

Association for Consumer Research Special Conference on Metaverse

Fontainebleau, France

July 6th – 7th, 2023

Co-chairs: Amitava Chattopadhyay (INSEAD) & Haiyang Yang (Johns Hopkins University)

Conference Program

JULY 6

2:00 pm

Walk and chat tour of Fontainebleau

Meeting point: In front of INSEAD **Main Reception** (“MR” on [campus map](#))

6:00 pm

Get your conference badge at **Le Cercle** (“LC” on [campus map](#))

Opening reception (“LC” on [campus map](#))

JULY 7

Morning coffee at INSEAD: 8:30 am

Check in with Cécile Girardon at INSEAD **Main Reception** (“MR” on [campus map](#))

Proceed to **Amphi Forster** (“AF” on [campus map](#))

Session I: 9:00 am - 10:30 am

Digital Without Digits? A Multi-Method Inquiry into the Role of Touch in Metaverse Experiences

Joy L. Shields*, Pepperdine University, USA

Cristel Russell, Pepperdine University, USA

Clark Johnson, Pepperdine University, USA

Joann Peck, University of Wisconsin-Madison, USA

The Mixed-Reality Effect: How Consumers' Physical Reality Influences Preferences for Virtually Displayed Products

David Finken*, University of Lucerne, Switzerland

Reto Hofstetter, University of Lucerne, Switzerland

Aradhna Krishna, University of Michigan, USA

Florian von Wangenheim, ETH Zurich, Switzerland

Retail channel integration: how do the metaverse impact the omnichannel strategy?

Gregory Bressolles*, Kedge Business School - Bordeaux, France

Sandrine Heitz-Spahn*, University of Lorraine, France

Margot Racat, IDRAC Business School, France

Break: 10:30 am - 10:45 am

Session II: 10:45 am - 12:15 pm

Experiential Consumption Value in the Virtual-Reality Metaverse: The Case of Movie Watching

Alina Marie Herting*, University of Muenster, Germany

Ronny Behrens, University of Muenster, Germany

Thorsten Hennig-Thurau, University of Muenster, Germany

Brands in the Metaverse

Julia Pueschel, NEOMA Business School, France

Satadruta Mookherjee*, Grenoble Ecole de Management, France

Alain Goudey, NEOMA Business School, France
Shuyi Hao, NEOMA Business School, France

Metaverse Fidelity and Consumer Responses to Shopping in Virtual Retail Stores

Darius-Aurel Frank, Aarhus University, Denmark
Anne Odile Peschel, Aarhus University, Denmark
Tobias Otterbring, University of Agder, Norway
Jason DiPalma*, Aarhus University, Denmark
Sascha Steinmann, Aarhus University, Denmark

Lunch: 12:30 pm - 1:45 pm

La Rotonde Level 0, Plessis Mornay Building (“PM” on [campus map](#))

Session III: 2:00 pm - 3:30 pm

Disentangling the affective impact of stimulus proximity and motion using immersive virtual reality

Tara Srirangarajan*, Stanford University, USA
Brian Knutson, Stanford University, USA
Jeremy Bailenson, Stanford University, USA

Better from the Outside? Consumers’ Irrational Valuation of Digital Twins

Davide C. Orazi*, Monash University, Australia
Greg Nyilasy*, University of Melbourne, Australia

Inclusivity, Consumer Well-Being and the Metaverse

Linda Tuncay Zayer*, Loyola University Chicago, USA
Catherine Coleman*, Texas Christian University, USA

Break: 3:30 pm - 3:45 am

Session IV: 3:45pm - 5:15 pm

How NFT Rarity Affects Price and ROI

Rob Mislavsky, Johns Hopkins University, USA
Haiyang Yang, Johns Hopkins University, USA
Joy Lu*, Carnegie Mellon University, USA

The Influence of scarcity in the metaverse

Reo Fukuda*, Asia University, Japan
Takuya Nomura*, Seisa-dohto University, Japan
Naoki Akamatsu, Meiji-gakuin University, Japan

How Do Collectors Collect? Evidence From an NFT Marketplace

Adithya Athreya*, INSEAD, France
Xiaolin Li, London School of Economics, UK
Pavel Kireyev*, INSEAD, France

* Presenters

Closing Reception at Les Prémices, Bourron Marlotte

6:30 pm: Meet in front of Plessis Mornay Building (“PM” on [campus map](#))
Bus departs before 6:45pm

10:30 pm: Bus departs from Les Prémices

Emergency Contact: Cécile Girardon (+ 33) 6 37 72 63 24