



AMERICAN MARKETING  
ASSOCIATION

2024

# AMA Marketing and Public Policy Conference



June 6-8  
Washington, DC

Thank you to our conference sponsor:





## Thursday, 6 June

5:30pm **Opening Reception**  
*Beverly Snow*

## Friday, 7 June

7am **Morning Jog**  
*Lobby*  
Chaired by: Dr. Monica LaBarge

7am **Morning Wake Up - Mindfulness**  
*Salon*  
Chaired by: Dr. Joshua Dorsey and George Milne

7:30am **Breakfast**  
*Beverly Snow*

8am **Advocacy: Getting Your Research from 'Interesting' to Action**  
*Beverly Snow*  
Chaired by: Mr. Justin Connor

8am **Working Together to Address Grand Challenges: Identifying Synergies Between Marketing & Public Policy Research and Sustainable Marketing Research**  
*Crystal*

8am **Working Together to Address Grand Challenges: Identifying Synergies Between Marketing & Public Policy Research and Sustainable Marketing Research**  
» [Dr. Dana Alden](#), Dr. Jeremy Kees, Dr. Beth Vallen, Dr. Hongjun Ye

8am **Emerging Trends in Education and Public Policy: Digital Learning, Co-Customization, Literacy, and Service Recovery**  
*Barnett-Aden*

**The Impact of Online Learning on Digital and Non-Digital Supplemental Learning Products: A Comparative Empirical Analysis**  
» Dr. Karthik Babu Nattamai Kannan, [Dr. Wayne Taylor](#)

**New Term "Co-Customization" with Application in Public Policy Context**  
» [Dr. Wendy Gillis](#), Dr. Courtney Azzari, Dr. Steven Kelley

**On a need-to-know basis: Exploring the relative importance of foundational and domain-specific literacy**  
» [Mrs. Heejae \(Hannah\) Lee](#), Dr. Dee Warmath

**A conceptual framework and empirical investigation of service failure-recovery, risk transfer, and institutional trust**  
» [Mr. Daniel Nowak](#)

**Guarding Against Deception: Managing Customer-Generated Fake Reviews**  
» [Dr. Raika Sadeghein](#), Prof. M. Paula Fitzgerald, Dr. Stephen He

8am **Fostering Inclusivity: Combating Workplace Harassment, Challenging Poverty Stereotypes, Promoting Tolerance, and Addressing Racial Discrimination**  
*Salon*

**REFRAMING AND RESTRUCTURING ORGANIZATIONAL STRATEGIES FOR ADDRESSING HARASSMENT AND DISCRIMINATION IN THE WORKPLACE**  
» [Dr. Erin Percival Carter](#)

**Poverty Stereotypes and Consumption Deservedness for Impoverished Consumers**  
» [Prof. Ron Hill](#), Dr. Gia Nardini



Continued from Friday, 7 June

**Get offensive against intolerance : offensive slurs in prosocial advertising and their effect on message elaboration and behavioral intentions**

» [Dr. Mia Birau](#)

**Consumption Adequacy and Racial Discrimination: An Exploration and Comparison Between the U.S. and South Africa**

» [Ms. Ezachia Ngcobo](#), Prof. Ron Hill

8am

**Consumer Resilience: Brand Crises, Decision-Making in Mental Health Services, Social Media Addiction, and Mindfulness Interventions**

*Cinema*

**Consumer Resilience During Brand Crises**

» Dr. Elika Kordrostami, [Dr. Melika Kordrostami](#), Dr. Ilgim Dara Benoit, Dr. Ceren Ekebas-Turedi

**Trust Your Feelings: Reliance on Reason versus Emotions in Seeking Mental Health Products and Services.**

» [Mr. Jaewoo Lee](#), Dr. Remi Trudel

**LIKE, COMMENT, REPOST, REPEAT: SOCIAL MEDIA ADDICTION AND CONSUMER WELL-BEING IN AN INCREASINGLY CONNECTED MARKETPLACE**

» [Dr. Joshua Dorsey](#), [Dr. Lennay Chapman](#), [Prof. Kaan Canayaz](#)

**The Mindful Student Initiative: How Mindfulness Based Interventions Reduce Social Media Usage Urge Among High School Students**

» Dr. Tessa Garcia-Collart, [Dr. Ellen Campos Sousa](#)

9:30am

**Perspectives on Maladaptive Consumption**

*Crystal*

9:30am

**Perspectives on Maladaptive Consumption**

» [Prof. Ingrid Martin](#), [Prof. David Stewart](#), [Prof. Wendy Boland](#), [Ms. Marina Cozac](#), Prof. Kristen Feemster, Prof. Stacey Finkelstein, Prof. Martin Mende, Prof. David Rosenthal, Prof. Maura Scott, Dr. Beth Vallen, Prof. Marie Yeh

9:30am

**Breaking Taboos and Promoting Equity: Transformative Approaches to Women's Health in Marketing and Public Policy**

*Barnett-Aden*

**THE STIGMATIZATION OF MENSTRUATION IN MARKETING HAS TO STOP! PERIOD.**

» [Ms. Klara Greinwald](#), [Dr. Alisa Keller](#), [Ms. Eileen Dauti](#), Prof. Dirk Totzek

**The Role of the Night-Time Economy in the Prevention of Violence Against Women. A Transformative Consumer Research Perspective**

» [Dr. Karen Middleton](#), Dr. Judith Fletcher-Brown

**COMPLEMENTARY AND ALTERNATIVE MEDICINE: IMPROVING ACCESS TO WELLNESS RESOURCES FOR WOMEN**

» [Dr. Suzanne Makarem](#), Ms. Davyda Hammond, Ms. Brenda Blunt, Dr. Haeran Jae

**EQUITY IN HEALTHCARE THE ROLE OF TRANSFORMATIVE WELL-BEING MARKETING IN IMPROVING HEALTH OUTCOMES FOR MINORITY WOMEN**

» [Dr. Melika Kordrostami](#), Dr. Maryam Tofighi

9:30am

**Ethical Considerations in Healthcare: Vaccine Advocacy, Advertising Hospital Choice and COVID Messaging, and Transformative Advertising for Public Health Policy**

*Salon*

**The Role of Values on Perceived Ethicality of Vaccine Mandates: Implications for Vaccine Advocacy and Intention**

» [Dr. Hoori Rafieian](#), Dr. Genevieve O'Connor, Dr. Nancy Yee Ching Wong, Dr. Casey Newmeyer, Ms. Avani Surana



Continued from Friday, 7 June

**Does Advertising Matter to Emergency Patients? The Effect of Advertising on Hospital Choice, Travel Distances, and Mortality Rates**

» Mr. Simon Kim, [Dr. TI Tongil Kim](#), Dr. Tae Jung Yoon

**Can COVID Messaging be Improved? Insight into the Role of Message Framing and Politicization of Messages**

» [Dr. Ashley Deutsch](#), Dr. Craig Andrews, Dr. Colleen Andrews

**How Transformative Advertising can Influence Societal Change and Inform Public Health Policy: a Cultural Perspective from India.**

» [Dr. Judith Fletcher-Brown](#), Dr. Priyanka Sharma, Prof. Rajesh Chandwani, Prof. Sarah Turnbull, Dr. Karen Middleton

9:30am

**Addressing Social Problems: The Role(s) of Marketplace Citizenship**  
*Cinema*

**Addressing Social Problems: The Role(s) of Marketplace Citizenship**

» [Dr. Jeffrey Wiebe](#), Dr. Alexander I. Mitchell, Dr. Meredith Thomas, Dr. Stacey Baker, Dr. Clifford Shultz, Dr. Karine Barakat, Dr. Sterling Bone, Dr. Amy Fehl, Dr. Marlys Mason

11am

**The Role(s) of Markets and Government(s) in Public Policy: A Panel Discussion**  
*Crystal*

**The Role(s) of Markets and Government(s) in Public Policy: A Panel Discussion**

» [Prof. Ingrid Martin](#), [Prof. David Stewart](#), [Prof. Ron Hill](#), [Dr. Marlys Mason](#), [Ms. Jan Pappalardo](#), [Prof. Debra Ringold](#)

11am

**Addressing Stigma and Substance Abuse: Alcohol-Free Advertising, Narcan stigma, Inhalant Abuse in India and Legal Cannabis in the United States**  
*Barnett-Aden*

**Sober Irony: Reciprocal Spill-Over Effects of Advertising Alcohol-Free Products on Alcohol Sales**

» [Dr. Saeid Vafainia](#), Dr. Stijn Maesen, Prof. Michael Haenlein

**WHEN PREVENTING DEATH IS STIGMATIZED: THE CASE OF NARCAN (NALOXONE HCI)**

» [Mrs. Siti Suwanda](#), Dr. Emily Tanner, Prof. M. Paula Fitzgerald, Prof. Matthew Sarkees

**Substance abuse among socio-economically disadvantaged adolescents in India : Addressing the “wicked problem” of inhalant abuse**

» Dr. Ajazuddin Shaikh, [Prof. Ankur Sarin](#)

**Cultivating Change: Public Policy Implications in Destigmatizing Legal Cannabis in the United States**

» Dr. Mine Uçok Hughes, [Dr. Ekin Pehlivan](#)

**Limits to the Price-Tag Society: Ethical Evaluations of Controversial Market Offers**

» [Dr. Craig Smith](#), [Dr. Yvetta Simonyan](#)

11am

**Promoting Diversity and Inclusion: Consumer Attitudes Towards Black Models, Representing Historically Underrepresented Identities, Size-Inclusive Fashion, and Religious-Based Marketing**  
*Salon*

**THE POLITICS OF PERCEPTION EVALUATING CONSUMER ATTITUDES TOWARDS BLACK MODELS IN ADS**

» [Dr. Melika Kordrostami](#), Dr. Eugene Chan

**Equity or Immorality? How Political Ideology Shapes Response to the Depiction of Historically Underrepresented Identities in Marketing Communications**

» [Mr. Cory Haltman](#), Ms. Jianna Jin, Dr. Grant Donnelly, Dr. Rebecca Reczek



Continued from Friday, 7 June

**One Size Does Not Fit All: Optimizing Size-Inclusive Model Photography Mitigates Fit-Risk in Online Fashion Retailing**

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

**Can Religious Based Marketing Be Inclusive?**

» [Dr. Sarah Alhouti](#), Dr. Yeqing Bao, Dr. Shi Zhang

11am **Fresh Insights into Risks and Opportunities of (Social) Media Consumption**

*Cinema*

**Fresh Insights into Risks and Opportunities of (Social) Media Consumption**

» [Ms. Marina Cozac](#), [Ms. Valentina Ortiz Ubal](#), Dr. Martin Mende, Dr. Beth Vallen, Dr. Chris Berry, Dr. Maura Scott, Dr. Verena Schoenmueller, [Dr. Simon Blanchard](#), Dr. Gita Johar, Dr. Ali Goli, [Dr. Simha Mummalaeni](#)

12:30pm **Awards Lunch**

*Beverly Snow*

2pm **Collaborative Approaches to Consumer Research to Create Positive Societal Impact**

*Crystal*

**Collaborative Approaches to Consumer Research to Create Positive Societal Impact**

» [Dr. Melissa Bublitz](#), [Dr. Laura Peracchio](#), [Dr. Akon Ekpo](#), Dr. Pia Furchheim, [Dr. Pia Furchheim](#), [Prof. Ron Hill](#), [Dr. Martina Hutton](#), [Dr. LaDonna M. Thornton](#)

2pm

**Eating Well: From Fast-Food Choices to Climate-Conscious Dining and Health Nudges**

*Barnett-Aden*

**The "Fast Meal = Fast-food" Intuition - The Effect of Consumption Time Pressure on Fast-food Choice**

» [Prof. Nico Heuvinck](#), Dr. Yi Li

**Can People Nudge Themselves to Choose Healthier Portion Sizes? A Field Test of Next-Generation Nudging**

» [Dr. Rebecca Hamilton](#), Ms. Jane Upritchard, Ms. Hope Freeman, Ms. Diane Ty, Dr. Rich Daker, Ms. Chavanne Hanson

**Exploring Veggie Rx's Potential to Address Health Disparities**

» [Dr. Ada Leung](#), Ms. Nelly Perez, Ms. Lisa Weaver, Ms. Kayla Rutt, Ms. Madeline Bermudez, Dr. Christina Scartozzi, Dr. Susan Veldheer

**The Dawning of the Climavore: How Restaurant Food Environmental Icon Disclosures Affect Evaluations and Carbon Emissions Associated with Menu Choices**

» Dr. Garrett Rybak, [Prof. Scot Burton](#), Dr. Chris Berry

2pm

**Environmental Policies and Prosocial Behaviors: Environmental Values, Ethical Market Evaluations, and Message Appeal Effectiveness**

*Salon*

**Prosocial Consumer Behavior - A Systematic Literature Review**

» [Ms. Eileen Dauti](#)

**Putting Me, Us, and Earth first: Environmental Value Orientations, Environmental Beliefs and Consumer Sentiment Toward Virtue Ethics-based Marketing**

» [Prof. Kihyon Kim](#)

**"WHOSE LINE IS IT ANYWAY"? MESSAGE SOURCE CHARACTERISTICS AND APPEAL TYPE EFFECTIVENESS**

» [Ms. Narmin Tartila Banu](#), Dr. Lindsay McShane



Continued from Friday, 7 June

**Examining the Impact of Common Ownership on Consumer Welfare: Empirical Evidence from the US Airline Industry**

» [Dr. Darima Fotheringham](#), Dr. Sina Aghaie, Dr. Saeed Janani, Dr. Mark Houston

2pm **Journal of Public Policy and Marketing ERB Meeting (Invite Only)**  
*Cinema*

3:30pm **Plenary Session | A Grassroots to Government Journey to HALT Drunk Driving and Protect Innocent Drivers**  
*Crystal*

5pm **Poster Reception**  
*Beverly Snow*

**Fostering Collective Action: The Influence of Democratic Beliefs and Social Activism Attitudes on Civic Engagement Behaviors**

» [Ms. Camryn Cobb](#), Dr. Dee Warmath

**Self-Reliance Poverty, Inequality, and Consumption Inadequacy in Nigeria: Opportunities and Strategies for Bridging the Growth – Poverty Nexus**

» [Prof. Abdulmumini Ajia](#)

**LEVERAGING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR DATA-DRIVEN MARKETING STRATEGY: A FRAMEWORK FOR MARKETING MANAGERS**

» [Mr. Vishvesh Soni](#)

**The Importance of the "Over-The-Horizon" Phase in Developing Radical Innovations**

» [Mr. Shawn Enriques](#), Dr. Mark Peterson, Dr. Tara Righetti

**Integrating Circularity in Purchasing: A SMART evaluation of governmental purchasing policies**

» [Mr. Aryana Shahin](#), Prof. Michael Polonsky, Dr. Mayuri Wijayasundara, Dr. Alfred Presbitero, Dr. Lincoln Wood

**The "Ugly Duckling" Syndrome in Higher Education: An Exploratory Study of Self-Established Barriers on the Intention to Apply to Elite Business Schools**

» [Ms. Gwarlann De Kerviler](#), Mr. Antonio GIANGRECO, Mr. Giulio MARINI

**De-Influencer Effectiveness in Sustainable Consumption: The Role of Prosocial Motivation and Power Distance Beliefs**

» [Dr. Samuel Sekar](#)

**Chasing Equitable Markets: The Role of Producer Agency and Autonomy in Marketing Coffee to Consumers**

» [Dr. SPENCER ROSS](#)

**Safer Sleep: The Role of Information, Norms, and Warnings in Infant Safe Sleep Purchases**

» [Dr. Lauren Drury](#), [Dr. Brenda Drury](#), [Dr. Denise Hammer](#)

**The Influence of Political Orientation on Consumer Star Ratings**

» [Ms. Sahar Rashidyravary](#), Dr. Matthew Thomson

**Virtual Volunteering: Conceptualizing New Ways Consumers Are Using Technology to Support Social Causes**

» [Ms. Carissa Anthony](#), Dr. Jillian Hmurovic

**Breaking the Cycle: Addressing Gaming Disorders, Loneliness, and Online Purchases for a Healthier Society**

» [Mr. Christian Parry](#), Dr. Catherine Cole, Dr. Alice Wang

**Reciprocity Norms and Public Policy: Negotiating Friction in Digital Exchanges**

» [Dr. Kristen Walker](#), Dr. Monica LaBarge, [Dr. Courtney Azzari](#), Dr. Maureen Bourassa





Continued from Friday, 7 June

**Nonprofit capacity building through a global crisis**

» [Dr. Ashley Deutsch](#), Dr. Eric Van Steenburg, Dr. Nwamaka Anaza

**Dark patterns and children: US and UK parents' views about the responsibilities of companies, the state and family**

» [Dr. L. Lin Ong](#), Dr. Claire Bessant, [Dr. Mariea Hoy](#), Dr. Beatriz Pereira, Dr. Laurel Cook

**The Influence of Environmental Cleanliness on Food Perceptions**

» [Dr. Chrissy Martins](#), Dr. Lauren Trabold Apadula, Dr. Eric Hamerman

**Sustainable Solution: A Systematic Review and Bibliometric Analysis of Green Cosmetics from 2003 to 2023**

» [Ms. Shatabdi Sonkar](#), [Dr. Pragya Singh](#)

**Analyzing Conflict Resolution Initiatives from a Social Marketing Benchmark Perspective: A Systematic Review**

» [Dr. Ranjit Kaur](#), [Dr. Sameer Deshpande](#), [Ms. Deepa Gupta](#)

**Identity Priming in Election Campaigning: Field-Experimental Evidence from Female Candidates**

» Ms. Asli Ceren Cinar, [Mr. Frederik Ferié](#), Dr. Florian Foos

**Uncovering Branding Lessons through a Study of the Sustainability of Living Heritage Products**

» [Dr. Monisha Das](#), Dr. Andrew Schiff

**BETTER TO DIE LAUGHING? HOW HUMOR APPEALS IMPROVE ATTITUDES TOWARD THE DISABILITY COMMUNITY BY REDUCING MORTALITY SALIENCE**

» [Dr. Elizabeth T. Gratz](#)

**To Report or Not to Report: Navigating Beliefs Surrounding Assault Against Women**

» Dr. Cintia Pinto, [Dr. Juliana Christino](#)

**The Environmental Impact of AI on Consumer Choices**

» [Dr. Samaneh Torkzadeh](#), [Mr. Julian Schemm](#), [Mr. Jordan Schemm](#), Ms. Mikaela Hosin

**Personalized Marketing and Privacy Risks**

» [Dr. Samaneh Torkzadeh](#), [Ms. Laci Johnson](#), Mr. John Akinsanya

**Promotion of Compliance with the Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada and the Role of the Office of the Privacy Commissioner**

» [Mrs. Yuliya Melnyk](#)

**Cause-Related Marketing and Rebellious Brands**

» [Dr. G. Ceren \(Gerry\) Aksu](#), [Dr. Ozum Zor](#)

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

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

**The Sheepdog, The Eagle, and The Wolf: Advertising Appeals and the Symbolism of Assault Rifles**

» Prof. Aimee Dinnin Huff, [Prof. Michelle Barnhart](#)

**The Impact of User Bans on Future Social Media Behavior: what happens when Twitter re-admits 35,000 banned users?**

» [Prof. koen pauwels](#), Mr. Kai S. Manke, Prof. Raoul V. Kübler

**Environmental Education and Single Use Plastic**

» [Dr. Sarah Fischbach](#)

**Virtual Influencer's Impact on Sustainable Product Purchase: a Consumer Experiment**

» [Ms. Jessie Do](#), Prof. Outi Uusitalo, Dr. Mika Skippari, Ms. Mitra Salimi

**The Impact of Donation Utilization Frequency on Recurring Giving**

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





Continued from Friday, 7 June

**Consumer's mental health and wellbeing in a quantified-self world: Meta-analytic review and future directions**

» [Prof. Debasis Pradhan](#), [Mr. Anuj Jain](#), [Dr. Abhisek Kuanr](#)

**PERSONALIZATION VERSUS PRIVACY: THE ROLE OF AI IN RESHAPING CONSUMER MARKETING**

» [Dr. Priyanka Singh](#)

**ALIGNING STRATEGY, CURRICULUM AND RESEARCH FOR SOCIETAL IMPACT: A GUIDE TO MEETING AACSB REVISED ACCREDITATION STANDARDS**

» [Dr. Jane Machin](#), [Dr. Samantha Steidle](#), [Dr. Dale Henderson](#)

**Global Connectedness in the Age of Sustainable Development: Analyzing the Impact of the UN SDGs**

» [Dr. Marcelo Gabriel](#), [Dr. Flavio Hourneaux Jr](#)

**Student Loans Literacy: Understanding and measuring knowledge its antecedents its downstream behaviors**

» [Prof. Patricia Torres](#), [Dr. Kenneth Ford](#), [Dr. Raika Sadeghein](#)

**Whose Job is it Anyway: The Effect of Individual versus Institutional Actions on Pro-Environmental Beliefs and Actions – An Implicit Mindset Perspective**

» [Ms. Kristin Lindrud](#), [Dr. Pragya Mathur](#)

**Regulatory Guidelines for the Responsible Use of No-Code AI Avatar Tools in Marketing and Public Policy**

» [Ms. Susrita Chatterjee](#), [Dr. Ethan Pancer](#)

**Children's Privacy: A Social-Developmental Perspective**

» [Dr. Alec Slepchuk](#), [Dr. Lucy Henke](#)

**What's in a Package for Cigarettes Marketed in Canada? A Review of Internal Tobacco Industry Documents**

» [Prof. Timothy Dewhirst](#)

**Role of FDA and Contribution of Government Insurance Subsidies in Opioids Crisis**

» [Ms. Shruti Velan](#), [Dr. Thani Jambulingam](#)

**TOWARD A SUSTAINABLE SOCIETIES ORIENTATION**

» [Dr. Eric Van Steenburg](#), [Ms. Quinn Barbisan](#), [Ms. Isabella Caputo](#), [Ms. Deanna Dalton](#), [Ms. Annika Danenhaur](#), [Mr. Brendan Henshaw](#), [Mr. Taylor Jones](#), [Ms. Sophie Millington](#), [Ms. Kylie Nelson](#), [Ms. Isabella Setzer](#), [Ms. Jessie Reitan](#), [Ms. Emilie Rupprecht](#), [Ms. Kylie Smith](#)

**Effect of Country Characteristics and Exogenous Shocks on Policy and Philanthropic Impact in Nonprofit Organizations**

» [Dr. Abhijit Roy](#), [Dr. Eric Van Steenburg](#), [Dr. Lauren Drury](#)

**Examining the Ethics and Governance of Generative Artificial Intelligence**

» [Dr. Christine Cahill](#), [Mr. Yuvrajsinh Chavda](#), [Ms. Faith Wilson](#), [Ms. Victoria He](#), [Ms. Drishti Kanakia](#)

10pm

**Evening Entertainment - Comedian**

*Beverly Snow*

**Saturday, 8 June**

7am

**Morning Jog**

*Lobby*

Chaired by: [Dr. Monica LaBarge](#)

7am

**Morning Wake Up - Mindfulness**

*Salon*

Chaired by: [Dr. Joshua Dorsey](#) and [George Milne](#)

7:30am

**Breakfast**

*Beverly Snow*



Continued from **Saturday, 8 June**

8am **Think Tank Session | Incarceration: Discrimination, Stigmatization, and Public Policy Solutions**

*Crystal*

Chaired by: Prof. Ron Hill

8am **Think Tank Session | Smoking, Vaping, and New Product Development: Policy Challenges and Research Opportunities**

*Barnett-Aden*

Chaired by: Prof. Timothy Dewhirst

8am **Think Tank Session | Journeys of the Autistic Consumer: Challenges and Opportunities related to Neurodiversity from Marketing and Public Policy Perspectives**

*Cinema*

9:30am **Brand Activism and Inclusivity**

*Crystal*

**Brand Activism and Inclusivity**

» Dr. Yakov Bart, Dr. Gijs Overgoor, Dr. Koen Pauwels

9:30am **MASSIG/TCR | Inequality Reduction: Importance**

*Barnett-Aden*

Chaired by: Prof. Samantha Cross and Prof. Ron Hill and Dr. Stacey Baker

9:30am **Empowering Vulnerable Identities: Turbulent Consumer Journeys, Protecting threatened identities, Ethically Gray Markets, and Immigrant Participation in Public Services**

*Salon*

**Navigating the Consumer Journey while Hijacked, Blindfolded and Handcuffed**

» Dr. Ann Mirabito, Dr. Justine Farrell, Dr. Jane Machin, Dr. Elizabeth Crosby, Dr. Natalie Adkins

**HOW MARKETING AND POLICY CAN HELP PROTECT FORGOTTEN IDENTITIES: THE UNCERTAIN IDENTITY RESOLUTION FRAMEWORK**

» Dr. Elizabeth Minton, Dr. Cindy Wang, Dr. Alexa Fox, Ms. Carissa Anthony

**Brought to you by an ethically gray market: Consumer evaluations of an industry built on incarcerated labor**

» Prof. Julie Huang

**Immigrant acculturation and participation in host country public services**

» Prof. Christina Sichtmann, Dr. Vasileios Davvetas, Dr. Karolos Papadas

9:30am **Shifting Dynamics of Consumption and Ownership: Shared Housing, Common Ownership in Airlines, and the Rise of Hyperlocal Media**

*Cinema*

**The ascent of 'Hyperlocal Media': Rapid diffusion of an informal institution toppling long entrenched formal institution in the world's largest democracy**

» Prof. Vineeta Dwivedi, Prof. Sunny Arora, Prof. Varun Nagaraj, Prof. Malay Krishna

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

» Mrs. Lu Ren, Dr. Danielle Chmielewski-Raimondo, Prof. Daiane Scaraboto



Continued from **Saturday, 8 June**

**Big Data Information Asymmetry: The Impact of Enhanced Disclosures on Consumer Awareness**

» [Dr. Chiharu Ishida](#), Dr. Steve Taylor, [Dr. Ellis Chefor](#), Dr. Aditya Gupta

11am

**Consumer Vulnerability and Financial Well-Being**

*Crystal*

**Consumer Vulnerability and Financial Well-Being**

» [Dr. Linda Salisbury](#), [Dr. Patrick Heck](#), [Ms. Valentina Ortiz Ubal](#), [Dr. Simon Blanchard](#)

11am

**MASSIG/TCR | Inequality Reduction: Methods & Policy Connection**

*Barnett-Aden*

Chaired by: Prof. Marie Yeh and Dr. Melissa Bublitz and Dr. Martin Mende

11am

**Exploring Brand Activism: Effects on Consumer Behavior, Public Interest, Political Polarization, and Niche Marketing Strategies**

*Salon*

**Unmasking Brand Activism: The Thin Line Between Activism, (Mis)Activism, Boycotts, and Polarization**

» [Dr. Ahmed Al-Abdin](#), [Dr. Amir Raki](#)

**The Dual Impact of Brand Activism on Brand Choice and Public Interest in Sociopolitical Issues**

» Ms. Ludovica Scalco, [Dr. Koen Pauwels](#), Dr. Anders Gustafsson

**Red vs. Blue: Political Polarization, Online Reviews, and Consumer Behavior**

» Prof. Sugato Chakravarty, [Dr. Wreetabrata Kar](#), Mr. Rajan Mishra

**Just How Niche Are You? Ideological Marketing in Contested Spaces**

» [Mr. Lavy Khoushinsky](#), Dr. Jacob Brower

11am

**Examining Pro-Social Industry Practices: Outsourcing In-Vitro Fertilization, Media Influence on SDGs, Awareness vs. Cause-Related Marketing, and Pro-Social Messaging in Popular Music**

*Cinema*

**Outsourcing, Productivity, and Quality: Evidence from the In-Vitro Fertilization Industry**

» [Dr. Shan Yu](#), Dr. Madhu Viswanathan, Dr. Mrinal Ghosh

**The Power of Media in Shaping the Prioritization of United Nations Sustainable Development Goals**

» [Dr. Thuy Nguyen](#), Dr. Robert Pavur, Dr. Gopala Ganesh

**COMPARING AWARENESS MARKETING WITH TRADITIONAL FORMS OF CAUSE-RELATED MARKETING**

» [Dr. Elizabeth Minton](#), Dr. Frank Cabano

**Pro-social topics in popular music and their role in marketing social change in the US.**

» [Dr. Carlos Chirinos](#), Dr. Morgan Bryant

12:30pm

**Understanding the Standards, Roles, and Expectations for Women and Marketers' Actions to Cultivate Support Services in Times of Ill-being**

*Crystal*

**Understanding the Standards, Roles, and Expectations for Women and Marketers' Actions to Cultivate Support Services in Times of Ill-being**

» [Dr. Kelli Frias](#), [Dr. Deidre Popovich](#), [Dr. Sarah Mady](#), Prof. Ron Hill, [Dr. Andrew Campbell](#), Dr. Kelley Cours Anderson, [Dr. Lynn Addington](#), Prof. Dibyangana Biswas, Ms. Mikaela Trussell



Continued from **Saturday, 8 June**

12:30pm **Understanding Financial Behavior: Cross-Border Healthcare, Credit Card Use, Self-Motives, and Price Promotions**

*Barnett-Aden*

**Taking Risks to Avoid the Pain of Paying: An Exploration of Cross-Border Healthcare**

» [Ms. Mikaela Trussell](#), Dr. Deidre Popovich, Dr. Kelli Frias

**The Material Effect: Judicious Credit Card Use**

» [Mrs. Julia van de Sandt](#), Dr. Elise Chandon Ince, Dr. Rajesh Bagchi

**Me or Them: How Self-Motives Impact Financial Behavior**

» [Prof. Patricia Torres](#)

**The Conditional Promotion Paradox - How Price Promotions Hurt Firms and Consumers**

» [Dr. Andong Cheng](#), Dr. Ashley Stadler Blank

12:30pm **Navigating the Digital Landscape: Big Data Disclosures, Fake Reviews, Privacy Concerns, and Consumer Data Regulation**

*Salon*

**Psychological Contract Violations: Exploring Consumer's Privacy Concerns in Our Digital World**

» [Dr. Christine Kowalczyk](#), Dr. John Drake, Dr. Enping (Shirley) Mai

**"Everything You Do Online Can (and Will) Be Held Against You" Policing Consumer Data in a Broken Regulatory System**

» [Ms. Asma Sifaoui](#), Dr. Matthew Eastin

12:30pm **Investigating Policies for Sustainability: Air Pollution and Healthy Eating, Political Orientation in Carbon Emission Solutions, Corporate ESG Conducts, and Marketing-Driven Sustainability Policy**

*Cinema*

**The Dual-Pathway Effects of Air Pollution on Consumers' Healthy Eating: Evidence from a Natural Experiment with Large-Scale Sales Data**

» Ms. Xinyu Chang, Ms. Yahui Liu, Dr. Shuai Yang, [Dr. Hualu Zheng](#)

**Consumer Political Orientation and Carbon Emission Solution Preferences**

» [Dr. Yang Guo](#), Dr. Gergana Nenkov, Dr. Shaobo Li

**The Environmental Self-regulation and ESG Beliefs as the Essential Supports to the Corporate ESG Conducts**

» Dr. Lien-Ti Bei, [Mr. Po-Han Wu](#), [Ms. Chia-Chi \(Maggie\) Lee](#)

**Policy Making Process on Sustainability in the EU: the Need for a Marketing-Driven Approach based on Cultural Complexities**

» [Dr. Faidra Sourpi](#), [Dr. Elena Bellio](#), [Prof. Luca Buccoliero](#)