validity of Consumer Face-Based Judgments		SS8.9.3	We Look Like What We Like: Consumer Faces as Signals of Brand Preference	Yonat Zwebner
Salon 2	Saturday, September 26	11:40:00 AM	1:00:00 PM	Personal Branding, Design, and Gender	The Face of Personal Branding: The Marketplace Impact and (in)Validity of Consumer Face-Based Judgments		SS8.9.4	Blue or Red in the Face? Examining the (In)Validity of Political Facial Stereotypes	Christopher Olivola
Salon 3	Saturday, September 26	11:40:00 AM	1:00:00 PM	Choice, Cognition, and Coping	How Consumers Cope with Contemporary Choice Contexts		CP8.10.1	Device Fatigue Bias: When Consumers Mistake a Dying Battery for a Tired Mind	Amin Shiri
Salon 3	Saturday, September 26	11:40:00 AM	1:00:00 PM	Choice, Cognition, and Coping	How Consumers Cope with Contemporary Choice Contexts		CP8.10.2	Navigating Digital Hyperchoice - The role of Scanning and Honing mindsets	Ravneet Bawa
Salon 3	Saturday, September 26	11:40:00 AM	1:00:00 PM	Choice, Cognition, and Coping	How Consumers Cope with Contemporary Choice Contexts		CP8.10.3	Noise Interacts with Value to Create Innovation Premiums and Penalties	Wayne Johnson
Salon 3	Saturday, September 26	11:40:00 AM	1:00:00 PM	Choice, Cognition, and Coping	How Consumers Cope with Contemporary Choice Contexts		CP8.10.4	Swipe or Tap? How Navigation Gestures Drive Digital Media Engagement and Manage Overuse	Run Zhou
Salon 9	Saturday, September 26	11:40:00 AM	1:00:00 PM	Culture, Spirituality, and Stewardship	Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality		SS8.11.1	Curating Marketplace Beliefs: How Consumers Construct Spiritual Meaning Beyond Religion	Kyungin Ryu
Salon 9	Saturday, September 26	11:40:00 AM	1:00:00 PM	Culture, Spirituality, and Stewardship	Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality		SS8.11.2	Doctrinal Brand Devotion: A Five-Step Interdependent Process	Haley Hardman
Salon 9	Saturday, September 26	11:40:00 AM	1:00:00 PM	Culture, Spirituality, and Stewardship	Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality		SS8.11.3	Customer Myth-making: How Consumers Craft Personal Myths Through Brand Stories	Kyungin Ryu
Salon 9	Saturday, September 26	11:40:00 AM	1:00:00 PM	Culture, Spirituality, and Stewardship	Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality		SS8.11.4	Between Piety and Practicality: Navigating Agency and Market Dependency in Consumer Resistance	Ateeq Rauf
Wilson Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	Workshop / Roundtable	Consumer-Facing AI Misalignment: Translating Engagement Proxies into Welfare Outcomes		WK8.12.1	Consumer-Facing AI Misalignment: Translating Engagement Proxies into Welfare Outcomes	
Honore Room	Saturday, September 26	11:40:00 AM	1:00:00 PM	Workshop / Roundtable	Consumer Well-Being and Environmental Sustainability: New Research Opportunities		WK8.13.1	Consumer Well-Being and Environmental Sustainability: New Research Opportunities	
Crystal Room	Saturday, September 26	2:50:00 PM	3:50:00 PM	AI Relationships, Autonomy, and Adoption	Minds, Machines, and Morals in Technology	Tongmao Li	CP9.1.1	AI's hidden price: AI tools reduce donor engagement through extrinsic motivation inferences	Pete Zhou
Crystal Room	Saturday, September 26	2:50:00 PM	3:50:00 PM	AI Relationships, Autonomy, and Adoption	Minds, Machines, and Morals in Technology	Tongmao Li	CP9.1.2	How Power-Distance Belief Shapes Consumer Reactions to AI- versus Human-made Products	Kaixin (Kathy) Huang
Crystal Room	Saturday, September 26	2:50:00 PM	3:50:00 PM	AI Relationships, Autonomy, and Adoption	Minds, Machines, and Morals in Technology	Tongmao Li	CP9.1.3	Thinking Like an AI Partner: How AI Perceptions Shape Consumers' Moral Decision-Making	Hye-young Kim
Crystal Room	Saturday, September 26	2:50:00 PM	3:50:00 PM	AI Relationships, Autonomy, and Adoption	Minds, Machines, and Morals in Technology	Tongmao Li	CP9.1.4	Running on Empty: How Smartphone Battery Levels Shape Consumer Behavior	Alex Pratt
Crystal Room	Saturday, September 26	2:50:00 PM	3:50:00 PM	AI Relationships, Autonomy, and Adoption	Minds, Machines, and Morals in Technology	Tongmao Li	CP9.1.5	Automated comment management enhances social media advertising performance	Jiwoon Park

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 7	Saturday, September 26	2:50:00 PM	3:50:00 PM	Digital Relationships, Practice, and Activism	Platforms, Posts, and Social Media Influence	Robert Torrence	CP9.2.1	Caught, Shamed, and Gone? How Detecting Consumer Transgressions Reduces Patronage, and How Firms Can Prevent It	Jingzhi (Ginger) Liu
Salon 7	Saturday, September 26	2:50:00 PM	3:50:00 PM	Digital Relationships, Practice, and Activism	Platforms, Posts, and Social Media Influence	Robert Torrence	CP9.2.2	Beyond Advocacy: How Parasocial Relationships Shape Consumer Responses to Brand Activism	Meta Dev Prasad Murthy
Salon 7	Saturday, September 26	2:50:00 PM	3:50:00 PM	Digital Relationships, Practice, and Activism	Platforms, Posts, and Social Media Influence	Robert Torrence	CP9.2.3	Cancel Behavior: Identity-Relevant Offense and Perceived Social Media Empowerment	Priscilla Peña
Salon 7	Saturday, September 26	2:50:00 PM	3:50:00 PM	Digital Relationships, Practice, and Activism	Platforms, Posts, and Social Media Influence	Robert Torrence	CP9.2.4	Red, Blue, and Green: How Political Ideology and Negative Framing Shape Consumer Engagement with Environmental Brand Messaging	Yuanyuan (Gina) Cui
Salon 7	Saturday, September 26	2:50:00 PM	3:50:00 PM	Digital Relationships, Practice, and Activism	Platforms, Posts, and Social Media Influence	Robert Torrence	CP9.2.5	The Effect of Brand Control Over Influencer Posts on Consumer Engagement	Suyeon Jung
Salon 8	Saturday, September 26	2:50:00 PM	3:50:00 PM	Sustainability and Emotional Brand Responses	Trade-offs to Sustainable and Ethical Choices	Hajar Fatemi	CP9.3.1	Design for Usage: How Visual Complexity	Wenna Han
Salon 8	Saturday, September 26	2:50:00 PM	3:50:00 PM	Sustainability and Emotional Brand Responses	Trade-offs to Sustainable and Ethical Choices	Hajar Fatemi	CP9.3.2	How LLM Cognitive Features Shape User Compliance	Andy Jeon
Salon 8	Saturday, September 26	2:50:00 PM	3:50:00 PM	Sustainability and Emotional Brand Responses	Trade-offs to Sustainable and Ethical Choices	Hajar Fatemi	CP9.3.3	When Green Turns Red: The Double-Edged Sword of Environmental Sustainability when Brands Transgress	Nitika Garg
Salon 8	Saturday, September 26	2:50:00 PM	3:50:00 PM	Sustainability and Emotional Brand Responses	Trade-offs to Sustainable and Ethical Choices	Hajar Fatemi	CP9.3.4	Damaged Goods: Why Products Feel Broken Even After Being Fixed	Jake Reynolds
Salon 8	Saturday, September 26	2:50:00 PM	3:50:00 PM	Sustainability and Emotional Brand Responses	Trade-offs to Sustainable and Ethical Choices	Hajar Fatemi	CP9.3.5	The Climate Penalty: Persistent Reluctance to Finance Climate Adaptation Measures Across Hazards and Risk Levels	Nurit Nobel
Salon 4&5	Saturday, September 26	2:50:00 PM	3:50:00 PM	Identity, Brands, and Status	Unpacking Luxury Branding, Aesthetics, and Perceptions	Beeson Shin	CP9.4.1	The Alignment of Luxury: How Text Alignment Affects Brand Perceptions and Willingness to Pay	Megan Miller
Salon 4&5	Saturday, September 26	2:50:00 PM	3:50:00 PM	Identity, Brands, and Status	Unpacking Luxury Branding, Aesthetics, and Perceptions	Beeson Shin	CP9.4.2	The Luxury Alphabet: How Orthographic Patterns in Brand Names Shape Willingness to Pay	Babak Taheri
Salon 4&5	Saturday, September 26	2:50:00 PM	3:50:00 PM	Identity, Brands, and Status	Unpacking Luxury Branding, Aesthetics, and Perceptions	Beeson Shin	CP9.4.3	Wearing Luxury After that Brand's Transgression: A Purchaser–Observer Asymmetry	Aja McCoy
Salon 4&5	Saturday, September 26	2:50:00 PM	3:50:00 PM	Identity, Brands, and Status	Unpacking Luxury Branding, Aesthetics, and Perceptions	Beeson Shin	CP9.4.4	Avatars as Situational Selves: The Effect	Sakshi Korde
Salon 4&5	Saturday, September 26	2:50:00 PM	3:50:00 PM	Identity, Brands, and Status	Unpacking Luxury Branding, Aesthetics, and Perceptions	Beeson Shin	CP9.4.5	Consumer self-deceptive responses to the debunking of misleading ethical product claims	Francisco Wang
Salon 1	Saturday, September 26	2:50:00 PM	3:50:00 PM	Framing, Persuasion, and Price Judgments	Deal or No Deal: Consumer Responses to Retailer Promotions	Rim Yoon	CP9.5.1	When Merchandise Crowds the Aisle and Carts Crowd the Shopper: Joint Effects on Sales	Mathias Streicher
Salon 1	Saturday, September 26	2:50:00 PM	3:50:00 PM	Framing, Persuasion, and Price Judgments	Deal or No Deal: Consumer Responses to Retailer Promotions	Rim Yoon	CP9.5.2	When and Why High Refunds Are More Effective Than Low Prices	Joowon Klusowski
Salon 1	Saturday, September 26	2:50:00 PM	3:50:00 PM	Framing, Persuasion, and Price Judgments	Deal or No Deal: Consumer Responses to Retailer Promotions	Rim Yoon	CP9.5.3	Threshold Promotions: When Threshold Cues Overcome Anchoring	John Lancaster
Salon 1	Saturday, September 26	2:50:00 PM	3:50:00 PM	Framing, Persuasion, and Price Judgments	Deal or No Deal: Consumer Responses to Retailer Promotions	Rim Yoon	CP9.5.4	How the Evolving Tipping Landscape is Inducing Consumer Reactance	Jamie Hyodo
Salon 1	Saturday, September 26	2:50:00 PM	3:50:00 PM	Framing, Persuasion, and Price Judgments	Deal or No Deal: Consumer Responses to Retailer Promotions	Rim Yoon	CP9.5.5	When Not Knowing Feels Good: The Brand Benefits of Delayed Uncertainty	Sonja Prokopec

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Salon 12	Saturday, September 26	2:50:00 PM	3:50:00 PM	Risk, Prediction, and Judgment	Numerical Cognition and Rationality	Peter Pal Zubcsek	CP9.6.1	The Rating Rescaling Effect: How Rating Scale Range Alters Consumer Ratings	Suyeon Cho
Salon 12	Saturday, September 26	2:50:00 PM	3:50:00 PM	Risk, Prediction, and Judgment	Numerical Cognition and Rationality	Peter Pal Zubcsek	CP9.6.2	Same Odds, Different Story: How Odds Format Affects Sports Betting Judgments and Behavior	William Wang
Salon 12	Saturday, September 26	2:50:00 PM	3:50:00 PM	Risk, Prediction, and Judgment	Numerical Cognition and Rationality	Peter Pal Zubcsek	CP9.6.3	Consumption Contentment: The Virtue of Forgoing Value	Eda Erensoy
Salon 12	Saturday, September 26	2:50:00 PM	3:50:00 PM	Risk, Prediction, and Judgment	Numerical Cognition and Rationality	Peter Pal Zubcsek	CP9.6.4	Hard Circumstances Undermine Freedom But Not Consent	Jiayue Mao
Salon 12	Saturday, September 26	2:50:00 PM	3:50:00 PM	Risk, Prediction, and Judgment	Numerical Cognition and Rationality	Peter Pal Zubcsek	CP9.6.5	The Economic (Ir)rationality of Social Media Consumption	Felix Nitsch
Salon 6	Saturday, September 26	2:50:00 PM	3:50:00 PM	Prosociality, Charity, and Financial Giving	Presents and Presence in Relationships	Zhiyong Yang	CP9.7.1	It's Not Just About Me: Givers Underestimate Recipients' Preferences for Gifts Benefiting Close Others	Celeste Yi
Salon 6	Saturday, September 26	2:50:00 PM	3:50:00 PM	Prosociality, Charity, and Financial Giving	Presents and Presence in Relationships	Zhiyong Yang	CP9.7.2	It's the Thought that Counts: Why Interdependent Consumers Avoid Sharing Wishlists	Hyewon Cho
Salon 6	Saturday, September 26	2:50:00 PM	3:50:00 PM	Prosociality, Charity, and Financial Giving	Presents and Presence in Relationships	Zhiyong Yang	CP9.7.3	Parenting Cues and Gift-Giving: How Perceived Resource Scarcity Shapes Givers' Utilitarian Bias	Qian Xiong
Salon 6	Saturday, September 26	2:50:00 PM	3:50:00 PM	Prosociality, Charity, and Financial Giving	Presents and Presence in Relationships	Zhiyong Yang	CP9.7.4	Unwrapping Expectations: The Feelings and Impact of Opening Multiple Gifts	Olya Bryksina
Salon 6	Saturday, September 26	2:50:00 PM	3:50:00 PM	Prosociality, Charity, and Financial Giving	Presents and Presence in Relationships	Zhiyong Yang	CP9.7.5	The Experience of Living with a Prenup: A Descriptive Investigation of Expectations and Realities	Scott Rick
Salon 10	Saturday, September 26	2:50:00 PM	3:50:00 PM	Stress, Health, and Negative Affect	Healthcare Provision, Messaging, and Consumer Wellness	Anuja Bhattacharjya	CP9.8.1	Chasing Odds Over Prizes: Designing (un)Certain Rewards to Sustain Methadone Adherence in Opioid-Dependent Consumers	Yingshan Qiu
Salon 10	Saturday, September 26	2:50:00 PM	3:50:00 PM	Stress, Health, and Negative Affect	Healthcare Provision, Messaging, and Consumer Wellness	Anuja Bhattacharjya	CP9.8.2	Home Bias in Healthcare: The Impact of Patient-Physician Hometown Concordance on Medical Treatment	Jia Chen
Salon 10	Saturday, September 26	2:50:00 PM	3:50:00 PM	Stress, Health, and Negative Affect	Healthcare Provision, Messaging, and Consumer Wellness	Anuja Bhattacharjya	CP9.8.3	Why Some Consumers Respond More to Food Marketing: The Role of Metabolic Health and Weight Loss Drug	Shemal Doshi
Salon 10	Saturday, September 26	2:50:00 PM	3:50:00 PM	Stress, Health, and Negative Affect	Healthcare Provision, Messaging, and Consumer Wellness	Anuja Bhattacharjya	CP9.8.4	A Taste of Youth: Unhealthy Food as a Self-Signal of Youthfulness	Nukhet Taylor
Salon 10	Saturday, September 26	2:50:00 PM	3:50:00 PM	Stress, Health, and Negative Affect	Healthcare Provision, Messaging, and Consumer Wellness	Anuja Bhattacharjya	CP9.8.5	Gendered differences in the effects of meat-reduction interventions: A systematic review and meta-analysis	Rob Velzeboer
Salon 2	Saturday, September 26	2:50:00 PM	3:50:00 PM	Personal Branding, Design, and Gender	Mental Representations of the Self, Cultural Meanings, and Inner States	Jano Jimenez-Barreto	CP9.9.1	Play to Connect: How Kidulting Shapes Consumer Responses	Yali Fan
Salon 2	Saturday, September 26	2:50:00 PM	3:50:00 PM	Personal Branding, Design, and Gender	Mental Representations of the Self, Cultural Meanings, and Inner States	Jano Jimenez-Barreto	CP9.9.2	When Product Differentiations Justify the Pink Tax: Female Consumer Responses to Gendered Pricing	Dingning Yang
Salon 2	Saturday, September 26	2:50:00 PM	3:50:00 PM	Personal Branding, Design, and Gender	Mental Representations of the Self, Cultural Meanings, and Inner States	Jano Jimenez-Barreto	CP9.9.3	Does Streamer Gender Matter? Gender Stereotypes and Green Product Sales in Livestreaming E-Commerce	Ruohong Hao
Salon 2	Saturday, September 26	2:50:00 PM	3:50:00 PM	Personal Branding, Design, and Gender	Mental Representations of the Self, Cultural Meanings, and Inner States	Jano Jimenez-Barreto	CP9.9.4	Body-Shape Politics: The Political Divide in Body-Inclusive Advertising	Lucas Franieck

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Salon 2	Saturday, September 26	2:50:00 PM	3:50:00 PM	Personal Branding, Design, and Gender	Mental Representations of the Self, Cultural Meanings, and Inner States	Jano Jimenez-Barreto	CP9.9.5	Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness	Qing Tang
Salon 3	Saturday, September 26	2:50:00 PM	3:50:00 PM	Choice, Cognition, and Coping	Sustaining Engagement and Emotional Connection	Robin Soster	CP9.10.1	Connecting Viewers and Art: Title Enhances Liking	Jiabi Wang
Salon 3	Saturday, September 26	2:50:00 PM	3:50:00 PM	Choice, Cognition, and Coping	Sustaining Engagement and Emotional Connection	Robin Soster	CP9.10.2	Designed Emotions, Diverging Impacts: Multimodal Effects of Emotional Expressiveness in Virtual Influencers	Katherine Rust
Salon 3	Saturday, September 26	2:50:00 PM	3:50:00 PM	Choice, Cognition, and Coping	Sustaining Engagement and Emotional Connection	Robin Soster	CP9.10.3	Narratively Incomplete: How Objects Sustain Consumer Engagement Through Recursive Narrative Transportation	Saurabh Shinde
Salon 3	Saturday, September 26	2:50:00 PM	3:50:00 PM	Choice, Cognition, and Coping	Sustaining Engagement and Emotional Connection	Robin Soster	CP9.10.4	The Immersion Barrier: How Consumers Misattribute Disruptions in Digital Experiences	Roman Welden
Salon 3	Saturday, September 26	2:50:00 PM	3:50:00 PM	Choice, Cognition, and Coping	Sustaining Engagement and Emotional Connection	Robin Soster	CP9.10.5	Routines Make People Unexpectedly Nostalgic	Yumeng (Davi) Guo
Salon 9	Saturday, September 26	2:50:00 PM	3:50:00 PM	Culture, Spirituality, and Stewardship	Moral Frictions in Contemporary Consumption	Pierre Lamoureux	CP9.11.1	Care and the Commons: A Netnographic Investigation of Ethos in Water Consumption	Valentina Kirova
Salon 9	Saturday, September 26	2:50:00 PM	3:50:00 PM	Culture, Spirituality, and Stewardship	Moral Frictions in Contemporary Consumption	Pierre Lamoureux	CP9.11.2	Loving the Brand, Distancing the Firm: The Case of Playmobil Fandom	Andria Andriuzzi
Salon 9	Saturday, September 26	2:50:00 PM	3:50:00 PM	Culture, Spirituality, and Stewardship	Moral Frictions in Contemporary Consumption	Pierre Lamoureux	CP9.11.3	From Buying to Reselling Hyped Sneakers: How Consumers Navigate Journeys in the Enrichment Economy	Pierre-Yann Dolbec
Salon 9	Saturday, September 26	2:50:00 PM	3:50:00 PM	Culture, Spirituality, and Stewardship	Moral Frictions in Contemporary Consumption	Pierre Lamoureux	CP9.11.4	Beyond Needs: A Dignity-Based Marketing Framework	Gia Nardini
Salon 9	Saturday, September 26	2:50:00 PM	3:50:00 PM	Culture, Spirituality, and Stewardship	Moral Frictions in Contemporary Consumption	Pierre Lamoureux	CP9.11.5	From Stigma to Signal: How Brands Featuring Tattooed Endorsers can Positively Influence Consumer's Attitudes	Gaia Giambastiani
Wilson Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Let's Make Brands Better	Elaheh Saffari	CP9.12.1	Longing and Brand Choice: How Symbolic Togetherness Shapes Preference for Chain Brands	Xun (Irene) Huang
Wilson Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Let's Make Brands Better	Elaheh Saffari	CP9.12.2	Inconsistent Brand Activism in Global Marketing: Impact on Brand Performance	Lin Zhao
Wilson Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Let's Make Brands Better	Elaheh Saffari	CP9.12.3	From Moral Beauty to Moral Scrutiny: How Moral Violations Shape Consumer Responses to Purpose-Driven Brands	Neha Nair
Wilson Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Let's Make Brands Better	Elaheh Saffari	CP9.12.4	Social Brand Power	Patrick van Esch
Wilson Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Let's Make Brands Better	Elaheh Saffari	CP9.12.5	The Dark Side of Consumer Engagement: Are Brands Better Off When Consumers Ignore Requests for Engagement?	Demi Oba
Honore Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Consumer Responses to Design and Messaging Choices	Wenjie Ji	CP9.13.1	Too Real to be Drawn? How Photographic versus Cartoonish Imagery Shapes Consumer Response	Olesia Nikulina
Honore Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Consumer Responses to Design and Messaging Choices	Wenjie Ji	CP9.13.2	All or Nothing: The Differential Appeal of Minimalism and Maximalism in Product Packaging Design	Sarah Motallebi

Location	Day	Start	End	Room Theme	Session Title	Session Chair	Presentation Number	Paper / Presentation Title	Presenter Name
Honore Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Consumer Responses to Design and Messaging Choices	Wenjie Ji	CP9.13.3	The Effects of Interaction Modality on Consumer Perception in Immersive Technologies	Hyojin Lee
Honore Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Consumer Responses to Design and Messaging Choices	Wenjie Ji	CP9.13.4	Childlike Branding Cues Promote Adult Overconsumption of Age-Restricted Products	Cory Haltman
Honore Room	Saturday, September 26	2:50:00 PM	3:50:00 PM		Consumer Responses to Design and Messaging Choices	Wenjie Ji	CP9.13.5	The Effect of Hearing Choice Options on Intertemporal Choice	Shwetha Mariadassou
Crystal Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	AI Relationships, Autonomy, and Adoption	AI and I		CP10.1.1	Algorithmic Appropriation: Legitimation of Misaligned Personalization	Joel Lo Ribeiro
Crystal Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	AI Relationships, Autonomy, and Adoption	AI and I		CP10.1.2	Always There to Listen: AI Companions and the New Landscape of Social Support	Khusbu Rahman
Crystal Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	AI Relationships, Autonomy, and Adoption	AI and I		CP10.1.3	Beyond Emotional Support: AI Companions as Marketplace Influencers and Consumer Decision Agents	Shuyi Hao
Crystal Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	AI Relationships, Autonomy, and Adoption	AI and I		CP10.1.4	Guarding Against AI Brain Fog: Navigating the Experience of Learning from AI	Ashok Kaliyamurthy
Salon 7	Saturday, September 26	4:10:00 PM	5:30:00 PM	Digital Relationships, Practice, and Activism	Performance and Practice in Consumption		CP10.2.1	Beyond the Recipe Book: Sociotechnical Mediation and the Reconfiguration of Culinary Competence Plateaus	Ana Julia Buttner
Salon 7	Saturday, September 26	4:10:00 PM	5:30:00 PM	Digital Relationships, Practice, and Activism	Performance and Practice in Consumption		CP10.2.2	Escaping a Noisy World: How Consumers Curate Technologically-Mediated Silence Experiences	Chiara Alamia
Salon 7	Saturday, September 26	4:10:00 PM	5:30:00 PM	Digital Relationships, Practice, and Activism	Performance and Practice in Consumption		CP10.2.3	Living with a 'New Me': Consumer Practice Adaptation Under a Non-Habituated Body	Eileen Fischer
Salon 7	Saturday, September 26	4:10:00 PM	5:30:00 PM	Digital Relationships, Practice, and Activism	Performance and Practice in Consumption		CP10.2.4	Orchestrating Practices: How Consumers Coordinate Collective Performances	Pierre-Yann Dolbec
Salon 8	Saturday, September 26	4:10:00 PM	5:30:00 PM	Sustainability and Emotional Brand Responses	Promoting Sustainable Behavior and Innovation		CP10.3.1	Consumer Preference for Sustainable Transportation: Designing Brand Personality to Increase EV Adoption	Jiawen Li
Salon 8	Saturday, September 26	4:10:00 PM	5:30:00 PM	Sustainability and Emotional Brand Responses	Promoting Sustainable Behavior and Innovation		CP10.3.2	Branded Recommerce: How Brands Drive Sustainable Consumption of Pre-Owned Products	Stuti Agarwal
Salon 8	Saturday, September 26	4:10:00 PM	5:30:00 PM	Sustainability and Emotional Brand Responses	Promoting Sustainable Behavior and Innovation		CP10.3.3	Fresh Starts and Second Lives: Fresh Start Mindset Increases Preference for Upcycled Products	Femke van Horen
Salon 8	Saturday, September 26	4:10:00 PM	5:30:00 PM	Sustainability and Emotional Brand Responses	Promoting Sustainable Behavior and Innovation		CP10.3.4	Impact of Firm Effort on Consumer Intention to Act Sustainably	Aiswarya Nair
Salon 4&5	Saturday, September 26	4:10:00 PM	5:30:00 PM	Identity, Brands, and Status	How Identity Shapes the Meaning of Purchase Variety		CP10.4.1	From Playground to Purchase: How Having Been Bullied In Youth Predicts Consumers' Preference for (Less)Popular Products in Adult Life	Shuhan Yang
Salon 4&5	Saturday, September 26	4:10:00 PM	5:30:00 PM	Identity, Brands, and Status	How Identity Shapes the Meaning of Purchase Variety		CP10.4.2	Local Roots, Humble Choices: How Community Identity Shapes Brand Preference	Sang A Lee
Salon 4&5	Saturday, September 26	4:10:00 PM	5:30:00 PM	Identity, Brands, and Status	How Identity Shapes the Meaning of Purchase Variety		CP10.4.3	Unique but Inauthentic? Observers' Context-Dependent Perceptions of Variety-seeking	Rui Zhang

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Salon 4&5	Saturday, September 26	4:10:00 PM	5:30:00 PM	Identity, Brands, and Status	How Identity Shapes the Meaning of Purchase Variety		CP10.4.4	Is Warmth or Competence More Effective for Marketing Outcomes? An Empirics First Meta-Analysis	Anne-Maree O'Rourke
Salon 1	Saturday, September 26	4:10:00 PM	5:30:00 PM	Framing, Persuasion, and Price Judgments	The Price is Right (and if not, We Put it on Promotion!)		CP10.5.1	Consumer Perception of Price Dispersion by Artificial Intelligence	Young Eun Huh
Salon 1	Saturday, September 26	4:10:00 PM	5:30:00 PM	Framing, Persuasion, and Price Judgments	The Price is Right (and if not, We Put it on Promotion!)		CP10.5.2	Narrowcasting or Broadcasting: The Psychological Costs of Sharing Discount Promotions on Social Media	Haoyu Liu
Salon 1	Saturday, September 26	4:10:00 PM	5:30:00 PM	Framing, Persuasion, and Price Judgments	The Price is Right (and if not, We Put it on Promotion!)		CP10.5.3	The 1% Disadvantage: How Small Early Payment Discounts Drive Consumer Backlash	Rohan Garg
Salon 1	Saturday, September 26	4:10:00 PM	5:30:00 PM	Framing, Persuasion, and Price Judgments	The Price is Right (and if not, We Put it on Promotion!)		CP10.5.4	Earn More, Misjudge More: A Linearizing Heuristic in Spend-and-Earn Promotions	Giulia Maimone
Salon 12	Saturday, September 26	4:10:00 PM	5:30:00 PM	Risk, Prediction, and Judgment	Consumer Psychology of Generating and Acting on Predictions		SS10.6.1	Does Dialectical Bootstrapping Improve the Wisdom of the Inner Crowd?	Carter Allen
Salon 12	Saturday, September 26	4:10:00 PM	5:30:00 PM	Risk, Prediction, and Judgment	Consumer Psychology of Generating and Acting on Predictions		SS10.6.2	The Dispersion Between Predictions Changes Consumers' Reliance on Them	Katie Mehr
Salon 12	Saturday, September 26	4:10:00 PM	5:30:00 PM	Risk, Prediction, and Judgment	Consumer Psychology of Generating and Acting on Predictions		SS10.6.3	Betting Against Randomness: Generative AI Predictions Inflate Perceived Winning Probabilities	Yue Zhang
Salon 12	Saturday, September 26	4:10:00 PM	5:30:00 PM	Risk, Prediction, and Judgment	Consumer Psychology of Generating and Acting on Predictions		SS10.6.4	Tiny Probability Reductions Can Seem More Worthwhile for Higher Probability Risks	Joshua Lewis
Salon 6	Saturday, September 26	4:10:00 PM	5:30:00 PM	Prosociality, Charity, and Financial Giving	Charitable Decisions and Disconnects		CP10.7.1	Knowing Others Will Be In Your Shoes Increases Prosocial Consumer Participation	Matthew Cashman
Salon 6	Saturday, September 26	4:10:00 PM	5:30:00 PM	Prosociality, Charity, and Financial Giving	Charitable Decisions and Disconnects		CP10.7.2	One Comparison Leads to Another: A Sequential Comparison Framework for Prosocial Lending	Rhiannon Mesler
Salon 6	Saturday, September 26	4:10:00 PM	5:30:00 PM	Prosociality, Charity, and Financial Giving	Charitable Decisions and Disconnects		CP10.7.3	Quality versus Quantity: Donors, Unlike Beneficiaries, Prefer to Make Lives Better, Not Longer	Jon Bogard
Salon 6	Saturday, September 26	4:10:00 PM	5:30:00 PM	Prosociality, Charity, and Financial Giving	Charitable Decisions and Disconnects		CP10.7.4	Reserving for Later: How Nonprofit Fund Retention Shapes Donor Perceptions and Giving	Hanife Armut
Salon 10	Saturday, September 26	4:10:00 PM	5:30:00 PM	Stress, Health, and Negative Affect	Health Communication and Consumer Wellness		CP10.8.1	Consumer Wellness Behaviors: A Conceptualization and Multidimensional Framework	Karina Protti
Salon 10	Saturday, September 26	4:10:00 PM	5:30:00 PM	Stress, Health, and Negative Affect	Health Communication and Consumer Wellness		CP10.8.2	Influence of Contagious Diseases on Consumers' Natural Preference	Dongeun Kim
Salon 10	Saturday, September 26	4:10:00 PM	5:30:00 PM	Stress, Health, and Negative Affect	Health Communication and Consumer Wellness		CP10.8.3	Not Worth My Sweat: Food Equivalents of Calorie Expenditure Dampen the Perceived Value of Exercise	Phyliss Jia Gai
Salon 10	Saturday, September 26	4:10:00 PM	5:30:00 PM	Stress, Health, and Negative Affect	Health Communication and Consumer Wellness		CP10.8.4	The Normalcy Paradox: When Reassurance Inadvertently Suppresses Treatment	Seyi Lawal
Salon 2	Saturday, September 26	4:10:00 PM	5:30:00 PM	Personal Branding, Design, and Gender	Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets		SS10.9.1	When is Kiki Round? When Gender Disrupts Brand Name Sound Symbolism	Hannah Walker
Salon 2	Saturday, September 26	4:10:00 PM	5:30:00 PM	Personal Branding, Design, and Gender	Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets		SS10.9.2	Complexity is Gendered	Elinor Amit

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Salon 2	Saturday, September 26	4:10:00 PM	5:30:00 PM	Personal Branding, Design, and Gender	Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets		SS10.9.3	Measuring Emotional Responses to Ads that Conform to vs. Violate Gender Norms: Facial Expression Analysis and Self-Reports	Enav Friedmann
Salon 2	Saturday, September 26	4:10:00 PM	5:30:00 PM	Personal Branding, Design, and Gender	Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets		SS10.9.4	Algorithmic Bias in Ad Delivery: Higher Engagement but Lower Exposure for Ad Featuring Female vs. Male Service Providers	Liat Levontin
Salon 3	Saturday, September 26	4:10:00 PM	5:30:00 PM	Choice, Cognition, and Coping	The Wrenches in our Best-Laid Plans: Disruptions, Unexpected Outcomes, and (mis)Perceptions in Goal Pursuit		SS10.10.1	The "Pure" Sunk-Cost Fallacy: Sunk-Cost Effects Without Personal Goals	Christopher Olivola
Salon 3	Saturday, September 26	4:10:00 PM	5:30:00 PM	Choice, Cognition, and Coping	The Wrenches in our Best-Laid Plans: Disruptions, Unexpected Outcomes, and (mis)Perceptions in Goal Pursuit		SS10.10.2	Unexpected Goal Failure and Perceived Control: How Salient Prevention Plans Increase Consumer Blame for Illness	Luis Abreu
Salon 3	Saturday, September 26	4:10:00 PM	5:30:00 PM	Choice, Cognition, and Coping	The Wrenches in our Best-Laid Plans: Disruptions, Unexpected Outcomes, and (mis)Perceptions in Goal Pursuit		SS10.10.3	The Motivational Shock of Goal Transitions	Phuong Le
Salon 3	Saturday, September 26	4:10:00 PM	5:30:00 PM	Choice, Cognition, and Coping	The Wrenches in our Best-Laid Plans: Disruptions, Unexpected Outcomes, and (mis)Perceptions in Goal Pursuit		SS10.10.4	The "Anti-Snack Bias": Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness	Allie Lieberman
Salon 9	Saturday, September 26	4:10:00 PM	5:30:00 PM	Culture, Spirituality, and Stewardship	Elevation Through Netnography: Innovations for Studying Digital Consumer Culture		SS10.11.1	Ambient Consumption Communities and the "Feed-as-Field": Rethinking Netnography in Algorithmic Environments	Jenna Drenten
Salon 9	Saturday, September 26	4:10:00 PM	5:30:00 PM	Culture, Spirituality, and Stewardship	Elevation Through Netnography: Innovations for Studying Digital Consumer Culture		SS10.11.2	Digital Co-Construction in the Platform Age: Beyond the Researcher-Participant Dyad	Rossella Gambetti
Salon 9	Saturday, September 26	4:10:00 PM	5:30:00 PM	Culture, Spirituality, and Stewardship	Elevation Through Netnography: Innovations for Studying Digital Consumer Culture		SS10.11.3	AI Use in Immersion Journaling: Implications from an IVF Consumption Netnography	Lena Cavusoglu
Salon 9	Saturday, September 26	4:10:00 PM	5:30:00 PM	Culture, Spirituality, and Stewardship	Elevation Through Netnography: Innovations for Studying Digital Consumer Culture		SS10.11.4	Theory Building through Filmnography: A Guide to Social Media Video Analysis	Rachel E Hochstein
Wilson Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	Workshop / Roundtable	Beyond Text: Visual, Audio, Multimodality, and the Future of Automated Content Analysis		WK10.12.1	Beyond Text: Visual, Audio, Multimodality, and the Future of Automated Content Analysis	
Honore Room	Saturday, September 26	4:10:00 PM	5:30:00 PM	Workshop / Roundtable	When AI Meets Healthcare: Redefining Consumer Empowerment in the Age of AI-Powered Health Decision Systems		WK5.13.1	When AI Meets Healthcare: Redefining Consumer Empowerment in the Age of AI-Powered Health Decision Systems	