SCP Boutique Conference on Identity and Consumption

July 20th – 21st, Chicago, IL
**Wednesday, July 20**

5:00 – 7:00 PM Opening reception *(drinks and tapas served)*

**Thursday, July 21**

8:30  Registration and Breakfast

8:50  Introductory Remarks

9:00  Symposium Talks 1

*Products as Self-Evaluation Standards: When Owned and Unowned Products have Opposite Effects on Self-Judgment*

*Liad Weis* (University of Wisconsin Madison) and *Gita Johar* (Columbia University)

*My Purchase, my Refuge: Experiential Versus Material Attachment to the Self as Predicted by Gender and Loneliness*

*Sarah Roche* (Texas Wesleyan University) and *David H. Silvera* (University of Texas at San Antonio)

*Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity*

*Stephanie Chen*, *Oleg Urminsky*, & *Daniel M. Bartels* (University of Chicago)

*Better Gifting Through ‘Companionizing’: Shaping a Shared Identity with Gift-Recipients*

*Evan Polman* (University of Wisconsin-Madison) and *Sam J. Maglio* (University of Toronto Scarborough)

*I wouldn’t do that: Moral Identity and Processing of Stigma in Health Messages*

*Chethana Achar, Lea Dunn* (University of Washington)

10:30  Coffee Break

11:00  Symposium Talks 2
It's Not Manly Being Green: The Role of Gender Identity Maintenance in Men's Avoidance of Environmentally-Friendly Behavior
Aaron R. Brough (Utah State University), James E.B. Wilkie* (University of Notre Dame), Jingjing Ma (Peking University), Mathew S. Isaac (Seattle University), and David Gal (University of Illinois at Chicago)

Believe Me, I Am Knowledgeable: The Influence of Self-Presentation Goals on Online Consumer Ratings
Francesca Valsesia (University of Southern California), Joe Nunes* (University of Southern California), and Andrea Ordanini (Bocconi University),

12:00 Lunch and Poster Session

1:15 Symposium Talks 3

Undermining the Potential of Within-Domain Compensatory Consumption: A Product’s Explicit Identity Connection Impedes Self-Repair
Nimish Rustagi, L.J. Shrum *, and Tina M. Lowrey (HEC Paris)

Just One Photo Before I Say Goodbye: Memory Preservation Increases Donation of Special Possessions
Karen Winterich* (Penn State), Rebecca Walker Reczek (The Ohio State University), and Julie R. Irwin (The University of Texas at Austin)

I’m Not Garbage! Why Consumers Avoid Trashing Identity-Linked Products
Remi Trudel* (Boston University), Jennifer Argo (University of Alberta), and Matthew Meng (Boston University)

Putting on a Show or Showing My True Self? Exploring Consumers’ Desire to Signal Accurate versus Enhanced Identities
Daniel Brannon and Naomi Mandel* (Arizona State University)

2:30 Coffee Break

3:15 Symposium Talks 4

Please Process the Signal, but Don’t Praise It: How and When Compliments on Identity Signals Result in Embarrassment
Lisa Cavanaugh* (University of Southern California), Joe Nunes (University of Southern California), and Young Jee Han (Sungkyunkwan University)

When Self Becomes Over-Extended: An Empirical Investigation of the Dark Side of Home
Catherine Roster* (University of New Mexico) and Joseph R. Ferrari (DePaul University)
The Effect of Self-Complexity on Choice Difficulty and Post-Choice Regret When Choosing Between Multiple Identity-Linked Goods
Sarah Dommer*(Georgia Institute of Technology), Nicole Verrochi Coleman (University of Pittsburgh), and Karen Winterich (Penn State)

Compensatory Cognition Effect
Anastasiya Pocheptsova* (University of South Carolina) and Aparna Labroo (Northwestern University)

How Luxury Consumption Influence Self-Control
Yajin Wang* (University of Maryland) and Deborah R. John (University of Minnesota)

4:45 Roundtable
5:30 Break / Transport
6:00 Reception and Dinner at Signature Room on the 95th Floor of John Hancock Center