ASIA-PACIFIC ACR MUMBAI

2027 Conference Program

January 7–9, 2027

Program at a Glance

Thursday, Jan 7, 2027

CRI Session 1: Collaborative Research Initiative – Idea Conceptualization (29 ideas)

Sacred Consumption: Consumer Responses to Religious Objects, Authority and Miracles

Neha Nair — *UCLA Anderson*

From Segment Conflict to Experiential Complementarity: A Process Model of Value Creation in Multi-Segment Service Systems

Chetan Bajaj — *ISB&M*
Nandini Bajaj — *Izee Business School*

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CONCEPTUALIZATION AND OPERATIONALIZATION OF BRAND LONGEVITY

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Friday, Jan 8, 2027

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Session 2 (Long): Experiential Consumption and Digital Retail

Session 3 (Long): Behavioral Feedback, Rewards, and Digital Engagement

Session 4 (Long): Social Media, Choice Overload, and Consumer Relationships

Session 5 (Long): Health, Time, Risk, and Consumer Welfare

Session 6 (Long): Retailing, Pricing, and Purchase Decisions

Session 7 (Long): AI Adoption, Nudges, and Algorithmic Governance

Session 8 (Long): Social Influence, Sharing, and Human–AI Connection

Session 9 (Long): Identity, Time, and Experiential Consumption

Session 10 (Long): Advertising, Busyness, and Personalized Relevance

Session 11 (Long): Sustainability, Responsibility, and Pro-Environmental Behavior

Session 12 (Long): Well-Being, Scarcity, and Prosocial Behavior

Session 13 (Long): Ethical Consumption, Efficiency, and Marketplace Harm

Session 14 (Short): AI Influencers and Social Impact

Session 15 (Short): AI Credibility and Consumer Responses

Session 16 (Short): Marketing, Retailing, and Pricing

Session 17 (Short): Attention, Perception, and Purchase Intentions

Session 18 (Short): Luxury Consumption and Decision Making

Session 19 (Short): Influencer Participation and Peer Effects

Session 20 (Short): Qualitative Inquiry and Consumer Knowledge

Session 21 (Short): AI, Technology, and Consumer Ethics

Session 22 (Short): Social Influence and Consumer Decision Models

Session 23 (Short): AI Bots, Morality, and Consumer Judgment

Session 24 (Short): Nonprofits, Prosocial Behavior, and Organizations

Session 25 (Short): Retailing, Pricing, and Financial Decisions

Session 26 (Short): Computational Social Science and NLP

ROUND TABLE 1: Deans' Round Table

Suresh Ramanathan, Varun Nagaraj, Arvind Sahay, Ajit Parulekar, Ashok Banerjee, Rishikesha T. Krishnan, Debashis Pradhan

ROUND TABLE 2: Social Impact Round Table

Shilpa Madan, Gita Johar, CB Bhattacharya, Dipankar Chakravarti, Mohamed Hussein, Antonia Krefeld-Schwalb, Maayan Malter, Leonard Lee, Shwetha Mariadassou, Margaret Campbell, Vicki Morwitz, Akshay Rao, Dan Schley, Kapil Tuli

Saturday, Jan 9, 2027

Session 1 (Long): Persuasion, Choice, and Consumer Evaluation

Session 2 (Long): AI, Identity, and Consumer Responses

Session 3 (Long): Brand Meaning, Luxury, and Cultural Sensitivity

Session 4 (Long): Charitable Giving, Donor Behavior, and Social Perceptions

Session 5 (Long): Product Design, Surprise, and Repair Intentions

Session 6 (Long): Charity, Investment, and Prosocial Financial Decisions

Session 7 (Long): Marketplace Inclusion, Belonging, and Consumer Culture

Session 8 (Long): Inequality, Trust, and Marketplace Transformation

Session 9 (Long): Privacy, Misinformation, and Consumer Trust

Session 10 (Long): Luck, Identity, and Health-Related Consumption

Session 11 (Long): Heuristics, Justification, and Sustainable Choice

Session 12 (Long): Culture, Language, and Consumer Politics

Session 13 (Short): Ethics, Persuasion, and Consumer Attitudes

Session 14 (Short): Experiential Consumption and Specialty Coffee

Session 15 (Short): Affect, Emotion, and Consumer Experience

Session 16 (Short): Social Relationships and Consumer Behavior

Session 17 (Short): Motivation, Identity, and Sustainability

Session 18 (Short): Sustainable and Transformative Consumption

Session 19 (Short): Qualitative and Quantitative Consumer Methods

Session 20 (Short): Diversity, Advertising, and Consumer Representation

Session 21 (Short): Privacy, Trust, and Disinformation

Session 22 (Short): Health, Nutrition, and Consumer Perceptions

Session 23 (Short): Brand Relationships and Consumer Research

Session 24 (Short): Corporate Ideology, Politics, and Consumption

ROUND TABLE 3: Meet the Editors Round Table

Andrew D. Gershoff, Gopal Das, Manoj Thomas, Ralph Thomadsen, Meg G. Meloy, Priyali Rajagopal, Narayan Janakiraman, Mathew Isaac, Rajesh Bagchi, Leonard Lee, Varsha Jain

ROUND TABLE 4: TCR Round Table

Arun Sreekumar, Srinivas Sridharan, Christopher Blocker, Martina Hutton, Madhu Viswanathan, Beatriz Pereira, Vedha Ponnappan, Reetika Gupta, Shikha Upadhyaya, Shilpa Madan, Prakash Satyavageeswaran, Tanvi Gupta, Saravana Jaikumar

Detailed Program

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Session 1 (Long)

AI Companions, Algorithms, and Digital Trust

Feeling Heard by a Machine: Social Presence Construction in Therapeutic AI Companions

Neeraja Varma S — *S. P. Jain Institute of Management and Research*
Abhishek Kumar Jha — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

Rush Hour: Early Signals of Algorithmic Spread

Maxwell Poole — *Erasmus University Rotterdam*
Ethan Pancer — *Saint Mary's University*
Madhur Sharma — *Saint Mary's University*

Social Robot Companionship: Identifying and Overcoming Associated Social Stigma

Iqbal Ahmed — *Virginia Tech*
Dipankar Chakravarti — *Virginia Tech*

Locked Out by AI: A Cross-National Analysis of AI-Driven Account Restriction and the Contestability Gap in Digital Banking

Steve Sharkey — *University of Minnesota Duluth*

Session 2 (Long)

Experiential Consumption and Digital Retail

The Calibrated Self Loop: Moving from Milestones to Inch-Stones through Performance-Linked Consumption

Shreshtha Deshpande — *FLAME University, Pune*
Chetna Monga — *FLAME University, Pune*

Understanding Shopping Well-Being in Augmented Reality–Supported Retail Environments: A Three-Stage Hybrid Approach

Rashid Mushtaq — *Great Lakes Institute of Management Chennai*
Bharadhwaj Sivakumaran — *Great Lakes Institute of Management Chennai*
Harish Kumar — *Great Lakes Institute of Management Gurgaon*

The Return Paradox: Decoding the Psychology and Nudging the Behaviour of Online Product Returns

Radhika K R — *Kirloskar Institute of Management*
Bharadhwaj Sivakumaran — *Great Lakes Institute of Management Chennai*

When Customers Disrupt Their Own Service Experience: Incivility, Authenticity, and Recovery Discretion in Service Encounters

V Venkatanagarajan — *IFMR GSB, KREA UNIVERSITY*
Bharadhwaj Sivakumaran — *Great Lakes Institute of Management Chennai*

Liquid Lives, Instant Gratification: Exploring the Behavioral and Socio-Cultural Drivers of Quick Commerce Adoption

Krishanu Rakshit — *ICN Business School*
Sheila Roy — *SPJIMR*
Saurabh Shinde — *Bilkent University*
Kushal Saha — *XLRI Xavier School of Management, Jamshedpur*

Session 3 (Long)

Behavioral Feedback, Rewards, and Digital Engagement

Service Failures by Human-AI Teams: When it is Worse to Heed than to Defy AI

Tripat Gill — *Wilfrid Laurier University*
Chatura Ranaweera — *Wilfrid Laurier University*
Ammara Mahmood — *Wilfrid Laurier University*
Ali Anwar — *James Madison University*

Beyond the Bar Illusion

Ronak Singhania — *School of Management, Mahindra University*
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CREDIT CARD REWARD POINTS AND HEDONIC SELF-GIFTING

Sunny Arora — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*
Tulsi Jayakumar — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

Digital Engagement for Good: Behavioral Drift and the Benefits of an Allocation Gauge Within an Investment App

Anastasia Buyalskaya — *HEC Paris*

Session 4 (Long)

Social Media, Choice Overload, and Consumer Relationships

When Easier Sharing Backfires: How Interface Friction Shapes Consumer Expression and Creator Quality

Tejaswi Kalaga — *Indian Institute of Management Bangalore*

Inclusive Tourism: How Body-Positive Messages Shape Tourist Behavior

Anjali Singh — *XLRI Xavier School of Management, Jamshedpur*
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Navigating Digital Hyperchoice: The role of Scanning and Honing Mindsets

Ravneet Bawa — *London School of Economics and Political Science*
Amitav Chakravarti — *London School of Economics and Political Science*

NON-SEEKING ENGAGEMENT FOR CONSUMER-BRAND RELATIONSHIPS: AN ADVAITA VEDANTA PERSPECTIVE

Sunny Arora — *SPJIMR*
Eszter Jakopanecz — *University of Pécs*
Surya Tahora — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

Session 5 (Long)

Health, Time, Risk, and Consumer Welfare

When Nutrition Transparency Backfires: Front-of-Pack Labels, Strategic Pricing, and Consumer Welfare

Nikita Gupta — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*
Sai Siddharth VK — *bits pilani*

Effect of Stimulus Payments on Sales of Lottery Products: An Empirical Examination

Ram Janakiraman — *North Carolina State University*
Sri Harsha Kamatham — *University of Manitoba*
Kaushik Bhattacharjee — *University of Manitoba*
Rishika Rishika — *North Carolina State University*

Temporal Frames of Life Expectancy

David Faro — *London Business School*
Ozlem Tetik — *King's College London*
Hal Hershfield — *UCLA Anderson*
Stephen Shu — *Cornell University*
Shlomo Benartzi — *UCLA Anderson*

When the Air Gets Worse, So Do Choices: Air Pollution and the Consumption of Vice Goods

Nikita Gupta — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*
Sai Siddharth VK — *bits pilani*

Session 6 (Long)

Retailing, Pricing, and Purchase Decisions

The Impact of Consumer Identification Timing on Purchase Behavior

Hyoseok Kim — *Southern Connecticut State University*

Integrating Extraordinary Rituals for Marketplace Success: The Role of Perceived Retailer Cultural Sensitivity

Tanuka Ghoshal — *Baruch College, CUNY*
Ana Valenzuela — *Baruch College, CUNY*
Praveen Kopalle — *Dartmouth College*
Pragati Singh — *Independent Researcher*

Out of Order: When Random Price Presentation Enhances Product Assortment Evaluations

Jiaqi Cao — *University of Georgia*
Julio Sevilla — *University of Georgia*
Mathew Isaac — *Seattle University*
Rajesh Bagchi — *Virginia Tech*

Not too close, not too far, getting it just right: Understanding the non-linear impact of department distances on sales

Praveen Kopalle — *Dartmouth College*
Yashaswy Akella — *Bocconi University*
Stephanie Noble — *University of Tennessee, Knoxville*
Dhruv Grewal — *Babson College*
Jens Nordfalt — *University of Bath*

Session 7 (Long)

AI Adoption, Nudges, and Algorithmic Governance

Users' Willingness to Share Data with GenAI Services and the Role of Government Regulation

Vignesh Yoganathan — *Aston University*
Victoria Osburg — *Catholic University of Eichstaett-Ingolstadt*
Narayanan Janakiraman — *UTA*

Leveraging Large Language Models to Design Personalised Decoy Nudges

Vladimir Maksimenko — *National University of Singapore*
Qingyao Xin — *National University of Singapore*
Prateek Gupta — *Max Planck Institute for Human Development*
Bin Zhang — *Beijing Institute of Technology*
Leonard Lee — *National University of Singapore*
Prateek Bansal — *National University of Singapore*

Algorithm Design and Physician Liability

Shujie Luan — *University of Western Australia*
Shubhranshu Singh — *Johns Hopkins University*
Tinglong Dai — *Johns Hopkins University*

Inside the AI: How Processing Architecture Shapes Consumer Trust and Adoption

Yinjie Pan — *Virginia Tech*
Subhash Jha — *University of Memphis*
Gayoung Park — *Villanova University*
Rajesh Bagchi — *Virginia Tech*

Session 8 (Long)

Social Influence, Sharing, and Human–AI Connection

Contingent Prediction Reduces Selfish Behavior

Christopher Hsee — *CKGSB*
Xilin Li — *CKGSB*
Ying Zeng — *University of Colorado Boulder*

Not for Me: Understanding the Impact of @-Mentions on Unmentioned Viewers

Haoyu Liu — *Nanyang Technological University*
Soo Kim — *Nanyang Technological University*
Kuangjie Zhang — *Nanyang Technological University*

Can AI Make Us Feel Heard? Consumer Acceptance of AI Counselors for Emotional and Social Loneliness

Ashita Aggarwal — *SPJIMR*
Raghuram R — *SPJIMR*

Session 9 (Long)

Identity, Time, and Experiential Consumption

Feeling the future: How Temporal Distance Shapes Affective Forecasts for Experiential and Material Purchases

Midhila KS — *IIM Bangalore*
Shainesh G — *IIM Bangalore*

The Effects of Globalization and Consumer Identity on Food Waste

Huachao Gao — *Texas A&M University*
Karen Winterich — *Pennsylvania State University*
Yinlong Zhang — *University of Texas at San Antonio*
Jingyi Zhang — *Texas A&M University*

Global-Local Identity: A Predictor of Consumers' Propensity to Acquire Experiential and Material Purchases

Wilson Bastos — *Catolica Lisbon School of Business & Economics*
Xiaodong Nie — *University of Washington*
Narayanan Janakiraman — *UTA*
Zhiyong Yang — *Miami University*

BEING BY DOING: REOPTIVE IDENTITY THEORY

Liad Weiss — *Warwick Business School*
Jennifer Argo — *University of Alberta*

Session 10 (Long)

Advertising, Busyness, and Personalized Relevance

Does busyness indicate competence for you but not me?

Hui Zhang — *Iowa State University*
Sekar Raju — *Iowa State University*

The more effective the product, the less effective the ad: How the before-state in a before-and-after ad influences its persuasiveness

Shu Wang — *Cheung Kong Graduate School of Business*
Christopher Hsee — *CKGSB*
Li Zhang — *Tongji University*
Li Wang — *Tongji University*

Look away to trust me: Signaling sincerity in ads for social causes

Vaidyanathan Viswanathan Saunak — *Purdue University Fort Wayne*
Vinod Venkatraman — *Fox School of Business, Temple University*

The Segment of One as a Person-Moment Decision Policy: Identity Architecture, Relevance, and Surveillance in Adtech

Sajith Narayanan — *FLAME University*

Session 11 (Long)

Sustainability, Responsibility, and Pro-Environmental Behavior

Green on the Outside, Indulgent on the Inside: The Unintended Effects of Sustainable Delivery on Food Choice

Arpita Pandey — *Indian Institute of Management Bangalore*
Arpit Shah — *Indian Institute of Management Bangalore*

Why Downstream Emissions Matter More: Responsibility and Sustainable Product Evaluation

Aiswarya Nair — *School of Management, Mahindra University*
Sanjeev Tripathi — *Indian Institute of Management Indore*

Beyond Reduce, Reuse, and Recycle: Why Eco-Conscious Consumers Replace Instead of Reuse

Aiswarya Nair — *School of Management, Mahindra University*
Sanjeev Tripathi — *IIM Indore*

Session 12 (Long)

Well-Being, Scarcity, and Prosocial Behavior

Loneliness Is Gendered

Ritomaitree Sarkar — *University of North Texas*
Priyali Rajagopal — *University of North Texas*

When Human-like Cues Drive Human Action: How Anthropomorphism in Social Messaging Shapes Acts of Goodwill.

Franklin Velasco — *Universidad San Francisco de Quito USFQ*
Zhiyong Yang — *Miami University*
Narayanan Janakiraman — *UTA*
Zhara Babazadeh — *University of Texas at Arlington*

Are Missed Deadlines and Overpacked Suitcases Similar to Overdue Bills? A Meta-Analysis of Resource Scarcity

Rebecca Hamilton — *Georgetown University*
Shaheen Hosany — *Hult International Business School*
Ajay Abraham — *Seattle University*

Racing the Clock, Stretching the Dollar: The Role of Resource Scarcity on Health Prevention and Detection Behavior

Meng-Hua Hsieh — *Kent State University*
Praghya Mathur — *Baruch College, CUNY*
Kimia Latifi — *Baruch College, CUNY*
Xiaowei Guo — *State University of New York at Oswego*
Shailendra Jain — *University of Washington*

Session 13 (Long)

Ethical Consumption, Efficiency, and Marketplace Harm

Where Efficiency Lies: How the Locus of Efficiency Shapes Sustainability Perceptions

Rochak Khandelwal — *Indian Institute of Management Bangalore*
Sanjeev Tripathi — *IIM Indore*

Unexpectedly Ethical: Price-Quality Inference for Ethical Versus Conventional Products

Yuqi Guo — *WU Vienna*
Karen Winterich — *Pennsylvania State University*

The Consumption Harm Framework

Shreyans Goenka — *Virginia Tech*
Peggy Liu — *University of Pittsburgh*

From Stigma to Redemption: Mitigating Negative Contagion in Consumer Response to Carceral Products

Iman Paul — *Camden School of Business, Rutgers University*
Ria Mishra — *Indian Institute of Management, Udaipur*
Smaraki Mohanty — *Love School of Business, Elon University*
Jeffrey Parker — *University of Illinois at Chicago*

Session 14 (Short)

AI Influencers and Social Impact

Human-AI influencer collaborations for brand promotions

Aishwarya Ramesh — *Goa Institute of Management*
Abdul Wahid Khan — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

AI-Generated Review Summaries and Consumer Judgment

Aun Ahmed — *IILM Lodhi Road*
Iffat Tarannum — *University of Inland Norway*

Effects of Synthetic Voice and Artificial Intelligence Disclosure on Consumer Perceived Credibility and Authenticity

Nikoolt Natalia Higuera — *School of Business Administration – Universidad del Rosario*
Juan Pablo Bedoya — *School of Business Administration – Universidad del Rosario*
Maryluz Camargo-Mendoza — *Human Communication Department - Universidad Nacional de Colombia*
Oscar Robayo-Pinzon — *School of Business Administration – Universidad del Rosario*

The Importance of Influencer Effort: Generative AI Use, Influencer Authenticity, and Purchase Intention

Priya Narayanan — *Indian Institute of Management Kozhikode*

When Consumers Know It's AI: The Moderating Role of Product Involvement and Brand Heritage on GenAI-Generated Brand Message Effectiveness

Chandni Sharma — *Netaji Subhas University of Technology*
Chhavi Luthra — *IMS Ghaziabad UC Campus*
Shiksha Kushwah — *Netaji Subhas University of Technology*

AI Capabilities and Consumer Engagement: A Systematic Review and Progressive Symbiosis Model

Bithindra Biswas — *Indian Institute of Management Kozhikode*
Joffi Thomas — *Indian Institute of Management Kozhikode*

Session 15 (Short)

AI Credibility and Consumer Responses

When AI Is Not Always Better: Consumer Preferences for AI Based and Rule Based Service Robots in Caregiving

Xingming Yang — *Neoma Business School*
Sumayya Shaikh — *Paris School of Business*
Robert Mai — *Grenoble Ecole de Management*

Adopting Generative AI: The Role of Generation Style in Ads for GenAI in Fostering Sense of Understanding

Yue Li — *Central University of Finance and Economics*
Chuang Wei — *Central University of Finance and Economics*
Qichao Zhu — *Central South University*

When AI Disclosure Becomes a Moral Brand Signal: Implications for Brand Communication

Wasif Islam Saad — *North South University*

Sustainable Menstrual Product Adoption: Environmental Norms v/s Social Norms

Rashmi Jain — *K J Somaiya Institute of Management, Somaiya Vidyavihar University*
Vartika Chaudhary Ramnani — *K J Somaiya Institute of Management, Somaiya Vidyavihar University*
Priya Kataria — *K J Somaiya Institute of Management, Somaiya Vidyavihar University*

The Reel Tipping Point: Effect of Layout Complexity, Kinetic Text, Mood on Time-Based Consumer Overload

Anuj Pal Kapoor — *School of Management and Entrepreneurship, Indian institute of Technology Jodhpur*
Varsha Jain — *ESSCA Paris*
Raveena Gupta — *Faculty of management Studies, University of Delhi*
Kush Mehta — *MICA*

Brand Gender, AI Advice, and Consumer Choice: Unpacking the Recommendation Effect

Anushka Goel — *Lal Bahadur Shastri Institute of Management*
Baby Chandra — *O.P. Jindal Global University*
Gopal Das — *IIM Bangalore*

Session 16 (Short)

Marketing, Retailing, and Pricing

Earning the Random: How Effort Shapes Expectations in Probabilistic Promotions

Ronak Singhania — *School of Management, Mahindra University*
Sanjeev Tripathi — *IIM Indore*

The Societal Cost of "Free": How Threshold-Based Free Delivery Promotions Drive Online Impulse Food Buying

Raghuram R — *SPJIMR*

Discount Now or Cashback Later? How Promotion Timing Affects Perceived Product Efficacy

Cailing Li — *School of Management, Lanzhou University*
Wumei Liu — *School of Management, Lanzhou University*
Yan Yan — *School of Management, Lanzhou University*

Consumer Responses to Expiry-based Promotions for Perishables

Bharati Lele — *Monash University*
Harmen Oppewal — *Monash University*
Kristian Rotaru — *Monash University*

How Reinforcements Shape Sustainable Brand Image in Quick Commerce

Rajarshi Debnath — *FORE School of Management, Delhi*
Garima Saxena — *Institute of Management Technology Ghaziabad*
Subhojit Sengupta — *Institute of Management Technology Ghaziabad*

Anthropomorphism in Services: An Interdisciplinary Hybrid review and Directions for Future Research

Arun Kumar Pal — *IIM Raipur*
Indirah Indibara — *IIM Raipur*

Session 17 (Short)

Attention, Perception, and Purchase Intentions

Leveraging the Past : How Heritage Branding Shapes Consumer Evaluation

Ananya Aparajita — *XLRI Xavier School of Management, Jamshedpur*
Debasis Pradhan — *T A Pai Management Institute*
Tapas Ranjan Moharana — *XLRI Xavier School of Management, Jamshedpur*

Too Good to Be Compared: When "Up to 100%" Turns Into a Liability

Rochak Khandelwal — *Indian Institute of Management Bangalore*
Midhila KS — *IIM Bangalore*
Tejaswi Kalaga — *Indian Institute of Management Bangalore*

Resolved not Rejected: Resolving Extreme Brand Alliance Incongruency Through Product Fit, Sensory Fit, and Symbolic Fit

Pretty Sharma — *Management Development Institute Gurgaon*
Arvind Sahay — *Management Development Institute Gurgaon*
Kishore Kumar Gangwani — *Management Development Institute Gurgaon*
Vaidyanathan Viswanathan Saunak — *Purdue University Fort Wayne*

Understanding the Role of Logo Size in Shaping Consumer Perceptions among Product Categories

Anneswa Bose — *Indian Institute of Technology Kharagpur*
Vikas Choudhary — *Institute of Management Technology, Nagpur*

Beyond Surprise: A systematic boundary analysis of serendipitous discovery research in digital retail

Upkar Singh — *Indian institute of management jammu*
Mahesh Gadekar — *Indian institute of management jammu*

Screening for Better Decisions: Learning as the Mechanism Linking Strategy to Quality

Rajani Ganesh Pillai — *North Dakota State University*
Xin He — *University of Central Florida*
Raj Echambadi — *Illinois Institute of Technology*

Session 18 (Short)

Luxury Consumption and Decision Making

SAMPLING AND PRICE DISCOVERY IN INDIAN TEA AUCTIONS

Nonu Sharma — *Indian Institute of Management Bangalore*
Sreelata Jonnalagedda — *Indian Institute of Management Bangalore*

From Wealth to Wisdom: Exploring Status

Sonja Prokopec — *ESSEC Business School - Campus de Singapour*
Christilene Duplessis — *Singapore Management University*
Sai Chand Chintala — *Singapore Management University*

How Many Ingredients Are Too Many? Quantifying the Inflexion Point of Choice Overload in Front-of-Pack Design

Raveena Gupta — *Faculty of management Studies, University of Delhi*
Arvind Sahay — *Management Development Institute Gurgaon*
Anuj Pal Kapoor — *School of Management and Entrepreneurship, Indian institute of Technology Jodhpur*
Yash Chakarvathy — *Centre for Behavioural Science and Neuroscience Lab, Management Development Institute, Gurgaon, India*

Luxury-Competence Paradox: Luxury Consumption Signals Lower Consumer Competence

Swati Garg — *Kellogg School of Business*
Maferima Toure-Tillery — *Kellogg School of Business*

The Future of the Sovereign Consumer: Societal Impacts of Identity Delegation and Agentic AI in Gen Z Luxury Consumption.

Achint Nigam — *Birla Institute of Technology and Science, Pilani*
Sourabh Arora — *IIT Roorkee*
Abhishek Behl — *Keele Business School, Keele University*

Tailoring Service Strategy in Indian Q-Commerce

Vikram Choudhary — *Goa Institute of Management*
Mauli Soni — *Goa Institute of Management*
Abhishek Naresh — *Goa Institute of Management*

The threat of death and the desire to compete: Influence of mortality salience on the evaluation of limited-edition exclusive luxuries

Nabanita Talukdar — *Saint Mary's College of California*
Esterina Nervino — *City University of Hong Kong*

Session 19 (Short)

Influencer Participation and Peer Effects

Let's Beat the Algorithm: Deceptive Influencer Practices in the Face of Platform Algorithms

Aparna Kansal — *Institute of Management Technology Ghaziabad*
Sourav Borah — *Indian Institute of Management, Ahmedabad*
Amalesh Sharma — *Texas A&M University*

Peer-to-Peer Collaborative Consumption, Environmental Regulation, and Sustainability in the Circular Economy

Tania Saha — *Assistant Professor*
Prasenjit Mandal — *Associate Professor*

What consumers don't think to ask: Decision structuring and its implications for preference measurement

Zhihao Zhang — *University of Virginia*
Sota Ichiba — *CyberAgent Inc.*

When Fandom Leads the Way: Brand Collaborations with Transgender Influencers and the Quiet Normalisation of Trans Inclusion

Sajith Narayanan — *FLAME University*

Effect of Homophily on Behavior on P2P Lending Platform

Akshay Jyothiram Iyer — *Indian Institute of Management Nagpur*
Adrija Majumdar — *Indian Institute of Management Ahmedabad*

Designing for Good: When Defaults Nudge, Stall, or Fail in Online Checkout Charity

Raghuram R — *SPJIMR*

Session 20 (Short)

Qualitative Inquiry and Consumer Knowledge

Learning to Act Together: BTS/ARMY and K-pop Fandom as a Transnational Site of Citizen-Consumer Formation

Kihyon Kim — *Sejong University*

Somatic Stakes: Bodily Proximity, Pain, and AI Information Authority

Kelli Frias — *American University*
Sarah Mady — *American University*

Defying the Algorithm: How Elderly Influencers Create Identity and Win Recognition

Dimple Agarwal — *Doctoral Scholar*
Geetha Mohan — *Indian Institute of Management Kozhikode*

CURRENCY CUES: THE ATTRIBUTES THAT INFLUENCE SAVING AND SPENDING PATTERNS IN INDIAN CURRENCY NOTES

Aquina — *IFMR GSB, KREA UNIVERSITY*
Jayasankar Ramanathan — *IFMR GSB, KREA UNIVERSITY*

At what point AI isn't a help anymore? Exploring Boundaries of AI Assistance in Fashion Design.

Rashmi Dyondi — *Assistant Professor, Manipal University Jaipur*
Bikramjit Ray Chaudhuri — *SP Jain Institute of Management & Research, India*

When Firms Hear But Do Not Listen: Expressive Voice and the Limits of Service Recovery

Priyanka Suresh — *T A Pai Management Institute*

Session 21 (Short)

AI, Technology, and Consumer Ethics

Beyond a Single Algorithmic Voice: How AI Plurality Enhances Consumer Autonomy in Ethical Consumption

Mehak Bharti — *Toronto Metropolitan University, Toronto, Canada*
Megha Bharti — *XLRI Xavier School of Management, Delhi-NCR campus*

Consumer Cynicism and AI-Mediated Prosocial Behavior in Nonprofit Contexts

Indirah Indibara — *IIM Raipur*

Diving into word-of-mouth: Spotlighting moderating effects of consumer relational bonds and service purchase relevance

Peter Voyer — *University of Windsor*

AI-Generated Storytelling, Sustainability Legitimacy and Luxury Consumer Decision-Making: An Indo-Asian Generation Y Perspective

Serena Rovai — *excelia business school*
Varsha Jain — *ESSCA Paris*
Satadruta Mookherjee — *Grenoble Ecole de Management*

Gender Fluidity and the Visibility Paradox of Social Media Engagement: Brand Authenticity and Perceived Social Risk

Xiaoyu Deng — *Kookmin University*
Jing Zhang — *Kookmin University*

Eco-Modern Masculinity and Sustainable Consumption: Can Green-Tech Subvert the Feminization of Sustainability?

Nazanin Khaksari — *University of Manitoba*
Namita Bhatnagar — *University of Manitoba*
Jieying Chen — *University of Manitoba*

Session 22 (Short)

Social Influence and Consumer Decision Models

When Social Mobility Meets Social Media: Joint Influences on Subjective Well-being

Yating Zhang — *Guangdong University of Foreign Studies*
Tingting Wang — *Guangdong University of Foreign Studies*

Governing Through Design: How Generative AI Platforms Shape User Trust and Brand Legitimacy

Ashwin B — *IÉSEG School of Management*
Soma Amol Dhaigude — *S.P. Jain Institute of Management & Research*
Abhishek Kumar Jha — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

From Information to Flourishing: The Role of Generative AI Assistants in Shaping Consumer Well-Being among Indian Gen Z

Dhruv Parmar — *SPJIMR*
Akarsh Mohapatra — *XIM University Bhubaneswar*
Subhajit Bhattacharya — *XIM University Bhubaneswar*

Who Bears the Cost of Platform Safety? Digital Vulnerability and WhatsApp

Vineeta Dwivedi — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

Role of Social and Political Characteristics in Shaping Voting Behavior at Bottom of Caste Hierarchy

Vikas Choudhary — *Institute of Management Technology, Nagpur*
Subhojit Sengupta — *Institute of Management Technology Ghaziabad*

From Living Rooms to Livestreams: Does Digital Involvement Displace or Complement Family Transmission in Fan Loyalty? Evidence from Taiwan Professional Baseball

Ting-Ting Chen — *Feng Chia University*

From What Is Said to How It Is Said: A Linguistic Communication Style Framework for Online Review Helpfulness

Kalpak Kulkarni — *Indian Institute of Technology Roorkee*

Session 23 (Short)

AI Bots, Morality, and Consumer Judgment

Switching Mindsets While Prompting: How Consumers Reconfigure Their Use of Generative AI

Atul Kumar — *MICA*

Matchmaking Bot: Enhancing Engagement in Online Dating

Anjali Singh — *XLRI Xavier School of Management, Jamshedpur*
Preety Mehta — *XLRI Xavier School of Management, Jamshedpur*
Tapas Ranjan Moharana — *XLRI Xavier School of Management, Jamshedpur*

Decoding Suggestions: How and When E-commerce Recommendations Influence Consumers

Preeti Virdi — *Indian Institute of Management Visakhapatnam*
Arti Kalro — *SJMSOM, Indian Institute of Technology Bombay*
Dinesh Sharma — *SJMSOM, Indian Institute of Technology Bombay*

From Moral Beauty to Moral Scrutiny: How Moral Transgressions Shape Consumer Responses to Purpose-Driven Brands

Neha Nair — *UCLA Anderson School of Management*
Sanjay Sood — *UCLA Anderson School of Management*

The Stoic Frontline Employee Scale: Conceptualization, Development, and Validation

Irfan Shamim — *T A Pai Management Institute; Manipal Academy of Higher Education (MAHE)*
Tathagata Ghosh — *Great Lakes Institute of Management Gurgaon.*
Sridhar Guda — *Indian Institute of Management Kozhikode*

Virtual Materialism: An Ontologically Differentiated Extension of the Materialism Construct

Srikant Manchiraju — *Florida State University*

Session 24 (Short)

Nonprofits, Prosocial Behavior, and Organizations

When Green Turns Red: The Double-Edged Sword of Environmental Sustainability when Brands Transgress

Anwesha Bandopadhyay — *Indian Institute of Management, Ahmedabad*
Nitika Garg — *UNSW Business School*
Sourav Borah — *Indian Institute of Management, Ahmedabad*
Soumya Mukhopadhyay — *Indian Institute of Management, Ahmedabad*

Capes and Caregivers: Superheroes as Drivers of Prosocial Behaviour

Bibek Guha Sarkar — *Indian Institute of Management Calcutta*
Saravana Jaikumar — *Indian Institute of Management Calcutta*

Branded Recommerce: How Brands Drive Sustainable Consumption of Pre-Owned Products

Stuti Agarwal — *Harvard Business School*
Elie Ofek — *Harvard Business School*
Raghabendra KC — *Rollins College*

Breadth or Depth? How Scope Structure Shapes Charitable Giving

Pritam Kumari — *School of Management, Mahindra University*

Carrying the Brand, Sustaining the Self: Employee-Brand Identity, Psychological Resourcefulness, and Frontline Employee Well-Being

Irfan Shamim — *T A Pai Management Institute; Manipal Academy of Higher Education (MAHE)*
Mukta Srivastava — *T A Pai Management Institute; Manipal Academy of Higher Education (MAHE)*
Ashish Kalra — *University of Dayton*
Meta Dev Prasad Murthy — *IIM Sambalpur*

Can Costs Increase Utility?Slacktivism, Gift Cards, and Pro-Social Behavior

Sai Siddharth VK — *bits pilani*
Sourav Borah — *Indian Institute of Management, Ahmedabad*

Session 25 (Short)

Retailing, Pricing, and Financial Decisions

Why the Same Discount Feels Different: Relative Position Effects in Probabilistic Promotions

Pritam Kumari — *School of Management, Mahindra University*
Sanjeev Tripathi — *IIM Indore*

Exploring Consmer Vulnerabiliy in Retail Mobile Apps

Erika Lázár — *Assistant Professor*
Krisztián Szűcs — *Associate Professor*
Nóra Kisfürjesi — *Assistant Professor*

Feeling Overwhelmed? Shopping Center Spatial Complexity and Consumer Exploration

Megha Parvathy Mohandas — *Monash University*
Harmen Oppewal — *Monash University*
Dewi Tojib — *Monash University*

The Joint Influence of Regulatory Focus and Physical Temperature on Charitable Giving

Huidi Lu — *Saïd Business School, University of Oxford*
Suhas Vijayakumar — *UCD Michael Smurfit Graduate Business School*
Tong Li — *University of Graz*
W. Yuna Yang — *UCD Michael Smurfit Graduate Business School*
Rong Ding — *Neoma Business School*

(Re)imagining a Circular Clothing Future: The Interplay of Object Attachment and Detachment

Olga Cieslak — *University of Glasgow*
Deirdre Shaw — *University of Glasgow*
Katherine Duffy — *University of Glasgow*
Stephanie Anderson — *University of Glasgow*

Why Do Consumers Buy on Impulse? A Meta-Analysis

Anshul Verma — *SPJIMR*
Amol Dhaigude — *SPJIMR*

Session 26 (Short)

Computational Social Science and NLP

The Next Frontier for Consumer Research: Translating Human Perception into Computational Environments

Canice M C Kwan — *University of Nottingham*

Preserving the Past: How Heritage Interpretation Content Shapes Tourists' Stewardship Behavioural Intention

Kiran Kumari — *Indian Institute of Management Bodh Gaya*
Chandan Parsad — *IIM Bodh Gaya*

When AI Steals the Spotlight: Evidence of a Vampire Effect in Generative AI Storytelling Advertising

Shweta Jha — *Indian Institute of Management Ranchi*
Abhishek Kumar Jha — *S.P. Jain Institute of Management and Research (SPJIMR), Mumbai*

From Loneliness to Consumption: Investigating Evidence from Online Consumer Narratives

Priya Bhardwaj — *SJMSOM, Indian Institute of Technology Bombay and Curtin University*
Arti Kalro — *SJMSOM, Indian Institute of Technology Bombay*

Disorder is better in uncertainty The visual entropy on blind box consumption

Yilin Huang — *Macao University of Science and Technology*

Round Table 1

Deans' Round Table

Repurposing Consumer Research for a New Era – Assessing Impact and Relevance

Suresh Ramanathan — *International Management Institute*
Varun Nagaraj — *SPJIMR*
Arvind Sahay — *Management Development Institute*
Ajit Parulekar — *Goa Institute of Management*
Ashok Banerjee — *Indian Institute of Management Udaipur*
Rishikesha T. Krishnan — *Ashoka University*
Debashis Pradhan — *T A Pai Management Institute*

Round Table 2

Social Impact Round Table

Consumer Research for Societal Impact: Better Marketing for a Better World

Shilpa Madan — *Singapore Management University*
Gita Johar — *Columbia University*
CB Bhattacharya — *University of Pittsburgh*
Dipankar Chakravarti — *Virginia Tech*
Mohamed Hussein — *Columbia University*
Antonia Krefeld-Schwalb — *Erasmus University*
Maayan Malter — *Hebrew University*
Leonard Lee — *National University of Singapore*
Shwetha Mariadassou — *Erasmus University*
Margaret Campbell — *UC, Riverside*
Vicki Morwitz — *Columbia University*
Akshay Rao — *University of Minnesota*
Dan Schley — *Erasmus University*
Kapil Tuli — *Singapore Management University*

Saturday, Jan 9, 2027

Session 1 (Long)

Persuasion, Choice, and Consumer Evaluation

Diversity and Persuasion: Why Consumers Prefer Abstract Message Framing with High-Diversity Ads

Nina Sayson — *New York University*
Andrea Bonezzi — *New York University*
Geeta Menon — *New York University*

Material Girl in a Material World: Does Person–Environment Fit in Materialism Matter for Social Connection?

Olaya Moldes — *Cardiff University*
Wenceslao Unanue — *Universidad Adolfo Ibáñez*
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Sudipta Mandal — *IIM Indore*

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Andrea Bonezzi — *New York University*

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Himanshu Mishra — *University of Utah*

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Ko de Ruyter — *King's College London*
Elisa Alt — *King's College London*

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Christian Arroyo-Mera — *University of South Florida*
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Nithya Murugan — *Department of Management Studies, National Institute of Technology Calicut*

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John Ford — *Old Dominion University*
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Kiran Karande — *Old Dominion University*
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Vidya Mahambare — *Great Lakes Institute of Management Chennai*
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Joydeep Srivastava — *Fox School of Business, Temple University*
Susan Mudambi — *Fox School of Business, Temple University*

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Sebastian Gabel — *Erasmus University Rotterdam*

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Neha Kaushik — *Research Associate, IIM Bangalore*
Nazia Gera — *Assistant Professor, FORE school of management, Delhi*
Gopal Das — *Associate Professor, IIM Bangalore*

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Gopal Das — *Associate Professor, IIM Bangalore*

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Agarwal, Dimple · Session 20 (Short, Jan 8)
Agarwal, Nidhi · Session 5 (Long, Jan 9)
Agarwal, Ruchika · CRI – Idea Conceptualization (Jan 7)
Agarwal, Stuti · Session 24 (Short, Jan 8)
Aggarwal, Ashita · Session 8 (Long, Jan 8)
Aggarwal, Pankaj · Session 4 (Long, Jan 9)
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Ahmed, Iqbal · Session 1 (Long, Jan 8)
Ajgaonkar, Mihir · Session 8 (Long, Jan 9)
Akella, Yashaswy · Session 6 (Long, Jan 8)
Albuquerque da Costa, Douglas Henrique · Session 18 (Short, Jan 9)
Alencar de Farias, Salomão · Session 18 (Short, Jan 9)
Alt, Elisa · Session 4 (Long, Jan 9)
Ambika, Anupama · Session 16 (Short, Jan 9)
An, Jake · Session 6 (Long, Jan 9)
An, Lam · Session 21 (Short, Jan 9)
Ananth · CRI – Idea Cultivation (Jan 7)
Anderson, Stephanie · Session 25 (Short, Jan 8)
Anurag, Aman · CRI – Idea Cultivation (Jan 7)
Anwar, Ali · Session 3 (Long, Jan 8)
Aparajita, Ananya · Session 17 (Short, Jan 8)
Aquina · Session 20 (Short, Jan 8)
Arad, Ayala · Session 11 (Long, Jan 9)
Argo, Jennifer · Session 9 (Long, Jan 8)
Arora, Sourabh · Session 18 (Short, Jan 8)
Arora, Sunny · CRI – Idea Cultivation (Jan 7); Session 3 (Long, Jan 8); Session 4 (Long, Jan 8); Session 8 (Long, Jan 9)
Arroyo-Mera, Christian · Session 5 (Long, Jan 9)
Askegaard, Søren · Session 8 (Long, Jan 9)

B

B, Ashwin · Session 22 (Short, Jan 8)
B, Chandni · Session 2 (Long, Jan 9)
Babazadeh, Zhara · Session 12 (Long, Jan 8)
Bagchi, Rajesh · Session 6 (Long, Jan 8); Session 7 (Long, Jan 8)
Baima, Gabriele · Session 16 (Short, Jan 9)
Bajaj, Chetan · CRI – Idea Conceptualization (Jan 7)
Bajaj, Nandini · CRI – Idea Conceptualization (Jan 7)
Bandodkar, Chetali · Session 21 (Short, Jan 9)
Bandopadhyay, Anwesha · Session 24 (Short, Jan 8)
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Bansal, Prateek · Session 7 (Long, Jan 8)
Basheer, Ajmal · Session 23 (Short, Jan 9)
Baskol, Ece · CRI – Idea Conceptualization (Jan 7)
Bastos, Wilson · Session 9 (Long, Jan 8)
Basu, Rituparna · Session 19 (Short, Jan 9)
Basu, Shankha · Session 11 (Long, Jan 9)
Bawa, Ravneet · Session 4 (Long, Jan 8)
Bedoya, Juan Pablo · Session 14 (Short, Jan 8)
Behl, Abhishek · Session 18 (Short, Jan 8)
Belk, Russell · Session 12 (Long, Jan 9)
Benartzi, Shlomo · Session 5 (Long, Jan 8)
Bharadwaj, Ansh · CRI – Idea Conceptualization (Jan 7)
Bharadwaj, Anupama · CRI – Idea Conceptualization (Jan 7)
Bhardwaj, Priya · Session 26 (Short, Jan 8)
Bharti, Megha · Session 21 (Short, Jan 8)
Bharti, Mehak · Session 21 (Short, Jan 8)
Bhatnagar, Kushagra · Session 15 (Short, Jan 9)
Bhatnagar, Namita · Session 21 (Short, Jan 8)
Bhattacharjee, Kaushik · Session 5 (Long, Jan 8)
Bhattacharya, Subhajit · CRI – Idea Conceptualization (Jan 7); Session 22 (Short, Jan 8); Session 19 (Short, Jan 9)
Bhosle, Lovesh · Session 16 (Short, Jan 9)
Bijlani, Ashish · Session 2 (Long, Jan 9)
Biswas, Bithindra · Session 14 (Short, Jan 8)
Biswas, Dipayan · Session 10 (Long, Jan 9); Session 5 (Long, Jan 9)
Boesen, Sabine · Session 12 (Long, Jan 9)
Bonezzi, Andrea · Session 1 (Long, Jan 9); Session 3 (Long, Jan 9)
Borah, Sourav · Session 19 (Short, Jan 8); Session 24 (Short, Jan 8)
Bose, Anneswa · Session 17 (Short, Jan 8)
Bose, Damini · CRI – Idea Conceptualization (Jan 7)
Botelho, Delane · CRI – Idea Conceptualization (Jan 7)
Boukis, Achilleas · CRI – Idea Conceptualization (Jan 7)
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Briley, Donnel · Session 6 (Long, Jan 9)
Burt, Emilie · Session 20 (Short, Jan 9)
Buyalskaya, Anastasia · Session 3 (Long, Jan 8)
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C

Calderón Urbina, Susan · Session 20 (Short, Jan 9)
Camargo-Mendoza, Maryluz · Session 14 (Short, Jan 8)
Cao, Jiaqi · Session 6 (Long, Jan 8)
Cao, Shucheng · CRI – Idea Conceptualization (Jan 7)
Chakarvathy, Yash · Session 18 (Short, Jan 8)
Chakraborty, Amrita · Session 16 (Short, Jan 9)
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Chakravarti, Dipankar · Session 1 (Long, Jan 8)
Chandra, Baby · Session 15 (Short, Jan 8)
Chatterjee, Subimal · Session 5 (Long, Jan 9)
Chaturvedi, Morvi · Session 12 (Long, Jan 9)
Chaturvedi, Rijul · CRI – Idea Cultivation (Jan 7)
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Chaudhary, Amit · CRI – Idea Cultivation (Jan 7)
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Chintala, Sai Chand · Session 18 (Short, Jan 8)
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Cieslak, Olga · Session 25 (Short, Jan 8)
Cinelli, Melissa · Session 22 (Short, Jan 9)
Clegg, Melanie · Session 23 (Short, Jan 9)
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D

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Dansiri, Warapon · CRI – Idea Conceptualization (Jan 7)
Danziger, Shai · Session 11 (Long, Jan 9); Session 6 (Long, Jan 9)
Das, Gopal · Session 15 (Short, Jan 8); Session 10 (Long, Jan 9); Session 11 (Long, Jan 9); Session 12 (Long, Jan 9)
Daskalopoulou, Athanasia · Session 19 (Short, Jan 9)
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Deng, Xiaoyu · Session 21 (Short, Jan 8)
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Dhaigude, Soma Amol · Session 22 (Short, Jan 8)
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Di Muro, Fabrizio · Session 21 (Short, Jan 9)
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Ding, Yu · Session 9 (Long, Jan 9); Session 4 (Long, Jan 9); Session 6 (Long, Jan 9); Session 24 (Short, Jan 9)
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Duplessis, Christilene · Session 18 (Short, Jan 8)
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Dyondi, Rashmi · Session 20 (Short, Jan 8)

E

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Erevelles, Anthony · Session 21 (Short, Jan 9)
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Fowler, Jie · Session 14 (Short, Jan 9)
Frias, Kelli · Session 20 (Short, Jan 8)

G

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Gangwani, Kishore Kumar · Session 17 (Short, Jan 8)
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Gao, Leilei · Session 11 (Long, Jan 9)
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Garg, Swati · Session 18 (Short, Jan 8)
Gau, Roland · Session 18 (Short, Jan 9)
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Gera, Nazia · Session 10 (Long, Jan 9)
Ghose, Debashish · Session 9 (Long, Jan 9)
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Gill, Tripat · Session 3 (Long, Jan 8)
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Goenka, Shreyans · Session 13 (Long, Jan 8)
Grewal, Dhruv · Session 6 (Long, Jan 8)
Grossman, Ori · Session 14 (Short, Jan 9)
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Guo, Xiaowei · Session 12 (Long, Jan 8)
Guo, Yuqi · Session 13 (Long, Jan 8)
Gupta, Damini Goyal · Session 15 (Short, Jan 9)
Gupta, Debjit · Session 5 (Long, Jan 9)
Gupta, Nikita · Session 5 (Long, Jan 8)
Gupta, Prateek · Session 7 (Long, Jan 8)
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H

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Han, Wenna · Session 5 (Long, Jan 9)
Harrison, Kristina · Session 7 (Long, Jan 9)
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Hempel, Anna-Maria · Session 22 (Short, Jan 9)
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Higuera, Nikoolt Natalia · Session 14 (Short, Jan 8)
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Hosany, Shaheen · Session 12 (Long, Jan 8)
Howard, Chuck · Session 12 (Long, Jan 9)
Hsee, Christopher · Session 8 (Long, Jan 8); Session 10 (Long, Jan 8)

Hsieh, Meng-Hua · Session 12 (Long, Jan 8)
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Hurley, R. Andrew · Session 5 (Long, Jan 9)

I

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Indibara, Indirah · Session 16 (Short, Jan 8); Session 21 (Short, Jan 8); Session 23 (Short, Jan 9)
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J

Jaikumar, Saravana · Session 24 (Short, Jan 8); Session 17 (Short, Jan 9)
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Jain, Tanisha · Session 22 (Short, Jan 9)
Jain, Varsha · Session 21 (Short, Jan 8); Session 15 (Short, Jan 8); Session 7 (Long, Jan 9); Session 15 (Short, Jan 9); Session 19 (Short, Jan 9)
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Janakiraman, Ram · Session 5 (Long, Jan 8)
Jayakumar, Tulsi · Session 3 (Long, Jan 8)
Jenkins, Khalia · Session 10 (Long, Jan 9)
Jha, Abhishek Kumar · Session 1 (Long, Jan 8); Session 22 (Short, Jan 8); Session 26 (Short, Jan 8)
Jha, Shweta · Session 26 (Short, Jan 8)
Jha, Subhash · Session 7 (Long, Jan 8)
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K

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Kalro, Arti · Session 23 (Short, Jan 8); Session 26 (Short, Jan 8); Session 21 (Short, Jan 9)
Kamath, Renuka · CRI – Idea Cultivation (Jan 7); Session 13 (Short, Jan 9)
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Kansal, Aparna · Session 19 (Short, Jan 8)
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Kataria, Priya · Session 15 (Short, Jan 8)
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Kaur, Tavleen · Session 3 (Long, Jan 9)
Kaushik, Neha · Session 10 (Long, Jan 9); Session 11 (Long, Jan 9); Session 12 (Long, Jan 9)
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Khan, Abdul Wahid · Session 14 (Short, Jan 8)
Khandelwal, Rochak · Session 13 (Long, Jan 8); Session 17 (Short, Jan 8)
Khanna, Karman · Session 16 (Short, Jan 9)
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Khatri, Neha · CRI – Idea Conceptualization (Jan 7)
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Kim, Kihyon · Session 20 (Short, Jan 8)
Kim, Soo · Session 8 (Long, Jan 8)
Kim, Yeseul · Session 10 (Long, Jan 9)
Kisfürjesi, Nóra · Session 25 (Short, Jan 8)
Knutsson, Emma · Session 21 (Short, Jan 9)
Kopalle, Praveen · Session 6 (Long, Jan 8)
Korpal, Sanjna · Session 17 (Short, Jan 9)
Krefeld-Schwalb, Antonia · Session 9 (Long, Jan 9)
Krishna, Malay · Session 8 (Long, Jan 9)
Krishna, S · Session 7 (Long, Jan 9)
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Kumar, Bipul · Session 13 (Short, Jan 9)
Kumar, Harish · Session 2 (Long, Jan 8)
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Kumargeri, Amogh · CRI – Idea Conceptualization (Jan 7); CRI – Idea Cultivation (Jan 7); Session 17 (Short, Jan 9)
Kumari, Kiran · CRI – Idea Conceptualization (Jan 7); Session 26 (Short, Jan 8)
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L

Lamprinakos, Grigorios · CRI – Idea Conceptualization (Jan 7)
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Lee, Leonard · Session 7 (Long, Jan 8)
Lele, Bharati · Session 16 (Short, Jan 8)
Levi, Shai · Session 6 (Long, Jan 9)
Levine, David · Session 8 (Long, Jan 9)
Li, Cailing · Session 16 (Short, Jan 8)
Li, Ran · Session 4 (Long, Jan 9)
Li, Tong · Session 25 (Short, Jan 8)

Li, Tongmao · Session 6 (Long, Jan 9)
Li, Xiangchen · Session 10 (Long, Jan 9)
Li, Xiaoan · Session 22 (Short, Jan 9)
Li, Xilin · Session 8 (Long, Jan 8)
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Liu, Peggy · Session 13 (Long, Jan 8)
Liu, Shengyan · Session 18 (Short, Jan 9)
Liu, Wumei · Session 16 (Short, Jan 8); Session 20 (Short, Jan 9); Session 14 (Short, Jan 9)
Lu, Huidi · Session 25 (Short, Jan 8)
Luan, Shujie · Session 7 (Long, Jan 8)
Luthra, Chhavi · Session 14 (Short, Jan 8)

M

Madan, Shilpa · Session 11 (Long, Jan 9)
Mady, Sarah · Session 20 (Short, Jan 8)
Maeng, Ahreum · Session 23 (Short, Jan 9)
Mahambare, Vidya · Session 8 (Long, Jan 9)
Mahasuar, Kiran · Session 21 (Short, Jan 9)
Mahmood, Ammara · Session 3 (Long, Jan 8)
Mai, Robert · Session 15 (Short, Jan 8)
Majumdar, Adrija · Session 19 (Short, Jan 8)
Maksimenko, Vladimir · Session 7 (Long, Jan 8)
Malampallayil, Savisesh · Session 20 (Short, Jan 9)
Malshe, Ashwin · Session 9 (Long, Jan 9); Session 3 (Long, Jan 9)
Manchiraju, Srikant · Session 23 (Short, Jan 8); Session 17 (Short, Jan 9)
Mandal, Prasenjit · Session 19 (Short, Jan 8)
Mandal, Sudipta · Session 1 (Long, Jan 9)
Mann, Joseph · Session 14 (Short, Jan 9)
Mariadassou, Shwetha · Session 24 (Short, Jan 9)
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Mathur, Praghya · Session 12 (Long, Jan 8)
Maulidina, Adis · CRI – Idea Cultivation (Jan 7)
Mehta, Kush · Session 15 (Short, Jan 8)
Mehta, Preety · Session 23 (Short, Jan 8)
Mehta, Ravi · Session 5 (Long, Jan 9)
Meng, Yan · Session 10 (Long, Jan 9)
Menon, Geeta · Session 1 (Long, Jan 9); Session 3 (Long, Jan 9)
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Miglani, Varun · CRI – Idea Cultivation (Jan 7)
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Mishra, Tatsita · Session 15 (Short, Jan 9)
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Mittal, Ayush · Session 20 (Short, Jan 9)
Mittal, Vikas · Session 9 (Long, Jan 9)
Mohan, Geetha · Session 20 (Short, Jan 8); Session 16 (Short, Jan 9)
Mohandas, Megha Parvathy · Session 25 (Short, Jan 8)
Mohanty, Smaraki · Session 13 (Long, Jan 8); Session 13 (Short, Jan 9)
Mohapatra, Akarsh · Session 22 (Short, Jan 8); Session 19 (Short, Jan 9)
Moharana, Tapas Ranjan · Session 4 (Long, Jan 8); Session 17 (Short, Jan 8); Session 23 (Short, Jan 8); Session 20 (Short, Jan 9)
Mohr, Iris · Session 17 (Short, Jan 9)
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Molnar, Zsofia · Session 14 (Short, Jan 9)
Monga, Chetna · Session 2 (Long, Jan 8)
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Moorthy, Janakiraman · CRI – Idea Conceptualization (Jan 7); CRI – Idea Cultivation (Jan 7)
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Mukhopadhyay, Soumya · Session 24 (Short, Jan 8)
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Murugan, Nithya · Session 7 (Long, Jan 9)
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N

Nagaraj, Arati · Session 8 (Long, Jan 9)
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Naresh, Abhishek · Session 18 (Short, Jan 8)
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Ng, Sharon · Session 11 (Long, Jan 9)
Nie, Xiaodong · Session 9 (Long, Jan 8)
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O

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Oppewal, Harmen · Session 16 (Short, Jan 8); Session 25 (Short, Jan 8); Session 10 (Long, Jan 9)
Osburg, Victoria · Session 7 (Long, Jan 8)

P

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Pan, Yinjie · Session 7 (Long, Jan 8)
Pancer, Ethan · Session 1 (Long, Jan 8)
Pandelaere, Mario · Session 2 (Long, Jan 9)
Pandey, Arpita · Session 11 (Long, Jan 8)
Pang, Yuting · Session 2 (Long, Jan 9)
Pangarkar, Aniruddha · Session 14 (Short, Jan 9); Session 15 (Short, Jan 9)
Pani, Prabhat · Session 8 (Long, Jan 9)
Park, Gayoung · Session 7 (Long, Jan 8)

Park, Jen · Session 24 (Short, Jan 9)
Parker, Jeffrey · Session 13 (Long, Jan 8)
Parmar, Dhruv · Session 22 (Short, Jan 8)
Parsad, Chandan · CRI – Idea Conceptualization (Jan 7); CRI – Idea Cultivation (Jan 7); Session 26 (Short, Jan 8)
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Patel, Jayesh · Session 15 (Short, Jan 9)
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Pera, Rebecca · Session 16 (Short, Jan 9)
Pereira, Beatriz · Session 10 (Long, Jan 9)
Pigac, Tilen · Session 16 (Short, Jan 9)
Pillai, Rajani Ganesh · Session 17 (Short, Jan 8)
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R

R B, Anagha · Session 14 (Short, Jan 9)
R, Raghuram · CRI – Idea Cultivation (Jan 7); Session 8 (Long, Jan 8); Session 16 (Short, Jan 8); Session 19 (Short, Jan 8)
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Rajesh, Dr · Session 7 (Long, Jan 8)
Raju, Sekar · Session 10 (Long, Jan 8)
Rakshit, Krishanu · Session 2 (Long, Jan 8)
Ramalingam, Mahesh · Session 20 (Short, Jan 9)
Ramanathan, Jayasankar · Session 20 (Short, Jan 8)
Ramesh, Aishwarya · Session 14 (Short, Jan 8)
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Rathi, Rubal · Session 15 (Short, Jan 9)
Rawat, Gargi · Session 18 (Short, Jan 9)
Ray Chaudhuri, Bikramjit · Session 20 (Short, Jan 8)
Reeder, James · Session 23 (Short, Jan 9)
Reiff, Joseph · Session 4 (Long, Jan 9)
Reyes, Valentina · Session 1 (Long, Jan 9)
Rishika, Rishika · Session 5 (Long, Jan 8)
Robayo-Pinzon, Oscar · Session 14 (Short, Jan 8)
Rotaru, Kristian · Session 16 (Short, Jan 8)
Rovai, Serena · Session 21 (Short, Jan 8)
Roy, Debashree · Session 20 (Short, Jan 9)
Roy, Kajori · CRI – Idea Conceptualization (Jan 7)
Roy, Sheila · Session 2 (Long, Jan 8)
Roy, Subhadip · Session 19 (Short, Jan 9)

S

S, Abhishek · CRI – Idea Cultivation (Jan 7)
Saad, Wasif Islam · Session 15 (Short, Jan 8)
Sadiq, Muhammad Ahsan · CRI – Idea Conceptualization (Jan 7)
Saha, Kushal · Session 2 (Long, Jan 8)
Saha, Tania · Session 19 (Short, Jan 8)
Sahay, Arvind · Session 18 (Short, Jan 8); Session 17 (Short, Jan 8)
Salunke, Parth · Session 15 (Short, Jan 9)
Sarkar, Ritomaitree · Session 12 (Long, Jan 8)
Savani, Krishna · Session 11 (Long, Jan 9)
Sawhney, Gargi · Session 2 (Long, Jan 9)
Saxena, Garima · CRI – Idea Cultivation (Jan 7); Session 16 (Short, Jan 8)
Sayson, Nina · Session 1 (Long, Jan 9); Session 3 (Long, Jan 9)
Sehgal, Surabhi · Session 24 (Short, Jan 9)
Sekhri, Sukriti · Session 3 (Long, Jan 9)
Sen, Sandipan · Session 14 (Short, Jan 9); Session 15 (Short, Jan 9)
Sengupta, Subhojit · Session 16 (Short, Jan 8); Session 22 (Short, Jan 8)
Sevilla, Julio · Session 6 (Long, Jan 8)
Shah, Arpit · Session 11 (Long, Jan 8)
Shah, Harsh · Session 2 (Long, Jan 9)
Shaikh, Sumayya · Session 15 (Short, Jan 8); Session 13 (Short, Jan 9); Session 19 (Short, Jan 9)
Shamim, Irfan · Session 23 (Short, Jan 8); Session 24 (Short, Jan 8)
Sharkey, Steve · Session 1 (Long, Jan 8)
Sharma, Abhishika · CRI – Idea Conceptualization (Jan 7)
Sharma, Amalesh · Session 19 (Short, Jan 8)
Sharma, Chandni · Session 14 (Short, Jan 8)
Sharma, Deepshika · CRI – Idea Cultivation (Jan 7)
Sharma, Dinesh · Session 23 (Short, Jan 8)
Sharma, Madhur · CRI – Idea Conceptualization (Jan 7); Session 1 (Long, Jan 8)
Sharma, Mayank · CRI – Idea Conceptualization (Jan 7)
Sharma, Nitika · Session 18 (Short, Jan 9)
Sharma, Nonu · CRI – Idea Cultivation (Jan 7); Session 18 (Short, Jan 8)
Sharma, Pretty · Session 17 (Short, Jan 8)
Sharma, Priyanka · CRI – Idea Conceptualization (Jan 7)
Sharma, Ruppal W. · Session 24 (Short, Jan 9); Session 13 (Short, Jan 9)
Shaw, Deirdre · Session 25 (Short, Jan 8)
Shetty, Ankitha · Session 15 (Short, Jan 9)
Shetty, Shreenath · Session 16 (Short, Jan 9)
Shimpi, Siddharth · Session 15 (Short, Jan 9)
Shinde, Saurabh · Session 2 (Long, Jan 8)
Shrestha · CRI – Idea Cultivation (Jan 7); Session 17 (Short, Jan 9)
Shrivastava, Priyanka · Session 19 (Short, Jan 9)
Shu, Stephen · Session 5 (Long, Jan 8)
Siemens, Jennifer · Session 5 (Long, Jan 9)
Sim, Samantha · Session 12 (Long, Jan 9)
Sindhu, Pranay · Session 20 (Short, Jan 9)
Singh, Anjali · Session 4 (Long, Jan 8); Session 23 (Short, Jan 8)
Singh, Anuradha · CRI – Idea Cultivation (Jan 7)
Singh, Guninder Pal · Session 18 (Short, Jan 9)
Singh, Pragati · Session 6 (Long, Jan 8)

Singh, Shubhranshu · Session 7 (Long, Jan 8)
Singh, Upkar · Session 17 (Short, Jan 8)
Singhania, Ronak · CRI – Idea Cultivation (Jan 7); Session 3 (Long, Jan 8); Session 16 (Short, Jan 8)
Singhania, Sneh · Session 11 (Long, Jan 9)
Sivakumaran, Bharadhwaj · Session 2 (Long, Jan 8
Soni, Mauli · Session 18 (Short, Jan 8)
Sood, Sanjay · Session 23 (Short, Jan 8)
Sow, Mamadou Sanoussy · CRI – Idea Conceptualization (Jan 7)
Srivastava, Joydeep · Session 9 (Long, Jan 9)
Srivastava, Medha · CRI – Idea Conceptualization (Jan 7)
Srivastava, Mukta · Session 24 (Short, Jan 8)
Srivastava, Nupur · CRI – Idea Cultivation (Jan 7)
Srivastava, Santosh Kumar · CRI – Idea Cultivation (Jan 7)
Srivastava, Vartika · Session 2 (Long, Jan 9); Session 23 (Short, Jan 9)
Srivatsava, Arti · Session 8 (Long, Jan 9)
Sun, Liling · CRI – Idea Conceptualization (Jan 7)
Suresh, Priyanka · Session 20 (Short, Jan 8)
Szocs, Courtney · Session 10 (Long, Jan 9); Session 5 (Long, Jan 9)
Szűcs, Krisztián · Session 25 (Short, Jan 8)

T

Tahora, Surya · Session 4 (Long, Jan 8)
Talke, Katrin · Session 22 (Short, Jan 9)
Talukdar, Nabanita · Session 18 (Short, Jan 8)
Tangri, Karun · Session 18 (Short, Jan 9)
Tapadiya, Anjali · Session 12 (Long, Jan 9)
Tarannum, Iffat · Session 14 (Short, Jan 8)
Tatavarthy, Aruna · Session 5 (Long, Jan 9)
Tavor, Jacob Shay · Session 14 (Short, Jan 9)
Tawde, Swapnil · Session 13 (Short, Jan 9); Session 18 (Short, Jan 9)
Tetik, Ozlem · Session 5 (Long, Jan 8)
Thakur, Jay Kumar · Session 13 (Short, Jan 9)
Thomas, Joffi · Session 14 (Short, Jan 8)
Thorbjørnsen, Helge · Session 5 (Long, Jan 9)
Thota, Sweta · Session 7 (Long, Jan 9); Session 23 (Short, Jan 9)
Todorovic, Daniel · Session 2 (Long, Jan 9)
Tojib, Dewi · Session 25 (Short, Jan 8)
Torres Talayero, Julian · Session 4 (Long, Jan 9)
Toure-Tillery, Maferima · Session 18 (Short, Jan 8)
Tripathi, Sanjeev · CRI – Idea Conceptualization (Jan 7); CRI – Idea Cultivation (Jan 7); Session 3 (Long, Jan 8); Session 11 (Long, Jan 8); Session 13 (Long, Jan 8); Session 16 (Short, Jan 8); Session 25 (Short, Jan 8); Session 1 (Long, Jan 9)

U

Unanue, Wenceslao · Session 1 (Long, Jan 9)
Utkarsh, Shreyansh · CRI – Idea Conceptualization (Jan 7)

V

Valenzuela, Ana · Session 6 (Long, Jan 8); Session 10 (Long, Jan 9)
Varma S, Neeraja · Session 1 (Long, Jan 8)
Velasco, Franklin · Session 12 (Long, Jan 8)
Venkatanagarajan, V · Session 2 (Long, Jan 8)
Venkatraman, Vinod · Session 10 (Long, Jan 8)
Verma, Anshul · Session 25 (Short, Jan 8)
Verma, Sanjeev · Session 2 (Long, Jan 9); Session 23 (Short, Jan 9)
Vijayakumar, Suhas · Session 25 (Short, Jan 8)
Vijayalakshmi, Akshaya · CRI – Idea Cultivation (Jan 7)
Vinoo, Poornima · Session 6 (Long, Jan 9)
Virdi, Preeti · Session 23 (Short, Jan 8)
Viswanathan Saunak, Vaidyanathan · Session 10 (Long, Jan 8); Session 17 (Short, Jan 8)
Viswanathan, Madhubalan · Session 8 (Long, Jan 9)
VK, Sai Siddharth · Session 5 (Long, Jan 8); Session 24 (Short, Jan 8)
Voyer, Peter · Session 21 (Short, Jan 8)

W

Wadhwani, Riya · CRI – Idea Cultivation (Jan 7); Session 15 (Short, Jan 9)
Wang, Li · Session 10 (Long, Jan 8)
Wang, Lili · Session 2 (Long, Jan 9)
Wang, Lu · Session 14 (Short, Jan 9)
Wang, Luming · Session 21 (Short, Jan 9); Session 24 (Short, Jan 9)
Wang, Shu · Session 10 (Long, Jan 8)
Wang, Tingting · Session 22 (Short, Jan 8)
Wang, Xuefeng · Session 20 (Short, Jan 9)
Wei, Chuang · CRI – Idea Cultivation (Jan 7); Session 15 (Short, Jan 8)
Wei, Sharon · Session 9 (Long, Jan 9)
Weiss, Liad · Session 9 (Long, Jan 8)
Willert, Kristoffer Balslev · Session 8 (Long, Jan 9)
Winterich, Karen · Session 9 (Long, Jan 8); Session 13 (Long, Jan 8); Session 4 (Long, Jan 9)

X

Xia, Wantong · Session 22 (Short, Jan 9)
Xie, Yufeng · Session 6 (Long, Jan 9)
Xin, Qingyao · Session 7 (Long, Jan 8)
Xu, Lidan · Session 5 (Long, Jan 9)
Xue, Min · Session 21 (Short, Jan 9)

Y

Yan, Yan · Session 16 (Short, Jan 8)
Yang, W. Yuna · Session 25 (Short, Jan 8)
Yang, Xingming · Session 15 (Short, Jan 8); Session 13 (Short, Jan 9)
Yang, Zhiyong · Session 9 (Long, Jan 8); Session 12 (Long, Jan 8)
Yang, Ziyi · Session 6 (Long, Jan 9)
Ye, Xingxing · Session 20 (Short, Jan 9)
Yoganathan, Vignesh · Session 7 (Long, Jan 8)
Yuan, May · Session 11 (Long, Jan 9)

Z

Zala, Dhruven · Session 21 (Short, Jan 9)
Zand, Mohammad · CRI – Idea Conceptualization (Jan 7)
Zeng, Ying · Session 8 (Long, Jan 8)
Zhang, Bin · Session 7 (Long, Jan 8)
Zhang, Eileen · Session 6 (Long, Jan 9)
Zhang, Hui · Session 10 (Long, Jan 8)
Zhang, Jing · Session 21 (Short, Jan 8); Session 21 (Short, Jan 9); Session 22 (Short, Jan 9); Session 13 (Short, Jan 9); Session 18 (Short, Jan 9)
Zhang, Jingyi · Session 9 (Long, Jan 8)
Zhang, Kuangjie · Session 8 (Long, Jan 8)
Zhang, Li · Session 10 (Long, Jan 8)

Zhang, Meng · Session 4 (Long, Jan 9)
Zhang, Wenzhuo · Session 15 (Short, Jan 9)
Zhang, Yating · Session 22 (Short, Jan 8)
Zhang, Yinlong · Session 7 (Long, Jan 8); Session 9 (Long, Jan 8)
Zhang, Zhihao · Session 19 (Short, Jan 8); Session 1 (Long, Jan 9)
Zheng, Lei · CRI – Idea Conceptualization (Jan 7)
Zhou, Xiaoqing · Session 13 (Short, Jan 9)
Zhu, Meng · Session 2 (Long, Jan 9)
Zhu, Qichao · Session 15 (Short, Jan 8)
Ziano, Ignazio · Session 19 (Short, Jan 9)