



Word from TCR Co- Chairs	4
Conference Agenda	5
Track 1	10
Track 1.1 COFFEE: A Leading Vehicle for Marketplace Transformation	10
Track 1.2 Developing a Framework for Theorizing Social Change for Impact	13
Track 1.3 Anticipating and Addressing Consumer Resistance to Anti-Drunk-Driving Technology	18
Track 1.4 Beautiful Minds: Marketing in the Age of Neurodiversity	20
Track 1.5 Climate Justice and Economic Equity: Understanding the Link Between Financial and Climate Vulnerability	25
Track 1.6 Sports Betting Advertising and its Effects on Vulnerable Populations	28
Track 1.7 Slimming Down Society: The Impact of Anti-Obesity Medications on Lifestyle and Consumer Behavior	30
Track 1.8 Subsistence and Sustainability: Developing Insights on Sustainable Consumption, Education, and Practice in Subsistence Marketplaces	33
Track 1.9 Happiness is a Human Right: Exploring the Role of Brands and Marketing in Promoting Happiness and Well-being	35
Track 1.10 Improving Marketplace Access for All: Learning from those with Invisible Disabilities	38
Track 1.11 Womanhood, Gender Equity, and Intersectionality Across Consumption Contexts: An Exploratory Framework for Conducting Research on Gender Well-Being (GWB) in Consumer Behavior	40
Track 2: Leverage Theory Guided Research	42
Track 2.1 A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization	42
Track 2.2 Validating the Social Issue Flywheel	45
Track 2.3 Just Transition in Resource Deprived Communities: Bridging Stakeholder Insights for Climate Equity	47
Track 2.4 Does Online Gaming Promote Well-Being or Maladaptive Behavior? A 360-Degree Examination into the Industry and Consumers	50
Track 2.5 Exploring Fresh Starts in A Climate of Resource Scarcity: Examining Microcredits	53
Track 2.6 ALICE in Wonderland: Navigating the Anti-Poverty Service Ecosystem	56
Track 2.7 Pathways to Well-being: The Power of Policy Advocacy	59
Track 2.8 Consumer Journeys and Voices in Hunger Reduction Programs	62
Track 2.9 Philanthropy in Polarized Political Times: Policy, Inequality, and Consumer Welfare .	65
Track 2.10 A Bottom-Up Approach to Social Services in Subsistence Marketplaces	67

Track 2.11 Understanding Community Economic Well-being through Experiences of Support by Black Entrepreneurs	70
Track 2.12 Gender (In)Justices: Progress, Regressions, and Stagnations and the Role of Marketing	74
Track 2.13 Race in the Global Marketplace	78
Track 2.14 Digital Healthcare Technology and Elderly Consumers’ Well-Being	82
Track 3: Implement Solutions	85
Track 3.1 Rebuilding the Middle Ground for Reconnected Societies via Diversity and Inclusion Engaged Marketing (DIEM)	85
Track 3.2 A ‘Wiser’ Intervention to Combat Misinformation on Social media: A Field Study	89
Photo Gallery	94

Word from TCR Co- Chairs

The Transformative Consumer Research Biannual Conference was held in Washington, DC at the American University, Kogod School of Business. The co-chairs, Kelli Frias, L. Lin Ong, and Ron Hill were aided by Zeke Ngcobo, who will begin her PhD in Marketing at UC Irvine this fall.

Despite the political turmoil in the US, 193 scholars from around the world attended in person and 31 connected remotely. These attendees belonged to more than 30 distinct tracks, with a wide variety of research topics as is customary for the TCR conference. Events also included plenary talks by David Mick, Robert Hill Carter Eminent Professor of Commerce at the University of Virginia, and Colin Hayes, co-founder of Lot Sixteen, a bipartisan lobbying and communications firm. The co-chairs spent time moving between groups, providing input, and organizing a final session about each track's future research plans.

Beyond track work, attendees also had the opportunity to enjoy a dinner cruise on the Potomac River, interact at a dessert reception, attend a yoga class, and take a campus architecture walk . The co-chairs expect many submissions to the special issue of *Journal of Public Policy & Marketing* by October 1, 2025. They have also provided the Fordham University chairs for the 2027 conference with all associated materials.

Conference Agenda



TCR Dialogical Conference
 Washington, DC | American University
June 12-15, 2025

Conference Program

Thursday, June 12th




Pre-Conference Workshops

12:00 PM – 6:00 PM	12:00 PM – Pursuing Mutually Enriching Loops Between Transformative Research, Societal Impact and Education: An Immersive, Interactive Workshop <i>Madhu Visnawathan</i>	Constitution Hall
	4:15 PM – Curriculum for Good: TCR and Teaching <i>Alexei Gloukhovtsev</i>	
	Boxed lunches and coffee provided.	





6:00 PM – 8:00 PM	🍴 Dinner	Terrace Dining
7:30 PM – 9:00 PM	🍰 Welcome Dessert Reception Please join us for dessert, drinks, and socialization!	Constitution Hall

Friday, June 13th

7:00 AM – 8:45 AM	🍳 Breakfast	Constitution Hall
8:30 AM – 9:00 AM	Track Chair Briefing	Constitution Hall
9:00 AM – 9:30 AM	Welcome Session TCR 2025 Conference Co-Chairs: Ron Hill, Kelli Frias, L. Lin Ong, and Zeke Ngcobo Speaker: David Mick	Constitution Hall
9:45 AM - 11:45 AM	TRACK SESSIONS	Track Rooms
10:00 AM	☕ Coffee Break	Kogod or VCE

12:00 PM – 1:00 PM	 Lunch	Terrace Dining
1:00 PM – 2:00 PM	TCR Plenary Speaker: Colin Hayes, Lot Sixteen <i>The Business of Bipartisanship</i>	Constitution Hall
2:00 PM	 Coffee Break	Kogod or VCE
2:00 PM – 5:00 PM	TRACK SESSIONS	Track Rooms
5:00 PM – 7:00 PM	Free Time Please allow enough time to travel to the reception; rideshare vouchers will be provided.	
	 Washington DC Spirit Dinner Cruise	
6:00 PM – 9:30 PM	6:00 PM Boarding 7:00 PM – 9:30 PM Cruising Dinner, drinks, and dancing while you see the iconic sights of Washington, DC from the Potomac River.	Pier 4 580 Water St SW Washington, DC 20024

Saturday, June 14th

7:00 AM – 7:45 AM	 Yoga Class Come join us for a chair yoga class - stretch and learn moves you can use in your office!	VCE
7:00 AM – 8:45 AM	 Breakfast	Terrace Dining
9:00 AM – 12:45 AM	TRACK SESSIONS	Track Rooms
10:00 AM	 Coffee Break	Kogod or VCE
1:00 PM – 2:00 PM	 Lunch	Terrace Dining
2:00 PM	Free Time Explore DC or meet further with your team. Dinner on your own. Please note that due to the military parade downtown, some roads will be closed, and additional congestion is expected.	

Sunday, June 15th

7:00 AM – 7:45 AM	Self-guided walking tour Stretch your legs and explore American’s beautiful campus! Participants will receive a walking map and will finish at Constitution Hall in time to pick up breakfast.	
7:00 AM – 8:00 AM	🍴 Breakfast	Constitution Hall
8:00 AM – 10:45 AM	Conference Closing & Track Sharing	Constitution Hall
11:00 AM – 12:00 PM	Dorm Check-out Luggage can be kept in Constitution Hall until 5PM.	
12:00 PM – 1:00 PM	🍴 Lunch	Constitution Hall

NOTES

Track Sessions

- Tracks will meet in two different locations: The Kogod School of Business or the Veloric Center for Entrepreneurship (VCE).
- Each location has a separate area for coffee breaks to reduce transit time (Kogod’s Harris Lounge or VCE 221).

Transportation

- AU is accessible from all three major airports located in the metropolitan area.
- Reagan National Airport, near downtown Washington, D.C., is accessible to the AU campus by Metro (subway) and taxi.
- Dulles International Airport is accessible by Metro (subway) taxi, and a shuttle service. Baltimore/Washington International Airport is accessible by shuttle, Amtrak and MARC trains that run to Washington, D.C.’s Union Station. Guests can then travel on Metro’s Red Line from Union Station to the Tenleytown/AU Metro Stop.

AU Shuttle

- AU is located less than a mile from the Tenleytown/American University Metro Station and shuttle service is provided daily to the Metro for AU students, faculty, staff, and summer conference guests at no additional charge. **The shuttle schedule** can be found [HERE](#).

Parking on Campus

- **Attendees should park in the east campus surface lot located at 3501 Nebraska Ave. NW, Washington DC, 20016.**
- Parking is \$16.00 per car per day from 8:00 AM -5:00 PM. There is no charge for parking after 5:00 PM or on weekends unless otherwise designated for special campus events.

- Attendees can use the pay-by plate machines located in the east campus surface lot. You will be asked to input a license plate number and form of payment.
- Parking passes can be purchased in advance by visiting the [AU Parking Portal](#) and creating a profile.

Conference Housing

- Check-in Thursday, 12:00 PM – 6:00 PM: Constitution Hall Desk.
 - o If you are staying overnight on campus, please **arrive at 3501 Nebraska Ave. NW, Washington DC, 20016, Constitution Hall**, which is located on east campus, to receive your room keycard.
 - o For guests arriving after 6 PM, please go to Federal Hall located across the driveway on East Campus.
- Guestroom checkout is at 12 PM on Sunday 6/15.
 - o Luggage storage will be available in the Constitution Hall meeting space on Sunday afternoon.
- [AU campus map](#)

Meals on Campus

Beginning with dinner on Thursday evening through lunch on Sunday afternoon, meals will be provided for attendees, excluding dinner on Saturday evening when attendees have free time beginning at 2 PM.

- For meals offered in the Terrace Dining Room, you will be given a meal card to swipe into the cafeteria. This card will be provided at check-in for attendees staying on campus.
- For daily attendees, you will receive your meal card on Friday morning at the registration desk.

Thursday, June 12

- 5-7:30 PM, Dinner Buffet, Terrace Dining Room
- 7- 9 PM, Welcome Reception, Constitution Hall

Friday, June 13

- 7 – 8:45 AM, Breakfast Buffet, Constitution Hall
- 10:00 AM, Coffee Break, Track Session Locations
- 12 – 1PM, Lunch Buffet, Terrace Dining Room
- 2:00 PM, Coffee Break, Track Session Locations
- 6 – 8 PM, Dinner & Potomac River Cruise, Navy Yard, Washington DC

Saturday, June 14

- 7 – 8:45 AM, Breakfast Buffet, Terrace Dining Room
- 10:00 AM, Coffee Break, Track Session Locations
- 1 – 2:00 PM, Lunch Buffet, Terrace Dining Room

Sunday, June 15

- 7– 7:45 AM, Breakfast Buffet, Constitution Hall
- 12 – 1:00 PM, Lunch Buffet, Constitution Hall

River Boat Cruise on Friday: 6/13

- A complimentary code will be provided for a rideshare to the river cruise in Navy Yard.

Additional Considerations

- [The United States Army 250th anniversary parade](#) is scheduled for **Saturday, June 14**.
 - o While this event is expected to cause significant road closures, most are likely not to impact campus operations.
 - o Attendees who plan to travel through affected areas should allow for extra time and register for [AlertDC](#) for up-to-date information on route changes.
- **Starbucks:** The Starbucks located on the AU campus is currently closed. There is another nearby location located at **Foxhall Square, 3301 New Mexico Ave NW, Washington, DC 20016**

Gratitude to Our Sponsors

We extend our sincere thanks to our sponsors for their generous support of the TCR Conference.

- Kogod School of Business, American University
- College of Business Administration and Singelyn Graduate School of Business, Cal Poly Pomona
- Lot Sixteen

Their partnership makes this event possible.

Track 1

Track 1.1 COFFEE: A Leading Vehicle for Marketplace Transformation

Track Co-Chairs:

Andrés Barrios Fajardo, Universidad de los Andes

Spencer Ross, University of Massachusetts Lowell

Track Participants

Jeaney Yip

Sila Ayoiz

Ofer Dekel DachsAna Tereza Freitas Delapedra

Alan Malter

Sidney Abril Ornelas Sanchez

Saroja Subrahmanyam

Regardless of country or personal preference, coffee consumption is almost universally recognized as utilitarian habit and/or hedonic experience (Labbe et al. 2015); as a product or as a service (Lee, Moon, and Song 2018), or; as a low-involvement decision or a high-involvement decision (Kenney, Phan, and Adhikari 2022; Kim, Lee, and Kim 2016). Consumers may drink a quick cup of coffee from Dunkin Donuts on their way in to work or they may savor a pourover coffee from Counter Culture Coffee at home on a Sunday morning. As a result, the consumer market for commodity and specialty coffees has been split among commercial and craft consumption (Dolbec, Arsel, and Aboelenien 2022; Pomiès and Arsel 2023). As an added dimension to this market bifurcation, the marketplace has responsabilized the consumer (Giesler and Veresiu 2014; Thompson and Kumar 2021) to make coffee choices that are either socially and/or ecologically sustainable. More than most other commodities— be they corn, soy, cotton, or sugar— the consumption side of the coffee industry has sought to address sustainability with consumers through promotion of the production process.

However, given coffee's deep historical ties to colonialism and economic imperialism (Morris 2018), most coffee is grown in countries where production, relative to consumption, is net-dominant. Marketplace complexity has deepened coffee's commodification processes— not just for the product itself, but also for morality in its consumption (Robbins 2013). As a result, complex exchange has disconnected production from consumption (Edelmann, Quiñones-Ruiz, and Penker 2020). And while sustainability has often been intrinsically-linked with specialty coffee (Tunarosa 2016), the consumer market has largely focused on quality or quantity of consumption instead. The result is that the responsabilization of consumer interests is not always aligned with producer interests— particularly in the face of government policies at origin countries, the effects of climate change on production, and farmers' abilities to earn living wages in the face of global competition (Jacobi et al. 2024). Just as there is a lot of heterogeneity of variables on the consumption side of the coffee industry, there is a lot of heterogeneity of variables on the production side as well. This complicates the coffee market's ability to strengthen sustainability and equity in its value chains.

Most prior research on the production side of the coffee industry comes from other disciplines, such as agronomy (de Oliveira Aparecido et al. 2017), developmental economics (Otero 2000), or

cultural anthropology (Fischer 2022). On the consumption side of the industry, some marketing/consumer studies have limitedly approached the coffee industry in terms of consumer willingness-to-pay for fair trade (De Pelsmacker, Driesen, and Rayp 2005; Lingnau, Fuchs, and Beham 2019), packaging and labeling (De Pelsmacker, Driesen, and Rayp 2003; De Sousa, Carvalho, and Pereira 2020; Loureiro and Lotade 2005), or sensory perception (Carvalho and Spence 2018). In either instance, there has been limited recognition of marketing's role in facilitating value exchange— even on ways in which coffee is marketed similarly to wine (the latter of which is robustly researched in marketing, including journals such as *International Journal of Wine Marketing*; *Journal of Wine Research*, and *International Journal of Wine Business Research*). As both the economic and social value of coffee have become increasingly commodified, it is time for marketing to add depth to the academic conversations around individual, consumer, and producer well-being.

Track Goal: Given the limited research available on coffee in the marketing discipline, the goal of this track is to build capacity for a discussion about mechanisms for promoting a coffee value system that generates well-being for *all* stakeholders, from bean to cup. Potential topics of discussions will cover but are not limited to: a) Producers' social and environmental practices, b) Intermediaries' roles and responsibilities, c) Consumers' motivations and purchase practices, d) the effects of colonialism and power dynamics in shaping marketplace well-being.

This track seeks to build capacity with participants from industry, non-governmental organizations, and academia, whose interests span across various research traditions and methods. In the interest of geographical diversity of perspectives, the track also seeks participants from both consumption-dominant (typically “Global North”) and production-dominant countries (typically “Global South”). Prior involvement with coffee (besides just drinking it!) is helpful, but not required.

The primary expected deliverable from the TCR Conference is a conceptual manuscript highlighting how coffee markets can improve consumer and producer well-being. Organizing work will start prior to the conference, conceptual development for the manuscript will be brainstormed during the conference, and the manuscript will be written and finished for peer-review in the immediate months following the conference. Aside from this manuscript, participants are encouraged to continue collaborating with each other on additional projects in the coffee marketing context.

Project Actions and Tentative Structure of the Track Session

1. Preconference

- a. “Paris Café Crawl” Community Track proposed for ACR 2024
- b. Foundation building and shared understandings based on suggested reading list and individual-driven readings

2. Conference Day 1 (Friday, June 13)

- a. Morning session (9a-12p): Organization of information and insights from foundation building readings
- b. Afternoon session (2-5p): Roundtable and brainstorming, including frameworks for multiple actors through research and practice

3. Conference Day 2 (Saturday, June 14)

- a. Morning session (9a-12p): Development of conceptual framework and preparation of poster for evening reception

- b.** Evening reception: poster presentation(?)
- 4. Conference Day 3 (Sunday, June 15)**
 - a.** Morning session (9a-12p): Using feedback from the poster session and other TCR members, continue work from the previous day to develop a timeline for journal manuscript and further research activities; presentation of outcomes
- 5. Post-Conference**
 - a.** Competitive journal manuscript submission (JPPM, JBR, JBE?)
 - b.** Identifying other research opportunities and collaborations that help future coffee marketing's conceptual and empirical research capacity

Track 1.2 Developing a Framework for Theorizing Social Change for Impact

Track Co-Chairs:

Brennen Davis, College of Business California Polytechnic State University

Julie L. Ozanne, University of Melbourne

Track Participants:

Group 1

Inigo Gallo

Crina

Benedetta Cappellini

Alexei Gloukhovtsev

Michela Addis

Catharina von Koskull

Jeremy Kees

Josephine Previte

Monica Labarge

Group 2

Benet Deberry-Spence

Gulay Guzel

Carmen Luliana Mal

Wendy Boland

Martha Troncoza

Marian Makkar

Nicole Ye Yang

Ankita Kumar

Foluke Abigail Badejo

Rafaela Canova Davide

Khalia Jenkins

Tugba Ozbek

Lydia Ottlewski

Topic: Transformative Consumer Research (TCR) unites diverse scholars with the goal of enhancing consumer well-being. While the TCR movement emanates from the Association of Consumer Research, it embraces paradigmatic diversity in pursuit of rigorous theoretical development (Mick et al. 2012). Over the last decade, TCR has contributed academic research across marketing communities including consumer research (e.g., special issue of *Journal of Consumer Research*; Mick 2008), consumer psychology (e.g., *Journal of Consumer Psychology*; Davis and Pechmann 2020; Ozanne, Davis, and Epko 2022), marketing & public policy (three special issues in *Journal of Public Policy & Marketing*; Newman, Finkelstein, and Davis 2021), service research (special issue of *Journal of Service Research*; Blocker, Davis, and Anderson 2022), consumer culture theory (*Journal of Business Research*; Murray et al. 2019), and macromarketing (*Journal of Macromarketing*; Figueiredo et al. 2015).

TCR's dialogical conferences bring people together for the common purpose of solving social problems finding strength in our differences (Davis, Ozanne, and Hill 2016). TCR scholars are

beginning to develop new shared methodologies, such as the relational engagement approach, to increase the societal impact of scholarly work (Bublitz et al. 2022; Ozanne et al. 2017; Ozanne, Davis and Ekpo 2022; Piacentini et al. 2019). Relational engagement encourages academics to collaborate with non-academics with a stake in the problem solution turning research participants into collaborators who help generate and apply relevant findings (Deberry-Spence, Akpo, and Hogan 2019). Similar work is needed to advance building new theories for social change.

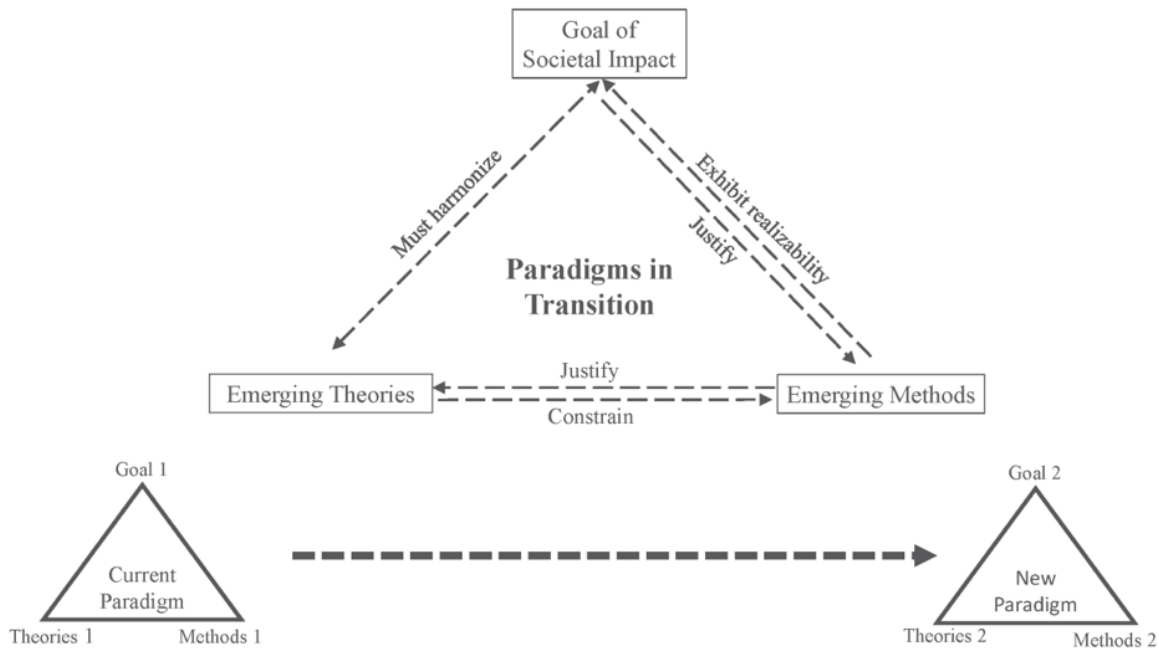
Ozanne et al. (2024) organized a TCR Impact Task Force, which included leading scholars in our field, to guide expanding research for impact. The results make clear that we are at a pivotal moment as we are working within existing paradigms but transitioning to new paradigms that prioritize societal outcomes (see Figure 1). However, while TCR has flourished in the creation of academic knowledge products and enhanced capacities through dialog and relational engagement, we still lack a coherent framework for understanding how to theorize social change to help guide research for impact.

Thus, we solicit help from the TCR community through a Track 1 proposal. We seek collaborators across all career stages and diverse identities who have some experience in working with theories of social change and paradigms that affirm positive social change as a central goal (e.g., social justice, increasing equality). Paradigmatic research with the goal of social change exists across action research (Ozanne and Saatcioglu 2008), health promotion (Tian et al. 2014), social movements (Nardini et al. 2021; Ltief et al 2024), relational engagement (Ozanne, Davis, and Ekpo 2022), feminism (Steinfeld et al. 2019), stigmatized consumers (Lamberton 2019), indigenous research (George et al. 2024; Smith 1999; Wilson 2008), institutionalizing change (Kipnis et al. 2021), critical race theory (Poole et al. 2021), services (Blocker, Davis, and Anderson 2020), critical geography (Harvey 2001), marketing systems (Viswanathan, Rosa, and Ruth 2010), queer theory (Pirani and Daskalopoulou 2022), to name a few. We need a framework for theorizing social change across social problems at levels of analysis of the individual, group, and society. We need a framework that can work with behaviors that require simple changes (e.g., single vaccination for lifetime protection), sustained changes (e.g., exercising), cultural shifts (e.g., right to housing), and infrastructure changes (e.g., electrical grid). We need to theorize change for shifts that have widespread support and those that are more controversial yielding complex tradeoffs between losses and gains. We need to conceptualize the modalities of change (e.g., art, social media, word of mouth) and the complexities around measuring impact. We look forward to meeting with others who are brave enough to wander in and try to put some order and structure on the messy work of social change.

Action Plan for TCR 2025:

1. BEFORE TCR: Collect, read, and summarize articles important to the advancement of TCR theory (e.g., relational engagement, social change from other fields). Meet to discuss theory from the perspectives of multiple marketing disciplines. Identify potential future directions.
2. DURING TCR: Analyze and synthesize the data from past scholarship, draw out key themes, draft a framework for theory for TCR work.
3. AFTER TCR: Draft a paper that proposes a framework for TCR theory.

Figure 1. Paradigms in Transition Driven by Societal Impact.



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Track 1.3 Anticipating and Addressing Consumer Resistance to Anti-Drunk-Driving Technology

Track Co-Chairs:

Courtney Nations Azzari, University of North Florida

Mia Birau, EmLyon Business School

Charlene A. Dadzie, University of South Alabama

Track Participants

Mia Barau

Serwaa Karikari

Oden Groth

Alessandra Lisanti

Benjamin Borenstein

Sara Williamson

Forrest Watson

Sara Baskentli

Stephanie Manning (MADD)

Becky Ianotta (MADD)

The goal of this TCR track is to tackle the wicked problem of drunk driving via a direct partnership with the well-established organization Mothers Against Drunk Driving (MADD). Each year in the United States, over 10,000 people are killed and over 400,000 people are injured in motor vehicle crashes due to drivers under the influence of alcohol. In the pursuit of the mission of Transformative Consumer Research and given the need to improve the well-being and safety of all drivers, this track will work to assist in addressing needs of the MADD organization related to public opinion and consumer acceptance of new legislation in this space.

The HALT Act, signed into law on November 15, 2021, directs the federal government to require that all new cars come equipped with smart technology that passively, seamlessly, and unobtrusively detects and stops impaired driving. While legislation (and resistance) operates behind the scenes, an important goal for MADD is developing a nationwide consumer acceptance campaign. Much like laws surrounding seatbelt (1968) and airbag (1998) requirements, this new technology comes with countless consumer questions, concerns, and even resistance.

The next major step for MADD is working to anticipate, address, and mitigate consumer concerns and to facilitate consumer acceptance of anti-drunk-driving technology as a standard feature in automobiles. In order to do so, there must be clear understanding of various consumer segments, their perspectives, potential barriers to acceptance, and development of interventions. Targeted interventions must make a complex law and technology digestible for consumers. Further, messaging in this space must strike a balance between being serious enough to demand attention and not paralyzing consumers with fear. Numerous theories in marketing are poised to address those key considerations.

As a Track 1 at TCR, this group will work to understand consumer segments, discuss barriers to HALT Act acceptance, create interventions to address concerns, and beyond. Given the scope of this task, it is anticipated that multiple methods and theories will be employed to address the

problem at hand. Possible ideas include, but are not limited to: test messaging, create interventions, discuss barriers, combat misinformation, understand language/terminology, stimulate demand of technology, and generate theory related to this space.

Anticipated Timeline

Month	Task
January 2025	TCR Acceptances Announced
Spring 2025	Monthly meetings (readings and discussion)
June 2025	TCR Dialogical Conference in D.C.
Summer 2025	IRB Approvals and Deploy Studies
Fall 2025	Analysis and Writing
December 2025	Submission of Manuscript to Targeted Journal Submission of Report to MADD Team
Spring 2026	Investigate and consider future aligned research/ public policy initiatives

Track 1.4 Beautiful Minds: Marketing in the Age of Neurodiversity

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Neurodiversity refers to natural variation in human cognitive functioning. Just as *biodiversity* is essential for a robust and resilient ecological system, *neurodiversity* enriches societal systems by contributing a range of perspectives, skills, and ways of thinking. When individuals diverge from dominant societal standards of ‘normal’ neurocognitive functioning, they’re neurodivergent, which in itself is neither automatically disabling nor a superpower, but value neutral. Differences in cognitive function do not discriminate by age, gender or race but arise from the combination of genetics and the environment. Cognitive function is affected by many things including stress, drugs and alcohol, the sequelae of diseases like stroke, cancer, diabetes, COVID-19, or conditions like grief and menopause – although neurodiversity diagnoses are mostly associated with neurodevelopmental disorders, e.g., ADHD, autism, dyslexia, dyscalculia, and dyspraxia (American Psychiatric Association, 2023). However, the strengths-based neurodiversity paradigm challenges the idea that neurological differences are mental disorders to be treated or cured (Walker, 2021). Given that at least 15% of the population are estimated to be neurodivergent (Gidziela *et al.*, 2023), differences in how brains process information should instead be valued and celebrated.

Recognizing and supporting consumers with different neurotypes can bring about unique marketplace solutions that benefit everyone. Consider, for example, sensory-friendly clothing (McKinney and Eike, 2023), stimulation toys (Roche, Back and Van Herwegen, 2024) and adaptive built environments (Maslin, 2022), all designed for neurodivergent minds but advantageous for neurotypicals as well. Facilitating the well-being of neurodivergent consumers (Go Jefferies and Ahmed, 2022) and employees (Austin and Pisano, 2017) can help companies gain competitive advantage. Unfortunately, neurodivergent consumers are systematically marginalized in the marketplace because interactions can be more difficult compared to neurotypical consumers (Go Jefferies, 2023). Differences in communication styles can lead to stigmatization (Milton, Gurbuz and López, 2022; Turnock, Langley and Jones, 2022), while the billion-dollar industry built around ‘treating’ neurodivergent consumers has been accused of commodifying neurodiversity for profit (Timimi, 2010; Broderick, 2022; Chapman, 2023).

Drawing on the broader diversity discourse in marketing (DeBerry-Spence *et al.*, 2013), which calls for the recognition, inclusion, and celebration of all differences among people, in this track we propose

a radical reexamination of neurodiversity within the marketplace to develop a model that respects neurological differences as a social identity similar to ethnicity, gender, or sexual orientation. Our goals are twofold: (1) to develop essays for potential inclusion in a proposed Routledge book, *Neurodiversity and the Marketplace*; and (2) to produce practical guidelines for marketing researchers and practitioners on how to ethically design for neurodiversity. The latter may take the form of a handbook, website or journal article. The marketing literature on neurodiversity is scant; as such there are many potential directions that could be explored. Some examples are provided in Appendix 1.

Who should apply? Anyone interested in mental health, cognitive functioning, biopsychosocial models of disease, stigma, disability, diversity or inclusive marketing practices will find this session valuable. We seek a wide variety of track applicants, including academics from different disciplines (e.g., public policy, marketing, psychology, and education) and non-academics (e.g., neurodiversity activists, industry professionals, advocacy groups). We welcome applications from doctoral students and experienced professionals alike. Experience studying, supporting, or representing suspected or diagnosed neurodivergent people is welcomed but not required. Neurodiverse applicants are especially welcome.

How to apply? Please include (1) a copy of your CV and (2) a 500-word statement outlining what neurodiversity might mean for marketing and/or consumer well-being *within your area of expertise* and identify key research priorities (see Appendix 1; additional ideas are welcome) and (3) a brief description of your experience (if any) with neurodiversity (for example, you may yourself be neurodivergent or have a child with ADHD).

Appendix 1: Marketing in the Age of Neurodiversity Potential Research Areas

Exclusion of neurodiverse consumers

By dint of occupying the extremes of a normal distribution of cognitive function, the experiences and behaviors of neurodivergent consumers have been systematically ignored (Javor *et al.*, 2023). What are the ethical and epistemic implications of this exclusion? What does it mean for the validity of statistical models of consumer behavior? How can researchers better include the experiences of neurodiverse consumers?

Consumption behavior of neurodiverse consumers

Marketing research into neurodivergent consumption behavior is limited but suggests important differences compared to neurotypicals. For example, neurodivergent consumers have a lower tendency to try new products or services (Baas and van Raaij, 2010), and find it harder to quit smoking (Mitchell *et al.*, 2019). Given that differences in cognitive functioning exist on a continuum, understanding extreme consumption experiences can help improve the marketplace for all. What consumption-related areas are important to investigate (e.g., foods, medications (stimulants, alcohol, drugs), addiction, gambling, financial services, housing, health care, social platforms, transportation).

Designing neurodiversity-inclusive services

In the social model of disability, functional impairment emerges as a result of barriers in society, rather than a person's impairment or difference. For example, communication within similar neurotypes is more effective than between neurotypes (Williams, Wharton and Jagoe, 2021). Called the double empathy problem (Milton, Gurbuz and López, 2022), this suggests service encounters may experience unforeseen challenges if they are not designed to appeal to different neurotypes. Neurodivergent consumers may benefit from different information design (Wilkinson and Madel, 2019). How can

marketing design to better accommodate neurodiverse consumers, both online and offline? How can the service environment be more enabling, rather than disabling (e.g., store atmospherics, lighting, smell, touch, noise, space, signage & way-finding)? How can brands be more inclusive in their language and vocabulary (verbal, non-verbal, visual image, intonation, frequency, clarity, etc.)?

Exploitation of neurodiverse consumers

Critical neurodiversity research frequently demonizes the exploitative role of marketing that commodifies neurodivergence rather than respecting human rights (Broderick, 2022; Chapman, 2023). Marketers may be accused of engaging in “neurodiversity light,” using neurodiversity as a buzzword to expand a commercial market. For example, innovations such as fidget spinners are marketed as interventions with insufficient testing (Cihon *et al.*, 2020). How can marketing avoid taking advantage of neurodivergent consumers? What are the philosophical and ethical considerations when designing neuro-inclusive experiences? Neurodivergent consumers are not a homogenous group (Go Jefferies and Ahmed, 2022). How do marketers account for segments with different communication and learning styles, educational needs, sensory perception and processing differences, distractibility?

Consequences for neurodiverse consumers

How is the neurodiversity paradigm affecting stigma, culture, shaming, normalization, bullying, trolling, isolation, intimate, familial and social relationships, comorbidities, and opportunities for well-being?

Innovation in neurodiversity treatment

How are businesses marketing products and services for and designed/produced/run by neurodivergent people engaging in alternative market formation? What effects do Universal Design (products, communications, servicescapes, customer journeys), Assistive technology: AI, companions, chatbots, LLM lexicons, automated companions, Enhancement and Computer-Brain-Interface device/implant development, Biohacking (LSD, adaptogens), Stim toys, Focus/Concentration, Spatial computing, Masking, Social media, (De)Medicalization, complex conditions, application of APA DSM treatment, cure, classification and coverage have on consumer well-being?

Appendix 2: Track Activity Outline

Pre Conference	
Nov 15, 2024	Deadline for participant applications
Dec 31, 2024	Track chair submit participant application reviews to conference chairs
Jan 15, 2025	Notification to conference applicants
Jan 30, 2025	Introductory Zoom meeting. Personal experience with neurodiversity. Key readings shared.
Feb - May 2025	Establish a digital collaboration board and monthly Zoom meetings. Review insights from readings and outline relationships to own research. Identify potential avenues for research. Prepare literature review.

During Conference	
Jun 12, 2025	Participant arrival.
Jun 13, 2025	9-12 Dialogical working session: review proposed avenues of research. 12-2 Lunch. 2-5 Dialogical working session: develop integrated framework/model. 7-9 Team Dinner.
Jun 14, 2025	9-12 Dialogical working session: refine integrated framework/model. 2-5 Museum visit 7-9 Conference Dinner (on campus).
Jun 15, 2025	9-12 Dialogical working session: develop post conference plan.
Post Conference	
Aug 2025	Propose chapter titles for Routledge book on <i>Neurodiversity and Marketing</i> .
Dec 2025	Produce guide (handbook/website) for marketing researchers and practitioners on how to design ethically for neurodiversity.
Apr 2026	Finished book chapters / journal articles.

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Track 1.5 Climate Justice and Economic Equity: Understanding the Link Between Financial and Climate Vulnerability

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The goal of this track is to explore the intersections of financial vulnerability and climate vulnerability, examining how economic disparities exacerbate the impacts of climate change and identifying individual- business- and policy-level strategies for building resilience in affected Communities.

Climate change disproportionately affects financially vulnerable consumers—people who are susceptible to harm due to limited or uncertain access to financial resources—by amplifying health risks, exacerbating economic vulnerabilities, and increasing climate-induced displacements. Financially vulnerable consumers have fewer resources to adapt to and recover from the adverse effects of climate change. Sustainable consumer behaviors often include consumption of products or services that have long-term financial or health benefits, through saving energy, reducing housing maintenance costs, or improving health outcomes, for example, but generally require initial investments and expenses that can be prohibitive for those with limited financial resources. Some examples of how financial vulnerability leads to climate vulnerability include:

- Health disparities: financially vulnerable consumers have limited access to healthcare and
- higher incidences of pre-existing health conditions, which can intensify the health impacts of climate-related events, such as heat waves, air and water pollution, and natural disasters (e.g., floods and storms).
- Employment risks: financially vulnerable consumers are more likely to work jobs that have climate-related health risks or lack health insurance benefits (e.g., agriculture, construction, forestry, emergency responders).
- Limited mobility: financially vulnerable consumers lack the means to relocate to safer areas if their homes become vulnerable to climate change-driven extreme weather (e.g., extreme heat, flooding, wildfires).
- Housing limitations: financially vulnerable consumers lack the resources to equip their homes to deal with extreme weather, to make their homes more energy efficient to meet green building standards, or to afford rising insurance premiums due to extreme weather risks.
- Financial barriers to sustainable living solutions: financially vulnerable consumers cannot afford to purchase sustainable products and services that provide long-term financial or

health benefits (renewable energy, electric vehicles, energy efficient appliances, organic or local food, water-efficient fixtures, low-flow toilets, rainwater harvesting systems, etc.).

- **Energy Access:** financially vulnerable consumers have limited access to clean energy technologies (e.g., solar panels, efficient appliances), which can restrict their ability to transition to renewable energy sources and reduce reliance on fossil fuels.

These links between financial and climate vulnerability are highlighted by the United Nation's 17 integrated Sustainable Development Goals, which emphasize these critical issues. In particular, the importance of mitigating climate change is recognized in Goal 13, Climate Action, and the importance of reducing inequalities and poverty is recognized in Goal 1, No Poverty, and Goal 10, Reduced Inequalities.

In sum, climate change exacerbates existing vulnerabilities, disproportionately affecting financially disadvantaged populations. Mitigating policies and business solutions are crucial to protect these communities and build resilience against climate impacts. This track will explore such solutions at the individual, business, and policy levels.

Examples of potential solutions the track can explore include:

- **Community-Based Adaptation** (sustainable agriculture, disaster preparedness, and water management).
- **Livelihood Diversification** (encourage livelihood diversification beyond climate-sensitive sectors; develop training programs that help people acquire new skills and explore alternative income sources).
- **Circular Economy Models** (reusing, recycling, and reducing waste).
- **Education** (promote climate literacy and awareness among vulnerable communities, ensure accessible information on climate risks, adaptation, and disaster preparedness).
- **Social Safety Nets** (governments and NGOs can provide targeted support during climate-related emergencies).
- **Climate-responsive Financial Product Innovation** (innovative financial products that mitigate climate-related risks, such as microloans for climate adaptation, insurance against climate risks, and savings accounts for resilience).
- **Financial Inclusion** (facilitate access to affordable credit and insurance for climate-related risks and recovery, such as alternative methods for assessing creditworthiness).
- **Supply Chain Resilience** (diversifying sources, assessing climate risks, and supporting supplier adaptation efforts).
- **Green Technologies Adoption Programs** (enable vulnerable consumers to access energy-efficient appliances, renewable energy).
- **Green Choice Programs** (provide incentives and financing options for green choices).
- **Collaboration and Advocacy** (partner with governments, NGOs, and other stakeholders to create supportive policies and programs).
- **Climate-Resilient Infrastructure** (invest in climate-resilient infrastructure; e.g., flood-resistant housing, early warning systems).

Post-Conference Plan

The aim of this workshop is to begin the work to develop a conceptual paper that covers the intersection of economic inequality and environmental sustainability, which has not been sufficiently explored in marketing to date. The long-term goal is for individual co-author sub-teams from the workshop to work on subsequent empirical work based on the conceptual model resulting from the initial paper. Once we select track participants, we will share a reading list for track participants and assign pre-conference preparation tasks.

Track 1.6 Sports Betting Advertising and its Effects on Vulnerable Populations

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Overview of the Track Theme

Problem Statement. Americans wagered a record \$119.84 billion on sports betting in 2023, up 27.5% from 2022, according to the American Gaming Association's Commercial Gaming Revenue Tracker. Worldwide, sports betting is today ubiquitous on all continents. Vying for new and repeat customers, top-grossing sportsbooks such as FanDuel, DraftKings, and Bet365 each spend around \$500 million annually on advertising, including TV & radio, online ads, sponsorship, and promotions and bonuses. The exposure of such advertisement might be especially harmful to vulnerable populations, such as males, underage betters, and people experiencing gambling problems (Vander Linden et al. 2022). The rapid development of the sports betting industry and its potential harm on the vulnerable populations call for both regulative prevention and intervention and academic attention from multiple disciplines.

Track Focus

There is a need to balance the overwhelmingly positive image of wagering, such as being seen as fun and normal (Bouguettaya et al. 2020; Deans et al. 2017; Killick & Griffiths 2023; Pitt et al. 2017), with “more accurate information on the low probability of winning and the risk of harm associated with gambling” (Vander Linden et al., 2022). There is a wide variety of regulations around the world when it comes to sports betting advertising. For instance, in Germany the advertising of sports betting before or during live TV broadcasts of sporting events is prohibited¹. We propose to conceptually explore the key elements that influence the benefit/risk perceptions of sports betting for customers of certain vulnerabilities by bridging extant literature and global regulations. In so doing, we aim to provide a framework that could answer research questions such as the following:

1. “What impacts do various targeting, message (i.e., content), and execution strategies (e.g., media, timing, frequency) of sports betting advertisements have on vulnerable populations?”
2. “What preventive or interventional measures can be taken to protect these vulnerable groups from the adverse effects of sports betting advertising?”

Key Track Goals. By bridging extant literature and global regulations, we aim to provide a systematic overview of sports betting advertising's impact on vulnerable populations and the

protective measures that can be taken thereagainst. For this goal, we would like to include a mix of academic and non-academic stakeholders internationally with an interest in gambling advertising and/or vulnerable populations, particularly in the sports betting context, to produce impact-specific outcomes. The track co-chairs are a testament to this mix. Furthermore, the academic co-chairs have expertise in a variety of methodological approaches. We also target an interdisciplinary composition of track members. Finally, we welcome junior scholars, including doctoral and post-doctoral students. In total, we are planning to have 8-10 track participants, including the track co-chairs.

Plans for Post-Conference Write-Up

We will be utilizing MacInnis' (2011) integrative framework guidelines where we will work on (1) accommodating extant knowledge, (2) explaining puzzling or inconsistent findings, (3) revealing novel insights, and (4) creating parsimony for guiding research on sports gambling advertising that can have impact on regulatory and practical interventions. For this, each track participant will review a list of key references related to the topic before the conference. They will also prepare a summary of advertising practices in sports betting, local or national regulations, and remaining challenges in their own region or country. A broad guide will be circulated to the track team to assist with this pre-work. During the seminar, we will work as a team to de-brief on the pre-work, based on which specific elements of the framework will emerge. We will work on refining these elements and decide on a division of work for post-conference write-up and coordination. The track co-chairs will take the lead on this coordination. One of our co-chairs, Mujde Yuksel, has experience chairing a TCR track.

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Track 1.7 Slimming Down Society: The Impact of Anti-Obesity Medications on Lifestyle and Consumer Behavior

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Statement of Research Focus

In recent years, rising obesity rates have become a significant public health concern, affecting 42% of the population and prompting the development of new treatments to combat this epidemic. Among these, glucagon-like peptide 1 (GLP-1) medications, such as Ozempic and Wegovy, have emerged as highly effective in promoting weight loss (Liu *et al.*, 2023). Originally developed to manage type 2 diabetes by improving blood sugar control, GLP-1 drugs are now recognized for their significant potential to reduce body weight (e.g., Moore *et al.*, 2023; Popoviciu *et al.*, 2023; Wadden *et al.*, 2023). These medications are transforming individual eating habits and reshaping broader consumer behavior, societal expectations, and market trends, as highlighted by recent news coverage (e.g., Eisinger, 2024; Cerullo 2023). This session aims to explore the impact of GLP-1 medications on lifestyle changes, particularly within the context of weight loss regimens, while examining their wider economic and societal implications. The discussion will focus on current approaches and future research directions, aiming to build consensus on policy implications for this inherently complex topic.

Goal of Proposed Track

Our proposed track aims to explore the lifestyle changes induced by the use of GLP-1 anti-obesity medications. Specifically, it will investigate how these medications, known for their appetite suppressing effects, influence dietary habits, physical activity levels, overall lifestyle choices, and consumption and buyer behavior among users. Additionally, the research will delve into the psychological and social impacts of significant weight loss, examining shifts in self-perception, risk proneness, social interactions, and mental health. Beyond individual experiences, the study will assess the broader impact on consumer behavior, focusing on changes in purchasing patterns related to food, clothing, and health-related products. The research will also consider the potential ripple effects on various sectors of the economy, including food and beverage, retail, and healthcare. Finally, the study will evaluate the societal and economic implications of widespread adoption of these medications, exploring their influence on public health outcomes, healthcare costs, and societal attitudes towards obesity and weight management. While we explore the relevant concepts, we will do so within the theoretical and problem-based contexts the participants of our session bring to the table.

Methodology

The research will begin with a comprehensive literature review to understand the existing body of

knowledge on GLP-1 medications, obesity management, and consumer behavior. This will help identify gaps that the current study can address. Following this, data will be collected through surveys and in-depth interviews. The survey will target individuals using GLP-1 medications, gathering quantitative data on their lifestyle changes, purchasing habits, and perceptions of the drugs' impact on their lives. Interviews with healthcare providers, nutritionists, and industry experts will provide qualitative insights into the broader implications of these medications. The collected data from consumers and providers will then be analyzed using quantitative methods to identify patterns and correlations, while qualitative analysis will be employed to explore the nuances of individual experiences and industry responses. This mixed-methods approach will provide a holistic understanding of the impact of GLP-1 medications on lifestyle changes and consumer behavior.

Expected Outcomes

The research is expected to provide a detailed understanding of how GLP-1 anti-obesity medications are reshaping lifestyles and consumer behavior. It will offer insights into the broader societal and economic implications of these changes, helping to inform healthcare policies, industry strategies, and public health initiatives. The findings could also contribute to the development of targeted interventions that support individuals in making sustainable lifestyle changes while navigating the evolving landscape of weight management. We expect to attract participants who are interested in the topic, such as behavioral scientists, healthcare professionals, public health experts, economists, consumer well-being researchers, and industry executives from the food and retail sectors, along with patient advocates and ethicists to explore the medical, economic, behavioral, and ethical impacts of GLP-1 anti-obesity medications. Before the conference, we invite both junior and senior researchers with an interest or expertise in the subject matter to join us. We welcome scholars from a variety of disciplines. To encourage textured, impactful discussion, submissions of any methodology will be considered equally.

Desired outcomes from this conference include the development of a conceptual paper based on findings from case analysis, recommendations for policy makers, creation of cases for the TCR list serve, and future research projects that may emerge from discussion as a result of the conference.

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Track 1.8 Subsistence and Sustainability: Developing Insights on Sustainable Consumption, Education, and Practice in Subsistence Marketplaces

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Track Participants

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The desire to better understand subsistence marketplaces to positively impact subsistence consumers has long been a topic of interest for TCR, given the scope and scale of subsistence contexts. Prior work in this area by the TCR community have led to contributions to both research and practice. In recent times this work has explored questions regarding how sustainable practices are developed within subsistence marketplaces. This work has also furthered the understanding of how key factors (including environmental changes, new technologies, and the increasing presence of modern, corporate business interests) create unique tensions within subsistence marketplaces, as these factors often render traditional norms, knowledge, and practices ineffective. This stream of research also highlights how the use of collaborative efforts, such as the symbiotic academic-social enterprise (SASE), connect research and practice in the development of marketplace literacy, which has the potential to make transformative impact in subsistence communities. This track will build on this prior research to continue

Ultimately, the specific goals of this track will be decided by the eventual participants' interests and preferences. However, the broad mission of the track will be to use a collaborative approach to: 1) combine insights from ongoing primary research in subsistence marketplaces to develop deeper theoretical understanding, and 2) incorporate the realities of life for consumers, entrepreneurs, and organizations living and operating in subsistence into that understanding to impact real-life practice.

Underlying the work in this track is the reality of life in subsistence. While poverty alleviation efforts have been relatively successful from a macro scale, there remain many millions, if not billions of people that live in difficult situations where the ability to satisfy everyday needs (such as adequate food, clean water, education, and infrastructure) may be limited. Adding to this difficulty are the issues that come in modern times. These may include issues such as: 1) environmental change that disproportionately impact individuals in subsistence that more often rely on the natural environment for their vocations, 2) opportunistic ventures by for-profit interests ranging from exploitative middlemen to multi-national corporations, and 3) migration for reasons that range from lack of employment for individuals in given location to large-scale migrations of communities that come from political conflicts, war, and/or factors like long-term droughts. These issues combine to make for complex situations where progress can be quickly undone, and systemic vulnerabilities always must be considered.

Track Goal and Post-Conference Plan: This 2025 TCR Conference track consists of scholars and practitioners who have an interest in combining basic research in subsistence marketplaces and practice to: 1) develop deeper theoretical insights into consumer behavior, and 2) design programs and systems that will help subsistence consumers and entrepreneurs make sustainable decisions. The track chairs will ensure some level of data collection during the time leading up to the 2025 TCR Conference, and are open to (and actively encouraging) combining efforts with track members' ongoing research capabilities. Regarding the post-conference activities, the general plan will be to develop a manuscript, covering the collaborative efforts of the track leading up to TCR 2025, the time spent in-person at TCR 2025, and potentially some final data collection post-conference. And finally, at a minimum, this track will have a goal of submitting a manuscript to a potential special issue associated with the conference. The hope is that this track will contribute to the ongoing work in the area of subsistence marketplaces by members of the TCR community.

Track 1.9 Happiness is a Human Right: Exploring the Role of Brands and Marketing in Promoting Happiness and Well-being

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In a world of excessive consumption, the pursuit of happiness through increased economic wealth and material possessions does not actually yield increased happiness or life satisfaction. For instance, the United States ranks within the top 10 countries in the world with the highest Gross National Income per Capita (World Population Review, 2024b), as well as ranks globally as the country with the highest consumer spending (World Population Review, 2024a). Nevertheless, although the United States leads in consumerism and economic wealth, according to the 2024 World Happiness Report (Helliwell et al., 2024), the United States ranking in happiness based on self-assessed life satisfaction is now positioned at number 23, an alarming drop from number 15 in just 2023.

Such a drop in life satisfaction is evidenced by rising rates of loneliness, depression, anxiety and suicide—even among the younger population (American Psychological Association, 2021). Thus, it is not surprising that individuals continue to be in a relentless search for *happiness*. However, the conceptualization of *happiness* varies. Happiness is generally understood as a state of well-being and contentment, which can be experienced as either a fleeting emotional reaction or a more enduring trait. It encompasses both hedonic aspects—focused on pleasure and achievement, and eudaimonic aspects—centered on meaning and life contribution (Van Gordon *et al.*, 2023). But defining happiness solely as a static goal can lead to cycles of self-criticism and dissatisfaction (Van Gordon *et al.*, 2023). Instead, it may be more useful to view

happiness as an ongoing process of experiencing and nurturing positive states, rather than a fixed destination. Mogilner, Aaker, and Kamvar (2012) further argue that the meaning of happiness is flexible, evolving over time and impacting the choices individuals make.

The World Happiness Foundation (2024) has identified meaningful connections, robust health, and a sense of freedom as three pillars of happiness. Additional research also notes sustainable consumption as an important contributor to individual happiness, as it enhances the enjoyment of the experience (Tezer and Bodur 2020). Given this complex and evolving understanding of happiness, there is a significant gap in marketing research. Brands and corporations often lack frameworks to conceptualize and contribute meaningfully to consumers' evolving perceptions of happiness. To bridge this gap, innovative marketing strategies are needed that align with the dynamic nature of happiness. These strategies should enable brands to play a supportive role in fostering meaningful connections, promoting robust health, and encouraging sustainable consumption.

With this context, we ask: How can brands and organizations strategically promote sustainable forms of happiness and well-being, rather than encouraging mindless consumption? To achieve this, how can marketing strategies and public policy initiatives collaborate to promote mindful consumption that enhances consumer happiness and overall well-being?

Importantly, in this TCR track we seek to contribute to the United Nations Sustainable Development Goals of increasing consumer well-being and sustainable consumption by exploring: How can we promote happiness in alignment with the World Happiness Foundation? Can Marketing and Public Policy work together to increase individual and societal happiness and life satisfaction? If so, can we develop a framework that clearly establishes the domains and actions that brands and organizations should undertake to contribute to a nation's happiness?

To help answer these questions, we outline track objectives, selection criteria and planning:

Objectives:

1. Assemble a team of researchers who will work on the topic of happiness and consumer well-being.
2. Explore happiness as an indicator comprised of different domains, including but not limited to sustainability, health, freedom and interpersonal connections.
3. Develop a framework through which brands and organizations can promote happiness from a marketing and public policy perspective.

Selection of Participants:

We invite **senior faculty, junior faculty and doctoral students** to join our team, which currently includes our research partner. We aim for a team with diverse perspectives, research expertise and backgrounds, who are passionate about making an impactful societal change through marketing and public policy.

Track Organization:

Preconference: Track team members will read key papers and conduct a literature review. Participants will be asked to work in small groups to establish the research focus. Prior to the TCR conference, we aim to have defined the research focus to be

developed during the conference.

Conference Day 1: Team will engage in small group discussions about the proposed research focus to present a proposed framework to the full team for discussion and feedback. Key ideas and findings from the literature review and discussions will be organized and outlined; a framework for the paper submission will be developed.

Conference Day 2: Team will discuss and refine the framework as well as the manuscript structure, target journal and co-author ownership.

Conference Day 3: Continue to work on the manuscript structure and establish a timeline to work post conference, as well as meeting frequency.

Post-conference: Team will meet regularly to discuss progress on drafts and manuscript advancement for journal submission.

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Track 1.10 Improving Marketplace Access for All: Learning from those with Invisible Disabilities

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Over the past three decades marketing scholars have researched the impact of the Americans with Disabilities (ADA) Act in improving access and inclusion for consumers with disabilities (CWD). This body of work attempts to understand the experiences of disability by consumers and ways to increase accessibility. While there has been progress on understanding the experiences of CWD and how to improve access in the built, physical environment (e.g., Beudaert, Mason, and Nau 2024; Pavia and Mason 2012), the research has focused primarily on consumers with physical disabilities. Comparably, little focus on consumers with non-visible disabilities has occurred. More research is needed to understand these consumers' experiences, the stigma they face, and how the principles of universal design and assistive technologies affect the experiences of disability by consumers particularly in the marketplace (both the physical and online environments). The Disability & Health Data System estimates over 21 million people over the age of 18 in the United States live with a disability (Centers for Disease Control and Prevention, 2024). Of those, approximately 10% have an invisible disability that often impacts their abilities to navigate marketplaces and get their needs met in an efficient and effective manner. A recent study found more than half of CWD believe there are barriers that significantly limit their purchasing choices (Alexiou 2022). Additionally, over 40% have been unable to complete either an online or an in-person purchase due to accessibility issues. Answering the call of Beudaert, Mason, and Nau (2024), this track aims to contribute to the CWD discourse by exploring how technology, assistive devices, and principles of universal design alter the experience of non-visible disability. In the case of consumers with invisible disabilities, the utilization of approaches that alter the marketplace environment or themselves may mitigate felt stigma and empower consumers with invisible disabilities while simultaneously help create marketplaces accessible to all.

The world's largest retailers and CPG companies continue to embrace efforts to bring employees and consumers with disabilities into discussions on product innovations, configuration of marketplaces, and other DEI efforts due in part to the business case for doing so. An Accenture 2023 study found companies with disability inclusion strategies make "1.6 times more revenue, 2.6 times more net income, 2 times more economic growth

and are 25% more productive versus competitors” and a 2018 study reported CWD not only control more than \$8 trillion in disposable income in the United States alone, but also exhibit high levels of brand loyalty (Alexiou, 2023; Chitrakorn, 2021). Often the changes made to service and retail marketplaces not only increase accessibility for disabled consumers but also make the marketplace more accessible to the generalized consumer population. With the growth in and adoption of assistive devices, how one experiences disability may be forever changed.

Pre-conference work will consist of reading key marketing articles on consumers with disabilities, assigned reports and policy statements related to the Americans with Disabilities Act (1990), as well as studies on universal design principles and assistive device technology. Participants will also collect examples of how businesses are working to make the marketplace more inclusive. At the conference, track participants will share the findings of pre-conference work to expand upon how the marketing discipline studies CWD and to generate blueprints for future data collections to validate preliminary conceptualizations. Track co-chair, Daniel Van Sant, Director of Disability Policy at The Harkin Institute for Public Policy & Civic Engagement, will facilitate visits to various policymakers and governmental offices, such as the Equal Employment Opportunity Commission and the Department of Labor’s Office of Disability Employment Programs, to allow track participants to learn of the priorities of various stakeholders. Following the conference, participants will engage in the writing and dissemination of key findings with the possibility of including case studies from several companies.

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Track 1.11 Womanhood, Gender Equity, and Intersectionality Across Consumption Contexts: An Exploratory Framework for Conducting Research on Gender Well-Being (GWB) in Consumer Behavior

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Previous work on gender studies in consumer research has often adopted an essentialist ‘gender-as-a-variable’ approach (Haynes 2008) to enable ‘sex difference’ research where straightforward manipulations are designed to assess how cisgender men and women respond to various stimuli (Bettany et al. 2013). Although, there has also been significant and impactful research on gender and consumption that includes and interrogates notions of norm creation, social construction, and cultural context (Dobscha 2019, Dobscha and Ostberg 2021).

This project intends to develop a *Gender Well-Being (GWB)* framework through which to conduct impactful consumer behavior research related to gender and womanhood. We seek to consolidate and classify existing consumer research related to gender across disciplines to better equip researchers with the language and tools necessary to understand and conduct gender-based research in marketing. Our work is intended to enable practitioners, educators, and policy makers to induce prosocial change. Relevant gender-related theories and phenomenon span a wide range of interdisciplinary topics and areas of impact. Economic gender discrimination remains hidden and thus proliferates in “the pink tax” and other forms of health inequities (Ginsburg et al. 2023; Souza et al. 2024; White et al. 2024) and economic inequities in finance and law (Lafferty 2019). With an understanding of the vast universe of gender-related issues in society and the marketplace, we plan to create a unifying framework (Gender Well-Being) through which to study gender and equity in healthcare, economic, cultural, and sociological, and business contexts that bridges different frameworks and discourses.

We intend to explode the ‘gender-as-a-variable’ approach with the understanding that distilling gender into a discrete manipulable variable ignores heterogeneity and fundamental differences across cultures and historiographies. That is, while empirical ‘sex difference’ research is certainly useful and meaningful in some contexts, it often eschews important nuances in gendered experiences like intersectionality (Crenshaw 1989) and differences across identities that we hope to foreground. We build on existing work and respond to calls to action for research about gender and marketing with different frameworks and perspectives in mind (e.g. Dobscha 2012, Maclaran et al. 2010, Maclaren 2015). Our objective is to provide a framework unconstrained by boundaries of discipline, discourse, and perspective that embraces the need for expansive approaches to gender well-being (GWB).

We identify several distinct goals for this track: (1) to establish a taxonomy of gender-related research in consumer science and consumer humanities, (2) to delineate structural components of

equity imbalances across contexts, (3) to explore shame and secrecy surrounding gender-related experiences and consumptions, and (4) to probe into the role of technology (AI) in shaping gender discourses. We expect more than one research article to be published in a high-quality peer reviewed journal to emerge from this session.

Track 2: Leverage Theory Guided Research

Track 2.1 A Vision for Impactful TCR that Helps to Improve the Lives of Consumers, Strengthen Communities, and Reduce Societal Polarization

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Transformative Consumer Research (TCR) has the potential to drive significant positive change by addressing critical societal challenges. Inspired by the goal of greater impact through marketing scholarship, this track will focus on developing strategies to increase the direct and positive impact of TCR research on various stakeholders (Blocker et al. 2023; Bublitz et al. 2022; Mende and Scott 2022; Scott, Mende, and Hassler 2022; Scott and Martin 2023).

Several areas of research in TCR are particularly promising for societal, policy, and consumer impact. These include, but are not limited to: inclusive financial services, improved healthcare systems and consumer health decision-making, combating mis- and disinformation, and leveraging technology for the greater good. Our goal is to build a framework by drawing upon the intersectional insights from these areas: including theoretical and contextual similarities and distinctions. Furthermore, we seek to develop solutions that can support communities and governmental agencies to reduce polarization.

In addition to exploring these individual domains, we will investigate the intersections between them to uncover new opportunities for collaboration and amplify the impact of TCR. We have completed a series of empirical studies in these areas, which provides a strong foundation for advancing theoretical understanding and generating real-world outcomes. In addition, members of the team are working with local governmental officials to find ways to reduce polarization by leveraging TCR research. This track aims to identify gaps and push the boundaries of existing work for more impact and for the benefit of both individuals and society.

Full Track Description

Impactful and transformative consumer research is essential for addressing the significant challenges faced by society today. Building on Mende and Scott's (2022) framework for creating impact at the intersection of theory, practice, policy, and consumer well-being, this track will bring together scholars working in key areas such as misinformation, financial services, healthcare, sustainability, and innovative technologies. Each of these domains offers unique opportunities to

foster positive change and promote the greater good. However, our approach will go beyond isolated exploration; we will study the intersections between these content areas and dimensions to identify connections, gaps, and collaborative opportunities that can lead to greater societal impact.

1. **Financial Services:** Examining how financial decision-making and relationship marketing with financial institutions can be leveraged to improve financial well-being, particularly for vulnerable and underrepresented consumer segments.
2. **Healthcare and Consumer Health:** Exploring consumer barriers to preventative healthcare and how marketing interventions might play a role in minimizing these obstacles to improve consumer wellbeing. Furthermore, exploring how various marketing, psychological, and environmental factors impact consumer food choice and consumption, perceptions, and preferences with a focus on enhancing consumer food well-being.
3. **Innovative Technologies:** Exploring the transformative potential of innovative technologies (e.g., human enhancement technologies, service robots, wearable tracking devices, and artificial intelligence) in marketing and how such technologies can be leveraged for individual and societal well-being.
4. **Misinformation:** Exploring the role of marketing in combating misinformation and enhancing consumer trust, drawing on interdisciplinary approaches and marketing interventions.
5. **Sustainability:** Examining the impact of firm policies on consumer sustainability and how these policies may interact with prosocial consumer roles.

Our track is grounded in empirical work that has already been completed across these areas, with the goal of developing an integrative conceptual framework and future research agenda. Our goal is for the findings to help uncover solutions to reduce societal polarization. This track will emphasize the importance of collaboration between academia, industry, and policymakers to maximize the impact of TCR research. For example, one of the team members is working with several local government leaders to use scholarly research to help increase community cohesion at a time when there is substantial polarization. We will discuss how existing empirical work in these areas can be further developed to achieve greater impact, both at the individual and societal levels.

Pre-Conference Organizing Plans:

- *Regular Team Meetings.* The international team will meet at regular intervals on zoom to advance the project. Subsets of the team will also meet in person as possible at conferences taking place before TCR, such as AMA and SCP.
- *Literature Review (June – November 2024):* Conduct a thorough review and synthesis of existing literature across the track's key content areas - financial services, healthcare, innovative technologies, and misinformation. In parallel, re-examine the empirical data already collected in these domains to identify insights related to their intersections. This two-pronged review aims to:
 - (1) **Identify Gaps and Opportunities:** Pinpoint areas lacking sufficient research and opportunities where intersecting themes can be explored for greater impact
 - (2) **Develop a Conceptual Framework:** Create a comprehensive framework that integrates findings from both literature and existing data, highlighting how the intersections between the content areas can be leveraged for transformative outcomes, and
 - (3) **Formulate Testable Propositions:** Generate propositions based on the identified gaps and insights from the re-analyzed data, setting the stage for

additional empirical work.

- *IRB Application (August – October 2024)*: Submit materials and revise as new research questions emerge.
- *Additional data collection (tentative schedule January – June 2025)*: Design and implement a series of empirical studies based on the propositions developed during the literature review.

During and after the TCR Conference:

- Review the data and results from the studies.
- In light of the results and insights generated from the data, we will design follow up studies to further investigate the identified intersections and gaps, developing a future research agenda.
Finalize a detailed outline for manuscripts resulting and develop a plan for additional data collection. The team plans to have a submission-ready draft of our manuscript within 16 weeks after the conference.

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Track 2.2 Validating the Social Issue Flywheel

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This submission originates from **a team of scholars who met at TCR 2023 in Track 1 “#14. The Rise of Brand Activism Track,” fell in like, and created a theoretical model together.** Our team is composed of diverse researchers from different backgrounds, cultures, and career stages (from doctoral students to later-stage scholars). Below is a brief overview of the theoretical model, our plans for an empirical project, and the anticipated impact of that work.

The Theoretical Model

Through our exploration of brand activism, we identified that the literature has largely ignored contextual and environmental factors. Prior literature has a) focused predominantly on consumer-level responses, b) framed managerial strategy as simply reactive to the demands of activist organizations or consumers, and/or c) treated the evolution of social issues or causes as uni-directional. In response, **we created the Social Issue Flywheel model, which accounts for and explains the factors influencing the climate surrounding a socio-political issue and how it changes dynamically over time based on these factors.** The use of a flywheel metaphor demonstrates the interaction of factors that can influence the evolution of the discourse around a social issue, including aspects of the issue itself, overarching societal characteristics and norms, differences in stakeholder perspectives, responses to the actions of other entities, as well as the actions of ‘exogenous’ entities (such as corporations, NGOs, and government). These factors intersect to determine the types of forces driving the flywheel, their relative strength, the momentum of the discourse around an issue, and their downstream consequences. Scholars, activists and managers can use this tool for environmental scanning and sense-making. This manuscript is nearing journal submission.

We now seek to **empirically validate the assumptions of our model using a multi-method approach.** Notably, a member of our group has built a novel **analytical framework based on large-language modeling (LLM) with the ability to gather social media and Reddit data to examine discourse.** This will allow us to test research questions, including:

- At what point in a social movement do brands typically enter, and are there better strategies for engaging in a contested social space? Our theory suggests that early phases of social movements are highly unpredictable and that companies likely lack the information, expertise, and/or activist collaborators to form coherent strategies.

- How does brand activism influence consumer discourse and how is brand activism affected by consumer discourse? Our model suggests that highly polarized climates amplify information about the brand, inciting more discordant discourse on both sides of an issue.

We will first test these possibilities using the LLM-enhanced analytical framework to examine specific discourse cases and explore initial findings. **Subsequent experiments will cross-validate the results and test for underlying mechanisms** that drive the relationships.

We anticipate the results from this project to provide significant contributions to the understanding of how social movements grow and evolve and how brands create change and are changed themselves. **We aim to clarify the pathways through which positive social change can occur and to uncover the ways in which companies influence the development and evolution of social movements.**

TIMELINE

Time Frame	Tasks
Summer 2024	Development of LLM-enhanced framework to examine brand activism discourse on social media. Identify and obtain a commitment from research team members.
Fall 2024	Analysis of Reddit and potentially other social media data Development of experiments to assess causation and determine mediators potentially underlying the effect identified by LLM-enhanced framework data. Process by moderation may also be tested, as well as novel moderators identified as theoretically valuable. The initial writing of the manuscript begins.
Spring 2025	Finalize experiments. Experimental data collection. Manuscript writing continues.
TCR: June 12-15, 2025	Experimental data analysis. Revisions to the manuscript.
Post-TCR 2025	Official methods and findings are added to the manuscript. The general discussion is completed and final revisions to the manuscript. Present findings at a marketing conference. Submit the manuscript to a top-tier peer-reviewed journal.

Track 2.3 Just Transition in Resource Deprived Communities: Bridging Stakeholder Insights for Climate Equity

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Transitioning to a green society should be fair to all populations, including vulnerable groups experiencing the privations of resource scarcity and poverty. Yet the benefits of decarbonization fall unevenly on different communities (Galgóczi, 2020). This has prompted calls for a *just transition* on climate action, broadly defined as “ensuring no one is left behind or pushed behind in the transition to low-carbon and environmentally sustainable economies and societies” (UN CDP 2023). Respecting human rights while promoting sustainable development, the eradication of poverty, and the creation of decent work, a just transition can enable more ambitious climate action and provide an impetus to attaining the Sustainable Development Goals.

Social inequities diminish people’s consumption adequacy (Hill, 2022; Martin and Hill, 2012), as well as their ability to participate in opportunities that will accompany the world’s transition to a lower-carbon, more resource-efficient, and more socially inclusive green economy (Rahman et al., 2022). Consumer researchers have recently advocated for dignity-centred solutions in nature dependent communities (Venugopal et al 2024), in addition to the necessity of examining economic scarcity and natural resource/ecological scarcity both independently and interactively (Harati and Talhelm 2023; Sachdeva and Zhao 2020).

Advancing a just transition is a priority area for the UN Global Compact who have developed guidance for organizations to start planning for change ([Ten Principles of the UN Global Compact](#)). Based on social dialogue, stakeholder engagement and partnership which minimizes social and economic harms, they emphasize the importance of inclusivity on the journey to net-zero emissions and environmental sustainability. Yet climate and environmental policies are often shaped without reference to their impact on people whose lives are particularly marked by poverty and scarcity (Bray et al. 2020; 2019; ATD Fourth World).

Our proposed Track 2 will empirically examine how organizations and communities interpret and define a just transition for climate equity, leveraging existing conceptual insights developed at the intersection of resource scarcity and poverty (Blocker et al. 2023), deep deprivations and resource discrepancies (Cannon, Goldsmith, and Roux 2024; Hutton et al. 2022). To intensify our analysis of just transition in resource scarce and deprived contexts, we will adopt an integrated relational

engagement approach (Ozanne et al. 2017), researching *across stakeholders* working at different levels of interaction on these issues.

To realize this objective, we have the agreed participation of two international organizations working on:

- i) *Climate action at an institutional level*; **UN Global Compact (USA & UK)** drive business awareness and action in support of achieving the Sustainable Development Goals.
- ii) *Poverty/scarcity at a community level*; **ATD (All Together in Dignity) Fourth World**, an international human rights NGO with general consultative status at the United Nations Economic and Social Council.

Editors and scholars currently call for new paradigms connecting consumption inequalities, market actors, human rights, and the SDGs (Lamberton et al. 2024). By focusing on joint collaborations with organizations and communities to define socially responsible policies (Huang et al 2021), our track will generate one or more academic papers foregrounding societal impact transitions (Ozanne et al. 2024). Our overarching aim is to contribute new understandings of social and ecological inclusiveness, as constitutive of a just transition.

Proposed Timeline and Activity Plan for TCR 2025

October 2024*	Pework: Organizing, shared resource drive/structure, team kick-off
November 2024	Literature gathering, iterative team discussions, IRB for data collection
December 2024	Empirical/data collection preparations (Plan, Schedule, Recruit)
January 2025**	Interviews with UN Global Compact and ATD Fourth World Forums
February 2025**	Data collection continues plus team discussions
March 2025	Literature expansion, iterative team discussions/findings debrief to stakeholders
April 2025	Conceptualizing, iterative team discussions
May 2025	Pre-conference writing in teams, (background literature, methods)
June 2025**	TCR June 12-15, 2025, American University
July 2025	Writing in Teams, conceptual model, discussion ideas
August 2025	Writing, Assembly, First edit
September 2025	Team Editing, Friendly Review
October 2025	Copy Edit/Final Polishing
November 2025	Final manuscript due end of January 2026

* Subject to track acceptance

** Subject to stakeholder input/availability at these times

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Track 2.4 Does Online Gaming Promote Well-Being or Maladaptive Behavior? A 360-Degree Examination into the Industry and Consumers

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Arianna Uhalde, University of Southern California

Lauren Cheatham, University of Hawai'i

Considerable debate exists on the degree to which online gaming is problematic. Two competing perspectives as to the impact of gaming on “gamers” are (1) the *consumer well-being* perspective (i.e., gaming can be fun and/or educational) and (2) the *maladaptive consumption* perspective (i.e., gaming can be harmful). As such, current approaches to identify and address potential problems with online gaming are siloed and thus limited in social efficacy and impact. What happens when gaming creates so much harm that society is forced to address it? On the other hand, when does harm to a relatively small group consumers, who may knowingly misuse gaming, justify regulation. It is not clear what the impact is of different types of societal approaches, where the social responsibility resides for the behavior, and the impact that these approaches have on social welfare in terms of consumer and societal well-being. Having a clearer understanding of when the benefits of a social intervention may be needed and what constitutes undue harm are key societal questions with complicated approaches (Martin & Stewart 2024). We believe developing a 360-degree view of online gaming will be beneficial, and we propose to explore the factors contributing to well-being and maladaptive consumption among gamers. Such an analysis of one industry and its markets(s) has the potential to create a template for similar analyses of other industries and markets.

Our goal is to begin an in-depth, transdisciplinary conversation about the massive, rapidly growing gaming industry that impacts 2.6 billion consumers worldwide. We plan to deepen marketing’s collective understanding of this industry and related consumption through the various factors that contribute positively to well-being and negatively to maladaptive behavior. We argue that research needs to understand the impact of rapid technological changes (AI, VR, AR, XR, etc.) in product design strategy and the impact of ‘design thinking’ on the extent that consumers continue to be immerse in a game, engage in related gaming communities, and avoid churn and switching to competitors’ offerings (Teng, et al. 2023).

We will spend the next year focused on developing a holistic perspective of product design through interactions with game designers, attorneys for gaming firms, advocacy organizations such as ESA, regulators, gaming industry experts, technology experts researching tech-based changes/advances in the gaming industry, experts in different types of gaming such as e-Sports, Roblox, Twitch, and others. Our methodological approach will be multi-method: secondary research (in-depth literature reviews across disciplines; secondary data from various databases) followed by primary research, including in-depth interviews, focus groups, and surveys. We will also attempt to access data from gaming companies (e.g., smartphones facilitate tracking of gamers’ behaviors). Finally, people often have strong views toward online gaming, which creates strategies that are based on advocacy

rather than scientific research. Our goal is to start an in-depth, transdisciplinary conversation in the area of online gaming, advancing technology, consumer well-being, and maladaptive behavior, (see Table with the perspectives that will guide our research and timeline for the next year).

Table: Use of the Transdisciplinary Approach to Investigate Stakeholders in Online Gaming

- 1) Industry perspectives and strategies
 - a) “Insiders” working in the gaming industry
 - b) Game designers and UX/UI researchers
 - c) IP Attorneys
 - d) Trade groups such as ESA
 - e) Marketers
 - f) Media and Influencers
 - g) Investors
- 2) Online gamers and their relationships
 - a) Professional gamers and e-Sports participants
 - b) Recreational gamers
 - c) Participants in gaming communities and e-Sports events
 - d) Influencers
 - e) Inter-generational gamers (parent-child)
- 3) Public policy regulators, educators and medical industry
 - a) Clinicians
 - b) Parents of gamers
 - c) Teachers
 - d) Regulators and lawyers
 - e) Researchers – industry and academic

General Timeline (planned activities over the next year)

1. September - November
 - Connect team through Zoom meetings
 - Commit to background readings and focused literature review
 - Define scope and objectives for the team project
 - Discuss methodology and develop approach and protocol for initial gathering data
 - Develop general interview guide
 - Start interviews of ‘experts’ from each of the above groups
2. January - March
 - Synthesize literature from respective reviews and readings.
 - Outline initial conceptual and practice insights
 - Continue interviews and collection of secondary and primary data
 - Present initial framework and results at Winter AMA (Phoenix, AZ)
3. April - June
 - Continue with data collection with industry practitioners, influencers, regulators, and consumers
 - Ideas for a manuscript and strategy to write and submit to a selected journal
4. TCR 2023
 - Preliminary report from initial data collection
 - Discussion between practitioners and team
 - Continued development of empirical investigation
 - Outline manuscript and specific team assignments

5. Beyond TCR

- Develop a session for MPPC to share insights and receive scholarly feedback
- Present at an interdisciplinary conference to receive input from other fields
- Identify venues for practice-based input, involvement, and dissemination
- Develop manuscripts for journal submission
- Assess further collaborative research stemming from mutual interests (e.g. explore potential funding applications)

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Track 2.5 Exploring Fresh Starts in A Climate of Resource Scarcity: Examining Microcredits

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Laurel Aynne Cook, West Virginia University

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Nicole Carta, Fordham University

This track 2 proposal explores microcredits as a fresh start intervention in a climate of consumer poverty and resource scarcity. Our objective is to build upon the limited literature at the intersection between consumer poverty and resource scarcity (see Blocker et al. 2022) to better understand the role of microcredits in consumer financial well-being. Our focus is on subsistence marketplaces, where consumers often make impossible trade-offs between making, buying, and foregoing. As one specific example of the many resource deficient marketplaces, individuals here, in Burkina Faso, live with multiple constraints such as no or low income often compounded with low literacy. Research shows that low literacy and low income limit individuals living in subsistence marketplaces not only objectively, but also psychologically, to focus on the present moment. As such, some of the otherwise established tools and strategies for sustaining oneself and climbing the social-economic ladder may be less effective in lifting individuals out of their current circumstances. For instance, does the concept of a “*fresh start*”, a belief that one can make a new start, attain a new beginning, and chart a new course in life regardless of past or present circumstances (Price et al. 2018), serve to help or hinder? Specifically, may micro-credits, as a means toward a *fresh start*, *create too much pressure for the borrower and negatively impact individual well-being, and/or may microcredits fail to help their recipients develop the necessary skillsets to succeed, and/or could they have other unanticipated consequences to one’s communal well-being (Prilleltensky & Prilleltensky (2007))*? Importantly, the answers to these research questions promise to inform what it may take for individuals to change their current circumstances, thrive, and experience financial well-being even in the presence of additional constraints which may be associated with low self-efficacy.

Our work centers around an area of the world marked as only 7th from the very *bottom* of the 191 countries listed in the United Nations Human Development Index (United Nations Development Programme 2024). The country of Burkina Faso has a large population (40%) that live below the poverty line based on a number of external factors that include limited resources, political turmoil, and terrorism. Many of these reasons are also cited in the country’s decision to leave the Economic Community of West African States (ECOWAS) this past year. Leaving ECOWAS, though, has significantly affected their economic outlook. One nonprofit, *AMPO International*, has responded to the country’s urgent need by providing housing for children for more than 25 years. Since AMPO began working in Burkina Faso, additional facilities have been created including a counseling center for women, refuges for abandoned girls, social services, healthcare clinics, farming projects, and financial support for the community and surrounding areas (AMPO 2024). Ending poverty is the UN’s first, and most important, of its 17 Sustainable Development Goals

(SDGs) and their 2030 agenda for sustainable development calls for global action- including academic research (United Nations 2024). In response, our track is designed to work alongside AMPO as it relaunches its lending programs and training programs. Important outcomes for AMPO include member’s poverty reduction, improved well-being (e.g., financial, health), and reduced vulnerability- perfectly aligned with TCR values. While previous TCR work has focused on decentralized finance in developing countries, the focus has included cryptocurrency and consumer protection. Our research will build upon prior work by including interventions (e.g., microcredits, education) for comparison at the micro (per person) and meso (per household) levels. Recent studies on microcredits in *other* rural areas have shown promising ways they may reduce household vulnerability to poverty, albeit somewhat unevenly across different segments such as income, education, and gender (Phan, Vo, and Vo 2023). Importantly, we also recognize the favorable opportunity for downstream effects of “fresh start interventions” on minors. Empirical research on the financial well-being of minors- especially in developing countries, presents another opportunity for our track to contribute to this area.

Track Goals

The overarching objective of the track is to explore the potential of microcredits in reducing consumer financial vulnerability. In particular, we intend to explore how a fresh start mindset could impact the role played by microcredits in transforming consumer financial well-being. The results will have clear implications for various organizations’ strategies and policies surrounding lending and training procedures.

We expect this research to have several outcomes. First, we hope to identify the behavioral and policy elements between the fresh start mindset and microcredits that support reduction of consumer financial vulnerability. Second, we will explore how these programmatic elements impact outcomes of microcredits beyond financial well-being, such as health and educational outcomes. Third, we hope to provide specific policy and firm guidelines to positively influence how (and if) microcredits as a means of a fresh start will ultimately improve individual, communal and social welfare.

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General Timeline (Planned activities over the next year)

Track Start Preconference

We will be using a multi-prong approach to prepare for the conference. First, we will draw from research across disciplines in finance (Banerjee et al., 2019), psychology (Dai, Milkman & Riis,

2015), social sciences (Dai, Milkman & Riis, 2014), and marketing (Price et al., 2018). Additionally, we will continue to finalize our analysis using both the secondary and primary data collected. Lastly, we will design and run experiments to test how the framing of how micro-credits can be used influences well-being.

1) *July through September – Organization & Prioritization Phase*

- Literature review
- Conduct conceptual development as determined by team
- Study 1: Secondary Data Analysis of operational data

2) *October-through December – Research Agenda & Conceptual Phase*

- Research and questionnaire design (Study 2)
- IRB preparation, submission, and revisions
- Study 2: Interviews & focus groups with social workers and recipients of micro-credits

3) *January through May – Additional Data collection and TCR preparation*

- Study 3: Interventions for improving FWB (Experiment)
- Prepare materials for TCR presentation and analysis

4) TCR June 12-15, 2025 [Washington, DC, American University]

5) Beyond TCR

- Develop panels/sessions for ACR, AMA, MPPC, and/or other TCR-building and complementary conferences
- Identify venues for practice-based input, involvement, and dissemination (e.g., AMPO HQ, community networks)
- Spring '25: Additional data collection, as needed
- Manuscript preparation
- Manuscript submission

Conference Day 1 – morning session: Discussion with panel of industry (e.g., financial and public policy) experts.

Conference Day 1 – afternoon session: publication structure and content discussion, review of empirical results; summarize policy and practice implications from morning discussion.

Conference Day 2: Agree on structure of first draft. Assign tasks to each group member. Create an anticipated timeline of project completion.

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Track 2.6 ALICE in Wonderland: Navigating the Anti-Poverty Service Ecosystem

Track Co-chairs

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Poverty is commonly conceptualized by a simple money metric; that is, earnings beneath a specified income threshold (United Nations 2022). Broadly speaking, the thresholds, which are determined by national governments, represent the annual gross income a typical household requires to consume at a level necessary for survival (Hauver, Goodman and Grainer 1981). Roughly 10% of the world's population is thought to live in extreme poverty, where survival is imperiled (World Bank 2018). In the United States, according to the United Way (2020), a leading US anti-poverty organization, roughly 13% of US households (or approximately 16 million people) live at or below the FPL of \$25,100.

Scholars have long held that money-metric conceptualizations, where poverty is a simple trait of households or individuals, can be doggedly (and grimly) optimistic, because they routinely underestimate what is needed and what must be done to avoid survival-threatening deprivation (Subramanian 2014). One response in recognition of these shortcomings, has been to broaden the category of those living with precarity to incorporate working people earning wages above a poverty threshold but less than a living wage. The U.S. characterizes such people as Asset Limited, Income Constrained, Employed (ALICE), and they are known colloquially as “the working poor” (Bureau of Labor Statistics 2018). The United Way estimates roughly 35 million US (29%) ALICE households (United Way 2020). Combined with those officially in poverty, some 42% of US households live under precarious circumstances.

In this project, we explore a service ecosystem of businesses and anti-poverty-oriented programs (government and NGO) that serve ALICE and poor consumers. We focus specifically on their consumer journeys through the ecosystem. We pay focused attention to participants in a program called “Staying Ahead,” run by a Community Action Agency in a small city in the southeastern United States. Our interest in these consumers is based on the goal, laid out for them by the program, to begin a longer-term local engagement as citizen-consumers. In that role (see Coskuner-Balli 2020), they are expected to interact with local stakeholders, including program mentors, employers, local organizations, community groups, etc.

In the spirit of studying poverty rather than the poor (Brady 2023), our interest in these consumer-citizens' journeys is to better understand how much-needed resources are distributed across a local landscape, namely where they are clustered, how they can be accessed, and the myriad administrative, locational, and other challenges to acquiring them. To that end, we have built a TCR team to study this approach to poverty eradication. Each member has a deep interest in

community and social change, and significant experience in studying vulnerable and marginalized people and their pursuit of positive social transformation. We have conducted in-depth interviews with participants, program mentors, employers, local organization members, community groups, and other key community stakeholders to assess the layout and contours of the anti-poverty service ecosystem. We are also collecting relevant secondary data about this and other communities. Our goal is to understand journeys through the anti-poverty service ecosystem as well as how changes impact it and how community members experience this change. This project will result in theoretical and practical insights into how individuals and groups address community level poverty (e.g. contributing to knowledge of institutional entrepreneurship and social movements), as well as how social programs can address issues of consumer well-being through bottom-up, community-level initiatives.

Timeline

Task	Completion Date
Pre-Conference	
Review Completed Data Sources to determine additional data collection (meeting)	August 25, 2024
Collect additional qualitative data - In-depth interviews	January 1, 2025
Collect secondary data - Mapping of organizations	January 1, 2025
Plan data analysis and assess progress (meeting)	December 31, 2024
Literature review of theoretical and empirical arenas to inform theoretical framing (Theories of poverty, Service provision to the poor, Subsistence marketplaces, Homelessness, Cultural trauma theory, Customer Journey literature)	December 31, 2024
Conduct data analysis of secondary and qualitative data	April 30, 2025
Assess progress (meeting) and share data analysis	March 31, 2025
Update literature review and complete data analysis	June 10, 2025
Post-Conference Timeline	
Writeup Findings	July 31, 2025
Complete a 1st draft	September 15, 2025
Review and revise	October 15, 2025

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Track 2.7 Pathways to Well-being: The Power of Policy Advocacy

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Jennifer Escalas, Vanderbilt University

Elizabeth Miller, University of Massachusetts - Amherst

Gia Nardini, Florida Atlantic University

Lama Lteif, University of New Mexico

Dee Warmath, University of Georgia

Hillary Wiener, University at Albany, State University of New York

A working mother struggles to care for her disabled son. She earns too much to qualify for Medicaid but too little to afford health insurance. Who will care for him if she gets sick? School breakfast and lunch programs help to fill the gap for families that struggle with hunger but how will they feed everyone during summer without school meal support? A woman who is 18 weeks pregnant rushes to the hospital when she wakes up cramping and bleeding. The ER doctor cannot follow the recommended care for this woman who is suffering a miscarriage. The patient's blood pressure is rising, and the doctor is worried she may die but must wait for the legal department to authorize care.

These are not hypothetical stories. For millions of Americans, they reflect the reality faced when politics take precedence over people's well-being. Ten states have decided to opt out of Medicaid expansion leaving many families in medical limbo (McCarthy 2024). Many states have opted out of a new federal nutrition program intended to provide direct support for summer meals to feed children when school is out (Hiltzik 2024). In states where abortion bans put both women and doctors at risk of prosecution, women's healthcare is suffering, and doctors are being forced to put politics before patient safety (Westwood 2024).

When politicians make policy along a partisan divide, the well-being of their constituents is not their top priority. Who has the power to amplify the voices of the people harmed by these political fights? Nonprofit organizations often provide direct care and support for the people hurt by policies that undermine their well-being by offering free clinics that provide care to the uninsured, feeding families that struggle with hunger, and helping women get the care they need no matter where they live. But these organizations are also in a position of power to advocate for policy change by helping community members and leaders see and understand the direct harm that results from policy decisions. In our current environment, advocacy for policy change is a moral imperative. However, nonprofit leaders fear losing their nonprofit tax status if they advocate for policy change (Libby 2024).

One definition of advocacy is to "represent and advance [people's] interests within a particular system" (Libby 2024, p.23). Nonprofits offer essential services through programming and initiatives but "policy advocacy has the potential to bring about long term positive societal impact" in ways that transform the system (Bublitz et al., 2024). If we only treat the symptoms of a disease,

a person will continue to suffer chronic illness. Similarly, if we do not address the root cause issues that trap people in poverty and perpetuate systemic inequality, people will continue to suffer. Policy advocacy has the power to address the root causes of inequity and uplift people's well-being. In this TRACK 2 TCR session, we explore the vital role of advocacy in creating social change.

Organization and Plan of Work for TCR 2025:

Prior to TCR 2025 our team will use a relational engagement approach to investigate the role of nonprofits in advocating for policy and social change. [Midwest Academy](#) is an organization that provides training in advocacy, organizing, and movement-building. They offer customized training to help nonprofit organizations embrace their important role to advocate for racial, economic, and social justice. Our team will complete custom training with Midwest Academy to better understand the power of and methods for advocating for social change. Then, we plan to conduct qualitative research with nonprofit organizations and philanthropic leaders to better understand their hesitations and concerns about stepping into the role of advocate. Finally, our team will conduct a robust literature review to explore advocacy in a marketing context. We plan to arrive at the 2025 TCR Conference armed with literature, experiences, and data to collaboratively outline a conceptual framework for advocacy as a path to policy change to advance societal well-being.

Timeline and Activity Plan for TCR 2025:

- November 2024 Team Kick-off and planning
- January 2025 Advocacy Training with Midwest Academy
- January 2025 Interview Planning/IRB
- Feb-March 2025 Interviews
- April 2025 Literature gathering, preliminary theme identification May 2025 Conceptualizing, iterative team discussions
- June 2025 TCR June 12-15, 2025, on site in Washington DC July 2025 Writing in teams: literature review, conceptual model August 2025 Writing in teams: conceptual model, discussion ideas
- September 2025 October 2025 Journal Target, dates TBD

Team: Track chairs Melissa Bublitz & Laura Peracchio will lead a team of researchers to collaboratively develop a conceptual framework for understanding the diverse pathways for advocacy to support well-being and create social change. Together the team will write a conceptual framework paper to be submitted to an academic journal.

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Camryn Cobb (PhD Student)
Jennifer Escalas (Professor)
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Track 2.8 Consumer Journeys and Voices in Hunger Reduction Programs

Track Co-chair

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Poverty alleviation initiatives, including hunger reductions programs, are critical to providing help for people in need, even in developed countries. However, the same programs designed to alleviate the burdens of poverty may inadvertently yet systematically undermine the help that is provided, having unintended negative consequences (Arias et al., submitted). For instance, transportation might be a key financial asset required for commuting to employment opportunities or food banks. However, since there is no agreement on what constitutes basic needs (Hammedi et al., 2024), owning key assets may reduce or restrict the help provided by poverty alleviation programs. To illustrate, more than 54,000 Texan households were denied access to SNAP because their vehicle assets were considered too high (Willis, 2023).

Drawing from previous research examining programs with unintended negative consequences (Arias et al., submitted), the current research delves into the role of these unintended consequences in the lived experiences of consumers. In the current research, we focus on the important context of those who experience food insecurity and use the services of a food bank. Our aim is to bring together research on service gaps (Parasuraman et al., 1985) and transformative service initiatives (Blocker et al., 2022) to help create hunger reduction programs that not only feed the population they serve but that simultaneously cultivate empowerment, dignity and hope to help reduce poverty. Bringing together the model of Service Quality (Parasuraman et al., 1985) and taking in consideration the whole of the consumer attending a food bank (Blocker et al., 2022), our research seeks to answer the following questions:

- Which attributes are key in shaping the overall service experience of disadvantaged consumers using a food reduction program?
- What gaps exist between the consumer as a whole, the service provider, and the social service ecosystem? And how can they be bridged?
- How can hunger reduction programs reduce the unintended consequences following their program design to foster empowerment, dignity and hope through their programs to help reduce poverty?

To answer these research questions, we have already conducted 11 interviews with food bank recipients who used the food bank in July 2024 as well as six administrators who help operate it. We inquired about food bank recipients' service experiences, consumption experiences as full-fledged consumers, service outcomes, and thoughts on improving service design. In addition, when interviewing administrators, our questions explored the design and logistics regarding food bank coordination, the vision of their evolving work, and their perceptions of the food recipients and the barriers they face. We set out to obtain insights into how they perceived the foodbank service and how these were integrated within their everyday lives. Currently, we are starting the analysis phase of this qualitative data and data will be coded and analyzed using NVivo. In addition to these interviews, we will also use data mining to understand how these sentiments are shared (or not) across a more general population by using Reddit comments pertaining to food banks. Overall, our aim is to emphasize the voices of consumers using food banks to deepen our understanding of their

service experiences and help improve hunger reduction programs. The results of this research will hold important implications not only for scholarship, but to also improve program designs created to serve those experiencing poverty, especially since research on poverty and reducing hunger in the domain of service marketing and management remains limited (Hammedi et al., 2024).

Pre-conference Organization Plans / Timeline and Plans for Post-Conference Write-up

Team and Organization

Pre-Conference Activities

Our team has been successfully working together since January 2023 and attended the TCR Conference in 2023. The proposed project builds on our submitted paper on the negative unintended consequences of poverty alleviation programs (Arias et al., submitted), which was conceived during TCR 2023. Based on a thorough literature review on poverty, policies and biases, we have realized that the voices of vulnerable consumers, especially of consumers experiencing poverty, were rarely heard especially in a service context. Capitalizing on the relationship of one of our members with a major food bank in a major US city, we were able to interview and collect data from both recipients and administrators of the food bank. Preliminary review of the interviews revealed that the food bank provided excellent service to food recipients and successfully catered to many of their needs. However, the same consumers had mitigated experiences about *other* neighboring food banks, which services they would not use. We realized that in order to pinpoint what attributes shape the overall experience with food banks’ services, a deeper understanding of consumers’ experiences with food banks is needed. We would like to use TCR 2025 as an anchoring point in bringing this research to fruition using the timeline below:

Tasks	Sep t	Oct	No v	De c	Jan	Feb	Ma r	Ap r	Ma	Jun
Clarify theoretical framework										
Analyze interviews										
Reddit data collection										
Reddit data analysis										
Outline common data collection themes										
Additional data-collection analysis										
Preliminary results write-up										

Preliminary outlets and paper outlining										
Finalizing outlet and outlining (TCR 2025);										

Conference Activities: The team will use conference time to come up with a complete and agreed-upon outline for paper submission. Team members will have assigned specific roles and responsibilities for completing the manuscript. We will also devote time to any project that might have evolved on the same theme (poverty alleviation) during the year until TCR 2025. *Post-Conference Activities:* The team will finalize and submit the manuscript, and move forward with the most promising projects identified during conference brainstorming.

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Track 2.9 Philanthropy in Polarized Political Times: Policy, Inequality, and Consumer Welfare

Track Co- chairs

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Track Participants

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Lynn E. Miller, La Salle University

Abhijit Roy, Howard University

Emily Tanner, West Virginia University

Tina Tang, American Progress

Philanthropy is affected by changing financial behavior, fluctuations in public policy, and the effects of unforeseen events (Van Steenburg et al. 2022). Overlooked, though, is the effect of political polarization. In combining previous TCR tracks on polarization (2019) and philanthropy (2021, 2023), this Track 2 will collect data before and after the conference to empirically examine the intersection of polarization, policy, and philanthropy both within and between countries.

Specifically, it will attempt to answer the following research questions:

1. How does political polarization affect support for public policies related to philanthropy?
2. How does this relationship differ by country culture/values and what role does economic inequality play?
3. How is this relationship impacted by an exogenous shock?
4. What effect do polarization and philanthropy have on consumer welfare?
5. What can marketers do support a policy that positively affects consumer well-being?

Up to five different studies will be initiated to answer these questions. The following are brief overviews of each proposed study:

Study 1 answers the first research question by measuring attitudes toward governments and nonprofits, and political affiliation and political values as individual differences, then correlate that with individual charitable giving. Next, it will manipulate a policy initiative and measure support for the policy.

Study 2 answers the second research question using the same measures as study 1. However, it also examines this as a cross-national comparison by looking at the effects of country culture/values as well as a different manipulation for the policy initiative.

Study 3 answers the third research question with the same measures as study 2, but this time manipulates both the public policy proposal and adds an exogenous shock to the country. Comparisons will be made within and between countries.

Study 4 answers the fourth research question by evaluating secondary data in response to COVID-19 and conducting comparisons within and between countries.

Study 5 answers the fifth research question via collaboration with the Center for American Progress to test messaging related to public policy and philanthropy, leading to recommendations for segmentation of potential donors based on key variables. Outcomes include development of targeted messaging building off findings from research.

Tentative Timeline

Pre-Conference Activities

- ✓ Instruments developed and IRB approvals obtained (October-December 2024)
- ✓ Research agenda and development of Studies 1 and 2 (January-March 2025)
- ✓ Data collection for Studies 1 and 2 and TCR preparation (April-June 2025)

Conference Activities

- ✓ Analyze data, prepare Studies 3 and 4, develop Study 5 with community partner
- ✓ Finalize assignments and timelines for completing research

Post-Conference Activities

- ✓ Implement Study 5, analyze data, write/edit final paper (July-September 2025)
- ✓ Submit completed manuscript to appropriate journal (October 2025)

Track 2.10 A Bottom-Up Approach to Social Services in Subsistence Marketplaces

Track Co-chairs

Aronté Bennett, Villanova University

Steven Chan, Thomas Jefferson University

Track Participants

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Delphine Godefroit-Winkel, TBS Business School

Srinivas Venugopal, University of Vermont

Madhubalan Viswanathan, Loyola Marymount University

Subsistence marketplaces are composed of consumers and entrepreneurs living at a range of low income levels¹, barely making ends meet. These marketplaces are the reality for a large proportion of the world's population. Though an increasingly common topic, research on subsistence marketplaces is still limited; noticeably missing from this body of knowledge is investigation of the unique roles played by social service agencies in these marketplaces.

A social service agency refers to an organization that provides services intended to benefit the mental and/or physical health of consumers in a community. For subsistence marketplaces, where financial resources are more scarce, the work of social service agencies grows in importance for consumers to meet their basic needs. Examining the interplay of a social service agency and the clients it serves can contribute to the subsistence literature, offering new insights into embedded organizational processes and consumer behaviors. Thus, the aim of our track is to explore the interplay between social service agencies and their stakeholders; with emphasis on improved understanding of the role of emotion and precarity as drivers of clients' consumer journeys in the context of subsistence marketplaces.

Academic research in marketing and related disciplines typically assumes a top-down approach with research questions guiding our understanding of marketplace dynamics². Alternatively, a bottom-up approach begins with observations of these dynamics as a guide to knowledge generation. Whereas the approaches can be complementary, the bottom-up approach has been evidenced to be more effective in revealing the realities and nuances of subsistence marketplaces³.

A bottom-up approach to understanding the role of social services agencies in subsistence marketplaces foregrounds the perspectives of agency leadership and clients, facilitating a process of holistic understanding of the unique circumstances under which these organizations operate. More specifically, it enables improved understanding of the emotional influences and temporal constraints that accompany financial precarity, as well as the design, goals, and effectiveness of the service ecosystem. Rather than prioritizing the assumptions of the researchers and/or benefactors, a bottom-up approach privileges the needs and experiences of the clients, providing additional perspective to extant theory.

Each member of our research team attended the *Third Subsistence Marketplaces Bottom-Up Immersion Conference* in Spring 2024. The conference agenda included an extended visit at INSAF, a social service agency dedicated to supporting single mothers. Our team seeks to understand the social service landscape within this context and to impact INSAF

towards supporting its clients more effectively. The leadership at INSAF has expressed interest in collaborating, indicating willingness to assist in data collection among its team and its service consumers.

The research team is already at work designing a qualitative data collection process intended to inform a subsequent quantitative process. Specifically, we plan to conduct virtual, in-depth interviews with INSAF leadership, frontline management and clients in the Fall/Winter (see schedule for details). The analysis of these interviews will permit us to design surveys that gather insight into agency outcomes vis-a-vis the needs, goals and constraints of service recipients. These surveys will be distributed in Spring. In parallel, one of our team members is exploring the provision of marketplace literacy to beneficiaries of the organization, introducing the potential for collection of additional data/insight.

If selected to participate in TCR2025, we hope to dedicate our time together in DC to interpreting survey results, developing a framework related to effective deployment of social services in subsistence marketplaces, charting a roadmap to publication of a theoretical manuscript and hatching practical, impact-based solutions that meet the needs of recipients and serve the mission of the organizations.

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Preconference Timeline

Timeframe Activity Goal		
August-October	Establish project scope & create data collection tools	Identify aspects of INSAF operations to evaluate. Develop interview guide and schedule
November	Interviews with INSAF Leadership (N≈3)	Understand the specifics of programming, related

		goals & constraints
December-January	Refine interview guides Interviews with INSAF Trainers (N≈3) and Clients (N≈15)	Understand actual experiences with programming, related benefits & opportunities for improvement
February - March	Analyze interview results Design survey	Understand the (mis)alignment of intended and actual client experiences.
April -May	Collect survey results (N≈60)	Quantify the role that emotions play in client journey with agency

Post Conference Write-Up Plan

Our research team views this as the beginning of a long-term partnership, amongst the researchers and alongside INSAF. In as much, we anticipate that we will be working together well past the conclusion of TCR 2025. Specifically, we anticipate that our collaboration will extend through at least 2026 and include the following activities:

- {Summer 25} Complete analysis of survey and develop deliverable for INSAF
- {Summer 25} Work with INSAF to interpret and implement findings
- {Fall 25} Prepare manuscript for publication in academic journals
 - Submit to TCR associated special issue
 - {Spring 26} Submit outcomes of collaboration to impact section of EJM
- {2026} Disseminate findings to academic research community
 - Society of Consumer Psychology
 - Subsistence Marketplaces Conference
 - Marketing & Public Policy
- {Ongoing} Collaborate with INSAF to meet their goals

Track 2.11 Understanding Community Economic Well-being through Experiences of Support by Black Entrepreneurs

Track Co-chair

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Track Participants

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Laura Madden, East Carolina University

Timothy Madden, East Carolina University

Extant research has established the impacts of racial discrimination and segregation on the contemporary lives of Black consumers in the United States. From homeownership and wealth gaps (Perry, 2019) to decreased wellbeing (Williams & Collins, 2001), racial disparities persist. Such disparities are rooted in the nation's racialized history of slavery, genocide, and segregation (Gaskin et al. 2004), which have had compounding, multigenerational effects on wealth, opportunity, and consumption for Black Americans (Alexis, 1971; Park et al., 2019; Williams, 2017). Unfortunately, the Covid-19 pandemic further exacerbated such inequities, with Black communities not only facing higher rates of infection and death, but also greater economic vulnerability due to constrained access to resources (Vasquez Reyes 2020). Moreover, Black entrepreneurs were significantly more likely to close their business due to reduced customer patronage, face difficulty paying bills due to the impact of Covid-19, and experience difficulty gaining access to financial interventions (e.g., Federal payroll protection program (PPP)) (Choi et al. 2022). Researchers found that minority businesses were the least likely to receive PPP loans because the traditional banks responsible for the distribution of funds favored established customers and businesses, which blocked access to many black entrepreneurs (Liu & Parilla 2020). This perpetuated the lack of sustainable and equitable tools and resources to propel innovation and Black entrepreneurship.

To combat such systemic financial vulnerability, local municipalities have implemented community-based programs aimed at bolstering the economic outlook for Black citizens through workforce readiness/access, job creation, and entrepreneurship development programs (Brookings, 2021). Birmingham, AL is a municipality that is targeting the systemic issues faced by Black entrepreneurs by instituting programs that provide localized uplift to the economic security of those prepared to leverage these programs' benefits. However, systemic barriers continue to stymie the reach of such programs, often limiting their effectiveness. In cities like Birmingham that have a long history of racial segregation, divestment, and blight, the sociohistorical climate for which Black citizens must live within are still rooted in racial discrimination that may shape perceptions of economic opportunity and access (Connerly, 2002, 2005; Wilson, 1977). Thus, the barriers and the required interventions to community economic development are more complex, including the generational traumas that carry collective memories of enslaved people. These barriers to entrepreneurship require intervention strategies that include both psychological well-being and financial resources.

Our track group seeks to understand such interventions; specifically, how Black entrepreneurs experience support from various interventions and their perceptions of effectiveness in

facilitating Black entrepreneurship. Our track will consist of five academic scholars across three business disciplines to explore how a city plagued with racial divestment can improve the economic outlook of its citizens through entrepreneurship intervention. Our plan for post-conference is to provide the Birmingham city officials with actionable insights from our analysis, as well as submit an academic article to a journal. Each team member brings complementary knowledge and experience about the research topic. Dr. Ekpo has interest in researching the Black wealth gap and the strategies implemented to remedy it. Dr. Thornton has research interest in the social dynamics of small business supply chain operations. Dr. Alexander has research interests in small business development and was a resident of Birmingham, managing a new venture office for a large bank at the *Innovation Depot* in Birmingham. Drs. Laura and Timothy Madden both have research interests in entrepreneur psychological well-being.

Track Team:

- Akon E. Ekpo, Assistant Professor, Marketing, Loyola University Chicago, Quinlan School of Business
- LaDonna M. Thornton, Assistant Professor, Supply Chain, Auburn University, Harbert College of Business
- Katherine Alexander, Assistant Professor, Management, Loyola University Chicago, Quinlan School of Business
- Laura Madden, Associate Professor, Management, East Carolina University, College of Business
- Timothy Madden, Associate Professor, Management, East Carolina University, College of Business

Our team has committed to work on this project between now and the 2025 TCR conference. Our timeline for this project is as follows:

High-level tasks	Timeframe
Virtual meetings to discuss: Entrepreneurship literature Identification of theoretical gap(s) Finalization of the study’s research question(s)	September – November 2024
Meet with Birmingham officials to finalize focal constituency Begin data collection protocols for interviews/observations Begin data collection	December 2024 – February 2025
Meet with full team to discuss preliminary findings & take any corrective actions	March 2025

Continue data collection	April – May 2025
Data analysis workshop	June 12-15, 2025, during TCR conference
Finalize analysis	July – August 2025
Report findings & insights for Birmingham officials	September 2025

Finalize academic journal selection Begin journal manuscript drafting	
Working draft of manuscript	September – December 2025
Prepare manuscript for submission to academic journal	January 2026

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Track 2.12 Gender (In)Justices: Progress, Regressions, and Stagnations and the Role of Marketing

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10 years have passed since the inaugural gender track at TCR. And over those ten years new voices have joined in discussions to advance our understanding of gender (in)justices (Hein et al., 2016). Collectively, the body of scholarship has expanded understandings of gender injustices from a narrower view on women to capture other marginalized gender/sex/uality groups (e.g., transgender, non-binary) (Cheded et al., 2024; Davis & Paramanathan, 2024; Duncan-Shepherd & Hamilton, 2022; Hansman & Drenten, 2024; Steinfield, Hutton, & Cheded, 2024; Steinfield, Hutton, Cheded, et al., 2024) and additional social identities and the intersectional systems and power dynamics that underscore compounding injustices tied to these identities (Zayer et al., 2017; Steinfield, Coleman, et al., 2019; Steinfield, Littlefield, et al., 2019; Steinfield, Sanghvi, et al., 2019; Steinfield & Holt, 2020; Steinfield et al., 2021; Aya Pastrana et al., 2022). Yet this body of scholarship has also celebrated advancements made in working towards justice through, for example, advertising (Zayer et al., 2023), education (Gurrieri & Finn, 2023), feminist organizing (Gurrieri et al., 2022, Ourahmoune and El Jurdi 2024), entrepreneurship (Venugopal & Viswanathan, 2020), political marketing (Sanghvi & Frank, 2021; Sanghvi (2020) and consumer actions (Venkatraman et al., 2024). However, with data and events pointing to stagnation, regression, and blind spots (Azcona et al., 2023; Fitzgerald et al., 2023; Gurrieri, 2020; Schroeder, 2021; Sobande, 2020; Steinfield, Hutton, & Cheded, 2024), we recognize that much is to be done to support the efforts of achieving gender-intersectional justice.

Thus, to advance research and practitioner work in this space, we propose bringing together a group of scholars working to advance understandings of gender-intersectional (in)justices. Collectively our work will seek to capture what enables progress, stagnation, and regressions and, importantly, direction for constructive practices and ways forward. The necessity to advance this work calls for an innovative approach that can leverage the TCR dialogical process. Thus we envision two groups working in tandem to advance multiple streams. One stream will focus on how organizations might apply an intersectionality lens within marketing strategies and consumer engagement efforts to achieve a more just marketplace. The other stream will explore the progress, efforts, and possibilities related to advancing research on gender (in)justice within and beyond TCR.

Proposed Outputs:

- Academic article based on empirical evidence on applying an intersectionality approach within marketing, earmarked for TCR's special issue in *Journal of Marketing*
- Practitioner facing article on applying an intersectionality approach within marketing based on *Journal of Marketing* publication, earmarked for *Harvard Business Review*
- Article on advancing gender (in)justice perspectives within TCR, marketing and consumer behavior, earmarked for JPPM, JBE, JM or other outlet [in recognition of 10 years since the inaugural track].

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Track 2.13 Race in the Global Marketplace

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Despite persistent attempts to marginalize “race” in much of the public discourse and the scientific debunking of race as a legitimate biological concept, race still matters. As research and practice has revealed, race is a powerful social construct and signifier (Henderson, Hakstian, and Williams 2016; Poole et al 2022) and a key site of hierarchy upon which global marketplaces rest (Bonsu 2009, Grier et al 2024; Wilson and Liu 2010; Johnson, Thomas, and Grier 2017). Markets such as banking and soft commodities are deeply rooted in racist colonial and imperialist practices (e.g. Acemoglu, Johnson, and Robinson 2005); racial dynamics persist in post-colonial contemporary marketplace practices such as target marketing, advertising and marketing communications, (reverse) redlining, service delivery and consumer profiling (Grier, Thomas and Johnson 2017; Grier et al 2024); race is copiously commodified and used as a marketing tool by practitioners (Crockett 2008) and its dynamics negatively influence consumer well-being (Grier and Kumanyika 2013).

In the past few years, Critical Race Theory (CRT) — a movement that recognizes that racism is engrained in the fabric and system of our global society — has been under attack for revealing contemporary discourses on race and racism across several fields of study. Furthermore, race-related controversies and disparities in markets continue to grow worldwide as seen in health, sports, public safety, and immigration issues. As a result, focused critical attention to CRT is vital to continuing identifying and addressing the specific ways in which existing hierarchies within racial interactions hinder equitable markets and “question[ing] existing marketing strategies and link[ing] them to an overall framework that can promote inclusive, fair and just marketplaces. (Grier, Thomas and Johnson 2017, p.9).

The *Revisiting Critical Race Theory in a Polarized Marketplace* track furthers the transformation in the way race is treated in marketplace research, building on research approaches delineated at the groundbreaking CRT collaboration in the 2019 Transformative Consumer Research Conference and the inaugural 2017 Race in the Marketplace (RIM) Forum at American University that brought together 46 scholars from around the world. We seek to update and expand a critical scholarship approach to RIM research by demonstrating the theoretical and empirical relevance and validity of analyzing media reports and other narratives on a social media platform as an approach to investigate the ways in which contemporary discourses of race and racism and key concepts of CRT operate and are actively challenged in today’s polarized marketplace.

The 2022 CRT paper that emerged from the 2019 collaboration laid the groundwork by showing the significance of racial dynamics in the marketplace (Poole et al 2022). This track will build on that work to identify the specific types of marketplace interactions that lead to marketplace challenges related to race. At present, a RIM Facebook page contains over 1,000 incidents (narratives) of media reports related to race and racism across a broad range of consumer populations and market domains. These narratives often reflect current controversies which allow for investigation of both problems and solutions (Blanchet and Depeyre 2015). Using a grounded theory approach (Glaser and Strauss 2017) the track team will utilize the narratives of race-related market experiences as data to inductively develop theory. This effort brings together diverse RIM scholars representing different geographies (African, North American, Caribbean, South American, European), academic and institutional backgrounds (academic, private, and public institutions, independent scholarship and from fields such as management, anthropology, sociology, marketing, and justice, law & criminology), and methodological approaches (qualitative, quantitative, historical, critical). Theorizing the role of race across different types of markets and different racialized groups, these scholars will pursue the following *three key objectives*: 1) Design and perform a robust empirical research program that utilizes CRT as a framework to analyze popular press and academic controversies related to race across markets and different racialized groups; 2) Consolidate extant knowledge on critically-oriented RIM research, and 3) Identify pathways for maximizing societal awareness and impact of our work through collaborative development of a program of outputs and actions.

Preconference Plans: Updating and synthesizing conceptual frameworks and developing foundation

Our pre-conference schedule includes the following tasks:

- *Identifying key areas of focus*: each track member will be invited to provide 1-2 research questions pertinent for addressing the research problem;
- *Building a shared understanding of core literature*: each track member will be asked to identify key papers that all track members should read. A shared electronic folder will be created containing those papers;
- *Collecting evidence/data*: each track member will be asked to add to the Facebook group popular media stories, narratives, dialogues and other relevant content.
- *Developing a working approach*: to ensure everyone is on the same page related to method and analytic approach, the team will meet virtually to discuss proposed methodology and develop and refine a coding scheme for the analysis based on salient themes derived from literature reviews;
- *Organizing/ coding data and submitting analyses*: each track participant will independently code the content using a common coding scheme, identify patterns, and submit analyses for review.

Conference Plans

The goal of the work at the conference is to discuss and finalize the analysis of the data and agree on strategies for maximizing impact. We anticipate collaboratively producing at least one paper. The paper is planned to be developed from the study described here and finalized at the conference.

- Conference Day 1 - morning session: review discrete ideas/concepts from media stories

- and narratives; discuss and compare results of independent data analyses;
- Conference Day 2 - afternoon session: continue to discuss results of independent data analyses; establish interjudge reliability
- Conference Day 3 - publications planning and task assignments

Post Conference Plans

The schedule of post-conference work is planned across 12 months following the conference and involves finalizing the data analysis and the development of at least one publication. We anticipate finalizing data analysis by September 2025 with a target to prepare the publication for submission to a journal by February 2026. Target outlets for any secondary publications will be decided collectively during the conference.

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Track 2.14 Digital Healthcare Technology and Elderly Consumers' Well-Being

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The global elderly population is expanding rapidly. One in six people worldwide will be 60 years or over by 2030 (World Health Organization, 2022). One in six people in the USA was 65 years or over in 2020 (Caplan, 2023) and will make up 21% of the population by 2030 (Vespa, 2018). As people age, health problems become a significant concern (Chen et al., 2023). Many healthcare organizations have started using digital technologies to communicate health issues adeptly and assist older adults in achieving healthy aging (Grewal et al., 2020; Kumar et al., 2021; Weber et al., 2020). For instance, healthcare organizations are adopting AI-based digital humans such as virtual health assistants, virtual agents, and virtual influencers (e.g., SARAH by World Health Organization and Medibot by Pfizer) to deliver health related information, support mental health and well-being, and improve patient care (Pfizer, 2024; Williams, 2020; World Health Organization, 2024). In addition to digital humans, patient influencers have increased among social media platforms to provide health and well-being information (Willis et al., 2023)

Although research has begun to explore the effects of various digital entities across consumption contexts (Ameen et al., 2024; Chung et al., 2024; Thunström et al., 2024; Wan et al., 2024), a gap exists in the understanding of the effect of digital entities on elderly consumers health and well-being. Given that older adults increasingly use digital technology for health information seeking (Mace et al., 2022; Sinha & Serin, 2024), more research is needed to understand the impact of types of information (health communication, health information-seeking, and preventative behaviors) provided by healthcare digital humans (vs. non-digital) on older adults health and well-being decisions (Mace et al., 2022).

Track Goals

Our track focuses on a better understanding of the effects of different types of digital humans and influencers on the health management efforts of elderly consumers. A systematic literature review for our track is underway to develop a conceptual model. Based on our conceptualization, the team will conduct multiple studies to assess what types of health and well-being information delivered by types of healthcare messengers (digital vs. non-digital humans) help enhance older adults' health management behavior and why.

We expect to have several outcomes for our research. First, we will identify underlying

mechanisms and boundary conditions (e.g., subjective age, socio-demographics, cultural and political orientations, and technology-related stress). Second, we plan to partner with a community organization to test interventions that identify matching information types with healthcare messengers. Third, we hope to provide specific policy guidelines for healthcare organizations and policymakers to improve the well-being and welfare of elderly consumers.

Track Structure

Our track consists of a diverse team with previous TCR experience to bring a broad range of perspectives to this project. Our team includes junior and senior faculty members and one doctoral student from the US and the UK, with expertise in health communication, technology, and vulnerable consumer segments.

Pre-conference Plans

- *Literature Review (June – November 2024)*: Continue the literature review and develop a conceptual framework and a set of hypotheses to test. Create a shared folder with the team to access all project-related materials.
- *IRB Approval (October – November 2024)*: Submit for IRB approval and revise as needed.
- *Data Collection (tentative schedule, December 2024 – June 2025)*: Conduct multiple studies and analyze the results. Modify IRB as new questions arise based on empirical results.

During TCR Conference

- Review and discuss the results of all studies.
- Using insights generated from data, design follow-up studies.

Post-conference Plans

- Conduct a field study partnering with local community partners.
- Finalize a detailed outline of the manuscript.
- Prepare a submission-ready manuscript draft within 16-18 weeks post-conference.

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Track 3: Implement Solutions

Track 3.1 Rebuilding the Middle Ground for Reconnected Societies via Diversity and Inclusion Engaged Marketing (DIEM)

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Track Aim and Objectives

The proposed track aims to consolidate our previous relational engagement work with non-academic stakeholders in a collaborative development of intervention tools for advancing diversity and inclusion engaged marketing (DIEM) competences of marketers.

Societal fabrics of the majority of contemporary marketplaces are multicultural, yet increasingly culturally divided (Galalae et al. 2023). The World Economic Forum identifies polarization among the top three global risks to the wellbeing of societies (World Economic Forum 2024). Indeed, in many societies, the middle ground – where parties with differing cultural backgrounds and opinions can have difficult, yet mutually listening, conversations – is crumbling. Our previous work, enabled by our Track 2 at the 2019, 2021 and 2023 TCR conferences, demonstrated diversity and inclusion engaged marketing (DIEM) to have the potential for serving as a key multicultural marketplace well-being lever so long as it goes beyond mere advocacy of diversity and inclusion, towards fostering multicultural engagement – “a condition where individuals and groups not only co-exist, but also are able and willing to [...] build a ‘living together context’” (Demangeot et al. 2019 p.339). However, DIEM advancement is lacking in scope and reach and faces several barriers, with the most significant barriers including a lack of knowledge exchange and sharing between research, education and practice (Kipnis et al. 2021, 2013). Against this background, in TCR 2025, we look to leverage the alliance established with one of our key non-academic industry partners, National Diversity Council (NDC), to co-create a DIEM learning tool. We will also further bolster this work via engagement of another non-academic partner, Transforming Our Practice (TOP), with who we will explore applications of innovative methods (e.g., Lego Serious Play) for facilitating sensitive

conversations about ‘being and living together in multicultural marketplaces’, as part of DIEM learning.

Track objectives are as follows: 1) To co-create, with non-academic partners, a DIEM learning tool to be implemented as part of [NDC learning solutions](#) suite and certification program; 2) to develop a Lego Serious Play based methodology for incorporating ‘being and living together in multicultural marketplace’ discussions in DIEM learning; 3) to continue growing our network through collaborations with established and new academic and non-academic partners; and 4) to hold a relational engagement session with our established network of non-academic partners, for sharing insights and receiving their input on our work in progress and new directions of relevance.

Intended social impact outcomes: DIEM learning tool and Lego Serious Play method testing; learning tool tracking and evaluation measures; case study and/or white paper; Lego Serious Play magazine article.

Schedule Overview (appendix provides a detailed plan of work and schedule):

Pre-conference	All track members; partners as available	Monthly meetings (virtual, ongoing); focus on planning the realization of track objectives. At Babson College (right before conference): relational engagement event (objective #4); final preparations for conference.
At conference	All track members and partners	Day 0: Arrival to conference venue. Day 1 – Morning: Track objective #1; Afternoon: Track objective #2 Day 2: Split working time between Track objective #1 and #2 Day 3: Debrief and finalize schedule of outputs
Post-conference	All track members; partners as available	Monthly meetings; virtual – until outcomes have been delivered. Quarterly check-in follow-ups with NDC on DIEM learning tool usage, performance, and impact tracking.

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Appendix: Detailed Work and Outputs Plan for the track at TCR2025

Explanatory notes:

1) Proposed track for TCR 2025 is part of an ongoing collaboration by members of our group. The group continues to evolve, with each TCR conference incorporating new members.

2) Our proposed arrangement assumes two and a half days of work, much of it with practitioners.

3) Our group holds monthly virtual meetings to monitor progress on different on-going projects. Subgroups also meet regularly to work on tasks related to these projects.

Task	Action from	Timeline/Location
<i>Pre-conference</i>		
If our track proposal is accepted, from October 2024 onward we will allocate time in meetings for conference preparations and will schedule an entire meeting focused on conference for May 2025	All group members	Monthly, ongoing <i>Online</i>
Annual general in-person meeting of our group, to discuss our direction and foci	All group members	½ day (Wednesday June 11, afternoon) / <i>Babson College</i>
Relational engagement event with established practitioners’ network to solicit their views on completed and in-progress projects and input on future plans and directions.	All group members and invited practitioners to take part and contribute	1-day (Thursday June 12) / <i>Babson College</i>
<i>Conference</i>		
Working session toward objective #1: To co-create, with non-academic partners, a DIEM learning tool to be implemented as part of NDC learning solutions suite and certification program)	Track chairs and NDC non-academic track member facilitate All group members contribute	Day 1 (Friday, June 13) – morning <i>Conference venue</i>
Working session toward objective #2: to develop a Lego Serious Play based methodology for incorporating ‘being and living together in multicultural marketplace’ discussions in DIEM learning	Track chairs and TOP non-academic track member facilitate All group members contribute	Day 1 (Friday, June 13) – afternoon <i>Conference venue</i>

Split working time between objective #1 and #2	Track chairs and project lead facilitate All group members contribute	Day 2 (Saturday, June 14) – morning <i>Conference venue</i>
Debrief from working sessions and finalize the schedule of outputs	Track chairs and project lead facilitate All group members contribute	Day 3 (Sunday, June 15) – morning <i>Conference venue</i>
<i>Post-conference</i>		
Finalize evaluation of Lego Serious Play based methodology for incorporating ‘being and living together in multicultural marketplace’ discussions in DIEM learning – by October 2025	Track chairs and project lead facilitate All group members contribute	Monthly (or more frequently as needed); <i>online</i>
Complete DIEM learning tool and have it implemented in NDC learning solutions suite and certification program – by January 2026.	Track chairs and project lead facilitate All group members contribute	Monthly (or more frequently as needed); <i>online</i>
Lego Serious Play magazine article – by March 2026	Track chairs and project lead facilitate All group members contribute	Monthly (or more frequently as needed); <i>online</i>
Finalize Case study and/or white paper – by July 2026	Track chairs and project lead facilitate All group members contribute	Monthly (or more frequently as needed); <i>online</i>

Track 3.2 A ‘Wiser’ Intervention to Combat Misinformation on Social media: A Field Study

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Introduction

In this Track 3 project, we aim to work with FoolProof Foundation to develop and experimentally validate an interactive and scalable curriculum based on the WISER Framework (a consumer-facing intervention designed to reduce the spread and influence of misinformation that originated from a Track 2 TCR project). We aim to deploy this curriculum across the U.S. through FoolProof’s web-based educational platform and to gather field data from this launch that will facilitate testing of and further improvements to the curriculum. Ultimately, we hope to be able to provide middle and high school teachers across the country with a scientifically validated curriculum, free of charge, so that students can develop the skills necessary to detect and deflect misinformation found online.

Background

While misinformation has always existed, it spreads further and faster on social media. For example, a “deepfake” video of U.S. Presidential candidate Kamala Harris that distorts her policies and slings insults has received nearly 135 million views and 932,000 likes after being retweeted by Twitter/X CEO Elon Musk (Tenbarge, 2024). Meanwhile, following the tragic murder of three small children in the United Kingdom by a UK citizen born in Wales, violent riots targeting Muslim immigrants erupted across the UK. The violence was sparked after far-right groups made false allegations on social media that the attacker was a Muslim asylum seeker (Zlady, 2024).

These recent incidents represent only a small sample of the ways in which misinformation influences consumers. Statista (2021, 2024) reports that 74% of Americans have been exposed to fake news, and as of 2020, over 38% of people in the U.S. had reported having accidentally shared fake news or information on social media. The misinformation that we all confront on a daily basis compromises our ability to make well-reasoned decisions, manage personal and organizational relationships, and live in a stable, free society. All of these factors compromise our well-being. As marketing researchers who study persuasion, information processing, and emotions, we want to help.

Many interventions have been proposed to combat social media misinformation (e.g., Guay et al., 2023; Kozyreva et al., 2022). For example, accuracy prompts have been shown to increase

users' ability to detect misinformation (e.g., Pennycook & Rand 2022). However, the scope and complexity of the misinformation problem demands a range of possible solutions. Thus, it is important to consider a holistic approach that incorporates both cognitive and affective inputs to decision-making. Our prior work at the 2021 and 2023 TCR conferences focused on defining the paradoxical ways social media informs and misinforms consumers (Schneider et al., 2022) and on proposing societal, organizational, and individual strategies to combat misinformation (Schneider et al., in progress).

One strategy generated via the 2023 TCR conference was the WISER Framework, an intervention designed for individual social media consumers. We collaboratively developed the

WISER Framework following discussions with an expert panel of advertising and social media professionals and refined it with high school and college student audiences. Our goal with the framework is to (1) improve digital literacy by teaching users about the technology behind the platforms, (2) increase user self-awareness by highlighting how platforms exploit cognitive biases, and (3) enhance skill development by guiding users on protecting themselves and others.

The WISER Framework integrates 5 components: **Wait**, **I**nformation gathering, **S**ource credibility, **E**motion regulation, and **R**eflection. In addition, we developed a short educational intervention, website, and flier to accompany and disseminate the framework. While initial reactions to the WISER framework from users, educators, and industry professionals have been positive, we have not yet experimentally tested it at scale. Such rigorous testing is a critical step toward demonstrating efficacy and adoption likelihood.

Track Theme

In our Track 3 project, we aim to refine and experimentally test the WISER Framework, create a curriculum to teach the framework, disseminate the curriculum on a large scale, and gather data to test the efficacy of the curriculum in reducing the influence and spread of misinformation.

Over the past four months, we have been cultivating a relationship with FoolProof Foundation, and they are interested in working with our team to facilitate this Track 3 project. Co-founded by the late Walter Cronkite and supported by his Foundation, FoolProof “encourages all consumers to make healthy skepticism a habit” when it comes to anything that could impact their well-being, including their activities on social media. FoolProof’s resources are intended to help kids—who often start looking at screens at four months of age—avoid the detrimental effects of screen time such as depression, anxiety, sleep problems, and obesity. FoolProof has developed a national hub for creating and distributing expertly-vetted, no-cost teaching resources to schools across the United States, particularly those that enroll underserved populations. The Foundation’s efforts reach over 90,000 students per year across 10,000 schools with 15,000 teachers. Five major consumer groups—The National Association of Consumer Advocates (NACA), Fairplay for Kids, Consumer Federation of America, Public Citizen, and The Electronic Privacy Information Center (EPIC)—endorsed FoolProof’s middle and high school curricula at a national press conference in Washington, D.C. in 2018.

Additionally, we have developed a unique relationship with the Colorado State Legislature (via Senator Lisa Cutter) and the Colorado Attorney General's Office who are commencing a project with the Colorado Department of Education (CDE) to develop curricular materials that will equip students with the skills needed to protect themselves from being manipulated, thereby combating the spread of misinformation. While this relationship is preliminary, Colorado state officials have expressed interest in collaborating to disseminate the WISER Framework (potentially via the modules created in collaboration with FoolProof) in schools across the state.

We anticipate generating significant impact by:

- Developing engaging, interactive, high-quality teaching modules with professional actors and advanced educational technology so that we have a scalable and easily adoptable deliverable
- Experimentally testing and refining the WISER Framework and its associated materials in the field and in the laboratory
- Disseminating the framework via FoolProof Foundation's network of 10,000 schools and potentially as part of the Colorado state public school curriculum
- Equipping a large subset of the population that is the most impressionable and teachable with the skills to detect and deflect misinformation on social media
- Creating a research-backed and scientifically tested solution that can be given to educators free of charge so that they can rely on curricular materials created with a motivation to protect users by stakeholders who have no financial interest in the spread or creation of misinformation.
- Demonstrating value in research-based, marketing strategies to combat misinformation and other problems that compromise well-being. Often marketers are seen as an adversary by organizations like FoolProof and policymakers due to the actions of social media platforms, advertisers, etc. We aim to advance an understanding that marketers can also be valuable allies.

Team and Organization

Pre-conference activities (already in progress)

We have already generated an initial version of the WISER Framework in collaboration with stakeholders. We also have made significant progress securing external collaborators (FoolProof Foundation and the Colorado State Legislature/Attorney General's Office).

We anticipate that we will achieve the following outcomes in the coming months.

First, we will experimentally test the WISER Framework in the lab so that we can understand the underlying mechanism. We aim to show the strength of an integrated framework in reducing the influence and spread of misinformation online.

Second, we will collaborate with FoolProof Foundation to create collateral to communicate the framework (e.g., videos, teaching materials, an interactive teaching platform, etc.). We also anticipate splitting the framework into smaller modules that can be delivered individually

for shorter communication opportunities, such as for social media content.

At the same time, we will work with FoolProof to develop effective measurement instruments to experimentally test the collateral in multiple ways. We intend to test both efficacy (does the collateral facilitate well-being outcomes such as the ability to detect misinformation, process it effectively, act in ways that stop its spread, regulate emotions, etc.) along with liking, memory, and intentions to adopt its components.

In early 2025, we will deploy the collateral across multiple states using FoolProof’s platform and collect data on the efficacy and internalization of the collateral. We will analyze this data in time for the conference in June of 2025.

In parallel, we will continue to cultivate the relationship with the Colorado state government to facilitate possible rollout of the materials as part of the school curriculum via the Colorado Department of Education.

<i>Pre-Conference Timeline (Already in Progress)</i>	
Date	Activity
Aug - Sept 2024	Experimentally test WISER Framework in lab setting to understand underlying mechanism Continue to cultivate the relationship with FoolProof Foundation and the Colorado state government
Oct 2024 - Jan 2025	(1) Develop collateral (e.g., videos, teaching materials, interactive teaching platform) with FoolProof foundation, and (2) Design measurement instruments with FoolProof foundation to collect data on efficacy of collateral
Feb - April 2025	(1) Large scale deployment of collateral across multiple states using FoolProof’s platform, and (2) Collect data on efficacy of collateral
May 2025	Analyze data from FoolProof deployment

Conference activities

The conference will be an opportunity to evaluate the testing results and collaborate on the next

iteration of collateral given the feedback from the launch on the FoolProof platform. Additionally, we anticipate that the relationship with the Colorado state government will continue to evolve, so the conference will be an opportunity to formulate strategies to adapt and distribute the framework via those channels.

Our academic team will also use the conference time to move forward on preparing a manuscript for publication in the TCR special issue in *Journal of Marketing* or *Journal of Public Policy & Marketing*.

Post-conference activities

The team will continue with data collection, analysis, and writing for the key projects identified during the conference with the goal of finalizing a manuscript for submission.

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Photo Gallery

