



CREATIVE
DESTRUCTION

SCP VIENNA 2015

2ND INTERNATIONAL CONFERENCE, JUNE 25 – JUNE 27

PROGRAM OVERVIEW

8:00 – 9:30 am Registration **LC**
9:30 – 10:00 am Welcome from Co-Chairs **LC**
10:00 – 12:00 am Plenary Symposium **LC**
12:00 – 01:45 pm Lunch at Mensa **M**
01:45 – 03:15 pm Session 2 **TC**
03:15 – 03:45 pm Break
03:45 – 05:15 pm Session 3 **TC**
Start 05:30 pm Departure to Dinner in the Wine Yards
Meet at busstop **B**

THURSDAY 25TH

9:00 – 10:30 am Session 4 **TC**
10:30 – 11:00 am Break
11:00 – 12:30 pm Session 5 **TC**
12:30 – 02:15 pm Lunch at Mensa **M**
02:15 – 03:45 pm Session 6 **TC**
Start 04:00 pm Sweet Viennese Afternoon **S**

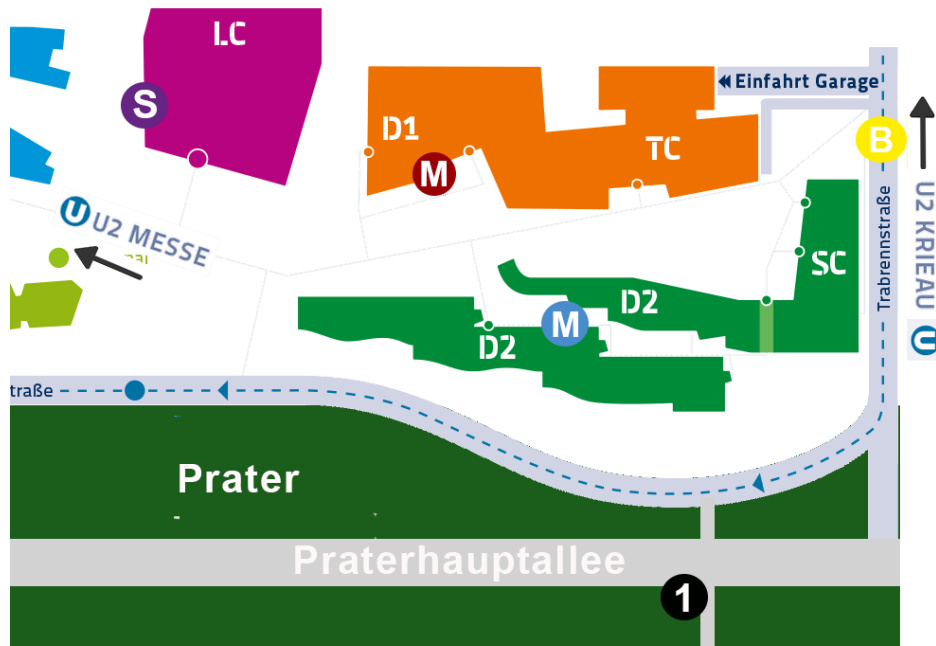
FRIDAY 26TH

9:00 – 10:30 am Session 7 **TC**
10:30 – 11:00 am Break
11:00 – 12:30 pm Session 8 **TC**
12:30 – 02:15 pm Brown Bag Lunch
02:15 – 03:45 pm Session 9 **TC**
03:45 – 04:15 pm Break
04:15 – 05:45 pm Session 10 **TC**
Start 07:30 pm Gala Dinner (Österreicher in MAK)

SATURDAY 27TH

CAMPUS PLAN

- M** Mensa
- B** Bus Stop
- U** Subway (U2)
- 1** Tram (1)
- LC** Registration & Opening
- TC** Sessions & Helpdesk
- M** Marketing Department
- S** Sweet Viennese Afternoon



EMERGENCY NUMBER: +43 1 31336 4184

THURSDAY PLENARY SESSION

10:00-12:00 AM

CREATIVE DESTRUCTION

The Austrian Economist Joseph A. Schumpeter used the term "Creative Destruction" to describe how radical innovations are the disruptive force that bring the sustainable economic growth central to the functioning of capitalism.

For SCP Vienna 2015, we wish to use the term as a metaphor for the types of papers we are most interested in: "innovative" papers which challenge the status-quo, depart from the known paradigms, and thus potentially "disrupt" our current thinking.

The plenary symposium opening the conference is the starting point for our joint Creative Destruction Journey. Starting point: the present. Destination: the future.

FUTURE CONSUMER WORLDS: HOW THE INTERNET OF THINGS, AVATARS, ROBOTS, CYBORGS, AND HUMAN ENHANCEMENT TECHNOLOGIES MAY CHANGE THE FACE OF CONSUMER PSYCHOLOGY- AND OUR CONCEPT OF WHAT IT MEANS TO BE "HUMAN". (Chair: B. Schmitt)

Get your parachutes, teleporters, Fiakers and DeLoreans ready. The journey begins. Bernd Schmitt, as Symposium Chair and Travel Guide, leads us to futuristic technologies that have thus far been neglected in consumer research. We will travel through Donna Hoffman's and Thomas P. Novak's land of The Internet of Things, have a brief encounter with Russ Belk amidst Avatars, Robots, and Cyborgs and land at the planes of Human Enhancement Technologies brought to us by Noah Castelo, Miklos Sarvary, and Bernd Schmitt.

THURSDAY SESSION 2

01:45 – 03:15 PM

THREATS AND CONSUMPTION: CAUSES, CURES, AND COSTS (Chair: P. Williams)

That's Now How I Should Feel: Emotion Profile-Inconsistent Emotions and Identity Threats
(N. Coleman, P. Williams)

Disgust and the Construction of Group Identities
(E. Wu, A. Morales, G. Fitzsimons, T. Chartrand)

Connecting with Celebrities: Consumer Use of Celebrity Meaning in Identity Construction (J. Escalas, J. Bettman)

TC 2.01
Symposium

CONSUMER NEUROSCIENCE APPLYING NEUROSCIENTIFIC METHODS TO DESTRUCT THE OLD, CHALLENGE THE PRESENT AND CREATE THE NEW IN CONSUMER PSYCHOLOGY (Chair: M. Koller)

The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments
(N. Mazar, H. Plassmann, N. Robitaille, A. Linder)

The "Boomerang effect" and its Relationship to Trait Anxiety in a Charitable Giving Context (G. Nave, C. Prevost, J. Cousin, D. Mobbs, P. Vuilleumier)

Common Sense in Choices: Effects of Modality on Value
(Z. Lewin, A. Shuster, D. Levy)

TC 2.02
Symposium

THINKING UNDER SCARCITY (Chair: C. Roux, M. Zhu)

Thinking About Scarcity (A. Shah, E. Shafir, S. Mullainathan)

Reminders of Resource Scarcity Promote Abstract Thinking (C. Roux, K. Goldsmith)

The Urgency Bias (M. Zhu, Y. Yang, C. Hsee)

TC 2.03
Symposium

EGO DEPLETION V2.0? NEW PERSPECTIVES ON THE

WHAT, WHEN, AND WHY OF EGO DEPLETION (Chair: N. Mead)

Ego Depletion: A Feeling-as-Information Perspective

(K. Wilcox, C. Chen) 

Deriving Vitality from Intrinsically and Extrinsically Motivated Tasks (W. Jang, C. Janiszewski, J. Laran) 

A Change is as Good as Rest: Changing Contexts Offsets Ego Depletion (N. Mead, J. Levav)

TC 2.01
Symposium

USING NEUROIMAGING TO PREDICT POPULATION-LEVEL CONSUMER BEHAVIOR

(Chair: M. Boksem, V. Venkatraman)

Brain Responses to Movie-Trailers Predict Individual Preferences for Movies and their Population-Wide Commercial Success (V. Schoots, A. Sanfey, A. Smidts, M. Boksem) 

Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling (V. Venkatraman, K. Vo, A. Dimoka, R. Winer) 

Neural Activity Predicts Crowdfunding Decisions (A. Genevsky, C. Yoon, B. Knutson) **TC 2.02**

Symposium

EXPERIENTIAL OR MATERIAL THAT IS THE QUESTION: ANTECEDENTS TO PREFERENCES FOR

EXPERIENTIAL CONSUMPTION (Chair: S. Roche)

A New Look at Compensatory Consumption: Power-Induced

Preferences for Experiential vs. Material Luxury (D. Dubois, A. Ruvio) 

Beyond the Couch. Reciprocities and Processes of Value Creation in Shared Experiences in CouchSurfing

(K. Hellwig, F. Morhart) 

Experiential or Material? A Life History Theory Perspective on Purchase Type Preferences

(S. Roche, J. Sundie)

TC 2.03
Symposium

FRIDAY SESSION 4
9:00 – 10:30 AM

**MAKING SENSE OF IT ALL: CONSUMER RESPONSES TO
MULTISENSORY INPUTS** (Chair: N. Puccinelli)

**Sense and Sensibility: Multi-Sensory Input and the Moral
Judgment Process** (M. Morrin, V. Maille, G. Nenkov, M. Lwin) 

**Virtual Touch: How Computer Interfaces Impact Consumer
Choice** (H. Shen, M. Zhang, A. Krishna) 

**Boost the Brightness, But Turn Down the Volume: Cross-modal Com-
pensation for Meta- Sensory Homeostasis**
(R. Hadi, L. Block, S. Ramanathan)

TC 2.01
Symposium

POSSESSIONS, EXPERIENCES, AND CONTEXT EFFECTS (Chair: B. Kamleitner)


Children's Happiness with Experiences: A Developmental Investigation
(L. Chaplin, T. Lowrey, A. Ruvio, L. J. Shrum) 

The Tree is Mine, the Forrest Isn't: The Construal Level of Possessions
(B. Claus, W. Vanhouche, S. Dewitte, L. Warlop) 

**The Prominence Detraction Hypothesis: Context Effects as a Function of Attribute
Prominence** (I. Evangelidis, J. Levav, I. Simonson)

TC 2.02
Comp. Papers

SELF-CONTROL (Chair: S. Broniarczyk)

**Financial Disincentives and Evaluative Labels Influence Demand
for Unhealthy Products** (A. Shah, J. Bettman, P. Ubel, J. Edell, A. Keller) 

Defeating Depletion (U. Khan) 

**Feeling Like a Machine: The Effect of Mechanistic
Dehumanization on Self-Control Goals**


(A. Weihrauch, S. Huang)

TC 2.03
Symposium

FRIDAY SESSION 5
11:00 – 12:30 AM

SOCIOECONOMIC INFLUENCES ON PROSOCIAL BEHAVIOR (Chair: D. Gal)

Diversity and its Discontents: The Effect of Perceived Demographic Diversity on Prosocial Behavior (D. Gal, D. Rucker) 

On the Consequences of a Scarcity Mindset: Why Thoughts of Having Less Can Lead to Taking (and Giving) More
(C. Roux, K. Goldsmith, A. Bonezzi) 

When Do Incentives Help Charitable Giving and When Do They Hurt? (G. Newman, J. Savary, C. Li, A. Samek)

TC 2.01
Symposium

AESTHETICS (Chair: P. Moreau)

The Effect of Stylistic Product information on Consumers' Aesthetic Responses
(B. Schnurr, N. Stokburger-Sauer) 

Chroma Looms Large: Color Saturation Increases Attention and Size Perceptions
(H. Hagtvedt, S. Basel) 

Seeing is Believing: The Effect of Packaging Transparency on Product Preference
(D. Billeter, M. Zhu, J. Inman)

TC 2.02
Comp. Papers

AFFECT AND EMOTION (Chair: S. Puntoni)

Mental Thermoregulation: Affective and Cognitive Pathways for Temperature Regulation (D. King, R. Hadi, L. Block) 

Affective Experience over Time: The Role of Segregation and Counting Direction (C. Tsai, M. Zhao) 

Affect as an Ordinal System of Utility Assessment
(A. Faraji-Rad, M. Pham, O. Toubia, L. Lee) **TC 2.03**

Comp. Papers

TICKING AWAY THE MOMENT (Chair: J. Goodman)

Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness (B. Dalton, J. Goodman, S. Malkoc) 

Will I Buy What I Chose Recently? The Effect of a Product Choice-Purchase Decision Delay on Likelihood of Purchase (G. Tonietto, S. Malkoc, S. Nowlis) 

Starting Your Diet Tomorrow: People Believe They Will Have More Control Over the Future Than They Did Over the Past (E. Williams, R. LeBoeuf)

TC 2.01
Symposium

CHALLENGING EXISTING METHODS (Chair: P. Raghurir)

Leveraging Projection to Increase the Predictive Validity of Self-Reports (I. Engeler, P. Raghurir) 

Blinding Us to the Obvious: The Effect of Statistical Training on the Evaluation of Evidence (B. McShane, D. Gal) 

Pathways or Serendipity: How Consumers Shop and Buy in an Interactive Marketplace (D. Schultz, M. Block, V. Viswanathan)

TC 2.02
Comp. Papers

ENHANCING AND SUPPRESSING PROSOCIAL BEHAVIOR (Chair: M. Wänke)

Doing Well By Doing Good: The Benevolent Halo of Social Goodwill (A. Chernev, S. Blair) 

Voting for Money: How Reminders of Money Lead to Right-Wing Party Preferences (J. Schuler, I. Ivanav, M. Wänke) 

Avoiding Overhead Aversion in Charity

(U. Gneezy, E. Keenan, A. Gneezy)

TC 2.03
Comp. Papers

SATURDAY SESSION 7

9:00 – 10:30 AM

**KEEPING GRIP: CONSUMER DECISION-MAKING IN
AN UNCERTAIN AND UNPREDICTABLE WORLD**

(Chair: F. van Horen, K. Millet)

**Unpredictable Childhood Environments Promote Eating
in the Absence of Energy Need**

(S. Hill, M. Prokosch, D. DelPriore, V. Griskevicius, A. Kramer) 

Washing Away Your Threats (K. Millet, A. van der Wal, A. Grinstein) 

The Appeal of Concreteness under Uncertainty

(F. van Horen, M. Wänke, T. Mussweiler)

TC 2.01
Symposium

PARADOXICAL CHOICE AND PREFERENCES (Chair: S. Botti)

Give Me Yourself: Gifts are Liked More When they Match the Giver's Characteristics


(G. Paolacci, L. Straeter, I. de Hooge) 

The Power of Uncertainty (L. Shen, C. Hsee) 

**Making Sense of Paradoxical Consumption Choices: The Case of Akratic Spending
Behavior** (M. Belkhir, J. Jallais, F. Akrouf)

TC 2.02
Comp. Papers

CREATIVITY (Chair: M. Schreier)

**Using the Past to Construct the Future: How Episodic Future Simulation
influences Preferences over Time** (S. Hingston, T. Noseworthy) 

Thinking Creatively through Hands (M. Youn, J. Lee) 

**Olfaction induced Episodic Memories, Consumer Creativity,
and Evaluation of Innovations**

(N. Ibrahim, T. Noseworthy, T. Islam)

TC 2.03
Comp. Papers

CONSUMPTION AND EVALUATION OF HEALTHY AND UNHEALTHY FOODS (Chair: M. Poor)


Foodstagram for Thought: How Consumer Generated Images in the Food Domain Influence Post Consumption Attitudes and Evaluations (S. Coary, M. Poor) 

The Influence of Pictures and Text on Food Consumption: A Construal Level Perspective (D. Buhray, A. Chen) 

Nudging Healthful Eating and Pro-Environmental Energy Consumption through the Use of Ambient Scent
(S. Lefebvre, D. Biswas, J. Inman)

TC 2.01
Symposium

PROCESSING FLUENCY AND EXPLORATION (Chair: Y. Gu)


Spatial Attention Affects Evaluation and Memory of Brands
(Z. Estes, D. Guest, M. Gibbert, D. Mazursky) 

The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency
(J. Nunes, A. Ordanini, F. Valsesia) 

The Lure of Large Assortments in Feeling-Based Decisions
(A. Aydinli, Y. Gu, M. Pham)

TC 2.02
Comp. Papers

INTERPERSONAL INFLUENCE (Chair: C. Fuchs)

Recruiting Regulatory Support: Examining When and How Individuals Seek Or Discourage the involvement of Others in Affect Regulation
(C. Anthony, A. Fedorikhin) 

Deliver Warmth with Your Hand: Customers' Responses to Handwriting versus Print Messages (L. Xia, X. Ren, J. Du) 

Absinth + Brandy = Champagne: How Dyads Overcome Choice Overload

(N. Lopes, E. Reutskaja, M. Capizzani) **TC 2.03**
Comp. Papers

THE BEHAVIORAL SCIENCE OF EATING (Chair: D. Biswas)

The Halo Effect of Product Color Brightness on Hedonic Food Consumption

(A. Madzharov, S. Ramanathan, L. Block) 


Saying “No” to Cake or “Yes” to Kale: Approach and Avoidance Strategies in Pursuit of Health Goals (M. David, K. Haws)

Effects of Sampling Healthy versus Unhealthy Foods on Subsequent Food Choices (D. Biswas, J. Held)

TC 2.01
Symposium

BODY PERCEPTION: SHORT, CURVY & BEAUTIFUL (Chair: D. Dahl)

Feeling Physically Short Triggers Compensatory Behaviors

(G. Paolacci, N. Ordabayeva, A. Stuppy) 

Product Curvature or Angularity Preferences: A Theory of Self-Concept

(T. Ghoshal, P. Boatright, R. Batra) 

Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards (H. Yang, L. Lee)

TC 2.02
Comp. Papers

SOCIAL INFLUENCE (Chair: S. van Osselaer)

What Shall I Call Thee? The Impact of Brand Warmth and Competence on Consumer Response to Formal and Informal Address

(A. Lenoir, S. Puntoni, S. van Osselaer) 

Financial Deprivation, Socioeconomic Status and Social Influence: Responses of Financially Deprived People to Social Influence Depend on Childhood Environments (A. Stamos, S. Bruyneel, S. Dewitte)


Marketing Exclusion: When Loyalty Programs Make Customers Feel Like “Outsiders”

(D. Tevet, S. Danziger, I. Nitzan)

TC 2.03
Comp. Papers

BIASES IN PREDICTIONS (Chair: S. Puntoni)

The Relativity of Productivity

(S. Puntoni, B. de Langhe) 

Predicting the Attitudes, Interests, and Opinions of the Average American Consumer: Has Anything Changed in the Last Quarter Century?

(S. Santana, V. Morwitz, D. Dzyabura) 

Knowing About an Undesirable Future Hurts the Present

(S. Botti, I. Friedman, S. Iyengar, E. Gavazi)

TC 2.01
Symposium

MOTIVATIONS AND GOALS (Chair: J. Nunes)

A Change of Pace: Goal Gradients in Locomotor Behavior

(B. Van den Bergh, N. Heuvinck, G. Schellekens, I. Vermeir) 

The Negative Effects of Visualization on Consumer Motivation (K. Sobol, P. Darke)

The Uniqueness Heuristic: A Preference for Unique Options for a Single Goal


(L. Shen, A. Fishbach)

TC 2.02
Comp. Papers

COPING STRATEGIES (Chair: L.J. Shrum)

Escaping Envy: Envy Increases Psychological Social Distancing and Preference for Unique Products (J. Chung, L. Lee)

Measuring Materialistic Mindsets: Development of an Implicit Measure of Materialism

(C. Martin, P. Furchheim, L.J. Shrum, K. Hellwig) 

Strategies of Counterdominance: When Luxury Doesn't Give You Power (R. Kreuzbauer, B. Cheon)

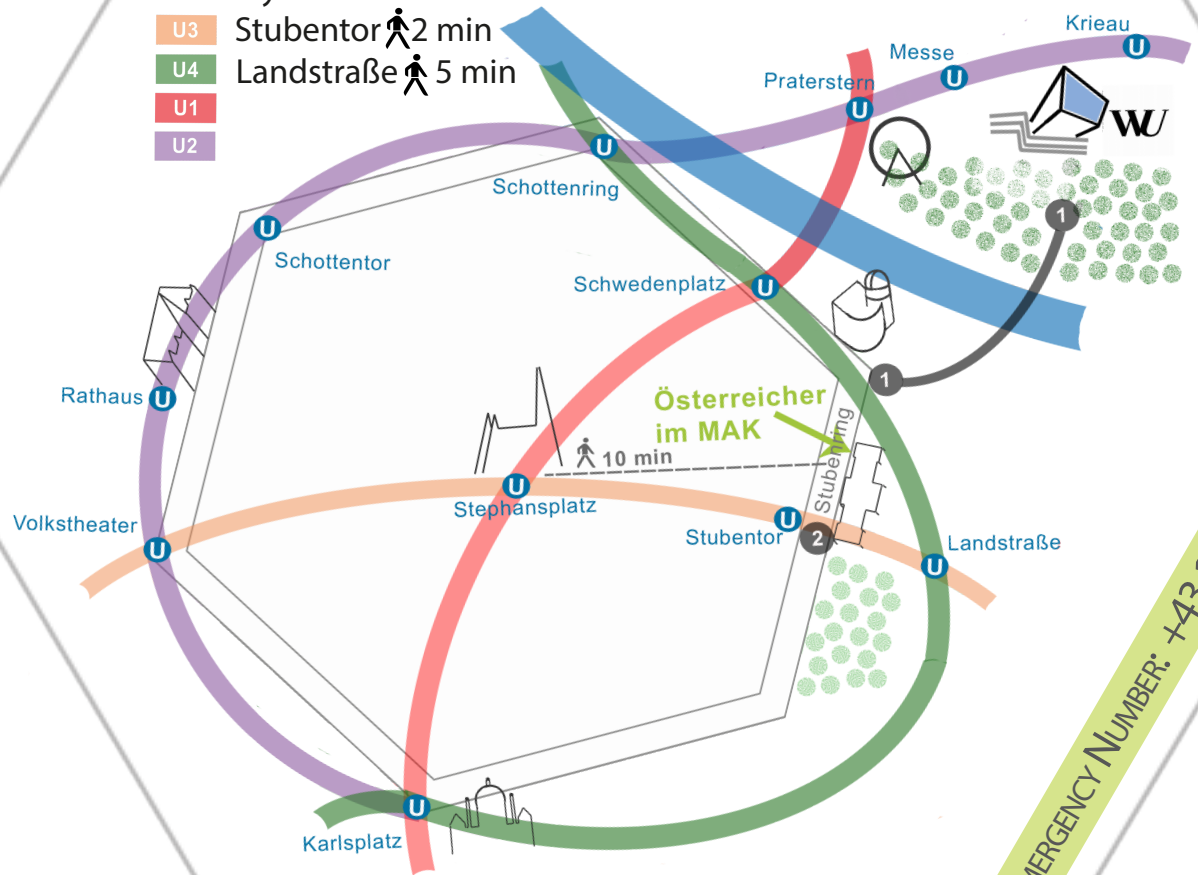
TC 2.03
Comp. Papers

SATURDAY GALA DINNER STARTING AT 7:30 PM

DIRECTIONS TO THE GALA DINNER AT ÖSTERREICHER IM MAK (Stubenring 5, 1010 Vienna)

- Tram
- 2 Stubentor 1 min
 - 1 Julius Raab-Platz 6 min

- Subway
- U3 Stubentor 2 min
 - U4 Landstraße 5 min
 - U1
 - U2



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