

Program SAMS Conference 2025

Time	Room 1	
08:15 - 09:10	Morning Coffee	
09:10 - 09:20	Group Photo	
09:20 - 09:30	Welcome Speech	
9:30-10:50	Session 1: Insights into Product Diffusion and Sales Effectiveness Chair: Leif Brandes	Talk 1: A behavioral reinvestigation of how network structure affects product diffusion Presenter: Luca Lazzaro
		Talk 2: Motivating Consumers to Choose Longer-Term Subscription Contracts Presenter: Peipei Cai
		Talk 3: The Effect of Incentive Transparency on Sales Performance Presenter: Leif Brandes
10:50-11:10	Coffee break	
11:10-12:30	Session 2A: Challenging Norms: Resistance, Stereotypes, and Polarization in Markets Chair: Nandita Dhanda	Talk 1: An uncharted Path: Unveiling Producer Anti-production and Producer Resistance Behavior Presenter: Roberta De Sanctis & Luca M. Visconti
		Talk 2: Legitimizing the Other: When and How Exposure to Counter-Attitudinal Information Reduces Polarization Presenter: Andrea Bublitz
		Talk 3: Inaccurate Age-based Stereotypes for Sustainable Consumption Presenter: Nandita Dhanda
12:30 - 13:30	Lunch	
13:30-14:50	Session 3A: Novel Insights from the Creator Economy Chair: Yvan Norotte	Talk 1: Creator Brands Presenter: Boas Bamberger
		Talk 2: "Smiling Women, Running Men" Gendered Representations of Athletes in Social Media and Its Impact on Engagement, Perception, and Intentions Presenter: Andrea Bernardino
		Talk 3: Unfollowing Behavior of Creators on User-Generated Content Platforms Presenter: Yvan Norotte
14:50-15:20	Extended Coffee Break	
15:20-16:40	Session 4: Status Threats & AI in Consumer Research Chair: Melanie Clegg	Talk 1: Status Self-Threat and Compensatory Consumption Interplay Presenter: Nima Ostovan
		Talk 2: How Well Do LLMs Predict the Effect of Discounts? Benchmarking Synthetic Predictions Against Actual Field Behavior and Market Research Predictions Presenter: Isabelle Engeler
		Talk 3: The Rise of AI Agents: Consumer Reactions Towards Self-programming Agents Presenter: Melanie Clegg
16:40-17:00	SAMS Board Meeting & Jury Meeting	
17:00-Open end	Awards Presentation & Aperero	

Time	Room 2	
8:15 - 11:10	Meeting Space	
11:10-12:30	Session 2B: Performance, Power, and Inclusion in Data-Driven Organizations Chair: Cristina Paradiso	Talk 1: The Comprehensiveness Paradox: How Intensified Frictions Undermine The Value of Comprehensive Marketing Performance Measurement Systems Presenter: Philipp Kaufmann
		Talk 2: Making the 'data-driven organisation': performative struggles, negotiations and translations Presenter: Yesim Akmeraner Kökat
		Talk 3: Class-based inclusion and exclusion in digital financial services Presenter: Cristina Paradiso
12:30 - 13:30	Lunch	
13:30-14:50	Session 3B: Sustainable Consumption Chair: Sybilla Merian	Talk 1: The Hidden Costs of Social Media Advertising: Backfire Effects on Product Returns and Environmental Impact in E-Commerce Presenter: Katherine Rother
		Talk 2: Breaking the Price-Quality Barrier: How Sustainability Labels Boost Sales of Low-Priced Products Presenter: Ursa Bernardic
		Talk 3: The Food Discount Dilemma Revisited: How Pay-What-You-Want Pricing Eliminates the Negative Signaling Effects of Discounts on (Over-) Ripe Foods Presenter: Sybilla Merian
14:50-15:20	Extended Coffee Break	
15:20-16:40	Meeting Space	
16:40-17:00	Short Break & Meet the Co-Authors	
17:00-Open end		