



Monday, 8 July

2:30pm **Registration**

5pm **Welcome Reception**

Tuesday, 9 July

8am **Registration**

8:15am **Multi-Methods Working Papers**
Karangasem I

Saving My Wallet or Saving Our World, maybe Both: Access-based Consumption in Fashion Market

» [Prof. Sunnyoung Lee](#) (Dongguk University), Prof. Wooseong Kang (Dongguk University)

All Smiles Are Not Created Equal: Duchenne Smiles Reduce Extrinsic Rewards from Viewers in Live Streaming

» [Dr. Xingyu Chen](#) (Shenzhen University), Dr. Yan LIN (University of Macau), Dr. Dai Yao (The Hong Kong Polytechnic University)

The impact of environmental turbulence on consumer purchase behaviour

» [Dr. Kaye Chan](#) (UTS Business School)

Financial Characteristics of the Poorest of the Poor in the United States

» [Dr. Travis Mountain](#) (University of Georgia), [Dr. Patti Fisher](#) (Virginia Tech)

Navigating YouTube Success: Decoding the Impact of Negative Tone in Content Creation

» [Ms. Wenyan Tuo](#) (University of Arizona), Ms. Mengchen Zheng (Boston University), Prof. Shuba Srinivasan (Boston University)

An Empirical Study of Algorithm-Induced Online Information Misallocation

» [Prof. Hongchuan Shen](#) (University of Macau), Miaozhe Han (The Chinese University of Hong Kong), Sihao Zhai (Harvard University), Xiaoquan Zhang (Tsinghua University)

Product Search and Sourcing in Live-Commerce

» [Prof. Ivy Dang](#) (The University of Hong Kong), Prof. Jialu Liu (Shanghai Jiaotong University)

Feedback on Feedback: Investigating the Effect of Review Ratings on Reviewers' Subsequent Behaviours

» [Prof. Andre Bonfrer](#) (Deakin University), Dr. Ali Tamaddoni (Deakin University), Dr. Virginia Weber (Deakin University)

Revolutionizing Retail: Smart Unmanned Stores for Better Service and Operations

» [Prof. Jisu Yi](#) (Gachon University)

Behind the Convenience: Exploring the Dangers of Default Payment Settings in Credit Card Repayments

» [Prof. Sandra Awanis](#) (Lancaster University)

8:15am **Online and Digital consumption**
Karangasem II

Self-Discovery through Augmented Reality Consumption Experiences: Extended Abstract

» [Ms. Anupama Ambika](#) (IMT Dubai), Dr. Varsha Jain (MICA), Dr. Russell Belk (York University), Prof. Dharan Kasilingam (Indian Institute of Management Kozhikode), Prof. Rajneesh Krishna (MICA)



Continued from **Tuesday, 9 July**

Farmers as YouTubers? How Social Media Influencers Shape Markets

» [Dr. Kushagra Bhatnagar](#) (Aalto University School of Business), [Prof. Julien Cayla](#) (Nanyang Technological University), [Rajesh Nanarpuzha](#) (IIM Udaipur), [Mr. Sayantan Dey](#) (IIM Udaipur)

Dribbling into the Digital Realm: Understanding Collecting Dynamics in the Era of Digital Collectible NFTs

» Mr. Bibek Guha Sarkar (Indian Institute of Management Calcutta), [Prof. Saravana Jaikumar](#) (Indian Institute of Management Calcutta)

8:15am Roundtable: Defining and Doing Impactful Research

Karangasem III

Chaired by: Eileen Fischer and Linda Tuncay

Defining and Doing Impactful Research

» [Eileen Fischer](#) (York University), [Linda Tuncay](#) (Loyola University Chicago), [Catherine Coleman](#) (Texas Christian University), [Dr. Pierre-Yann Dolbec](#) (Concordia University), [Dr. Bernardo Figueiredo](#) (RMIT University), [Dr. Lauren Gurrieri](#) (RMIT University), [Dr. Claudia Gonzalez-Arcos](#) (Pontificia Universidad Catolica de Chile), [Dr. Alison Joubert](#) (The University of Adelaide), [Dr. Andrea Morales](#) (Arizona State University), [Dr. Vicki Morwitz](#) (Columbia Business School), [Prof. Marie-Agnes Parmentier](#) (HEC Montréal), [Dr. Yupin Patarapongsant](#) (Sasin School of Management, Chulalongkorn University), [Dr. Daiane Scaraboto](#) (The University of Melbourne), [Dr. Lucie Ozanne](#) (University of Canterbury), [Dr. Madhubalan Viswanathan](#) (Loyola Marymount University and University of Illinois at Urbana-Champaign)

8:15am The Digital Citizen: Adapting to the Era of Technology, Social Media, and AI

Klung Kung

Chit Chat on the Apps: The Effects of Observing Positive Media Figure Interactions on Consumer Interest

» [Lingrui Zhou](#) (The University of Hong Kong), Tanya Chartrand (Duke University)

AI Luddites: Consumers Penalize Creative Work Output Generated by Artificial Intelligence

» [Dr. Jaeyeon Chung](#) (Rice university)

Content Management Policy and Influencer Marketing on Social Media Platforms: A Study of Shopping Links in Sponsored Content

» [Prof. Sigi Pei](#) (Shanghai University of Finance and Economics), Ms. Junni Chen (Shanghai University of Finance and Economics), Prof. Qi SUN (Shanghai University of Finance and Economics), Prof. Yong Liu (University of Arizona)

An awkward exchange: consumer perceptions of artificial intelligence relational talk

» [Ms. Stephanie Dharmaputri](#) (The University of Melbourne), Prof. Anish Nagpal (The University of Melbourne), Prof. Gergely Nyilasy (The University of Melbourne), Prof. Jing Lei (The University of Melbourne), Prof. Amitava Chattopadhyay (INSEAD)

8:15am The Psychology of Gift Giving

Penida

Food Aid or Monetary Aid: What Would Food Insecure Recipients Prefer?

» Ms. Samantha Kassirer (Northwestern University), [Dr. Ata Jami](#) (Northwestern University), Dr. Maryam Kouchaki (Northwestern University)

The Influence of Relationship Closeness on Artistic Gift Selections

» [Dr. Fei \(Katie\) Xu](#) (Monash University), [Dr. Xueying Zhao](#) (The Hong Kong Polytechnic University), Prof. Yuwei Jiang (The Hong Kong Polytechnic University)

Night Owls and Morning Larks: Unveiling Stereotypes in Gift-Giving Preferences Based on Chronotypes

» [Dr. Max Yu](#) (Maynooth University), Prof. Thomas Allard (Singapore Management University), Prof. Stephanie C. Lin (INSEAD), Prof. Nidhi Agrawal (University of Washington)



Continued from **Tuesday, 9 July**

The gift of cultural capital: How culturally mixed gifts strengthen giver-recipient bonds

» [Dr. Qianying Huang](#) (School of Business, Sun Yat-Sen University), Prof. Zhuomin Shi (School of Business, Sun Yat-Sen University), Ms. Xiangyun Zhang (School of Business, Sun Yat-Sen University)

9:30am

Coffee break

9:45am

CB Working papers - Session 1

Karangasem I

The Effect of Post-Experience Editing on Retrospective Enjoyment

» [Mr. Will Wu](#) (University of Colorado Boulder), Dr. Alix Barasch (University of Colorado Boulder)

Internet meme marketing and digital advertising effectiveness

» Dr. Lu Wang (Zhongnan University of Economics and Law), Dr. Shirley Li (Hong Kong Baptist University), [Dr. Lei Su](#) (City University of Hong Kong)

Co-construction of Online Identities of Consumers with Social Media Influencers

» Dr. Varsha Jain (MICA), Dr. Russell Belk (York University), [Mr. Parth Salunke](#) (MICA), Ms. Tatsita Mishra (MICA)

How Value Shapes Food Taste: Text Analysis for Ethical Consumption of Vegan Consumers

» [Prof. Sunnyoung Lee](#) (Dongguk University), Prof. Wooseong Kang (Dongguk University)

Laboring for Loyalty: How Much Effort Are Rewards Worth?

» [Prof. David Hagmann](#) (The Hong Kong University of Science and Technology), Prof. Luxi Shen (The Chinese University of Hong Kong)

Preference for Visual Salience in Cause-Related Marketing

» [Ms. Jie \(Jane\) Wang](#) (The Hong Kong Polytechnic University), Dr. Boyoun Grace Chae (The Hong Kong Polytechnic University), Prof. Yuwei Jiang (The Hong Kong Polytechnic University)

Gratitude and Financial Well-Being: How Feeling Blessed Impacts Feelings of Financial Abundance

» [Prof. Francine Petersen](#) (HEC Lausanne, University of Lausanne)

9:45am

Responsibilization, alignments, and misalignments

Karangasem II

How Political Ideology Influences Consumer Acceptance of Responsibilization: Examining the P.A.C.T. Routine

» Dr. Gokcen Balli (Chapman University), [Ms. Jingzhi Liu](#) (Chapman University)

Responsibilizing the Net-Zero Hero? Why Market Actors Fail to Convert their Envisioned Agenda into Consumer Action

» [Tom van Laer](#) (University of Sydney), Morgan Smith (University of Sydney)

Temporal Re-Alignment in Online Platforms

» [Mr. Sebastián Ordóñez-Giraldo](#) (The University of Melbourne), Dr. Marcus Phipps (The University of Melbourne), Dr. Julie Ozanne (The University of Melbourne)

How Consumers Compete Against One Another to Acquire Products: A Games and Play Perspective

» Dr. Pierre-Yann Dolbec (Concordia University), [Prof. Marie-Agnes Parmentier](#) (HEC Montréal)

9:45am

Special Session: Meet the Editors

Karangasem III



Continued from **Tuesday, 9 July**

Meet the Editors (IJRM, JACR, JCP, JCR, JMR)

» [Dr. Priya Raghubir](#) (New York University), [Dr. June Cotte](#) (Ivey Business School, Western University), [Dr. Vicki Morwitz](#) (Columbia Business School), [Prof. Sharon Ng](#) (Nanyang Technological University), [Dr. David Wooten](#) (University of Michigan), [Prof. Rajesh Bagchi](#) (Virginia Tech), [Prof. Kapil Tuli](#) (Singapore Management University)

9:45am

Diversity, Equity, and Sustainability: Intersections and Opportunities

Klung Kung

Does Featuring People with Disabilities Help or Hurt Fashion Marketing Effectiveness?

» [Ms. Jane Jiaqian Wang](#) (Northwestern University), [Prof. Chuang Wei](#) (Central University of Finance and Economics)

Endorsement of sustainable luxury: Exploring its ambivalence phenomenon

» [Dr. Oxana Labbib](#) (Aix-Marseille University), [Prof. Aurélie Kesous](#) (Aix-Marseille University), [Prof. Pierre Valette-Florence](#) (UGA)

Rainbows and Laughter: How Humor Boosts Word-of-Mouth for LGBT+ Brands on Social Media

» [Dr. Anne-Maree O'Rourke](#) (The University of Queensland), [Dr. Alex Belli](#) (The University of Melbourne), [Dr. Frank Mathmann](#) (Queensland University of Technology), [Dr. Felix Septianto](#) (The University of Queensland)

Responses to Gender-Based Price Variation: Differences or Discrimination?

» [Dr. Andrea Morales](#) (Arizona State University), [Dr. Adriana Samper](#) (Arizona State University), [Dr. Helen van der Sluis](#) (University of South Carolina)

9:45am

Exploring the Landscape of Affect and Emotion: Trends and Insights

Penida

Persuasive effects of emotional and unemotional social media responses to offensive marketing

» [Dr. Saeid Kermani](#) (Trent University), [Dr. Peter Darke](#) (York University)

Does it Hurt or Protect? The Effect of Affective Commitment on Unethical Behavior toward Transgressing Brands

» [Prof. Nitika Garg](#) (UNSW Sydney), [Dr. Rahul Govind](#) (UNSW Sydney), [Prof. Wayne Hoyer](#) (University of Texas at Austin), [Dr. Jatinder Singh](#) (EADA Business School)

When an Emotional Appeal Is Counterproductive: The Role of Appeal Framing on Funder Expectations and Funding Decisions

» [Mr. Athi Karthick V](#) (Indian Institute of Management Ahmedabad), [Dr. Arun Sreekumar](#) (Indian Institute of Management Ahmedabad), [Mr. Dhruven Zala](#) (Indian Institute of Management Ahmedabad)

Helping Type and Facial Expressions Jointly Impact Charitable Responses

» [Dr. Phyllis Wang](#) (Renmin University of China), [Dr. Michael Jia](#) (The University of Hong Kong), [Prof. Sara Kim](#) (The University of Hong Kong), [Mr. Ce Liang](#) (Hong Kong Polytechnic University)

11am

Coffee break

11:15am

Special Session: The Multilayered Landscape of Positive Consumption Experiences

Karangsem I

Beauty Won't Fade: How the Recall of Beautiful Experiences Impacts Memory Preservation Over Time

» [Ms. Louise Lu](#) (Stanford University), [Prof. Yu Ding](#) (Stanford University), [Prof. Jennifer Aaker](#) (Stanford University), [Prof. Szu-chi Huang](#) (Stanford University)

What Makes Consumption Experiences "Special"? A Multi-method Investigation

» [Dr. Jennifer Sun](#) (Columbia University), [Prof. Michel T. Pham](#) (Columbia University)



Continued from **Tuesday, 9 July**

Conceptualizing Consumption of Health and Wellness

» [Mr. Daniel Russman](#) (Columbia University), [Prof. Kristen Duke](#) (University of Toronto)

A Theory of Consumer Inner Experience

» [Mr. Daniel Russman](#) (Columbia University), Prof. Bernd Schmitt (Columbia University)

11:15am **CB Working papers - Session 2**

Karangasem II

I Help What You Care Because I am Your Friend: The Impact of Fan Intensity on Donors' Donation Behaviors

» [Dr. Chia-Chi Chang](#) (National Yang Ming Chiao Tung University), [Ms. Chia-Hua Lin](#) (National Yang Ming Chiao Tung University)

Preferential treatment and Service Robots

» Dr. Vivian Pontes (University of Technology Sydney), Dr. Nicolas Pontes (The University of Queensland), [Mr. David Goyeneche](#) (The University of Queensland)

The Influence of Childhood Socioeconomic Status on Liquid Consumption

» [Ms. Anni Cheng](#) (Monash University), Prof. Hean Tat Keh (Monash University), Dr. Jiemiao Chen (Monash University)

Temporal Discrepancy in Multi-Stage Consumer Waiting

» [Dr. Yingting Wen](#) (EMLYON Business School), Dr. Ayse Onculer (ESSEC Business School)

Spending more or spending less: How friends' expenditures influence our consumption intentions in the context of companion shopping

» [Mr. Zining Wang](#) (Chuo University), Prof. Jaewoo Park (Chuo University)

Warm Heart or Sincere Mind? The Effect of Salespeople's Communication Styles and Customers' Self-concept Clarity

» [Ms. Yuri Lee](#) (Seoul National University), Prof. Youjae Yi (Seoul National University)

The Effect of Anomie on Prosocial Behaviors

» [Dr. Lan Xia](#) (Bentley University), Dr. Fei Gao (Bentley University)

Future of Online Retailing: Integrating Haptic-Enabling Devices for an Enhanced Product Perception

» [Yuyu Wang](#) (University of Eastern Finland), Heli Hallikainen (University of Eastern Finland), Nino Ruusunen (University of Eastern Finland), Tommi Laukkanen (University of Eastern Finland)

When Framing Exerts Its Effects and How: Examining the Roles of Risk Perceptions, Anticipated Regret, and Anxiety

» [Dr. Jarim Kim](#) (Yonsei University)

11:15am **Roundtable: Pursuing Excellence in Consumer Research: Wisdom from Varied Perspectives**

Karangasem III

Pursuing Excellence in Consumer Research: Wisdom from Varied Perspectives

» [Dr. Shilpa Madan](#) (SMU), [Dr. Daniela Carmen Cristian](#) (Bayes Business School (formerly Cass)), [Prof. Rajesh Bagchi](#) (Virginia Tech), [Prof. Julien Cayla](#) (Nanyang Technological University), [Prof. Sara Kim](#) (The University of Hong Kong), [Prof. Aradhna Krishna](#) (University of Michigan), [Prof. Leonard Lee](#) (National University of Singapore), [Prof. Sharon Ng](#) (Nanyang Technological University), [Prof. Mario Pandelaere](#) (Virginia Tech University), [Prof. Priya Raghuram](#) (New York University), [Prof. Kapil Tuli](#) (Singapore Management University)

11:15am **Roundtable: Remedies to Selection and Endogeneity Issues in Consumer Research**

Klung Kung



Continued from **Tuesday, 9 July**

Remedies to Selection and Endogeneity Issues in Quantitative Research

» Shijie Lu (University of Notre Dame), Harald van Heerde (University of New South Wales), Alice Li (Ohio State University), Prof. Yu Ding (Stanford University)

11:15am **From Code to Consequences: Exploring Social and Economic Ramifications of Algorithmic Biases**

Penida

Focusing on Breadth versus Depth of Product Knowledge Increases Consumers' Relative Preference for Algorithm over Human Recommendations

» Xunchang Fang (The University of Hong Kong), Prof. Tak Huang (The University of Hong Kong), Prof. Sara Kim (The University of Hong Kong), Prof. Ivy Dang (The University of Hong Kong)

Algorithmic Bias and Consumer Data Sharing Intention

» Dr. Yi Li (Macquarie University), Dr. Moritz Joerling (EM-Lyon), Prof. Andrew Stephen (Oxford University)

Automation-Induced Price Consciousness

» Prof. Chi Hoang (ESCP Business School), Prof. Xiaoyan Liu (Southwestern University of Finance and Economics), Prof. Sharon Ng (Nanyang Technological University)

12:30pm **Lunch**

2pm **Inclusion and Exclusion in Markets**

Karangasem I

'Am I Welcome Here?': Exploring Retail Spaces as Affective Opportunities for Consumer Inclusion

» Dr. Hossain Shahriar (Lund University), Dr. Sofia Ulver (Lund University)

Breaking Free from the Mold: Unveiling the Hidden Forces Manifesting within Habitus that Shape Social Liberation

» Ms. Cordelia Stewart (Auckland University of Technology), Dr. Crystal Yap (Auckland University of Technology), Prof. Krzysztof Kubacki (University of Plymouth)

Rejecting postcolonial narratives of India caste dejection via market and consumption offerings: the case of the Ambakerites and their consumption

» Prof. Andrew Lindridge (Newcastle University), Dr. Anoop Bhogal-Nair (Demontfort University), Dr. Swati Kamble (Newcastle University)

Reclaiming Identity in The Face of Stigma

» Dr. Lena Cavusoglu (Pacific University), Dr. Russell Belk (York University)

2pm **Pricing Psychology: Leveraging Behavioral Insights**

Karangasem II

Pricing In Resale Markets: Why Lower-Priced Goods Tend To Retain More Value

» Ms. Minjeong Ko (University of Southern California), Prof. Elisa Solinas (IE University), Prof. Joseph Nunes (University of Southern California)

Uncertain Prices and the Price of Uncertainty

» Dr. Burcak Bas (WU (Vienna University of Economics and Business)), Prof. Joachim Vosgerau (Bocconi University)

Round-up or give a dollar: charity donations at retail checkout.

» Dr. John Pracejus (University of Alberta), Mr. Bijit Ghosh (University of Alberta)

When Human Labor Doesn't Paint a Pretty Picture: The Cheap = Poor Working Conditions Intuition

» Almira Abilova (Erasmus University), Dr. Mirjam Tuk (Erasmus University)

2pm **Keynote Speaker: Fiona Anjali**

Karangasem III



Continued from **Tuesday, 9 July**

2pm **Mindful Living: Cultivating Well-being through Compassionate Care**
Klung Kung

Enhancing Cancer Outreach Effectiveness through Monetary vs. Time Incentives: Insights from a Randomized Field Experiment

» Ms. Siqi Dai (Zhejiang University), Prof. Zheshuai Yang (Zhejiang University), Prof. Xiuping Li (National University of Singapore)

Improving End-of-Life: Exploring the Effect of Default Disclosure

» Ms. Brianna Chew (University of California San Diego), Dr. Ariel Fridman (ESADE Business School), Dr. Ayelet Gneezy (University of California San Diego)

Illness Severity and Consumers' Experience of Drug Side Effects

» Ms. Ozlem Tetik (London Business School), Prof. David Faro (London Business School), Prof. Simona Botti (London Business School), Dr. Monika Heller (London Business School)

2pm **Technologies: Challenges and Opportunities**
Penida

Replacing Unwanted Smartphone Habits with Desirable Habits

» Mr. Quang Duc Pham (IE Business School), Dr. Jeeva Somasundaram (IE Business School), Dr. Laura Zimmermann (IE Business School)

Social-Oriented Danmaku In Transactional Live E-Commerce Environments: Influencing User Payment Behaviors

» Ms. Liangbo Zhang (Harbin Institute of Technology, Shenzhen), Mrs. Yuan He (Shenzhen University)

The Salience of Cryptocurrency and Its Implications on Consumer Decision Making

» Dr. W. Yuna Yang (University College Dublin), Dr. Suhas Vijayakumar (University College Dublin), Dr. Huidi Lu (NEOMA Business School)

Aggregate Messages Increase Perceived Thoughtfulness and Preferences in Online Communication

» Mr. Zheng(Nico) Liao (Nanyang Technological University), Prof. Elaine Chan (Nanyang Technological University), Prof. Sharon Ng (Nanyang Technological University)

3:15pm **Coffee break**

3:30pm **CB Working Papers - Session 3**
Karangasem I

Consumers' motivation to offset CO2 emissions: The roles of frugality, ethically-minded consumption, guilt, price and flight's CO2 emissions.

» Ms. Daniela Rosales (Universidad de los Andes), Ms. Célaïne Glacial (HEC Montréal), Prof. Marcelo Nepomuceno (HEC Montréal)

Who Foots the Bill? Unraveling Happiness in Shared Experiences through Payment Dynamics

» Ms. Aimee Smith (University of Technology Sydney), Dr. Natalina Zlatevska (University of Technology Sydney), Dr. Belinda Barton (Bond University)

Lives or livelihoods? Curvilinear relationship between socioeconomic status and attitudes toward closing the economy during the Covid-19 pandemic

» Prof. Charlene Chen (Nanyang Technological University), Prof. Andy Yap (INSEAD)

The Impact of Food Labels showing the Calories Equivalent Exercise and Alternative Food Choices on Consumers' Purchase and Consumption Behavior with regard to Unhealthy food.

» Ms. Ying-Ya Fang (National Chung Hsing University), Prof. Ming-Yi Chen (National Chung Hsing University)

Tell Me the Truth: Using Service Robots to Obtain Honest Feedback from Dissatisfied Customers

» Dr. Sungwoo Choi (The Chinese University of Hong Kong), Dr. Lisa Wan (The Chinese University of Hong Kong), Dr. Anna Mattila (Pennsylvania State University)



Continued from **Tuesday, 9 July**

Second-hand Products Consumption: Product Nature Matters

» Ms. Qianqian(Esther) Liu (Hong Kong Polytechnic University), Dr. Feifei Huang (Hong Kong Polytechnic University)

Does a Place Label on a Paper Cup Make You Recycle?

» Ahmad Daryanto (Lancaster University), Jingxi Huang (Greenwich University), Zening Song (Beijing Foreign Studies University)

3:30pm

Cognitive Biases and Information Processing: Navigating the Pitfalls of Perception

Karangasem II

Optimizing the “Aesthetics” of Online Product Ratings: The Role of Visual Orientation in Product Rating Distributions

» Dr. Lin Ge (Hong Kong Metropolitan University), Dr. Michael Jia (The University of Hong Kong), Prof. B. Kyu Kim (Yonsei University)

Visual Influences on Quantity Perception on Online Grocery Retailing

» Dr. Wanyi Zheng (Hong Kong Baptist University), Dr. Michael Jia (The University of Hong Kong), Prof. Echo Wen Wan (The University of Hong Kong)

Accessorizing Consumption: Putting Consumption Experience in Context Increases Complementary Purchases

» Prof. Youjung Jung (Yonsei University), Prof. Eric Park (Columbia University), Dr. Jennifer Sun (Columbia University)

The Dates-and-Hours Framing Effect in Temporal Evaluations

» Dr. Tatiana Sokolova (Tilburg University), Dr. Maximilian Gaerth (University of Pennsylvania)

3:30pm

Special Session: Add Ons Subtract

Karangasem III

The Fees Paradox

» Ms. Maren Hoff (Columbia Business School), Dr. Vicki Morwitz (Columbia Business School)

All Add-On Fees are Not the Same: Consumers’ Aversion to “Opaque” Fees

» Dr. Max Alberhasky (Cal State University), Dr. Raj Raghunathan (University of Texas at Austin), Dr. Joydeep Srivastava (Temple University)

Nothing Matters”: A “0%” Option Increases Consumers’ Voluntary Payments

» Dr. Shirley Bluvstein (Yeshiva University), Dr. Priya Raghuram (New York University)

3:30pm

Consumer-Brand Engagements

Klung Kung

New Aesthetic Horizons: The Challenges and Opportunities of Evolving Vegan Consumption

» Dr. Ileyha Dagalp (Stockholm Business School), Dr. Jack Waverly (University of Manchester), Dr. Jonatan Sodergren (University of Bristol)

Legitimacy in the Context of Branded Entertainment

» Ms. Katharina Stolley (University of Birmingham)

Diasporic identity as composed in brand aesthetics

» Dr. Mark Buschgens (Australian National University), Dr. Bernardo Figueiredo (RMIT University), Dr. Janneke Blijlevens (RMIT University)

Navigating Cultural Appropriation: A Strategic Brand Perspective

» Angela Cruz (Monash University), Dr. Yuri Seo (The University of Auckland), Dr. Daiane Scaraboto (The University of Melbourne)

3:30pm

Multi-method Consumer Research I

Penida



Continued from **Tuesday, 9 July**

What Drives Intention to Participate in Peer-to-Peer Sharing Economy? Evidence from Japan

» Rahul Goswami (Vinod Gupta School of Management, Indian Institute of Technology Kharagpur), Swagato Chatterjee (School of Business and Management, Queen Mary University of London), Mototaka Sakashita (Graduate School of Business Administration, Keio University)

The charm of fixing: The effect of anger on the effectiveness of restoration donation appeal

» Ms. Suchi Aeron (Indian Institute of Technology Roorkee), Prof. Zillur Rahman (Indian Institute of Technology Roorkee)

The role of culture in online crowdfunding donation campaigns

» Dr. Aidin Namin (Loyola Marymount Univeristy), Dr. Yashar Dehdashti (Texas Wesleyan University), Dr. Seth Ketron (University of St. Thomas)

4:45pm

Coffee break

5pm

Social Norms and Change

Karangasem I

Timing Matters: The Impact of Post Sequencing on Consumer Perception and Engagement in Influencer Marketing

» Ms. Xueqi Bao (INSEAD), Prof. Stephanie C. Lin (INSEAD), Prof. Amitava Chattopadhyay (INSEAD)

The Uneven Fluidity of Gender-fluid

» Ms. Maren Hoff (Columbia Business School), Prof. Silvia Bellezza (Columbia Business School)

Why Go Gluten-Free? The Effect of Powerlessness on Free-From Products Preferences

» Lijun (Shirley) Zhang (The University of Leeds), Prof. Elaine Chan (Nanyang Technological University)

What Values Shape Cross-Cultural Consumer Behavior? Insights from an Abductive Approach Based on Predictive Modelling

» Dr. Shilpa Madan (SMU), Dr. Abhishek Sheetal (The Hong Kong Polytechnic University), Ms. Rui-Ling Lee (Nanyang Technological University), Prof. Krishna Savani (The Hong Kong Polytechnic University)

5pm

Exploring the Tapestry of Human Behavior: Intersections of Psychology, Sociology, and Culture

Karangasem II

Starting Positive: The Impact Of Self-Presentation Concerns On Consumer Reviews

» Prof. Elisa Solinas (IE University), Dr. Francesca Valsesia (University of Washington), Prof. Joseph Nunes (University of Southern California), Dr. Andrea Ordanini (Bocconi University)

Religious Diversity Predicts Tolerance and Science Acceptance

» Prof. Yu Ding (Stanford University), Prof. Gita Johar (Columbia Business School), Prof. Michael Morris (Columbia Business School)

Failing at Leisure: Pursuing Hobbies in an All-or-Nothing Culture

» Ms. Mengchen Zheng (Boston University), Prof. Anat Keinan (Boston University), Prof. Nailya Ordabayeva (Dartmouth College)

Authenticity in the Shadows: Exploring Tourist Experiences and Perceptions at War Sites in Vietnam

» Dr. Ngan Phan (Hanoi University), Dr. Bernardo Figueiredo (RMIT University), Dr. Samuelson Appau (Melbourne Business School), Prof. Michael Beverland (University of Sussex)

5pm

CCT Working Papers - Session 1

Karangasem III

Fall In Love with Protagonists: The Conceptualization of Illusory Authenticity

» Tongyan XIE (University of Nottingham Ningbo China), Ziyue Ma (University of Nottingham Ningbo China), Prof. Martin J. Liu (University of Nottingham Ningbo China), Dr. Dandan Ye (University of Nottingham Ningbo China)



Continued from Tuesday, 9 July

Life is not Linear: The Ups and Downs of Ethical Consumers

» [Verena Gruber](#) (EMLYON Business School), Jonathan Deschenes (HEC Montréal)

Tradition and modernity: A Discursive Beauty Mosaic in Indonesia

» [Dr. Jeaney Yip](#) (The University of Sydney), Prof. Susan Ainsworth (The University of Melbourne), Ms. Isabella Dabaja (The University of Sydney)

Brand Governance in the Metaverse: The Case of Digital Fashion

» [Dr. Gokcen Balli](#) (Chapman University), [Dr. Burcak Ertimur](#) (Skema Business School)

If the Cap Fits: An empirical exploration of how ethical consumption is capped

» [Dr. Carys Egan-Wyer](#) (Lund University School of Economics and Management)

Data Surveillance and Information Asymmetry: A Panoptic View of Micro-celebrity Market

» [Mrs. Lu Ren](#) (The University of Melbourne), Prof. Michal Carrington (The University of Melbourne)

Triggering Tingles: The Sensory and Affective Modalities of ASMR

» [Dr. Chloe Preece](#) (ESCP Business School), [Dr. Hsin-Hsuan Meg Lee](#) (ESCP Business School)

Towards a Continuum of Consumer-Body Relationship: Multiple Shades of Interpreting the Body

» [Ms. Vidushi Trivedi](#) (Indian Institute of Management, Udaipur), Prof. Ankur Kapoor (Indian Institute of Management, Udaipur)

5pm

Multi-method Consumer Research II

Klung Kung

How the Aesthetics of Product Label Design Drive Sales for Hedonic Products: Uncovering the Benefits of Designs with Repeating Elements.

» [Valentyna Melnyk](#) (School of Marketing, UNSW Business School, UNSW), David A. Jaud (Kedge Business School), Esther Jaspers (School of Communication, Journalism and Marketing, Massey Business School, Massey University)

The Impact Of Product Review Time On Reviewer And Consumer

» Dr. Praveen Sugathan (Indian Institute of Management Kozhikode), Dr. Krishnan Jeesha (Indian Institute of Management Lucknow), [Ms. Astha Singhal](#) (Indian Institute of Management Kozhikode), Dr. Aravind Reghunathan (Bournemouth University)

Why Showing Multiple Options Simultaneously Makes Customers Less Picky

» [Chongyan Sun](#) (The Chinese University of Hong Kong), [Jiding Zhang](#) (Arizona State University), [Xinyu Cao](#) (The Chinese University of Hong Kong), Ken Lin (Huolala), Shiwei Wang (Huolala), Kaiwei Qian (Huolala), Tengfeng Wu (Huolala)

Is Ownership Becoming Outdated? The Perceived Popularity of the Sharing Economy Decreases Consumers' Desire for Material but Not Experiential Purchases

» [Ms. Xinping WEI](#) (The Chinese University of Hong Kong), Prof. Yunhui HUANG (Nanjing University), Prof. Xuebin CUI (Nanjing University)

Wednesday, 10 July

8:15am

CB Working papers - Session 4

Karangasem I

Seeking Social Robot Companionship: Identifying and Overcoming Associated Social Stigma

» [Mr. Iqbal Ahmed](#) (Virginia Tech University), Prof. Dipankar Chakravarti (Virginia Tech University)



Continued from **Wednesday, 10 July**

Relatable Fashionistas: Influencer Generated Content and Women Fashion Consumption

» Prof. Tingting Mo (Zhongnan University of Economics and Law), Prof. Yoon-Na Cho (Hongik University), Prof. Nancy Wong (University of Wisconsin)

Sustainability and Consumer Behavior: A Systematic Literature Review and Future Research Agenda

» Dr. Atul Kulkarni (Southern Connecticut State University), Dr. Amitkumar Singh (Southern Connecticut State University)

An Experience Sampling Study on Everyday Experiences of Inequality

» Prof. Charlene Chen (Nanyang Technological University), Mr. Jonathan Pow (INSEAD), Prof. Kelly Nault (IE Business School), Prof. Andy Yap (INSEAD)

The Effects of Giving Styles on the Communication Effectiveness in Cause - Related Marketing (CRM): The Underlying Serial Mediation of Inventory Closeout and Inferred Motives

» Prof. Ming-Yi Chen (National Chung Hsing University), Ms. I-Ting Lu (National Chung Hsing University)

Animal Welfare and Consumer Behaviour: Systematic Review

» Mr. Chien(Patrick) Duong (Consumer Research Lab - Curtin University), Prof. Billy Sung (Consumer Research Lab - Curtin University), Dr. Sean Lee (Consumer Research Lab - Curtin University), Dr. Julia Easton (Curtin University)

8:15am

The Psychology of Promotion: Understanding Consumer Behavior and Influence

Karangasem II

Product Abundance Signals Retailer Sincerity: Consumer Inference about Limited Quantity in Online Promotion

» Dr. Jin Y.F. (Dalian University of Technology), Dr. Guangxin Xie (University of Massachusetts Boston), Dr. Jurui Zhang (University of Massachusetts Boston)

A Magic Digital Nudge: Harnessing Drawing in Mobile Advertising to Boost Consumer Preference

» Ms. Lijing Zheng (Sun Yat-sen University (Shenzhen)), Prof. Echo Wen Wan (The University of Hong Kong), Prof. Yaxuan Ran (Zhongnan University of Economics and Law), Prof. Jack Zhenhui Jiang (The University of Hong Kong)

The Token-Effort Effect: How Minimal Redemption Effort Increases Price Promotion Effectiveness Over Straight Discounts

» Prof. Kuangjie Zhang (Nanyang Technological University), Prof. Thomas Allard (Singapore Management University), Prof. Nidhi Agrawal (University of Washington), Prof. Rajesh Bagchi (Virginia Tech)

Advertising Stigmatized Products: Leverage Social Norms or Break the Stigma?

» Arti Srivastava (Great Lakes Institute of Management), Jayant Nasa (Indian Institute of Management Udaipur), Prakash Satyavageswaran (Indian Institute of Management Udaipur), Chris Dubelaar (Deakin University), Rajesh Nanarpuzha (Indian Institute of Management Udaipur)

8:15am

Special Session: How to Impress Others: The Antecedents and Consequences of Disclosure

Karangasem III

“You Must Interview This Candidate!”: Risky Sponsorship and Gender

» Dr. Nazli Bhatia (University of Pennsylvania), Prof. Irene Scopelliti (Bayes Business School (formerly Cass))

Let it go: the Effect of Stress on Anonymous Self-Disclosure

» Dr. Daniela Carmen Cristian (Bayes Business School (formerly Cass)), Dr. Sinem Acar-Burkay (USN School of Business)

The Drivers and Consequences of Attributing Success to Luck in Social Comparison

» Ms. Ozlem Tetik (London Business School), Dr. Nicole Kim (Hong Kong Polytechnic University), Dr. Dafna Goor (London Business School), Dr. Jonathan Berman (London Business School)



Continued from **Wednesday, 10 July**

Asymmetric Matching in Responders' Outcome Disclosure Decisions

» [Dr. Emily Prinsloo](#) (Rice university), Prof. Irene Scopelliti (Bayes Business School (formerly Cass)), Prof. George Loewenstein (Carnegie Mellon University), Prof. Joachim Vosgerau (Bocconi University)

8:15am **Postcolonialism and stigma**
Klung Kung

Postcolonial Marketing: A Systematic Review and Research Agenda

» [Dr. Jonatan Sodergren](#) (University of Bristol), Prof. Arindam Das (Alliance University)

Postcolonial Acculturation Culture in South Korea: An Analysis of My Neighbor Charles, an Immigrant Reality TV Show

» [Ms. Jiwen Zhang](#) (Dongguk University), Ms. Yu Lee Choi (Dongguk University), Dr. Seungwoo Chun (Dongguk University)

Journeys of Dominated Consumption

» [Dr. Arundhati Bhattacharyya](#) (Indian Institute of Management Udaipur)

Dark Memes as Consumer Expressions of the Stigmatised Self

» [Prof. Ekant Veer](#) (University of Canterbury)

8:15am **Brand Identity and Ranking: Crafting a Distinctive Image in the Market**
Penida

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

» Dr. Arash TALEBI (Assistant professor of Marketing, EDHEC Business School, France), [Dr. Sonja Prokopec](#) (Essec Business School), Dr. Ayse Onculer (ESSEC Business School)

Brand or product star rating - which is more important to consumer product choice ?

» [Dr. Jeffrey Rotman](#) (Deakin University), Dr. Virginia Weber (Deakin University), Dr. Jay Zenkic (Deakin University), Dr. Felix Septianto (The University of Queensland)

The Brand Trust Dilemma: How High Trust Can Undermine Algorithm Reliance

» [Mrs. SallyMyunglin Shin](#) (Yale University), Dr. Nirajana Mishra (Yale University), Dr. Ravi Dhar (Yale University)

The Rankings Paradox: When a #20 Option Is Chosen Less Than a Top-100 Option

» [Prof. AdamEric Greenberg](#) (Bocconi University), Prof. Ioannis Evangelidis (ESADE Business School)

9:30am **Coffee Break**

9:45am **CB Working papers - Session 5**
Karangasem I

Consumption Portfolio Management: Very Good Stuff Is Best Enjoyed by Itself

» [Prof. Luxi Shen](#) (The Chinese University of Hong Kong), Andrew Meyer (The Chinese University of Hong Kong)

"It's a Matter of Perception": Extraverts Perceive Purchases More as Experiences than as Material Objects and Consequently Gain More Happiness from Them

» [Prof. Wilson Bastos](#) (Catolica Lisbon School of Business & Economics), Prof. Fernando Machado (Catolica Lisbon School of Business & Economics)

The effect of the human image in advertisements on consumers' experiential purchases

» [Dr. Yijie Wang](#) (University of Warwick), Ms. Sining Kou (Renmin University of China), Dr. Shen Duan (Zhongnan University of Economics and Law), Dr. Lu meng (Hong Kong Polytechnic University)



Continued from **Wednesday, 10 July**

How does impatience affect the asset accumulation and composition?

» [Dr. Namhoon Kim](#) (Pusan National University), Dr. Travis Mountain (University of Georgia)

Materialism And Interpersonal Well-Being: A Meta-Analysis

» [Dr. Olaya Moldes](#) (Cardiff University)

What Come First in the Time of Need? Need Urgency and the Quality-Quantity Donation Tradeoff

» [Ms. Qiangqian\(Esther\) Liu](#) (The Hong Kong Polytechnic University), Dr. Dongjin He (Lingnan University), Prof. Yuwei Jiang (The Hong Kong Polytechnic University)

A Healthy Cold-Colored Restaurant: The Impact of the “Cold Ambient Color = Healthy” Intuition on Consumer Food Choice

» [Dr. Yining Yu](#) (Xi'an Jiaotong-Liverpool University), Ms. Bingjie Li (University of Warwick), Dr. Miaolei Jia (University of Warwick), Prof. Lei Wang (Zhejiang University)

9:45am

The Art of Decision Making: Navigating Choices in a Complex World

Karangasem II

Medium induces patience in intertemporal decisions

» [Dr. Yan Zhang](#) (National University of Singapore), Dr. Aparna Labroo (Northwestern University)

The Conditional Probability Bias in Risk Valuation

» Dr. Yaxuan Ran (School of Business Administration, Zhongnan University of Economics and Law, Wuhan), [Dr. Emily Prinsloo](#) (Rice university), Prof. Xi Li (The University of Hong Kong)

The Big Data Fallacy

» [Prof. Irene Scopelliti](#) (City University of London), Prof. Joachim Vosgerau (Bocconi University), Dr. Gaia Giambastiani (Vrije Universiteit Amsterdam)

Twice as nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Laundry Behaviors

» [David Hardisty](#) (The University of British Columbia), Kirstin Appelt (The University of British Columbia), Siddhanth Mookerjee (McGill University), Yanwen Wang (The University of British Columbia), Jiaying Zhao (The University of British Columbia), Arien Koreland (BC Hydro)

9:45am

Special Session: Self-authenticity and Aversion to Identity Signaling

Karangasem III

Non-Materialism As the Quest for Personal Authenticity

» [Prof. Minju Han](#) (Singapore Management University), Prof. George Newman (University of Toronto)

Poser Avoidance: Low Identity Entitlement Leads To Avoidance Of Identity Signaling

» [Prof. Stephanie C. Lin](#) (INSEAD), [Prof. Rebecca Schaumberg](#) (University of Pennsylvania)

Authentic Allyship? Feeling Authentic Increases Allyship Behavior Via Greater Psychological Standing

» [Ms. Olivia Foster-Gimbel](#) (New York University), [Prof. Julianna Pillemer](#) (New York University), [Prof. L. Taylor Phillips](#) (New York University)

Trading Authenticity For Benevolence By Avoiding Political Discussions

» Jennifer Abel (Harvard University), [Prof. Julian Zlatev](#) (Harvard University)

9:45am

Special Session: Practice Transformation

Klung Kung

Chaired by: Dr. Francesca Bonetti

“He Can Become Whatever Kind of Boy He Wants to Be”: Gender-Conscious Parenting

» [Pelın Gevik](#) (Aalto University School of Business), [Amber Epp](#) (University of Wisconsin-Madison), [Henri Weijo](#) (Aalto University School of Business)



Continued from **Wednesday, 10 July**

Norm Disruption, Persistence, And Change In Unsettled Times

» [Dr. Matthew Godfrey](#) (University of Massachusetts Amherst), [Dr. Clark Cao](#) (Lingnan University), [Elizabeth G. Miller](#) (University of Massachusetts Amherst)

Practice Activation: Operationalizing Practice Change

» [Dr. Francesca Bonetti](#) (HEC Montréal), [Kirk Plangger](#) (King's College London), [Hope Schau](#) (University of California-Irvine)

9:45am **Multi-Method Consumer Research III**

Penida

Examining the Effectiveness of Celebrity Cameo Endorsement

» [Dr. Stacey Brennan](#) (The University of Sydney), Dr. Amanda Kennedy (The University of Sydney), Dr. Jasmina Ilicic (Monash University)

Do Questions Backfire? Effects of Question-Asking on Patient Satisfaction in Online Health Consultations

» [Ms. Yudi Sun](#) (China University of Mining and Technology), Prof. Jing Lei (The University of Melbourne), Prof. Hongyan Jiang (China University of Mining and Technology)

Mind your habits: Exploring the impact of different types of shopping habits on consumers price sensitivity and healthfulness of purchase

» [Fares Belkhiria](#) (McGill University), Prof. Laurette Dube (McGill University)

Responsible Innovation and Artificial Intelligence: Evidence from Chatbot

» Mr. Youngsuk Jung (Independent scholar), Mr. Seung Pil Oh (Independent scholar), [Dr. Ilyoon An](#) (Fayetteville State University, NC, USA)

11am **Coffee Break**

11:15am **Special Session: Broadening the Concept of Consumer Vulnerability: From Marginalized to Mainstream Consumers**

Karangasem I

Chaired by: Angela Lee

Red Flag! The Consequences of Alerting Consumers to Fake Reviews."

» Prof. Jared Watson (New York University), [Prof. Amna Kirmani](#) (University of Maryland), Ted Matherly (Northeastern University)

The Emotional Health Tax

» Jacqueline Rifkin (Cornell University), Rebecca Ponce de Leon (Columbia University), [Prof. Eesha Sharma](#) (San Diego State University)

Consumer Vulnerability in the Mainstream: Default and Consent in the Digital Economy

» [Prashant Mishra](#) (Indian Institute of Management Calcutta), Prof. Dipankar Chakravarti (Virginia Tech University)

11:15am **CB Working papers - Session 6**

Karangasem II

The Effect Of Disasters On Consumer Behaviour

» [Ms. Yan Huo](#) (Monash University), Prof. Hean Tat Keh (Monash University), Dr. Pingping Qiu (Monash University)

Hidden Gem: An Undiscovered Research Gem in Marketing

» [Mr. Eldrin Hermoso](#) (The University of Sydney), Dr. Ulku Yuksel (The University of Sydney), Dr. Minh-Ngoc Tran (The University of Sydney)

Does Image Matter? Copycatting is Not for Every Retailer

» [Mr. Seongun leon](#) (University of Bristol), Prof. Femke van Horen (Vrije Universiteit Amsterdam), Dr. Michail Kokkoris (Vrije Universiteit Amsterdam)

Engaging Cultural Consumers through a Novel Digital Practice of Crowdfunding

» [Prof. Natalia Maehle](#) (Western Norway University of Applied Sciences)



Continued from **Wednesday, 10 July**

Do Lonely Consumers Prefer Material or Experiential Goods? The Moderating Effect of Self-Construal

» Ms. Tianyu Zhang (Peking University HSBC Business School), Dr. Jooyoung Park (Peking University HSBC Business School), Dr. Keongtae Kim (The Chinese University of Hong Kong)

When and Why Payment Schedules Fail to Enhance Consumer Choice

» Mr. Haojun Chen (The University of Hong Kong), Prof. Sara Kim (The University of Hong Kong), Prof. Ivy Dang (The University of Hong Kong)

Can side-by-side comparisons compromise decision-making and influence option similarity

» Dr. Na Xiao (Laurentian University)

Hope makes consumers keep buying questionable remedies

» Ms. SiriaXiyueyao Luo (University of Groningen), Prof. Femke van Horen (Vrije Universiteit Amsterdam), Prof. Kobe Millet (Vrije Universiteit Amsterdam), Prof. Marcel Zeelenberg (Vrije Universiteit Amsterdam)

11:15am **Special Session: Keeping It Real: Workshop on Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior**

Karangasem III

Keeping It Real: Workshop on Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior

» Dr. Andrea Morales (Arizona State University), Dr. On Amir (University of California San Diego)

11:15am **Special Session: Unraveling Tech Resistance: Boosting Acceptance for Algorithm-Empowered Tech**

Klung Kung

Acceptance of Automated Vehicles is Lower for Self than Others

» Ms. Stuti Agarwal (Harvard University), Dr. Julian De Freitas (Harvard University), Ms. Anya Ragnhildstveit (University of Cambridge), Prof. Carey Morewedge (Boston University)

Robotic Chefs for Healthiness, Human Chefs for Tastiness: Consumer Eating Goal and Adoption of Cooking Service Providers

» Dr. Phyliss Gai (Peking University), Dr. Sisi Wen (Sun Yat-Sen University), Dr. Xiaoying Zheng (Sun Yat-sen University)

“We” Listen to Algorithms: How Cultural Values Influence the Acceptance of AI Recommendations

» Ms. Yuanyuan Zhang (CUNY), Dr. Diogo Hildebrand (CUNY), Prof. Ana Valenzuela (CUNY)

Giving Algorithms a Human Touch: Highlighting Human Input Increases Perceived Helpfulness of Algorithmic Advice

» Mr. Yue Zhang (Erasmus University), Dr. Mirjam Tuk (Erasmus University), Dr. Anne Klesse (Erasmus University)

11:15am **Special Session: Flirting with Controversy: Examining Social, Contextual, and Strategic Implications of Brand Activism**

Penida

Coping with Loneliness through Brand Activism

» Dr. Saira Khan (The University of Auckland), Dr. Yuri Seo (The University of Auckland), Dr. Felix Septianto (The University of Queensland)

Ethical Algorithms and the Future of Brand Polarity

» Dr. Sommer Kapitan (Auckland University of Technology), Dr. Ioya Kemper (University of Canterbury)

It Matters to Be Seen: Consumer Response to Brand Activism by Public versus Private Consumption Brands

» Dr. Geetanjali Saluja (UTS Business School), Prof. Nitika Garg (UNSW Sydney)



Continued from **Wednesday, 10 July**

Assessing Authentic Brand Activism and Iconization: The Case of Barbie

» [Dr. Andrea Bennett](#) (Texas Woman's University)

12:30pm **Lunch**

2pm **Risk, Uncertainty, and Decision Making: Strategies for Informed Choices**

Karangasem I

"No Time to Buy": Asking Consumers to Spend Time to Save Money is Perceived as Fairer than Asking Consumers to Spend Money to Save Time

» [Dr. MariaGiulia Trupia](#) (UCLA Anderson School of Management), [Dr. Franklin Shaddy](#) (UCLA Anderson School of Management)

Managing Finances in Recurring Budgets: Anticipating a Future Budget Refresh Increases Current Spending

» [Ms. Yusu Wang](#) (The University of Chicago Booth School of Business), [Prof. Abigail Sussman](#) (The University of Chicago Booth School of Business)

The Consumption Order Effect in Knowledge Acquisition

» [Ms. Xinping WEI](#) (The Chinese University of Hong Kong), [Prof. Leilei GAO](#) (The Chinese University of Hong Kong)

A Dual-Pathway Model of Power and Risk-Taking: The Powerful Take Risk Because They Can, but the Powerless Take Risk Because They Need to

» [Dr. Chris Du Plessis](#) (Singapore Management University), [Dr. Michael Schaerer](#) (Singapore Management University), [Prof. Adam Galinsky](#) (Columbia Business School)

2pm **CB Working papers - Session 7**

Karangasem II

Emotions, Movements and Cognitive Load: The Electric Experience on the Lake Dunstan Trail

» [Dr. Andrew Hughes](#) (Australian National University)

Beyond Sound and Sight: Exploring the Taste Transference in Digital Marketing

» [Ms. Jiayuan Li](#) (University of Edinburgh), [Dr. Kirsten Cowan](#) (University of Edinburgh), [Dr. Euejung Hwang](#) (University of Edinburgh)

Cultivating Simplicity: How Subjective Age Shapes Minimalist Consumption

» [Dr. Fang-Chi Lu](#) (The University of Melbourne)

The Contrasting Effects Of Awe- And Threat-Awe-Inducing Nature On Pro-Environmental Attitudes For Extraordinary Pollution Sites

» [Sue Hyun Lee](#) (Dongguk University), [Eujin Park](#) (Yonsei University)

The Impact of Visual Perspectives in Advertisements on Access-Based Products

» [Prof. Lu Meng](#) (The Hong Kong Polytechnic University), [Ms. Sining Kou](#) (Renmin University of China), [Dr. Shen Duan](#) (Zhongnan University of Economics and Law), [Ms. Yiran \(Eileen\) ZHANG](#) (Southern University of Science and Technology)

When You Get Annoyed: How Uncertainty Avoidance Influences The Disconfirmation Of Autonomous Product Consumption

» [Ms. Pinglan Yang](#) (National University of Singapore), [Mr. Duo Huang](#) (Beijing International Studies University), [Mr. KaPo Chong](#) (University of Wales Trinity Saint David), [Mr. Qianning Wang](#) (University of Nottingham Ningbo China)

How Interstitial Space in Logos Affects Consumers' Perceived Brand/Product Hedonism

» [Ms. Qianqian\(Esther\) Liu](#) (Hong Kong Polytechnic University), [Dr. Dongjin He](#) (Lingnan University), [Prof. Yuwei Jiang](#) (The Hong Kong Polytechnic University)

2pm **Keynote: The changing experience of young adulthood in the Asia-Pacific in the context of the Asset Economy by Dan Woodman**

Karangasem III



Continued from **Wednesday, 10 July**

2pm **Empathy, Altruism, and Morality: Intersections in Human Behavior**
Klung Kung

Consumer Vigilantism and the Visibility of Justice

» [Dr. Toni Eagar](#) (Australian National University), [Dr. Anna Hartman](#) (Australian National University), [Dr. Meg Elkins](#) (RMIT University), [Dr. Yingnan Shi](#) (Australian National University)

The Charity Competence Curse: When Signals of Managerial Competence Backfire

» [Lijun \(Shirley\) Zhang](#) (The University of Leeds), [Prof. Thomas Allard](#) (Singapore Management University), [David Hardisty](#) (The University of British Columbia), [Xin Wang](#) (Virginia Tech)

Unmanned vs Human-Staffed: Impact of Autonomous Experience on Prosocial Behavior

» [Dr. Xiaoyan \(Jenny\) Liu](#) (Southwestern University of Finance and Economics), [Prof. Chi Hoang](#) (ESCP Business School), [Prof. Sharon Ng](#) (Nanyang Technological University)

Helping One or Helping Many? How the distribution of help affects future donations.

» [Dr. Matilde Lucheschi](#) (University of Sussex), [Prof. Oguz A. Acar](#) (King's College London), [Dr. Bram Van den Bergh](#) (Erasmus University)

2pm **Consumer Behavior Unpacked: Strategies for Meeting Evolving Needs**
Penida

Strategic Indulgence: Preference of Shorter Decision Time to Ease Indulgent Choices

» [Dr. Yi Li](#) (Macquarie University), [Prof. Mario Pandelaere](#) (Virginia Tech), [Prof. Nico Heuvinck](#) (IESEG School of Management)

Rational addiction in mobile consumption

» [Dr. Ieeva Somasundaram](#) (IE Business School), [Dr. Laura Zimmermann](#) (IE Business School), [Mr. Quang Duc Pham](#) (IE Business School)

When (You Think) More Leads to Less: The Erroneous Belief That Adding Unattractive Items Will Decrease Consumption

» [Prof. Heeyoung Yoon](#) (Bocconi University), [Prof. Tom Meyvis](#) (New York University), [Prof. Joachim Vosgerau](#) (Bocconi University)

Flexible Fieldnoting For Contemporary Consumer Culture Research

» [Dr. Bernardo Figueiredo](#) (RMIT University), [Dr. Christina Ferrira](#) (The University of Essex), [Dr. Daiane Scaraboto](#) (The University of Melbourne)

3:15pm **Coffee Break**

3:30pm **CCT Working Papers - Session 2**
Karangasem I

The Work Of Cultural Custodians: How Hedonic Traditions Are Maintained Across A Field

» [Dr. Anna Hartman](#) (Australian National University), [Dr. Toni Eagar](#) (Australian National University), [Dr. Chirag Kasbekar](#) (Australian National University)

The Rage of the Subaltern: The Violencing Hand of the Market

» [Dr. Sofia Ulver](#) (Lund University School of Economics and Management), [Dr. Hossain Shahriar](#) (Lund University School of Economics and Management)

Becoming and Remaining Permanently Dispossessed: A Journey to Anti-consumerism

» [Ms. Riya Wadhvani](#) (IIM Udaipur), [Tanvi Gupta](#) (IIM Udaipur), [Rajesh Nanarpuzha](#) (IIM Udaipur)



Continued from **Wednesday, 10 July**

My Milk, Your Fridge, Our Kitchen: Fragmented Consumption within Shared Housing

» Mrs. Lu Ren (The University of Melbourne), Dr. Danielle Chmielewski-Raimondo (The University of Melbourne)

Consuming and Producing the Aesthetics of Care

» Dr. Chloe Preece (ESCP Business School), Prof. Andreas Chatzidakis (Royal Holloway), Prof. Finola Kerrigan (University of Birmingham)

My bossy cat: the everyday power relationship between the pet and its human

» Dr. Hoang Linh Nguyen (National Economics University), Ms. Ha Linh Bui (Hanoi Open University), Prof. Thi Tuyet Mai Nguyen (National Economics University)

Making and Exchanging The Respectable Self: Illusio, Higher Education, and Upward Mobility among Subordinated Consumers

» Mr. Joseph Daniel (University of Liverpool)

When an agential matter dislocates a stigmatized discourse: A case of sanitary product packaging in Malaysia.

» Mr. Shafiullah Anis (Monash University Malaysia), Dr. Juliana French (Monash University Malaysia)

3:30pm **Ethics in Innovation: Balancing Progress with Moral Responsibility**
Karangasem II

How Observing Punishment Affects Consumers' Punishment Decisions During Industry-Wide Crises

» Dr. Joseph Chen (Macquarie University), Dr. Yi Li (Macquarie University), Dr. Jun Yao (Macquarie University)

Revisiting the 'Observed Vulnerability': How media representation frames vulnerability

» Dr. Soroush Sepehr (University of Technology Sydney), Prof. David Waller (University of Technology Sydney), Dr. Ranjit Voola (University of Sydney), Prof. Subhasis Ray (Xavier Institute of Management, XIM University, Bhubaneswar)

Examining the Role of the Deflation Effect: How to Reduce the Vengefulness of Negative Reviews

» Mrs. Barbara Duffek (Imperial College London), Omar Merlo (Imperial College London), Prof. Wayne Hoyer (University of Texas at Austin), Andreas Eisingerich (Imperial College London)

Unpacking the Moral Self-Signaling Benefits of Effortful Cause Marketing Campaigns

» Dr. Argiro Kliamenakis (uOttawa), Prof. Onur Bodur (Concordia University)

3:30pm **Roundtable: Unpacking Collective Materialism: Antecedents and Consequences**
Karangasem III

Unpacking Collective Materialism: Antecedents and Consequences

» Prof. Nancy Wong (University of Wisconsin), Prof. Rajeev Batra (University of Michigan), Prof. Sandra Awanis (Lancaster University), Dr. Russell Belk (York University), Dr. James E. Burroughs (University of Virginia), Prof. David Dubois (INSEAD), Prof. Julie Lee (The University of Western Australia), Prof. Michael Lee (The University of Auckland), Prof. Sharon Ng (Nanyang Technological University), Prof. Mario Pandelaere (Virginia Tech), Prof. Aric Rindfleisch (University of Illinois Urbana-Champaign), Prof. Carlos Torelli (University of Illinois Urbana-Champaign), Prof. Yajin Wang (CEIBS)

3:30pm **Towards a sustainable future: Sharing Economy and Green Consumption Practices**
Klung Kung



Continued from **Wednesday, 10 July**

Ratings Positivity Bias In Peer-To-Peer Sharing Economy Businesses: Causes And Solutions

» [Dr. Michael Moorhouse](#) (Wilfred Laurier University), [Dr. June Cotte](#) (Ivey Business School, Western University), [Dr. Matthew Meister](#) (University of San Francisco)

The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials

» [Dr. Edward Lai](#) (The Hong Kong Polytechnic University), [Prof. Rajesh Bagchi](#) (Virginia Tech)

True Old, True Self: Defining and Understanding Vintage

» [Ms. Maren Hoff](#) (Columbia Business School), [Prof. Silvia Bellezza](#) (Columbia Business School)

3:30pm

Multi-Methods Consumer Research IV

Penida

A Meta-Analysis on the Effect of Payment Methods on Consumers' Spending Outcomes

» [Lachlan Schomburgk](#) (The University of Adelaide), [Dr. Alex Belli](#) (The University of Melbourne), [Prof. Arvid Hoffmann](#) (The University of Adelaide)

Complement or Substitute? Examining the Relationship between Social Media and TV Channel Consumption of Live Sports Events

» [Dr. Steven Qiang Lu](#) (The University of Sydney), [Yupin Yang](#) (Simon Fraser University), [Rohan Miller](#) (The University of Sydney)

Exploring the Scholarship of Brand and Political Marketing: A Review, Synthesis, and Research Directions

» [Dr. Ilyoon An](#) (Fayetteville State University, NC, USA)

4:45pm

Coffee Break

7pm

Gala

Thursday, 11 July

9am

Conference Committee Meeting

Penida