

2023 SOBDR CONFERENCE SCHEDULE

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

Date: Friday May 5, 2023

Time: 8:30am – 6:15pm ET

Agenda at a Glance

| Time | Activity |
|---------------------|--|
| 8:40 AM – 9:10 AM | Breakfast |
| 9:10 AM – 9:20 AM | Opening Remarks |
| 9:20 AM – 10:30 AM | Session 1 Talks |
| 10:30 AM – 10:45 AM | Break |
| 10:45 AM – 11:45 AM | Data Blitz Talks |
| 11:45 AM – 1:30 PM | Lunch & Poster Session |
| 1:30 PM – 2:35 PM | Keynote: <i>Sendhil Mullainathan, Uni. Chicago Booth</i> |
| 2:35 PM – 2:50 PM | Break |
| 2:50 PM – 4:00 PM | Session 2 Talks |
| 4:00 PM – 4:10 PM | Break |
| 4:10 PM – 5:00 PM | Behaviourally Informed Organizations (BI-Org) Panel <ul style="list-style-type: none">• <i>Jess Leifer, Impact Canada</i>• <i>Julian House, Ontario Behavioural Insights Unit</i>• <i>Melanie Kim, PwC</i> Moderated by: <i>Dilip Soman, BEAR, Uni. of Toronto</i> |
| 5:00 PM – 5:10 PM | Closing Remarks |
| 5:10 PM – 6:15 PM | Networking & Cash Bar |

Session 1 Talks

| Title | Authors and Affiliations (Presenter*) |
|--|--|
| Income Prediction Bias in the Gig Economy | Ray Charles "Chuck" Howard* , Texas A&M University David J. Hardisty, University of British Columbia Dale W. Griffin, University of British Columbia Chongbo "Zack" Wang, Washington University in St. Louis |
| Time is Money—Or Not? Asking Consumers to Spend Time to Save Money Is Fairer Than Asking Them to Spend Money to Save Time | Maria Giulia Trupia* , UCLA Anderson School of Management Franklin Shaddy, UCLA Anderson School of Management |
| Biased Inference due to Prior Beliefs: Evidence from the Field | Martin Kapons: University of Amsterdam Peter Kelly* : University of Notre Dame |
| Directionality: How Probability Format and Level Interact to Shape Inferred Recommendations and Decisions Following a Financial Advisor's Forecast | Robert N. Collins* & David R. Mandel Intelligence, Influence and Collaboration Section, Toronto Research Centre, Defence Research and Development Canada |

Session 2 Talks

| Title | Authors and Affiliations (Presenter *) |
|--|---|
| Are Female-led Trials Safer? | Manuel Hermosilla* Johns Hopkins University, Carey Business School |
| Dual Process Intuitions: Consumers' Beliefs about Persuasion Processing Drive Morality of Marketing Communications | Zarema Khon, Nazarbayev University Yi-Ju Chen, University of Bath Yveta Simonyan, University of Bath Haiming Hang, University of Bath Samuel G. B. Johnson* , University of Waterloo |
| The Barriers that People from Lower Social Class Face in Attaining Prestige: The Case of Volubility | Memoona Arshad* , Department of Psychology, York University Joey Cheng, Department of Psychology, York University |
| On Time or On Thin Ice: How Perceived Quality is Affected when Work is Submitted Early, On, or Past its Deadline | David Fang* , University of Toronto Rotman Sam Maglio, University of Toronto Rotman |

Data Blitz (Brief Talks)

| Title | Authors and Affiliations (Presenter *) |
|--|--|
| Animation Speed Impacts Risk Judgments | Nukhet Taylor* Sean T. Hingston [Ted Rogers School of Management, Toronto Metropolitan University] |
| Do mandated financial disclosures help people make better choices? | Daniella Turetski* Karrie Chou Matthew D. Hilchey Asha Christensen Dilip Soman [University of Toronto] |
| Testing Principles of Operational Transparency to Bolster COVID-19 Vaccine Intentions among Unvaccinated Canadians | Dhawal Selarka* Nicholas Diamond Annamarie Grant Michael Haber Lauryn Conway [Impact and Innovation Unit, Privy Council Office, Government of Canada] Ryan W. Buell Michael I. Norton [Harvard Business School, Harvard University] |
| Retributive Philanthropy | Ethan Milne* Kirk Kristofferson Miranda Goode [Western University] |
| The Female Sustainability Advantage: Feminine Brands Are Considered More Sustainable | Aybike Mutluoglu* Emma Vanlerberghe Ekin Ok Nicole Robitaille Laurence Ashworth [Smith School of Business, Queen's University] |
| A Conceptual Framework to Explain Algorithm Reliance | Sharlene He, Concordia University Xiu Wu* , Concordia University |