

Conference Program - SOBDR 2013

Fri. May 10, 2013	Activity / Format	Location	Description
9:00am – 9:45am	Registration with Continental Breakfast	Senate & Board Chamber	Conference Program Pickup
9:45 – 10:00am	Welcoming remarks	1E1	Micheál J. Kelly, Dean, School of Business & Economics
10:00am – 11:00am	Session #1	1E1	1: Grant Packard (Wilfrid Laurier University) <i>Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information</i> 2: Leslie John (Harvard University) <i>What Hiding Reveals: Ironic Effects of Withholding Information</i>
11:00am – 11:15am	Refreshment Break	Outside of 1E1	
11:15am – 12:45pm	Session #2 Keynote Address	1E1	Dr. Gad Saad <i>The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography, and Gift Giving Reveal About Human Nature</i>
12:45pm – 1:30pm	Lunch	Senate & Board Chamber	
1:30pm – 2:30pm	Session #3	1E1	3: Sandeep Mishra (University of Regina) <i>Are Risk-Persistent Individuals "Rational" Decision-Makers?</i> 4: Joanna Anderson (Cornell University) <i>Trusting Without Trust: Norms, Not Expectations, Drive Behavior in an Economic Paradigm</i>
2:30pm – 2:45pm	Refreshment Break	Outside of 1E1	
2:45pm – 3:45pm	Session #4	1E1	5: Neil Bendle (Western University) <i>Competitor Orientation and the Evolution of Business Markets</i> 6: Catherine Yeung (National Univ. Singapore) <i>Giving Feedback to Clients</i>
4:00pm	Reception (with Cash Bar)	KPMG Atrium, Schlegel Centre	Poster Presentations