

ACR LATIN AMERICA 2025 COMPETITIVE PAPERS

PRELIMINARY PROGRAM

This is a preliminary program and is subject to changes.
Please e-mail us at acr@insper.edu.br with any questions regarding your presentation.



26 June

08:00 - 08:30

Welcome Coffee

08:30

Session 1: Exploring How Psychological States, Social Contexts, and Vulnerability Shape Consumer Experiences and Well-being

Session Chair: Prof. Wilson Bastos

'It's a Matter of Perception': Extraverts See Purchases More as Experiences than as Material Objects and Consequently Gain more Happiness from Them

Prof. Wilson Bastos, Prof. Fernando Machado

Exploring the Social Consequences of Subjective Wealth Assessments: Does Feeling Richer Affect Our Social Relationships?

Dr. Jay Zenkic, Dr. Alex Belli, Dr. Ali Tamaddon Jahromi, Prof. Arvid Hoffmann

The Impact of Psychological Crisis on the Effectiveness of Persuasive Social Marketing Communication Messages

Dr. Elena Osadchaya, Prof. Caroline Moraes, Dr. David Houghton

Power in Opposition: Unpacking Adversarial Relationship Metaphors in Consumer Well-being

Prof. Hong Xiao, Mr. Wenjun X

08:30

Session 2: Advancing Access, Dignity, and Justice in Essential Services Through Consumer Behavior Insights

Session Chair: Dr. Larissa Becker

Conceptualizing Thresholds of Material Sufficiency for Sustainability that Ensures Justice and Well-being

Prof. Valérie Guillard

Beyond Taboo: Exploring Barriers to Sexual Health Consumption through Decolonial Feminist Lenses

Adriana Guedes Arcuri, Prof. Tania Veludo-de-Oliveira, Dr. Gretchen Larsen

Forgoing Consumption Experiences that Others Cannot Access

Dr. Kirla Ferreira, Prof. Janina Steinmetz, Prof. Irene Scopelliti

Consumer Responsibility and Sustainable Behaviors for Societal Wellbeing

Prof. M. Paz Toldos, Prof. Josep Rialp Criado, Dr. Carlos Agredano

08:30

Session 3: Diverse Drivers of Consumer Perceptions, Communication, and Decision-Making in Marketing

Session Chair: Dr. Matthew Fisher

Ask (Me) Anything" to Human Brands: Consumer Interactions with Business Leaders in Online Forums

Dr. Valeria Noguti, Prof. Valentyna Melnyk**

Past, Present, And Future Purchases: Understanding Product Longevity with the Copernican Principle

Dr. Matthew Fisher, Dr. Adam Smiley

Piecing Things Together: Collaging Consumer Research
Dr. Maurice Patterson, Dr. Renata Couto De Azevedo De Oliveira
Rethinking Lateral Exchange Markets: Platform Intermediation via Gamification
Dr. Bhupesh Manoharan, Dr. Garima Chaklader, Dr. Vipin Sreekumar, Dr. Krishanu Rakshit

08:30

Session 4: Latest Developments on Food and Packaging

Session Chair: Prof. Ricardo Limongi

I'll Be Back! How Pre-Service Tipping Enhances Anticipated Taste Perceptions and Subsequent Repatronage

Dr. Laura Boman, Dr. Ismail Karabas, Dr. Jonathan Hasford, Mr. Garrett Shipley

Engaging the Sustainable Vegan Consumer: A Typology for Marketing and Well-being

Prof. Celyce Lula, Prof. Ricardo Limongi, Prof. Renata Barboza

Ultra-Processed Food Labeling: Fostering Consumer Vulnerability in Emerging Markets

Dr. Marcos Praxedes da Silva, Dr. Andres Veloso, Ms. Marcelo Praxedes da Silva

Anthropomorphic Elements in Packaging Design: Evaluating Consumer Attention

Prof. Carlos Salgado-Rohner, Mr. Franklyn Rodriguez, Mr. Marco David Alejandro Correa Barrera, Dr. Marcos Santos

10:00 - 10:30

Coffee Break

10:30

Session 5: Examining the Psychological, Social, and Cultural Forces Shaping Consumer Vulnerability, Well-being, and Risk

Session Chair: Dr. Julio Leandro

From Attachment to Aversion: Consumers' Perspectives on Consumer-Brand Relationship Deterioration

Dr. Julio Leandro, Dr. Delane Botelho

How Depressive Disorder Affects Consumption Behavior: Waves, Interruption, and Cessation of Consumption

Dr. Daniela Alcoforado, Dr. Miriam Farias

Young Bettors: How the Illusion of Control Fuels Gambling in Newly Regulated Emerging Markets

Ms. Marcelo Praxedes da Silva, Dr. Marcos Praxedes da Silva, Dr. Andres Veloso

Showing the brochures' true colours: how cultural values and colour emotions interplay with hedonic and utilitarian advertising

Mr. Antonio Pedro Cruz Costa Alves, Prof. Flávio Bizarrias, Mr. Fábio Augusto Pereira, Prof. Edson Crescitelli, Prof. Evandro Luiz Lopes

10:30

Session 6: Cultural, Economic, and Social Drivers of Consumer Perceptions in Multicultural and Political Marketing

Session Chair: Dr. Luis Torres

Global Consumers' Response to High Inflation: Implications for Marketing

Dr. Luis Torres, Dr. Phillip Hartley, Dr. P. Wes Routon, Dr. Jorge Alcaraz

Why Do People Live Alone Around the World? A Study on Sociodemographic Variables and Cultural Dimensions That Explain This Phenomenon

Mr. Pedro Paulo Santos Cavalcante, Mr. Miguel Kanaan, Prof. Evandro Luiz Lopes,

Ms. Vivian Strehlau, Ms. Suzane Strehlau, Mr. Eduardo Mesquita

Branding or Banditry? Understanding When Consumers Perceive Cultural Appropriation By Brands

Ms. Niña Bianca Sayson, Prof. Geeta Menon, Dr. Andrea Bonezzi

10:30	<p>Session 7: Psychological Drivers and Branding Strategies for Promoting Prosocial and Sustainable Consumer Behaviors</p> <p><u>Session Chair: Dr. Gustavo Schneider</u></p> <p>Beyond the Transaction: A Model of the Sustainable Vegan Consumer Journey Prof. Celyce Lula, Prof. Ricardo Limongi, Prof. Renata Barboza</p> <p>Small Donors Political Slacktivism: Understanding How Past Contributions Influence Subsequent Political Participation Dr. Pureum Kim, Dr. Gustavo Schneider, Dr. Anastasiya Pocheptsova Ghosh</p> <p>Love in the Time of Overconsumption: Why Purpose-oriented Branding Extends Product Ownership Duration Mr. Steffen Baecker, Dr. Dilney Gonçalves, Dr. David Santos</p> <p>Elevating Professional Identity Through Branding: A Case Study on an Architectural Studio in Northern Brazil Mr. Matheus Ferreira*</p>
10:30	<p>Session 8: Exploring Ethical Signals, Sensory Needs, and Influencer Effects in Shaping Consumer Perceptions and Behavior</p> <p><u>Session Chair: Dr. Carlos Eduardo Lourenço</u></p> <p>From Ethics to Influence: The Rise of Corporate Moral Authority in Social Advocacy Dr. Giuliana Isabella, Dr. Carlos Eduardo Lourenço, Mrs. Nathalia Mello, Dr. Lucia Barros, Dr. Cristiane Pizzutti</p> <p>Beyond Racial Identity: How Values Shape Responses to Inclusivity in Advertising Dr. Saeid Kermani, Dr. Peter Darke</p> <p>A Bibliometric Analysis of Branding in the Circular Economy Ms. Laura Marcela Avila-Garcia, Dr. Marcos Santos, Dr. Vanessa Prieto-Sandoval</p> <p>Playing by or playing with the rules: how the behavior of sponsored athletes affects the sponsoring brand's image Mrs. Izadora Zonari Letchacoski, Dr. Paulo Prado</p>
12:00 - 13:30	Lunch
13:30 - 15:00	Keynote Presentation
15:00	<p>Session 9: Understanding How Psychological Framing, Identity, and Empowerment Shape Consumer Well-being and Support Mental Health</p> <p><u>Session Chair: Dr. Paula Rodríguez-Torrico</u></p> <p>Echoes of Happiness: A Systematic Literature Review on Nostalgia as a Catalyst for Consumer Well-Being Mr. Pedro Cavalcanti Gonçalves Ferreira, Mr. Douglas Henrique Albuquerque da Costa, Mrs. Claudia de-Sá-Lemos, Dr. Salomao Farias</p> <p>The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health Ms. Shuhan Yang, Dr. Tito Grillo, Dr. Jennifer Argo</p> <p>Seamlessly Empowered Women: The Impact of Seamless Channel Integration on Women Omnichannel Experience and Empowerment Dr. Paula Rodríguez-Torrico, Dr. Lauren Trabold</p> <p>Who Supports Nudges?: Linking Trait Self-Control to Nudge Support Dr. Eugina Leung, Dr. Anyi Ma, Dr. Richard Larrick</p>

15:00	<p>Session 10: Exploring the Motivations, Mindsets, and Trade-offs Behind Sustainable Consumer Behaviors</p> <p><u>Session Chair: Dr. Salomao Farias</u></p> <p>How Consumers' Transition to Minimalist Lifestyles Unfolds Ms. Flore Latil, Prof. Tania Veludo-de-Oliveira, Prof. Benjamin Rosenthal</p> <p>Pricing in Resale Markets Mrs. Minjeong Ko, Mrs. Elisa Solinas, Mr. Joseph Nunes</p> <p>Giving up for a greater good: exploring sacrifice in sustainable consumer behavior Ms. Agatha Moura, Dr. Salomao Farias</p> <p>Environment Information Formats: Exploring Impact on Environment Policy Support Introduction Dr. Hajar Fatemi, Dr. Zeinab Rezvani</p>
15:00	<p>Session 11: Exploring How Identity, Self-Concept, and Social Perceptions Shape Consumer Preferences and Behaviors</p> <p><u>Session Chair: Prof. L Taylor Phillips</u></p> <p>Sticky Social Class: Sticky Social Class: A Dynamic Perspective on Upwardly Mobile Identity Prof. L Taylor Phillips, Ms. Elizabeth Johnson, Prof. Julian Zlatev</p> <p>The Haptic Experience in the Mobile Digital Context: Touchscreen Versus Metaverse Dr. Naiara Silva Ferreira, Dr. Raul Afonso Pommer-Barbosa, Dr. Emilio Jose Monteiro Arruda Filho</p> <p>How Products' Sustainability Features Shape Consumer Perceptions and Choices Dr. Bernardo Andretti, Dr. Yufei Liu, Dr. Eduardo Andrade</p> <p>Who Will I Be With(out) You? Consequences of Perceived Romantic Relationship Status Stability on Product Rentals Dr. Yuechen Wu, Dr. Jared Watson, Dr. Ali Faraji-Rad</p>
15:00	<p>Session 12: Communicating, Signaling, and Framing Prosocial and Sustainable Behaviors in a Global Consumer Landscape</p> <p><u>Session Chair: Prof. T. Bettina Cornwell</u></p> <p>Preventing alcohol consumption among young adults: A Study on Satirical Messaging Dr. Karine RAÏES, Dr. Marie-claire Wilhelm</p> <p>Consciousness Washing: Implications for Consumers of New Reputation Laundering Prof. T. Bettina Cornwell</p> <p>The Level of Sustainable Consumption Status Influencing Word of Mouth as a Function of Rational or Emotional Communication in the Online Environment Mr. Diego Tavares Cardoso, Dr. Emilio Jose Monteiro Arruda Filho</p> <p>Ethnocentrism, Cosmopolitanism, Consumer Opportunism and Quality of Life in Collaborative Consumption Dr. Agnieszka Malecka, Dr. Maciej Mitrega, Dr. Gregor Pfajfar</p>
16:30 - 17:00	Coffee Break

17:00

Session 13: The Vulnerable Consumer

Session Chair: Dr. Karen Batista

Barriers faced by charitable organizations in ensuring a dignified donation in ecological transition.

Prof. Valérie Guillard

Experiences of vulnerability and exclusion of transgender consumers in service encounters

Dr. Karen Batista, Dr. Salomao Farias

Crowding as an Affordance: Enhancing store choice and well-being in Subsistence Marketplaces

Mr. Abheeshek Dev Roye, Prof. Geetha Mohan

The Impact of Corporate Sacrifice on Perceived Moral Authority and Authenticity in Brand Activism

Dr. Lucia Barros, Dr. Cristiane Pizzutti, Mrs. Nathalia Mello, Dr. Marcos Severo de Almeida, Dr. Paulo de Paula Baptista, Dr. Giuliana Isabella

17:00

Session 14: Shaping Healthier Consumption: Sociocultural, Emotional, and Cognitive Drivers in Food Choices and Lifestyle Behaviors

Session Chair: Dr. Juliano Domingues da Silva

Taste and Nutrition Labels

Dr. Mike Palazzolo, Dr. Beatriz Pereira

Compulsive consumption: Reviving Hirschman's legacy through CCT

Dr. Larissa Becker, Prof. Hope Schau

When using Dual-Process Judgment for Reducing or Promoting (Un)Healthy Food Choices: the role of Nudge Interventions

Dr. Valter Afonso Vieira, Dr. Fernanda C. Ferro Malacoski, Dr. Juliano Domingues da Silva

Consumer (De)Legitimacy: How Vegans Withdraw Their Perception of the Legitimacy of Animal Consumption Practices

Ms. Renata Frota, Prof. Leticia Casotti

17:00

Session 15: Understanding the Complex Construction of Identity and Self-Concept in Shaping Consumer Behavior

Session Chair: Prof. Daniela Ferreira

Targeted or Threatened? How Personalized Advertising Implying Undesirable Identities Influence Self-Esteem and Brand Evaluation

Ms. Jessie Zhisui Jia, Maferima Toure-Tillery

Social Movements and Identity Management in Brand Communities

Dr. Samantha Mujica, Dr. Colleen Harmeling, Dr. Tatiana Fajardo, Dr. Eunho Park

Navigating Identity Reconstruction as a Marketing Professor: An Autoethnography

Prof. Daniela Ferreira

A long-term study of pursuing freedom goal and its impact on product evaluation

Dr. Na Xiao, Ms. Aceline Xiao

17:00

Session 16: Emotional and Communicative Drivers of Consumer Perceptions, Engagement, and Responses

Session Chair: Dr. Sergio Carvalho

Surprise, Surprise: The Dual Impact of Double Discounting on Consumer Preferences

Dr. David Hardesty, Dr. Jonathan Hasford, Dr. Adam Farmer, Dr. Blair Kidwell

The Power of Authenticity: Why Consumers Trust Employees over Firms in Advertising

Mrs. Nicole Natali, Dr. Hamed Aghakhani, Dr. Sergio Carvalho, Dr. Peggy Cunningham

Cultural Narratives and Virtual Reality: Unveiling the Path to Adoption

Mr. Nikolay Slivkin

Nonverbal Power Display in Corporate Response to Transgressions

Dr. Lam An, Dr. Ze Wang, Ms. Yu-Shan Huang

18:30–20:00

Working Papers Session and Cocktail Reception

27 June

08:00 - 08:30

Welcome Coffee

08:30

Session 17: Influences on Food Consumption: Social Norms, Contextual Cues, and Behavioral Insights for Healthier Choices

Session Chair: Dr. Emilia Cubero Dudinskaya

Creating Conscious Consumption: Driving sustainable food consumption through eco-labels, social norms and assortment symmetry

Dr. Emilia Cubero Dudinskaya, Dr. Darius-Aurel Frank, Dr. Jessica Aschemann-Witzel, Dr. Simona Naspetti, Dr. John Thøgersen, Dr. Raffaele Zanolli

A Bibliometric Analysis of Social Mobility Research: Theoretical Implications and Directions for Future Research

Dr. Xianfang Zeng

Tailoring the Content Strategies of Food Advertisements to Healthy Category: An Empirical Exploration

Dr. Hajar Fatemi, Dr. Yu Ma, Dr. Laurette Dube

From Table to Takeout: Topic Modeling of Consumer online reviews on Food Services in Post-COVID-19 Brazil

Mrs. Luiza Braga, Dr. Matheus Tardin, Dr. Patrícia Regina Caldeira Daré Artoni, Dr. Marcelo Perin

08:30

Session 18: Understanding the Drivers of Financial Decision-Making: Knowledge, Influences, and Behaviors in Consumer Financial Literacy

Session Chair: Dr. Farah Diba Abrantes Braga

Do lower-income consumers prefer longer or shorter duration loans?

Dr. Farah Diba Abrantes Braga, Dr. Diogo Hildebrand, Dr. Manuela Dantas

The Technical Influencer: How Finance Influencers Build Their Content Platform

Mr. Nelson Moraes, Mrs. Roberta Campos, Dr. Karin Ligia Brondino Pompeo

Antecedents of Investment Intention: The Role of Gender and Appearance in the Financial Market

Ms. Suzana Lacerda, Dr. Emerson Wagner Mainardes, Dr. Vitor Azzari

Overconfident or Underprepared? The Knowledge Paradox and the Role of Financial Chatbots in Enhancing Consumer Financial Well-Being

Ms. Chia-Chi Lee, Mr. Yu Heng (Lawrence) Chiang, Dr. Sungjun (Steven) Park

08:30

Session 19: Advancing AI, XR, and Digital Tools for Empowerment, Well-Being, and Ethical Consumer Experiences

Session Chair: Dr. Damini Goyal Gupta

Empowering Vulnerable Consumers: Infographics to increase adoption of AI-Driven Mental Health Solutions

Ms. Danielle ANG, Prof. Camilla Barbarossa, Prof. Andreas Munzel

From Mortality Salience to Technology: Exploring Acceptance of Thanabot Services

Dr. Thamiris DE SOUSA, Prof. Flávio Santino Bizarrias, Mrs. Larissa Luz Raposo, Mr. Diogo Leite da Cruz

Protecting and Empowering Child Consumers in the Metaverse Games: Building Networks for Digital Citizenship

Ms. Lair Silva, Dr. Olga Pepece

What Happens in XR Stays in XR: Non-Virality of XR Stories

Dr. Damini Goyal Gupta, Dr. Anupama Ambika, Dr. Russel Belk

08:30

Session 20: Strategic Consumption: Identity, Access, and Activism

Session Chair: Prof. Benjamin Rosenthal

Stratified Consumer Activism: How Socioeconomic Status Shapes Boycott Participation

Dr. Yan Vieites, Dr. Daniel Fernandes, Dr. Debora Thompson

Quid Pro Quo: How Consumers Leverage Brand Loyalty to Increase Access to Scarce Products

Dr. Katina Kulow, Dr. Kara Bentley, Dr. Priyali Rajagopal

Firearms as Cultural Objects

Prof. Benjamin Rosenthal, Prof. Massimo Airoidi

Masking customer experience: The trade-off between health safety and emotion communication

Dr. Vaidyanathan Viswanathan Sauna, Dr. Vinod Venkatraman

08:30

Session 21: Understanding How Digital Design, Timing, and Anthropomorphism Shape Consumer Memory, Preferences, and Participation

Session Chair: Prof. He (Michael) Jia

Understanding and Optimizing the Aesthetics of Product Ratings

Prof. He (Michael) Jia, Prof. Lin Ge, Prof. Echo Wen Wan, Prof. Wanyi Zheng

The Effect of Time of Day on Service Reviews

Prof. Nasir Haghighi, Prof. Amir Sepehri, Prof. Ata Jami, Prof. Maryam Kouchaki

Is Being Reliable Always Good? The Unexpected Consequences of Anthropomorphizing Digital Channels for Consumers and Brands

Dr. Li Huang, Dr. Priyali Rajagopal, Dr. Nicole Montgomery

AI-Driven Patient Empowerment: a Conceptualization Proposal

Ms. Karina Mattos, Prof. Tania Veludo-de-Oliveira, Dr. Carlos Eduardo Lourenço

10:00 - 10:30

Coffee Break

10:30

Session 22: Mini-Oral Presentations (Posters Upgraded)

Session Chair: Prof. M. Paz Toldos

Comparing the Impact of Spiritual and Religious Values on Complex Consumer Decision Making Journeys

Mr. James Keene**, Dr. Valeria Noguti, Dr. Vivian Pontes

Power in Your Voice: How Product Operation Modality Influences Consumer Product Evaluations

Dr. Yu Zhang, Dr. Lan Xia, Dr. Jiangang Du

Can AI confront inappropriate behavior?

Ms. Gabriela Rauber, Dr. Lucia Barros, Dr. Julia Schuckmann, Dr. Ana Valenzuela

Emotional eating and food consumption: A review and future research agenda

Ms. Ana Tereza Delapiedra, Ms. Gabriela Rauber, Ms. Francine Bagatini

How to Explain for No? Consumer Reactions to Different Algorithm Explanation Type

Ms. Jiaqing Zhao, Prof. Wei Lyu

Understanding Doing Difference and Performativity: A Critique and Research Agenda for Marketing Studies

Mr. Yuri Dallabrida, Dr. Delane Botelho

Subjective Language and Emotional Engagement: Unpacking Consumer Reactions to Pre-Sale Promotions

Dr. Amy Errmann

10:30

Session 23: Examining Consumer Vulnerabilities, Motivations, and Perceptions in High Stakes Contexts

Session Chair: Dr. Patricia Torres

Easy Money? How Digital Influencers Promote Online Gambling to Brazilian Consumers

Mr. Luiz Arthur Neves Lopes, Dr. Lucia Barros

How Consumers Spend Monetary Refunds of Returns

Prof. Ata Jami

Student Loans Literacy: Understanding and Measuring Knowledge, its Antecedents and Downstream Behaviors.

Dr. Patricia Torres, Dr. Raika Sadeghein, Dr. Kenneth Ford

Can side-by-side comparisons compromise decision-making and influence option similarity

Dr. Na Xiao

10:30

Session 24: The Language of Technology

Session Chair: Dr. Eugina Leung

Geo-targeted GenAI content: Improving consumer engagement with contextually relevant visuals

Dr. Andres Gvirtz, Dr. Nicolette Sullivan

The Narrow Search Effect and How Broadening Search Promotes Belief Updating

Dr. Eugina Leung, Prof. Oleg Urminsky

Unlocking the Experiential Vocabulary: Experience Cards as a Tool for Capturing Rich Consumer Experience Data in Qualitative Research

Dr. Ekaterina Panina, Ms. Isadora Gasparin, Dr. Larissa Becker

A Commentable Job: Paratexts in News Co-Creation

Dr. Saurabh Shinde, Dr. Krishanu Rakshit

10:30	<p>Session 25: Ethics, Identity, and Social Signals in Consumer Behavior Session Chair: Dr. Yan Vieites</p> <p>Look away to trust me: Signaling sincerity in ads for social causes Dr. Vaidyanathan Viswanathan Sauna, Dr. Vinod Venkatraman</p> <p>Striving for Good: The Impact of Ethical Improvement on Consumer Behavior Dr. Tiffany Vu, Dr. Rhiannon Mesler, Prof. Katherine White</p> <p>Dressing up against discrimination: low socioeconomic status and proactive coping in upscale shopping environments Dr. Yan Vieites, Dr. Bianca Sá, Dr. Bernardo Andretti, Dr. Eduardo Andrade</p> <p>Spatializing Ethics: Decoding Consumer Buycott and Boycott of (Un)Ethical Brands Dr. Bhupesh Manoharan, Dr. Vipin Sreekumar, Dr. Akshay Narayanan, Dr. Krishanu Rakshit</p>
12:00 - 13:30	Lunch
13:30 - 15:00	Workshop on Advanced and Mixed Methods
15:00	<p>Session 26: Emotions, Communication, and Platform Dynamics: Understanding Consumer Responses and Market Adaptation Session Chair: Dr. Alexandre Borba da Silveira</p> <p>1221 Reasons to Reconsider Your Pricing Strategy: The Palindromic Price Effect Dr. Sunny Vijay Arora, Dr. Tulsi Jayakumar, Prof. Malay Krishna, Ms. Aparna Jha</p> <p>How Does Platformization Reshape Cooperativism? Effects from Brazilian Consumers and Producers Dr. Alexandre Borba da Silveira, Dr. Marcelo Curth, Dr. Jefferson Monticelli</p> <p>The Influence of Injunctive and Descriptive Social Norms Under Different Moods Dr. Vladimir Melnyk</p> <p>The Impact of Social Media Platforms and Communication Styles on New Technology Product Failure Dr. Yan Meng, Dr. Shuyi Hao, Dr. Jie Xiong</p>
15:00	<p>Session 27: Exploring Social Dynamics, Access, and Inclusion in Digital and Technology-Driven Consumer Experiences Session Chair: Dr. Paula Chimenti</p> <p>The AR-Display Bias: Why Augmented Reality Increases Preference More for Inferior Than for Superior Products Dr. David Finken, Dr. Thomas Scheurer, Dr. Leif Brandes, Prof. Reto Hofsetter,</p> <p>The Role of Tie Strength in Affecting Consumer Sharing of Firm-Generated Content on Social Media Dr. Xianfang Zeng</p> <p>Battling Together: How Competitive Videogames Spark Relatedness Dr. Marco Rodrigues, Dr. Paula Chimenti, Dr. Roberta Dias Campos</p> <p>Why do Subsistence Consumers use Digital Payments? A Means-End Chain approach Mr. Abheeshek Dev Roye, Prof. Geetha Mohan</p>

15:00	<p>Session 28: Understanding How Structures, Cues, and Stakeholder Dynamics Shape Prosocial and Sustainable Consumer Behaviors</p> <p>Session Chair: Dr. Jannsen Santana</p> <p>Nudging Charitable Contributions Dr. Rajiv Vaidyanathan, Dr. Pradeep Jacob</p> <p>Value Dynamics in Collective Consumer Experiences Dr. Jannsen Santana, Dr. Daiane Scaraboto, Dr. Flavia Cardoso</p> <p>Material over Size? Understanding Consumer Evaluations of Environmental Impact Ms. Larissa Elmor, Dr. Yan Vieites, Dr. Eduardo Andrade</p> <p>From Storytelling to Storyliving: A Qualitative and Experimental Approach to Transformative Experiences Dr. Bilwa Deshpande, Dr. Damini Goyal Gupta</p>
15:00	<p>Session 30: Navigating Social Influence, Political Expression, and Cultural Meaning in Multicultural and Political Marketing</p> <p>Session Chair: Dr. Isabela Morais</p> <p>How Social Media Influencers and Audiences Co-Create Online Brand Crises Ms. Ana Mott, Prof. Benjamin Rosenthal</p> <p>The Business of Politics: Analyzing Political Content Creation in Brazil's Social Media Landscape Mr. Bruno Leandro, Ms. Ana Beatriz Aquino, Dr. Eliane Brito</p> <p>Brand Activism or Market Segmentation? Consumer Reactions to Non-Standard Representations Ms. Larissa Elmor, Dr. Yan Vieites, Dr. Guilherme Ramos</p> <p>Soccer Consumption in Brazil: Navigating Plural Institutional Logics in a Globalized Market Dr. Jose Sarkis Arakelian, Dr. Eliane Brito, Dr. Isabela Morais</p>
15:00	<p>Session 31: Improving Collectively and Creatively as Consumers</p> <p>Session Chair: Ms. Nathalia Ramajo Esteves</p> <p>Consumer Responses to Men Defying Normative Expectations Dr. Akshaya Vijayalakshmi, Dr. Sukriti Sekhri,</p> <p>Collective Self-Esteem and Advantaged Group Allyship Prof. L Taylor Phillips, Dr. Aastha Chadha</p> <p>Environmental and Social Misconduct: How do Customers React? Ms. Nathalia Ramajo Esteves, Dr. Danny Pimentel Claro, Dr. Priscila Borin de Oliveira Claro</p> <p>From Conventional to Organic: How Growth Mindsets and Brand Sacrifice Influence Green Consumers' Purchase Intentions Dr. Tiffany Vu, Dr. Rhiannon Mesler, Prof. Katherine White, Ms. Luisa Alejandra Sierra Guerra</p>
16:30 - 17:00	Coffee Break
17:00 - 18:30	Keynotes' Presentation - Conference Closing Session + Award Ceremony
19:00	Gala Dinner

Note: ACR Latin America 2025 will offer participants lunch and coffee throughout the conference, as well as a Gala Dinner on Friday. Dinner will not be served during the cocktail receptions on Wednesday and Thursday.