Anastasiya Ghosh, Elise Ince, and Rajesh Bagchi, together with the Marketing Department of the Eller College of Management, invite you to Tucson, Arizona.

Conference Theme

Consumers use numerical information to answer questions such as “How long?”, “How many?” or “How much?” to evaluate offers, inform their choices between options and judge their consumption experiences. Virtually all marketplace consumer interactions involve interpretation of numerical information.

The goal of this conference is to answer the questions above through a dialog among researchers working in the diverse areas of consumer psychology that have developed independently—numerical processing, behavioral pricing, ratings/rankings, online reviews metrics, information framing, psychometrics, commissions/payouts, goal pursuit, prediction making, risk assessment, and financial decision making. By bringing together researchers in these diverse, yet interrelated areas, we hope to develop overarching insights about how numerical markers affect consumers’ judgments, choices, and consumption experiences.

The chairs and the program committee will host a Webinar about the Conference on April 9th, 2021 at 12 PM EST. Click here to register.

Conference Format

IN PERSON. The conference will start with a poster session and a welcome reception on Thursday, September 23rd, and will end late Friday afternoon. We will have one track of 20-minute presentations and a round table discussion. The conference will take place at the Eller College of Management, University of Arizona.
Abstract Submission

To present at the conference, please submit a 75-100 word short abstract together with a 750-1000 word extended abstract summarizing the motivation, conceptualization, methodology, and major findings of your work (at the advanced data collection or working paper stage) using this form by May 31st, 2021. Notifications will be sent out on July 1st, 2021.

Program Committee
Steve Atlas (University of Rhode Island), Eva Buechel (University of Southern California), Derick Davis (University of Virginia), Ryan Hamilton (Emory University), Mathew Isaac (Seattle University), Ellie Kyung (Dartmouth University), Jesper Nielsen (University of Arizona), Mario Pandelaere (Virginia Tech), Eleanor Putnam-Farr (Rice University), Jennifer Savary (University of Arizona), Dan Schley (Rotterdam School of Management), Julio Sevilla (University of Georgia), Joydeep Srivastava (Temple University), Caleb Warren (University of Arizona), and Jared Watson (New York University).

Registration and Change of Format

Conference registration will open on July 1st, 2021 to the authors of selected abstracts first and then to others until we reach 40 registrants. Hotel and registration fees will be announced prior to registration. If the situation changes due to COVID-19 travel restrictions, the conference will be held virtually.

Please check conference website for more information or contact anastasiya@arizona.edu.