

## Thursday June 30 2022

Time	Event	Place
14:30 - 15:00	Registration	Teatro Calderón de la Barca, USFQ Campus
15:00 - 16:30	Welcome session	Teatro Calderón de la Barca, USFQ Campus
16:30 - 19:00	Presentations	Teatro Calderón de la Barca, USFQ Campus
19h00 - 20:30	Cocktail	Teatro Calderón de la Barca, USFQ Campus

Time	Presentations
16:30 - 17:00	<p style="text-align: center;"><b>HOW ARE ESG SCORES USED AMONG SCHOLARS?</b></p> <p style="text-align: center;">- Clement, Robinot, Trespeuch - University of Quebec in Montreal - Canada</p>
17:00 - 17:30	<p style="text-align: center;"><b>The Impact of Attribute Importance Bolstering on Post-Choice Preferences</b></p> <p style="text-align: center;">- Zemborain, Johar, Roggeveen, Ansari - Austral University - Argentina, - Columbia Business School - USA, - Babson College - USA</p>
17:30 - 18:00	<p style="text-align: center;"><b>Does Background Music Have an Effect on E-shoppers' Behavior? A Cross-Cultural Comparison</b></p> <p style="text-align: center;">- Tung, Bendeck - Ming Chuan University - Taiwan</p>
18:00 - 18:30	<p style="text-align: center;"><b>User Experience Research Developments on Conversational Agents. A machine learning Approach</b></p> <p style="text-align: center;">- Rojas-Contreras, Valette-Florence - Université Grenoble Alpes - France, - Universidad Nacional de Colombia - Colombia</p>
18:30 - 19h00	<p style="text-align: center;"><b>Device Choice Along the Customer Journey: Insights from an Experiment and Clickstream Data</b></p> <p style="text-align: center;">- Wolf, Fischer - Friedrich-Alexander-Universität Erlangen-Nürnberg - Germany</p>
19h00 - 20:30	<b>Cocktail</b>

## Friday July 1 2022

Time	Event	Place
8:00 - 8:30	Registration	Teatro Calderón de la Barca, USFQ Campus
8:30 - 12:00	Presentations	Teatro Calderón de la Barca, USFQ Campus
12:00 - 13:30	Lunch	Vía Bonita Restaurant, USFQ Campus North
13:30 - 18:30	Presentations	Teatro Calderón de la Barca, USFQ Campus
19:30 - 21:30	Dinner	Vía Bonita Restaurant, USFQ Campus North

Time	Presentations
8:30 - 9:00	<p style="text-align: center;"><b>Impacts from Business and Leisure on the Perception of Status and Happiness</b></p> <p style="text-align: center;">- Kondo, Isabella - Insuper - Institute of Education and Research - Brazil</p>
9:00 - 9:30	<p style="text-align: center;"><b>A Foraging Examination of Pub Choice Behaviour</b></p> <p style="text-align: center;">- Wells, Waehning - University of York - UK</p>

9:30 - 10:00	<p align="center"><b>How Cause-Marketing affects Donations to Charities</b></p> <p align="center">- Khan, - University of Miami - USA</p>
10:00 - 10:30	<p align="center"><b>Priming the Concept of Fullness with Sequential Images Reduces Portion Size Choice in Online Food Ordering</b></p> <p align="center">- Shrum, Lowrey - HEC Paris - France</p>
10:30 - 11:00	<p align="center"><b>4D: The Four Dimensions of Anthropomorphism Manipulations and Measures</b></p> <p align="center">- Wu, Aggarwal - Columbia University, University of Toronto - Canada</p>
11:00 - 11:30	<p align="center"><b>Impact of different restaurant menu icons and icon placement on consumer purchase intention</b></p> <p align="center">- Cosgrove, Wharton - Arizona State University - USA</p>
11:30 - 12:00	<p align="center"><b>Heterogeneous Actors Practices in Collectively Shaping Sustainable Market Systems</b></p> <p align="center">- Dalmoro - University of Vale do Taquari -Portugal</p>
<b>LUNCH</b>	
13:30 - 14:00	<p align="center"><b>Anti-Consumption Social Identity: An Exploratory and Comparative Study with Consumers and Anti-consumers in Brazil.</b></p> <p align="center">- de Paula Sousa, Cruz Neto, da Silva, Penaloza, de Paula Sousa - State University of Ceará - Brazil</p>
14:00 - 14:30	<p align="center"><b>Consumer heterogeneity in Internal Reference Price formation</b></p> <p align="center">- Son, van der Rest - Leiden University - Netherlands</p>
14:30 - 15:00	<p align="center"><b>How Consumers Ignore Pollutant Levels in Healthiness Assessment</b></p> <p align="center">- Amar, Tal, Gvilli - Ono Academic College, Cornell University - USA</p>
15:00 - 15:30	<p align="center"><b>Product Vulnerability Boosts Consumer Product Valuation</b></p> <p align="center">- Liu, Xu, Yang - Fudan University China -, Hainan University China -, University of North Carolina Greensboro - USA</p>
15:30 - 16:00	<p align="center"><b>What makes an NFT successful?The Role of Social Media Platform Use</b></p> <p align="center">- Poole, Pancer, Ahmadi - Saint Mary's University - Canada</p>
16:00 - 16:30	<p align="center"><b>The Influence of Cultural Self-Construal on Regulatory Mode</b></p> <p align="center">- Wang, Lalwani - Miami University -, - Indiana University - USA</p>
16:30 - 17:00	<p align="center"><b>Live Healthy and Get Rewarded –The Impact of Reward Type and Timing in Pay-As-You-Live Pricing</b></p> <p align="center">- Unger, Steul-Fischer - Friedrich-Alexander-University Erlangen-Nuremberg - Germany</p>
17:00 - 17:30	<p align="center"><b>Moral Elevation and Prosocial Behavior: A Critical Review</b></p> <p align="center">- Singh, Mishra, Grishin, Pyone - University of Kansas USA -, - University College Dublin Ireland -, - Tulane University - USA</p>
17:30 - 18:00	<p align="center"><b>The Effect of Product Reviews on Video Game Playtime: How Reviews Influence Consumer Incompetence Image Concerns and Drive Playtime</b></p> <p align="center">- Philp, - Toronto Metropolitan University, Nepomuceno - HEC Montréal - Canada</p>
18:00 - 18:30	<p align="center"><b>AI Service Agents, Figurative Language, and Conversational Cooperativeness</b></p> <p align="center">- Bakhpayev, Kronrod - University of Minnesota, University of Massachusetts - USA</p>

18:30 - 19:00	<b>Adaptive consumption and coping strategies from COVID-19 shock in Brazil</b> - De Paula, Cruz Neto, Victor, Gerhard, Peñaloza
19:30 - 21:30	<b>DINNER</b>

**Saturday July 2 2022**

Time	Event	Place
9:00 - 12:00	Presentations	Teatro Calderón de la Barca, USFQ Campus
14:00 - TBD	Quito City Tour	Leaves from Swiss Hotel, Quito

Time	Presentations
9:00 - 9:30	<b>Naturally disconfirmed: Which and why disconfirmed expectations about 'natural' food can backfire</b> - Schirmacher, Elshiewy, Boztuğ - University of Göttingen - Germany
9:30 - 10:00	<b>The Study of Taiwanese and Vietnamese Purchase Intention of Narrative Package Tours</b> - Tung, Thuong - Ming Chuan University, National Chengchi University - Taiwan
10:00 - 10:30	<b>Reflections about the Discourses on Fashion Consumption: Can a Digital Influencer Be an Educator? Contributions from Paulo Freire's Thought</b> - Arraes Rocha Silva, Palavecini, Coutinho Pépece - State University of Maringá - Brazil
10:30 - 11:00	<b>Visual Attention on Anthropomorphism characteristics in Brand Logos</b> - Salgado-Rohner, Rodriguez, Pinzon, Ferreira, Alejandro, Duque
11:00 - 11:30	<b>Cuál es el impacto en el consumidor de los factores emocionales de la propuesta de valor en servicios de internet</b> - Moreano - Netlife - Ecuador
14:00 - TBD	<b>Quito City Tour -optional - (\$29 extra fee not included in the conference)</b>