

**Research Seminar Series | Department of Marketing | WU Vienna**

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**June 10th, 2016 | D2.0.392**

***"Psychological Power and Consumer Behavior: The Past, Present, and Future "***

***Abstract:*** *Over the last decade the psychological experience of power has become of interest to consumer psychologists and researchers. This talk will examine past efforts, present research, and future ideas for the study of psychological power in consumer behavior. In doing so, the talk will provide an assessment of what prior research has done well, but also what future research should strive to do better. The talk concludes with a candid call to action meant to inspire the next generation of research on power in consumer behavior.*