

2024 SOBDR CONFERENCE SCHEDULE

Venue: Desautels Event Hall (2nd floor), Rotman School of Management, Uni. of Toronto (*In-Person Only*)

Date: Tuesday May 14, 2024

Time: 8:30am – 5:00PM ET

Time	Activity
8:30 AM – 9:10 AM	Breakfast
9:10 AM – 9:20 AM	Opening Remarks
9:20 AM – 10:30 AM	Session 1 Talks
10:30 AM – 10:45 AM	Break
10:45 AM – 11:45 AM	Data Blitz Talks
11:45 AM – 1:30 PM	Lunch & Poster Session
1:30 PM – 2:35 PM	Keynote: <i>Eric J. Johnson, Columbia Business School</i>
2:35 PM – 2:50 PM	Break
2:50 PM – 4:00 PM	Session 2 Talks
4:00 PM – 4:10 PM	Break
4:10 PM – 5:00 PM	Behaviourally Informed Organizations (BI-Org) Panel <ul style="list-style-type: none"> • Elizabeth Hardy, Treasury Board of Canada Secretariat • Ryan Hum, Employment and Social Development Canada • Wardah Malik, BEworks • Catherine Yeung, Chinese University of Hong Kong Moderated by: Rajiv Vaidyanathan , U. Minnesota Duluth
5:00 PM – 5:10 PM	Closing Remarks

Session 1 Talks

Title	Authors and Affiliations (Presenter*)
Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights	* Nicole Robitaille , Queen's University, Christopher Amaral, University of Bath, UK Ceren Kolsarici, Queen's University, Iina Ikonen, University of Bath, UK
A Behaviourally Informed Intervention to Increase Adoption of Electric Heat Pumps	* Jay A. Olson , Elliot MacDonell, Sofia Deleniv, Nathan Collett, Meghan Corbett, Kieran Findlater, Jessica Leifer All author affiliations: Impact and Innovation Unit, Privy Council Office, Government of Canada
To Donate or Not: Fewer Options Increase Total Donations	* Zoe Y. Lu , Tulane University Bowen Ruan, University of Iowa Minzhe Xu, Iowa State University
Fanfiction: When Copyright Violation Benefits Brands	* Ethan Milne Kirk Kristofferson Miranda Goode All author affiliations: Ivey Business School, Western University

Session 2 Talks

Title	Authors and Affiliations (Presenter *)
How Does Rating Specific Features of An Experience Alter Consumers' Overall Evaluation of That Experience?	* Katie S. Mehr , University of Alberta Joseph P. Simmons, University of Pennsylvania
Intuitive Theories of Cognition on Affect and Risk Preferences	* Dogukan Demircioglu , University of Waterloo Chris Dawson, University of Bath, UK Samuel G. B. Johnson, University of Waterloo; University of Bath, UK
Measuring Individual Differences in System 1 Cognitive Ability	* Keela S. Thomson , University of Toronto Daniel M. Oppenheimer, Carnegie Mellon University
Overestimated Value to Others Drives Sharing of Emotional Content	* Fengshu Xie , McGill University Bruce Doré, McGill University

Data Blitz (Brief Talks)

Title	Authors and Affiliations (Presenter *)
Bridging the Green Gap: Increasing the Purchase of Ethical Products Through Transparent Quantity Reduction	* Jing Wan , University of Guelph Mehak Bharti, Toronto Metropolitan University
The Role of Assets and Liabilities in Judgments of Financial Health	* Yuna Choe , Baylor University Dilip Soman, University of Toronto
Do Higher Insurance Premiums Provoke Larger Reported Losses? An Experimental Study	* Bradley Ruffle , McMaster University William Morrison, Wilfrid Laurier University
Reducing Sludge in the Federal Student Work Experience Program	* Sarah Hackett , Brianna Smrke, Haris Khan, Rachael Jones-Chick, Gloria Castaneda, Renante Rondina, Elizabeth Hardy All author affiliations: Treasury Board of Canada Secretariat (TBS)
The Morality of Meaningful Consumption	* Jeremy Lee , York University Nicole L. Mead, York University Lawrence E. Williams, University of Colorado Boulder
A Multi-scale Approach to Habit Formation and Consumers' Response to Healthy Eating Nudges	* Fares Belkhiria , McGill University Mehmet Gumus, McGill University Necati Ertekin, University of Minnesota Laurette Dubé, McGill University