Program on Environmental Sustainability

Note: If you have any questions, ask one of the volunteers wearing a yellow conference t-shirt. The volunteers are here to help.

FRIDAY, MAY 6

Registration and Continental Breakfast, 7:30-8:30, 440 Lillis You must have a name badge from registration to participate in activities in 440 Lillis.

I. Approaches to Sustainability 8:30-10 am, 211 Lillis

The Honorable Kitty Piercy, Mayor of Eugene, Welcome to Eugene, Margaret.F.Harter@ci.eugene.or.us

Lynn R. Kahle and Eda Gurel Atay, University of Oregon, Sustainable Marketing and the Emerging Green Economy: Implications for Communications, lkahle@uoregon.edu

Harsha Gangadharbatla and Kim Sheehan, University of Oregon, Framing the Environmental Issue: Implications for Advertisers and Advocates, harsha@uoregon.edu

Andrew G. Parsons, Nicole Berth, and Samuel Soo, Auckland University of Technology, and Paul W. Ballantine, University of Canterbury, New Zealand, Sustainability: Is Perception as Good as Reality? andrew.parsons@aut.ac.nz

Break, 10-10:30 440 Lillis

II. Greenwashing & Persuasion Knowledge, 10:30-12, 211 Lillis, Session Chair David Boush

Kim Sheehan, University of Oregon, What Does Green Mean? The New Green Guides and Consumer Perceptions of Greenwashing, ksheehan@uoregon.edu

Lucy Atkinson and Sonny Rosenthal, University of Texas at Austin, Consumer Trust in Eco-label Advertising: The Role of Label Source and Argument Quality, lucyatkinson@mail.utexas.edu

Guang-Xin Xie, Alex Cavallero, and Meng Cheng, University of Massachusetts Boston, Consumer Trust in Green Marketing: The Role of Persuasion Knowledge, Vincent.Xie@umb.edu

Yoon Y. Cho, University of Oregon, Egocentric versus Altruistic Message Appeals: Advertising Effectiveness in Increasing Green Product Purchase, yoonyong@uoregon.edu
Lunch 12:15-2 pm, 440 Lillis

III. Persuasion Tactics and Thinking Style, 2-3:30, 211 Lillis,

Session Chair Kim Sheehan

Ravi Pappu, University of Queensland, Australia, T Bettina Cornwell, University of Oregon, and Ann Wallin, University of Queensland, Australia. The Role of Customer Identification in Response to Social Partnerships: Combining Celebrity Endorsements and Sponsorship, r.pappu@business.uq.edu.au

Vinita Sangtani and Nancy Eufemia Dalman, North Georgia College and State University, Word of Mouth in Sustainability Advertising, vsangtani@northgeorgia.edu

Yun Lee, University of Iowa, Nara Youn, Hongik University, S. Korea, and Dhananjay Nayakankuppam, University of Iowa, The Persuasive Impact of Thinking Styles on Charity Communications and Its Underlying Mechanism, yun-lee@uiowa.edu

Salvador Trevino-Martínez, Monterrey Tech, Mexico, and Royal Roads University, Canada, Firm-Sponsored Educational Practices and Their Impact in Corporate Credibility: A Case for Sustainability Content and Corporate Brand Reputation, Salvador.Trevino@royalroads.ca

Break 3:30-4, 440 Lillis

IV. Consumer Characteristics, 4-5:30, 211 Lillis,

Session Chair Harsha Gangadharbatla

Elizabeth Stickel, University of Oregon, Investigating an Untapped Market: Religion and Religiosity’s Influence on Environmental Behaviors, stickel@uoregon.edu

Sigal Segev, and Juliet Pinto, Florida International University, The Relationship between Perceived Influence of Green Advertising and Green Consumer Behavior: A Comparison between Acculturating Hispanics and Non-Hispanics, segevs@fiu.edu

Chin-jung Luan, Hsiu-ying Huang, and Pei-shan Lee, National Dong Hwa University, Taiwan, Why Do Consumer Donate? Effects of Donation Location and Situation in Cause-related Marketing Campaigns, happyvenuslee@gmail.com

SATURDAY, MAY 7

Registration and Continental Breakfast, 7:30-8:30 am, 440 Lillis
V. Quality of Life, 8:30-10:30, 211 Lillis, Session Chair Eda Gurel Atay

Kyra Blower, University of Washington, and Rebecca Elmore-Yalch, ORC International Public Services Vertical, Defining Livability: The Role of Social Identity and Social Comparisons in Consumer Perceptions of Livable and Sustainable Communities, kblower@uw.edu

Prathamesh Muzumdar, Illinois State University, Multi-Attribute Model for Estimation of Influence of Retail Centres on the City Structure, pmuzumd@ilstu.edu

Sidney Su Han, University of Guelph, Canada, Promoting Low-Carbon Policy to the Public: Message Framing Matters, shan@uoguelph.ca

David Toumajian, Dominican University of California, The Stigma of Organic Wine Consumption: An Exploratory Study, david.toumajian@dominican.edu

Anna R. McAlister, University of Wisconsin – Madison, and T. Bettina Cornwell, University of Oregon, Preschool Children’s Preference for Energy-Dense, Branded Foods: An Unsustainable Trajectory, armcalister@wisc.edu

Break 10:30-11

VI. End of Product Life, 11-12:30, 211 Lillis, Session Chair T. Bettina Cornwell

Sommer Kapitan, Rajesh Bhargave, David H. Silvera, Kristin Trask and Jill M. Sundie, University of Texas San Antonio, Thrift Store Romantics: Individual Differences in Product End-of-life Decisions, From Contamination in Second-hand Goods to Possession Attachment and Enviro-tribes, sommer.kapitan@utsa.edu

Jill Mosteller, Assistant Professor of Marketing, Portland State University & Wendy Wilhelm, Professor of Marketing, Western Washington University, The Influence of Visual Imagery on Environmentally Significant Behavior, jillm@sba.pdx.edu

Xiaojing Yang and Melissa G. Bublitz, University of Wisconsin – Milwaukee, Kai-Yu Wang, Brock University, and Laura A. Peracchio, University of Wisconsin – Milwaukee, Consumer Creativity and Its Implications for Sustainability Marketing, yangxiao@uwm.edu

Lukas Jones, Nuance Communications, Scott Owen, Bureau of Land Management, and Lynn R. Kahle, University of Oregon, Consequences of Legislating Packaging Behavior: Germany’s Green Dot Program and What It Communicates, lkahle@uoregon.edu

Box Lunch, 12:30 pm, End of Conference, 440 Lillis Turn in your recyclable name badge in Lillis 440 to receive your conference t-shirt.