Welcome Reception & Poster Presentations

Thursday, May 5 5:00pm – 7:00pm

Executive Dining Room, 2517 Van Munching Hall
"Why is Honest, How is Dishonest? The Effect of Construal Level on Dishonest Consumer Behavior"
In Hye Kang, University of Maryland, College Park

“The Competition for Reputation”
Kalinda Ukanwa Zeiger, University of Maryland, College Park

“Red Flag! The Unintended Consequences of Flagging Fake Reviews”
Jared Watson, University of Maryland, College Park

“How Picky People Make Decisions”
Andong “Anne” Cheng, Penn State University

“Modeling Dynamics in Intrinsic Preferences for Competing Brands”
Amirali Kani, Penn State University

“Alumni Donations: Mechanisms for Social Multiplier of Marketing”
Manpreet Gill, Penn State University

"To Host, or Be a Guest, That is the Question: Investigating the Effect of Asymmetric Resource Investments on the Enjoyment of Social Experiences"
Aleksandra Kovacheva, University of Pittsburgh

“When Beauty Isn’t Skin Deep: Cosmetic Contagion and Consumers’ Aversion to Ugly Foods”
Lauren Grewal, University of Pittsburgh

“When Exploding Deals Create Competitive Consumers: The Consequences of Time-Based Scarcity Tactics”
Jillian Hmurovic, University of Pittsburgh