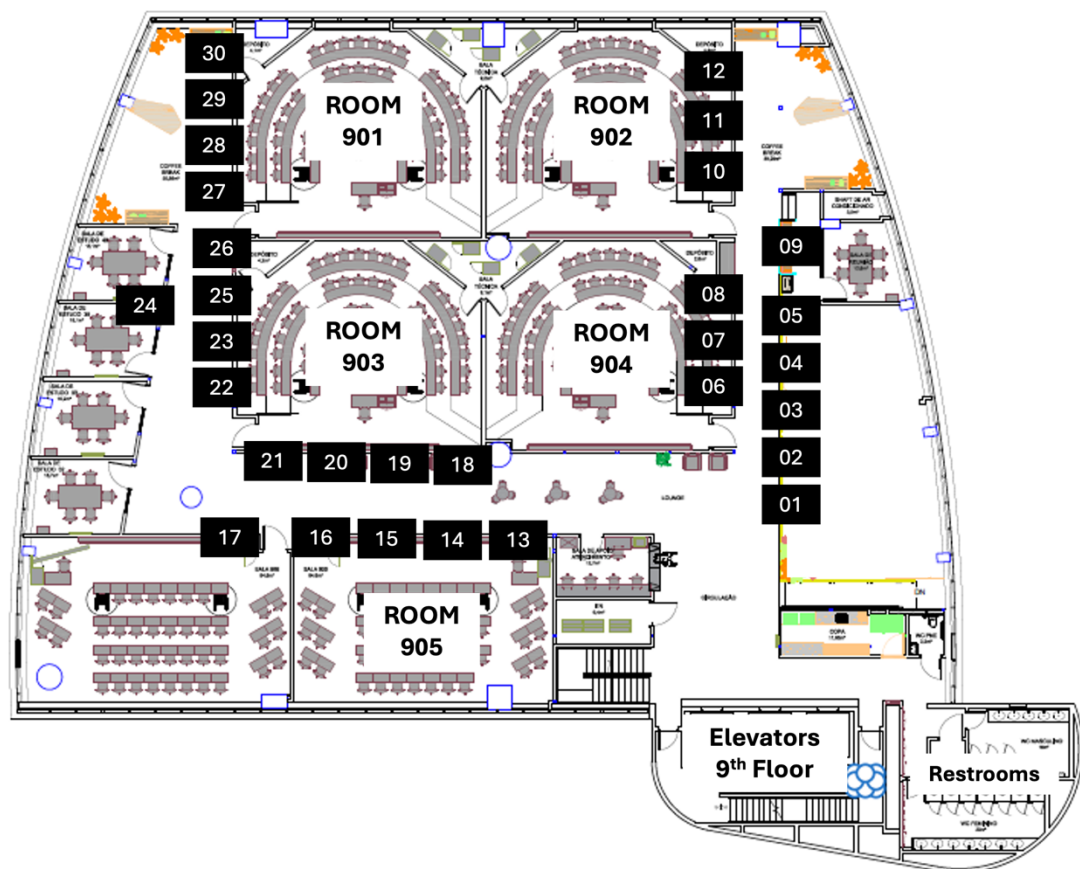


ACR Latin America 2025 Working Papers Session

The ACR LA Conference will be held at Insper
300 Quatá Street, Vila Olímpia – São Paulo
Claudio Haddad Building

Thursday (Jun 26th): 18:30–20:00hs
9th Floor - Claudio Haddad Building



Posters:

I. Consumer Behavior, Well-being, and Emotions

1. Beyond What is Seen: How Objective and Subjective Aspects of Debt Affect Consumption and Well-Being. An Analysis Based on POF 2017-2018
Authors: Mr. Matheus Vieira de Souza, Dr. Hermes Moretti Ribeiro da Silva, Prof. Gladys Dorotea Barriga, Mr. Daniel Gusmão Ribeiro - Brazil - São Paulo State University
2. Enhancing Shopping Well-Being for Elderly Consumers: Insights from Retailers on Generating Experiential Value
Authors: Mr. Karun Tangri, Mr. Osmud Rahman, Dr. Hong Yu

3. Power in Opposition: Unpacking Adversarial Relationship Metaphors in Consumer Wellbeing
Authors: Mr. Wenjun Xu, Prof. Hong Xiao

4. Smiling Up: How Lower Status Enhances Influence
Authors: Mr. Meng Liu, Dr. Ganga Urumutta Hewage, Dr. Ze Wang, Dr. Ru Wu - United States

5. The Different Effects of Stress on The Consumption of Hedonic and Utilitarian Items
Authors: Ms. Marcela Gonzalez, Dr. Jose Mazzon, Dr. Giuliana Isabella

6. The Impact of Quantity of Information on Purchase Intention: The Moderating Effect of Fear of Better Options
Authors: Prof. Su-Hui Kuo, Mr. Kai-Syun Yang, Prof. Hung-Ming Lin

7. Turning Inward: The Paradox of Ordinary Escapism
Authors: Dr. Thamiris De Sousa, Prof. Thelma Rocha, Prof. Damien Chaney

8. You Love the Past and Did not Know: A Systematic Literature Review of Nostalgia
Authors: Dr. Marcio Mota - Brazil, Mrs. Thyciane Pinheiro

II. Retail, Branding, and Experience

9. Brand-Owned Versus Third-Party Owned Touchpoints: An Experiential Journey Approach in the Wine Market
Authors: Mrs. Barbara de Paula, Dr. Stefania de Almeida

10. Consumer Journey of Transformative Service Mediators in Road Running: An Autoethnography Study
Authors: Prof. Wilderson Furtado, Prof. Kavita Hamza

11. Consumer Reasons to Visit and Engage in Physical Retail: A Comparative Study Between Fashion and Luxury Segments
Authors: Dr. Carlos Eduardo Lourenço, Dr. Henrique Junior

12. Sophistication as a Service: Developing Co-creative Ecosystems
Author: Dr. Sidney Ornelas

III. Sustainability and Responsible Consumption

13. From Stimulus to Response: How Social Media Encourages the Reduction of Household Food Waste
Author: Dr. Mikaela Floriano

14. How Everyday Green Initiatives Shape Consumer Quality Preferences
Authors: Ms. Jie Wang, Ms. Xin Liu, Dr. Grace Chae

15. Personality, Nature, and Moral Responsibility: A Framework for Sustainable Choices
Authors: Prof. M. Paz Toldos, Prof. Jorge Luis Graciano Vera Martínez, Dr. Carlos Agredano

16. The “clean-is-not-polluting” lay belief: How biased associations can lead to underestimation of polluting actions and products
Authors: Dr. Amanda Yamim, Dr. Carolina Werle, Prof. Robert Mai

17. When the producer behind the food matters: governance disclosure influences purchase intentions through human presence
Authors: Dr. Carolina O.C. Werle, Dr. Sonia Capelli

IV. Identity, Family, and Gender Dynamics

18. Betting on Knowledge: Framing Sports Gambling as a Legitimate Behavior

Authors: Ms. Gabriela Rauber, Ms. Daniela Paredes, Dr. José Arakelian, Dr. Lilian Carvalho, Dr. Eliane Brito

19. Managing First Impressions: The Role of Makeup in Trusting Female Service Providers

Authors: Ms. Gabriela Lima - Brazil, Dr. Marcelo Moll Brandão

20. Reverse Socialization: How Children Influence Their Parents' Learning and Behavior

Authors: Mr. Murilo Costa, Dr. Andres Veloso, Dr. Vitor Nogami

21. The Price of a Dream: Women's Search for Motherhood and Their Consumption Relations with the Reproductive Industry in Brazil

Authors: Ms. Isabela Santos, Prof. Ricardo Zagallo Camargo

V. Technology, AI, and Digital Behavior

22. Digital Marketing Expertise Model

Authors: Dr. Ceyhan Kilic, Dr. Turkan Dursun

23. Intellectual Framework of Digital Well-Being in Consumers' Behavior

Authors: Prof. Juliana Marinelli Uchida, Prof. Flávio Bizarrias

24. Let Robots Be Robots: The Effectiveness of AI-Mediated Crisis Communication

Authors: Dr. Ana Cristina Munaro, Dr. Jose Carlos Korelo

25. The AI Eye: Large Language Models vs. Human Perception in Visual Marketing

Authors: Dr. Yi-Lin Tsai, Mr. Yung Hsiu Lai

26. The Conversational Value of Smart Technologies

Author: Prof. Wilson Bastos

27. When Robots Meet Consumers: The Impact of Proxemics on Robot Usage Intention and Recommendation

Authors: Prof. Nancy Wunderlich, Prof. Markus Blut, Prof. Christian Brock, Mr. Lars Findeisen

28. Dark Mode Decisions: How Screen Brightness Shapes Consumer Choices

Author: Dr. Farhana Nusrat

VI. Culture, Religion, and Decolonial Perspectives

29. Religiosity, Social Identity, and Advertising Response

Authors: Dr. Yeqing Bao, Dr. Shi Zhang, Dr. Sa'arah Alhouti, Dr. David Berkowitz

30. Theorizing from the Margins: Decolonial Feminist Perspectives

Authors: Mrs. Adriana Guedes Arcuri, Prof. Tania Veludo-de-Oliveira, Dr. Gretchen Larsen, Dr. Miriam Farias