



## **Consumer Behavior Track**

Consumer behavior seeks to study consumers to assist companies in developing effective marketing strategies. Potential topics of interest include, but are not limited to:

- ✓ Consumer-brand relationships
- ✓ Anthropomorphism
- ✓ Values / beliefs
- ✓ Embodied cognition
- ✓ Attitudes
- ✓ Persuasion
- ✓ Information processing
- ✓ Cultural and/or cross-cultural influences
- ✓ Memory / learning

### **Track Chair: Thomas Kramer**

Associate Professor

School of Business Administration

University of California, Riverside

Dr. Kramer's research interests focus on examining factors that influence preference construction and subsequent decision-making, including consumer beliefs and complex affective experiences. His research appeared in top marketing and decision-making journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology*, *Organizational Behavior* and *Human Decision Processes*.

**Track Chair: Xiang Fang**

Associate Professor  
Department of Marketing  
Spears School of Business  
Oklahoma State University

Dr. Fang's research interests include brand extension and alliance, emotion, public policy issues, and cross-cultural consumer research. His research has been published in the *Journal of Consumer Research*, *Journal of Business Research*, *Psychology & Marketing*, *European Journal of Marketing*, *Journal of Consumer Affairs*, and other journals and conference proceedings.

**Track Chair: Xiaojing Yang**

Associate Professor  
Lubar School of Business  
University of Wisconsin-Milwaukee

Dr. Yang specializes in issues related to consumer behavior, especially how advertising in general, and creativity in particular, influence consumer information processing and persuasion effectiveness. In addition, Dr. Yang studies consumer satisfaction from the perspective of social identity. Dr. Yang has published in or has papers accepted by journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Psychology* and *Journal of Advertising*. He is a member of the Association for Consumer Research and the Society for Consumer Psychology.