Track	Building	Room
1.1 The Dark Side of Brand Activism: Conflict, Hate and Democracy	Queens	168
1.2 Modern Slavery and Markets	Queens	136
1.3 Therapeutic Networks: Theorizing a New Lens for Transformative Consumer Research	International	0-28
1.4 Expanding Our Understanding of How Inclusion and Exclusion Impact and are Impacted by Consumers, Marketplaces, and Markets	Windsor	0-05
1.5 aiGreen: Artificial Intelligence for Sustainable Living	Founder's	Small Boardroom
1.6 Human Curiosity for Consumer Well-Being	Moore	0-06
1.7 Understanding the Transformative Nature of Heritage Consumption	Windsor	1-04
1.8 Educational Activism and Diversity, Equity, and Inclusion (DEI) Initiatives	Moore	02
1.9 Consumer Empowerment and External Influence: Implications for Transformative Consumer Research and Social Marketing	Shilling	0-04
1.10 Technology and Older Consumers': Wellbeing and Healthy Aging	Moore Annexe	Mx-34A
1.11 Transforming Communities through promoting Inclusive Art	Founder's	E139
1.12 Transformative Cultural Experiences: Digital Transformation for Individual and Societal Well-Being	Queens	240
1.13 The Rise of Brand Activism: A critical perspective on the power of brands	Windsor	0-02
1.14 Applying a Service Design Perspective to Address Social Determinants of Health	Windsor	0-04
1.15 Terry Pratchett's Boot Theory Exploring the Role of Disposable Products in Reinforcing the Cycle of Poverty	Moore	03

1.16 Applied Neuroscience for Consumer Wellbeing: A Randomized Controlled Trial	Bourne	5-11A
2.1 Supply Chain Management at the Consumer Interface: Wellbeing Opportunities & Challenges in the Last-Mile	Queens	264
2.2 Wisdom Interventions for Social Media Well-being	Founders	FW101
2.3 Equity by Design: Envisioning an Inclusive and Adaptive Customer Journey	Windsor	1-03
2.4 Exploring Psychographic Drivers of One's Perceived Ethicality of Vaccine Mandates	Moore	04
2.5 Leveraging Marketing and Public Policy to Fight Misinformation	Windsor	1-02
2.6 The Emancipatory Potential of Retailscapes: A Strategic Framework for Allyship with Stigmatized Consumers	Moore Annexe	Mx34-B
2.7 Transformative Advertising Research: Addressing Social Inequalities in the Advertising Ecosystem	International	029
2.8 Digital Exchange Compromises: Consumers, Organizations & the Iron Triangle	Queens	171
2.9 Dark Design Children's Digital Well being (*)	International	031
2.10 Growing diversity and inclusion-engaged marketing (DIEM) Research, Practice and Education	McCrea	1-18

2.11 Citizen Consumers as Anti Poverty Agents	Queens	170
2.12 The New World of Philanthropy	McCrea	1-17
2.13 Consumers with Disabilities:		
Toward a Renewal of Theoretical and Methodological Approaches	Windsor	0-03
2.14 The Role of Virtual Others in Motivating Women to Adopt and Attain Health		
Goals	Moore	05
2.15 Strategic Philanthropy to Create Social Impact	Windsor	1-05
2.16 From Surviving to Thriving: Conceptualizing & Measuring Consumer Mental	1	
Well-Being	McCrea	1-13
2.17 Making Tacit Knowledge Visible:		
Equitable and Regenerative Ecosystems of Work for Creative Stakeholders	Founder's	Large Board Room
2.18 Addressing Emerging Health Issues in Subsistence Marketplaces:		
The Challenge of Rising Obesity	Moore	07
2.19 Social Innovations for Bottom-Up Transformative Outcomes in Subsistence		
Communities	Bedford	0-07
3.1 Implementing Transformative Service Initiatives across the Refugee Service		
Experience Framework	McCrea	2-01
3.2 Fostering "FOMO to JOMO":		
Applying the Social Media Mindfulness Practice (SMMP) for At-Risk Youth	McCrea	1-14
Communities"		