2022 SCP Boutique Conference

Conference Co-Chairs:

Chris Janiszewski, Richard Lutz, & Aner Sela

Warrington College of Business

University of Florida
Program

Thursday, January 27th

7:00 pm  Opening Reception

Friday, January 28th

8:30 am – 9:00 am  Continental Breakfast and Introductory Remarks

9:00 am – 10:30 am  Session 1: Choosing Experiences

*Political Ideology and Cultural Consumption*
Bryan M. Buechner, Xavier University*
Joshua J. Clarkson, University of Cincinnati
Ashley S. Otto, Baylor University

*Motivated Knowledge Acquisition: Implicit Self-Theories and Preference for Knowledge Breadth or Depth*
Cammy Crolic, Oxford University*
Joshua J. Clarkson, University of Cincinnati
Ashley S. Otto, Baylor University

*More than Just the Spice of Life: Using Variety as a Signal for Change and Diversification*
Barbara E. Kahn, University of Pennsylvania*
Hoori Rafieian, Fordham University

10:30 am – 10:45 am  Break

*Denotes Presenter
10:45 am – 12:15 pm  Session 2: Experiences and Motivation

*So Bad It’s Good: When Consumers Choose Bad Options*
Evan Weingarten, Arizona State University*
Amit Bhatcharjee, INSEAD
Patti Williams, Wharton School of Business

*Experience for Me, Material for You: Asymmetric Perception of Happiness from Experiential and Material Purchases*
Sarah Lim, University of Illinois at Urbana-Champaign
Joseph K. Goodman, The Ohio State University*

*Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation*
Sarah Lim, University of Illinois Urbana-Champaign*
Kaitlin Woolley, Cornell University

12:15 pm – 1:45 pm  Luncheon and Plenary Presentation

*A Liberating-Engagement Theory of Consumer Fun*
Travis Tae Oh, Yeshiva University*
Michel Tuan Pham, Columbia University

1:45 pm – 2:00 pm  Break

2:00 pm – 3:30 pm  Session 3: Experiences with Others

*When My Perceptions of Others’ Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media*
Matthew J. Hall, Oregon State University*
Daniel M. Zane, Lehigh University

*Want to Experience with Me? How Emotional Expressiveness Influences the Appeal of an Experience Consumption Partner*
Wilson Bastos, CATÓLICA-LISBON School of Business*

*A Tonic for the Highly Stressed: Memories of Extraordinary Experiences Lead Consumers to Greater Cohesion and Well-Being*
Matthew Thomson, Ivey Business School
Miranda Goode, Ivey Business School*
Zuzanna Jurewicz, Ivey Business School

*Denotes Presenter
3:30 pm – 3:45 pm  Break

3:45 pm – 5:15 pm  Session 4:  Interactive Activity
*Led by Chris Janiszewski*

6:30 pm  Dinner at Mildred’s Big City Food

**Saturday, January 29th**

8:30 am – 9:00 am  Continental Breakfast and Introductory Remarks

9:00 am – 10:30 am  Session 5:  Managing Experiences

*The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment*
Sarah Wei, University of Warwick
Gerald Häubl, University of Alberta*

*Smartphone Incorporated: Intentional smartphone breaks improve consumers’ smartphone experiences*
Gia Nardini, University of Denver*
Camilla Eunyoung Song, City University of Hong Kong
Marina Cozac, Florida State University
Richard J. Lutz, University of Florida

*Grounded Consumption*
Isabel Eichinger, WU Vienna
Arnaud Monnier, Cornell University
Martin Schreier, WU Vienna
Stijn M.J. van Osselaer, Cornell University*

10:30 am – 10:45 am  Break

10:45 am – 12:15 pm  Session 6:  Interactive Activity – Theory Building
*Led by TBD*

*Denotes Presenter
12:15 pm  Box Lunch and Optional Experiential Consumption*

(End of Formal Conference)

*Options include:

– Kayaking on the Ichetucknee River
– Pub crawl of Gainesville craft breweries
– Nature hike (featuring possible alligator sightings)