

Thursday, 24 September

07:00 **General**
Parenting Room
Venue - Ashland Room (3rd Floor)

07:00 **General**
Quiet/Prayer/Meditation Room
Venue - Congress and Harvard Room (3rd Floor)

08:30 **Workshop**
ACR-Sheth Doctoral Symposium
Venue - Grand and State Ballroom (4th Floor)
Peggy Liu and Irene Scopelliti

13:00 **Workshop**
Early Career Workshop
Venue - Honore Room (Off Lobby)
David Faro (Convenor), Aimee Huff, and Andrea Luangrath (Convenor)

13:30 **Workshop**
More than Just a Game: Exploring the Consumer Dynamics of Sports Idea Development Workshop
Venue - Crystal Room (3rd Floor)
Tonya Williams Bradford, Diogo Hildebrand, and Beth Vallen (Convenor)

13:30 **Workshop**
ACR-Sheth Doctoral Symposium Breakout Track 1
Venue - Salon 3 (3rd Floor)

13:30 **Workshop**
ACR-Sheth Doctoral Symposium Breakout Track 2
Venue - Salon 4/5 (3rd Floor)

14:00 **Workshop**
Mid-Career Workshop
Venue - Wilson Room (3rd Floor)
Michelle Barnhart and Rima Toure-Tillery

14:30 **Workshop**
AI in the Consumer Marketplace Idea Development Workshop
Venue - Salon 7 (3rd Floor)
Tonya Williams Bradford, Bernd Schmitt, Ana Valenzuela, Reto Hofstetter, and Luca Cian (Convenor)

17:00 **Keynote**
Fellows' Address
Venue - Empire Room (Off Lobby)

Continued from Thursday, 24 September

18:00 **General**
ACR Membership Committee Meeting
Venue - Cresthill Room (3rd Floor)

18:15 **General**
Opening Reception
Venue - Grand and State Ballroom (4th Floor)

Friday, 25 September

06:45 **General**
Yoga with Cristel
Venue - Cresthill Room (3rd Floor)

07:00 **General**
Parenting Room
Venue - Ashland Room (3rd Floor)

07:00 **General**
Quiet/Prayer/Meditation Room
Venue - Congress and Harvard Room (3rd Floor)

07:20 **General : Newcomer**
Keith Hunt Newcomers Breakfast
Venue - Grand and State Ballroom (4th Floor)

07:30 **General**
Daily Breakfast
Venue - Grand and State Foyer

07:30 **General**
Daily Breakfast
Venue - Salon Rooms Foyer

08:20 **Oral**
Arts Festival
Venue - Empire Room (Off Lobby)

Present, Elsewhere

» Amélie Guèvremont¹ (1. École des Sciences de la Gestion, Université du Québec à Montréal)

Framing the Unfettered: Body as a Site of Static Restriction and Active Resistance

» Wallence Zhou¹, Xuan Xie² (1. Independent, 2. University of Hawai'i at Hilo)

Everyday Gucci: Brand Mediation in Absentia

» Benét DeBerry-Spence¹, Krittinee Nuttavuthisit² (1. University of Illinois Chicago, 2. Chulalongkorn University)

08:20 **Workshop : WK1.13**
WK1.13: Lifting Research Off the Page: How Public Professors Elevate the Impact of Consumer Research
Venue - Honore Room (Off Lobby)

Continued from Friday, 25 September

Lifting Research Off the Page: How Public Professors Elevate the Impact of Consumer Research

» [Vanessa Patrick](#)¹, [Lan Nguyen Chaplin](#)² (1. University of Houston, 2. Northwestern University)

08:20

Oral : CP1.1

CP1.1: AI and Automation for Consumer Research

Venue - Crystal Room (3rd Floor)

CP1.1: 1 A Framework for Detecting AI Agents in Online Survey Research

» [Feliipe Affonso](#)¹ (1. Oklahoma State University)

CP1.1: 2 Too Clever by Half: Surprising Language Reduces Consumer Response

» [Andrew Meyer](#)¹, [Jingbo Wang](#)², [Xianchi Dai](#)² (1. Oklahoma State University, 2. The Chinese University of Hong Kong)

CP1.1: 3 SimSang: Mapping the Perceptual Geometry of Abstract Concepts

» [YEH JUN LEE](#)¹ (1. Virginia Tech)

CP1.1: 4 The Sound of Emotion: Voice as a Physiological-Behavioral Signal in Consumer Decision Making

» [Anil Mathur](#)¹, [Li Huang](#)¹, [Songpol Kulviwat](#)¹ (1. Hofstra University)

08:20

General

Co-Working Space

Venue - Red Lacquer Room (4th Floor)

08:20

Oral : SS1.11

The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies

Venue - Salon 1 (3rd Floor)

Kim Uhlenndorf-Leo (Panel Chair, Convenor) and Ike Silver (Panel Chair, Convenor)

SS1.11: 1 Speaking Up without Getting Shut Down: The Role of Brand Personality in Corporate Social Advocacy

» [Jake Teeny](#)¹, [Joe Siev](#)² (1. Northwestern University, 2. University of Virginia)

SS1.11: 2 Serving all or standing for nothing? Ideological asymmetries in consumer perceptions of brand neutrality

» [Anjali Tapadiya](#)¹, [Grant Donnelly](#)¹ (1. The Ohio State University)

SS1.11: 3 When does silence speak volumes? Spillover effects of brands that take stands on brands that don't

» [Maansi Dalmia](#)¹, [Ike Silver](#)¹ (1. University of Southern California)

SS1.11: 4 Assimilate your campaign: How assimilation effects reduce opposition to corporate activism

» [Kim Uhlenndorf-Leo](#)¹, [Sebastian Uhrich](#)², [Norbert Schwarz](#)³ (1. German Sport University / University of Cologne, 2. German Sport University, 3. University of Southern California)

08:20

Oral : CP1.10

CP1.10: Social Media Communications and Relationships

Venue - Salon 2 (3rd Floor)

CP1.10: 1 Are parasocial relationships authentic? Interdependence and interest in parasocial relationships

» [Rui Zhang](#)¹, [Jessica Li](#)¹ (1. University of Kansas)

CP1.10: 2 Speak Their Language: How Regulatory Mode Framing Shapes Consumer Engagement Across Online and Offline Promotions

» [Frank Mathmann](#)¹, [Janina Garbas](#)², [Yuanyuan \(Gina\) Cui](#)³, [Patrick van Esch](#)³, [Daniel Wentzel](#)⁴ (1. Queensland University of Technology, 2. ESCP Business School, 3. Coastal Carolina University, 4. RWTH Aachen University)

Continued from Friday, 25 September

CP1.10: 3 Transaction-Focused versus Relationship-Focused Social Media Advertising across Rinsta and Finsta

» Hyerin Han¹, Joshua Clarkson¹ (1. university of cincinnati)

CP1.10: 4 Young consumers' emotional responses to influencer communication on social media: Evidence from a 28-day diary study

» Alessia Jahn¹, Lisa Christen², Anne Fota¹, Hanna Schramm-Klein¹, Gunnar Mau³, Robér Rollin¹ (1. University of Siegen, 2. Magdeburg-Stendal University of Applied Sciences, 3. Magdeburg-Stendal University of Applied Sciences)

08:20

Oral : CP1.6

CP1.6: Getting Real About AI & Data

Venue - Salon 3 (3rd Floor)

CP1.6: 1 An LLM-Based Priming Evaluation Protocol (LLM-PrEP) for Improved Task Realization in Written Priming

» Ajmal Basheer¹, Ahreum Maeng¹, James C. Reeder, III¹ (1. University of Kansas)

CP1.6: 2 Agentic incidence and data quality in online samples

» Andrew Gordon¹, David Rothschild², Felipe Affonso³, Karine Pepin⁴, Justin Sulik⁵, David Hauser⁶, Simon Jones¹ (1. Prolific, 2. Microsoft Research, 3. Oklahoma State University, 4. The Research Heads, 5. LMU, 6. Queens University)

CP1.6: 3 Digital twins or generic estimates? Accuracy and heterogeneity of LLM-generated consumer data

» Jakob Kaiser¹, Vladimir Manewitsch¹, Rene Schallner¹, Carolin Kaiser¹ (1. Nuremberg Institute for Market Decisions)

CP1.6: 4 The datasource multiverse pipeline: Using agentic AI to test a hypothesis across many archival datasets

» Joe Siev¹, Jake Teeny² (1. University of Virginia, 2. Northwestern University)

08:20

Oral : SS1.4

Constructing and Interpreting Word-of-Mouth: How Context Shapes Consumer Judgments

Venue - Salon 4/5 (3rd Floor)

Linda Zhu (Panel Chair, Convenor)

SS1.4: 1 Bundling Reviews Increases Rating Diversification

» Linda Zhu¹, J. Christine Kim², David Dubois¹ (1. INSEAD, 2. McIntire School of Commerce, University of Virginia)

SS1.4: 2 The Sequence Effect in Online Reviews

» Alisa Wu¹, Vicki Morwitz² (1. University of Utah, 2. Columbia University)

SS1.4: 3 Unpacking Political Review Storms: Review-writing as a Compensatory Process for Identity Threat

» Leonor Neto¹, Jared Watson², Johannes Boegershausen³ (1. New York University, 2. New York University, 3. Rotterdam School of Management, Erasmus University)

SS1.4: 4 Seeing through the filter: how disclosure shapes social media product recommendations

» Trisha Lobo¹, Elisa Solinas², Francesca Valsesia¹, Jared Watson³ (1. University of Washington, 2. IE University, 3. New York University)

08:20

Oral : CP1.5

CP1.5: The How, When, and Why of Consumers' Financial Choices

Venue - Salon 6 (3rd Floor)

CP1.5: 1 A Perfect Match: How Product Price Affects Credit Card Choice

» Julia van de Sandt¹, Elise Ince¹, Mathew S. Isaac², Rajesh Bagchi³ (1. University of South Carolina, 2. Seattle University, 3. Virginia Tech)

CP1.5: 2 Intertemporal Preferences for Cash Versus Loyalty Points

» Jing Hu¹, Kao Si¹ (1. University of Macau)

Continued from Friday, 25 September

CP1.5: 3 The Impatience Gap: When Consumers Are More Impatient with Mediums Than with Products

» Xue Wang¹, Sun tong QI², Xianchi Dai³ (1. Business School, Beijing Normal University, 2. Lingnan University, 3. The Chinese University of Hong Kong)

CP1.5: 4 Won't You Be My... Banker? The Influence of Community Lending Platforms on Borrower Behavior

» Anja Schanbacher¹, Robin Soster² (1. University of Illinois Chicago, 2. The Ohio State University)

08:20

Oral : CP1.2

CP1.2: Past and Future, Fast and Slow: Consumption in time

Venue - Salon 7 (3rd Floor)

CP1.2: 1 "This feels like a memory that never happened": Consuming surreal pastness

» Ileyha Dagalp¹, Benjamin Hartmann¹ (1. Gothenburg University)

CP1.2: 2 An Investigation of Consumer Contentment through the Coziness Market

» Eda Anlamlier¹, Colleen Harmeling², Anjala Krishen¹ (1. University of Nevada, Las Vegas, 2. University of Kentucky)

CP1.2: 3 How Gendered Temporal Asymmetries Shape Ordinary Slowness in Everyday Consumption

» yumiko oda¹, Yuriko Isoda² (1. Musashino University, 2. Osaka Metropolitan University)

CP1.2: 4 The Ecstasy and Acrimony of Accelerationism in Everyday Life

» Soonkwan Hong¹ (1. Michigan Technological University)

08:20

Oral : SS1.3

Emerging Forces Shaping Sustainable Consumption

Venue - Salon 8 (3rd Floor)

Minjeong Ko (Panel Chair, Convenor)

SS1.3: 1 Understanding the Aversion to Gifting Secondhand Products

» Yafei Guo¹, Yeonjin Sung², Kelley Wight³, Peggy Liu¹ (1. University of Pittsburgh, 2. Sogang University, 3. Indiana University)

SS1.3: 2 Buy now, sell back later: Impact of guaranteed buyback pricing on consumer behavior and sustainability.

» Minjeong Ko¹, Joseph Nunes¹ (1. University of Southern California)

SS1.3: 3 The Recycled Penalty: A Transparency Dilemma in Sustainable Consumption

» Jenny (Yang) Guo¹, Cait Lamberton², C.B. Bhattacharya³ (1. West Virginia University, 2. The Wharton School at the University of Pennsylvania, 3. University of Pittsburgh)

SS1.3: 4 How Large Language Models Describe and Prescribe Sustainability

» Andde Indaburu¹, Remi Trudel¹, Gordon Burtch¹ (1. Boston University)

08:20

Oral : CP1.9

CP1.9: Marketplace Inequality and Inclusivity

Venue - Salon 9 (3rd Floor)

CP1.9: 1 Deceptive or Discreet: Openly Discontinuing Inclusive Product Lines Harms Brand Evaluations

» Byung Cheol Lee¹, Jennifer D'Angelo² (1. University of Houston, 2. Texas Christian University)

CP1.9: 2 How Minority Frontline Employees Shape Solo Customers' Service Experiences

» The Khoa Do¹, Kimmy Wa Chan², Sze Lok Choi³ (1. Royal Holloway-University of London, 2. Hong Kong Baptist University, 3. Ajman University)

CP1.9: 3 Race Influences Patients' Choice of Physicians: Search for Cultural Compatibility or Prejudice

» Angela Yi¹, Dipankar Chakravarti² (1. California State University San Marcos, 2. Virginia Tech)

Continued from Friday, 25 September

CP1.9: 4 Opting for Algorithmic Service Providers: The Role of Identity Salience for Marginalized and Privileged Consumers

» [Yeseul Kim](#)¹, [Dipayan Biswas](#)², [Courtney Szocs](#)³, [Khalia Jenkins](#)⁴
(1. University of Bath, 2. University of South Florida, 3. Pennsylvania State University, 4. American University)

08:20

Oral : CP1.7

CP1.7: Improving Consumer Experiences Through Design and Reviews

Venue - Salon 10 (3rd Floor)

CP1.7: 1 Echo and divergence: how elite media coverage shapes crowd-sourced reviews

» [Samsun Knight](#)¹, [Matt Meister](#)² (1. University of Toronto, 2. University of San Francisco)

CP1.7: 2 Perceived domain-superiority discourages supportive product recommendations: A perspective-taking capacity concerns account

» [Soo Kim](#)¹, [DaHee Han](#)², [Kate E. Min](#)³ (1. Nanyang Technological University, 2. Seoul National University, 3. Wheaton College)

CP1.7: 3 Temporary vs. Permanent Disability: How Perceived Adaptation Shapes Caregiving in Service Encounters

» [Sienna Vasquez](#)¹, [Jiye You](#)¹, [Andrea Morales](#)¹, [Adriana Samper](#)¹, [Terri Hlava](#)¹ (1. Arizona State University)

CP1.7: 4 When one feels lonely, more feels better: The effect of product image plurality on purchase intentions

» [Abhijeet Kumar Gaurav](#)¹, [Sanjeev Tripathi](#)² (1. IIM Indore, 2. Indian Institute of Management Indore)

08:20

Oral : CP1.8

CP1.8: Making Healthy Choices in Food and Beyond

Venue - Salon 12 (3rd Floor)

CP1.8: 1 A Salient Past Self Motivates Weight Loss Maintenance

» [Elicia John](#)¹, [Corinne Hassler](#)², [Hal Hershfield](#)³, [Suzanne Shu](#)⁴ (1. American University, 2. University of Kentucky, 3. University of California, Los Angeles, 4. Cornell University)

CP1.8: 2 Beyond Price Cuts: Pay-What-You-Want Pricing as a Tool to Reduce Food Waste

» [Margit Kastner](#)¹, [Brigitte Stangl](#)², [Martin Natter](#)³, [Sybilla Merian](#)⁴
(1. WU Vienna, 2. University of Surrey, 3. University of Zurich, 4. University of Lucerne)

CP1.8: 3 Beyond the Trade-off: Field Evidence on How Consumers Strategically Balance Health and Taste Under Traffic Light Labeling

» [Bingcan Zhang](#)¹, [Lili Wang](#)¹, [Zheshuai Yang](#)¹, [Jiajie Zang](#)², [Zhuo Sun](#)² (1. Zhejiang University, 2. Shanghai Municipal Center for Disease Control and Prevention)

CP1.8: 4 Information Avoidance in the Field: Evidence from Healthcare

» [Andrea Low](#)¹, [Jose Arellano](#)², [Hengchen Dai](#)¹, [Silvia Saccardo](#)², [Craig Fox](#)¹ (1. University of California, Los Angeles, 2. Carnegie Mellon University)

08:20

Workshop : WK1.12

WK1.12: From Theory to Code: Challenges in Employing NLP to Quantify Theoretical Constructs in Consumer Language Research

Venue - Wilson Room (3rd Floor)

From theory to code: challenges in employing NLP to quantify theoretical constructs in consumer language research

» [Sameed Khan](#)¹, [Ann Kronrod](#)² (1. Suffolk University, 2. University of Massachusetts Lowell)

09:00

General

ACR 2027 Committee Meeting

Venue - Buckingham Room (5th Floor)

Continued from Friday, 25 September

09:40 **General**
Coffee Break
Venue - Grand and State Foyer

09:40 **General**
Coffee Break
Venue - Salon Rooms Foyer

10:00 **Oral : FF1**
Film Festival 1
Venue - Empire Room (Off Lobby)

FF1: 1 Decoding White Space: A Cultural Inquiry into the Racialized Logic of Craft Beer

» [Robert Harrison](#)¹, Dominique McDuffey², Kevin Thomas² (1. Western Michigan University, 2. Independent)

FF1: 2 Freediving: rediscovering our needs - Inspiration for hypoconsumption

» [Thomas Stenger](#)¹, Louis Stenger² (1. University of Poitiers, France, 2. Collège Calmette, Limoges)

FF1: 3 Targeted

» [Benoît Laverda](#)¹, [Mathieu Bel-Viel](#)¹, Mahdi Miloudi¹, Mattéo Sarzier¹, Anthony Bonin¹, Blanche Alexandre¹ (1. IAE Paris Sorbonne)

10:00 **Workshop : WK2.13**
WK2.13: Elevating Consumer Research through Better Marketing for a Better World
Venue - Honore Room (Off Lobby)

WK2.13: 1 Elevating Consumer Research through Better Marketing for a Better World

» [Rajesh Bagchi](#)¹, [Simona Botti](#)², [Gita Johar](#)³, [Shilpa Madan](#)⁴, [Selin Malkoc](#)⁵, [Nailya Ordabayeva](#)⁶, [Neeru Paharia](#)⁷, [Stefano Puntoni](#)⁸, [Adriana Samper](#)⁷, [Stephen Spiller](#)⁹, [Manoj Thomas](#)¹⁰ (1. Virginia Tech, 2. London Business School, 3. Columbia Business School, 4. Singapore Management University, 5. The Ohio State University, 6. Boston University, 7. Arizona State University, 8. The Wharton School, University of Pennsylvania, 9. Anderson School of Management, UCLA, 10. Cornell University)

10:00 **Oral : SS2.1**
AI-Apocalypse Now? Is the Doomsday of Human Consumer Research upon Us?
Venue - Crystal Room (3rd Floor)
Bernd Schmitt (Panel Chair, Convenor) and Michel Pham (Panel Chair, Convenor)

SS2.1: 1 Digital Twins and Synthetic Consumers: When Simulated Consumers Behave Like Consumers, or Do They?

» [Reto Hofstetter](#)¹, Lucas Nann² (1. University of St.Gallen, 2. University of St. Gallen)

SS2.1: 2 Automatons as Allies: The Value of AI Confederates (AICs)

» [Itai Linzen](#)¹, Alan Cooke², Geoff Tomaino² (1. Tel Aviv University, 2. University of Florida)

SS2.1: 3 Generative Grounded Theory: Inductive Theory Building in the Age of Generative AI

» [Bernd Schmitt](#)¹, [Shuyi Hao](#)², Michel Pham¹, Reto Hofstetter³ (1. Columbia University, 2. ICN Business School, 3. University of St.Gallen)

Continued from Friday, 25 September

10:00

Oral : SS2.11

Elevating societal discourse: Psychological pathways toward more constructive dialogue

Venue - Salon 1 (3rd Floor)

Anne-Sophie Chaxel (Panel Chair, Convenor)

SS2.11: 1 Harnessing ingroup disagreement to dampen outgroup animosity

» [Matejas Mackin](#)¹, Ike Silver² (1. Northwestern University, 2. University of Southern California)

SS2.11: 2 Accurate information can substantially and durably increase republicans' beliefs in election integrity

» [Michel Stagnaro](#)¹, Eran Amsalem², Andrea Mullin³, Hause Lin¹, Adam Berinsky⁴, David Rand⁵ (1. MIT Sloan, 2. Hebrew University of Jerusalem, 3. Brown University, 4. MIT Political Science, 5. Cornell University)

SS2.11: 3 How institutional distrust breeds one-sided leadership: A consistency-based account

» Claire Linares¹, [Anne-Sophie Chaxel](#)² (1. iese, 2. HEC Paris)

SS2.11: 3 Breaking Echo Chambers: How Selective Information Exposure Affects Polarization

» [Andrea Bublitz](#)¹, Gita Johar² (1. University of Basel, 2. Columbia Business School)

10:00

Oral : SS10.1

Inadvertent Communication — How Unintended Signals Influence Engagement and Perception

Venue - Salon 2 (3rd Floor)

Tianjiao (Cecilia) Wu (Convenor) and Swati Garg (Convenor)

SS10.1: 1 Lengthier Words in Headlines Can Elevate Reader Interest

» [David Fang](#)¹, Yu Ding¹, Wilson Cyrus-Lai¹ (1. Stanford University)

SS10.1: 2 "The Luxury-Competence Paradox": Luxury Consumption Signals Lower Consumer Competence

» [Swati Garg](#)¹, Rima Toure-Tillery¹ (1. Northwestern University)

SS10.1: 3 Recommender Talkativeness Shapes Product Hedonic-Utilitarian Perceptions

» [Tianjiao \(Cecilia\) Wu](#)¹, Jiewen Hong², Qiyuan Wang³, Yuwei Jiang³ (1. The Chinese University of Hong Kong, 2. The Hong Kong University of Science and Technology, 3. The Hong Kong Polytechnic University)

SS10.1: 4 I Need (Psychological) Space": Consumers View Sacred-Profane Post Sequences As Inappropriate And Engage With Them Less

» [Xueqi Bao](#)¹, Stephanie Lin¹, Taly Reich², Tamar Kreps³, Amitava Chattopadhyay¹ (1. INSEAD, 2. New York University, 3. University of Hawaii)

10:00

Oral : CP2.6

CP2.6: Methodological Advances in Consumer Research

Venue - Salon 3 (3rd Floor)

CP2.6: 1 Behavioral Scientists Keep Studying the Same People. What Happens When We Don't?

» [Skyler Chen](#)¹, Liman Wang², Leif Nelson¹ (1. UC Berkeley, 2. Fudan University)

CP2.6: 2 Theory testing for differences in process – hypothesizing, testing, and reporting comparisons between indirect effects

» [Romain Cadario](#)¹, Dan Schley², Gavan Fitzsimons³ (1. Rotterdam School of Management, Erasmus University, 2. Erasmus University Rotterdam, 3. Duke University)

CP2.6: 3 When measurements mix mechanisms: Separating position and dispersion in data

» [Dan Schley](#)¹ (1. Erasmus University Rotterdam)

Continued from Friday, 25 September

CP2.6: 4 When More Complexity Means Less: How Data Visualization Features Shape Perceptions, Attitudes, and Online Behaviors

» [Giuseppe Gruttad'Auria](#)¹, Michael Puntiroli¹, Adrian Bangerter², Adrian Holzer³, Valéry Bezençon¹ (1. Institute of Management, University of Neuchâtel, 2. Institute of work and organizational psychology, University of Neuchâtel, 3. Information management institute, University of Neuchâtel)

10:00

Oral : SS2.4

How Speech, Action, and Recognition Reinforce Consumer Identity

Venue - Salon 4/5 (3rd Floor)

Rohan Garg (Panel Chair, Convenor) and Americus Reed (Discussant)

SS2.4: 1 Linguistic Identity Cues: How Label Order Signals Organizational Stance Toward Stigmatized Consumers

» [Esther Uduehi](#)¹, Americus Reed² (1. University of Washington, 2. The Wharton School, University of Pennsylvania)

SS2.4: 2 THE LANGUAGE OF BELONGING: EXPRESSING "I AM ..." OR "YOU ARE ..." ENHANCES SOCIAL IDENTITY INTEGRATION AND GROUP OUTCOMES

» [Keri Kettle](#)¹, Vanessa Tinlin¹, Americus Reed², Rohan Garg², Carter Morgan³ (1. Telfer School of Management, 2. The Wharton School, University of Pennsylvania, 3. University of South Florida)

SS2.4: 3 Reoptive Identity: The Dynamic Psychology of Being by Doing

» [Liad Weiss](#)¹, Jennifer Argo² (1. University of Warwick, 2. University of Alberta)

10:00

Oral : SS2.5

What Prices Signal in Dynamic Markets: Valuation, Fairness, and Consumer Reactions

Venue - Salon 6 (3rd Floor)

Qingyang Wang (Panel Chair, Convenor)

SS2.5: 1 Pre-Commitment by Price: Consumers' Reactions to Unlimited Offers for Vice Products

» [Nofar Duani](#)¹, Sonia Kim², Vicki Morwitz³, Steven Dallas⁴ (1. University of Southern California, 2. Yale University, 3. Columbia University, 4. New York University)

SS2.5: 2 Lay Price Perceptions and Neglect of Supply Dynamics

» [Brandon Christensen](#)¹, Amit Bhattacharjee², Jason Dana², John G. Lynch Jr² (1. University of Arkansas, 2. University of Colorado Boulder)

SS2.5: 3 The Warm Glow of Higher Prices: When and Why Consumers Prefer Labor (vs. Material) Cost Justifications for Price Increases

» [Shreyans Goenka](#)¹, Rajesh Bagchi¹ (1. Virginia Tech)

SS2.5: 4 Scarcity Cues vs. Social Proof: How Changes to Supply and Demand Shape Valuation

» [Qingyang Wang](#)¹, Franklin Shaddy¹ (1. University of California Los Angeles)

10:00

Oral : CP2.2

CP2.2: The Social Fabric: Consumption and Community Engagement

Venue - Salon 7 (3rd Floor)

CP2.2: 1 Educational Aspiration and Status Advancement among Resource-Constrained Consumers: The Role of Overt and Covert Illusion

» Joseph Daniel¹, [Elizabeth Parsons](#)², Cathy McGouran² (1. Ciputra University, 2. University of Liverpool)

CP2.2: 2 Five Pathways of Disengagement: A Process Theory of Engagement Collapse

» [Courtney Stefanick](#)¹, Vanitha Swaminathan¹, Jaideep Behari¹ (1. University of Pittsburgh)

CP2.2: 3 How Consumer Governors Ensure Community Continuity

» [Erik Steiner](#)¹, Markus Giesler², Grant Packard² (1. Schulich School of Business, 2. York University)

Continued from Friday, 25 September

CP2.2: 4 Negotiating consumption boundaries: why parents and children fight about food

» [Pragea Putra](#)¹, Michael SW Lee², Joya Kemper³ (1. Victoria University of Wellington, 2. The University of Auckland, 3. University of Canterbury)

10:00

Oral : CP2.3

CP2.3: Perceptions (and Misperceptions) of Environmental Impact

Venue - Salon 8 (3rd Floor)

CP2.3: 1 From Inference to Illusion: Do Product Tags Distort Consumers' Emissions Judgments?

» [Eli Sugerman](#)¹, Eric Johnson² (1. Columbia University, 2. Columbia Business School)

CP2.3: 2 Material over Size? Understanding Consumer Evaluations of Environmental Impact

» Larissa Elmor¹, [Yan Vieites](#)¹, Eduardo Andrade² (1. FGV EBAPE, 2. Imperial College London)

CP2.3: 3 Replace Over Reduce, Reuse, and Recycle: The Hidden Preference of Eco-Conscious Consumers

» [Aiswarya Nair](#)¹, [Sanjeev Tripathi](#)² (1. Mahindra University, 2. Indian Institute of Management Indore)

CP2.3: 4 Too gross to buy sustainably? Examining the double-edged sword of using a "Rescued" claim for upcycled foods

» [Ahmet Samet Ergün](#)¹, Steffen Jahn², Yasemin Boztug¹ (1. University of Goettingen, 2. Martin Luther University Halle-Wittenberg)

10:00

Oral : CP2.9

CP2.9: Celebrating Differences: Diversity in Consumer Behavior

Venue - Salon 9 (3rd Floor)

CP2.9: 1 Designed-for-PLWD Messaging and Perceived Innovativeness: How Marketing for Disabled Consumers Shapes Brand Outcomes

» [Madison Spencer](#)¹, Kelly Herd¹, Kristen Ferguson² (1. University of Connecticut, 2. University of Notre Dame)

CP2.9: 2 Retail and Reconciliation: Correcting Beliefs to Grow Sales of Indigenous Products

» [Katie Lafreniere](#)¹, Olya Bryksina², Jennifer Argo¹, Jessica Therrien¹ (1. University of Alberta, 2. The University of Winnipeg)

CP2.9: 3 Rights and Readiness: How Women's Rights Contexts Promote Preventive Purchases

» [Cony Ho](#)¹, Joanna Lin² (1. Florida Atlantic University, 2. University of Georgia)

CP2.9: 4 Segmentation or Stereotyping? Gender Differences in Responses to Gendered Marketing Appeals

» Yun ZENG¹, [Hao Shen](#)¹ (1. The Chinese University of Hong Kong)

10:00

Oral : CP2.7

CP2.7: Better Together: How Consumers Share, Talk and Relate

Venue - Salon 10 (3rd Floor)

CP2.7: 1 Giving Together, Choosing Practical: Group Gifting Increases Preference for Utilitarian over Hedonic Gifts

» [Lingzhi Yu](#)¹, Susan Broniarczyk¹ (1. University of Texas at Austin)

CP2.7: 2 Performance asymmetry in shared consumption

» [Maria Hademer](#)¹, Stephanie Lin¹ (1. INSEAD)

CP2.7: 3 Romance and Technology: Automation Consumption in Romantic Relationships

» Aysu Senyuz¹, [Xin He](#)² (1. King's Business School, 2. University of Central Florida)

CP2.7: 4 Self-Other Gaps in Skill Talk: Ability Emphasis, Effort Preferences, and Marketplace Outcomes

» [Julia Jeong](#)¹, Rima Toure-Tillery² (1. Arkansas State University, 2. Northwestern University)

Continued from Friday, 25 September

10:00

Oral : SS2.8

Goal pursuit over time

Venue - Salon 12 (3rd Floor)

Mirjam Tuk (Panel Chair, Convenor)

SS2.8: 1 How Variance in Goal Pursuit Affects Motivation

» Jackie Silverman¹, Alixandra Barasch², Kaitlin Woolley³ (1. Vanderbilt University, 2. University of Colorado Boulder, 3. Cornell University)

SS2.8: 2 The Consequences of Sharing Goal Progress on Social Media

» Roger Saumure¹, Marissa Sharif¹ (1. The Wharton School, University of Pennsylvania)

SS2.8: 3 Navigating motivation dips: Understanding consumer preferences and performance when tasks vary in difficulty

» Mirjam Tuk¹, Bram Van den Bergh¹ (1. Rotterdam School of Management, Erasmus University)

SS2.8: 3 The Paradox of Broad Bracketing: Why Thinking About Repetition Reduces Both Temptation and Goal Pursuit

» Jiabi Wang¹, Ayelet Fisbach¹ (1. University of Chicago Booth School of Business)

10:00

Workshop : WK2.12

WK2.12: Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation

Venue - Wilson Room (3rd Floor)

Reconnecting Consumers: How Consumer Research Can Address the Crisis of Loneliness and Social Isolation

» Mary Steffel¹, Hristina Nikolova¹, Elanor Williams² (1. Northeastern University, 2. Washington University in St. Louis)

11:20

General

Coffee Break

Venue - Grand and State Foyer

11:20

General

Coffee Break

Venue - Salon Rooms Foyer

11:40

Panel : Invited1

Invited Panel: Is Marketing Dead?

Venue - Empire Room (Off Lobby)

11:40

Oral : CP3.1

CP3.1: Man + Machine: How Consumers Collaborate with AI

Venue - Crystal Room (3rd Floor)

CP3.1: 1 Review makes workers less likely to revise AI output

» Pete Zhou¹, Yujie Zhao², Caleb Warren¹ (1. University of Arizona, 2. Shandong University)

CP3.1: 2 The impact of AI-generated summaries on review writing

» Jiwoon Park¹, Daeyoung Park², Sang Kyu Park³, Lei Su⁴, Jongwon Park⁵ (1. Harvard Business School, 2. Korea Advanced Institute of Science and Technology (KAIST), 3. HKUST, 4. City University of Hong Kong, 5. Sabanci University)

CP3.1: 3 When AI Slows You Down: The Dual Paths of Protective and Coercive Algorithmic Friction Shapes Consumer Engagement

» Sreejesh S¹, Souvik Singha¹, AINAS A.K.¹ (1. Indian Institute of Management Kozhikode)

Continued from Friday, 25 September

CP3.1: 4 When Inconsistency Builds Confidence: How Consumers Interpret AI Response Variability as Comprehensive Search

» [Ze Zhang](#)¹, Keith Wilcox¹, Huachao Gao¹ (1. Texas A&M University)

11:40

Oral : SS3.11

Storytelling across boundaries: persuasion, identity, and responsibility

Venue - Salon 1 (3rd Floor)

Larissa Maxwell (Convenor) and Brent McFerran (Panel Chair, Discussant)

SS3.11: 1 Believe in your elf: How fantastical messaging increases counter-attitudinal openness

» [Rebecca Krause-Galoni](#)¹, Ryan Krause¹ (1. University of Iowa)

SS3.11: 2 Storytelling Strategies for Personal Brand Pivots

» Anne Hamby¹, [Cristel A. Russell](#)² (1. Boise State University, 2. Pepperdine Graziadio Business School)

SS3.11: 3 When Good Stories Do Harm: Ethical Storytelling in Corporate Social Responsibility Narratives

» [Larissa Maxwell](#)¹, Darren Dahl¹ (1. University of British Columbia)

11:40

Oral : SS3.10

Technology and the Self: The Impact of Digital Environments on Preferences, Self-Esteem, and Privacy

Venue - Salon 2 (3rd Floor)

Linda Zhu (Panel Chair, Convenor)

SS3.10: 1 Reduced to Pixels: How Disclosure of Synthetic Humans in Advertising Harms Self-Esteem

» [Cammy Crolic](#)¹, Rhonda Hadi² (1. Florida State University, 2. Oxford University)

SS3.10: 2 Beyond Personal Taste: How NFT Markets Displace Aesthetic Judgment With Social Cue Reliance

» [Jaeyeon Chung](#)¹, Eric Park² (1. Rice University, 2. Vanderbilt University)

SS3.10: 3 It Feels Wrong: Unpacking Consumer Response to Facial Recognition Technology

» [Linda Zhu](#)¹, J. Christine Kim², Max Ostinelli³, Gen Li⁴, Andrea Bonezzi⁵ (1. INSEAD, 2. McIntire School of Commerce, University of Virginia, 3. Florida Atlantic University, 4. Fudan University, 5. New York University)

SS3.10: 3 Privacy Invasion and Match Value of Targeted Advertising

» [Yanyan Li](#)¹, Sha Yang² (1. University of Houston, 2. University of Southern California)

11:40

Oral : SS3.6

Automated Audio Analysis in Consumer Research: New Insights from Voice, Sound, and Multimodal Content

Venue - Salon 3 (3rd Floor)

Luca Cascio Rizzo (Panel Chair, Convenor) and Christian Hildebrand (Panel Chair, Convenor)

SS3.6: 1 Paper#2: Beyond Words: Vocal Paralanguage as a Marker of Consumer Certainty

» [Maximilian Gaerth](#)¹, Hauke Roggenkamp², Christian Hildebrand³, Zhenling Jiang⁴ (1. Emory University, 2. ETH Zurich, 3. University of St.Gallen, 4. University of Pennsylvania)

SS3.6: 2 Exploring Cross-Modal Emotional Similarity in Multimedia Content

» Annie Ding¹, Shane Wang², [Alexander Moore](#)³ (1. University of Massachusetts Amherst, 2. Virginia Tech, 3. University of Illinois Chicago)

SS3.6: 3 Designing Personality Through Audio

» Hortense Fong¹, Ankit Sisodia², [Jingyi Zhang](#)³ (1. Columbia Business School, 2. Purdue University, 3. University of Chicago Booth School of Business)

Continued from Friday, 25 September

SS3.6: 4 How Response Speed Shapes Consumer Evaluations

» [Luca Cascio Rizzo](#)¹, Ignazio Ziano², Grant Packard³, Derek Taylor³
(1. University of Southern California, 2. University of Geneva, 3. York University)

11:40

Oral : SS3.4

Solidarity, stigma, and self-protection among marginalized and vulnerable consumers

Venue - Salon 4/5 (3rd Floor)

Aaron Barnes (Panel Chair, Convenor) and Aparna Labroo (Panel Chair)

SS3.4: 1 “Beggars Can’t be Choosers”: Why Some People’s Consumer Preferences Matter More Than Others

» [Justin McManus](#)¹, Alexandria West¹, Sergio Carvalho¹, Gavan Fitzsimons² (1. Dalhousie University, 2. Duke University)

SS3.4: 2 The Persuasive Power of Diversity: How Including Marginalized-Group Members Increases Recommendation Reliability

» [Saetbyeol Kim](#)¹, Uzma Khan² (1. University of Kansas, 2. University of Miami)

SS3.4: 3 Dressing Up Against Discrimination: Poverty and Proactive Coping in Consumption Environments

» [Yan Vieites](#)¹, Bianca Sá¹, Bernardo Andretti², Eduardo Andrade³
(1. FGV EBAPE, 2. NEOMA Business School, 3. Imperial College London)

SS3.4: 4 Selective solidarity: How causal attributions shape who minorities support

» [Aaron Barnes](#)¹, Aparna Labroo² (1. University of Louisville, 2. Northwestern University)

11:40

Oral : SS3.5

Pathways to Financial Agency: Constraints, Involvement, and Consumer Interventions

Venue - Salon 6 (3rd Floor)

Valentina Ortiz Ubal (Panel Chair, Convenor)

SS3.5: 1 Financial constraints and price negotiability beliefs

» [Lindsey Hua](#)¹, Rodrigo Dias¹ (1. University of Colorado Boulder)

SS3.5: 2 Couples’ Financial Responsibility: Co-Manage and Thrive!

» [Michael Moorhouse](#)¹, Philippe Wodnicki², Miranda Goode², June Cotte² (1. Lazaridis School of Business & Economics, Wilfred Laurier University, 2. Ivey Business School, Western University)

SS3.5: 3 Making Financial Facts Fun: How Gamifying Financial Literacy Encourages Debt Repayment

» Mike Palazzolo¹, [Simon Blanchard](#)² (1. University of California, Davis, 2. Georgetown University)

11:40

Oral : CP3.2

CP3.2: Identity Practices in Consumption

Venue - Salon 7 (3rd Floor)

CP3.2: 1 Beyond Pretty, Pink, Plastic: Facially Different Barbie Dolls

» [Lena Cavusoglu](#)¹, [Russ Belk](#)², [Robert Kozinets](#)³ (1. Pacific University, 2. Schulich School of Business, 3. University of Southern California)

CP3.2: 2 Creolizing Motherhood: Ritual Piracy and Rebozo Consumption in France

» [Camille Anin](#)¹ (1. CERAG, Université Grenoble Alpes)

CP3.2: 3 From pride veshti to creative drapes: exploring the bricolage fashion practices among gay and transgender consumers

» [S Krishna](#)¹, Nithya Murugan² (1. PhD Student, Department of Management Studies, National Institute of Technology Calicut, 2. Assistant Professor, Department of Management Studies, National Institute of Technology Calicut)

Continued from Friday, 25 September

CP3.2: 4 Mixed signals in the marketplace: self-protective shopping behaviors and their limits

» [Gheremey Edwards](#)¹, David Wooten¹, Tracy Rank-Christman² (1. University of Michigan, 2. University of Wisconsin-Milwaukee)

11:40

Oral : SS3.3

Full Circle: Consumer judgments across the food lifecycle

Venue - Salon 8 (3rd Floor)

Dongchan Lee (Panel Chair, Convenor)

SS3.3: 1 Good for the soul, good for the body: The healthification of morality

» [Dongchan Lee](#)¹, Rima Toure-Tillery¹ (1. Northwestern University)

SS3.3: 2 Consumers perceive eating frequent smaller (vs. infrequent larger) portions as having less negative health impact

» [Katharina Lohmann](#)¹, Peggy Liu¹ (1. University of Pittsburgh)

SS3.3: 3 Decoding dinner: How wasting versus overeating food shapes social perceptions

» [Brianna Escoe](#)¹, [Daphne Ribbers](#)², Kelly Haws³ (1. Louisiana State University, 2. University of Groningen, 3. Vanderbilt University)

SS3.3: 4 Underestimating others' appreciation for repurposed waste products

» [Gabriela Padua](#)¹, Sydney Scott¹, Elanor Williams¹, Nell Putnam-Farr² (1. Washington University in St. Louis, 2. Rice University)

11:40

Oral : CP3.9

CP3.9: Market Efforts and Constraints

Venue - Salon 9 (3rd Floor)

CP3.9: 1 Inclusion in Grocery Retail: A Multi-Level Negotiation between Wanting, Being Able, and Having To

» [Melanie Böksen-Berneburg](#)¹, Gunnar Mau¹, Fabian Behrendt¹ (1. School of Business and Management, Magdeburg-Stendal University of Applied Sciences)

CP3.9: 2 Marketing Hope for Consumer Responsibilization

» [Lez Trujillo-Torres](#)¹, [Benét DeBerry-Spence](#)¹, [Furkan Adem Guven](#)¹ (1. University of Illinois Chicago)

CP3.9: 3 Space as a Resource: How Spatial Arrangements Constrain Women's Adoption of Menstrual Health Products

» [Vidya Mahambare](#)¹, [Arti Srivastava](#)¹, Rammyaa Muralidharan¹, David Levine², Sangeetha G³ (1. Great Lakes Institute of Management Chennai, 2. Haas School of Business at UC Berkeley, 3. Hygiene Heroes)

CP3.9: 4 Growing Time: Phenology and Temporal Coordination in Alpine Textile Value Chains

» [Verena Gruber](#)¹, Diego Rinallo¹, Marta Pizzetti¹, Miriam Leite Farias² (1. emlyon business school, 2. Burgundy School of Business)

11:40

Oral : SS3.7

Solo vs. Shared Consumption: When, Why, and How Consumers Share Experiences

Venue - Salon 10 (3rd Floor)

Ilayda Arslan (Panel Chair, Convenor)

SS3.7: 1 The (Unmet) Desire for Shared-Solo Combined Consumption Experiences

» [Theresa Kwon](#)¹, Peggy Liu² (1. The University of Hong Kong, 2. University of Pittsburgh)

SS3.7: 2 Growing Alone: How the Pursuit of Growth Encourages Solo Consumption

» [Ilayda Arslan](#)¹, Stephanie Chen¹, Jonathan Berman¹ (1. London Business School)

Continued from Friday, 25 September

SS3.7: 3 Let's Try Something New: People Prefer Sharing Novel Experiences with Others

» [Hyebin Kim](#)¹, Elanor Williams¹, Sydney Scott¹ (1. Washington University in St. Louis)

SS3.7: 4 Likes Promote Liking: Positive (vs. Negative) Valence Increases Interpersonal Liking in Joint Consumption

» [Qingyang Wang](#)¹, [Grant Donnelly](#)² (1. University of California Los Angeles, 2. The Ohio State University)

11:40

Oral : SS3.8

It's About Time: How Temporal Mindsets Shape Consumer Behavior

Venue - Salon 12 (3rd Floor)

Raina Zhang (Panel Chair, Convenor, Discussant)

SS3.8: 1 Time-as-Money Thinking

» [Jareef Martuza](#)¹, [Rodrigo Dias](#)², [Jordan Etkin](#)³, [Helge Thorbjørnsen](#)¹, [Micael Dahlen](#)⁴ (1. Norwegian School of Economics, 2. University of Colorado Boulder, 3. Duke University, 4. Stockholm School of Economics)

SS3.8: 2 Think Like an Investor: The Investor Purchase Decision Frame and Price-Quality Product Preferences

» [Jiarui Liu](#)¹, [Peggy Liu](#)¹ (1. University of Pittsburgh)

SS3.8: 3 Generational Differences in Sources of Time Poverty

» [Mercy Luo](#)¹, [Maria Trupia](#)², [Cassie Mogilner Holmes](#)¹ (1. Anderson School of Management, UCLA, 2. Stern School of Business, New York University)

SS3.8: 4 Mindsets That Matter: How Perceiving Time as Fungible Increases Time Donation

» [Raina Zhang](#)¹, [Taly Reich](#)¹ (1. New York University)

11:40

Workshop : WK3.12

WK3.12: Three Traps in Research on Consumer-Technology Interactions

Venue - Wilson Room (3rd Floor)

Three Traps in Research on Consumer-Technology Interactions

» [Anne-Kathrin Klesse](#)¹, [Emanuel de Bellis](#)², [Ana Valenzuela](#)³, [Bernd Schmitt](#)⁴ (1. Rotterdam School of Management, Erasmus University, 2. University of St.Gallen, 3. ESADE- Universitat Ramon Llull, Av. de Pedralbes, 60-62, 08034 Barcelona, Spain; Baruch College, 55 Lexington Ave, New York, NY 10010, USA., 4. Columbia University)

11:45

Workshop : WK3.13

WK3.13: Take a Hike with Gerald Zaltman: How Consumer Researchers Can Learn to Think Differently and Why They Should Dare

Venue - Honore Room (Off Lobby)

Take a hike with Gerald Zaltman: How consumer researchers can learn to think differently and why they should dare

» [Alan Malter](#)¹, [Aric Rindfleisch](#)², [Robin Coulter](#)³, [Christine Moorman](#)⁴ (1. University of Illinois Chicago, 2. University of Illinois Urbana-Champaign, 3. University of Connecticut, 4. Duke University)

13:00

Keynote : Pres

Lunch and Presidential Address

Venue - Grand and State Ballroom (4th Floor)

14:50

General

Meet the Editors 1

Venue - Empire Room (Off Lobby)

Continued from Friday, 25 September

14:50

Oral : CP4.13

CP4.13: Constructed Preferences: Context, Consideration, and Consumer Choice

Venue - Honore Room (Off Lobby)

CP4.13: 1 Meaningful Temporal Landmarks Induce Patience in Intertemporal Choice

» Shuxian Yan¹, Philip Fernbach¹ (1. University of Colorado Boulder)

CP4.13: 2 Counting Up, Looking Ahead: How Numeric Trend Direction Shifts Consumers' Temporal Preferences

» Wenjie Ji¹, Fengyan Cai¹, Dengfeng Yan² (1. Shanghai Jiao Tong University, 2. NYU Shanghai)

CP4.13: 3 Looseness-Tightness Orientation and Preference for Experiential Purchases

» Zhiyong Yang¹, Manhui Jin², Narayan Janakiraman³ (1. Miami University, 2. The University of Texas Rio Grande Valley, 3. University of Texas at Arlington)

CP4.13: 4 Buying Things, Devaluing Experiences: How Material Purchases Weaken Subsequent Experiential Preference

» Jennifer Hong¹, Youjung Jun² (1. Seattle University, 2. Yonsei University)

CP4.13: 5 Attribute Consideration in Unstructured Consumer Choice

» Sota Ichiba¹, Zhihao Zhang² (1. CyberAgent Inc., 2. University of Virginia)

14:50

Oral : CP4.1

CP4.1: How Generative AI Reshapes Consumer Experience

Venue - Crystal Room (3rd Floor)

CP4.1: 1 Product Innovation in the Age of AI: When Learning Becomes Painful for Consumers

» Martin Reimann¹, Jan Millemann², Christoph Krick³ (1. University of Arizona, 2. Hochschule Darmstadt, 3. Saarland University)

CP4.1: 2 Task-Based AI and Consumer Psychological Ownership

» Zhongchi Li¹, Geoff Tomaino¹ (1. University of Florida)

CP4.1: 3 Against the Norm: Why Consumers Resist AI Recommendations That Violate Decision Principles

» Yuanyuan (Gina) Cui¹, Patrick van Esch¹, Jacob C. Lee², Jungkeun Kim³, Gavin Northey⁴, Vicki Andonopoulos⁵ (1. Coastal Carolina University, 2. Dongguk University, 3. Texas A&M University, 4. Griffith University, 5. The University of Sydney)

CP4.1: 4 From Algorithms to Aisles: How AI Use Reshapes the Tech-Savvy Self and Fuels Subsequent Dupe Consumption

» Chun-Tuan Chang¹, Hsiao-Ching Lee², Wing Yu Ho³, Yen-Hsiang Huang² (1. National Sun Yat-sen University, 2. National Kaohsiung University of Science and Technology, 3. National Sun Yat-Sen University)

CP4.1: 5 Programmable Ideals: How AI-Generated Selves Transform Self-Evaluation and Self-Regulation

» Dave Centeno¹ (1. University of the Philippines)

14:50

Oral : CP4.11

CP4.11: How Advocacy and Ideology Shape Consumption

Venue - Salon 1 (3rd Floor)

CP4.11: 1 Sacred to Salvaged: Consumer Barriers to the Recycling of Religious Objects

» Neha Nair¹, Sanjay Sood¹ (1. Anderson School of Management, UCLA)

CP4.11: 2 Beyond Borders, Beyond Buying: Foreign Experiences Decrease Impulsive Purchasing

» Qian Xiong¹, Qingyi Li¹, Zhijun Li², Hong Zhu¹ (1. Nanjing University, 2. Nanjing University of Posts and Telecommunications)

Continued from Friday, 25 September

CP4.11: 3 Perform or Inform?: How platform type shapes word-of-mouth

» [Feyzan Karabulut](#)¹, Sarah Moore², Paul Messinger² (1. North Dakota State University, 2. University of Alberta)

CP4.11: 4 Brand Political Ideology: Measuring the Political Attributes of Brands

» [Shreyans Goenka](#)¹, Kimberly Whitler², Mario Pandelaere¹ (1. Virginia Tech, 2. University of Virginia)

CP4.11: 5 Political Ideology and Allocation Preferences in Interpersonal Contexts

» [Chang-Yuan Lee](#)¹, Daniel Goetz¹ (1. University of Toronto)

14:50

Oral : CP4.10

CP4.10: How Language Choices Shape Consumption Perceptions

Venue - Salon 2 (3rd Floor)

CP4.10: 1 Call Me by My Name: The Effects of Addressing Customers by Their Names and the Underlying Mechanisms

» [Sri Vishnu Srinivasa Raja](#)¹, Yimin Cheng¹, Tracey Danaher¹ (1. Monash University)

CP4.10: 2 When Text Speaks Louder Than Voice-to-Text: How Voice-to-Text Impacts Message Clarity and Social Perceptions

» [Grace Zhang](#)¹, Natalia Kononov¹, Shiri Melumad¹ (1. The Wharton School, University of Pennsylvania)

CP4.10: 3 How Brand Language Shapes Luxury Perceptions

» [Shanjing Wan](#)¹, [Lei Su](#)¹, Chuang Tang², [Suntong Qi](#)³ (1. City University of Hong Kong, 2. Peking University HSBC Business School, 3. Lingnan University)

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](#)¹, [Jiajia Liu](#)², Xianchi Dai³, Jaideep Sengupta⁴ (1. NEOMA Business School, 2. The University of Hong Kong, 3. The Chinese University of Hong Kong, 4. The Hong Kong University of Science and Technology)

CP4.10: 5 Can I Buy a Vowel?: Vowel Beginning Names Increase Perceived Warmth and Product Choice

» [Ruth Pogacar](#)¹, Ryan Rahinel², David M. Sidhu³, Hannah Walker¹, Jinhee Huh¹ (1. University of Calgary, 2. University of Oregon, 3. Carleton University)

14:50

Oral : CP4.6

CP4.6: AI Performance and Inferences

Venue - Salon 3 (3rd Floor)

CP4.6: 1 AI-trained service providers? NO! The mediating role of perceived tacit knowledge

» Xiaotian Liu¹, [David Goyeneche](#)², Hassan Rahnema Haratbar¹, Nicolas Pontes¹, Peter Popkowski³ (1. The University of Queensland, 2. The University of Western Australia, 3. The University of Queensland)

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](#)¹, Isabelle Engeler¹, Reto Hofstetter² (1. HEC Lausanne, University of Lausanne, 2. University of St.Gallen)

CP4.6: 3 Precision Penalty: How the Level of Precision Impacts Online Review Helpfulness

» [Jixiao Wang](#)¹, Lei Su¹, Zemin (Zachary) Zhong² (1. City University of Hong Kong, 2. University of Toronto)

CP4.6: 4 Large Language Models That Perfectly Evaluate Products Systematically Refuse to Recommend the Best One

» [Felipe Affonso](#)¹ (1. Oklahoma State University)

Continued from Friday, 25 September

CP4.6: 5 Recovering Consumer Ground Truth from Text: An Evolutionary Prompting Framework for LLM-Based Text Analysis

» [Jeff Lee](#)¹, Enric Junqué de Fortuny² (1. American University, 2. IESE Business School)

14:50 **Oral : CP4.4**

CP4.4: Who Belongs? Consumer Group Behavior

Venue - Salon 4/5 (3rd Floor)

CP4.4: 1 Discriminant Judgments of Luxury Consumers for Their Age

» [Ga-Eun \(Grace\) Oh](#)¹, Christine Kim² (1. Lingnan University, 2. McIntire School of Commerce, University of Virginia)

CP4.4: 2 I Thought You Would Like It: How Preferential Treatment Backfires among Consumers with Disabilities

» Yubo Wang¹, Dewi Tojib¹, [Junzhao Ma](#)¹, June Cotte² (1. Monash Business School, Monash University, 2. Ivey Business School, Western University)

CP4.4: 3 When Volunteering Goes Virtual: Expanding Consumer Access, Reducing Nonprofit Support

» [Carissa Colligan](#)¹, Jillian Hmurovic², John Costello³ (1. Drexel University, 2. Penn State University, 3. University of Notre Dame)

CP4.4: 4 Tracking Connections, Not Content: How Working Memory Shapes Content and Social Learning in Online Networks

» [Esther Kang](#)¹, Arun Lakshmanan² (1. University of Bristol Business School, 2. State University of New York at Buffalo)

CP4.4: 5 Social Relations and Institutional Trust in Collective Climate Action

» Zeinab Rezvani¹, Peter Samuelsson¹, Niklas Vallström¹, [Hajar Fatemi](#)², Svitlana Drin¹ (1. Örebro University School of Business, 2. University of Windsor)

14:50

Oral : CP4.5

CP4.5: Perceptions of Prices, Magnitudes, and Fairness

Venue - Salon 6 (3rd Floor)

CP4.5: 1 The Silent Digits: Right-Digit Neglect in Auditory Numerical Magnitude Perception

» [Ruixi Wang](#)¹, Qian Xu¹, Dengfeng Yan² (1. Fudan University, 2. NYU Shanghai)

CP4.5: 2 The Virtue of Loss: How Loss Communication Influences Perceptions of Price Fairness

» [Nirajana Mishra](#)¹, Arani Roy², Dinesh Bhardwaj³, Shivakiran Kumaraswamy³ (1. Northeastern University, 2. Assistant Professor of Marketing, ISB, 3. Indian School of Business)

CP4.5: 3 Bigger on the upswing: disparities in upward and downward estimation

» [Samuel Borislow](#)¹, Kristin Donnelly¹ (1. University of Chicago Booth School of Business)

CP4.5: 4 Size Matters: How Gendered Anthropomorphism Shapes Product Size Perceptions

» [Faa Taheran](#)¹, Veronica Thomas², Marina Puzakova³ (1. Pace University, 2. Old Dominion University, 3. Lehigh University)

CP4.5: 5 Tariffs in a Just World

» [Daniela Cristian](#)¹, Anirban Mukhopadhyay¹ (1. Bayes Business School)

14:50

Oral : CP4.2

CP4.2: Influences on Word-of-Mouth Generation and Reception

Venue - Salon 7 (3rd Floor)

CP4.2: 1 The Normative Amplification Effect: Cultural Tightness-Looseness and Consumer Responses to Emotional Intensity in Online Reviews

» [Minji Kang](#)¹, Carlos Torelli¹ (1. University of Illinois at Urbana-Champaign)

Continued from Friday, 25 September

CP4.2: 2 "It's a product I will always repurchase!" The role of temporal location in persuasiveness

» Ruiqi Dong¹, Yanliu Huang¹ (1. Drexel University)

CP4.2: 3 Why Some Online Reviews Are More Helpful Than Others: Evidence from a Text Analysis of Product Experiences

» Eva Wöllner¹, David Schindler², Tobias Maiberger³, Nicole Koschate-Fischer¹ (1. Friedrich-Alexander-Universität Erlangen-Nürnberg, 2. University of Passau, 3. Hochschule Darmstadt)

CP4.2: 4 Right time, right product: How consumption utility structure and review release time jointly shape consumer decision making

» Nancy Shen¹, Xiaoyan Deng¹, Rebecca Reczek¹ (1. The Ohio State University)

CP4.2: 5 Too Personal to Share: How Taste-Based Motives Discourage Product Recommendations

» Jieyi Chen¹, Jiaqi Yu² (1. University of Chicago Booth School of Business, 2. The University of Hong Kong)

14:50

Oral : CP4.3

CP4.3: Trash or Treasure? Product Reuse and Disposal Decisions

Venue - Salon 8 (3rd Floor)

CP4.3: 1 Ravishing Enough to Reuse: The Role of Aesthetics in Packaging Retention and Reuse

» Gabriel Gonzales¹, Freeman Wu², Kelly Haws³ (1. Montclair State University, 2. University of Oregon, 3. Vanderbilt University)

CP4.3: 2 Keep It or Toss It? Exploring The Power Of Upcyclable Luxury Packaging

» Karthigejan Kangatharan¹, Bruno Kocher¹ (1. University of Neuchâtel)

CP4.3: 3 From Non-Usable to Desirable: Consumers Prefer Upcycled Products Made from Non-Usable Items

» Gunes Biliciler¹, Hanife Armut² (1. Koç University, 2. Bilkent University)

CP4.3: 4 Disposal Paralysis: Cognitive Dissonance and Suboptimal Disposal Decisions

» Gabriel Gonzales¹, Matthew Meng², R. Bret Leary³ (1. Montclair State University, 2. Utah State University, 3. University of Nevada, Reno)

CP4.3: 5 I Deserve More: Psychological Entitlement Hinders Frugal Resource Consumption and How to Fight It

» Alexandra Polyakova¹, Camilla Barbarossa¹ (1. TBS Business School)

14:50

Oral : CP4.9

CP4.9: We're Different, We Change: Diversity in Consumption

Venue - Salon 9 (3rd Floor)

CP4.9: 1 Faith-based Marketing: Tapping into the Halal Market

» SIFAT MD IFTEKHAR BHUIYAN¹ (1. The University of Texas Rio Grande Valley)

CP4.9: 2 VALUED INSIDE, HIDDEN OUTSIDE: FIRMS MISFORECAST CONSUMER RESPONSES TO DISABILITY-EMPLOYMENT DISCLOSURE

» Yingqi Li¹, Chi Zhang², Ruihua Lu², Lu Li² (1. The Wharton School, University of Pennsylvania, 2. Tongji University)

CP4.9: 3 Community Building Between Consumers and Employees: Inclusive Workplaces as a Driver of Business Success

» Stephanie Voyer¹, Peter Voyer², Tristan Desaulniers¹ (1. York University, 2. Odette School of Business, University of Windsor)

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 Hosinipur¹, Julian K. Saint Clair¹ (1. Loyola Marymount University)

Continued from Friday, 25 September

CP4.9: 5 Consuming from Within the Divide: Linguistic Lifeworlds, Split Publics, and the Incommensurability of Vernacular Digital Consumption in India

» [Saurabh Shinde](#)¹, Krishanu Rakshit² (1. Bilkent University, 2. ICN ARTEM Business School)

14:50

Oral : CP4.7

CP4.7: Sociality and Solitude: How Relationships Shape Consumption Behavior

Venue - Salon 10 (3rd Floor)

CP4.7: 1 The Solitude = Growth Intuition: How lay beliefs about being alone shape self-improvement product preferences

» [Rui Huang](#)¹, Lei Su², Yuechen Wu³ (1. The Hong Kong Polytechnic University, 2. City University of Hong Kong, 3. Oklahoma State University)

CP4.7: 2 Loneliness is gendered

» [Ritomaitree Sarkar](#)¹, Priyali Rajagopal¹ (1. University of North Texas)

CP4.7: 3 How Mental Distance in Romantic Relationships Shapes Consumer Choice

» [Sneh Singhania](#)¹, [Neha Kaushik](#)², [Gopal Das](#)³ (1. Indian Institute of Technology Madras, 2. Research Associate, IIM Bangalore, India, 3. Associate Professor of Marketing, IIM Bangalore, India)

CP4.7: 4 A Framework of Romantic Relationship Breakups on Consumption Behavior

» [Karan Muns](#)¹, Blair Kidwell¹, Kylie Vo² (1. University of North Texas, 2. West Virginia University)

CP4.7: 5 Perceptions of Maximizers vs. Satisficers: When Does Maximizing Become Socially Valued?

» [Young Joo Jun](#)¹, Barry Schwartz¹, Nathan Cheek² (1. University of California, Berkeley, 2. University of Maryland)

14:50

Oral : CP4.8

CP4.8: Experience & Evaluation

Venue - Salon 12 (3rd Floor)

CP4.8: 1 Using Uneven Loyalty Reward Shares to Optimize Referrals

» [Alexander Fulmer](#)¹, Helen Chun¹ (1. Cornell University)

CP4.8: 2 When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time

» [Siyuan Yin](#)¹, Marissa Sharif² (1. Stony Brook University, 2. The Wharton School, University of Pennsylvania)

CP4.8: 3 Two Decades of Distress: A Meta-Analytic Review of Pain of Payment Research

» Antoine malezieux¹, [Farnoush Reshadi](#)², Cait Lamberton³ (1. Burgundy School of Business, CEREN, 2. worcester polytechnic institute, 3. The Wharton School at the University of Pennsylvania)

CP4.8: 4 Evaluating Others' Experiences: Observer Judgments of Experiential Breadth Versus Depth

» [Jared Wong](#)¹, Gal Zauberman¹ (1. Yale University)

CP4.8: 5 Experiences require appraisal to overcome expectations

» [Chengyao Sun](#)¹, Jing Wang², Nathan Novemsky³ (1. Northwestern University, 2. Soochow University, Taiwan, 3. Yale University)

14:50

Oral : CP4.12

CP4.12: The Customer Speaks (and is Spoken to)

Venue - Wilson Room (3rd Floor)

CP4.12: 1 SUGARCOATING IN CUSTOMER-TO-BRAND FEEDBACK: AN UNDERSTANDING AND SOLUTIONS

» [Chris Hydock](#)¹, Michelle Steward², Zoey Chen³ (1. Tulane University, 2. Wake Forest University, 3. University of Miami)

Continued from Friday, 25 September

CP4.12: 2 How employees' use of grammatical voice influences customer satisfaction.

» Elson Cristian Palacios Aguirre¹, Todd Pezzuti¹, Caleb Warren² (1. Universidad Adolfo Ibáñez, 2. University of Arizona)

CP4.12: 3 Are you putting emojis in the right place? Effects of emoji location on consumer responses to advertisements

» Ou Li¹, Yining Yu², Mengmeng Xu³ (1. Hangzhou Normal University, 2. Xi'an Jiaotong-Liverpool University, 3. Nanjing University of Science and Technology)

CP4.12: 4 When moral messaging backfires: Karmic beliefs and inflated peer evaluations

» Hyewon Oh¹, Ravi Mehta² (1. Stevens Institute of Technology, 2. University of Illinois at Urbana-Champaign)

CP4.12: 5 Too opaque to customize: the unintended effect of semantic opacity on customization behavior

» Jiecong Pang¹, Lili Wang², Yuwei Jiang³ (1. Zhejiang University and The Hong Kong Polytechnic University, 2. Zhejiang University, 3. The Hong Kong Polytechnic University)

15:50 **General**

Coffee Break

Venue - Grand and State Foyer

15:50 **General**

Coffee Break

Venue - Salon Rooms Foyer

16:10

Workshop : WK5.13

WK5.13: Rising to the Challenge: Behaviors, Barriers, and Breakthroughs in Food Insecurity and Well-Being

Venue - Honore Room (Off Lobby)

Rising to the Challenge: Behaviors, Barriers, and Breakthroughs in Food Insecurity and Well-Being

» Laura Rifkin¹, Aleksandra Kovacheva², Melissa Bublit³, Iana Castro⁴, Monica Hake⁵, Kelly L. Haws⁶, Peggy Liu⁷, Esther Uduehi⁸ (1. Brooklyn College, 2. University at Albany, SUNY, 3. University of Wisconsin-Madison, 4. San Diego State University, 5. Feeding America, 6. Vanderbilt University, 7. University of Pittsburgh, 8. University of Washington)

16:10

Oral : CP5.1

CP5.1: Recommended and Predicted by AI

Venue - Crystal Room (3rd Floor)

CP5.1: 1 The Hidden Cost of AI Summaries: AI-Generated Summaries Reduce Review Writing

» Zhe Zhang¹, Yuxin Fu², Matt Thomson³, June Cotte¹ (1. Ivey Business School, Western University, 2. University of Exeter, 3. University of Massachusetts Amherst)

CP5.1: 2 When Predictive AI Backfires: The Role of Intent Inference in Consumer Preference of Service Providers

» Xin Xin¹, Xin He¹ (1. University of Central Florida)

CP5.1: 3 When writing gets easier: Generative AI and the reallocation of helpfulness in online review markets

» Vahid Rahmani¹, Erika Kordrostami¹ (1. Rowan University)

CP5.1: 4 Who's writing? How lay beliefs shape source attribution in online reviews

» Su Hyun Lee¹, Aner Sela¹ (1. University of Florida)

16:10

Oral : CP5.11

CP5.11: It's all Political: Studying Politics & Policy

Venue - Salon 1 (3rd Floor)

Continued from Friday, 25 September

CP5.11: 1 In God we trust? Asymmetric effects of religious narratives in political marketing

» [Anjali Tapadiya](#)¹, Chuck Howard² (1. The Ohio State University, 2. University of Virginia)

CP5.11: 2 Preferences for No-Punishment Tolerance Zones in Policy Making

» [Meiying Wang](#)¹, Jonathan Berman¹, Özlem Tetik², Amanda Geiser³ (1. London Business School, 2. King's Business School, 3. Haas School of Business at UC Berkeley)

CP5.11: 3 The Defiance Premium: Consumer Responses to Party-Defiance Ads

» [Mohamed Hussein](#)¹, Courtney Lee², S. Christian Wheeler² (1. Columbia University, 2. Stanford University)

CP5.11: 4 When Explaining Backfires: How Justifications in Marketing Messages Signal Distrust and Reduce Consumer Engagement

» [Andrea Low](#)¹, Hengchen Dai¹, Craig Fox¹, Silvia Saccardo² (1. University of California, Los Angeles, 2. Carnegie Mellon University)

16:10

Oral : SS5.10

The Personalization Paradox: When Tailoring Experiences Helps and Hurts Consumers

Venue - Salon 2 (3rd Floor)

Maansi Dalmia (Panel Chair, Convenor) and Kristin Diehl (Convenor)

SS5.10: 1 Too Good to Feel Good: The Creepiness Cost of Personalization

» [Maansi Dalmia](#)¹, Kristin Diehl¹ (1. University of Southern California)

SS5.10: 2 Product Star Ratings Affect Evaluations of Proximal Recommended Products

» [Byung Cheol Lee](#)¹, Gita Johar², Maria Sicilia³, Salvador Ruiz de Maya³ (1. University of Houston, 2. Columbia University, 3. University of Murcia)

SS5.10: 3 AI chatbots versus human counseling in promoting well-being

» He Zou¹, Wenhui Zhao¹, [Phyliss Gai](#)¹, Yu Gao¹ (1. Guanghua School of Management, Peking University)

SS5.10: 4 I Blame Myself: When Failed Customization Benefits Firms

» Lidan Xu¹, [Jennifer D'Angelo](#)², Darren Dahl³, Franziska Krause⁴ (1. University of North Texas, 2. Texas Christian University, 3. University of British Columbia, 4. EBS University)

16:10

Oral : SS5.6

AI in Consumer Research: Opportunities and Limitations

Venue - Salon 3 (3rd Floor)

Akshina Banerjee (Panel Chair, Convenor)

SS5.6: 1 Can LLM-based digital twins capture consumer heterogeneity: Evidence using persona-based analogues

» Antonia Krefeld-Schwalb¹, Eric Johnson², [Caroline Weaver](#)² (1. Rotterdam School of Management, Erasmus University, 2. Columbia Business School)

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](#)¹, Akshina Banerjee², Oleg Urminsky³ (1. University of Wisconsin-Madison, 2. University of Michigan, 3. University of Chicago Booth School of Business)

SS5.6: 3 Testing a Century of Persuasion Theory at Scale

» [Feiyi Wang](#)¹, Dolores Albarracín¹, Sudeep Bhatia¹ (1. University of Pennsylvania)

SS5.6: 4 The Impact of AI Memory on Consumer Engagement

» Jens Paschmann¹, [Ada Aka](#)² (1. University of Münster, 2. Stanford University)

16:10

Oral : CP5.4

CP5.4: The Role of Others in Consumer Behavior

Venue - Salon 4/5 (3rd Floor)

Continued from Friday, 25 September

CP5.4: 1 Loneliness Increases Preference for Kidulting Consumption

» Qing Tang¹, Yunhui Huang¹, Zheng (Nico) Liao², Xiaoyan Deng³ (1. Hong Kong Baptist University, 2. Nanyang Technological University, 3. The Ohio State University)

CP5.4: 2 Me, myself, and others: Augmented reality can increase public self-consciousness and socially desirable choices

» Kim Uhlendorf-Leo¹, Sebastian Uhrich², Kristin Diehl³ (1. German Sport University / University of Cologne, 2. German Sport University, 3. University of Southern California)

CP5.4: 3 Out of Bounds: Other-Oriented Motives in Consumer Avoidance

» Tima Abboud¹, Grant Packard¹, Jodie Whelan¹ (1. York University)

CP5.4: 4 Overestimating Others' Interest in Valenced Content: A Cognitive Bias Driving Social Sharing

» Fengshu Xie¹, Bruce Doré¹, Laurette Dube¹ (1. McGill University)

16:10

Oral : CP5.2

CP5.2: Platform Problems and Possibilities

Venue - Salon 7 (3rd Floor)

CP5.2: 1 Becoming through the in-between: How digital platforms emerge as therapeutic spaces

» Shiekh Shahriar Ahmed¹, Mostofa Wahid Soyko² (1. University of Wyoming, 2. Louisiana State University)

CP5.2: 2 Platforms of risk: how social media produce, amplify, and normalize bodily risk

» Silvia Biraghi¹, Angela Antonia Beccanulli¹ (1. Università Cattolica del Sacro Cuore)

CP5.2: 3 Wired Together, Buying Together: Transnational Value Cross-Pollination, Digital Solidarity and Consumption Among Generation Z

» Vishnu Prasad V¹, Meta Dev Prasad Murthy², Swarn Rajan Tiwari³, Mahakram Patri⁴ (1. Jio Institute, Navi Mumbai, India, 2. Indian Institute of Management Sambalpur, 3. Indian Institute of Management Ranchi, 4. Indian Institute of Management Kozhikode)

16:10

Oral : CP5.3

CP5.3: Sustainability, Ethics, and Consumer Responsibility

Venue - Salon 8 (3rd Floor)

CP5.3: 1 Behind Bars, Beyond Stigma: Consumer Responses to Prisoner-made Products

» Cátia Alves¹, Lucas Franieck² (1. IE Business School, 2. Nova School of Business and Economics)

CP5.3: 2 (Green) Attention is All You Need: A Dynamic Salience Model of Sustainability Advertising—Theory and Evidence

» Zelin Zhou¹, Ziqi Zhong² (1. Columbia Business School, 2. London School of Economics and Political Sciences)

CP5.3: 3 From Diminishment to Elevation: Restoring Consumer Dignity Through Recognition and Agency in the Marketplace

» Meta Dev Prasad Murthy¹, Vishnu Prasad V², Wenkatesh Patri³, Josh Joseph³, Rishika Jain⁴ (1. Indian Institute of Management Sambalpur, 2. SP Jain Institute of Management and Research, 3. Indian Institute of Management Kozhikode, 4. School of Management, Mahindra University)

CP5.3: 4 Consumer Preferences for Carbon Reductions in Agriculture versus Packaging

» Rebecca Chae¹, Katherine Burson², Tim Doering³ (1. Santa Clara University, 2. University of Michigan, 3. Maastricht University)

16:10

Oral : CP5.9

CP5.9: The Moral Side of the Coin

Venue - Salon 9 (3rd Floor)

Continued from Friday, 25 September

CP5.9: 1 Contingent Prediction Reduces Selfish Behavior

» Christopher Hsee¹, Xilin Li¹, Ying Zeng² (1. Cheung Kong Graduate School of Business, 2. University of Colorado Boulder)

CP5.9: 2 How AI-generated moral advice types shape advice adoption: Unpacking the serial mediating roles of perceived AI responsibility sharing and moral stress

» Yueyan Wu¹, Chunyan Xie², Hui Lu³ (1. Department of Business Administration, School of Economics and Management, Fuzhou University, 2. Department of Marketing, Business School Faculty of Technology, Environmental and Social Sciences, Western Norway University of Applied Sciences, 3. Department of Marketing, Business School, Guilin University of Technology)

CP5.9: 3 People Think It's Unethical to Pay for Assistance to Achieve Performance Goals

» Jeremy Lee¹, Nicole L. Mead², Kathleen D. Vohs³ (1. York University, 2. Nova School of Business and Economics, 3. University of Minnesota)

CP5.9: 4 Transferring the Fruits of Good Karma: Evidence from Consumer Behavior

» Ran Li¹, Meng Zhang², Pankaj Aggarwal³ (1. Nanjing University, 2. The Chinese University of Hong Kong, 3. University of Toronto)

16:10

Oral : SS5.7

How Parallel Experiences Shape Connection, Support, and Behavior

Venue - Salon 10 (3rd Floor)

Brendan Pagan (Panel Chair, Convenor)

SS5.7: 1 Hello, neighbor: Interactions with weak ties in one's community can increase prosocial behavior

» Amit Kumar¹, Max Alberhasky² (1. University of Delaware, 2. California State University Long Beach)

SS5.7: 2 Why choosing premium experiences for quality time can backfire

» Emily Huang¹, Elanor Williams¹ (1. Washington University in St. Louis)

SS5.7: 3 The Means-Similarity Premium: Pursuing Goals is More Enjoyable When Goal Partners Share Similar Means Than Similar Goals

» Eunha Choi¹, Cindy Chan¹, Ying Zeng² (1. University of Toronto, 2. University of Colorado Boulder)

SS5.7: 4 You Say You've Been There, But Have You? Sharing Back About Difficult Experiences

» Brendan Pagan¹, Sydney Scott¹, Elanor Williams¹ (1. Washington University in St. Louis)

16:10

Oral : CP5.8

CP5.8: How Consumers Think and Feel about Money

Venue - Salon 12 (3rd Floor)

CP5.8: 1 Buying Joy in the Moment with My Income (but Not Savings): How Spending Sources Shape Hedonic and Utilitarian Purchases

» Silin Qian¹, Xianchi Dai¹, Yu (Anna) Lin² (1. The Chinese University of Hong Kong, 2. NEOMA Business School)

CP5.8: 2 Depletion aversion: People avoid spending accounts down to zero

» Scott S. Roeder¹, Fausto Gonzalez², Dongju Lee², Robyn LeBoeuf² (1. University of South Carolina, 2. Washington University in St. Louis)

CP5.8: 3 Inflation Blind Spot: Consumers Overlook the Impact of Inflation on Businesses

» Sang Kyu Park¹, Sujin Park², Mingzhang Yin², Yang Yang² (1. HKUST, 2. University of Florida)

CP5.8: 4 The Psychological Costs of Rising Prices

» Jacqueline Pan¹, Rodrigo Dias², Gavan Fitzsimons¹ (1. Duke University, 2. University of Colorado Boulder)

Continued from Friday, 25 September

16:10 **Workshop : WK5.12**
WK5.12: Why Can't We Be Friends? A Mixed-Methods Mixer
Venue - Wilson Room (3rd Floor)

Why Can't We Be Friends? A Mixed-Methods Mixer

» [Laura K. Hoeger](#)¹, [Meyrav Shoham](#)², Johannes Boegershausen³, Tonya Williams Bradford⁴, Lena Cavusoglu⁵, Nofar Duani⁶, Kelly Haws⁷, Tina M. Lowrey⁸, Matthew Rocklage⁹, Rebecca Wang¹⁰, Sarah C. Whitley¹¹, Freeman Wu¹² (1. HEC Paris, 2. Tel Aviv University, 3. Rotterdam School of Management, Erasmus University, 4. University of California, Irvine, 5. Pacific University, 6. University of Southern California, 7. Vanderbilt University, 8. HEC Paris & University of Bristol, 9. Northeastern University, 10. Lehigh University, 11. University of Georgia, 12. University of Oregon)

16:15 **Oral : CP5.5**
CP5.5: It's All About the Money: Financial Aspects of Consumer Behavior
Venue - Salon 6 (3rd Floor)

CP5.5: 1 How Temporal Granularity Shapes Trend Predictions and Investment Decisions

» [Eileen Zhang](#)¹, Yu Ding¹ (1. Stanford University)

CP5.5: 2 Tariffs and Consumer Behavior

» [Will Wu](#)¹, Rodrigo Dias¹ (1. University of Colorado Boulder)

CP5.5: 3 Do More, Worry Less: The Impact of Multitasking on Risk-Taking

» [Youngdai Won](#)¹, Chen Wang² (1. Fairfield University, 2. Drexel University)

CP5.5: 4 When Money is Tight, Go with Machines

» [Nattawat Theeralerttham](#)¹, Monica Wadhwa¹ (1. Temple University)

17:30 **General**
Celebration of Debbie John
Venue - Buckingham Room (5th Floor)

17:45 **General**
Yoga with Cristel
Venue - Cresthill Room (3rd Floor)

18:15 **Poster**
Working Paper Reception
Venue - Exhibit Hall (4th Floor)

Artificial Religiosity: A Systematic Literature Review on AI and the Mediation of Religious Experience

» [Leticia De Alencar](#)¹, [Pedro Cavalcanti Gonçalves Ferreira](#)², Douglas Henrique Albuquerque da Costa², Salomão Alencar de Farias² (1. Universidade Federal de Pernambuco, 2. Federal University of Pernambuco- UFPE)

The protective premium: The effect of mating cues on the valuation of endowed products

» Rui Chen¹, [Yanning Zhang](#)² (1. School of Management, Xiamen University, 2. Xiamen University)

How Stewardship Markets Organize Species Survival

» [Annetta Grant](#)¹ (1. Bucknell University)

Fix the Problem, Not the Mood: The Impact of Recipients' Financial Constraints on Givers' Preferences for Utilitarian (vs. Hedonic) Gifts

» [Tianhui Fu](#)¹, Wenjie Chen², Jing Jiang², Siting Zhao² (1. Beijing Foreign Studies University, 2. Renmin University of China)

Continued from Friday, 25 September

A Case Study of the Swifties: How Brand Community Practices Can Influence Social Change

» Christine Hu¹, Hope Schau² (1. University of California Irvine, 2. University of California, Irvine)

Delegating the Decision, Keeping the Blame: How AI Delegation Amplifies Consumer Self-Blame

» Jingyi Zhang¹, Huachao Gao¹, Shrihari Sridhar¹ (1. Texas A&M University)

Power Distance Belief and Preference for Non-Human Mental Health Services

» Joseph Lee¹, Kaia (Gayoung) Choi², Hyun Euh² (1. Columbia University, 2. University of Illinois Urbana-Champaign)

Less is More? The Impact of Anthropomorphism on the Effectiveness of Robot Recommendations: A Consumer Domain Knowledge Perspective

» Ruihua Lu¹, Zhiyong Yang², Li Wang¹ (1. Tongji University, 2. Miami University)

When should firms use \$ versus USD? the effect of currency format on consumer evaluations

» Giahn Moon¹, Jerry Han¹ (1. Sungkyunkwan University)

When Taking a Stand Becomes Fuel for Majority Discrimination: How Brand Activism Deepens Social Division

» Yuhosua Ryoo¹, Matthew Lunde², Marat Bakpayev², Pradeep Jacob² (1. Miami University, 2. University of Minnesota Duluth)

Asymmetric Responses to Anthropometric Product Unavailability at the Tails

» Tounarouze ElYazidi¹, Monika Lisjak¹, Adriana Samper¹, Andrea Morales¹ (1. Arizona State University)

When Endpoint Is Unclear: Uncertainty in Non-Monetary Resource Allocation

» Claire Tsai Jan¹, Min Zhao², Yuyao Wang¹ (1. University of Toronto, 2. Boston College)

Breaking the cycle: a dynamic process model of compulsive buying plus mindfulness interventions

» Raushan Ospanaliyeva¹, Timothy Heath¹ (1. School of Marketing and Innovation, Muma College of Business, University of South Florida, Tampa, FL, USA)

Surprise both magnifies emotions and attenuates trait attributions: AI-assisted text sentiment analysis of consumer judgments about Olympic athletes' outcomes

» Geoff Durso¹, Sudesh Reddy Alugonda¹ (1. DePaul University)

Narratives that nudge: Empathy, responsibility, and prosocial action under delay

» Yaohui Li¹, Yang Gao², Yuze Bao¹ (1. Huazhong Agricultural University, 2. Northwestern University)

Consumer Preference for Higher Vocal Pitch in Warmth-Relevant Product Communications

» Jerry Han¹, Michael Lowe², Sarah Motallebi² (1. Sungkyunkwan University, 2. Georgia Tech)

Walking the line: when cultural borrowing backfires on brand attitudes

» Ada Campbell¹, Sevincgul Ulu² (1. Southern Illinois University, 2. Southern Illinois University Carbondale)

COMPLEMENTARY DELIGHT: THE IMPACT OF UNCERTAINTY GIFT STRATEGY ON CUSTOMER ENGAGEMENT BEHAVIOR

» Yuan Zhang¹, Song Yik Pek¹ (1. Huaqiao University)

Liquid Death, Moral Debt: Irony Naming and the Effect on Healthiness Perception

» Smaraki Mohanty¹, Shirley Chen², Manaswini Acharya³ (1. Elon university, 2. Lazaridis School of Business & Economics, Wilfred Laurier University, 3. Texas Tech University)

The Benevolent Deception: When Deepfakes Make Prosocial Campaign More Persuasive

» Jeewon Kim¹, Yuhosua Ryoo², Wooljin Kim³ (1. The University of Texas at Austin, 2. Miami University, 3. University of Colorado Boulder)

Continued from Friday, 25 September

Moral credits in the marketplace: how ideology shapes forgiveness of brand transgressions

» [Divya Tewari](#)¹, Yuri Seo², Eugene Chan³ (1. Kent State University, 2. The University of Auckland, 3. Tyndale University)

The Information-Correlation Effect: How Prior Information Shapes Subsequent Search

» [Yifei Pei](#)¹, Yu Ding¹ (1. Stanford University)

The impact of value proposition framing on rating strategy of consumers: evidence from regulatory focus theory

» [Ye Bai](#)¹ (1. University of Utah)

"I" vs. "We" Need Help: The Impact of Pronouns on Sharing Crowdfunding Appeals

» [Yao Yao](#)¹, Gabriela Tonietto¹ (1. Rutgers University)

Resource scarcity and perceived time: evidence from experimental and population-level data

» [Kimia Latifi](#)¹, Lauren Block¹, [Lama Lteif](#)² (1. Baruch College, 2. University of New Mexico)

Influencer Marketing and Preschool Children: The Roles of Parasocial Relationships and Persuasion Knowledge

» [Eunji Cho](#)¹, Dooyeon Park² (1. Wheaton College, 2. RMIT University, Melbourne, Australia)

How Creators' Perceived Variants of Uncertainty Shape What and How They Create

» [Swaroop Poudel](#)¹, Gulden Ulkumen¹ (1. University of Southern California)

Grande Please: Effect of Size Labels on Quality Judgement

» Shirley Chen¹, [Smaraki Mohanty](#)² (1. Lazaridis School of Business & Economics, Wilfred Laurier University, 2. Elon university)

Consumer Barriers to Life-Saving Technologies: Naloxone Access Laws and Overdose Mortality

» [Benjamin Lewis](#)¹, Jimin Nam¹ (1. MIT Sloan)

When Anthropomorphic AI Violates Expectations: Effects on Social Rapport and Continued Usage

» Hamid Shaker¹, Babak Taheri², Iman Ahmadi³, [Faezeh Cheraghi](#)² (1. Nottingham Trent University, 2. Texas A&M University, 3. University of Warwick)

Whose Work is it Anyway? Credit Attribution in Human-Gen AI Co-Creation

» [Anya Berlova](#)¹, Nirajana Mishra², Gal Zauberman¹ (1. Yale University, 2. Northeastern University)

Using Human-AI Dialogues for Moral Persuasion

» [Joshua White](#)¹, [Carter Allen](#)², Lucius Caviola³, David Rand⁴ (1. Sloan School of Management, MIT, 2. University of California, Berkeley, 3. University of Cambridge, 4. Cornell University)

A Little Sparkle Goes a Long Way: How Sparkling Labels Shape Brand Excitement

» [Tu Tu](#)¹ (1. University of Wisconsin-La Crosse)

Beyond the First Sustainable Choice: Moral Licensing and the Dynamics of Sustainable Consumption

» Vishnu Prasad V¹, [Meta Dev Prasad Murthy](#)², [Wenkatesh Patri](#)³, Swarn Rajan Tiwari⁴, [Rishika Jain](#)⁵ (1. SP Jain Institute of Management and Research, 2. Indian Institute of Management Sambalpur, 3. Indian Institute of Management Kozhikode, 4. Indian Institute of Management Ranchi, 5. School of Management, Mahindra University)

Authentic or Strategic? The Marketplace Consequences of Immigrant Cultural Authenticity

» [Meta Dev Prasad Murthy](#)¹, Vishnu Prasad V², [Wenkatesh Patri](#)³, [Joshy Joseph](#)³, Swarn Rajan Tiwari⁴ (1. Indian Institute of Management Sambalpur, 2. SP Jain Institute of Management and Research, 3. Indian Institute of Management Kozhikode, 4. Indian Institute of Management Ranchi)

Continued from Friday, 25 September

Seeing the AI-Generated Forest for the Trees: When Neural Signals Detect What Consumers Overlook

» [Robert Torrence](#)¹, Kailey Dougherty¹, Sophia Horowicz¹, Samuel Barnett¹ (1. ThinkAlike Laboratories, LLC)

The Psychological Resilience Point: How Round-Number Thresholds Interrupt Price Momentum Perception

» [Saeed Pakfard](#)¹, Adam Craig¹ (1. University of Kentucky)

Beyond restrictions: Development and validation of the Food Well-Being Scale

» [Ana Tereza Delapedra](#)¹, Tania Veludo-de-Oliveira², Kelly Haws³ (1. FGV EAESP, 2. Fundação Getulio Vargas, 3. Vanderbilt University)

The Impact of Resource Scarcity on Preference for Color Saturation

» [Yoonho Jin](#)¹, Yoonji Shim¹ (1. The Chinese University of Hong Kong, Shenzhen)

Perceived financial constraints reduce preferences for time-saving options

» [Indranil Goswami](#)¹, Xinghui Chen², Satheesh Seenivasan³ (1. State University of New York at Buffalo, 2. University of Wisconsin - Platteville, 3. Monash University)

"Right Here, Right Now": How Time and Place Adverbs Influence Shared Control in Consumer-AI Chatbot Interactions

» [Jano Jimenez-Barreto](#)¹, Farhad Nikhashemi², Grzegorz Kapuscinski², Jeremy Zwiagelaar² (1. University of La Laguna, 2. Oxford Brookes University)

It's still rock and roll to me: how music type shapes masculine and feminine themed product preferences

» [Shahriar Uddin](#)¹, Blair Kidwell¹, Erick Mas² (1. University of North Texas, 2. Kelley School of Business, Indiana University)

Strict Norms, Sticky Purchases: Cultural Tightness and Product Return Propensity

» [Sang A Lee](#)¹, Ashok Lalwani¹ (1. Kelley School of Business, Indiana University)

Behavioral Interventions for Reducing Energy Consumption Among Low- and Middle-Income Consumers: Experimental Evidence from 11 Latin American Countries

» [Jorge Jacob](#)¹, Rodrigo de Oliveira Leite² (1. IESEG SCHOOL OF MANAGEMENT, 2. Federal University of Rio de Janeiro)

When Sadness Stays Private: Cultural Differences in Sharing Sad Brand Content on Social Media

» Eunbin O¹, [Yuanyuan \(Gina\) Cui](#)², Maximilian Bruder³, Frank Mathmann⁴ (1. The University of Sydney, 2. Coastal Carolina University, 3. University of Augsburg, 4. Queensland University of Technology)

Preference for Ascending Order in Positive and Negative Experiences

» [Tianjiao Yu](#)¹, Paul Rozin² (1. NEOMA Business School, 2. University of Pennsylvania)

When What's "Ours" Isn't Equal: Differential Ownership Between Partners

» Tong Su¹, [Sijin Chen](#)¹, Ayelet Fisbach¹ (1. University of Chicago Booth School of Business)

Symbolic Shocks: When Large Brands Come to Small Towns

» [Mark Dyer](#)¹, Gregory Carpenter¹ (1. Northwestern University)

Too unique to belong? The social downsides of product customization in brand communities

» [Christy Tu](#)¹ (1. University of Lethbridge)

The downtrend effect: when negative trends increase donations.

» [Stephan Fally](#)¹, Lukas Maier², Pascal Güntürkün¹, Valentyna Melnyk³ (1. WU Vienna University of Economics and Business, 2. Vienna University of Economics and Business (WU), 3. University of New South Wales)

Continued from Friday, 25 September

Parental Proxy Choice for Healthy and Sustainable Foods: Why Price and Product Identity Dominate in Parental Decisions

» Ekaterina Salnikova¹, Alice Grønhøj² (1. NEOMA Business School, 2. Aarhus university)

A Psychological Safe Zone: Biased Memory Supports a Preference for Giving over Receiving in Everyday Monetary Exchanges

» Coby Morvinski¹, Yaniv Shani², Arbel Jacobson² (1. Ben-Gurion University, 2. Tel Aviv University)

When Bundles Fall Apart: Customization Reduces Failure Spillover Across Bundle Components

» Hatef Noorzad Dolatabadi¹, David Dolifka¹ (1. University of Utah)

MY digital self – how Digital Twin Bots foster psychological ownership and contribute to the development of a parasocial preference

» Lara Fröbel¹, Pascal Janser² (1. Chair of Marketing, Faculty of Business Administration and Economics, Heinrich Heine University Düsseldorf, 2. Chair of Entrepreneurship and Finance, Faculty of Business Administration and Economics, Heinrich Heine University Düsseldorf)

Defensive Self-Affirmation Through Self-Directed Consumption: How Lonely Consumers Restore Self-Confidence

» Eunyoung Jang¹, Pramit Banerjee², Ajay Sukhdial³ (1. Grand Valley State University, 2. Missouri Western State University, 3. Oklahoma State University)

When convenience backfires: Biometric payment methods reduce tipping and retailer evaluations

» Arian Trieb¹, Wendy De La Rosa¹ (1. The Wharton School, University of Pennsylvania)

When Experience Breeds Leniency: Multicultural Consumers and Brand Moral Transgressions

» Nilay Selin Unal¹, Shih-Chun Daniel Chin², Maria Rodas³ (1. University of Illinois at Urbana-Champaign, 2. National Taiwan University, 3. University of Illinois Urbana-Champaign)

Wohnen/dwelling: a practice of meta-consumption and a responsibility of managing zeug

» Björn Bohnenkamp¹, Ioannis Theocharis¹ (1. Karlshochschule International University)

DO-IT-YOURSELF HEALTH CARE: HOW CONSUMERS NAVIGATE THE WAIT FOR PROFESSIONAL HEALTH CARE

» Gaelle Pantin-Sohier¹, Romain Sohier², Dina Rasolofoarison³, Cristel A. Russell⁴ (1. University of Angers, 2. EM Normandie, 3. Université Paris-Dauphine-PSL, 4. Graziadio Business School)

The dark side of AI agents – how perceived manipulation by Dark Agents inhibits the development of parasocial preferences

» Lara Fröbel¹ (1. Chair of Marketing, Faculty of Business Administration and Economics, Heinrich Heine University Düsseldorf)

When influencers try to connect: Connectedness efforts, authenticity, and consumer engagement

» Shir Harpaz¹, Liat Hadar¹ (1. Tel Aviv University)

Is Cash Still the Most Painful Payment Method?: Exploring a Generational Shift

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Spatially Embedded Economies: Maintenance at the Margins of Market Culture

» Orcun Turan¹, Erik Steiner¹ (1. Schulich School of Business)

Coping with Situationships: Attachment, Emotion Regulation, and Consumption under Relational Ambiguity

» ANAGHA R B¹ (1. Indian Institute of Management Kozhikode)

Continued from Friday, 25 September

A Typology of Single Mother Consumers: Networked Identities and Consumption Practices

» [Gul Sener](#)¹, Helen Thompson-Whiteside², İhsan Özçitak³, Bilge Biçer³, Eda Öztürk¹ (1. Bahçeşehir University, 2. University of Portsmouth, 3. Deeper)

Do Moving Brands Move Consumers? A Registered Replication Report

» Jan Landwehr¹, [Lennart Kehl](#)¹ (1. Goethe University Frankfurt)

New brands with recent origins: unpacking the power of establishment dates in emerging brands

» [Eda Ozturk](#)¹, Noah VanBergen¹, Nate Martin¹ (1. University of Cincinnati)

The Magic of Paying an Extra Dollar: How Minimal Price Increases in Promotions Enhance Purchase Intentions

» [Wei Li](#)¹ (1. Faculty of Business for Science and Technology, School of Management, University of Science and Technology of China.)

How political ideology shapes future oriented decisions through future self-connectivity

» [Iman Paul](#)¹, [Smaraki Mohanty](#)², Anshu Suri³, Jeff Parker⁴ (1. Rutgers University, 2. elon university, 3. University College Dublin, 4. University of Illinois Chicago)

Worth the Price: How Tight Cultural Norms Elevate Quality Standards and Dampen Price Sensitivity

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The Power of Haptic Imagery: Imagined Touch as a Sensory Pathway to Wildlife Conservation

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When AI Becomes Me: How Psychological Intimacy with Generative AI Leads to Dishonesty in Self-Presentational Tasks

» [Yang Huang](#)¹, Gita Johar¹, Jack Chen¹ (1. Columbia Business School)

"I won't review that!" How social image concerns deter consumers from reviewing stigmatic products

» [Ao Zhang](#)¹, Grant Donnelly¹ (1. The Ohio State University)

Building a sustainable foundation: replicating sustainability research in marketing

» [Julia Nicole Castillo](#)¹, Varun Sharma¹ (1. Carnegie Mellon University in Qatar)

Tangled Realities: Embodied Post-Authenticity and the Politics of Hair in Tunisia

» [Hela Zouaoui](#)¹, Inès Mestaoui², nacima ourahmoune³ (1. Mediterranean School of Business, 2. Esprit School of business, 3. kedge business school)

Who is the "ethnic consumer," and who decides? A Systematic Literature Review of Acculturation in Marketing and Consumer Behavior and Future Research Agenda

» [Wenkatesh Patri](#)¹, Breeze Mary Jacob², Joshy Joseph¹ (1. Indian Institute of Management Kozhikode, 2. Cochin University of Science and Technology)

People Are Less Confident About Whether an Experience Will Bring Meaning Than Happiness

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Delineating price expectation and preference in consumer willingness to pay

» [Arnaud Monnier](#)¹, Manoj Thomas² (1. Nova School of Business and Economics,, 2. Cornell University)

Facial Gender and Gender Disclosure Alter Consumer Hiring and Trust Judgments

» [Shifan Gu](#)¹, [Broderick Turner](#)¹ (1. Virginia Tech)

Continued from Friday, 25 September

The Loss Hypothesis: Consumers' Asymmetric Responses to Sports Betting Advice

» Benjamin Kania¹, Bryan Buechner², Donald Gaffney³ (1. Xavier University, 2. Xavier University,, 3. Vanderbilt University)

Designed for Them, Meaningful to Me: How Inclusive Design Enhances Consumers' Self-Relevance

» Jiwon Yi¹, Nara Youn¹ (1. Hongik University)

Asked to keep, driven to discard: understanding paradoxical wasting behaviors

» Hsin-Hsuan Meg Lee¹, Charlotte Gaston-Breton¹, Olesia Nikulina¹ (1. ESCP Business School)

How Do Religiosity Cues Influence Assumptions About Technology Preferences? Unpacking the Religious-Tech Aversion Stereotype

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Inhabiting the Extended Self: Immunological Boundary Work of Live-In Landlords and Lodgers

» Roma Cusumano¹, Kelly Wang¹ (1. University of Birmingham)

The Visual Transparency Paradox: Naked Fresh Produce vs. Traceability Packaging in Building Trust and Satisfaction

» Pei-Chi Chen¹, Yun-Chen Lee¹, Shan-Huei Wang², Ching-Hsuan Tsai³ (1. National Dong Hwa University, 2. Tunghai University, 3. National Sun Yat-sen University)

When Blue Backfires: Color and Gender as Drivers of Inspiration in Computing Advertising

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Till Trust Do Us Part: The Spillover Effects of Product Sneaking

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Should Firms Admit They Benefit? How Political Ideology Shapes Consumer Responses to Mutual Benefit Appeals in Coproduction

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The backfiring effect of online choice architecture: unintended consequences of healthy zones in the field

» Jiecong Pang¹, Lili Wang², Yu Ma³, Zhuo Sun⁴, Jiajie Zang⁴ (1. Zhejiang University and The Hong Kong Polytechnic University, 2. Zhejiang University, 3. McGill University, 4. Shanghai Municipal Center for Disease Control and Prevention)

Simple Looks, Lighter Taste: Packaging Design and Indulgent Food Consumption

» Siyun Chen¹, Zhihao (Max) Yu² (1. Sun Yat-sen University, 2. University of Nebraska at Omaha)

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» Sherrie Xue¹, Siying Li², Stephanie Lin³ (1. SKEMA Business School, 2. Independent Researcher, 3. INSEAD)

Overconfident Pitches and Vulnerable Backers in Crowdfunding: A Consumer Protection Perspective

» Elena Fumagalli¹, Giovanni Visentin¹, Fabiana Penas², Andres Riofrio Lara³ (1. INCAE business school, 2. Universidad Torcuato di Tella, 3. Ivey Business School, Western University)

The Transformational Pathways of Awe: An Integrative Framework for Consumer Research

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Too Anxious to Choose? The Positive Effect of Anxiety on Preference for Minimalism

» Fue Zeng¹, Zizheng Guo¹ (1. Economics and Management School, Wuhan University)

Continued from Friday, 25 September

Intersectional Erasure: When Multiple Identity Cues Reduce the Persuasiveness of Prosocial Appeals

» [Tejvir Singh Sekhon](#)¹, Edwin Love¹ (1. Western Washington University)

Understanding Dupe Culture: When and Why Imitations Impact Word-of-Mouth

» [Kyung Hwa Kim](#)¹, Dafna Goor¹ (1. London Business School)

How Algorithmic Recommendations Shape Consumer Choice at Different Decision Stages

» Xiu Wu¹, [Sharlene He](#)², Mehdi Mourali³, Ruth Pogacar³ (1. Université Laval, 2. University of Waterloo, 3. University of Calgary)

Curiosity and truth: When information feels truer

» [Verena Huettl-Maack](#)¹ (1. University of Hohenheim)

Moral foundations of brand cancellation

» [Thomas Poehlman](#)¹, Sayan Gupta¹, Angeline Close Scheinbaum¹, Sairah Abraham¹, Cara Levin¹ (1. Clemson University)

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» [Hong Wang](#)¹, Miao Hu², Qimei Chen², Christopher Cannon² (1. University of Arkansas at Little Rock, 2. University of Hawaii)

Choosing for Others: Underestimating Others' Appreciation for Vegetarian (but Not Meat-Based) Restaurants

» [Carolina O.C. Werle](#)¹, Rajarshi Majumder¹ (1. Grenoble Ecole de Management)

Product Returns and Customer Lifetime Value in Subscription Retailing

» Ohad Volnovitch¹, [Peter Pal Zubcsek](#)¹, Thomas Reutterer² (1. Tel Aviv University, 2. WU Vienna University of Economics and Business)

Consumption-related negative externalities

» [Linnéa Chapman](#)¹, Kathleen D. Vohs² (1. Florida International University, 2. University of Minnesota)

Feeling Good or Growing Well? Endorser Type, Wellbeing Appeals, and Regulatory Focus in Advertising

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The impact of meaningless busyness on consumer preference for sensory density

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Who is truly farsighted? How time representations influence long-term patience

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Measuring Perceived Economic Inequality: An Empirical Framework

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More than a matching rule: How order assignment mode shapes consumers' moral judgments of gig platforms

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When Message Meets Medium: How Digital Platform Norms Shape the Effectiveness of Material References in Donation Appeals

» [Han Gong](#)¹, [Wenjing You](#)¹ (1. Shanghai University of Finance and Economics)

Alone, but Not the Same: Loneliness vs Self-Determined Solitude in Immersive Feature Allocation

» [Menglen Lin](#)¹, Tzu-Ting Wei¹, He Xuan Liu¹, Chia-Jung Chang¹ (1. Department of Business Administration, National Taiwan Normal University)

The Effect of Social Media Sharing Cues on Product Attribute Processing

» Fei Jin¹, [Junyun Liao](#)² (1. Sichuan University, 2. Jinan University)

Continued from Friday, 25 September

Safety cue or threat cue? Consumer responses to racebending

» Matilde Rapezzi¹, Aylin Aydinli¹, Selin Goksel¹, Övül Sezer² (1. Vrije Universiteit Amsterdam, 2. Cornell University)

It's Time to Eat: Unlocking Consumers' Willingness to Buy Near-Expired Food

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Bittersweet Experience: How Political Orientation Drives Engagement with Adventure Services

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When accuracy loses its price: AI and the declining willingness to pay for verified information

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Digital Sobriety: Social Media Influences on Non-Alcoholic Beverage Culture and Meaning

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AI or Human Influencers: Interaction of Benefit Appeals On Consumer Responses to Green Product Endorsements

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The Digital Moralisation of Responsible Consumption: Moral Emotions and Negotiations in Response to De-Influencing on Social Media

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Advertising Inclusive Design Innovations: How User-led vs Designer-led Design Narratives Shape Brand Perception

» Seungmin Nam¹, Byung Cheol Lee¹, Vanessa Patrick¹ (1. University of Houston)

Consumer practices behind "smart" technologies

» Anna-Riikka Valo¹, Tomas Falk¹, Jan Klein², Kushagra Bhatnagar¹ (1. Aalto University School of Business, 2. IESEG SCHOOL OF MANAGEMENT)

The impact of loneliness on compulsive buying and consumer well-being: based on network analysis and functional magnetic resonance imaging

» Miaowen Hu¹, Zhoukang Wu², Wei Lyu³, Hui Zheng⁴ (1. Antai College of Economics & Management, Shanghai Jiao Tong University, 2. Department of Psychology, School of humanities and social sciences, University of Science and Technology of China, Hefei, China, 3. Shanghai Jiao Tong University, 4. Neuroimaging Research Branch, National Institute on Drug Abuse, National Institutes of Health, Baltimore, MD 21224, USA.)

Two Distinct Pathways Linking SES to Elevated Risk Perception and Aggressive Medical Treatment Preference

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Capitalize on Misfortune? When, How, and Why Crisis-Related Brand Newsjacking Backfires

» Wenjie Chen¹, Yuanyuan Su¹, Shengru Ren¹, Jun Pang² (1. Renmin University of China, 2. Sun Yat-sen University)

Continued from Friday, 25 September

Getting Ready to Indulge - Effects of Appearance-Enhancing Products on Indulgent Choices

» Courtney Szocs¹, Ripinka Patil², [Kristin Manthey](#)³, Dipayan Biswas³ (1. Pennsylvania State University, 2. Southern Illinois University, 3. University of South Florida)

What makes a review helpful? Identifying the roles of novelty and exposure in online review choice

» [Vahid Rahmani](#)¹, Erika Kordrostami¹ (1. Rowan University)

How Divisible Donation Amounts Increase Charitable Giving

» Xiaohong Zhao¹, [Zhiyong Yang](#)², Shige Zhao¹ (1. Glorious Sun School of Economics and Management, Donghua University, 2. Miami University)

Consumer Responses to Mystery Subscriptions: The Role of Regulatory Focus

» Chiahui Yen¹, [Sekar Raju](#)² (1. Ming Chuan University, 2. Iowa State University)

Better apart or better together? How multicompartiment product design shapes perceptions of product quality

» [Shida Tang](#)¹, Yanfen You¹, Yaxuan Ran² (1. University of Massachusetts Amherst, 2. Zhongnan University of Economics and Law)

Between hostile and hospitable resources: The case of the menopause market

» [Alana Rivera Matos](#)¹, Zeynep Arsel¹ (1. Concordia University)

The Skeptical Consumer: How Endorsement of Power Disparities Drives Resistance to Coupon Use

» [Minkyung Koo](#)¹, Ashok Lalwani², Sijie Sun³ (1. University of New Mexico, 2. Kelley School of Business, Indiana University, 3. University of Manitoba)

Ratings versus review volume: Cultural differences in the use of numerical cues in digital marketplaces

» [Alexander Davidson](#)¹, Mototaka Sakashita² (1. Wayne State University, 2. Keio University)

The AI Disclosure Paradox

» [Liheng Xu](#)¹ (1. New York University)

When Returns Feel Good: How the Temporal Pace of Future Mental Time Travel Shapes Saving Preferences for Long Horizons

» [Yuanming Song](#)¹, Adam Craig¹ (1. University of Kentucky)

When and Why Mystery Can Suppress Negative Word of Mouth

» Hongjie Sun¹, [Aleksandra Kovacheva](#)², Lu Yao¹ (1. Hainan University, 2. University at Albany, SUNY)

Home at work: Exploring how families manage relationships and negotiate domestic boundaries in an era of remote work

» [Anusheh Gauhar](#)¹, Zeynep Arsel¹ (1. Concordia University)

Nostalgia and Consumers' Product Recycling Decisions

» [Linjia Jiang](#)¹, Jessica Y. Y. Kwong¹ (1. The Chinese University of Hong Kong)

The Absorptive Self: Beauty Consumption as Everyday Regulation

» [Dania Khalife](#)¹, Cristel A. Russell², Russ Belk³ (1. Pepperdine Graziadio Business School, 2. Graziadio Business School, 3. Schulich School of Business)

You are what you binge: content character explains the wellbeing consequences of streaming vs. social media binge-watching

» [Eda Ozturk](#)¹, Oriana Aragon¹, Joshua Clarkson¹, Rashmi Adaval¹ (1. University of Cincinnati)

Continued from Friday, 25 September

Make It Personal: How Individualizing Moral Appeals Drive Consumer Engagement with Sustainability Messaging

» Antonios Tiganis¹, Yuan (Gina) Cui², Polymeros Chrysochou¹, Frank Mathmann³ (1. Aarhus university, 2. Coastal Carolina University, 3. Queensland University of Technology)

Elevating the consumer perspective: A proposed conceptual framework for consumer-focused in-store returns

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Unveiling Dark Patterns: Trust Erosion, Recognition, and Consumer Responses

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By Fair Means or Foul? Fair Market Ideology Predicts Acceptance of Unfair Pricing

» Kevin Jiang¹, Shailendra Jain¹, Shalini Jain², Manoj Thomas³ (1. University of Washington, 2. University of Washington Tacoma, 3. Cornell University)

Consumer Variety-Seeking Portfolios: Six Types of Exploration and Engagement

» Josh Gonzales¹, Sandeep Mishra¹ (1. University of Guelph)

Subtler but Powerful: How Brand Prominence Influences Collaboration Intentions

» Xixi Li¹, Fan Wang², Xinwei Liu³ (1. Butler University, 2. California State Polytechnic University Pomona, 3. Mississippi State University)

Bridging Two Worlds: How Length of Residence and Ethnic Identity Shape Immigrants' Prosocial Behavior

» Tongming ZHANG¹, Joe Gladstone² (1. University of Colorado Boulder, 2. University of California, San Diego)

Mind the (Political) Gap! Greater Distance between Consumer and Brand Political Orientation Lowers Brand Ratings

» Sahar Rashidyavary¹, Annie Ding¹, Matt Thomson¹ (1. University of Massachusetts Amherst)

Renewable Catharsis: Emotional Release in Everyday K-pop Consumption

» Teagan Dube¹, Aron Darmody² (1. Schulich School of Business, 2. Carleton University)

Consumer Wisdom and the 5D-PDS: Measuring Virtuous Design for the Circular Economy

» Tavleen Kaur¹, Michael Luchs² (1. The University of Texas at San An, 2. William & Mary)

Why Freebies Get Downvoted: How Restrictions Shape Acceptance of Hedonic vs. Utilitarian Freebies in Deal Collectives

» Yeon Jae Choi¹ (1. The University of Virginia's College at Wise)

Talking Luxury: When Conversational Brand Communication Signals Exclusivity

» Ashwin Malshe¹, Tavleen Kaur¹, Yupin Patarapongsant² (1. The University of Texas at San Antonio, 2. Chulalongkorn University)

Phantom Options Shift Quality-Taste Tradeoffs

» Andong Cheng¹, Gretchen Ross² (1. University of Delaware, 2. Texas Christian University)

Digital hoarding and consumer behavior: A personality-based perspective

» Tom KB Koo¹, Hyoseok Kim² (1. Dalhousie University, 2. Southern connecticut state university)

Continued from Friday, 25 September

Typicality and Visual Ambiguity in Experiential Product Images

» Liu Liu¹, Paul Blythe¹, Natasha Zhang Foutz², Masakazu Ishihara³, Alixandra Barasch¹ (1. University of Colorado Boulder, 2. McIntire School of Commerce, University of Virginia, 3. Stern School of Business, New York University)

WHAT GETS ATTENTION? THE CONSUMPTION OF INDIVIDUAL ONLINE REVIEWS DURING PRODUCT SEARCH

» Jasmine Gould¹, Yiming Li¹, Leif Brandes¹, Thomas Scheurer¹ (1. University of Lucerne)

Name your future: how structural divergence in upgrade naming shapes purchase decisions

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Awe, Self-Transcendence, and Empowerment: Advances in the Psychology of Consumer Self-Transcendence

» Francine Espinoza Petersen¹, Adeepan Chakraborty¹, Craig Anderson² (1. HEC Lausanne, University of Lausanne, 2. HEC Paris)

Essencetism – The Flip Side of Materialism?

» Ruggia Hassan¹, Ann Kronrod¹, Joseph Goodman² (1. University of Massachusetts Lowell, 2. The Ohio State University)

When Chatbots Take Too Much Initiative: The Role of Agency Expectation Violations in Consumer Reactions to AI Assistants

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Conditional Belonging in Lifestyle Sports: The Limits of Inclusive Marketing in Rock Climbing

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Preparing for the Worst: When Scarcity Increases Future Oriented Consumption

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When digital humans act as friends or assistants: Neural and behavioral evidence from recommendation decisions

» Qingsong Liu¹ (1. Shanghai Lixin University of Accounting and Finance)

Aesthetic Servicescapes: Strategies for the Curation of Affordances in Luxury and Cultural Venues

» Federica Carlotto¹, Tekila Nobile², Camilo Peña³, Annamma Joy⁴ (1. Sotheby's Institute of Art, 2. Università della Svizzera Italiana, 3. University of Bath, 4. University of British Columbia)

Fashion and the metaverse: Exploring consumer motivations and barriers to engage

» Ilaria Querci¹, Carmela Donato² (1. NEOMA Business School, 2. Roma Tre University)

Breaking the Silence Digitally: The Role of Self-Stigma in Debt Counseling Chatbot Usage

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Investing in Meaning: How Symbolic Meanings Shape Lay Investor Stock Choices

» Jan-Hendrik Bucher¹, Lena Pellandini-Simányi¹, Adam Hayes², Ambreen Ben-Shmuel³ (1. Università della Svizzera Italiana, 2. University of Lucerne, 3. University of Michigan)

Atmospheric Gatekeeping in Luxury Retail: How Vertical Display Lighting Reconstructs Exclusivity

» Tao Cui¹, Sarah Xiao¹ (1. Durham University)

Continued from Friday, 25 September

When Breaking the Rules Feels Unfair: How Frontline Employee Leniency Toward Customer Transgressions Shapes Observer Reactions

» [Arun Kumar Pal](#)¹, [Himanshu Srivastava](#)¹ (1. Indian Institute of Management Raipur)

The role of ADHD in Consumer Decision Making

» [Logan Pant](#)¹, [Riaj Mahmud](#)², [Jamie Grigsby](#)³, [Ashlyn Anderson](#)⁴ (1. Western Michigan University, 2. Sam Houston State University, 3. Missouri State University, 4. University of Arkansas)

When Does GenAI Help or Hurt Brand Co-Creation? The Moderating Role of Self-Brand Connection

» [Yi Wu](#)¹, [Le Tao](#)¹ (1. East China Normal University)

How competence stereotypes limit the spread of health-related word-of-mouth

» [Tala Al-Marashdeh](#)¹, [Fengshu Xie](#)¹, [Bruce Doré](#)¹ (1. McGill University)

Caring Capital in Korean K-pop Fandoms: A Patchwork Ethnographic Perspective

» [Ji Youn Han](#)¹, [Gretchen Larsen](#)¹, [Benedetta Cappellini](#)¹ (1. Durham University)

Beyond Transparency: The Double-Edged Effects of Animal Husbandry and Welfare Information on Consumer Perceptions of Meat

» [Marcel Grub](#)¹, [Andrea Groeppel-Klein](#)¹ (1. Saarland University)

Overcoming resistance to plant-based diets: the role of meat attachment, food neophobia, and message congruence

» [Wiesje Deschuytter](#)¹, [Iris Vermeir](#)¹, [Hendrik Slabbinck](#)¹, [Nicky Coucke](#)¹ (1. Ghent University)

The Power of Naming AI Agents: An Integrative Typology and Conceptual Framework

» [Begum Kaplan](#)¹, [Katja Gelbrich](#)², [Elizabeth A. Minton](#)³ (1. Lynn University, 2. Catholic University Eichstätt-Ingolstadt, 3. University of Wyoming)

Feeling Green, Helping More? How Eco-friendly Materials Shape Prosocial Behavior

» [Sujin Song](#)¹, [Chaewon Song](#)¹ (1. Korea University)

Nostalgia Resonates, Novelty Needs Coolness: Asymmetric Routes in Consumer Evaluations of Film Remakes

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When Transparency Backfires: How Price Breakdown Versus Consolidation Shapes Platform Trust

» [Congsi Guo](#)¹, [Li Huang](#)², [Xuebao Song](#)¹ (1. Tsinghua university, 2. Hofstra University)

Mavericks and The Pursuit of Experiences

» [Ganga Urumutta Hewage](#)¹, [Xin He](#)² (1. Fogelman College of Business & Economics, University of Memphis, 2. University of Central Florida)

BEYOND INTERNAL ATTRIBUTION: HOW MOTIVATIONAL HETEROGENEITY SHAPES SELF-LICENSING AND CONSECUTIVE CONSUMER BEHAVIOR

» [Morgan De Rocker](#)¹, [Iris Vermeir](#)¹ (1. Ghent University)

Measuring Scheduling Styles: Scale Development and Validation of Clock-Time and Event-Time Orientation

» [Claire Linares](#)¹, [Anne Laure Sellier](#)², [Tamar Avnet](#)³ (1. IESE Business School, 2. HEC Paris, 3. Yeshiva University)

Prosocial Behavior Increases Perceived Deservingness and Subsequent Financial Risk-Taking

» [Vincenia Yuen](#)¹, [Benjamin Borenstein](#)², [Caglar Irmak](#)³, [Vamsi Kanuri](#)⁴ (1. City University of Hong Kong, 2. Villanova University, 3. University of Miami, 4. University of Notre Dame)

Continued from Friday, 25 September

When Food Looks Cartoonish

» Meng Lu¹, Wenyan Lin², Zhiqian ZHANG³, Shaobo Li⁴, Yuwei Jiang³ (1. Wuhan University, 2. Tianjin University of Technology, 3. Hong Kong Polytechnic University, 4. Southern University of Science and Technology)

More Could Be Less: The Side Effect of Increasing Online Review Quantity

» Yihan WANG¹, Hao Shen² (1. University of Georgia, 2. The Chinese University of Hong Kong)

The Power of Presentation: Simultaneous vs. Sequential Comparison in Product Efficacy Communication

» Fue Zeng¹, Xueying Wang¹, Ji Xia¹, Yunjia Chi², Sarena Jiang Su³ (1. Wuhan University, 2. Huazhong Agricultural University, 3. The Chinese University of Hong Kong, Shenzhen)

How Products' Sustainability Features Shape Consumer Perceptions and Choices

» Bernardo Andretti¹, Yufei Qiu², Eduardo Andrade² (1. NEOMA Business School, 2. Imperial College London)

High-Resolution Feedback for Better Persuasion: Leveraging Facial Expression Data in Marketing Appeals

» Bonnie Hao¹, William Hedgcock² (1. School of Management, Xiamen University, 2. University of Minnesota)

The change-of-mind effect in online reviews

» May Yuan¹, Ruoming Sun², Leilei Gao² (1. Southern University of Science and Technology, 2. The Chinese University of Hong Kong)

Coloring Faded Memory: How Nostalgia Influences Consumer Preference for High-Saturation

» shiyang Tian¹, zhanhe Zang¹, Li Zhang¹, Li Wang¹ (1. Tongji University)

Misconceptions About Pollution: Why Consumers Misestimate Products' Polluting Impact

» Amanda Pruski Yamim¹, Carolina O.C. Werle¹, Robert Mai¹ (1. Grenoble Ecole de Management)

Project-Location Congruity: When Green Projects Match Green Locations

» Chananan Dechadilok¹, Natalie Truong¹, Daniel Fernandes², Luis F. Martinez³ (1. Nova School of Business and Economics, 2. Catolica Lisbon School of Business & Economics, 3. Nova School of Business and Economics,)

The Resource Substitution Effect: Why One-Time Purchases May Undermine Goal Progress

» Kelly Eunjung Yoon¹, Mikyoung Lim² (1. California State University Los Angeles, 2. California State University Fullerton)

The Power of Sharing: How Social Sharing Shapes Consumer Preferences for Green Products

» Fanyi Liu¹, Yunjia Chi², Fue Zeng¹, Ji Xia¹ (1. Wuhan University, 2. Huazhong Agricultural University)

To Ask or Not to Ask: How Loneliness and Self-Determined Solitude Shape Recommendation Seeking

» Meng Jen Lin¹, Chia-Jung Chang¹ (1. Department of Business Administration, National Taiwan Normal University)

The Pursuit of Meaning Increases Consumers' Preferences for Local Businesses and Decreases Preferences for National Brands

» Junhui Huang¹, Kathleen D. Vohs¹ (1. University of Minnesota)

Sycophantic AI Fact-Checkers and the Durability of Belief Updating

» Eileen Zhang¹, Huimei Xiao², Yu Ding¹ (1. Stanford University, 2. Rutgers University)

Anthropomorphism in Services: An Interdisciplinary Hybrid review and Directions for Future Research

» Arun Kumar Pal¹, Indirah Indibara² (1. Indian Institute of Management Raipur, 2. IIM Raipur)

Continued from Friday, 25 September

From Prediction to Symbiosis: A Review and Evolutionary Model of AI-Mediated Consumer Behavior

» [Bithindra Biswas](#)¹, Joffi Thomas¹ (1. IIM Kozhikode)

All-in-One, But Not for Everyone: Gender Differences in Consumer Adoption of Multifunction Products

» [Jiajia Liu](#)¹, [Zhengyu Shi](#)², [Jiaqi Pan](#)³, [Yunlu Yin](#)³ (1. The University of Hong Kong, 2. Shanghai Jiao Tong University, 3. Fudan University)

When Medication Gets a Face: How Disease Type Shape Consumers Preference for Cool and Cute Anthropomorphism

» [Zhi Zhou](#)¹, [Ying Ding](#)¹ (1. Renmin University of China)

The Impact of AI-Generated Summaries on Consumers' Engagement in Original Reviews

» [Ziyan Ye](#)¹, [Run Zhou](#)¹, [Xinyi Li](#)¹, [Jun Ye](#)¹ (1. School of Management, Xiamen University)

Portfolio for Good: How Diverse Cause Offerings Enhance Charitable Giving

» [Wanyue Li](#)¹, [Jiarui Sui](#)² (1. Hong Kong Metropolitan University, 2. Shandong University)

Growing Bored or Just Saying So? The Disconnect between Physiological Arousal and Self-Reported Adaptation

» [Stephanie Hong](#)¹, [Vinod Venkatraman](#)², [Joe Johnson](#)², [Stephanie Smith](#)¹, [Ed O'Brien](#)¹ (1. University of Chicago Booth School of Business, 2. Temple University)

The Journey Toward the "True Self": Identity Transitions and Consumption among South Korean Women in their 50s

» [Youngju Jung](#)¹, [Jungyong Ahn](#)², [Heaseung Jeong](#)³, [Yongjun Sung](#)¹ (1. Korea University, 2. Sookmyung Women's University, 3. Inha University)

Shopping Interrupted: Conceptualizing the Consequences of Social Commerce Platform Removal

» [Jay Sang Ryu](#)¹ (1. Texas Christian University)

Attachment to God reduces conformity to the majority in consumer choice

» [Xuefeng Liu](#)¹ (1. Governors State University)

More than a pretty pixel: When virtual influencers' looks and words align

» [Ozan Ozdemir](#)¹, [Paul Messinger](#)², [Feyzan Karabulut](#)¹ (1. North Dakota State University, 2. University of Alberta)

CUSTOMER ORIENTATION IN THE AGE OF ARTIFICIAL INTELLIGENCE: ANTECEDENTS AND PERFORMANCE IMPLICATIONS

» [Ceyhan Kilic](#)¹, [TURKAN KILIC](#)² (1. Tarleton State University, 2. WEST TEXAS A&M UNIVERSITY)

Follow or Diverge? How Belief in a Just World Shapes the Effect of Envy Type on Product Choice

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Authenticity vs. Appearance: How Brand Characteristics Shape Consumer Responses to Greenwashing.

» [Terence Motsi](#)¹ (1. Lees-McRae College)

Diversity and Persuasion: Consumers Prefer High-Construal Messaging with Highly Diverse Ads

» [Nina Sayson](#)¹, [Andrea Bonezzi](#)¹, [Geeta Menon](#)¹ (1. New York University)

How Recommendations Enable and Shortcut Consumer Search

» [Abdullah Althenayyan](#)¹, [Luc Wathieu](#)² (1. Columbia Business School, 2. Georgetown University)

Where Did the Numbers Go? Changes Over Time In the Ratio of Number Mentions in Communications

» [Jozsef Hubert](#)¹, [Ann Kronrod](#)² (1. Corvinus University of Budapest, 2. University of Massachusetts Lowell)

Continued from Friday, 25 September

Beyond Weight Loss: A Body Well-Being Framework for Understanding Weight Management Medications

» [SEVINCGUL ULU](#)¹, Elizabeth A. Minton², Rumaila Abbas³, Naz Onel⁴, Clara Freire Filgueiras Faro⁵, Amir Heiman⁶, Irene Papajohn⁷, Avinandan Mukherjee⁸ (1. Southern Illinois University Carbondale, 2. University of Wyoming, 3. University of Wollongong in Dubai, 4. Stockton University, 5. Fundação Getulio Vargas, 6. The Hebrew University, 7. Baruch College, 8. Georgia Southern University)

Disbelieved but Not Dismissed: AI-Labeled Misinformation Impacts Generalized Judgments and Behavioral Intentions

» [Zelin Zhou](#)¹, Jack Chen¹ (1. Columbia Business School)

Turning users into allies: Let us close the loop 'together'

» [Julia Schulze Bolling](#)¹, Franziska Krause¹ (1. EBS University)

From Ugly to Unique: How Uniqueness-Focused Message Appeals Enhance Consumer Responses to Imperfect Produce

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Cause-related marketing and rebellious brands

» [Ozum Zor](#)¹, [G. Ceren \(Gerry\) Aksu](#)² (1. Rutgers University - Camden, 2. University of Massachusetts Boston)

Payment Methods Differ in Perceived Value: Consumers Strategically Use Payment Methods to Buffer the Pain of Paying

» [Emily Huang](#)¹, Cynthia Cryder¹, Stephen Baum¹ (1. Washington University in St. Louis)

There's Hell to Pay: The Ethical Implications of Swear Words in the Marketplace

» [Olya Bryksina](#)¹, Katie Lafreniere² (1. The University of Winnipeg, 2. University of Alberta)

From Climate Change Skepticism to Green Consumption: Using Empathy Appeals to Circumvent Psychological Reactance in Climate Marketing

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CSR, Price Positioning, and the Halo-Liability Trade-Off in Perceived Product Quality

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Raised to Influence: How Parental Lying Shapes (Mis)Information Sharing Behavior

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Gambling in Disguise: Loot Boxes Attract Self-Disciplined Conscientious Players by Masquerading as Achievement

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Lighting the Way: Disease Cues Increase Preferences for Lighter - Colored Products

» Chun-Tuan Chang¹, You Lin², Hsiao-Ching Lee³, Qian-Rui Liu⁴, [Yen-Hsiang Huang](#)³ (1. National Sun Yat-sen University, 2. Cheng Shiu University, 3. National Kaohsiung University of Science and Technology, 4. National Sun Yat-Sen University)

How AI Sales Agents Respond to Consumer Emotions

» [Yi Xu](#)¹, [Yuntian \(Oswald\) Zhang](#)¹ (1. Shanghai Jiao Tong University)

The more effective the product, the less effective the ad: How the before-state in a before-and-after ad influences its persuasiveness

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Too Much to Process? Visual Information Competition and Sales Conversion in Short-Video Commerce

» Zheyao Sun¹, [Danchen Li](#)² (1. Harbin Institute of Technology, 2. University of Cambridge)

Continued from Friday, 25 September

The self-brand connection paradox: Feeling powerful without decision authority

» [Jeonghwa Seo](#)¹, Ji Kyung Park², Hakkyun Kim¹ (1. Sungkyunkwan University, 2. University of Delaware)

Choosing Where to Die: Contrasting End of Life Choices for Self vs. Other

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Moments Meant to Be Remembered: How Memory Efficacy Influences Consumption Enjoyment

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Competing now or later: The effects of temporal distance, competition intensity, and social comparison

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Forty Years of Consumer Culture Criticism

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From Spin to Sin: A Quantum Ising Model of Moral Phase Transitions in Consumer Judgments of Corporate Data Transgressions

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The Unique Psychology of Snake Oils

» [Ty Longmire-Monford](#)¹, Phil Fernbach¹ (1. University of Colorado Boulder)

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What Brands come to mind? Shared Structure and Individual Differences

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Effects of Self-Control Goals on Consumers' Preference for Minimalistic Products

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AI looks better? How and When Consumer accept AI-generated Content

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The Power of "Want": How Semantic Framing Influences Donation Behavior

» [Xinyi Li](#)¹, [Hongyu Meng](#)², [Run Zhou](#)¹, [Ziyan Ye](#)¹, Jun Ye¹ (1. School of Management, Xiamen University, 2. Chongqing Technology and Business University)

Free samples: Can AI replace human participants in behavioral research?

» [Su Hyun Lee](#)¹, Geoff Tomaino¹, Alan Cooke¹, Jim Hoover¹ (1. University of Florida)

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Collateral damage: How third-party imposter scams become brand transgressions

» [Anjali Tapadiya](#)¹, Jesse Walker¹, Rebecca Reczek¹ (1. The Ohio State University)

Continued from Friday, 25 September

From Self to Shelf: How Verticality and Ethical Framing Affect Consumer Choices

» Vik Naidoo¹, Rajat Roy², Juyon Lee³ (1. University of Canterbury (New Zealand) and University of Sydney (Australia), 2. Bond University, 3. Changshin University)

Quantifying Sensory Appeal: A Science-Based Tool for Brand Naming

» Ruth Pogacar¹, Jinhee Huh¹, Michal Kouril² (1. University of Calgary, 2. Cincinnati Children's)

The shade effect: How colourism and model skin tone shape South Asian consumers' perceptions of advertising

» Zarin Tassnim¹, Tom KB Koo¹, Valerie Trifts¹ (1. Dalhousie University)

The Voice of Emotion: Advancing Marketing Research Through Real-Time AI Emotion Measurements

» Ertugrul Uysal¹, Sascha Alavi², Jeff Brooks³, Alex Mari⁴, Fotis Efthymiou⁵ (1. ETH Zurich, 2. TU Dortmund, 3. Hume AI, 4. American University of Bahrain, 5. Delta Labs)

The Right Time for AI Empathy in Voice Commerce: Attribution Processes and Product Category Shape Decision Satisfaction

» Alex Mari¹, Ertugrul Uysal², Jeff Brooks³, Amani Alabed⁴ (1. American University of Bahrain, 2. ETH Zurich, 3. Hume AI, 4. University of Doha for Science and Technology)

Algorithm or Artisan? Consumer Morality in AI-Driven Luxury Designs

» Kylie Vo¹, Aaminah Zaman Malik² (1. West Virginia University, 2. Lahore university of management sciences)

Matching Message to Mindset: Regulatory Fit in Sustainable Advertising

» Mona Safizadeh¹, Khondoker Hossain², Peter Magnusson³ (1. University of Rhode Island, 2. Central Connecticut State University, 3. The University of Texas Rio Grande Valley)

Adequate Components, Misaligned Configurations: Two Systematic Audits of Theoretical Referents

» Pierre Lamoureux¹, Mickael Ringeval² (1. Concordia University, 2. Bentley University)

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From Fan to Protest: How Lightsticks Enable Consumer Identity to Travel Across Political Contexts

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Why Cost-Saving Tech Adoption Backfires: The Role of Perceived Corporate Greed

» Chun-Ming Yang¹, Jin-Yin Kuo¹, Chia-Chi Chang², Chia-Hua Lin² (1. Soochow University, Taiwan, 2. National Yang Ming Chiao Tung University)

Appearing unappreciative (or not): Recipients misjudge givers' perceptions of gift registries

» Daniel Grossman¹, Elizabeth Brauer², Julian Givi³, JoNell Strough³, David Brauer³ (1. University of Missouri-St. Louis, 2. Youngstown State University, 3. West Virginia University)

Blind and Visually Impaired Individuals' Experiences with Autonomous Vehicles: A Responsible Innovation Perspective

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Unique Non-Fungible Tokens Fuel Entitlement and Selfish Behavior

» Jonas Görden¹, Anush Sridhar², Emanuel de Bellis², Reto Hofstetter² (1. KEDGE Business School, 2. University of St.Gallen)

Continued from Friday, 25 September

After Repair: The Effect of Product Repair on Subsequent Product Usage

» Yuxuan Wang¹, Feifei Huang¹, Jiajia Meng² (1. Hong Kong Polytechnic University, 2. Liaoning University)

The grass is always greener on the other side: The interaction between the narrative richness of messages and the psychological distance on the CSR initiatives.

» Po-Han Wu¹, Lien-Ti Bei¹, Chia-Chi (Maggie) Lee¹ (1. National Chengchi University)

When Machines Replace Humans: How AI Service Encounters Influence Consumers' Repair versus Replacement Decisions

» YIJIE WANG¹, Ruijun Xu¹ (1. University of Warwick)

I Can't Believe (You're Happy) You Ignored My Advice: How Recommender Satisfaction Qualifies the Rejected Recommendation Effect

» Jamie Hyodo¹, Matt Hall², Kirk Kristofferson³ (1. Western University, 2. Oregon State University, 3. Ivey Business School, Western University)

Awesome Moment: Can Artification Promote Brand Morality?

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Luck as a Psychological Resource: Limited-Luck Belief and Risk Taking

» Xiangchen Li¹, Harmen Oppewal¹, Beatriz Pereira¹ (1. Monash University)

Luxury with a Conscience: The Power of Social Awareness in Sustainable Luxury Consumption

» Mona Safizadeh¹, Atefeh Yazdanparast² (1. University of Rhode Island, 2. East Texas A&M University)

Luxury Brand Investment Value and Second-Hand Market: What Drives Differences in Value Retention?

» Marie Cécile Cervellon¹, Gwarlann De Kerviler² (1. EDHEC, 2. IESEG SCHOOL OF MANAGEMENT)

The Weight of Color: How Color Lightness Influences Perceived Waste Through Perceived Weight

» Xingning (Fiona) QU¹, Zhongqiang (Tak) Huang¹, Fengyan Cai², Linying (Sophie) Fan³ (1. The University of Hong Kong, 2. Shanghai Jiao Tong University, 3. University of New South Wales)

Responding to Criticism: How Review Tone and Managerial Responses Shape Brand Credibility

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How I Became Who I Am Today: Demonstrating the Transformation Journey Boosts Consumer Preference for Recycled Products

» Sining Kou¹, Shen Duan², Siyun Chen³, Tianhui Fu⁴ (1. Beijing International Studies University, 2. Zhongnan University of Economics and Law, 3. Sun Yat-sen University, 4. Beijing Foreign Studies University)

Paying the "Cat Tax": How Digital Rituals Foster Psychological Closeness and Engagement

» Jiayuan Li¹, Kexin Qin², Kirsten Cowan² (1. Xi'an Jiaotong-Liverpool University, 2. University of Edinburgh)

Defending Human Identity: Zero-Sum Beliefs about Human-AI Relations Impede AI Acceptance

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Smart but Wasteful: How AI-Embedded Green Appliances Induce Consumer Waste Behavior

» Yuxuan Chu¹, Jianping Liang¹ (1. Sun Yat-sen University)

Sweat Out of Rhythm, Spend without Restraint: How Irregular Exercise Fuels Indulgent Consumption

» Yuxuan Chu¹, Xiaoyu Zhou¹ (1. Sun Yat-sen University)

Unreachable roofs: When and how high home prices increase non-homeowners' financial risk-taking

» Sunglin Jung¹, Tianjiao (Cecilia) Wu¹, Xinping Wei¹, Camilla Eunyong Song² (1. The Chinese University of Hong Kong, 2. City University of Hong Kong)

Continued from Friday, 25 September

When AI Acts, Does the Firm Act?

» [Tongmao Li](#)¹, Yongkang Yang², Geoff Tomaino¹ (1. University of Florida, 2. Rotterdam School of Management, Erasmus University)

If You Can't Shout It, Hint It in Your Logo: Dissimilarity Among the Visual Elements of a Logo Induces Perception of Brand Diversity, Equity, And Inclusivity (DEI)

» [Ardalan Eyni](#)¹, Jennifer Argo¹ (1. University of Alberta)

Choosing Childfree: Elevating Divergent Femininities through Marketplace Contestations of the Tradition of Motherhood

» [Luciana Velloso](#)¹, Leticia Andrea Gonzalez Estigarribia¹ (1. Goldsmiths, University of London)

When Zero Does Not Equal 0: How Digit versus Word Format Shapes Consumer Response to Ingredient Absence Claims

» [Katherine Rust](#)¹, John Costello² (1. Michigan State University, 2. University of Notre Dame)

From celebrity and influencer activism to hybrid activism: the rise of cross-field legitimacy

» [Eriton Mainardes](#)¹, [Paulo de Paula Baptista](#)¹ (1. Pontifical Catholic University of Paraná)

Social Media Platform Design and Reference Dependence of Likes: When Fewer Likes Lead to More Posting

» [Felix Nitsch](#)¹, Klaus Wertenbroch², Hilke Plassmann² (1. University of South Carolina, 2. INSEAD)

When Atypicality Pays: The Role of Brand Gender and Positioning in Origin Stories

» [Murtuza Soofi Mohammed](#)¹, Yupal Shukla², Srividya Raghavan³ (1. Mahindra University, 2. Fogelman College of Business & Economics, University of Memphis, 3. NMIMS Univeristy, Hyderabad)

Observing others' risky choices: Moderation of trust by culture and decision speed

» Andy Huang¹, [Stephanie Smith](#)² (1. University of Chicago, 2. University of Chicago Booth School of Business)

Consumers alter their consumption patterns to prevent adaptation

» Jay Naborn¹, [Pugian Jin](#)¹, Robyn LeBoeuf¹ (1. Washington University in St. Louis)

Sex (Work) Sells: Consumerism, Feminism, and Empowerment in the Age of the Algorithm

» Anuja apra@sam.sdu.dk¹, [Carly Drake](#)² (1. Symbiosis Institute of Media and Communication, 2. North Central College)

Giver Body Size and Its Influence on Gift Appreciation

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The Dark Side of Social Media Marketplaces:How Dark Triad Traits Drive Compulsive Buying Disorder through Social Comparison and Social Media Addiction

» Min-Chih Miao¹, Chuan-Feng Shih², [Min-Yi Ho](#)³, [JING-KAI TANG](#)³ (1. Department of International Business Administration, Chinese Culture University, 2. Department of International Business, National Taipei University of Business, 3. Institute of Marketing and Digital Analytics, National Chung Cheng University)

TECH AT THE TABLE: THE NEGATIVE INFLUENCE OF TABLESIDE TABLETS ON CONSUMERS' TIPPING BEHAVIOR

» [Zakieh Kaveh](#)¹, Frank Cabano², Elizabeth A. Minton³ (1. Bowling Green State University, 2. Kansas State University, 3. University of Wyoming)

When food gifts lead to waste

» [Zhennan Xu](#)¹, [Yuxuan Liu](#)², Rong Huang³ (1. University of Maryland, 2. University of Iowa, 3. Saint Anselm College)

From private feelings to public displays: quiet resistance through the commodification of intimate emotion on social media

» [Rafaela Canova Davide](#)¹ (1. University of Arkansas)

Continued from Friday, 25 September

Popular Social Science Nonfiction Shifts Values and Partisan Attitudes—and Their AI Summaries Are Just as Persuasive

» [Joshua White](#)¹, Adam Berinsky², David G. Rand³ (1. Sloan School of Management, MIT, 2. MIT Political Science, 3. Cornell University)

Discounting Others' Misbehavior in Response to Socioeconomic Asymmetries

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Does Justified Toxic Language Toward AI Spill Over Into Interpersonal Toxic Communication? The Mediating Role of Legitimacy Beliefs

» [Reo Fukuda](#)¹, Naoki Akamatsu², Takuya Nomura³ (1. Seikei University, 2. Gakushuin university, 3. Toyo Gakuen University)

When AI Takes the Initiative: Regulatory Focus and the Psychological Consequences of Proactivity in Human-AI Collaboration

» [Jungyong Ahn](#)¹, Seungjae Oh², [Youngju Jung](#)², Jang Ho moon³, Yongjun Sung² (1. Sookmyung Women's University, 2. Korea University, 3. Sookmyung Women's University)

The Moderating Role of Algorithm Literacy on the Effects of Explainability and User Control on Advertising Persuasion

» [Jungyong Ahn](#)¹, Jang Ho moon², [Youngju Jung](#)³, Yongjun Sung⁴ (1. Sookmyung Women's University, 2. Sookmyung Women's University, 3. Korea University, 4. Korea University)

An (In)Finite Story - Consumers' End-Of-Life Decisions for Circular Products

» [Julia van de Sandt](#)¹, Tim Döring², Kealy Carter¹ (1. University of South Carolina, 2. Maastricht University)

Cuteness in care: How cute design shapes acceptance of healthcare chatbots

» [Ruiqi Dong](#)¹, Chen Wang¹ (1. Drexel University)

Does a human touch help? Anthropomorphic design and acceptance of healthcare chatbots

» [Ruiqi Dong](#)¹, Chen Wang¹ (1. Drexel University)

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» [Ruiqi Dong](#)¹, Yanliu Huang¹ (1. Drexel University)

Gifting Sustainable Luxury Services: The Role of Preference Similarity and Perceived Risk

» [Ludovica Cesareo](#)¹, Vanessa Patrick², Jonas Holmqvist³ (1. Lehigh University, 2. University of Houston, 3. KEDGE Business School)

Between cost pressure and environmental concerns - understanding food choices of price-sensitive consumers across Europe

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Building trust in virtual banking: process- and outcome-cues in consumer-AI interactions

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Who Bears the Name? Company vs. Human Creator Names as Credibility Signals in Crowdfunding

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When Wanting to Decide Leads Consumers to Wait: How the Need for Cognitive Closure Promotes Strategic Decision Delay

» [Yangxuan Xie](#)¹, Joshua Clarkson¹, Ashley Otto² (1. University of Cincinnati, 2. Baylor University)

Sliced to share—A shared bite, a shared heart: How food presentation boosts travel intention in gastronomy tourism ads

» [Qiaoer \(Alex\) Deng](#)¹, Yuxuan (Elodie) Sun², Dickson Tok², Xing-Yu (Marcos) Chu² (1. Yili Normal University, 2. Nanjing University)

Continued from Friday, 25 September

Balancing Hyper Personalization and Privacy: The Role of Information Reflection Delay in Mitigating Perceived Surveillance

» Eunmi Jeon¹, Jaisang Kim², Younjung Park³ (1. Gothenburg University, 2. Texas A&M University - Central Texas, 3. Sungshin Women's University)

The Ugly Premium Effect: How an Ugly Option Increases Purchases from an Assortment

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Designing the recap: how summary displays steer consumer perceptions

» Ruoming Sun¹, Meng Zhang¹ (1. The Chinese University of Hong Kong)

When Clickbait Backfires: The Effects of Interrogative Thumbnail Titles on Viewer Satisfaction

» Aerin Kim¹, Jooyoung Park¹, Eunhwan Oh² (1. Peking University HSBC Business School, 2. Rare Care)

Gift givers write less helpful reviews than gift recipients

» Muda Liu¹, Elanor Williams¹, Stephen Nowlis¹ (1. Washington University in St. Louis)

Angular or circular? Exploring the influence of logo shape on perceived brand innovativeness

» Xiaohong Yu¹, Dickson Tok¹, Dongjin He², Xing-Yu (Marcos) Chu¹ (1. Nanjing University, 2. Lingnan University)

"I Know What I Like": Preference Clarity as a Double-Edged Signal in Online Dating

» Jooyoung Park¹ (1. Peking University HSBC Business School)

The Upcycling Asymmetry: How Contamination Concerns and Haptic Cues Shape Sustainable Gift-Giving

» Fangman Yan¹, Yue Sun¹, Zeming REN², Mengmeng Liu¹, Xueni Li³ (1. Beijing Normal-Hong Kong Baptist University, 2. City University of Hong Kong, 3. Hong Kong Baptist University)

Transgender and Non-binary Consumers' Experience of Visibility in the Marketplace

» Carolyn Keller¹, Elizabeth Crosby², Izzy Grosos¹ (1. Northwestern University, 2. University of Wisconsin-La Crosse)

From Assistant to Self: Relational Role Categorization Influences Attitudes, Disclosure, and Felt Vulnerability Toward AI

» Ji Hae Han¹, Gülen Sarial Abi¹ (1. Copenhagen Business School)

The Secret of Couch Potatoes Being Uncomfortable Makes You Healthier

» Tzu-Ming Wang¹, Yin-Hui Cheng², Shih-Chieh Chuang¹, Chun-Han Chang¹ (1. National Chung Cheng University, 2. National Taichung University of Education)

Deliciousness Sliced by Angles: How Geometry Dissect Food's Charm

» Tzu-Ming Wang¹, Yin-Hui Cheng², Shih-Chieh Chuang¹, Chih-Jou Lin¹ (1. National Chung Cheng University, 2. National Taichung University of Education)

Many Hands, Bigger Impact: How the Number of Helpers Shapes Recipients' Prosocial Behavior

» Yunqing Chen¹, Ran Li² (1. Xiamen University, 2. Nanjing University)

The Easy Way Out: How AI Disclosure Impacts Inferences of Brand Process

» Joel Lo Ribeiro¹ (1. King's College London)

Vicarious Indulgence Licensing: How Observing Others' Indulgence Justifies Your Own

» Naoki Akamatsu¹, Reo Fukuda² (1. Gakushuin University, 2. Seikei University)

Continued from Friday, 25 September

Sweetening social bonds – Neurochemical evidence that glucose increases generosity beyond close ties

» Nadine R. Gier-Reinartz¹, Regina Harms¹, Katharina Rzepucha-Hlubek¹, Alexander Louis¹, Ilayda Gülden¹, Tobias Kalenscher², Peter Kenning¹ (1. Chair of Marketing, Faculty of Business Administration and Economics, Heinrich Heine University Düsseldorf, 2. Chair of Comparative Psychology, Faculty of Mathematics and Natural Sciences, Heinrich Heine University Düsseldorf)

Does Purchasing from Family Business Brands Make Us Better People? Investigating Prosocial Behavior in Post-Purchase Decisions

» Philipp lauffenthaler¹, Roland Schroll¹ (1. University of Innsbruck)

Aesthetics or Authenticity? Unpacking Cultural Representation of Asian Identities in Global Fashion

» Eowyn Andres¹, Gulay Guzel¹ (1. Bucknell University)

Fear as Constraint and Catalyst: An Approach-Avoidance Framework of Fear-Related Consumption in Generation Z

» Theeranuch Pusaksrikit¹, Nuttapol Assarut¹ (1. Chulalongkorn University)

When Time Feels Scarce: Temporal Pressure Shifts the Psychological Representation of Price

» Su-Hui Kuo¹, Hung-Ming Lin² (1. Department of International Business, National Taipei University of Business, 2. Department of Cosmetic Science, Chang Gung University of Science and Technology)

Do as I Say, Not as I Do: The Psychology of AI Evaluation Bias

» Melika Kordrostami¹, Erika Kordrostami², Vahid Rahmani² (1. California State University San Bernardino, 2. Rowan University)

Paying for the Truth: The Impact of Paid Fact-Checking Policy on Creators and Readers

» Xinran Wang¹, Xiaojing Zhu², Connie Pechmann³ (1. Peking University, 2. University of Oregon, 3. University of California, Irvine)

A Regulatory Focus and Immersivity Framework for Virtual Reality and Consumer Well-Being

» Kirsten Cowan¹, Seth Ketron², Kelly Naletelich³, Priscilla Peña² (1. University of Edinburgh, 2. University of St. Thomas, 3. James Madison University)

Sipping from Your Name on a Starbucks Cup: How Psychological Ownership Enhances Taste Perception

» Tzu-Ming Wang¹, Yin-Hui Cheng², Shih-Chieh Chuang¹, Yun-Zhen Liu¹ (1. National Chung Cheng University, 2. National Taichung University of Education)

Midpoint as reference point in evaluating predictive ranges

» Sophie Wang¹, Beidi Hu¹ (1. University of Chicago)

The Impact of Flow on Advice Solicitation in Creative Tasks

» Isabell Ristau¹, Christine Eckert¹, Franziska Krause² (1. Technical University Munich, 2. EBS University)

Exploring the Role of Green Purchase Intention on Green Purchase Behaviour with the Moderating role of Participative Pricing-A Scale Development Study

» Muhammad Muzamil Sattar¹ (1. Sukkur IBA University)

Tailoring the Content Strategies of Food Advertisements to Healthy Category: An Empirical Exploration

» Hajar Fatemi¹, Yu Ma², Laurette Dube² (1. University of Windsor, 2. McGill University)

The Hidden Cost of AI Disclosure: How AI Adoption Undermines a Brand

» Siva Shanmugam Mariappan¹, Stephen He¹, Yinlong Zhang¹ (1. University of Texas at San Antonio)

Riding Solo: The Impact of Relationship Status on Brand Attachment

» Zhaoyan Shang¹, Rui Chen², kunyu wu² (1. School of Economics and Management, Tsinghua University, 2. School of Management, Xiamen University)

Continued from Friday, 25 September

When Florid Words Undermine Brand Trust

» Stacey Brennan¹, Jasmina Ilicic² (1. The University of Sydney, 2. Monash University)

The Impact of Trainer Attire on Consumer Attention, Perceptions, and Intent in Fitness Advertising: Evidence from Eye Tracking

» Valerie Hechinger¹, David Bourdin¹, Ilona Pezenka¹ (1. FHWien der WKW University of Applied Sciences)

Saturday, 26 September

06:45

General

Yoga with Cristel

Venue - Cresthill Room (3rd Floor)

07:30

General

Daily Breakfast

Venue - Grand and State Foyer

07:30

General

Daily Breakfast

Venue - Salon Rooms Foyer

07:30

General

Parenting Room

Venue - Ashland Room (3rd Floor)

07:30

General

Quiet/Prayer/Meditation Room

Venue - Congress and Harvard Room (3rd Floor)

08:20

Oral : FF2

Film Festival 2

Venue - Empire Room (Off Lobby)

FF2: 1 When Alignment Moves Beneath the Surface

» Veronika Szász¹ (1. Corvinus University of Budapest)

FF2: 2 4 years in 4 minutes - Reflexive Dynamics in Research Project Valorization

» Julie Leroy¹, Gaelle Pantin-Sohier¹, François Pantin¹ (1. University of Angers)

FF2: 3 Human Shields: When Brands Use Workers to Deflect Product Criticism

» Jacob Hiler¹, Emma Gibbons¹ (1. Ohio University)

08:20

Workshop : WK6.13

WK6.13: Humanity in the Age of Artificial Intelligence: Elevation or Erosion? (organized by CEPBI)

Venue - Honore Room (Off Lobby)

Humanity in the Age of Artificial Intelligence: Elevation or Erosion? (organized by CEPBI)

» Shreyans Goenka¹, Martin Paul Fritze², Cait Lamberton³ (1. Pamplin College of Business, Virginia Tech, 2. LMU, 3. The Wharton School at the University of Pennsylvania)

08:20

Oral : CP6.1

CP6.1: Loving, Liking & Motivation: How consumers relate to AI

Venue - Crystal Room (3rd Floor)

Continued from **Saturday, 26 September**

CP6.1: 1 How Collectivism Shapes AI Receptivity: The Role of Mind Attribution

» Maren Doemer¹, Aristeidis Theotokis¹, Christina Papadopoulou¹, Josko Brakus¹ (1. University of Leeds)

CP6.1: 2 Narcissistic Entrapment: Love Without Alterity in Consumer-AI Relationships

» Vitor Lima¹, Russ Belk² (1. ESCP Business School, 2. Schulich School of Business)

CP6.1: 3 Shooting the messenger: evaluating predictive algorithms by the desirability of realized outcomes

» Sophie Wang¹, Berkeley Dietvorst¹ (1. University of Chicago)

CP6.1: 4 Emotional Manipulation by AI Companions

» Julian De Freitas¹ (1. Harvard Business School)

08:20

General

Co-Working Space

Venue - Red Lacquer Room (4th Floor)

08:20

Oral : CP6.5

CP6.5: Framing, Expectations, and Consumer Quality Judgments

Venue - Salon 1 (3rd Floor)

CP6.5: 1 Beyond Valence: A Centrality Schema Account of the Attribute Framing Effect

» Hyerin Han¹, Ryan Rahinel² (1. university of cincinnati, 2. University of Oregon)

CP6.5: 2 Employee Ownership and Consumer Perceptions of Quality

» Smaraki Mohanty¹, Iman Paul², Jeff Parker³ (1. elon university, 2. Rutgers University, 3. University of Illinois Chicago)

CP6.5: 3 Expecting Future Change Worsens the Present

» Guy Voichek¹, Minju Han², Ravi Dhar³ (1. Imperial College London, 2. Singapore Management University, 3. Yale University)

CP6.5: 4 Self-deprecating advertisements enhance consumers' perception of experience-related product attributes.

» Eda Sayin¹, Vaishnavi Kale², Aradhna Krishna³ (1. IE Business School, 2. TBS Business School, 3. University of Michigan)

08:20

Oral : CP6.9

CP6.9: How to Shine with Design

Venue - Salon 2 (3rd Floor)

CP6.9: 1 All that glitters isn't gold: The effect of creative product packaging on consumer preferences

» Burcak Bas¹, Elena Bocchi², Zachary Estes³ (1. KU Leuven, 2. NEOMA Business School, 3. Bayes Business School)

CP6.9: 2 Designing for Uncertainty: Restoring Consumer Agency through Visual Symmetry

» Xiao Li¹, Jack Chen², Xiaobo Lin³, Yun He¹ (1. Sun Yat-sen University, 2. Columbia Business School, 3. Syracuse University)

CP6.9: 3 Human Versus AI Design: Why Consumers See the Genuine Care in Product Design as More Sustainable

» Barbara Duffek¹, Dipayan Biswas² (1. Georgia State University, 2. University of South Florida)

CP6.9: 4 When Art Backfires: Art-Infused Packaging Reduces Perceived Food Healthiness

» Wenjing You¹, Xinyi Liu¹, Han Gong¹, Xiaodong Jiang¹ (1. shanghai university of finance and economics)

08:20

Oral : CP6.10

CP6.10: Choices, Sets and Contexts

Venue - Salon 3 (3rd Floor)

Continued from **Saturday, 26 September**

CP6.10: 1 Does Context Require Reference? Testing Context Effects That Hold Constant The Reference Point

» [Grace Zhang](#)¹, Oleg Urminsky¹ (1. University of Chicago Booth School of Business)

CP6.10: 2 Is doing nothing an option? An action bias in consideration set formation

» Raanan Keren¹, Ayala Arad¹, [Shai Danziger](#)¹ (1. Tel Aviv University)

CP6.10: 3 Quantity over Quality: Virtue Inferences from Consumption Trade-Off

» [Yuri Lee](#)¹, Irene Scopelliti¹, Daniela Cristian¹ (1. Bayes Business School)

CP6.10: 4 The Small-Subset Heuristic in Preference Expression

» [Leilei Gao](#)¹, May Yuan² (1. The Chinese University of Hong Kong, 2. Southern University of Science and Technology)

08:20

Oral : CP6.4

CP6.4: Branders Gonna Brand

Venue - Salon 4/5 (3rd Floor)

CP6.4: 1 A Co-Branding Conundrum: Consumers Underuse Co-Branded Credit Cards Outside of Their Featured Brands

» [Chengyao Sun](#)¹, Cynthia Cryder², Scott Rick³ (1. Northwestern University, 2. Washington University in St. Louis, 3. University of Michigan)

CP6.4: 2 Brand Activism or Market Segmentation? Consumer Reactions to Stigmatized Identity Representations

» [Guilherme Ramos](#)¹, Yan Vieites², Larissa Elmor² (1. Rochester Institute of Technology, 2. FGV EBAPE)

CP6.4: 3 The Sales Channel Effect

» [Lukas Maier](#)¹, Ulrike Kaiser¹, Martin Schreier¹ (1. Vienna University of Economics and Business (WU))

CP6.4: 4 When Are Broad Brands Preferred? The Role of Nested Categories in Consumers' Preferences for Brands

» [Eva Chen](#)¹, Daniel Bartels¹ (1. University of Chicago Booth School of Business)

08:20

Oral : CP6.7

CP6.7: Charities: It's Giving and Receiving

Venue - Salon 6 (3rd Floor)

CP6.7: 1 Breadth or Depth? How Scope Structure Shapes Charitable Giving

» [PRITAM KUMARI](#)¹, [Sanjeev Tripathi](#)² (1. Mahindra University, 2. Indian Institute of Management Indore)

CP6.7: 2 Mixed-Gender vs. Same-Gender Groups in Need: The Effect of Mixed-Gender Option on Donation Decisions

» [Jiawen Li](#)¹, Danit Ein-Gar², Jingjing Ma¹ (1. Peking University, 2. Tel-Aviv University)

CP6.7: 3 The Effect of Native vs. Non-Native Language on Monetary Donations

» [Marie Ozanne](#)¹, Xinlian Zhang¹, Archer Yue Pan², Kaitlin Woolley¹ (1. Cornell University, 2. Wayne State University)

CP6.7: 4 The role of language in consumer judgment and decision-making

» [Jessie Rui Du](#)¹, Steve Gould², Sankar Sen², Marlone Henderson³, Bingxuan Guo⁴ (1. UNC, Greensboro, 2. Baruch College, 3. The University of Texas at Austin, 4. Wake Forest University)

08:20

Oral : CP6.2

CP6.2: Taking Sides: Consumer Activism, Political Identity, and Social Movements

Venue - Salon 7 (3rd Floor)

CP6.2: 1 Beyond Intentionality: Elevating Mundane Market Actions into Consumer-Imposed Brand Activism

» [Haroon Abdulkarim](#)¹, Geetha Mohan¹ (1. Indian Institute of Management Kozhikode)

Continued from **Saturday, 26 September**

CP6.2: 2 Political Polarization: When Identity Display Triggers an In-group Penalty Effect

» Xin Zhou¹, Monika Lisjak¹, Neeru Paharia¹ (1. Arizona State University)

CP6.2: 3 Socialized Violence in Consumer Markets: A Conceptual Framework and Research Agenda

» Steven Tadlock¹, Linda Hamdi-Kidar², Mathieu Alemany Oliver² (1. Toulouse School of Management, 2. TBS Business School)

CP6.2: 4 The Debt Collective: destabilizing symbolic violence as a barrier to consumer movement mobilization

» Hunter Jones¹, Craig Thompson² (1. ESSEC Business School, 2. University of Wisconsin - Madison)

08:20

Oral : CP6.3

CP6.3: Let's Slow Down a Bit - It's Better for the Planet!

Venue - Salon 8 (3rd Floor)

CP6.3: 1 Brief Use, Big Guilt: The Effect of Short-Term Consumption on Preference for CSR Brands

» Yucheng Li¹, Xun (Irene) Huang², Lei Su¹ (1. City University of Hong Kong, 2. Hong Kong Metropolitan University)

CP6.3: 2 Go Fast or Go Green? How Green Product Purchases Affect Consumer Preferences for Delivery Speed

» Yuqi Guo¹, Jen Park², David Hardisty² (1. Tilburg University, 2. University of British Columbia)

CP6.3: 3 How to encourage pro-environmental behavior: Make it fun!

» Johanna Palcu¹, Lukas Maier¹, Martin Schreier¹ (1. Vienna University of Economics and Business (WU))

CP6.3: 4 Repairing the Self: How Experiential Framing Motivates Consumers to Repair Rather Than Replace

» SHAN LIN¹, Chris DU PLESSIS¹, Thomas Allard¹ (1. Singapore Management University)

08:20

Oral : CP6.11

CP6.11: Monsters, Myths, and Morality in Consumption

Venue - Salon 9 (3rd Floor)

CP6.11: 1 Consuming the Dead: The Domestication of Death in Consumer Culture

» C. Clark Cao¹, Jingyi Wang¹ (1. Lingnan University)

CP6.11: 2 From Drinking Responsibly to Microdosing Psychedelics: Responsible Practices and the Routinization of Risky Consumption

» Pierre-Yann Dolbec¹, Joel Bothello¹ (1. Concordia University)

CP6.11: 3 Monsters We Keep: Horror Figures as Abject Mythology in Consumer Culture

» Andrew Kuo¹ (1. Louisiana State University)

CP6.11: 4 What Animals Can Say: Epistemic Devices and the Constitution of Interspecies Understanding

» Hsin-Hsuan Meg Lee¹ (1. ESCP Business School)

08:20

Oral : SS6.8

When Life Gets Hard: Stress, Anxiety, Threat, and Consumer Behavior

Venue - Salon 10 (3rd Floor)

Shuhan Yang (Panel Chair, Convenor) and Qihui Chen (Panel Chair, Convenor)

SS6.8: 1 Kidult Consumption: A Rebellious Outlet for Adulthood Anxiety

» Qihui Chen¹, Yajin Wang², Ruijuan Wang³ (1. Hong Kong University of Science and Technology, 2. China Europe International Business School, 3. Central South University)

SS6.8: 2 Hedonic Response to Natural Disasters: Anticipation and Realization of Hurricanes

» Taewook Lim¹ (1. University of Texas at Dallas)

Continued from **Saturday, 26 September**

SS6.8: 3 Marketing in the High-Stress Era

» Shuhan Yang¹, Tito Grillo¹, Jennifer Argo¹ (1. University of Alberta)

SS6.8: 4 Help-Seeking for Mental (vs. Physical) Health: The Effect of Political Ideology

» Saetbyeol Kim¹, Caglar Irmak² (1. University of Kansas, 2. University of Miami)

08:20

Oral : SS6.6

Rising Together: Preference Exchange and Coordination in Joint Consumption

Venue - Salon 12 (3rd Floor)

Qingyang Wang (Panel Chair, Convenor)

SS6.6: 1 You should get the plant-based burger: choosing for those with dietary restrictions

» Yuchen Wu¹, Kaitlin Woolley¹, Janina Steinmetz², Ayelet Fisbach³ (1. Cornell University, 2. Bayes Business School, 3. University of Chicago Booth School of Business)

SS6.6: 2 UNDERESTIMATING THE COMPROMISER'S DECISION SATISFACTION FOR SHARED ACTIVITIES

» Honghan Qi¹, Alisha Dhal², Shankha Basu³, Peggy Liu⁴ (1. University of Leicester, 2. Institute of Management Technology (IMT), 3. Leeds University, 4. University of Pittsburgh)

SS6.6: 3 "I'd Like Anything But Anchovies": Rejecting Unappealing Options Reduces Decision Difficulty in Joint Consumption

» Qingyang Wang¹, Grant Donnelly² (1. University of California Los Angeles, 2. The Ohio State University)

SS6.6: 4 Bonding Without Liking: How Shared Disgust Can Build Unique Social Connections

» Taylor Ke Lai¹, Eugenia Wu², Andrea Morales³, Gavan Fitzsimons¹, Tanya Chartrand¹ (1. Duke University, 2. University of Pittsburgh, 3. Arizona State University)

08:20

Workshop : WK6.12

WK6.12: New Experimental Paradigms and Tools for Consumer Research

Venue - Wilson Room (3rd Floor)

New experimental paradigms and tools for consumer research

» Johannes Boegershausen¹, Hauke Roggenkamp², Simon Blanchard³, Aaron Garvey⁴, Kelly L. Haws⁵, Holly Howe⁶, Moritz Joerling⁷, John G. Lynch Jr⁸, Andres Montealegre⁹, Ilya Morozov¹⁰, Maxwell Poole¹, Oleg Urminsky¹¹ (1. Rotterdam School of Management, Erasmus University, 2. ETH Zurich, 3. Georgetown University, 4. University of Tennessee, 5. Vanderbilt University, 6. University of British Columbia, 7. EM Lyon Business School, 8. University of Colorado Boulder, 9. Nova School of Business and Economics, 10. Northwestern University, 11. University of Chicago Booth School of Business)

09:00

General

ACR Workforce Meeting

Venue - Price Room (5th Floor)

09:40

General

Coffee Break

Venue - Grand and State Foyer

09:40

General

Coffee Break

Venue - Salon Rooms Foyer

10:00

Panel : Invited2

Invited Panel: MSI Practitioner-Academic Panel

Venue - Empire Room (Off Lobby)

Continued from Saturday, 26 September

10:00 **Workshop : WK7.13**
WK7.13: The Imperative for Social Impact: Contemporary Challenges in Consumer Research
Venue - Honore Room (Off Lobby)

The Imperative for Social Impact: Contemporary Challenges in Consumer Research
» Courtney Hatch¹, Alexander I. Mitchell¹, Meredith A. Rhoads¹ (1. Butler University)

10:00 **Oral : SS7.1**
How artificial intelligence shapes perception of people, brands, and groups
Venue - Crystal Room (3rd Floor)
Dongchan Lee (Panel Chair, Convenor) and Jake Teeny (Discussant)

SS7.1: 1 The digital-dehumanization effect: How GenAI media reduces mind perception
» Seo Young Myaeng¹, Dongchan Lee², Rima Toure-Tillery² (1. other, 2. Northwestern University)

SS7.1: 2 Preserving distinctiveness in the modern age: How generative AI accelerates brand commoditization and how to fight back
» Francesco Di Paolo¹, Lucio Lamberti², Alexander Kentaro Moore¹, Adam Duhachek¹ (1. University of Illinois Chicago, 2. Politecnico di Milano)

SS7.1: 3 Synthetic Contact with AI Reduces Cross-Partisan Animosity
» Benjamin Lira¹, Noah Castelo², Olivier Toubia³, Stefano Puntoni¹ (1. The Wharton School, University of Pennsylvania, 2. University of Alberta, 3. Columbia Business School)

10:00 **Oral : CP7.5**
CP7.5: Language, Framing, and Persuasion in Consumption Contexts
Venue - Salon 1 (3rd Floor)

CP7.5: 1 Mobilizing support against offensive marketing: The role of complaint tone and perceived appropriateness
» Saeid Kermani¹, Peter Darke² (1. Trent University, 2. York University)

CP7.5: 2 Snowclones: using cultural capital to engage and persuade
» Matilde Rapezzi¹, Peeter Verlegh¹, Grant Packard² (1. Vrije Universiteit Amsterdam, 2. York University)

CP7.5: 3 To accept or deflect praise? Examining the social consequences of compliment responses
» Emily Prinsloo¹, Alice Moon² (1. Rice University, 2. Georgetown University)

CP7.5: 4 When the List "Gets" Me: Framing effects on Persuasion
» Sakshi Korde¹, Ammara Mahmood¹, Shirley Chen², Oguz Ali Acar³ (1. Lazaridis School of Business & Economics, Wilfrid Laurier University, 2. Lazaridis School of Business & Economics, Wilfred Laurier University, 3. King's College London)

10:00 **Oral : CP7.9**
CP7.9: Creators Gone Create
Venue - Salon 2 (3rd Floor)

CP7.9: 1 How Upcycling Enhances Consumer Attitudes Toward Luxury Brands: The Role of Creator's Essence
» Soonjong Kim¹, Yuri Seo¹, Saira Khan¹, Benjamin Voyer² (1. The University of Auckland, 2. ESCP Business School)

CP7.9: 2 Seeing the Human Behind the Food: How Governance Disclosure Shapes Consumer Choice
» Carolina O.C. Werle¹, Sonia Capelli² (1. Grenoble Ecole de Management, 2. University of Lyon 3)

Continued from **Saturday, 26 September**

CP7.9: 3 The Afterlife Advantage of Cultural Producers

» [Abby Frank](#)¹, John Lancaster¹, Ryan Rahinel¹ (1. University of Oregon)

CP7.9: 4 The out-of-order effect: How the order of the creation process shapes consumer preferences

» [Lukas Maier](#)¹, Taly Reich², Daniella Kupor³ (1. Vienna University of Economics and Business (WU), 2. New York University, 3. Boston University)

10:00

Oral : CP7.10

CP7.10: Cognitive Prowess, Processing, and Planning

Venue - Salon 3 (3rd Floor)

CP7.10: 1 Cognitive ability influences risk perception and risk preference measurement

» [Jake Embrey](#)¹, Antonia Krefeld-Schwalb² (1. University of Chicago Booth School of Business, 2. Rotterdam School of Management, Erasmus University)

CP7.10: 2 Fractional Planning Leads to Task Overload Through Resource Underestimation

» [Angela Xiao](#)¹, Joy Lu² (1. Vanderbilt University, 2. Carnegie Mellon University)

CP7.10: 3 Looking ahead to Routine vs Non-routine - The Impact on Feelings about Future Schedule and on Goal Pursuit

» Jane Ebert¹, [Min Zhao](#)² (1. Brandeis University, 2. Boston College)

CP7.10: 4 The Many Faces of Fluency: Standard Manipulations of Processing Fluency Trigger Divergent Cognitive Mechanisms

» [Reed Orchinik](#)¹, Rahul Bhui², Nina Ehmann² (1. Carnegie Mellon University, 2. MIT Sloan)

10:00

Oral : SS7.4

When Values Collide: Consumer Responses to Self and Others' Tradeoff Decisions

Venue - Salon 4/5 (3rd Floor)

Joseph Lee (Convenor)

SS7.4: 1 On the appeal of "both-sides" news coverage: People prefer equal viewpoint representation over representation in line with public or expert opinion

» [Ryan Bruno](#)¹, Corey Cusimano², Ike Silver¹ (1. University of Southern California, 2. Yale University)

SS7.4: 2 Choosing Against the True Self: Making Moral Tradeoffs Reduces Decision Satisfaction in Political Candidate Choice

» Gita Johar¹, [Joseph Lee](#)² (1. Columbia Business School, 2. Columbia University)

SS7.4: 3 The liberal hypocrisy effect: How brand political ideology shapes consumer judgment

» [Joe Siev](#)¹, Serena Hagerty¹, Tami Kim² (1. University of Virginia, 2. Dartmouth College)

SS7.4: 3 The overdetermined outcome defense: Using and seeking happenstance events to justify bad intentions

» [Stephanie Lin](#)¹, Julian Zlatev², Dale Miller³ (1. INSEAD, 2. Harvard Business School, 3. Stanford University)

10:00

Oral : CP7.7

CP7.7: It Takes A Village: Family, Relationships, and Prosociality

Venue - Salon 6 (3rd Floor)

CP7.7: 1 Choice Asymmetry in Choosing Effort-Saving Products for Older Recipients

» [Wenjin Tang](#)¹, Kuangjie Zhang¹, Elaine Chan¹ (1. Nanyang Technological University)

Continued from **Saturday, 26 September**

CP7.7: 2 Donate alone or together? Joint donation increases consumer preference for time donation

» Phyllis Wang¹, Hanlin Liu², Li Yan², Hean Tat Keh³ (1. Renmin Business School, Renmin University of China, 2. Faculty of Business Administration, University of Macau, 3. Monash Business School, Monash University)

CP7.7: 3 Responsible Wastefulness: Food Waste as a Deliberate Act of Parental Care

» Kristina Nadricka¹, Kobe Millet², Aylin Aydinli² (1. Stockholm School of Economics, 2. Vrije Universiteit Amsterdam)

CP7.7: 4 Rooted in Parenting: How Parental Role-Identity Shapes Beneficiary-Distance Preferences in Charitable Giving

» Emily Wolfram¹, Yuechen Wu¹, Xiang Fang¹, Ruijuan Wang² (1. Oklahoma State University, 2. Central South University)

10:00

Oral : CP7.2

CP7.2: Relationships in Digital Consumption

Venue - Salon 7 (3rd Floor)

CP7.2: 1 Algorithmic Control and Consumer Responsibilization

» Yasmine El Alami¹, Joonas Rokka² (1. TBS Education, 2. emlyon business school)

CP7.2: 2 Conceptualizing pseudo-mentoring in consumer digital fraud

» David Aron¹, Kritinee Nuttavuthisit², Apiradee Wongkitrungrueng³ (1. Dominican University, 2. Chulalongkorn University, 3. Mahidol University)

CP7.2: 3 From fans to micro-celebrities and back: conceptualizing influencer fandom in digital consumer culture

» Rossella Gambetti¹, Robert Kozinets² (1. Università Cattolica del Sacro Cuore, 2. University of Southern California)

CP7.2: 4 The resilient shelf: why materiality matters in the digital age

» Weiwei Zhang¹, Seio Nakajima² (1. Hartwick College, 2. Waseda University)

10:00

Oral : CP7.3

CP7.3: Consumer-Brand Bonds and Backlash

Venue - Salon 8 (3rd Floor)

CP7.3: 1 Brand Justice: How Punishing Misbehaving Customers Strengthens Brands

» Jeffrey Rotman¹, Ashish Khandelwal², Nichola Robertson¹, Michael Ewing³ (1. Deakin University, 2. University of Illinois Urbana-Champaign, 3. Southern Cross University)

CP7.3: 2 Can I Take A Mulligan? The Effect of Brand Backtracking on Brand Attitudes

» Joseph Lawall¹, Daniel Villanova¹, Leah Smith¹ (1. University of Arkansas)

CP7.3: 3 Hypocrisy Across Time

» Wendy Jiang¹, Tanishka Jain¹, Evan Polman¹ (1. University of Wisconsin-Madison)

CP7.3: 4 The Dark Side of Exclusivity: Entitlement, Emotions, and Consumer-Brand Relationships

» Marilyn Giroux¹, Svetlana Davis² (1. Université Laval, 2. Bishop's University)

10:00

Oral : SS7.11

Stewardship as a Framework to Care for Our Fragile World

Venue - Salon 9 (3rd Floor)

Linda Price (Panel Chair, Convenor) and Matthew Godfrey (Panel Chair, Convenor)

SS7.11: 1 User Maintainers: How Stewardship Develops in Access-Based Platforms

» Kivalina Grove¹, Matthew Godfrey², Linda Price³ (1. University of Washington Bothell, 2. University of Massachusetts Amherst, 3. University of Wyoming)

Continued from **Saturday, 26 September**

SS7.11: 2 Stewarding singularized objects to enhance their useful lives

» [Shiekh Shahriar Ahmed](#)¹, [Molly Burchett](#)¹, Linda Price¹ (1. University of Wyoming)

SS7.11: 3 Neo-animist Approaches to Stewardship

» [Eric Arnould](#)¹, Craig Thompson² (1. Aalto University School of Business, 2. University of Wisconsin - Madison)

SS7.11: 3 Ubuntu: A Cultural Worldview and a Cross-Cultural Investigation of Stewardship

» [Robin Coulter](#)¹, Yuliya Strizhakova², Emmanuel S. Quaye³ (1. University of Connecticut, 2. Rutgers University, 3. University of the Witwatersrand, Johannesburg)

10:00

Oral : CP7.8

CP7.8: Consumer Negativity

Venue - Salon 10 (3rd Floor)

CP7.8: 1 Bodies that transform: tactical oscillation in a world of warring logics

» [Rafaela Canova Davide](#)¹, Jeff B. Murray¹ (1. University of Arkansas)

CP7.8: 2 Hidden Gems: The Psychology Behind Consumer Gatekeeping

» [Queenie Zhu](#)¹, Kirk Kristofferson¹, Miranda Goode¹, June Cotte¹ (1. Ivey Business School, Western University)

CP7.8: 3 Piece of Me: Toxicity and Surveillance in the Britney Spears Brandscape

» Maria Carolina Zanette¹, [Laura K. Hoeger](#)², José Prado³ (1. NEOMA Business School, 2. HEC Paris, 3. ESCP Business School)

CP7.8: 4 Capacity-Based Consumption and Elevation: A Research Agenda +

» [Adam Nguyen](#)¹ (1. Siena University)

10:00

Oral : CP7.6

CP7.6: JDM: Risk, Uncertainty & Prediction

Venue - Salon 12 (3rd Floor)

CP7.6: 1 Attitudes versus cognition: disentangling what drives consumers' preference for certainty

» [Marina Lenkovskaya](#)¹, Steven Sweldens¹, Serena D'Hooge², Vicki Morwitz³ (1. Rotterdam School of Management, Erasmus University, 2. EDHEC, 3. Columbia University)

CP7.6: 2 Good Is More Causal Than Bad: Correlation Framing Affects Perceived Causality

» [Yue Zhang](#)¹, Gabriele Paolacci¹ (1. Rotterdam School of Management, Erasmus University)

CP7.6: 3 Prediction, Not Bet Size, Drives Enjoyment in Sports Betting Experiences

» Guy Voichet¹, [Jiayue Mao](#)², Nathan Novemsky² (1. Imperial College London, 2. Yale University)

CP7.6: 4 Quantitative and Verbal Prevalence Expressions Produce Opposite Magnitude Inferences

» [Jiaqi Yu](#)¹, Oleg Urminsky² (1. The University of Hong Kong, 2. University of Chicago Booth School of Business)

10:00

Workshop : WK7.12

WK7.12: Vulnerability and the Marketplace

Venue - Wilson Room (3rd Floor)

Continued from **Saturday, 26 September**

Vulnerability and the Marketplace

» [Johannes Boegershausen](#)¹, [Helen van der Sluis](#)², [Martina Cossu](#)³, [Lauren Grewal](#)⁴, [Rishad Habib](#)⁵, [Jared Watson](#)⁶, [Chethana Achar](#)⁷, [Simon Blanchard](#)⁸, [Joe Gladstone](#)⁹, [Tito Grillo](#)¹⁰, [Maren Hoff](#)¹¹, [Uzma Khan](#)¹², [Peggy Liu](#)², [Brent McFerran](#)¹³, [Tracy Rank-Christman](#)¹⁴, [Franklin Shaddy](#)¹⁵, [Avni Shah](#)¹⁶, [Esther Uduehi](#)¹⁷ (1. Rotterdam School of Management, Erasmus University, 2. University of Pittsburgh, 3. University of Amsterdam, 4. Dartmouth College, 5. Toronto Metropolitan University, 6. New York University, 7. Northwestern University, 8. Georgetown University, 9. University of California San Diego, 10. University of Alberta, 11. Harvard Business School, 12. University of Miami, 13. Simon Fraser University, 14. University of Wisconsin-Milwaukee, 15. University of California Los Angeles, 16. University of Toronto, 17. University of Washington)

11:20 **General**
Coffee Break
Venue - Grand and State Foyer

11:20 **General**
Coffee Break
Venue - Salon Rooms Foyer

11:40 **Workshop : WK8.14**
WK8.14: A Live Demonstration of AI-Assisted Research
Venue - Empire Room (Off Lobby)

11:40 **Workshop : WK8.13**
WK8.13: Consumer Well-Being and Environmental Sustainability: New Research Opportunities
Venue - Honore Room (Off Lobby)

Consumer Well-Being and Environmental Sustainability: New Research Opportunities

» [Michal Strahilevitz](#)¹, [Anirban Mukhopadhyay](#)², [Ayelet Gneezy](#)³, [Grant Donnelly](#)⁴, [Wendy Liu](#)⁵, [Raj Raghunathan](#)⁶ (1. Saint Mary's College of California, 2. Bayes Business School, 3. University of California, San Diego, 4. The Ohio State University, 5. University of California San Diego, 6. University of Texas at Austin)

11:40 **Oral : CP8.1**
CP8.1: Who's In Control? Consumer Autonomy and AI Adoption
Venue - Crystal Room (3rd Floor)

CP8.1: 1 Cultural Differences in Consumer Receptivity to AI
» [Archer Yue Pan](#)¹, [Manoj Thomas](#)² (1. Wayne State University, 2. Cornell University)

CP8.1: 2 Shaping the Algorithm: Bicultural Consumers and the Pursuit of Cultural Inclusion in AI Systems
» [Erica Lee](#)¹, [Maria Rodas](#)², [Hyun Euh](#)², [Shih-Chun Daniel Chin](#)³ (1. University of Illinois at Urbana-Champaign, 2. University of Illinois Urbana-Champaign, 3. National Taiwan University)

CP8.1: 3 When Randomness Favors Algorithms: How Uncertainty Source Shapes Consumer Reliance on AI
» [Zixi Peng](#)¹, [Barbara Atanga](#)², [Heyao Yu](#)³ (1. University of Massachusetts Amherst, 2. Johnson C. Smith University, 3. The Pennsylvania State University)

CP8.1: 4 When the Algorithm Agrees: Sycophantic AI Assistants, Brand Endorsement, and the Erosion of Consumer Autonomy
» [Vishnu Prasad V](#)¹, [Meta Dev Prasad Murthy](#)², [Wenkaresh Patri](#)³, [Josh Joseph](#)³, [Swarn Rajan Tiwari](#)⁴ (1. SP Jain Institute of Management and Research, 2. Indian Institute of Management Sambalpur, 3. Indian Institute of Management Kozhikode, 4. Indian Institute of Management Ranchi)

Continued from **Saturday, 26 September**

11:40

Oral : CP8.5

CP8.5: Numerical Cognition and Price Perceptions

Venue - Salon 1 (3rd Floor)

CP8.5: 1 Judgments of Relative Value: What Would You Offer, and What Would You Demand?

» Jean-Louis Sterckx¹, John McCoy², Bart De Langhe¹ (1. KU Leuven, 2. The Wharton School, University of Pennsylvania)

CP8.5: 2 Tier Design and Premium Plan Choice

» Shanjing Wan¹, Suntong Qi², Lei Su¹ (1. City University of Hong Kong, 2. Lingnan University)

CP8.5: 3 The K Effect: How Price Abbreviation Shapes Consumer Perception and Behavior

» Jing Yan¹, Kuangjie Zhang², Dai Yao¹ (1. The Hong Kong Polytechnic University, 2. Nanyang Technological University)

CP8.5: 4 The Robustness of Mental Accounting Across 21 Countries

» Giulia Priolo¹, Federica Stablum², Martina Vacondio², Simone D'Ambrogio³, Marta Caserotti⁴, Beatriz Pereira⁵, Justin Pomerantz⁶, David Hardisty⁷, Kai Ruggeri⁸, Enrico Rubaltelli⁴, Et Al.⁹ (1. Copenhagen Business School, 2. University of Trento, 3. University of Oxford, 4. University of Padova, 5. Monash University, 6. University of New Hampshire, 7. University of British Columbia, 8. Columbia University, 9. Many Institutions)

11:40

Oral : SS8.9

The face of personal branding: The marketplace impact and (in)validity of consumer face-based judgments

Venue - Salon 2 (3rd Floor)

Christopher Olivola (Panel Chair, Convenor)

SS8.9: 1 Blue or Red in the Face? Examining the (In)Validity of Political Facial Stereotypes

» Christopher Olivola¹, Adam Bonica², Dustin Tingley³, Alexander Todorov⁴ (1. Kelley School of Business, Indiana University, 2. Stanford University, 3. Harvard University, 4. University of Chicago Booth School of Business)

SS8.9: 2 The Faces of Science: Beauty, Placement and Performance in Universities

» Dawei WANG¹, Yifei SU¹, Qinghua Lee², Brian Uzzi³ (1. The University of Hong Kong, 2. No affiliation, 3. Northwestern University)

SS8.9: 3 The Creative Face Bias: Facial Features Influence Judgments of Creative Ability in the Marketplace

» Claire Linares¹, Jennifer Argo² (1. IESE Business School, 2. University of Alberta)

SS8.9: 4 We Look Like What We Like: Consumer Faces as Signals of Brand Preference

» Jochen Hartmann¹, Verena Schön Müller², Yonat Zwebner³, Jacob Goldenberg³, Oded Netzer⁴ (1. Technical University of Munich, 2. ESADE Business School, 3. Reichman University, 4. Columbia University)

11:40

Oral : CP8.10

CP8.10: How Consumers Cope with Contemporary Choice Contexts

Venue - Salon 3 (3rd Floor)

CP8.10: 1 Device Fatigue Bias: When Consumers Mistake a Dying Battery for a Tired Mind

» Amin Shiri¹, Felipe Affonso² (1. University of Georgia, 2. Oklahoma State University)

CP8.10: 2 Navigating Digital Hyperchoice - The role of Scanning and Honing mindsets

» Ravneet Bawa¹, Amitav Chakravarti¹ (1. London School of Economics and Political Sciences)

Continued from **Saturday, 26 September**

CP8.10: 3 Noise interacts with value to create innovation premiums and penalties

» [Wayne Johnson](#)¹, David Tannenbaum², Mohammad Boroumand³ (1. University of Chicago Booth School of Business, 2. University of Utah Eccles School of Business, 3. York University)

CP8.10: 4 Swipe or Tap? How Navigation Gestures Drive Digital Media Engagement and Manage Overuse

» [Run Zhou](#)¹, Xuebing Dong² (1. School of Management, Xiamen University, 2. School of Management, Shanghai University)

11:40

Oral : SS8.4

Beyond Status Signaling: New Developments in Luxury Experiences

Venue - Salon 4/5 (3rd Floor)

Shuyi Hao (Panel Chair, Convenor) and Bernd Schmitt (Panel Chair, Convenor)

SS8.4: 1 Brand Activism Matters (BAM)! A Costly Signaling account of Luxury Brand Status Benefits

» [Dina Khalifa](#)¹, Paurav Shukla², [Yajin Wang](#)³ (1. Regents University London, 2. University of Southampton, 3. China Europe International Business School)

SS8.4: 2 Hidden in Plain Sight: Consumer Response to Brand Secrecy

» [Dafna Goor](#)¹, Anat Keinan², Nir Halevy³ (1. London Business School, 2. Boston University, 3. Stanford University)

SS8.4: 3 Prestige Under Scrutiny: A Process Model of Luxury Shaming

» [Shuyi Hao](#)¹, [Bernd Schmitt](#)², Julia Pueschel³ (1. ICN Business School, 2. Columbia University, 3. NEOMA Business School)

SS8.4: 3 Diverging Experiences of 'Luxury': How Elitist versus Democratic Consumers Feel When Consuming Luxury Goods?

» Perrine Desmichel¹, Goedeke Krekels², [Jack Chen](#)³ (1. ESCP Business School, 2. IESEG SCHOOL OF MANAGEMENT, 3. Columbia Business School)

11:40

Oral : SS8.7

The psychology of consumer financial accumulation

Venue - Salon 6 (3rd Floor)

Reyna Qiurun Wang (Panel Chair, Convenor)

SS8.7: 1 Value beyond consumption: How and why consumers treat investment differently from other forms of savings

» [Reyna Qiurun Wang](#)¹, Stephanie Tully¹ (1. University of Southern California)

SS8.7: 2 Heuristic Financial Evaluation in Mobile Banking Apps

» [Yonatan Vanunu](#)¹, Kristin Donnelly², Abigail Sussman² (1. Tel Aviv University, 2. University of Chicago Booth School of Business)

SS8.7: 3 Endowed Account Framing: Evidence from Two Field Experiments with 1.5 Million Users

» [Joseph Reiff](#)¹, Hal Hershfield², Shlomo Benartzi³ (1. University of Maryland, 2. University of California, Los Angeles, 3. University of California Los Angeles)

11:40

Oral : SS8.2

Putting Practice Theory into Practice

Venue - Salon 7 (3rd Floor)

Cristel A. Russell (Convenor) and Tandy Thomas (Discussant)

SS8.2: 1 Brand Loyalty in Practice: A Theory of Brand Loyalty Dynamics

» [Janina Rebecca Kauz](#)¹, Johanna Franziska Gollnhofer¹ (1. University of St. Gallen)

SS8.2: 2 How to reduce youth's smart phone usage? A practice destabilization intervention

» [Romain Sohier](#)¹, Gaelle Pantin-Sohier², Amélie Guèvremont³, François Pantin², Chaimaa Basri³ (1. EM Normandie, 2. University of Angers, 3. École des Sciences de la Gestion, Université du Québec à Montréal)

Continued from Saturday, 26 September

SS8.2: 3 Market-Oriented Performativity: How Do Beauty Influencers Stage Beauty Practices?

» [Dania Khalife](#)¹, [Cristel A. Russell](#)² (1. Pepperdine Graziadio Business School, 2. Graziadio Business School)

11:40

Oral : CP8.3

CP8.3: Seen and Felt: Emotional Responses to Brand Messaging
Venue - Salon 8 (3rd Floor)

CP8.3: 1 Body-Positive Messaging Backfires for Indulgent Food Brands

» [Tianyujun Lu](#)¹, [Yann Cornil](#)¹, [Darren Dahl](#)¹ (1. University of British Columbia)

CP8.3: 2 Brand Grief: Conceptualization and Scale Development

» [Sajira Khatoon](#)¹ (1. Independent)

CP8.3: 3 Less Concrete, More to Offer? How logo concreteness influences product variety perception

» [Xinyi Liu](#)¹, [Xiaodong Jiang](#)¹ (1. shanghai university of finance and economics)

CP8.3: 4 When Brands Fight, So Consumers Don't Have To: The Moral Outsourcing Effect in Brand Activism

» [Meta Dev Prasad Murthy](#)¹, [Vishnu Prasad V](#)², [Wenkatesh Patri](#)³, [Rishika Jain](#)⁴, [Swarn Rajan Tiwari](#)⁵ (1. Indian Institute of Management Sambalpur, 2. SP Jain Institute of Management and Research, 3. Indian Institute of Management Kozhikode, 4. School of Management, Mahindra University, 5. Indian Institute of Management Ranchi)

11:40

Oral : SS8.11

Negotiating Marketplace Beliefs in the Elevation of Consumer Spirituality

Venue - Salon 9 (3rd Floor)

[Kyungin Ryu](#) (Convenor), [Haley Hardman](#) (Convenor), and [Ateeq Rauf](#) (Convenor)

SS8.11: 1 Customer Myth-making: How Consumers Craft Personal Myths Through Brand Stories

» [Kyungin Ryu](#)¹, [Matthew Godfrey](#)², [Elizabeth Miller](#)² (1. Sejong University, 2. University of Massachusetts Amherst)

SS8.11: 2 Doctrinal Brand Devotion: A Five-Step Interdependent Process

» [Haley Hardman](#)¹, [Hope Schau](#)², [Joel Collier](#)³, [Michael Breazeale](#)³, [Kaili Tucker](#)¹ (1. Idaho State University, 2. University of California, Irvine, 3. Mississippi State University)

SS8.11: 3 Curating Marketplace Beliefs: How Consumers Construct Spiritual Meaning Beyond Religion

» [Kyungin Ryu](#)¹, [Gulnur Tumbat](#)², [Hope Schau](#)³ (1. Sejong University, 2. San Francisco State University, 3. University of California, Irvine)

SS8.11: 3 Between piety and practicality: Navigating agency and market dependency in consumer resistance

» [Ateeq Rauf](#)¹, [Zeeshan Rafiq](#)², [Susan Dunnett](#)³ (1. Lahore University of Management Sciences, 2. Information Technology University, 3. University of Edinburgh)

11:40

Oral : SS8.8

Marketing in Healthcare: Consumer Health and Drivers of Sub-Optimal Decision-Making

Venue - Salon 10 (3rd Floor)

[Matilda Vevera](#) (Panel Chair, Convenor, Discussant)

SS8.8: 1 Preference for uncertain outcomes under self-control conflict

» [Johnny \(Jiangnan\) Yu](#)¹, [Simona Botti](#)¹, [Michail Kokkoris](#)² (1. London Business School, 2. Vrije Universiteit Amsterdam)

SS8.8: 2 It's Covered: How Insurance Coverage Increases Riskier Medical Therapy Choices

» [Matilda Vevera](#)¹, [Colleen Harmeling](#)², [Cammy Crolc](#)¹ (1. Florida State University, 2. University of Kentucky)

Continued from **Saturday, 26 September**

SS8.8: 3 The societal and spatial costs of social media: Does online connection influence offline blood donations?

» Riley Krotz¹, Stephanie Noble², Carl-Philip Ahlbom¹, Dhruv Grewal³ (1. Florida State University, 2. University of Tennessee, 3. Babson College)

SS8.8: 3 Psychological Entitlement Shapes Preferences for Efficacy-Price Tradeoffs in Healthcare Choices

» Anjali Singh¹, Chethana Achar¹ (1. Northwestern University)

11:40

Oral : SS8.6

Representation Formats and Consumer Judgment

Venue - Salon 12 (3rd Floor)

Simon Huang (Panel Chair, Convenor, Discussant)

SS8.6: 1 Categorical Encoding Disrupts Probability Learning

» Jay Naborn¹, Jonathan E. Bogard¹, Natalia Karelaia² (1. Washington University in St. Louis, 2. INSEAD)

SS8.6: 2 Swipe or Scroll? How Interface Design Increases Purchase Through Attention

» Emma Gu¹, On Amir¹ (1. University of California San Diego)

SS8.6: 3 Preference in Motion: Elicitation Format and the Dynamics of Preference Shifting

» Simon Huang¹, Jonathan Levav¹ (1. Stanford University)

SS8.6: 4 Dramatic effects of elicitation methods and incentives on risk preferences

» Randy Gao¹, Yao Li², Minah Jung³ (1. Bocconi University, 2. New York University, 3. Stern School of Business, New York University)

11:40

Workshop : WK8.12

WK8.12: Consumer-Facing AI Misalignment: Translating Engagement Proxies into Welfare Outcomes

Venue - Wilson Room (3rd Floor)

Consumer-Facing AI Misalignment: Translating Engagement Proxies into Welfare Outcomes

» Eugina Leung¹, Oleg Urminsky², Stephanie Tully³, Simon Blanchard⁴, Kristin Diehl³, Berkeley Dietvorst⁵, Yu Ding⁶, Phylliss Gai⁷, Jacob Goldenberg⁸, Ellie Kyung⁹, Chiara Longoni¹⁰, Alexander Kentaro Moore¹¹, Stefano Puntoni¹², Geoff Tomaino¹³, Klaus Wertenbroch¹⁴ (1. Tulane University, 2. University of Chicago Booth School of Business, 3. University of Southern California, 4. Georgetown University, 5. University of Chicago, 6. Stanford University, 7. Guanghua School of Management, 8. Reichman University, 9. Babson College, 10. Bocconi University, 11. University of Illinois Chicago, 12. The Wharton School, University of Pennsylvania, 13. University of Florida, 14. INSEAD)

13:00

General : AGM

Lunch, ACR Business Meeting and Awards

Venue - Grand and State Ballroom (4th Floor)

14:50

General

Meet the Editors 2

Venue - Empire Room (Off Lobby)

14:50

Oral : CP9.13

CP9.13: Consumer Responses to Design and Messaging Choices

Venue - Honore Room (Off Lobby)

CP9.13: 1 TOO REAL TO BE DRAWN? HOW PHOTOGRAPHIC VERSUS CARTOONISH IMAGERY SHAPES CONSUMER RESPONSE

» Olesia Nikulina¹, Stefania Farace², Dhruv Grewal³ (1. ESCP Business School, 2. University of Bologna, 3. Babson College)

CP9.13: 2 All or Nothing: The Differential Appeal of Minimalism and Maximalism in Product Packaging Design

» Sarah Motallebi¹, Michael Lowe¹, Kevin Sample² (1. Georgia Tech, 2. University of South Carolina)

Continued from Saturday, 26 September

CP9.13: 3 The Effects of Interaction Modality on Consumer Perception in Immersive Technologies

» [Hyojin Lee](#)¹, Rebecca Chae² (1. San Jose State University, 2. Santa Clara University)

CP9.13: 4 Childlike Branding Cues Promote Adult Overconsumption of Age-Restricted Products

» [Cory Haltman](#)¹, John Costello² (1. Kelley School of Business, Indiana University, 2. University of Notre Dame)

CP9.13: 5 The Effect of Hearing Choice Options on Intertemporal Choice

» [Shwetha Mariadassou](#)¹, Christopher Bechler², Jonathan Levav³ (1. Rotterdam School of Management, Erasmus University, 2. University of Notre Dame, 3. Stanford University)

14:50

Oral : CP9.1

CP9.1: Minds, Machines, and Morals in Technology

Venue - Crystal Room (3rd Floor)

CP9.1: 1 AI's hidden price: AI tools reduce donor engagement through extrinsic motivation inferences

» Yujie Zhao¹, [Pete Zhou](#)², Zengxiang Chen³ (1. Shandong University, 2. University of Arizona, 3. Sun Yat-sen University)

CP9.1: 2 How Power Distance Belief Shapes Consumer Reactions to AI- versus Human-made Products

» [Kaixin \(Kathy\) Huang](#)¹, G. Ceren (Gerry) Aksu², Alokparna (Sonia) Monga¹ (1. Georgia State University, 2. University of Massachusetts Boston)

CP9.1: 3 Thinking Like an AI Partner: How AI Role Perceptions Shape Consumers' Moral Decision-Making

» [Hye-young Kim](#)¹, Ann McGill² (1. London School of Economics and Political Sciences, 2. University of Chicago Booth School of Business)

CP9.1: 4 Running on Empty: How Smartphone Battery Levels Shape Consumer Behavior

» [Alex Pratt](#)¹, Stacey Robinson², June Cotte³, Yozen Liu⁴, Maarten Bos⁵ (1. Fogelman College of Business & Economics, University of Memphis, 2. Auburn University, 3. Ivey Business School, Western University, 4. Snap Inc, 5. The Wharton School, University of Pennsylvania)

CP9.1: 5 Automated comment management enhances social media advertising performance

» [Iwoon Park](#)¹, Julian De Freitas¹ (1. Harvard Business School)

14:50

Oral : CP9.5

CP9.5: Deal or No Deal: Consumer Responses to Retailer Promotions

Venue - Salon 1 (3rd Floor)

CP9.5: 1 When Merchandise Crowds the Aisle and Carts Crowd the Shopper: Joint Effects on Sales

» [Mathias Streicher](#)¹ (1. University of Innsbruck)

CP9.5: 2 When and Why High Refunds Are More Effective Than Low Prices

» Alexander Fulmer¹, [Joowon Klusowski](#)² (1. Cornell University, 2. Yale University)

CP9.5: 3 Threshold Promotions: When Threshold Cues Overcome Anchoring

» [John Lancaster](#)¹, Ryan Rahinel¹ (1. University of Oregon)

CP9.5: 4 How the Evolving Tipping Landscape is Inducing Consumer Reactance

» [Jamie Hyodo](#)¹, Bonnie Simpson¹, Jennie Choi¹ (1. Western University)

CP9.5: 5 When Not Knowing Feels Good: The Brand Benefits of Delayed Uncertainty

» Arash Talebi¹, [Sonja Prokopec](#)², Ayse Onculer² (1. EDHEC, 2. ESSEC Business School)

Continued from **Saturday, 26 September**

14:50

Oral : CP9.9

CP9.9: Mental Representations of the Self, Cultural Meanings, and Inner States

Venue - Salon 2 (3rd Floor)

CP9.9: 1 Play to connect: how kidulting shapes consumer responses

» Yali Fan¹, mengyao Wang¹, Lu Yang², Shichen Zhang¹ (1. Nanchang University, 2. Nanjing Agricultural University)

CP9.9: 2 When product differentiations justify the pink tax: Female consumer responses to gendered pricing

» Dingning Yang¹, Oleg Urminsky¹ (1. University of Chicago Booth School of Business)

CP9.9: 3 Does Streamer Gender Matter? Gender Stereotypes and Green Product Sales in Livestreaming E-Commerce

» Xiaojuan Hu¹, Ruohong Hao² (1. China University of Petroleum (East China), 2. Tongji University)

CP9.9: 4 Body-Shape Politics: The Political Divide in Body-Inclusive Advertising

» Lucas Franieck¹, Daniel Fernandes², Irene Consiglio¹ (1. Nova School of Business and Economics,, 2. Catolica Lisbon School of Business & Economics)

CP9.9: 5 Embracing the Inner Child: How Kidulting Consumption Signals Authenticity and Enhances Personal Branding Effectiveness

» Qing Tang¹, Zheng (Nico) Liao², Lijun (Shirley) Zhang³ (1. Hong Kong Baptist University, 2. Nanyang Technological University, 3. University of Leeds)

14:50

Oral : CP9.10

CP9.10: Sustaining Engagement and Emotional Connection

Venue - Salon 3 (3rd Floor)

CP9.10: 1 Connecting Viewers and Art: Title Enhances Liking

» Jiabi Wang¹, Eunha Choi², Claire Tsai Jan², Ann McGill¹ (1. University of Chicago Booth School of Business, 2. University of Toronto)

CP9.10: 2 Designed Emotions, Diverging Impacts: Multimodal Effects of Emotional Expressiveness in Virtual Influencers

» Katherine Rust¹, Hang Nguyen¹, Mansur Khamitov², Farnoosh Khodakarami³ (1. Michigan State University, 2. Kelley School of Business, Indiana University, 3. San Diego State University)

CP9.10: 3 Narratively Incomplete: How Objects Sustain Consumer Engagement Through Recursive Narrative Transportation

» Saurabh Shinde¹ (1. Bilkent University)

CP9.10: 4 The Immersion Barrier: How Consumers Misattribute Disruptions in Digital Experiences

» Roman Welden¹, Dong Chae¹, Koray Cosguner¹ (1. Kelley School of Business, Indiana University)

CP9.10: 5 Routines make people unexpectedly nostalgic

» Yumeng (Davi) Guo¹, Emily Powell², Alixandra Barasch³, Adam Alter¹ (1. Stern School of Business, New York University, 2. Ipsos, 3. University of Colorado Boulder)

14:50

Oral : CP9.4

CP9.4: Unpacking Luxury Branding, Aesthetics, and Perceptions

Venue - Salon 4/5 (3rd Floor)

CP9.4: 1 The Alignment of Luxury: How Text Alignment Affects Brand Perceptions and Willingness to Pay

» Megan Miller¹, Marisabel Romero² (1. University of Arkansas, 2. University of Tennessee)

CP9.4: 2 The Luxury Alphabet: How Orthographic Patterns in Brand Names Shape Willingness to Pay

» Iman Ahmadi¹, Hamid Shaker², Babak Taheri³ (1. University of Warwick, 2. Nottingham Trent University, 3. Texas A&M University)

Continued from Saturday, 26 September

CP9.4: 3 Wearing Luxury After that Brand's Transgression: A Purchaser-Observer Asymmetry

» [Aja McCoy](#)¹, Jake Teeny¹ (1. Northwestern University)

CP9.4: 4 Avatars as Situational Selves: The Effect of Situational Avatar Alignment on Brand Engagement and Purchase Intention in Virtual Brand Spaces

» [Sakshi Korde](#)¹, Satadruta Mookherjee², Fiona Schweitzer² (1. Lazaridis School of Business & Economics, Wilfrid Laurier University, 2. Grenoble Ecole de Management)

CP9.4: 5 Consumer self-deceptive responses to the debunking of misleading ethical product claims

» [Francisco Wang](#)¹, Vincent Mak², Anthony Dukes³ (1. University of Cambridge, 2. Cambridge Judge Business School, University of Cambridge, 3. University of Southern California)

14:50

Oral : CP9.7

CP9.7: Presents and Presence in Relationships

Venue - Salon 6 (3rd Floor)

CP9.7: 1 It's Not Just About Me: Givers Underestimate Recipients' Preferences for Gifts Benefiting Close Others

» [Celeste Yi](#)¹, Aradhna Krishna¹ (1. University of Michigan)

CP9.7: 2 It's the Thought That Counts: Why Interdependent Consumers Avoid Sharing Wishlists

» Minji Suh¹, [Hyewon Cho](#)², Juyoung Kim¹, Hyejin Lee³ (1. Sogang University, 2. Stonehill College, 3. Sungkyunkwan University)

CP9.7: 3 Parenting Cues and Gift-Giving: How Perceived Resource Scarcity Shapes Givers' Utilitarian Bias

» Qingyi Li¹, Zhijun Li², Lu Jiang³, [Qian Xiong](#)¹, Hong Zhu¹ (1. Nanjing University, 2. Nanjing University of Posts and Telecommunications, 3. Jiangsu Open University)

CP9.7: 4 Unwrapping Expectations: The Feelings and Impact of Opening Multiple Gifts

» Bijit Ghosh¹, Katie Lafreniere¹, [Olga Bryksina](#)² (1. University of Alberta, 2. The University of Winnipeg)

CP9.7: 5 The Experience of Living with a Prenup: A Descriptive Investigation of Expectations and Realities

» [Scott Rick](#)¹ (1. University of Michigan)

14:50

Oral : CP9.2

CP9.2: Platforms, Posts, and Social Media Influence

Venue - Salon 7 (3rd Floor)

CP9.2: 1 Caught, Shamed, and Gone? How Detecting Consumer Transgressions Reduces Patronage, and How Firms Can Prevent It

» [Jingzhi \(Ginger\) Liu](#)¹, Sara Dommer¹ (1. Penn State University)

CP9.2: 2 Beyond Advocacy: How Parasocial Relationships Shape Consumer Responses to Brand Activism

» Vishnu Prasad V¹, [Meta Dev Prasad Murthy](#)², [Wenkatesh Patri](#)³, [Josh Joseph](#)³, Rishika Jain⁴ (1. SP Jain Institute of Management and Research, 2. Indian Institute of Management Sambalpur, 3. Indian Institute of Management Kozhikode, 4. School of Management, Mahindra University)

CP9.2: 3 Cancel Behavior: Identity-Relevant Offense and Perceived Social Media Empowerment

» Dominique Braxton¹, Mitchell Hamilton¹, [Priscilla Peña](#)² (1. Loyola Marymount University, 2. University of St. Thomas)

CP9.2: 4 Red, Blue, and Green: How Political Ideology and Negative Framing Shape Consumer Engagement with Environmental Brand Messaging

» Antonios Tiganis¹, [Yuanyuan \(Gina\) Cui](#)², Polymeros Chrysochou¹, Frank Mathmann³ (1. Aarhus university, 2. Coastal Carolina University, 3. Queensland University of Technology)

CP9.2: 5 The effect of brand control over influencer posts on consumer engagement

» [Suyeon Jung](#)¹, Joann Peck² (1. Colorado State University, 2. University of Wisconsin-Madison)

Continued from **Saturday, 26 September**

14:50

Oral : CP9.3

CP9.3: Trade-offs to Sustainable and Ethical Choices

Venue - Salon 8 (3rd Floor)

CP9.3: 1 Design for usage: how visual complexity shapes product usage

» Wenna Han¹, Ravi Mehta², Lidan Xu³ (1. University of Illinois Urbana-Champaign, 2. University of Illinois at Urbana-Champaign, 3. University of North Texas)

CP9.3: 2 How LLM Cognitive Features Shape User Compliance

» Andy Jeon¹, Eunha Myung¹ (1. College of Business, Northern Illinois University)

CP9.3: 3 When Green Turns Red: The Double-Edged Sword of Environmental Sustainability when Brands Transgress

» Anwesha Bandopadhyay¹, Nitika Garg², Sourav Borah¹, Soumya Mukhopadhyay¹ (1. Indian Institute of Management Ahmedabad, 2. University of New South Wales)

CP9.3: 4 DAMAGED GOODS: WHY PRODUCTS FEEL BROKEN EVEN AFTER BEING FIXED.

» Jake Reynolds¹, Bernd Schmitt² (1. Columbia Business School, 2. Columbia University)

CP9.3: 5 The Climate Penalty: Persistent Reluctance to Finance Climate Adaptation Measures Across Hazards and Risk Levels

» Nurit Nobel¹, Abigail Sussman² (1. Stockholm School of Economics, 2. University of Chicago Booth School of Business)

14:50

Oral : CP9.11

CP9.11: Moral Frictions in Contemporary Consumption

Venue - Salon 9 (3rd Floor)

CP9.11: 1 Care and the commons: A netnographic investigation of ethos in water consumption

» Valentina Kirova¹, Ludivine Destoumieux¹, Fabien Rogeon¹, Emmanuelle Boch² (1. Excelsia business school, 2. IAE Tours)

CP9.11: 2 Loving the brand, distancing the firm: The case of Playmobil fandom

» Andria Andriuzzi¹ (1. Université Jean Monnet)

CP9.11: 3 FROM BUYING TO RESELLING HYPED SNEAKERS: HOW CONSUMERS NAVIGATE JOURNEYS IN THE ENRICHMENT ECONOMY

» Pierre-Yann Dolbec¹, Marie-Agnes Parmentier² (1. Concordia University, 2. HEC Montreal)

CP9.11: 4 Beyond Needs: A Dignity-Based Marketing Framework

» Gia Nardini¹, Alexei Gloukhovtsev², Ronald Hill³ (1. Florida Atlantic University, 2. Aalto University School of Business, 3. American University)

CP9.11: 5 From stigma to signal: how brands featuring tattooed endorsers can positively influence consumer's attitudes

» Gaia Giambastiani¹, Martina Cossu², Benjamin Lussert³ (1. ESCP Business School, 2. University of Amsterdam, 3. Vrije Universiteit Amsterdam)

14:50

Oral : CP9.8

CP9.8: Healthcare Provision, Messaging, and Consumer Wellness

Venue - Salon 10 (3rd Floor)

CP9.8: 1 Chasing odds over prizes: designing (un)certain rewards to sustain methadone adherence in opioid-dependent consumers

» Yingshan Qiu¹, Mengna Luan², Xiangnan Feng¹, Liyin Jin¹, Yunlu Yin¹ (1. Fudan University, 2. Southwestern University of Finance and Economics)

Continued from **Saturday, 26 September**

CP9.8: 2 Home Bias in Healthcare: The Impact of Patient-Physician Hometown Concordance on Medical Treatment

» Chuang Tang¹, Lin Qiu², Jia Chen³ (1. Peking University HSBC Business School, 2. Southern University of Science and Technology, 3. ShanghaiTech University)

CP9.8: 3 Why Some Consumers Respond More to Food Marketing: The Role of Metabolic Health and Weight Loss Drug

» Shemal Doshi¹, Yann Cornil², Pierre Chandon¹, Marie-Christine Simon³, Leonie Koban⁴, Hilke Plassmann¹ (1. INSEAD, 2. University of British Columbia, 3. University of Bonn, 4. CNRS)

CP9.8: 4 A Taste of Youth: Unhealthy Food as a Self-Signal of Youthfulness

» Nukhet Taylor¹, Ethan Pancer² (1. Toronto Metropolitan University, 2. Saint Mary's University)

CP9.8: 5 Gendered differences in the effects of meat-reduction interventions: A systematic review and meta-analysis

» Rob Velzeboer¹, Yann Cornil¹ (1. University of British Columbia)

14:50

Oral : CP9.6

CP9.6: Numerical Cognition and Rationality

Venue - Salon 12 (3rd Floor)

CP9.6: 1 The Rating Rescaling Effect: How Rating Scale Range Alters Consumer Ratings

» Suyeon Cho¹, Deepak Sirwani², Manoj Thomas¹ (1. Cornell University, 2. University of British Columbia)

CP9.6: 2 SAME ODDS, DIFFERENT STORY: HOW ODDS FORMAT AFFECTS SPORTS BETTING JUDGMENTS AND BEHAVIOR

» William Wang¹, Dale Griffin¹ (1. University of British Columbia)

CP9.6: 3 Consumption Contentment: The Virtue of Forgoing Value

» Eda Erensoy¹, Deborah Small¹ (1. Yale University)

CP9.6: 4 Hard Circumstances Undermine Freedom But Not Consent

» Jiayue Mao¹, Corey Cusimano¹ (1. Yale University)

CP9.6: 5 The Economic (Ir)rationality of Social Media Consumption

» Felix Nitsch¹ (1. University of South Carolina)

14:50

Oral : CP9.12

CP9.12: Let's Make Brands Better

Venue - Wilson Room (3rd Floor)

CP9.12: 1 Longing and Brand Choice: How Symbolic Togetherness Shapes Preference for Chain Brands

» Yuechen Wu¹, Xun (Irene) Huang², Ruijuan Wang³, Todd Arnold¹ (1. Oklahoma State University, 2. Hong Kong Metropolitan University, 3. Central South University)

CP9.12: 2 Inconsistent Brand Activism in Global Marketing: Impact on Brand Performance

» Lin Zhao¹, Xinchun Wang², Annie Cui², Xiaojin Liu¹ (1. Virginia Commonwealth University, 2. West Virginia University)

CP9.12: 3 From Moral Beauty to Moral Scrutiny: How Moral Violations Shape Consumer Responses to Purpose-Driven Brands

» Neha Nair¹, Sanjay Sood¹ (1. Anderson School of Management, UCLA)

CP9.12: 4 SOCIAL BRAND POWER

» Richard Flight¹, Paul Clark¹, Patrick van Esch¹ (1. Coastal Carolina University)

CP9.12: 5 The Dark Side of Consumer Engagement: Are Brands Better Off When Consumers Ignore Requests for Engagement?

» Demi Oba¹, Lingrui Zhou², Holly Howe³, Keisha Cutright⁴ (1. Harvard Business School, 2. The University of Hong Kong, 3. University of British Columbia, 4. Duke University)

Continued from **Saturday, 26 September**

15:50 **General**
Coffee Break
Venue - Grand and State Foyer

15:50 **General**
Coffee Break
Venue - Salon Rooms Foyer

16:10 **General : Finance**
ACR Finance Session
Venue - Empire Room (Off Lobby)

16:10 **Workshop : WK10.13**
WK10.13: When AI Meets Healthcare: Redefining Consumer Empowerment in the Age of AI-Powered Health Decision Systems
Venue - Honore Room (Off Lobby)

WK10.13: 1 When AI Meets Healthcare: Redefining Consumer Empowerment in the Age of AI-Powered Health Decision Systems

» Leonard Lee¹, Jing (Jill) Lei², Simona Botti³, Susan Broniarczyk⁴, Fangyuan Chen⁵, Rebecca Hamilton⁶, Tom Kramer⁷, Peggy Liu⁸, Fang-Chi Lu², Carey Morewedge⁹, Vicki Morwitz¹⁰, Claire Tsai Jan¹¹, Echo Wen Wan¹², Stacy Wood¹³ (1. National University of Singapore, 2. University of Melbourne, 3. London Business School, 4. University of Texas at Austin, 5. University of Macau, 6. Georgetown University, 7. University of California Riverside, 8. University of Pittsburgh, 9. Boston University, 10. Columbia University, 11. University of Toronto, 12. The University of Hong Kong, 13. North Carolina State University)

16:10 **Oral : CP10.1**
CP10.1: AI and I
Venue - Crystal Room (3rd Floor)

CP10.1: 1 Algorithmic Appropriation: Legitimation of Misaligned Personalization

» Yi-En Lin¹, Joel Lo Ribeiro¹ (1. King's College London)

CP10.1: 2 Always There to Listen: AI Companions and the New Landscape of Social Support

» Khusbu Rahman¹, Sevincgul Ulu¹ (1. Southern Illinois University Carbondale)

CP10.1: 3 Beyond Emotional Support: AI Companions as Marketplace Influencers and Consumer Decision Agents

» Xingming Yang¹, Shuyi Hao², Shubin Yu³ (1. NEOMA Business School, 2. ICN Business School, 3. HEC Paris)

CP10.1: 4 Guarding against AI brain fog: navigating the experience of learning from AI

» Joel Mohr¹, Ashok Kaliyamurthy² (1. Lakehead University, 2. Oregon State University)

16:10 **Oral : CP10.5**
CP10.5: The Price is Right (and if not, We Put it on Promotion!)
Venue - Salon 1 (3rd Floor)

CP10.5: 1 Consumer Perception of Price Dispersion by Artificial Intelligence

» Xuying Leo¹, Young Eun Huh² (1. Korea Advanced Institute of Science and Technology (KAIST) and Miele X, 2. Seoul National University)

CP10.5: 2 Narrowcasting or Broadcasting: The Psychological Costs of Sharing Discount Promotions on Social Media

» Haoyu Liu¹, Kuangjie Zhang¹, Haiyang Yang², Alison Xu³ (1. Nanyang Technological University, 2. Johns Hopkins University, 3. University of Illinois at Urbana-Champaign)

Continued from Saturday, 26 September

CP10.5: 3 The 1% Disadvantage: How Small Early Payment Discounts Drive Consumer Backlash

» [Rohan Garg](#)¹, Wendy De La Rosa¹ (1. The Wharton School, University of Pennsylvania)

CP10.5: 4 Earn More, Misjudge More: A Linearizing Heuristic in Spend-and-Earn Promotions

» [Giulia Maimone](#)¹, Yang Yang¹ (1. University of Florida)

16:10

Oral : SS10.9

Beyond Pink and Blue: The Hidden Power of Gender in Consumer Perception and Digital Markets

Venue - Salon 2 (3rd Floor)

Liat Levontin (Convenor)

SS10.9: 1 Complexity is Gendered

» [Elinor Amit](#)¹, Tatiana Rubinstein¹, Cheryl Waksalak², Gil Appel³ (1. Tel Aviv University, 2. University of Southern California, 3. George Washington University)

SS10.9: 2 Measuring emotional responses to ads that conform to vs. violate gender norms: Facial expression analysis and self-reports

» [Enav Friedmann](#)¹, [Lior Avieli Weizman](#)¹, Merav Weiss-Sidi², Sharon Shavitt³, Srishti Goel⁴ (1. Ben Gurion University, 2. Ruppin Academic Center, 3. University of Illinois Urbana-Champaign, 4. Yale University)

SS10.9: 3 When is Kiki Round? When Gender Disrupts Brand Name Sound Symbolism

» Ruth Pogacar¹, Robert S. Wyer², Jinhee Huh¹, [Hannah Walker](#)¹, L. J. Shrum³, Tina M. Lowrey⁴ (1. University of Calgary, 2. University of Cincinnati, 3. HEC Paris, 4. HEC Paris & University of Bristol)

SS10.9: 3 Algorithmic Bias in Ad Delivery: Higher Engagement but Lower Exposure for Ad Featuring Female vs. Male Service Providers

» [Atil Mansour](#)¹, Kim Penias¹, Danit Ein-Gar², [Liat Levontin](#)¹ (1. Technion, Israel Institute of Technology, 2. Tel-Aviv University)

16:10

Oral : SS10.10

The wrenches in our best-laid plans: Disruptions, unexpected outcomes, and (mis)perceptions in goal pursuit

Venue - Salon 3 (3rd Floor)

Christopher Olivola (Panel Chair, Convenor)

SS10.10: 1 The Motivational Shock of Goal Transitions

» [Phuong Le](#)¹, Jiabi Wang¹, Ayelet Fisbach¹ (1. University of Chicago Booth School of Business)

SS10.10: 2 The "Anti-Snack Bias": Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness

» Jackie Silverman¹, [Allie Lieberman](#)², Rachel Gershon³ (1. Vanderbilt University, 2. Anderson School of Management, UCLA, 3. UC Berkeley)

SS10.10: 3 Unexpected Goal Failure and Perceived Control: How Salient Prevention Plans Increase Consumer Blame for Illness

» [Luis Abreu](#)¹, Kaitlin Woolley², Jordan Etkin³ (1. University of Kentucky, 2. Cornell University, 3. Duke University)

SS10.10: 3 The "Pure" Sunk-Cost Fallacy: Sunk-Cost Effects Without Personal Goals

» Li Jiang¹, [Christopher Olivola](#)² (1. GW School of Business, George Washington University, 2. Kelley School of Business, Indiana University)

16:10

Oral : CP10.4

CP10.4: How Identity Shapes the Meaning of Purchase Variety

Venue - Salon 4/5 (3rd Floor)

CP10.4: 1 From Playground to Purchase: How Having Been Bullied In Youth Predicts Consumers' Preference for (Less)Popular Products in Adult Life

» Shuhan Yang¹, [Tito Grillo](#)¹, Jennifer Argo¹ (1. University of Alberta)

Continued from Saturday, 26 September

CP10.4: 2 Local Roots, Humble Choices: How Community Identity Shapes Brand Preference

» [Sang A Lee](#)¹, Ashok Lalwani¹ (1. Kelley School of Business, Indiana University)

CP10.4: 3 Unique but Inauthentic? Observers' Context-Dependent Perceptions of Variety-seeking

» [Rui Zhang](#)¹, Jessica Li¹ (1. University of Kansas)

CP10.4: 4 IS WARMTH OR COMPETENCE MORE EFFECTIVE FOR MARKETING OUTCOMES? A META-ANALYTICAL INVESTIGATION

» [Anne-Maree O'Rourke](#)¹, [Alex Belli](#)², Mansur Khamitov³, Georgios Halkias⁴ (1. The University of Queensland, 2. University of Melbourne, 3. Kelley School of Business, Indiana University, 4. Copenhagen Business School)

16:10

Oral : CP10.7

CP10.7: Charitable Decisions and Disconnects

Venue - Salon 6 (3rd Floor)

CP10.7: 1 Knowing Others Will Be In Your Shoes Increases Prosocial Consumer Participation

» [Matthew Cashman](#)¹, Drazen Prelec¹ (1. MIT Sloan)

CP10.7: 2 One Comparison Leads to Another: A Sequential Comparison Framework for Prosocial Lending

» [Rhianon Mesler](#)¹, Ali Besharat², Jennifer Argo³ (1. University of Lethbridge, 2. University of Denver, 3. University of Alberta)

CP10.7: 3 Quality versus Quantity: Donors, Unlike Beneficiaries, Prefer to Make Lives Better, Not Longer

» [Jon Bogard](#)¹ (1. Washington University in St. Louis)

CP10.7: 4 Reserving for Later: How Nonprofit Fund Retention Shapes Donor Perceptions and Giving

» [Hanife Armut](#)¹, Nazli Gurdamar-Okutur², Karen Page Winterich³, Zeynep Gurhan Canli² (1. Bilkent University, 2. Koç University, 3. Penn State University)

16:10

Oral : CP10.2

CP10.2: Performance and Practice in Consumption

Venue - Salon 7 (3rd Floor)

CP10.2: 1 Beyond the Recipe Book: Sociotechnical Mediation and the Reconfiguration of Culinary Competence Plateaus

» Roberta Dias Campos¹, [Ana Julia Buttner](#)¹, Karin Ligia Brondino Pompeo¹, Marco Aurelio de Souza Rodrigues¹, Kim Kevin Ludvig Triewiler¹ (1. ESPM)

CP10.2: 2 Escaping a Noisy World: How Consumers Curate Technologically-Mediated Silence Experiences

» [Chiara Alamia](#)¹, Univ.-Prof. Dr. Andrea Hemetsberger¹ (1. University of Innsbruck)

CP10.2: 3 Living with a 'new me': Consumer practice adaptation under a non-habituated body

» Vidushi Trivedi¹, Ankur Kapoor¹, [Eileen Fischer](#)² (1. Indian Institute of Management Udaipur, 2. Schulich School of Business)

CP10.2: 4 ORCHESTRATING PRACTICES: HOW CONSUMERS COORDINATE COLLECTIVE PERFORMANCES

» [Pierre-Yann Dolbec](#)¹, Marcus Phipps² (1. Concordia University, 2. University of Melbourne)

16:10

Oral : CP10.3

CP10.3: Promoting Sustainable Behavior and Innovation

Venue - Salon 8 (3rd Floor)

CP10.3: 1 Consumer Preference for Sustainable Transportation: Designing Brand Personality to Increase EV Adoption

» [Jiawen Li](#)¹, Jingjing Ma¹, Haiyang Yang² (1. Peking University, 2. Johns Hopkins University)

CP10.3: 2 Branded Recommerce: How Brands Drive Sustainable Consumption of Pre-Owned Products

» [Stuti Agarwal](#)¹, Elie Ofek¹, Raghabendra KC² (1. Harvard Business School, 2. Rollins College)

Continued from **Saturday, 26 September**

CP10.3: 3 Fresh Starts and Second Lives: Fresh Start Mindset Increases Preference for Upcycled Products

» Sai Prashanth Ramachandran¹, Femke van Horen², Aylin Aydinli² (1. Audencia Business School, 2. Vrije Universiteit Amsterdam)

CP10.3: 4 Impact of Firm Effort on Consumer Intention to Act Sustainably.

» Aiswarya Nair¹, Sanjeev Tripathi² (1. Mahindra University, 2. Indian Institute of Management Indore)

16:10

Oral : SS10.11

Elevation Through Netnography: Innovations for Studying Digital Consumer Culture

Venue - Salon 9 (3rd Floor)

Rachel E Hochstein (Convenor)

SS10.11: 1 Theory Building through Filmnography: A Guide to Social Media Video Analysis

» Rachel E Hochstein¹, Colleen Harmeling², Ela Veresi³ (1. University of Missouri-Kansas City, 2. University of Kentucky, 3. York University)

SS10.11: 2 Ambient Consumption Communities and the "Feed-as-Field": Rethinking Netnography in Algorithmic Environments

» Jenna Drenten¹ (1. Loyola University Chicago)

SS10.11: 3 AI use in immersion journaling: Implications from an IVF consumption netnography

» Lena Cavusoglu¹, Ulrike Gretzel², Robert Kozinets³ (1. Pacific University, 2. IMC Krems University of Applied Sciences, 3. University of Southern California)

SS10.11: 4 Digital co-construction in the platform age: beyond the researcher-participant dyad

» Rossella Gambetti¹, Silvia Biraghi¹, Angela Antonia Beccanulli¹ (1. Università Cattolica del Sacro Cuore)

16:10

Oral : CP10.8

CP10.8: Health Communication and Consumer Wellness

Venue - Salon 10 (3rd Floor)

CP10.8: 1 Consumer wellness behaviors: a conceptualization and multidimensional framework

» Karina Protti¹, Tania Veludo-de-Oliveira¹ (1. Fundação Getulio Vargas)

CP10.8: 2 Influence of Contagious Diseases on Consumers' Natural Preference

» Dongeun Kim¹, Chelsea Galoni², Seung-Wook Kim³ (1. Assumption University, 2. University of Iowa, 3. Bentley University)

CP10.8: 3 Not Worth My Sweat: Food Equivalents of Calorie Expenditure Dampen the Perceived Value of Exercise

» Jiajia Liu¹, Phyliss Gai² (1. The University of Hong Kong, 2. Guanghua School of Management)

CP10.8: 4 The Normalcy Paradox: When Reassurance Inadvertently Suppresses Treatment

» Sevi Lawal¹, Brianna Chew¹, On Amir¹ (1. University of California San Diego)

16:10

Oral : SS10.6

Consumer Psychology of Generating and Acting on Predictions

Venue - Salon 12 (3rd Floor)

Yue Zhang (Panel Chair, Convenor)

SS10.6: 1 Does Dialectical Bootstrapping Improve the Wisdom of the Inner Crowd?

» Carter Allen¹, Celia Gaertig¹, Joseph Simmons² (1. University of California, Berkeley, 2. The Wharton School, University of Pennsylvania)

SS10.6: 2 The Dispersion Between Predictions Changes Consumers' Reliance on Them

» Katie Mehr¹, Matt Meister² (1. University of Alberta, 2. University of San Francisco)

Continued from **Saturday, 26 September**

SS10.6: 3 Betting Against Randomness: Generative AI Predictions Inflate Perceived Winning Probabilities

» [Yue Zhang](#)¹, Anne-Kathrin Klesse¹, Alixandra Barasch² (1. Rotterdam School of Management, Erasmus University, 2. University of Colorado Boulder)

SS10.6: 4 Tiny Probability Reductions Can Seem More Worthwhile for Higher Probability Risks

» [Joshua Lewis](#)¹, Johanna Salu², Lucius Caviola³ (1. New York University, 2. University of Warwick, 3. University of Cambridge)

16:10

Workshop : WK10.12

WK10.12: Beyond Text: Visual, Audio, Multimodality, and the Future of Automated Content Analysis

Venue - Wilson Room (3rd Floor)

WK10.12: 1 Beyond Text: Visual, Audio, Multimodality, and the Future of Automated Content Analysis

» [Luca Cascio Rizzo](#)¹, [Jonah Berger](#)², [Gizem Ceylan](#)³, [Skyler Chen](#)⁴, [Yu Ding](#)⁵, [Jacob Goldenberg](#)⁶, [Christian Hildebrand](#)⁷, [Reto Hofstetter](#)⁷, [Michael Lowe](#)⁸, [Johann Melzner](#)⁹, [Francisco Villarroel](#)¹⁰, [Grant Packard](#)¹¹, [Shane Wang](#)¹² (1. University of Southern California, 2. The Wharton School, University of Pennsylvania, 3. The Ohio State University, 4. UC Berkeley, 5. Stanford University, 6. Reichman University, 7. University of St.Gallen, 8. Georgia Tech, 9. University of Miami, 10. University of Bologna, 11. York University, 12. Virginia Tech)

17:45

General

Yoga with Cristel

Venue - Cresthill Room (3rd Floor)

19:30

General

Closing Conference Event

Venue - Untitled Supper Club - 111 W Kinzie St, Chicago, IL 60654, United States