



## MAY 3 & 4 | UofL COLLEGE OF BUSINESS | ROOM 351

# MAY 3

5:00PM - 6:00PM

### PRE-DINNER SOCIAL EVENT

#### TEN20 CRAFT BREWERY

1020 East Washington Street (2nd Floor Game Deck)

*Sponsored by Doe-Anderson Agency*

6:00PM

### DINNER

#### TEN20 CRAFT BREWERY

1020 East Washington Street (2nd Floor Game Deck)

*Sponsored by Doe-Anderson Agency*

# MAY 4

9:30 AM - 4:00 PM

### 2026 CLIK Consumer Behavior Research Forum

UofL College of Business Room 351

#### HOTEL RECOMMENDATIONS:

AC Hotel  
Louisville Downtown

Seelbach Hilton

Embassy Suites by  
Hilton Louisville  
Downtown

Hilton Garden Inn  
Louisville Downtown

The Brown Hotel



**PARKING:** Please park in the Speed Art Museum Garage (2317 S. 2nd St.). Take a ticket when you enter; we will provide parking vouchers at the event.

**DIRECTIONS:** (Scan QR code for interactive driving directions) From downtown Louisville, head south on Third street, turn left on Cardinal Blvd, turn left on S 1st St, turn right on W. Brandeis Ave, at traffic circle - take 2nd exit.

The College of Business is in Harry Frazier Hall, directly behind the red sculpture, just north of the Speed Art Museum garage. Enter the south wing and take the elevators on your left to the third floor. Exit elevators and take a right to Room 351 also on your right.

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**LOUISVILLE**  
COLLEGE OF BUSINESS

# PRESENTATION SCHEDULE

9:30 a.m. – 9:45 a.m.

## OPENING COMMENTS

9:45 a.m. – 10:30 a.m.

*Emotional Effectiveness Measurement* – Amy McNatt/Chris Lancaster (Doe-Anderson Agency)

10:30 a.m. – 11:00 a.m.

*Differential Effects of Customer Rating Formats on Consumer Responses* – Marisabel Romero (University of Tennessee)

11:00 a.m. – 11:15 a.m.

## BREAK

11:15 a.m. – 11:45 a.m.

*A Little Bit of Each: Fractional Planning Leads to Over-Planning* – Angela Xiao (Vanderbilt University)

11:45 a.m. – 12:15 p.m.

*Shaping the Algorithm: Bicultural Consumers and the Pursuit of Cultural Inclusion in AI Systems* – Erica Lee (University of Illinois)

12:15 p.m. – 1:15 p.m.

## LUNCH

1:15 p.m. – 1:45 p.m.

*The Birth of Consumer Behavior: A Historical Inflection Point in Printers' Ink, 1888–1924* – Richard Germain (University of Louisville)

1:45 p.m. – 2:15 p.m.

*Categorical Encoding Disrupts Probability Learning* – Jay Naborn (Washington University – St. Louis)

2:15 p.m. – 2:45 p.m.

*Sleepiness and Preference for Warm Sensory Attribute* – Zhiyong Yang (Miami University)

2:45 p.m. – 3:00 p.m.

## BREAK

3:00 p.m. – 3:30 p.m.

*When Do Consumers Prefer Signature Products?* – Keziah Kim (University of Cincinnati)

3:30 p.m. – 4:00 p.m.

*Unintended Consequences of Generative AI-Powered Nudges in Mobile Apps* – Hans Wang (Indiana University)