2017 SCP Boutique Conference

New York

Emotions, Motivation and Product Value

(June 7-8)

Conference Co-Chairs:

Juliano Laran, University of Miami
Oscar Moreno, Rutgers University
Keith Wilcox, Columbia University

*Denotes Presenter
Program

Wednesday, June 7th

5:00 pm – 7:00pm   Opening Reception (at the Tangled Vine, 434 Amsterdam Avenue)

Thursday, June 8th

The conference location is the Italian Academy at Columbia University (1161 Amsterdam Avenue, New York, NY 10027)

7:30am – 8:00am   Continental Breakfast (Italian Academy, Library)

8:00am – 8:15am   Introductory Remarks

8:15am – 9:30am   Session 1: Conflict and Motivation (Chair: Oscar Moreno)

An Experience Utility Explanation of the Preference for Larger Assortments
Aylin Aydinli, VU University Amsterdam*
Yangjie Gu, HEC Paris
Michel T. Pham, Columbia University

Goal Conflict Encourages Work and Discourages Leisure
Jordan Etkin, Duke University*
Aimee Chabot, Duke University

Opportunity Cost Overestimation in Choices among Opportunities versus Alternatives
Liad Weiss, University of Wisconsin-Madison*
Ran Kivetz, Columbia University

Why Others Don’t Want Products We Love: The Impact of Emotional Attachment on Consumer Rental Decisions
Antje Graul, Leeds University
Aaron R. Brough, Utah State University*

9:30am – 10:45am   Session 2: Strengthening and Attenuating the Impact of Emotions
(Chair: Juliano Laran)

The Influence of Integral Affect versus Incidental Affect on Goal Pursuit

*Denotes Presenter
Connections to Brands that Help Others vs. Help the Self: The Impact of Awe and Pride on Social Benefit and Luxury Brands
Patti Williams, University of Pennsylvania
Nicole Verrochi Coleman, University of Pittsburgh*
Andrea C. Morales, Arizona State University

The Numbing Effect of Mortality Salience on Emotion Perceptions and Meaningfulness of a Special Experience
Miranda Goode, Western University*

Endings of Significant Experiences Increase Consumers’ Desire for Mementos
Charlene K. Chu, UCLA
Suzanne B. Shu, UCLA*

10:45am – 11:00am  Coffee Break

11:00am – 12:00am  Session 3: Control and Power (Chair: Juliano Laran)

Regulating Shame and Guilt through Addictive Consumption: The Role of Personal Power
Olga Martin, University of Washington
Shailendara Jain, University of Washington*

Is All Gratitude the Same? Developing a Gratitude Typology Based on Need and Agency
Jamie Hyodo, University of Nebraska-Lincoln*
Meg Meloy, Pennsylvania State University
Karen Winterich, Pennsylvania State University

Control over Time Predicts Greater Life Satisfaction among Millionaires
Paul Smeets, Maastricht University
Ashley Whillans, University of British Columbia Business School
Rene Bekkers, VU Amsterdam
Michael Norton, Harvard Business School*

12:00pm – 1:15pm  Lunch (at Serafina Harlem, 1260 Amsterdam Avenue)

*Denotes Presenter
1:30am – 2:30pm  Session 4: The Process of Goal Pursuit (Chair: Oscar Moreno)

*If At First You Do Succeed, Do You Try, Try Again? A Multifaceted Approach to Persistence and Licensing*
Yael Zemack-Rugar, University of Central Florida*
Canan Corus, Pace University
David Brinberg, Virginia Polytechnic Institute

*The Pursuit of Mere Completion: When Motivation Occurs Despite Rewards*
Bowen Ruan, University of Wisconsin-Madison
Evan Polman, University of Wisconsin-Madison
Robin Tanner, University of Wisconsin-Madison*

*Hurting You Hurts Me Too: The Consequences of Sabotaging Behaviors in Shared Goal Pursuit*
Szu-chi Huang, Stanford University*
Stephanie C. Lin, Stanford University
Ying Zhang, Peking University

2:30pm – 3:30pm  Session 5: Intrinsic Motivation (Chair: Keith Wilcox)

*Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor*
Eva C. Buechel, University of South Carolina*
Carey Morewedge, Boston University
Jiao Zhang, University of Oregon

*Feeling of Scarcity Undermines the Origination of Autonomous Motivation*
Yuechen Wu, University of Maryland
Meng Zhu, John Hopkins University*

*Smiling Signals Intrinsic Motivation*
Yimin Cheng, HKUST
Anirban Mukhopadhyay, HKUST*
Patti Williams, University of Pennsylvania

3:30pm – 3:45pm  Coffee Break

3:45pm – 4:45pm  Session 6: Transgressions and Consumer Behavior (Chair: Keith Wilcox)

*The Janus Fact of Decadence: How Transgressive Luxury Consumption Triggers Contradictory Impulses in Observers*

*Denotes Presenter
Felicitas Morhart, University of Lausanne*
Reto Hofstetter, University of Lugano
Suresh Ramanathan, Texas A&M University

**Shopper Confessions: More Sensory Inputs Increase Empathy and Lessen Moral Judgment Harshness**
Gergana Nenkov, Boston College*
Maureen Morrin, Temple University

**When Feeling Good Feels Wrong: Avoiding Hedonic Consumption When It Reflects Immoral Character**
Stephanie Lin, Stanford University/Singapore Management University*
Taly Reich, Yale University
Tamar Kreps, University of Utah

**4:45pm – 5:45pm  Session 7: Negative Emotions (Chair: Oscar Moreno)**

**Blame, Attributions, and Prosocial Behavior: The Darker Side of a Growth Mindset**
Liat Levontin, Israel Institute of Technology*
Gita Venkataramani Johar, Columbia Business School

**Back Off! Consumers’ Emotional and Territorial Responses to Perceived Infringements of Psychologically Owned Targets**
Colleen P. Kirk, New York Institute of Technology*
Joann Peck, University of Wisconsin-Madison
Scott D. Swain, Clemson University

**On the Consumption of Anger-Eliciting Items**
Nira Munichor, Bar-Ilan University*
Yael Steinhart, Tel Aviv University

**5:45pm – 6:45pm  Poster Session (Hepburn Lounge in Uris Hall at Columbia University)**

**Wanting a “Good Cry”: Cultural Differences in Desirable Emotion Consumption at the Movies**
Aaron J. Barnes, University of Illinois at Urbana-Champaign

**Overcoming Risk: Self-Disclosure in Times of Fear**
Anupama Mukund Bharadwaj, University of Washington

**How Gratitude Promotes Equanimity without Reducing Motivation**
Shreyans Goenka, Cornell University

*Denotes Presenter
Perceptual Difficulty Heightens Imagining and Increases Preference for Vices over Virtues
Aekyoung Kim, Rutgers University

Happy Together: The Emotional Positive Effect of Shopping in Group
Nuno Lopez, IESE Business School

To Commit to Yourself, Commit to Others: Using Precommitment to Shield Personal Goals from Interpersonal Goal Conflict
Sarah A. Memmi, Duke University

Can Goal Failure Enhance Consumer Creativity?
Luke Nowlan, University of Miami

Narcissistic Consumers Prefer Arrogant Brands When They are Anthropomorphized
Nara Youn, Hongik University

7:00pm  Bus leaving Columbia for dinner (pick up is on 120th Street between Amsterdam and Broadway)

8:00pm  Dinner (at the Pera Soho, 54 Thompson Street)