

03/06/2025	TUESDAY	AUTHORS
18h45	OPENING RECEPTION	
19h45	DINNER	
04/06/2025	WEDNESDAY	
Time	Session 1.1: Perception and Cognitive Biases in Consumption	
8h30-9h00	A Perceptual Bias of Consumers Induced by Fruit Images on Packaging	Thomas Fanny, Pantin-Sohier Gaëlle, Luffarelli Jonathan, Piqueras-Fizman Betina
9h00-9h30	Facial Stereotypes Bias Judgments of Creative Ability	Linares Claire, Argo Jennifer
9h30-10h00	Self-other Differences in Mundane Social Rejections	Majumder Rajarshi, Aslan Esra, Martuza Jareef
	Session 1.2: Mindsets and Imagery	
15h30-16h00	Assessing Consumer Visual Interest and Its Impact on Brand Premium	Dubois David, Bellet Clement, Borah Abhishek
16h00-16h30	Principles of Nostalgia: A Meta-Analysis	Weingarten evan, Wei ziwei, Wildschut Tim, Sedikides Constantine
16h30-17h00	Broad Horizons: Abstract Mindset Improves Evaluation of Product Imitations	Van Horen femke, Estes zachary, Cossu martina
10h00-10h30	COFFEE BREAK	
	Session 2.1: Decision-Making and Behavioral Economics	
10h30-11h00	Intentional Hedonic Consumption Motivates Prosocial Behavior	Cristian Daniela, Fennis Bob, Mukhopadhyay Anirban, Warlop Luk
11h00-11h30	Dosage-Unit Effect: The Effect of Quantity Presentation on Treatment Judgments	Mecit Alican, Gu Yangjie, Krishna Aradhna
11h30-12h00	Can Multi-Level Effort-Reward Structures with Pinch Points Increase User Engagement?	Bashirzadeh Yashar, Mai Robert , Petersen j. Andrew, Nadalizadeh Ali
	Session 2.2: Social Dynamics in Sustainable Consumption	
10h30-11h00	Envy Impacts Self-Perceptions and Green Product Consumption	Kliamenakis Argiro, Bodur Onur
11h00-11h30	Carrots or Sticks? How Perceived Fairness of Incentives vs. Penalties for Sustainable Choices Depends on Social Acceptance	Millet kobe, Weijters bert
11h30-12h00	They Did What? Why the Unexpected Sustainable Behaviors of Others Lead to Positive Outcomes	Thuerridl Carina, Vock Marlene, Simpson Bonnie

12h00-13h30	LUNCH	
	Session 3.1: Digital Marketing and Social Influence	
13h30-14h00	DICE : Advancing Social Media Research Through Digital In-Context Experiments	Roggenkamp Hauk, Boegershausen Johannes, Hildebrand Christian
14h00-14h30	Search or Scroll: How Credibility versus Likability Premiums Shape Consumer Following Decisions	Shalev Edith, Shoham Meyrav, Morvinski Coby, Kyung Ellie
14h30-15h00	The Middle Managers of Influence: Critical Roles of Key Members in Social Media Influencer (SMI) Community Communication Dynamics	Bendoni Wendy, Li Charis
	Session 3.2: Awe Effects in Consumer Behavior	
13h30-14h00	The Pace of Awesome: How Fast- and Slow Motion Make the Ordinary Awe-Inspiring	Stuppy Anika, Anderson Craig, Sellier Anne Laure
14h00-14h30	Crafting Awesome Brand Through Art: How Artification Shapes Brand Affect Association	Li Xuan
14h30-15h00	Awesome Objects: Dimensions of Vastness Unrelated to Size Make Products More Awe-Inspiring and Promote Consumer Curiosity	Anderson craig
15h00-15h30	COFFEE BREAK	
	Session 4.1: How Artificial Intelligence Shapes Consumer Behavior	
15h30-16h00	AI-based Assessment Changes Consumer Behavior	Goergen Jonas, De Bellis Emanuel, Klesse Anne Kathrin
16h00-16h30	Conversational AI Impacts Information Learning and Memory	Aka Ada, Lefkeli Deniz, Pikal Konstantin
16h30-17h00	Intelligence Extension: AI and Consumer Trust in Service Extensions	Liu Jiajia, Gai Jia Phyliss, Klesse Anne Kathrin
17h00-17h30	Not All AI Is Created Equal: A Meta-Analysis Revealing Drivers of AI Resistance Across Markets, Methods, and Time	Ana Valenzuela, Hildebrand Christian, Meike Zehlne
	Session 4.2: Role of Others and Product Access in Consumer Preference	
15h30-16h00	Forgoing Consumption Experiences That Others Cannot Access	Ferreira Kirla, Steinmetz Janina, Scopelliti Irene
16h00-16h30	Hidden in Plain Sight: Consumer Responses to Pseudo-Secrets in Marketing	Goor Dafna, Keinan Anat, Halevy Nir, Norton Michael
16h30-17h00	Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals	Wu Yuechen, Watson Jared, Faraji-Rad Ali
17h00-17h30	When One Size Does Not Fit All Models: Does Inclusive Fashion Help or Harm Consumers' Decision Making?	Zhang yerong, Eelen jiska, Ikonen iina, Martinovici Ana, Belopolskiy Artem, Stuurman Laurens
19h45	DINNER	

05/06/2025	THURSDAY	
8h30-10h00	KEYNOTE SPEAKER	
10h00-10h30	COFFEE BREAK	
	Session 5.1: Temporal Dynamics in Pro-Environmental Behavior	
10h30-11h00	Immediate vs. Delayed (Identical) Benefits: How Temporal Reframing Shapes Adoption of Sustainable Products	Doshi Shemal, Lin Stephanie C., Plassmann Hilke
11h00-11h30	Temporal Frames of Environmental Threats	Tetik Ozlem, Faro David
11h30-12h00	Effort as a Driver of Perseverance: How Environmental Effort Fuels Pro-Environmental Actions	Lemarie Linda, Van Den Bergh Bram, Bezencon Valery, Lanz Bruno
	Session 5.2: Artificial Intelligence, Imagery, and Education	
10h30-11h00	The Effect of Digitally Altered Images on Consumers	Huang Szu-Chi, Park Jen, Weihrauch Andrea, Liyin Jin
11h00-11h30	Early Adopters Prefer AI Art over Human Art	Tianqi Yang, Schweiger Elisa, Acar Oguz, Grewal Dhruv, Herhausen Dennis
11h30-12h00	Regulated AI in Education: Examining the Ethical and Innovative Dimensions of Generative AI Implementation	Shaikh Sumayya, Revet Karine, El-Halabi Malak, Yang Xingming
12h00-13h30	LUNCH	
	Session 6.1: Branding and Consumer Perception	
13h30-14h00	The Effects of Purpose-Oriented Branding on Product Ownership Duration	Baecker Steffen, Goncalves Dilney, Santos David
14h00-14h30	Mitigating Negative Country-of-Origin Effects: The Role of Producer Personification	Mukherjee Sourjo, Talebi Arash, Das Gopal
14h30-15h00	The Relationship Between Brand Legitimacy, Brand Reputation, and Brand Status	Nguyen Stephanie, Truong Yann, Tesio Pauline
15h00-15h30	Adaptive Products for All: Framing the Superordinate Group To Improve Consumer Attitudes	Rüfenacht Valérie, Bruno Kocher
	Session 6.2: Decision Triggers	
13h30-14h00	Answering a Question Versus Agreeing to a Statement: Can the Format of a Survey Item Change Your Preference?	Cabooter Elke, Van Kerckhove Anneleen, Pandelaere Mario, Cowley Elizabeth
14h00-14h30	Understanding and Optimizing the Aesthetics of Product Ratings: The Case of Comparative Multi-Rating Displays	Jia He, Ge Lin, Wan Echo Wen, Zheng Wanyi
14h30-15h00	The Perceived Causality in Benefit/Cost and Cost/Benefit Ratios	Pan Yue, Sterckx Jean-Louis, De Langhe Bart, Van Osselaer Stijn
15h00-15h30	Time for Action: Implied-Action Does It!	Roose Gudrun, Geuens Maggie

16h00-19h30	ACTIVITIES (Kayak, Museum, Bike) OR FREE TIME	
20h00	GALA DINNER	
06/06/2025	FRIDAY	
	Session 7.1: Ethics and Corporate Responsibility	
8h30-9h00	Consumers' Voluntary Data-Sharing as a Response to Algorithmic Bias	Li Yi, Joerling Moritz
9h00-9h30	Market Valuations are Moral Valuations: Counterparts' Perceived Morality Affects Reservation Prices	Zallot Camilla, Paolacci Gabriele
9h30-10h00	Intergroup Bias in Selfish and Other-Benefitting Dishonesty	Martuza Jareef, Sjastad Hallgeir, Thorbjornsen Helge, Van Bavel Jay
	Session 7.2: Gender and Consumption	
8h30-9h00	How Pluralistic Ignorance Drives Gendered Consumption	Caldas De Souza Carlos Eduardo, Warren Nathan, Warlop Luk
9h00-9h30	Inaccurate Stereotyping of Gay Consumers Towards Aesthetic Products	Ziano Ignazio
9h30-10h00	The Janus Face of Cosmetic Surgery: The Social Price of Seeking Beauty	Krywuczky Fabienne, Millet Kobe, Kokkoris Michail, Kleijnen Mirella
10h00-10h30	COFFEE BREAK	
	Session 8.1: Socioeconomic Status, Inequality, and Mobility	
10h30-11h00	When Green Isn't Seen: How Low-Income Consumers Miss Out On Green Credit	Sahin Ceren, Stuppy Anika, Smith Robert
11h00-11h30	Early Roots of Inequality: Evidence of a Gender Income Gap Among Children	Howard Ray, Engels Christian, Lukas Marcel, Philip Dennis
11h30-12h00	Residential Mobility and Concern with Keeping Up with the Joneses	Xie Dan, Lobanova Mariia, Shrum I. J., Lowrey Tina
	Session 8.2: Judgment and Decision Making	
10h30-11h00	Tie Aversion	Isaac Mathew S., Shoham Meyrav, Wang Rebecca J. H.
11h00-11h30	Temporal Frames of Life Expectancy	Faro David, Tetik Ozlem, Hershfield Hal, Shu Stephen, Benartzi Shlomo
11h30-12h00	More Correlations Signal Causation: The Reinforcement Effect of Correlational Scope on Perceived Causality	Zhang Yue, Gabriele Paolacci
12h00-13h30	LUNCH	
13h30	DEPARTURE	