



DETAILED PROGRAM

ACR EUROPEAN CONFERENCE 2023

July 6 - 8, 2023 • Amsterdam

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# CONFERENCE CHAIRS

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**Aylin Aydinli**

Vrije Universiteit Amsterdam



**Femke van Horen**

Vrije Universiteit Amsterdam



**Selin Atalay**

Frankfurt School of Finance and Management



**Shailendra Pratap Jain**

University of Washington

# ORGANIZING TEAM

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## Working Paper Chairs

Amir Grinstein	Northeastern University
Gizem Ceylan	Yale University
Yangjie Gu	HEC Paris

## Organizational Team Leads

Gaia Giambastiani	Vrije Universiteit Amsterdam
Michalis Kokkoris	Vrije Universiteit Amsterdam
Selin Goksel	Vrije Universiteit Amsterdam

## Web Design and Graphics

David de Jong	Vrije Universiteit Amsterdam
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## Track Chairs

Andrea Bonezzi	New York University
Angela Lee	Northwestern University
Esther Uduehi	University of Washington
Keith Wilcox	Texas A&M University
Maggie Geuens	Ghent University
Meng Zhu	Johns Hopkins University
Remi Trudel	Boston University
Tina Lowrey	HEC Paris

# VOLUNTEERS

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David de Jong	Vrije Universiteit Amsterdam	Sejal Kamat	Vrije Universiteit Amsterdam
Fabienne Krywuczky	Vrije Universiteit Amsterdam	Seongun Jeon	Vrije Universiteit Amsterdam
Floor Coenen	Vrije Universiteit Amsterdam	Siria Luo	Vrije Universiteit Amsterdam
Jiaming Zhang	Vrije Universiteit Amsterdam	Teresa Laguna	Vrije Universiteit Amsterdam
Kevin Jiang	University of Washington	Vani Pillay	Vrije Universiteit Amsterdam
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Musa Essa	Erasmus University Rotterdam	Zeynep Topcu	Vrije Universiteit Amsterdam
Noud Schartman	Vrije Universiteit Amsterdam		

# ACKNOWLEDGEMENTS

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We would like to thank everyone involved in the planning and organization of the conference: the track chairs, the working paper chairs, the program committee, the reviewers, Rajiv Vaidyanathan and Amy Ledin from ACR, webmaster David de Jong, and our invaluable volunteers. Without your dedication, this event would not have been possible.

An international conference of this nature could not have taken place without the support and contribution of the local hosting institution Vrije Universiteit Amsterdam (VU Amsterdam). We thank VU School of Business and Economics and Amsterdam Business Research Institute (ABRI) for their financial support. We would also like to express our gratitude to our dynamic and enthusiastic faculty and PhD students at the Marketing Department of VU Amsterdam. Their contributions were instrumental in the planning, promotion, and execution of the conference.

Finally, we would like to thank all the participants of EACR. Your contributions have played a vital role in shaping the academic quality of this conference. We hope that you share our excitement about the program and the conference as a whole. Together, we have created an exceptional event that will hopefully be filled with great memories and leave a lasting impact.

# PROGRAM OVERVIEW

Day	Time	Thematic Sessions	Location
Thursday 6 July	12:00 - 17:00	Registration	Casa Hotel Eerste Ringdijkstraat 4
	14:00 - 16:30	Social Events*	
	17:00 - 19:00	Opening Reception	De Kroon Rembrandtplein 17-1
Friday 7 July	08:30 - 09:45	Session 1	Casa Hotel Eerste Ringdijkstraat 4
	09:45 - 10:00	Coffee Break	
	10:00 - 11:15	Session 2	
	11:15 - 11:30	Coffee Break	
	11:30 - 12:45	Session 3 Scraping and Making Sense of Web and Field Data for Consumer Research Chaired by Johannes Boegershausen and Aurélie Lemmens	
	12:45 - 14:00	Lunch	
	14:00 - 15:15	Session 4 Publishing Field Data in Consumer Research Chaired by Stephan Ludwig, Francisco Villarroel Ordenes Paolo Tamagnini and Dennis Herhausen	
	15:15 - 15:30	Coffee Break	
	15:30 - 16:45	Session 5 Engaging in Application-Inspired Research Chaired by Maarten Bos, Bernd Schmitt and Alex Bleier	
	16:45 - 17:15	Popcorn & Ice Cream Break	
	17:15 - 18:15	Working Paper Reception Roundtable Technology Chaired by Kristin Diehl Panelists: Alix Barasch, Andrea Bonezzi, Leif Brandes, Noah Castelo, Rebecca Hamilton, Christian Hildebrand, Cait Lamberton, Chiara Longoni and Martin Schreier	
	18:30 - 19:30	Social Events*	

\* Social Events are optional, please register at [eacr2023.nl](https://eacr2023.nl)

# PROGRAM OVERVIEW

Day	Time	Thematic Sessions		Location	
Saturday 8 July	08:30 - 09:45	Session 6		Casa Hotel Eerste Ringdijkstraat 4	
	09:45 - 10:00	Coffee Break			
	10:00 - 11:15	Plenary Session	Keynote Speech Daniel Effron		
	11:15 - 11:30	Coffee Break			
	11:30 - 12:45	Session 7			
	12:45 - 14:15	Lunch			
	14:15 - 15:30	Session 8	Open Science Session Chaired by Leif Nelson Presenters: Marjan Bakker, Anne Scheel and Jelte Wicherts		Meet the Editors Moderator: Giana Eckhardt Panelists: Jennifer Argo, June Cotte, Katrijn Gielens, Rebecca Hamilton, Cait Lamberton, Vicki Morwitz and Martin Schreier
	15:30 - 16:00	Snacks & Bites			
	16:00 - 17:15	Session 9	Roundtable Intersections Chaired by Simona Botti Panelists: Eduardo Andrade, Zachary Estes, Eileen Fischer, Güliz Ger, Joe Gladstone, Vicki Morwitz, Gabriele Paolacci, Koen Pauwels and Davide Proserpio		
	17:15 - 18:00	Break			
18:00 - 18:15	Bus pick up to closing event		Bar Kantoor Westerpark Haarlemmerweg 8		
19:00 - 01:00	Closing Dinner & Dance Party				
Sunday 9 July	12:00 - 17:00	Social Events*			

\* Social Events are optional, please register at [eacr2023.nl](https://eacr2023.nl)



# TRACK OVERVIEW

Day/Date	Time	Track 1: Judgment and Decision Making Chair: Meng Zhu and Angela Lee Room: London	Track 2 : Sustainability & Prosocial Behavior Chair: Remi Trudel Room: Oxford	Track 3: Attitudes & Influence Chair: Keith Wilcox Room: Sorbonne	Track 4: Diversity & Inclusion Chair: Esther Uduehi Room: Stellenbosch	Track 5: Food Affairs Chair: Maggie Geuens Room: Oxford	Track 6: Technology & Consumers Chair: Andrea Bonezzi Room: Sorbonne	Track 7: Language & Communication Chair: Tina Lowrey Room: Stellenbosch
Friday 7 July 2023	Session 1 08:30-09:45							
	Session 2 10:00-11:15	Session 2.1: The Irrational De-emphasis of Relevant Information	Session 2.5: Elevating Giving and Prosociality	Session 2.6 Special Session: How to Impress Others: The Antecedents and Consequences of Self-Disclosure of Personal	Session 2.7: Gender and Intersectionality			
	Session 3 11:30-12:45	Session 3.1: Think Again (or Not!): Planning and Monitoring May Undermine Hedonic Outcomes	Session 3.5: Green Choices and Ethical Consumption	Session 3.6: Power of Words: Opinions, Reviews and Framing	Session 3.7: Marginalization in Consumer Interactions			
	Session 4 14:00-15:15	Session 4.1 Special Session: Consumer Medical Decision-Making	Session 4.5: Novel Perspectives on Sustainable Consumption	Session 4.6 Special Session: New Insights into Influencer Marketing	Session 4.7 Special Session: Inclusivity in the Marketplace			
	Session 5 15:30-16:45	Session 5.1 Special Session: The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making	Session 5.5: Navigating the Landscape of Morality and Social Marketing	Session 5.6: Ownership, Feelings, and Engagement	Session 5.7 Special Session: Dispelling Global Contextual Assumptions on Racism and Discrimination Research			
Saturday 8 July 2023	Session 6 08:30-09:45						Session 6.4: Consumers and AI: Adoption, Inferences, and Reactions	Session 6.5: Expressive Dimensions of Language
	Session 7 11:30-12:45					Session 7.3 Special Session: Front-of-Package Nutrition Labels and Beyond: How, When, and with the Use of Which Tools does	Session 7.4 Special Session: Looking Back and Moving Forward: Current State of Research and New Insights on Consumer-	Session 7.5 Special Session: Product Reviews, Reviewers, and Past Reviews: Exploring What Consumers Convey and Infer from
	Session 8 14:15-15:30	Session 8.1: The Origin of Prediction Errors and How to Course-Correct				Session 8.6: Food Affairs throughout the Decision Making Process	Session 8.7: Personal and Social Costs of New Technologies	Session 8.8: The Role of Language in Consumer Research
	Session 9 16:00-17:15	Session 9.1 Special Session: Consumers as Generators and Users of Research Results: Misjudgments and Interventions						



## Thursday, 6 July

- 12pm **Registration**  
*Foyer*
- 5pm **Opening Reception**  
*Café de Kroon - Rembrandtplein 17-I 1017 CT Amsterdam*

## Friday, 7 July

- 8:30am **Session 1.1: Modality Matters: Insights on Information, Form, and Modality**  
*Room: Amsterdam*  
Chaired by: Nukhet Taylor
- Animation Speed Impacts Risk Judgments**  
» [Nukhet Taylor](#), Sean Hingston
- Combining Image and Text Features in Social Media Posts to Boost Consumer Content Sharing**  
» Stefania Farace, [Francisco Javier Villarroel Ordenes](#), Dennis Herhausen, Dhruv Grewal, Ko de Ruyter
- Consumer Preferences between Physical and Digital Communication Formats: The Role of Information Valence**  
» Anouk Kolen, [Tatiana Sokolova](#), Niels Van de Ven
- How Does the Visual Arrangement of Prices Influence How They Are Compared?**  
» Gilles Laurent, [Marc Vanhuele](#), Madhav Arora
- 8:30am **Session 1.2: Consumer Valuations: New Directions in Pricing**  
*Room: Amsterdam*  
Chaired by: Randy Gao

### All Roads Lead to Rome? Evaluating Value Elicitation Methods

» [Randy Gao](#), Minah Jung, Simon Huang

### Uncertain Prices and the Price of Uncertainty

» Burcak Bas, [Joachim Vosgerau](#)

### Some Value Is Not for The Taking: Redistributive Concerns and The Fairness of Value Pricing

» [Camilla Zallot](#), Gabriele Paolacci, Amit Bhattacharjee

### That's It! How Two Words Can Influence Perceived Price Complexity and the Resulting Purchase Behavior

» [Gal Mazor](#), Dikla Perez, Ann Kronrod

### 8:30am Session 1.3: Cutting Edge Insights into Branding

*Room: Harvard*

Chaired by: Jesse Zee

### How to stand out from the crowd? A Brand Name Distinctiveness Framework Based on (Orthographic) Similarity

» [Jesse Zee](#), Ruth Pogacar, Malaika Brengman, Kim Willems

### The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty?

» Arash TALEBI, [Sonja PROKOPEC](#), Ayse Onculer

### What do I think about this sustainable Gucci? Product- or company-focused sustainability association, perceived environmental impact, and consumer response toward luxury products

» [Inbar Elia](#), Dikla Perez, Amir Grinstein, Neeru Paharia

### Loss of Control: How Interactions with Robots Reduce Consumers' Willingness to Pay

» Chi Hoang, [Xiaoyan \(Jenny\) Liu](#), Sharon Ng



Continued from Friday, 7 July

8:30am **Session 1.4: Foul Play: Perspectives on Morality in Business**

Room: Oxford

Chaired by: Anika Stuppy

**When Human Labor Doesn't Paint a Pretty Picture: The cheap = poor working conditions intuition**

» [Almira Abilova](#), Mirjam Tuk

**Thou Shall Not Steal: When Do Copycats Trigger Moral Concern?**

» [Anika Stuppy](#), Femke van Horen, Margaret (Meg) C. Campbell

**Big Business, Bigger Dishonesty: Consumers are More Dishonest Toward Large Businesses than Small Businesses**

» [Jareef Martuza](#), Hallgeir Sjøstad, Helge Thorbjørnsen

**When Consumers Morally License Corporate Social Responsibility (CSR) Transgressions and the Role of CSR Positioning**

» Argiro Kliamenakis, Bianca Grohmann, [H. Onur Bodur](#)

8:30am **Session 1.5: Insights on Methodology**

Room: Sorbonne

Chaired by: Hannah Perfecto

**Insights on new information consumption**

» Amir Sepehri, [Rod Duclos](#), Nasir Haghighi

**Testing the Digital Frontier: Opportunities and Validity Tradeoffs in Digital Quasi-Experiments**

» Yann Cornil, Shangwen Yi, Johannes Boegershausen, [David Hardisty](#)

**A Systematic Investigation of Attention Checks in Consumer Behavior Research**

» [Hannah Perfecto](#), Michael O'Donnell

**Formulating statements or asking questions? The Impact of Formulating Items as Questions versus Statements on Evaluations**

» Anneleen Van Kerckhove, [Elke Cabooter](#), Mario Pandelaere, Elisabeth Cowley

8:30am **Session 1.6: Feeling Matters, Feelings Matter**

Room: Stellenbosch

Chaired by: Guy Voichek

**Great Expectations Make the Pain Last Longer**

» [Guy Voichek](#), Minju Han, Ravi Dhar

**Multi-experience Framing: The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment**

» Ceren Sahin, [Robert Smith](#), Anika Stuppy

**Enhancing consumer's creativity in a co-creation context through personification: The role of mental imagery and pleasure**

» [Adnan Mendares](#), Marie-Laure Gavard-Perret

**Understanding Consumers' Well-Being: The importance of Happy Hedonism**

» [Rita Vale](#), Rik Pieters

9:45am **Coffee Break**

Erasmus

10am **Session 2.1: The Irrational De-emphasis of Relevant Information**

Room: Amsterdam

Chaired by: Alice Moon

**Not starting from the bottom: Consumers emphasize rank position and neglect list length when evaluating ranked products**

» Uri Barnea, [Alice Moon](#), Jackie Silverman



Continued from Friday, 7 July

**When willingness-to-pay seems irrational: The role of perceived market price**

» [Minah Jung](#), Ioannis Evangelidis, Alice Moon

**Not Willing to Compromise: Adding A Common Negative Feature Decreases Consumer Choice of the More Desirable Product**

» [May Yuan](#), Leilei Gao

**How Shall I Pay? Having Multiple Payment Options Increases Purchase Likelihood**

» [Deniz Lefkeli](#), Nazli Gurdamar-Okutur

10am

**Session 2.2: Joint Decisions and Social Influences**

Room: Amsterdam

Chaired by: Ali Faraji-Rad

**Choosing More Food for Others**

» Peggy Jie Liu, [Ignazio Ziano](#)

**Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals**

» Yuechen Wu, Jared Watson, [Ali Faraji-Rad](#)

**They did what? Why the unexpected sustainable behaviours of others lead to positive outcomes**

» [Carina Thuerridl](#), Marlene Vock, Bonnie Simpson

**The Below-Average Effect in Purchasing: When and Why Consumers Think They Buy Products Less Than Other Consumers**

» [Begum Celiktutan](#), Robert Smith, Niels Van de Ven

10am

**Session 2.3 Special Session: What drives persuasiveness of marketing communication? Insights from neuroscience**

Room: Harvard

Chaired by: Ale Smidts

**What drives persuasiveness of marketing communication? Insights from neuroscience**

» Ale Smidts, Maarten Boksem, [Hang-Yee Chan](#), [Leo Van Brussel](#), [Vinod Venkatraman](#), [Christin Scholz](#), Judit Campdepados, Elizabeth Beard, Eve Matthew, Khoi Vo, Emily Falk

10am

**Session 2.4: Multiple Choice: Perspectives on Choice Sets**

Room: Heidelberg

Chaired by: Franziska Krause

**Why Customers Abandon Self-Design Processes with Online Configurators**

» [Franziska Krause](#), Nikolaus Franke

**The Effects of Lower Price Restraints on Consumer Choice**

» Eunha Han, [Harmen Oppewal](#), Luke Greenacre

**Set Composition Induces People To Buy More**

» [Elena Bocchi](#), Irene Scopelliti, Zachary Estes

10am

**Session 2.5: Elevating Giving and Prosociality**

Room: Oxford

Chaired by: Danit Ein-Gar

**Upgrading my Look, Upgrading my Act: the effect of Appearance Improvements on Charitable Giving**

» [Natalia Kononov](#), Danit Ein-Gar, Stefano Puntoni

**Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients**

» Jingjing Ma, [Yu \(Anna\) Lin](#), Danit Ein-Gar

**From Sinners to Saints: How Redemption Stories Motivate Charitable Giving**

» Eric Levy, [Rishad Habib](#), Katherine White, Karl Aquino





Continued from Friday, 7 July

**Wearing It Once for \$20: Cost-per-Wear Information Increases Consumer Choice of High-Quality Clothing**

» [Lisa Eckmann](#), Fabian Rüger, Lucia A. Reisch

**Prosocial Behavior in Modified Public Goods Games**

» [Max Yu](#), Roy Chen

10am

**Session 2.6 Special Session: How to Impress Others: The Antecedents and Consequences of Self-Disclosure of Personal Information**

Room: Sorbonne

Chaired by: Keith Wilcox

**How to Impress Others: The Antecedents and Consequences of Self-Disclosure of Personal Information**

» [Selin Goksel](#), [Gaia Giambastiani](#), Andrea Ordanini, Joseph C. Nunes, [Ozlem Tetik](#), Nicole Kim, Dafna Goor, Sinem Acar-Burkay, [Daniela Cristian](#), Ovul Sezer, Jonathan Berman

10am

**Session 2.7: Gender and Intersectionality**

Room: Stellenbosch

Chaired by: Esther Uduehi

**Intersectionality in Consumer Research**

» [Esther Uduehi](#), Rowena Crabbe, Julian Saint Clair

**The Uneven Fluidity of Genderfluid**

» [Maren Hoff](#), Silvia Bellezza

**Is Money Gendered? Money-Masculinity Association and Its Implications for Consumer Behavior**

» [Aybike Mutluoglu](#), Laurence Ashworth

**Gender Stereotypes in Dating: When a Higher Income Can Help versus Hurt Mate Desirability**

» Christopher Cannon, [Emily Garbinsky](#)

11:15am

**Coffee Break**

Erasmus

11:30am

**Session 3.1: Think Again (or Not!): Planning and Monitoring May Undermine Hedonic Outcomes**

Room: Amsterdam

Chaired by: Angela Lee

**Consumption Portfolio Management: Very Good Stuff Is Best Enjoyed By Itself**

» [Luxi Shen](#), Chong Yu, Andrew Meyer

**When The Unexpected Happens: How People Respond to Unbudgeted Time Savings**

» [Maria Giulia Trupia](#), Isabelle Engeler

**Which Moments Matter Most? Investigating the Influence of Temporal Sequences on Global Evaluations of Customer Experiences**

» [Aleksandar Blečić](#), Sabine Kuester, Madeline Barth

11:30am

**Session 3.2 Methods Session: Scraping and Making Sense of Web and Field Data for Consumer Research**

Room: Amsterdam

Chaired by: Johannes Boegershausen and Aurelie Lemmens

11:30am

**Session 3.3: Broadened Perspectives on Consumer Welfare**

Room: Harvard

Chaired by: Erica van Herpen

**Habituation to threats in widespread crises: Lessons from risk perceptions throughout the COVID-19 pandemic**

» [Tito L.H. Grillo](#), Adrian Ward, Ty Henderson

**Food Without Borders: The Impact of Borders on the Choice for Local Food**

» [John Price](#), Bernadette Kamleitner



Continued from Friday, 7 July

**In Search of Moderation: How Counter-Stereotypical Sources Attenuate Polarization Over Consumption-Related Policies**

» [Guilherme Ramos](#), Yan Veites, Eduardo Andrade

**Convenient tools and social norms: The effectiveness of an intervention to diminish household food waste**

» [Erica van Herpen](#), Tess Wijnen, Tom Quested, Christian Reynolds, Nikita Sharda

11:30am **Session 3.4: Packaging, Labeling & Sustainability Concerns**

*Room: Heidelberg*

Chaired by: Linda Hagen

**When Less is More: Understanding Consumers' Reaction to Minimalist Appeals**

» [Jingshi Liu](#), Wei-Fen Chen

**Differential Effects of Minimalist Marketing Aesthetics**

» [Linda Hagen](#)

**Reconciling B2B and B2C Demands: Access-Based Triadic Systems for Reusable Food Containers**

» [Stefanie Fella](#), Christoph Ratay

**Upcycling as a Degrowth Solution to Fashion Industry's Sustainability Concerns**

» [Handan Vicdan](#), Zeynep Ozdamar Ertekin, DENIZ ATIK

11:30am **Session 3.5: Green Choices and Ethical Consumption**

*Room: Oxford*

Chaired by: Remi Trudel

**Calm to Green Choices: The Impact of Different Positive Arousal States on Sustainability Decision-Making**

» [Anna Tari](#), Remi Trudel

**Warm Glow Fades Away: How Temporal Focus Affects Ethical Consumption Choices**

» [Yugui Guo](#), Ceren Sahin, Robert Smith, Anna Paley

**Protecting the Environment for Our Children or Not: How Parenting Affects Sustainable Behavior**

» [Aylin Cakanlar](#), Hristina Nikolova

**Can Environmental Messaging Reduce Product Returns?**

» [Aaron Brough](#), Ryan Hamilton

11:30am **Session 3.6: Power of Words: Opinions, Reviews and Framing**

*Room: Sorbonne*

Chaired by: Ann Schlosser

**Risky Business in Online Reviews: The Pros and Cons of Writing Two-Sided Reviews**

» [Ann Schlosser](#), Abhishek Borah

**Source Memory Is More Accurate for Opinions Than for Facts**

» [Daniel J. Mirny](#), Stephen A. Spiller

**Effects of a Brand's Warmth and Competence in Product Recalls**

» Niklas Schröder, [Dominik Hettich](#), Torsten Bornemann

**The Effects of Restrictive Framing on Policy Support**

» [Lalin Anik](#), Ryan Hauser

11:30am **Session 3.7: Marginalization in Consumer Interactions**

*Room: Stellenbosch*

Chaired by: Emily Garbinsky

**Who's driving the backlash? Why inclusive marketing can fail**

» Louise Hassan, [Miriam McGowan](#), Edward Shiu

**The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People**

» [Hanife Armut](#), Nazli Gurdamar-Okutur



Continued from Friday, 7 July

**Marginalized identities in market representations – a non-colonized perspective**

» [Cristina Galalae](#), Tana Licsandru

**Reducing Racial Discrimination at the Customer-Employee Interface**

» Diogo Hildebrand, Md Mostafa Zaman, [C. B. Bhattacharya](#), Sankar Sen

12:45pm

**Lunch**

*Erasmus*

2pm

**Session 4.1 Special Session: Consumer Medical Decision-Making**

*Room: Amsterdam*

Chaired by: Selin Goksel

**Consumer Medical Decision-Making**

» Simona Botti, [Selin Goksel](#), Nazli Gurdamar-Okutur, [Fabienne Krywuczky](#), Kobe Millet, Jiska Eelen, [Ozlem Tetik](#), DAVID FARO, Monika Heller, [Annabelle Roberts](#), Ayelet Fishbach

2pm

**Session 4.2 Methods Session: Publishing Field Data in Consumer Research**

*Room: Amsterdam*

Chaired by: Dennis Herhausen and Stephan Ludwig and Francisco Villarroel Ordenes and Paolo Tamagnini

2pm

**Session 4.3: Money Matters: Insights on Consumer Values**

*Room: Harvard*

Chaired by: Marcel Lukas

**A Unifying Conceptual Framework for Consumer Saving**

» [Emily Garbinsky](#), Nicole Mead

**The (Reverse) Endowment Effect of Information**

» [Kristen Lane](#), Dafna Goor, Michael Norton, Ayelet Gneezy

**Waiting for Payday, Again? Predicting and Managing Consumer Spending in the Digital Age**

» [Marcel Lukas](#), Ray Charles "Chuck" Howard

**Providing Assets in the Sharing Economy: Low Socioeconomic Status as a Barrier**

» Yuechen Wu, Ruijuan Wang, Huizhen Jin, [Meng Zhu](#)

2pm

**Session 4.4: Programming Loyalty: Insights on Consumer Trust and Loyalty**

*Room: Heidelberg*

Chaired by: Aybike Mutluoglu

**Satisfied yet Disloyal: A Portrait of Fickle Consumers**

» [Ekin Ok](#), Darren Dahl, Dale Griffin

**Interpersonal Implications of Consumer-Brand Relationships: Signaling Value of Consumer Loyalty**

» [Aybike Mutluoglu](#), Laurence Ashworth

**Consumer Trust and Product Choice in Online Marketplace: A Motivated Belief Perspective**

» [Yu \(Anna\) Lin](#), Xianchi Dai, Wenjie Tang

**Differential Correlates of Compulsive and Impulsive Buying**

» [Benjamin Serfas](#), Oliver Büttner, Matthias Brand, Astrid Müller, Patrick Trotzke

2pm

**Session 4.5: Novel Perspectives on Sustainable Consumption**

*Room: Oxford*

Chaired by: Aylin Cakanlar

**Repair as Commitment: The Role of Brand Loyalty**

» [Aylin Cakanlar](#), [Jingshi Liu](#), Gergana Nenkov



Continued from Friday, 7 July

**Examining the Micro-Level Socio-Temporal Rhythms of Anti-consumption**

» [Caroline Moraes](#), Doga Istanbuloglu, Nieves García de Frutos, Solon Magrizos

**Something Old for Something New: Defining and Understanding Vintage**

» [Maren Hoff](#), Silvia Bellezza

**Ethical information-seeking and avoidance in consumer choice**

» [Dianna Amasino](#), Nicolette Sullivan, Suzanne Oosterwijk, Joël van der Weele

2pm

**Session 4.6 Special Session: New Insights into Influencer Marketing**

Room: Sorbonne

Chaired by: Giovanni Luca Cascio Rizzo

**New Insights Into Influencer Marketing**

» [Giovanni Luca Cascio Rizzo](#), Francisco Villarroel Ordenes, [Gaia Giambastiani](#), Stefano Romito, Alexander Edeling, Simone Wies, [Alexander Bleier](#), Lisa Zäuner, Jonah Berger

2pm

**Session 4.7 Special Session: Inclusivity in the Marketplace**

Room: Stellenbosch

Chaired by: Martina Cossu

**Inclusivity in the marketplace**

» [Martina Cossu](#), [Sadaf Mokarram Dorri](#), Nick Bombaij, Zachary Estes, Joachim Vosgerau, [Andrea Weihrauch](#), Guanzhong Du, [Kobe Millet](#), Aylin Aydinli, Jennifer Argo

3:15pm

**Coffee Break**

Erasmus

3:30pm

**Session 5.1 Special Session: The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making**

Room: Amsterdam

Chaired by: Selin Malkoc

**The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making**

» [Selin Malkoc](#), Junha Kim, [Han Young Jung](#), Shih-Chun (Daniel) Chin, Sarah Lim, Kathleen Vohs, Chang-Yuan Lee, [Eva Buechel](#), Carey Morewedge, [Ryan Hamilton](#), Morgan Ward, Karen Wallach

3:30pm

**Session 5.2 Methods Session: Engaging in Application-Inspired Research**

Room: Amsterdam

Chaired by: Alexander Bleier and Bernd Schmitt and Maarten Bos

3:30pm

**Session 5.3: Consumer Identity and Self Concept**

Room: Harvard

Chaired by: Michail Kokkoris

**AN ORDER EFFECT IN IDENTITY-RELATED CONSUMPTION DECISION**

» [Yael Podkamien](#), Dikla Perez, Minah Jung

**A BOUNDARY LENS – MAKING SENSE OF CONTEMPORARY MARKET PHENOMENA**

» [Bernadette Kamleitner](#), Michail Kokkoris

**Beyond Market Beliefs: The Moderating Role of Self-construal in Copycat Evaluation**

» [Seongun Jeon](#), Femke van Horen, Peeter Verleghe, Keith Wilcox

**In Control but Uninspired: Artist Self-control Undermines Perceptions of Creativity**

» [Michail Kokkoris](#), Olga Stavrova

3:30pm

**Session 5.4: Gifts, Donations, and Sustainable Choices**

Room: Heidelberg

Chaired by: Lalin Anik





Continued from Friday, 7 July

**Exploring conflicting producer framings of sustainability in the context of complex, ambiguous, and hedonic-driven products**

» Camilo Peña, [Annamma Joy](#)

**Understanding sustainable lifestyle: insights into ontological relationships between humans and nature in ecovillages**

» [Dorian Marchais](#)

**Failing to give the gift of improvement: When and why givers under-give self-improvement gifts**

» [Farnoush Reshadi](#)

**The Golden Age of Giving? Economic Inequality and Charitable Donations**

» Nava Caluori, Jazmin Brown-Iannuzzi, [Lalin Anik](#)

3:30pm

**Session 5.5: Navigating the Landscape of Morality and Social Marketing**

Room: Oxford

Chaired by: Sankar Sen

**The Negative Societal Impact of Access-Based Consumption and the Intervention**

» Lijing Zheng, [Echo Wen Wan](#), Liyin Jin

**Low-Fit Cause Related Marketing: When and Why do Consumers Respond Positively?**

» Yoshiko DeMotta, [Catherine Ianssen](#), [Sankar Sen](#)

**The Paradox of Social Interaction in the Sharing Economy**

» [Dena Yadin](#), Dafna Goor, [Amir Grinstein](#), Meike Morren

**It's MY garden! Multispecies dilemmas and dominance in intersecting consumption spaces**

» [Christina Elvira Dahl](#), [Julie Emontspool](#)

3:30pm

**Session 5.6: Ownership, Feelings, and Engagement**

Room: Sorbonne

Chaired by: Elena Bocchi

**On The Hunt: Collecting Increases Search Enjoyment and Product Valuation**

» [Elena Bocchi](#), Adam Eric Greenberg, Zachary Estes

**FEELING OF AWE AND PREFERENCES FOR LIMITED EDITION PRODUCTS**

» [Aysu Senyuz](#), Jonathan Hasford, Ze Wang

**Increasing Hotel Loyalty Through Psychological Ownership**

» [Y. Rin Yoon](#), Joann Peck, Suzanne Shu

**Money Can Buy me Love: Gifts are a more effective form of acute social support than conversations**

» [Holly Howe](#), Hillary Wiener, Tanya Chartrand

3:30pm

**Session 5.7 Special Session: Dispelling Global Contextual Assumptions on Racism and Discrimination Research**

Room: Stellenbosch

Chaired by: Samantha Cross and Stephanie Dellande

4:45pm

**Popcorn and Ice Cream Break**

Erasmus

5:15pm

**Roundtable Technology: Newton vs. iPad, Altavista vs. Google, Pokémon Go vs. ?: Investigating the effects of technology in fast changing environments**

Room: Amsterdam

Chaired by: Kristin Diehl and Alixandra Barasch and Andrea Bonezzi and Leif Brandes and Rebecca Hamilton and Christian Hildebrand and Catherine Lamberton and Martin Schreier and Noah Castelo

5:15pm

**Working Papers Reception**

Room: Frankfurt

Chaired by: Yangjie Gu and Amir Grinstein and Gizem Ceylan



Continued from Friday, 7 July

**#1. Time for action: Implied-action does it!**

» [Gudrun Roose](#), Maggie Geuens

**#2. Brand Parallax: Brand Legitimacy Under Intersectional Heterogeneity**

» Jayeti Anand, [Ankur Kapoor](#)

**#3. Certain Future in an Uncertain Present: The Case of 'Savior' Brands**

» [Ankur Kapoor](#), [Tanvi Gupta](#)

**#4. When marketers are selling hope: Do consumers actually buy it?**

» [Siria Luo](#), Femke van Horen, Kobe Millet, Marcel Zeelenberg

**#5. Consumer-Producers and The Post-Growth Imaginary**

» [SILA AYOZ](#)

**#6. When product order primacy disappears: the role of presentation order of loss and gain**

» [Yongkun Liu](#), Kurt Munz

**#7. The Effect of Being Envied on Indulgent Consumption**

» [Ga-Eun \(Grace\) Oh](#), Young Eun Huh

**#8. Belief in Misinformation during Uncertain Times: The Role of Personal Control**

» [Mahsa Faridmehr](#), Selin Atalay

**#9. Why Don't You Leave? Investigating the Role of a Consumer's Inertia Mindset When Confronted With Service Failure**

» [Tobias Marx](#), Alena Bermes

**#10. The Influence of Coherent Idea on Sense of Understanding Science**

» [Nanjia Lin](#), Catherine Yeung

**#12. When and for Whom Does the Presence of E-Commerce Avatars Have a Positive Effect?**

» [Mayuko Nishii](#)

**#13. Persona non grata? Examining crowdsourced personas via memes**

» [Brishna Nader](#), [Michael Mulvey](#), Bart Weernart

**#14. How and when do virtual influencers positively affect consumer responses to endorsed brands?**

» Barbara Kobuszewski Volles, [Jaewoo Park](#), Anneleen Van Kerckhove, Maggie Geuens

**#15. Tell Me What You Did, Not What I Should Do: How Self-Revelation Affects Persuasion in Social Media Communications**

» [Chong Yu](#), Leilei Gao

**#16. Social media users' posting behavior can be as-if addictive**

» [Felix Jan Nitsch](#), Klaus Wertenbroch, Hilke Plassmann

**#17. Size-inclusive online fashion retailing as a win-win: mitigating perceived risk through body-size similarity**

» [Yerong Zhang](#), Iina Ikonen, Jiska Eelen, Francesca Sotgiu

**#18. How Beauty Filter Usage Influences Purchase Intentions in Live Streaming Commerce**

» [Angdi Gong](#)

**#19. How Cigarette Package Warnings and Branding Imagery Impact Adolescent Smokers' Negative Affect and Purchase Intent in Three Western Countries**

» Richard Netemeyer, [Scot Burton](#), Craig Andrews, Jeremy Kees

**#20. "The Artisan Halo": How Craft in Food Communication differently impacts eating choices for healthy and unhealthy food**

» [Musa Essa](#), [Antea Gambicorti](#)

**#21. Category Bias and Front-of-Package Labels**

» [Florian Buehler](#), [Iina Ikonen](#)



Continued from Friday, 7 July

**#22. The effect of different types of self-tracking apps on motivation to control weight**

» [Maurice Fauré](#), Sandra Laporte

**#23. COVID-19 AND THE DECLINE OF SOCIAL MEDIA ENGAGEMENT**

» [Maxwell Poole](#), Ethan Pancer, Matthew Philp, Theodore Noseworthy

**#24. Ideological Poking: Why Consumers Use Outgroup-Offending Products**

» [Matejas Mackin](#), Neal Roese

**#25. Does the juxtaposition of the couple's image influence perceived gender equality in advertising?**

» [Jaewoo Park](#), [Hiroaki Ishii](#), Taku Togawa

**#26. Marketing Practitioners Make Racially Biased Decisions**

» [Jorge Jacob](#), Yan Veites

**#27. The Adoption of Multiple Consumer Movement Identities for an Effective Mobilisation**

» [Mohd Suhaimi](#), Tana Licsandru, Zahra Sharifonnasabi

**#28. Digital Corporate Social Advocacy and Its Effect on Consumer's Value Co-creation Intention**

» [Cindy Yunhsin Chou](#), Chi Huen Yeung

**#29. Community Garden Without A Sense Of Community? An Investigation Of Consumer Movements Exemplarily Undertaken In Community Gardens**

» [Elfriede Penz](#), Eva Hofmann, Barbara Hartl

**#30. Hiring Algorithms and Perceptions of a Company's Inclusiveness of Stigmatized Identities**

» Afra Koulaei, [Farhana Tabassum](#)

**#31. How using a foreign language increases perceived humanness of anthropomorphized chatbots**

» [Katharina Saile](#), Verena Hüttl-Maack

**#32. Robustness of Fluency Effects in Marketing Research - A Meta-Analysis**

» [Lennart Kehl](#), Jan R. Landwehr

**#33. Charcoal in the Snow or Icing on the Cake? The Impact of Need Urgency on Consumers' In-Kind Donation Behaviors**

» [Qianqian Liu](#), Dongjin He, Yuwei Jiang

**#34. Consumer responses to who pays the donation in Cause-related Marketing campaigns**

» [Marijke Leliveld](#), In Hye Kang

**#35. How Purchase Context Affects Consumers' Preference for Minimalistic Product Design**

» Dongjin He, [Linying \(Sophie\) FAN](#), Yuwei Jiang

**#36. Offering digital alternative options increases the willingness-to-pay for human work**

» [Moritz Joerling](#), Jordan Daley, Galen Bodenhausen

**#37. Buying Stimulations and Consumer Experiences on Virtual Merchandizing: The Intangible Marketing Perspectives**

» [Ananya Rajagopal](#)

**#38. Scentsations in VR: how olfactory-enabled VR product presentations reduce psychological distance and positively influence consumer evaluations.**

» [Laura Berry](#), Radu Dimitriu, Olivia Petit, Gareth W. Young

**#39. Expect More Pleasure: The Impact of Autonomous Sensory Meridian Response (ASMR) on Product Evaluation**

» [Chengchen \(Sheryl\) Liu](#), Yijun Zhao, Yuwei Jiang



Continued from Friday, 7 July

**#40. "Thanks, Rosey the Robot!": Conceptualizing Trust in Robots as an Embodied-Enactive Experience**

» [Vitor Lima](#), Russell Belk

**#42. Conceptualising Circular Fashion: A Systematic Literature Review**

» [Olga Cieslak](#), Deirdre Shaw, Kat Duffy

**#43. Status to Sustainability? Exploring Triggers of Alternative Hedonist Behavior – The Case of Bespoke Luxury Consumption & Consumer-Artisan Interaction**

» [Fabio Duma](#), Paola Villacis Castro, Yves Baumann, Sebastian Kuhn, [Joëlle Francis](#)

**#44. Males eat meat! Testing the vegan = less masculine intuition, an underlying mechanism and a marketing technique to reduce this effect**

» [Laurie BALBO](#), Shiva Vaziri, Sumayya Shaikh

**#45. How Breaking Record Frames Increase Sustainable Consumer Behavior: Evidence from Two Randomized Field Experiments**

» [Lukas Maier](#), Johanna Palcu, Martin Schreier, Christian Baccarella, Kai-Ingo Voigt

**#46. How (not) to target low identifiers for responsible consumption campaigns**

» [Miriam McGowan](#), Louise Hassan, Edward Shiu

6:30pm **Social events (optional)**  
*Lobby*

Saturday, 8 July

8:30am **Session 6.1: Eco-lution: Perspectives on Sustainable Consumption**

*Room: Harvard*

Chaired by: Linda Lemarie

**Referencing Self-Nature Connection rather than just Nature Increases the Efficiency of Pro-Environmental Interventions on Consumer Behaviors**

» [Leïla Rahmani](#), Simona Haasova, Sandor Czellar, Valentina Clergue, Christian Martin

**Reducing plastic or planting trees - What makes a (more) sustainable brand? Using automated text analysis to contrast consumer perceptions and brand communication**

» [Melina Burkert](#), Verena Hüttl-Maack

**How past environmental behavior affects future environmental behavior: the role of perceived effort.**

» [Linda Lemarie](#), Bruno Lanz, Valéry Bezençon

**Products that Stay with Us: Physical Mobility Leads to Stronger Preference for Durable Products**

» [Hanife Armut](#), Gunes Biliciler

8:30am **Session 6.2: Cultural Consumer Identities**

*Room: Heidelberg*

Chaired by: Utku Ay

**Connecting CSR organizational acculturation and internal branding**

» [Cristina Longo](#), [Fatima Regany](#)

**Inclusive Exclusion in Highly Gendered Sport Markets**

» [Utku Ay](#), Hope Jensen Schau





Continued from **Saturday, 8 July**

**Not all Kosher: Edgework and Boundary work in Deviant Consumption Contexts**

» Arti Srivastava, [Rajesh Nanarpuzha](#), Prakash Satyavageswaran

**What is Influencer Authenticity, and How Can Brands Work with Influencers to Create Authentic Branded Content?**

» [Barbara Duffek](#), Andreas Eisingerich, Omar Merlo, Guan Lee

**8:30am Session 6.3: Freedom Appeals and Attention**

Room: Oxford

Chaired by: Martin Paul Fritze

**CONSUMER RESPONSES TO FREEDOM APPEALS**

» [Martin Paul Fritze](#), Stefano Puntoni, Simona Botti

**Choose as Much as You Wish: Freedom cues in the marketplace help consumers feel more satisfied with what they choose and improve customer experience**

» [Elena Reutskaja](#), Barbara Fasolo, Raffaella Misuraca

**Attentional processes underlying the decision signpost.**

» [Balachandar Kaliappan](#), Christoph Ungemach

**Looking Better by Making Others Look Worse: The Competitive Spillovers of New Attribute Expansion Strategies**

» [Kristina Subrtova](#), Ilona E. De Hooge, Ellen Van Loo, Hans van Trijp

**8:30am Session 6.4: Consumers and AI: Adoption, Inferences, and Reactions**

Room: Sorbonne

Chaired by: Andrea Bonezzi

**Overcorrecting for a Machine's Mistakes: When AI Errors Increase AI Adoption**

» [Ann Schlosser](#)

**Single-Minded AI Agents and Cynical Consumer Inferences**

» Adelle Yang, Yu Gu, [Sijin Chen](#)

**Consumers' Reactions to AI's Distant Recommendations**

» [Hao \(Hazel\) Zhang](#), Anne-Sophie Chaxel

**The Influence of Anthropomorphism on Consumers' Willingness to Adopt Complex Technological Products**

» [Maria Hademer](#), Christopher Beisecker

**How to enhance customer experience via augmented reality through customer journey**

» [Liling Sun](#)

**8:30am Session 6.5: Expressive Dimensions of Language**

Room: Stellenbosch

Chaired by: Meyrav Shoham

**The Effortful-Aloof Effect: Why Personal Effort Decreases Word of Mouth**

» Chloe Huang, [Jiaqi \(Flora\) Song](#), Yuwei Jiang

**Communicator Sentiment and Online Followership**

» Edith Shalev, [Meyrav Shoham](#), Coby Morvinski, Ellie J. Kyung

**Language Arousal in Micro versus Macro Influencer Content**

» [Giovanni Luca Cascio Rizzo](#), Francisco Villarroel Ordenes, Rumen Pozharliev, Matteo De Angelis, Michele Costabile

**Performativity of Social Experience in Peer-to-Peer Lodgment Consumption**

» [Marlon Dalmoro](#), Diego Costa, Marcia Herter

**9:45am Coffee Break**

Erasmus

**10am Plenary Session and Keynote**

Room: Amsterdam



Continued from **Saturday, 8 July**

11:15am **Passing Break**

*Erasmus*

11:30am **Session 7.1: Gut Feelings: Consumers' Intuitive Judgments**

*Room: Harvard*

Chaired by: Jackie Silverman

**The Dual Role of Fluency in Shaping Brand Evaluations**

» [Lisa Eckmann](#), Jan R. Landwehr

**Individual Differences in Faith in Intuition Are Associated With Pre-Decisional Information Distortion**

» [Luise Rademacher](#), Anika Schumacher, Caroline Goukens, Evan Polman

**The visual illusion of truth effect**

» [Farhana Tabassum](#), Klemens Knoeferle, Luk Warlop

**The Prediction Order Effect: People Are More Likely to Choose Improbable Outcomes in Later Predictions.**

» [Jackie Silverman](#), Uri Barnea

11:30am **Session 7.2: Theoretical Perspectives of the Marketplace**

*Room: Heidelberg*

Chaired by: Dena Yadin

**The Moral Dynamics of Marketplace Heroism**

» [Gregorio Fuschillo](#), [Samuelson Appau](#)

**Dialogue with the Specter: Absence and Presence in Consumer Research**

» [Ai-Ling Lai](#), Ming Lim, Matthew Higgins

**Reimagining the sharing economy: Are platform cooperatives the answer?**

» [Aleksandrina Atanasova](#), [Giana M. Eckhardt](#), Mikko Laamanen

11:30am **Session 7.3 Special Session: Front-of-Package Nutrition Labels and Beyond: How, When, and with the Use of Which Tools does Nutritional Information Motivate Healthy Purchases?**

*Room: Oxford*

Chaired by: Erica van Herpen

**Front-of-package nutrition labels and beyond: How, when, and with the use of which tools does nutritional information motivate healthy purchases?**

» [Eva Heeremans](#), Maggie Geuens, Iris Vermeir, [Eva Schruuff-Lim](#), Ellen van Kleef, Ellen Van Loo, Ivo van der Lans, Hans van Trijp, [Wieteke de Vries](#), Jenny van Doorn, Koert van Ittersum, [David Olk](#), Tammo Bijmolt

11:30am **Session 7.4 Special Session: Looking Back and Moving Forward: Current State of Research and New Insights on Consumer-Algorithm Interactions**

*Room: Sorbonne*

Chaired by: Melanie Clegg

**Looking Back and Moving Forward: Current State of Research and New Insights on Consumer-Algorithm Interactions**

» [Meike Zehnle](#), Christian Hildebrand, [Jonas Görden](#), Emanuel de Bellis, [Melanie Clegg](#), Reto Hofstetter, Bernd Schmitt, [Phyliss Lia Gai](#), Eugina Leung, Anne-Kathrin Klesse

11:30am **Session 7.5 Special Session: Product Reviews, Reviewers, and Past Reviews: Exploring What Consumers Convey and Infer from Reviews and Reviewers**

*Room: Stellenbosch*

Chaired by: Gizem Ceylan

**Product Reviews, Reviewers, and Past Reviews: Exploring What Consumers Convey and Infer from Reviews and Reviewers**

» [Gizem Ceylan](#), Kristin Diehl, Davide Proserpio, [Joseph Goodman](#), Junha Kim, [Janina Steinmetz](#), Emily Pronin, [Leif Brandes](#), Thomas Scheurer, Egon Franck, Rosa Cacabelos



Continued from **Saturday, 8 July**

12:45pm **Lunch**  
*Erasmus*

2:15pm **Session 8.1: The Origin of Prediction Errors and How to Course-Correct**  
*Room: Amsterdam*  
Chaired by: Meng Zhu

**How Helpful is a Coin Toss? Evaluations of Predictions at Chance Accuracy**

» [Jay Naborn](#), Hannah Perfecto

**Income Prediction Bias in the Gig Economy**

» [Ray Charles "Chuck" Howard](#), David Hardisty, Dale Griffin, Chong Bo Wang

**Identifying and Correcting Prediction Biases in Medical Decision-Making**

» [Alican Mecit](#), Yangjie Gu, Yang Yang

**Using Crowdsourcing to Create Effective Nudges: An Example for Financial Health**

» Anna Paley, [Niels Van de Ven](#)

2:15pm **Session 8.2: Meet the Editors**  
*Room: Amsterdam*

Chaired by: Jennifer Argo and June Cotte and Katrijn Gielens and Rebecca Hamilton and Catherine Lamberton and Vicki Morwitz and Martin Schreier and Giana M. Eckhardt

2:15pm **Open Science Session**  
*Room: Frankfurt*

Chaired by: Leif Nelson and Marjan Bakker and Jelte Wicherts and Anne Scheel

2:15pm **Session 8.3: RenAIssance: Consumers and Technology**

*Room: Seattle*

Chaired by: Ann Kronrod

**Designed by Artificial Intelligence: When and why consumers choose AI- over human-designed creative products**

» [Mags Karpinska-Krakowiak](#), [Stefan Bernritter](#)

**How Consumers Talk with AI Service Agents**

» Shun-Yang Lee, [Ann Kronrod](#), [Amir Grinstein](#)

**The Downstream Effects of Reviews' Generation Using AI-Generated Text Suggestions**

» Zohar Gilad, [Liat Levontin](#), Ofra Amir

**NFTs from a Consumer Perspective**

» Christian Parry, [Alice Wang](#), Cathy Cole

2:15pm **Session 8.4: Coming to our Senses: Sensory Marketing**

*Room: Harvard*

Chaired by: Mathias Streicher

**The Touch-Function Effect: How Product Touch Affects Consumer Preference Relating to Product Attributes**

» Wumei Liu, [Echo Wen Wan](#), Haizhong Wang

**Footstep Sound, Perceived Status, and Persuasion**

» Zhihao Yu, [Lam An](#), Timothy Heath

**Sensory Sensitivity and Sensation Seeking in Consumption**

» [Mathias Streicher](#), Zachary Estes

**Gender stereotypes and sonic branding: The role of musical timbre in connoting brand personality traits**

» [Monin Techawachirakul](#), Abhishek Pathak, Kosuke Motoki, Gemma Calvert



Continued from **Saturday, 8 July**

**2:15pm Session 8.5: Consumer Perspectives on Digital Interactions**  
*Room: Heidelberg*  
 Chaired by: Ana Scekcic

**Allow or Deny: The Impact of Information Access Mode on Willingness to Share Personal Information**

» [Ana Scekcic](#), Tatiana Sokolova, Aradhna Krishna

**Implications of Language Use by Human Agents After Chatbot Handovers on Attitudinal Loyalty**

» Stefania Farace, [Francisco Villarroel Ordenes](#), Chiara Orsinger

**What You Perceive is (Not) What You Get: Adverse Effects of Augmented Reality on Persuasion**

» [David Finken](#), Thomas Scheurer, Leif Brandes, Reto Hofstetter

**2:15pm Session 8.6: Food Affairs throughout the Decision Making Process**  
*Room: Oxford*  
 Chaired by: Maggie Geuens

**The Effects of Kindchenschema Food Packaging on Expected and Sensorily Perceived Sweetness and Attitude Towards Food Products**

» [Raphaella Bruckdorfer](#), Oliver Büttner

**How Digital Devices Influence Food Ordering**

» Annika Abell, [Dipayan Biswas](#)

**Hesitance to share suboptimal products due to the anticipated negative social perceptions**

» [Yi Zhang](#), Erica van Herpen, Maggie Geuens, Mario Pandelaere

**Are Consumers More or Less Averse to Wasting Organic Food?**

» [Kristina Nadricka](#), Kobe Millet, Aylin Aydinli

**2:15pm Session 8.7: Personal and Social Costs of New Technologies**  
*Room: Sorbonne*  
 Chaired by: Kurt Munz

**AI Adoption and Access to Healthcare Resources: An Empirical Analysis of Mental Health Therapies**

» Jian Ni, Jiang Qian, [Meng Zhu](#)

**Reducing smartphone use improves sustained attention, mental health, and subjective well-being**

» [Noah Castelo](#), Kostadin Kushlev, Adrian Ward, Michael Esterman, Peter Reiner

**Gender-Ambiguous Voices and Social-Disfluency in Product Judgments**

» Shahryar Mohsenin, [Kurt Munz](#)

**2:15pm Session 8.8: The Role of Language in Consumer Research**  
*Room: Stellenbosch*  
 Chaired by: Tina Lowrey

**Passive voice and Consumer Complaints**

» [Amir Sepehri](#), Jonah Berger

**Getting to 'Yeah': How Pausing Shapes Consumer Perceptions**

» Alex Van Zant, Jonah Berger, [Grant Packard](#), Harry Wang

**Language Matters: How Language Moderates the Impact of Online Reviews on Customers' Hotel Preference**

» [XIAOYAN \(JENNY\) LIU](#), [Chi Hoang](#)

**3:30pm Snacks and Bites**  
*Erasmus*

**4pm Session 9.1 Special Session: Consumers as Generators and Users of Research Results: Misjudgments and Interventions**  
*Room: Amsterdam*  
 Chaired by: Irene Scopelliti





Continued from **Saturday, 8 July**

**Consumers as Generators and Users of Research Results: Misjudgments and Interventions**

» [Irene Scopelliti](#), Burcak Bas, Rachele Ciulli, [Joachim Vosgerau](#), Nina Mazar, [Christian T. Elbaek](#), Panagiotis Mitkidis, Gaia Giambastiani, [Guy Voichek](#), Ravi Dhar, Shane Frederick

4pm

**Roundtable Intersections**

*Room: Amsterdam*

Chaired by: Simona Botti and Eduardo Andrade and Zachary Estes and Eileen Fischer and Güliz Ger and Joe Gladstone and Vicki Morwitz and Gabriele Paolacci and Koen Pauwels and Davide Proserpio

4pm

**Session 9.2: Insights into the Metaverse**

*Room: Seattle*

Chaired by: David Finken

**#WowItsMe – Revisiting Meaning Transfer Model with Own-Face Digital Advertising**

» [Janina Katharina Krick](#), Franziska Krause, Sven Henkel, Dipayan Biswas

**The Mixed-Reality Effect: How Consumers' Physical Reality Influences Preferences for Virtually Displayed Products**

» [David Finken](#), Reto Hofstetter, Aradhna Krishna, Florian Wangenheim

**Need for Digital Detox: Development of a Scale to Measure the Preference for Reducing Digital Consumption**

» Svenja Winkler, Lisa Eckmann, Torsten Bornemann, [Jan R. Landwehr](#)

4pm

**Session 9.3: Less Means More: Perspectives on Anti-Consumption**

*Room: Harvard*

Chaired by: Oliver B. Büttner

**Anti-Consumption, Subjective Wellbeing and Time Orientation**

» [Nieves García de Frutos](#), Solon Magrizos, Doga Istanbuluoglu, Caroline Moraes

**The Effect of Product Embarrassment on the Disposal Decision**

» [Tianjiao Yu](#), Stephen Nowlis

**Fast Fashion: Go or No-Go? – Impulse Inhibition Training Can Help Consumers to Reduce Fashion Consumption**

» [Saskia Flachs](#), Oliver B. Büttner, Benjamin Serfas

4pm

**Session 9.4: Consumer Concerns and Moral Mismatches**

*Room: Heidelberg*

Chaired by: Caroline Wiertz

**When Contextual Advertising Backfires: The Impact of Negative Matches on Moral Evaluations and Brand Attitudes**

» Sabrina Gottschalk, [Caroline Wiertz](#), Stefan Bernritter

**The 'out-of-growth consumer': economic crisis and consumer experiences of rupture in marketplace mythology**

» [Sofia Christidi](#), Andrew Lindridge, Diana Gregory-Smith

**Are bystanders more persuasive than victims? The impact of social media backlash towards brand transgressions**

» [Saeid Kermani](#), [Gulay Guzel](#)

4pm

**Session 9.5: The Curated World: Insights on Social Media and Influencers**

*Room: Oxford*

Chaired by: Ezgi Akpinar

**DYNAMIC FLOW OF EMOTIONS IN ONLINE SOCIAL NETWORKS**

» Begum Sener, Ezgi Akpinar, [Berk Ataman](#)

**Doin' it for the 'Gram: The Effect of Anticipated Instagrammability on Consumer Preferences**

» [Antonia Erz](#), Ben Marder, Rob Angell, Alexander Josiassen



Continued from **Saturday, 8 July**

**Digital Consumer Engagement with Influencer Archetypes on YouTube**

» Renato Hübner Barcelos, Ana Cristina Munaro, Eliane Francisco Maffezzolli, João Pedro Rodrigues, Emerson Paraiso

5:15pm

**Break**

*Erasmus*

6pm

**Pick-up to Closing Event**

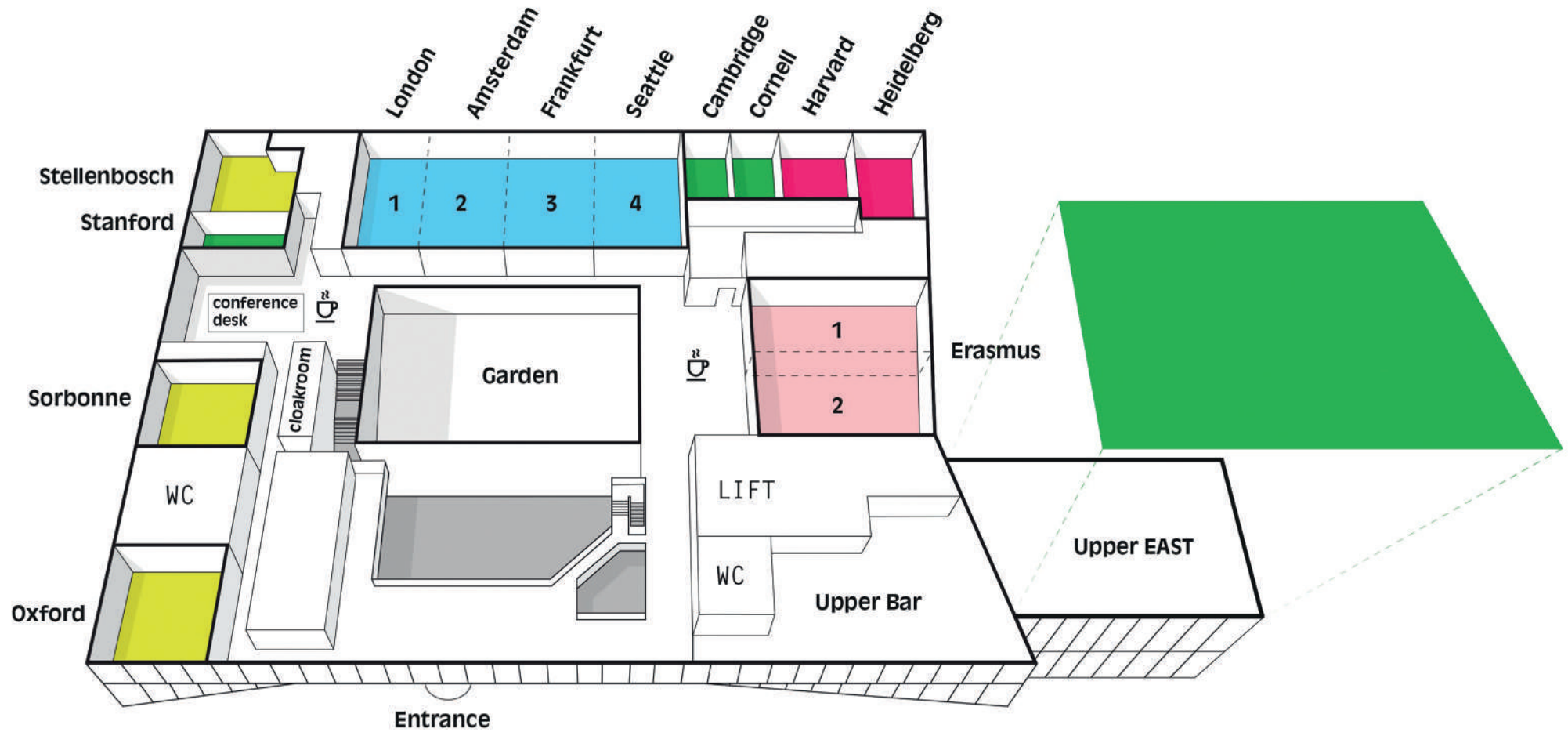
*Lobby*

7pm

**Closing Dinner & Dance Party**

*Bar Kantoor (Conscious Hotel) - Haarlemmerweg 8 1014 BE Amsterdam*

# VENUE FLOOR PLAN



# PARTICIPANTS

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Almira Abilova	Erasmus University Rotterdam	Ulf Bockenholt	Northwestern University
Ezgi Akpinar	Sabancı University	Onur Bodur	Concordia University
Dianna Amasino	University of Amsterdam	Johannes Boegershausen	Erasmus University Rotterdam
Lam An	University of Winnipeg	Andrea Bonezzi	New York University
Craig Anderson	Washington University in St. Louis	Maarten Bos	Snap Inc.
Eduardo Andrade	Imperial College London	Simona Botti	London Business School
Lalin Anik	Vrije Universiteit Amsterdam	Benedikt Brand	University of Hohenheim
Samuelson Appau	Melbourne Business School	Marie Brand	WU Vienna
Jennifer Argo	University of Alberta	Leif Brandes	University of Lucerne
Hanife Armut	Koc University	Miguel Brendl	University of Basel
Madhav Arora	ESSEC Business School	Myriam Brouard	University of Ottawa
Ilayda Arslan	London Business School	Aaron Brough	Utah State University
Berk Ataman	Özyeğin University	Raphaela Bruckdorfer	University of Duisburg-Essen
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Utku Ay	University of Arizona	Florian Buehler	Vorarlberg University of Applied Sciences
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Marjan Bakker	Tilburg University	Melina Burkert	University of Hohenheim
Laurie Balbo	Grenoble Ecole de Management	Scot Burton	University of Arkansas
Alixandra Barasch	University of Colorado Boulder	Oliver Büttner	University of Duisburg-Essen
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Laura Berry	Trinity College Dublin	Giovanni Luca Cascio Rizzo	Luiss Guido Carli University
CB Bhattacharya	University of Pittsburgh	Noah Castelo	University of Alberta
Marco Biella	University of Basel	Begum Celiktutan	Erasmus University Rotterdam
Dipayan Biswas	University of South Florida	Gizem Ceylan	Yale University
Aleksandar Blečić	University of Mannheim	Hang Yee Chan	King's College London
Alex Bleier	Frankfurt School of Finance & Management	Sijin Chen	National University of Singapore
Myrthe Blösser	University of Amsterdam	Wei-Fen Chen	University of Leicester
Elena Bocchi	Bayes Business School	Cindy Yunhsin Chou	National Taiwan Normal University

# PARTICIPANTS

---

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Marlon Dalmoro  
Remi Daviet  
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Stephanie Dellande  
Kristin Diehl  
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Rod Duclos  
Barbara Duffek  
Fabio Duma  
Giana Eckhardt  
Lisa Eckmann  
Jiska Eelen  
Daniel Effron  
Anniek Eigenraam  
Danit Ein Gar  
Sezin Ekinci  
Christian Elbaek  
Inbar Elia  
Julie Emontspool  
Isabelle Engeler

Newcastle University  
University of Glasgow  
WU Vienna  
Católica Lisbon School of Business & Economics  
University of Amsterdam  
Western University  
Bayes Business School  
Erasmus University Rotterdam  
University of Southern Denmark  
University of Vale do Taquari  
University of Wisconsin - Madison  
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