The Discipline of Marketing invites you to the

Decision Making and Behavioural Research Symposium & Workshop – Experimental Design

Overview: This one-day seminar and workshop will bring together behavioral researchers who are passionate about quantitative consumer research; especially that related to experimental design and decision making. This method is widely used for disciplines of Finance, Marketing, Organizational Behavior, International Business, Cultural Studies, and Social Psychology.

The seminar and workshop will be led by the pre-eminent academic Professor Zeynep Gürhan-Canli, Migros Professor of Marketing at Koç University, Turkey and Associate Editor for Journal of Consumer Psychology, the International Journal of Research in Marketing and previously Journal of Consumer Research, leading journals in behavioral consumer research.

The aim is to highlight new directions for behavioral and decision-making research in terms of theoretical framings, manuscript structures, research questions and methods. Examples of best-practice work will be presented during the morning session. The after-lunch session will be devoted to writing and publishing research. In the final session, individual research projects/manuscripts will be the focus of small group discussions lead by experienced mentor/s.

Professor Zeynep Gürhan-Canli completed her Ph.D. in marketing at New York University Stern School of Business. Prior to joining Koç University, she was a faculty member at Ross School of Business, University of Michigan for nine years. Her recent research focuses on consumer information processing in relation to corporate image (corporate social responsibility, company crisis) and consumer spending (overspending, withholding consumption) and branding (brand relationships, co-branding, brand extensions). She has published several articles in leading academic journals such as Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology and Journal of Academy of Marketing Science. In addition to her role as Associate Editor, she is on the Editorial Review Boards of the Journal of Consumer Research, Journal of Marketing, and Journal of International Marketing.
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When

Friday 1 September 2017
9am – 6:30pm

Where

The Refectory, Level 5
The University of Sydney Business School
21-25 Codrington Street
Darlington NSW 2008

RSVP
by Wednesday 30 August

Michelle Cartwright
michelle.cartwright@sydney.edu.au
T 02 9036 9688

Map

The University of Sydney Business School

Event Dinner

Please let us know if you wish to attend the self-funded drinks & meal following the Workshop. We will send you a confirmation email with details.
Donnel argues that the debate over cultural differences would be greatly elucidated if cultural lenses are not always conceptualized as chronic dispositional traits but rather as dynamic cognitive states. Rather than debating the general presence or absence of cultural differences, the current research focuses on a factor that carries culture to the fore of a decision maker’s mind, resulting in cultural differences that would not be exhibited were the same decisions made under different conditions. I present studies from different projects to support this “dynamic” conceptualization of cultural influence.
2.30pm – 4:30 pm  Behavioural Research, Decision Making and Experimental Design
Research Presentations

**Title:** Waiting to Give: Stated and Revealed Preferences  
**Authors:** Ashley C Craig, Professor Ellen Garbarino, Dr Stephanie A Heger, Professor Robert Slonim  
**Speaker:** Professor Ellen Garbarino

**Abstract:** We explore the effect of waiting on consumer satisfaction and behaviour; examining not only the traditional effects of waiting on satisfaction and future intention, but also on actual return behaviour. As the hot-cold empathy gap predicts, the emotions experienced during the wait affect the proximal outcome measures, satisfaction and future intentions, but do not affect the actual return behaviour. Actual return is only affected by the prior wait duration. Waiting has a significant longer-term social cost: a 38% increase (equivalent to one standard deviation) in the average wait would result in a 10% decrease in donations per year.

**Title:** Role of Touch in Choice Overload Caused by Large Assortments  
**Authors:** Dr Nguyen T. Thai and Dr Ülkü Yüksel  
**Speaker:** Dr Nguyen T. Thai

**Abstract:** The effects of haptic inputs on consumers’ preference for large assortments when selecting an option from different assortment sizes is investigated. Experiments reveal that physically touching or imagining touching (i.e., haptic imagery) eliminates negative choice overload effects caused by large assortments. Findings have implications for retailers and online retailers as to how to display and announce their products, and expand our current understanding of the literature on haptic and choice overload.
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**Title:** Recruiting Regulatory Support: Strategic Emotion Expression to Influence Social Input in Emotion Regulation  
**Authors:** Dr Christina I. Anthony and Associate Professor Alexander Fedorikhin, *Kelley School of Business, Indiana University*  
**Speaker:** Dr Christina Anthony

**Abstract:** Building on work highlighting the social signaling role of emotions, the current research investigates how people strategically manage their emotional displays to encourage – or *discourage* – the provision of beneficial, yet potentially costly, emotion regulation support. Across a series of studies, we show that people’s tendency to express their negative feelings more (less) openly as a means of encouraging (limiting) regulatory contributions from others, is based on the interplay of the availability of listener support and perceived emotion self-regulation difficulty. Further, we examine how manipulating the normative appropriateness of the exchange context and varying individuals’ dependence on the listener’s responses can limit people’s tendency to openly share their negative feelings with supportive others. Our findings provide a new understanding of how individuals can shape social influences on emotion regulation through strategic emotion expression.

4:30pm – 4:45pm  
**Refreshment Break**

4:45pm - 6.30pm  
**Quantitative Research Manuscript Development Workshop**

**Brainstorming with Mentors and Peers:** Professor Zeynep Gürhan-Canli, Professor Vince Mitchell, Professor Donnel Briley, Professor Ellen Garbarino, Dr Ülkü Yüksel, Dr Christina Anthony, Dr Kiju Jung