



# **SOCIETY FOR FOOD MARKETING & RETAILING**

*The Inaugural Conference*

February 26 - 28, 2026

College of Business



**Bryant University**

Smithfield, Rhode Island, USA



## About the Society for Food Marketing & Retailing (SFMR)

The Society for Food Marketing & Retailing (SFMR) is an international academic forum dedicated to advancing rigorous scholarship centered on food systems and their intersection with marketing, consumer behavior, retailing, and technology. Founded to provide focused and sustained attention to this vital domain, SFMR serves as a platform for interdisciplinary collaboration and meaningful engagement between academia and industry.

The 2026 Inaugural Conference marks the formal launch of SFMR as a scholarly community. It brings together scholars and emerging scholars from across institutions and countries, alongside industry leaders and practitioners, to exchange ideas, cultivate research partnerships, and engage in substantive dialogue on the evolving future of food marketing and retailing worldwide.

Food systems are undergoing profound global transformation. Advances in digital technologies and artificial intelligence, sustainability imperatives, regulatory complexity, shifting consumer expectations, and reconfigured supply chains are reshaping how food is produced, marketed, distributed, and experienced. These developments require rigorous, interdisciplinary inquiry capable of illuminating complex and interconnected markets while informing responsible and innovative practice.

A defining commitment of SFMR is to bridge scholarship and practice. By convening academic and industry communities within a shared intellectual forum, the Society advances research that is theoretically robust and practically consequential. In doing so, SFMR seeks to strengthen the reciprocal relationship between scholarly insight and real-world decision-making in the food and retail sectors.

Guided by this mission, the Society pursues three core objectives:

- To advance rigorous academic research addressing contemporary and emerging issues in food marketing and retailing
- To foster sustained dialogue that integrates academic insight and industry expertise
- To cultivate global insight into evolving consumer trends, retail innovation, and the future of food systems

SFMR welcomes theoretical, empirical, methodological, and conceptual contributions that examine both longstanding and emerging challenges within the field. Conference tracks reflect the breadth of inquiry represented in the Society, including consumer behavior; advertising and branding; retail and supply chain strategy; digital transformation and artificial intelligence; sustainability and wellbeing; regulation and policy; sensory and biometric research; and global perspectives on food systems.

As an international and interdisciplinary community, SFMR is committed to building a lasting scholarly network dedicated to advancing knowledge, strengthening collaboration, and shaping the future of food marketing and retailing worldwide.

# WELCOME!

Dear SFMR 2026 Participants,

On behalf of the Society for Food Marketing & Retailing, it is my great pleasure to welcome you to the 2026 Inaugural Conference at Bryant University in Smithfield, Rhode Island. I extend my sincere greetings to the scholars, doctoral researchers, and industry leaders who have gathered from across institutions and countries to join us for this founding moment.

SFMR is founded on a simple yet compelling premise: **food is central**—to markets, culture, technology, sustainability, and human wellbeing. Food systems shape economies, reflect social values, and connect local communities to global networks. Few sectors are as embedded in daily life, and few are evolving as rapidly.

Worldwide, food marketing and retailing are being transformed by digital innovation, artificial intelligence, sustainability imperatives, regulatory change, and shifting consumer expectations. Supply chains confront geopolitical and environmental volatility. Brands face rising demands for transparency and accountability. Consumers reassess value, trust, and responsibility. These developments call for rigorous, interdisciplinary scholarship capable of illuminating complex, interconnected systems.

They also demand stronger engagement between research and practice. A defining mission of SFMR is to bridge academia and industry—to create a forum where scholarly insight informs decision-making and where real-world challenges sharpen meaningful inquiry. By convening researchers and practitioners within a focused domain, SFMR advances knowledge that is both theoretically robust and practically consequential.

As an international conference, SFMR reflects the global character of food systems. Cross-border trade, cultural diversity, technological diffusion, and regulatory variation require collaboration that transcends national and disciplinary boundaries. The perspectives represented here strengthen our collective capacity to understand and shape these evolving markets.

This inaugural gathering marks the beginning of a sustained scholarly and professional community. What we establish here extends beyond this conference and beyond this campus, laying the foundation for an enduring international network dedicated to advancing food marketing and retailing research worldwide.

May our discussions be rigorous, our insights impactful, and our collaborations enduring. Thank you for being part of this founding chapter of SFMR. I look forward to the ideas and partnerships that will shape the future of food marketing and retailing worldwide.

With sincere appreciation,

**Kacy Kim, Ph.D.**

Conference Chair  
Associate Professor of Marketing  
Bryant University



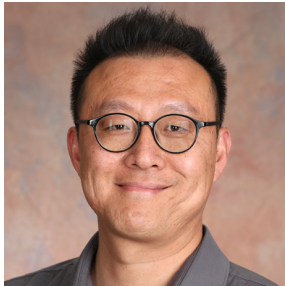
# SFMR Conference Committee

## Conference Chair



**Kacy Kim**  
Bryant University, USA

## Program Committee



**Sukki Yoon**  
Bryant University, USA



**Eun Kang**  
Bryant University, USA



**Teresa McCarthy**  
Bryant University, USA

## Communication Committee



**Virginia Vannucci**  
University of Pisa, Italy



**Sharmin Attaran**  
Bryant University, USA





## Academic Keynote Speakers



**Dr. Dhruv Grewal**

Toyota Professor of Commerce and Electronic  
Business  
Babson College



**Dr. Anne Roggeveen**

Charles Clarke Reynolds Professor of Retailing  
and Marketing  
Babson College



**Dr. Charles R. Taylor**

John A. Murphy Professor of Marketing  
Villanova University  
Editor-in-Chief, *International Journal of Advertising*



**Dr. Eric Haley**

Professor of Advertising & Public Relations  
University of Tennessee  
Executive Director of  
American Academy of Advertising

# THANK YOU

## to Our Founding Sponsors and Partners

The Society for Food Marketing & Retailing extends its deepest appreciation to the sponsors and partners whose generosity and commitment shaped this inaugural gathering and help build a lasting global community of scholarship and practice.



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## Academic Partners

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# 2026 SFMR Conference Track Chairs

## Consumer Behavior, Strategic Marketing, and Advertising in Food and Beverage

Sukki Yoon, Bryant University, USA

Lamberto Zollo, University of Milan, Italy

## Food Retail and Foodservice, and Supply Chain Innovation

Michael Gravier, Bryant University, USA

Virginia Vannucci, University of Pisa, Italy

## AI, Robotics, and Digital Transformation in Food Marketing

Chung Han Kang, The University of Hong Kong, Hong Kong

Mark Yi-Cheon Lim, University of Massachusetts Lowell, USA

## Social Media, Influencer Marketing, and Digital Engagement

Francesca Negri, Catholic University of the Sacred Heart-Milan, Italy

Duygu Akdevelioglu, Roger Williams University, USA

Sharmin Attaran, Bryant University, USA

## Wellness, Sustainability, and Ethics in Food Consumption and Marketing

Junghoon Moon, Seoul National University, Korea

Shelly Rathee, Villanova University, USA

## Cross-Cultural, Global, Policy, and Regulatory Perspectives in the Food Industry

Jong Woo Choi, Seoul National University, Korea

Srdan Zdravkovic, Bryant University, USA

## Sensory, Behavioral, and Biometric Insights in Food Perception and Choice

Tobias Langner, University of Wuppertal, Germany

Lan Xia, Bentley University, USA

# SFMR Conference Venue



## Bryant University | Smithfield, Rhode Island

The 2026 Inaugural Conference of the Society for Food Marketing & Retailing is hosted at Bryant University, an internationally recognized private institution known for excellence in business education, analytics, and applied research. Ranked No. 5 in the North region by *U.S. News & World Report (2026)* and consistently recognized for strong academic value, Bryant combines rigor with real-world relevance.

The conference is hosted by Bryant's AACSB-accredited College of Business, distinguished for strengths in marketing, analytics, consumer behavior, and global supply chain management—areas closely aligned with SFMR's focus on food marketing and retailing. Located within New England's dynamic food and retail ecosystem, Bryant provides a fitting environment for SFMR's mission to bridge scholarship and industry.

Set on a 435-acre residential campus just 25 minutes from downtown Providence and within reach of Boston, Bryant offers a collegial and modern setting ideal for scholarly exchange and collaboration.

### Conference Locations & Parking Information

#### February 26

##### **Business Entrepreneurship Leadership Center (BELC)**

100 Salem Street  
Smithfield, RI 02917

##### **Parking:**

Parking is available in the surface lots and parking garage. Visitors may park in the surface lots or on the first level of the garage.

#### February 27 - 28

##### **Bryant University - Tupper Campus**

1150 Douglas Pike  
Smithfield, RI 02917

##### **Parking:**

Visitors may park in surface lots designated with visitor signage (Lot A or Lot B).

# SFMR 2026 Conference At-A-Glance

Thursday, February 26		Location
4:00 - 4:45 PM	Industry Panel: “Creating Value Through Food and Hospitality: Strategy, Service, and Scale”	BELC Amphitheater
5:00 - 5:45 PM	Brand Spotlight: “Innovation, Craft, and Community”	BELC Amphitheater
6:00 - 6:45 PM	Pouring Perspectives	
	▪ Beer Tasting	BELC 025
	▪ Wine Tasting	BELC 027
6:45 - 8:00 PM	Welcome Reception	Sprague Center Open Space

Friday, February 27		Location
7:30 - 9:00 AM	Breakfast & Networking	AIC Café
9:00 - 9:45 AM	Meet the Editors & Keynote Speakers	AIC Forum
9:45 - 10:00 AM	Coffee Break	Bello Grand Hall
10:00 - 10:45 AM	Industry Panel: “Innovations in the Food Supply Chain”	Bello Grand Hall
10:45 - 11:00 AM	Coffee Break	Bello Grand Hall
11:00 - 12:00 PM	Industry Panel: “The Protein Revolution: From Plant-Based Protein to the Plant-Based Plate”	Bello Grand Hall
12:00 - 2:00 PM	Lunch & Keynote Session - Food Retailing	AIC Forum
2:15 - 3:45 PM	Academic Session I	
	1.1 AI, Algorithms, and Digital Decision Making in Food Consumption	AIC 212
	1.2 Emotions, Motivation, and Why People Eat What They Eat	AIC 222
	1.3 Branding, Identity, and Cultural Meaning in Food Markets	AIC 237
3:45 - 4:15 PM	Poster Introduction over Coffee	AIC Café
4:15 - 5:45 PM	Academic Session II	
	2.1 Influencer Content Strategy and Behavioral Impact	AIC 212
	2.2 Social Eating, Digital Companionship, and Food Culture	AIC 222
	2.3 Social Signals, Persuasion, and Decision-Making in Digital Food Contexts	AIC 237
6:00 - 6:45 PM	Cocktail Reception   Interactive Poster session	AIC Café
6:45 - 8:30 PM	Conference Gala Dinner	AIC Forum

Saturday, February 28		Location
7:30 - 9:00 AM	Breakfast & Networking	AIC Café
9:00 - 9:45 AM	Lab Showcase: “Inside the Lab: How Research Facilities Drive Innovation in Food Marketing and Retailing”	AIC Forum
9:45 - 10:00 AM	Coffee Break	AIC Forum
10:00 - 10:45 AM	Industry Panel: “From Menu to Mission: Food, Branding, and Community Impact”	AIC Forum
10:45 - 11:00 AM	Coffee Break	AIC Forum
11:00 - 12:30 PM	Academic Session III	
	3.1 What Makes Food Advertising Work (and When It Doesn't)	AIC 212
	3.2 Time, Attention, and Judgment in Food Decisions	AIC 222
	3.3 Food, Media, and Popular Culture in Marketing	AIC 223
12:30 - 2:00 PM	Lunch & Keynote Session - Food Advertising	AIC Forum
2:15 - 3:45 PM	Academic Session IV	
	4.1 Psychological and Cultural Drivers of Food Choice and Experience	AIC 212
	4.2 Wellness, Sustainability, and Value Creation in Contemporary Food Markets	AIC 222
	4.3 How Food Retail and Supply Chains Are Changing	AIC 223
3:45 - 4:00 PM	Coffee Break   Special Issue Info Session	AIC Forum
4:00 - 5:00 PM	Academic Session V	
	5.1 Food Policy, Regulation, and Global Markets	AIC 212
	5.2 Sensory Experience, Health, and Biometric Responses to Food	AIC 222
5:00 - 5:30 PM	Award Ceremony & Conference Conclusion	AIC Forum

## Bryant Conference Connection to the Bryant Wireless Network



- Wifi Network: **BryantConference**
- Wifi Password: **BryantWifi\*!**

## Thursday, February 26, 2026

3:00 - 4:00 PM Check-in & Registration BELC Lobby

4:00 - 4:45 PM Industry Panel BELC Lobby

### “Creating Value Through Food and Hospitality: Strategy, Service, and Scale”

**Moderator** Michael Gravier, Bryant University, USA

**Panelists** Farouok Rajab, RI Hospitality Association  
Joe Vigliotti, US Foods

5:00 - 5:45 PM Brand Highlight BELC Amphitheater

### “Innovation, Craft, and Community”

**Moderator** Stefanie Boyer, Bryant University, USA

**Presenters** Suk Won Kim, Pulmuone USA  
Simone Secchi & Silvia Goggi, Planter, Italy

6:00 - 6:45 PM Pouring Perspective

**Beer Tasting Session** BELC 025

**Tasting Host** Tilted Barn Brewery, USA

**Wine Tasting Session** BELC 027

**Tasting Host** Riccardo Rialti, University of Siena, Italy  
Caroline Manera, Gracie's, USA

6:45 - 8:00 PM Welcome Reception Sprague Center Open Space

**Welcome Reception**

## Friday, February 27, 2026

7:30 - 9:00 AM Breakfast & Networking AIC Café

9:00 - 9:45 AM Meet the Editors & Keynote Speakers AIC Forum

**Moderator** Sukki Yoon, Bryant University, USA  
**Panelists** Dr. Dhruv Grewal, Babson College, USA  
Dr. Anne Roggeveen, Babson College, USA  
Dr. Charles R. Taylor, Villanova University, USA  
Dr. Eric Haley, The University of Tennessee, USA  
Dr. Jooyoung Kim, University of Georgia, USA

9:45 - 10:00 AM Coffee Break Bello Grand Hall

10:00 - 10:45 AM Industry Panel Bello Grand Hall

### “Innovations in the Food Supply Chain”

**Moderator** Teresa McCarthy, Bryant University, USA  
**Panelists** Lucy Smith, Ahold Delhaize, USA  
Zedekiah Maldonado, Welch's  
Lance Bauer, Charcuterie Artisans  
Joel Cambranes, Charcuterie Artisans

10:45 - 11:00 AM Coffee Break Bello Grand Hall

11:00 - 12:00 PM Industry Panel Bello Grand Hall

### “The Protein Revolution: From Plant-Based Protein to the Plant-Based Plate”

**Moderator** Lamberto Zollo, University of Milan, Italy  
**Panelists** Suk Won Kim, Pulmuone USA  
Simone Secchi, Planter, Italy  
Silvia Goggi, Planter, Italy

12:00 - 2:00 PM Lunch & Keynote Session I - Food Retailing AIC Forum

**Keynote** Dr. Dhruv Grewal, Babson College, USA  
**Speakers** Dr. Anne Roggeveen, Babson College, USA

2:15 - 3:45 PM Academic Session I

### Session 1.1: AI, Algorithms, and Digital Decision Making in Food Consumption

AIC 212

**Moderator** Mark Yi-Cheon Yim, UMASS Lowell, USA

**From Algorithmic Suggestions to Consumer Action: Understanding the Power of AI Cues in Online Food Ordering**

Jing Yang, Boston University, USA  
Susanna Lee, Boston University, USA  
Yuan Sun, University of Florida, USA

**Visual patterns that position brands: The role of sensory attribute visualizations**

Jihee Hwang, University of South Florida, USA

**When Food Looks ‘Off’: Leveraging the Uncanny Valley and the Moderating Role of Food Neophobia in AI-Generated Food Imagery to Promote Avoidance of Low-Healthfulness Foods**

Heejae Lee, Suffolk University, USA

Mincheol Shin, Konkuk University, South Korea

**She Gets Me’’: How Performative Relationship Cues in AI Food Advice Shape Consumer Trust and Compliance**

Heather Shoenberger, The Pennsylvania State University, USA

Mehrdad Mahdavi, The Pennsylvania State University, USA

Eunjin (Anna) Kim, University of Southern California, USA

**Session 1.2: Emotions, Motivation, and Why People Eat What They Eat**

**AIC 222**

**Moderator** Hyewon Cho, Stonehill College, USA

**Exploring Awe, Pride, and Temporal Framing in Healthy Eating**

Kathrynn Pounders, The University of Texas at Austin, USA

Olivia Archer, The University of Texas at Austin, USA

Shenyng (Susan) Su, The University of Texas at Austin, USA

**Feeling of Emptiness and Comfort-seeking Consumption**

Hyewon Cho, Stonehill College, USA

Wenna Han, University of Illinois Urbana-Champaign, USA

Ravi Mehta, University of Illinois Urbana-Champaign, USA

**The Guilt Bridge—Rationalizing Premium Consumption in High-Stigma Markets**

Hyoyeon Jun, Salve Regina University, USA

Sungin Choi, Western Texas A&M University, USA

**Equity Sensitivity, Self-Determination, and Sustainable Behaviors: A Motivational Approach to Food Consumption**

Haoran Wang, University of Massachusetts Lowell, USA

Spencer M. Ross, University of Massachusetts Lowell, USA

**Session 1.3: Branding, Identity, and Cultural Meaning in Food Markets**

**AIC 237**

**Moderator** Virginia Vannucci, University of Pisa, Italy

**Globals Buying Local Foods: The Role of the Care for the Common Good**

Nada Nasr Bechwati, Bentley University, USA

**Connection Dynamics Behind the Rise of the K-Food Wave**

Jooyoung Kim, University of Georgia, USA

**Indirect Heritage and Communication Strategies for Emerging Agri-Food Brands**

Cristiano Ciappei, University of Florence, Italy

Eleonora Brotini, University of Pisa, Italy

Gabriele Ciulli, University of Pisa, Italy

### **The Grass Is Always Greener: Xenocentrism in Luxury Food and Beverage**

Riccardo Pollifroni, University of Pisa, Italy  
Raffaele Albani, University of Pisa, Italy  
Giulia Miniero, University of Milan (Statale), Italy  
Virginia Vannucci, University of Pisa, Italy  
Faheem Uddin Syed, University of Siena, Italy

3:45 - 4:15 PM

Poster Introductions over Coffee

AIC Café

**Moderator** Junghoon Moon, Seoul National University, South Korea

### **Beyond Consumption: Signature Food and Beverage as Symbolic Consumption in Sport Events**

Soyon (Michelle) Choi, The University of Texas at Austin, USA  
Hyungrok Jin, The University of Texas at Austin, USA  
Hyunji Kim, The University of Texas at Austin, USA  
Soya Nah, Konkuk University, South Korea

### **Product Claims and Private-Label Adoption in Global K-Food New Product Launches**

Sunwoo Yi, Seoul National University, South Korea  
Junghoon Moon, Seoul National University, South Korea

### **Drivers of Low-Carbon Agricultural Product Adoption and Purchase Behaviors: Differential Effects of Health Claim types and Protein Consumption Patterns**

InKyu Lee, Seoul National University, South Korea  
Kyounghee Kim, Seoul National University, South Korea  
Junghoon Moon, Seoul National University, South Korea

### **The Impact of Co-Created Social Media Content on Brand Authenticity in the Food and Beverage Industry: The Moderating Role of AI-Generated Content and Its Influence on Consumer Trust**

Laura M. Carrillo, Pace University, USA  
Pradeep Gopalakrishna, Pace University, USA

### **How Korean Consumers Talk About Upcycled Food: Insights into Value Perceptions Toward Upcycled Food**

Kyungyul Jun, Kangwon National University, South Korea  
Borham Yoon, Sunchon National University, South Korea

### **Diffusion of AI Robots in Institutional Foodservice Program**

Kyungyul Jun, Kangwon National University, South Korea  
Borham Yoon, Sunchon National University, South Korea

### **The Impact of Visual Authenticity and Message Appeal on Consumer Response in Microblogging Marketing: Focus on Twitter (X)**

Eun Chae Kim, Seoul National University, South Korea  
Junghoon Moon, Seoul National University, South Korea

### **Variety Seeking in Pet Food Purchasing: The Roles of Involvement, Channel, Lifecycle, and Loyalty**

Haejin Jeong, Seoul National University, South Korea  
Minji Seo, Seoul National University, South Korea  
Junghoon Moon, Seoul National University, South Korea

**The Artificial Bite”: Examining Consumer Responses to AI-Generated Food Imagery and Disclosure Practices**

Hyungrok Jin, The University of Texas at Austin, USA

Yong Whi Greg Song, Sejong University, South Korea

**Social Robot Presence: A Novel Nudge for Sustainable Food Waste Reduction**

Yuhosua Ryoo, The University of Minnesota Duluth, USA

**Spatial Mismatch between Livestock Production and Retail: The Role of Cold Chain Infrastructure**

Jong Woo Choi, Seoul National University, South Korea

Jin Woo Lim, Seoul National University, South Korea

**The Impact of K-pop Popularity, Acculturation, Social media virality, and Retail commercialization on the Diffusion of Korean Fast-Food and Street-Food in the U.S.**

Jehoon Jeon, Eastern Connecticut State University, USA

Mihyun Kang, Eastern Connecticut State University, USA

**When Cultural Origin Is Contested: COO Dispute Exposure and Its Effects on Authenticity, Ambiguity, and Consumer Response to Kimchi**

Mihyun Kang, Eastern Connecticut State University, USA

Jehoon Jeon, Eastern Connecticut State University, USA

Migeum Kang, Migeumchi Co., Ltd., South Korea

4:15 - 5:45 PM Academic Session II

**Session 2.1: Influencer Content Strategy and Behavioral Impact**

AIC 212

**Moderator** Riccardo Rialti, University of Siena, Italy | Sukki Yoon, Bryant University, USA

**Why Is Live Streaming Commerce So Effective? New Perspectives through Interaction Ritual Chains Theory**

Kaiyi Hu, Ritsumeikan University, Japan

**From Familiar Food to Curiosity Bait: How Food Content Type Shapes Influencer Marketing Outcomes**

Kibum Youn, Kutztown University of Pennsylvania, USA

Jungyun Won, William Paterson University of New Jersey, USA

**Beyond influencer marketing: the case of Planter and the role of influencer-led startups in promoting healthy dietary habits**

Lawrence Paul Cabrera, University of Milano-Bicocca, Italy

Francesco Costanzo, University of Milano-Bicocca, Italy

Roberto Chierici, University of Milano-Bicocca, Italy

Alice Mazzucchelli, University of Milano-Bicocca, Italy

**Influencer Marketing for Prosocial Behavior: Ethnic Similarity, Source Characteristics, and Intentions to Accept Health Recommendations Among Hispanics**

Subhalakshmi Bezbaruah, Michigan State University, USA

Mengyan Ma, Michigan State University, USA

**Session 2.2: Social Eating, Digital Companionship, and Food Culture**

AIC 222

**Moderator** Duygu Akdevelioglu, Roger Williams University, USA

**Watching Others Eat: The Effects of Mukbang Viewing on Psychological, Physiological, and Behavioral Responses**

MinJi Kim, Flagler College, USA

Yu-hao Lee, University of Florida, USA

**Mukbang as a Lunchmate: Influence of Digital Companionship on Compensatory Food Choices between Vice-Virtue**

Minji Seo, Seoul National University, South Korea  
Sunwoo Yi, Seoul National University, South Korea  
Junghoon Moon, Seoul National University, South Korea

**Digital Sobriety: Social Media Influences on Non-Alcoholic Beverage Culture and Meaning**

Duygu Akdevelioglu, Roger Williams University, USA  
Gulay Guzel, Bucknell University, USA

**Who Should Recommend Your Dinner? Machine Heuristics and Human Involvement in Restaurant Evaluation**

Sangwook Lee, University of Colorado Boulder, USA  
Won-ki Moon, University of Florida, USA  
Woojin Kim, University of Colorado Boulder, USA

**Session 2.3: Social Signals, Persuasion, and Decision-Making in Digital Food Contexts**

**AIC 237**

**Moderator** Francesca Negri, Catholic University of the Sacred Heart-Milan, Italy

**Bite-Size Influence: How Short Snack Videos Shape Consumers' Consumption**

Anne Marie B. Basaran, University of Connecticut, USA  
Carolyn Lin, University of Connecticut, USA  
Linda Dam, University of Nevada, USA

**How Social Cues Shape Consumer Responses to Vague Activism Messages: Implications for Food Marketing Contexts**

Jiyeon Lee, Ewha Womans University, South Korea  
Gabrielle Evangelyne Gunawan, Ewha Womans University, South Korea  
Eunice Kim, Ewha Womans University, South Korea

**The Usefulness Paradox: Why Informative Reviews Stall Immediate Action but Fuel Long-Term Generation**

Hakkyun Kim, Sungkyunkwan University, South Korea  
Hyerin Ryu, Sungkyunkwan University, South Korea  
Jeonghwa Seo, Sungkyunkwan University, South Korea  
Ohjin Kwon, Central Connecticut State University, USA

**Keeping the Door Open: Reversibility, Need for Cognitive Closure, and Consumer Responses to Social Media Ads**

Darren Yang, The University of Texas at Austin, USA  
Shuer Zhuo, The University of Texas at Austin, USA  
Sukki Yoon, Bryant University, USA  
Kacy Kim, Bryant University, USA

**6:00 - 6:45 PM** Cocktail Reception & Interactive Poster session

**AIC Café**

**6:45 - 8:30 PM** Conference Gala Dinner - Sponsored by Pulmuone

**AIC Forum**

Saturday, February 28, 2026

7:30 - 9:00 AM Breakfast & Networking

AIC Café

9:00 - 9:45 AM Interdisciplinary Session

AIC Forum

**"Inside the Lab: How Research Facilities Drive Innovation in Food Marketing and Retailing"**

**Moderator** Srdan Zdravkovic, Bryant University, USA

**Panelists** Sukki Yoon, Marketing Behavioral Lab, Bryant University, USA  
Jason Sawyer, Exercise & Movement Science Lab, Bryant University, USA  
Wook Sung Kim, Eatry Kitchen Lab - SNU Food Biz Lab, South Korea  
Tobias Langner, Langner's Lab, Wuppertal University, Germany

9:45 - 10:00 AM Coffee Break

AIC Forum

10:00 - 10:45 AM Industry Panel

AIC Forum

**"From Menu to Mission: Food, Branding, and Community Impact"**

**Moderator** Sharmin Attaran, Bryant University, USA

**Panelists** Lisa Raiola, Hope & Main, USA  
Gary Comella, University Club of Providence, USA  
Shelly Rathee, Villanova University, USA

10:45 - 11:00 AM Coffee Break

AIC Forum

11:00 - 12:30 PM Academic Session III

**Session 3.1: What Makes Food Advertising Work (and When It Doesn't)**

AIC 212

**Moderator** Lamberto Zollo, University of Milan, Italy

**Nutty Nudges: Examining the Effects of Absurdity in Food Advertising**

Heather Shoenberger, Pennsylvania State University, USA  
Rehab Alayoub, Pennsylvania State University, USA  
Temilade Adeeko, Pennsylvania State University, USA  
Peixin Hua, Pennsylvania State University, USA  
Yanan Wu, Pennsylvania State University, USA  
Loredonna Cardona, Pennsylvania State University, USA

**Baiting the Curious: The Role of Clickbait in Shaping Consumer Behavior in Superfood Content on Social Media**

Susanna S. Lee, Boston University, USA  
Jieun Shin, University of Florida, USA  
Eunjin (Anna) Kim, University of Southern California, USA  
Jing Yang, Boston University, USA

**Single or Multiple? The Role of Unit Imagery in Promotional Effectiveness**

Sohyeon Park, Ajou University, South Korea  
Song Oh Yoon, Korea University, South Korea

### **Smart Foods: Consumer Processing of Transparency Cues in Food Advertising**

Saima Kazmi, University of Oregon, USA

Patrick Jamar, The University of Texas at Austin, USA

Sally Lim, University of Oregon, USA

### **Session 3.2: Time, Attention, and Judgment in Food Decisions**

AIC 222

**Moderator** Lan Xia, Bentley University, USA

#### **Measuring brand-relationship fading: Empirical evidence from the Italian pasta market**

Costanza Nosi, LUMSA University, Italy

Niccolò Piccioni, Sapienza University of Rome, Italy

Antonella D'Agostino, University of Siena, Italy

Edoardo Fornari, University of the Sacred Heart, Italy

#### **The Temporal Dynamics of Consumer Extremity: How Circadian Rhythms Influence Extreme Reviews**

Hakkyun Kim, Sungkyunkwan University, South Korea

Jeonghwa Seo, Sungkyunkwan University, South Korea

Ohjin Kwon, Central Connecticut State University, USA

#### **Tracking Consumer Product Decision Making for Ice Cream: A Process Model of Brand Visibility Effects on Word of Mouth**

Mark A. Hamilton, University of Connecticut, USA

Huilun (Haley) Zhang, University of Connecticut, USA

#### **Product Reformulation: A Suitable Substitute?**

Youngeun Lee, Boston College, USA

Anna Tuchman, Northwestern University, USA

Caroline Wang, Northwestern University, USA

### **Session 3.2: Food, Media, and Popular Culture in Marketing**

AIC 223

**Moderator** Junghoon Moon, Seoul National University, South Korea

#### **A Study on Korean Food Marketing Without Advertising Through the Netflix Show K-Pop Demon Hunters**

Yeojin Kim, Central Connecticut State University, USA

#### **Sweet and Spicy: Product and Brand Differences by Food Sector**

Mark A. Hamilton, University of Connecticut, USA

Mohnish Kananathan, University of Connecticut, USA

#### **The Viral Upscaling of Mexican Food as Mainstream American Cuisine: Tracking Restaurant Brand Promotion from Media Exposure to Word of Mouth**

Mark A. Hamilton, University of Connecticut, USA

Chukwudalu Okoli, University of Connecticut, USA

#### **From Ethnic Stores to Post-Ethnic Convenience Retail: How Immigrant Retailers Redefine Neighborhood Markets**

Alessandro Iuffmann Ghezzi, Catholic University of the Sacred Heart, Italy

Francesca Negri, Catholic University of the Sacred Heart, Italy

Sebastiano Grandi, Catholic University of the Sacred Heart, Italy

12:30 - 2:00 PM	<b>Lunch &amp; Keynote Session II - Food Advertising</b>	<b>AIC Forum</b>
	<b>Keynote</b> Dr. Charles R. Taylor, Villanova University, USA	
	<b>Speakers</b> Dr. Eric Haley, The University of Tennessee, USA	
2:15 - 3:45 PM	<b>Academic Session IV</b>	
	<b>Session 4.1: Psychological and Cultural Drivers of Food Choice and Experience</b>	<b>AIC 212</b>
	<b>Moderator</b> Srdan Zdravkovic, Bryant University, USA	
	<b>Hold On, It's Vegan!" Understanding Why Non-Vegans Embrace or Reject Plant-Based Food Options</b>	
	Milad Hour, Fairfield University, USA	
	Golshad Parsi, University of Wisconsin-Milwaukee, USA	
	<b>A Self-Determination Perspective on Physical Wellness: Motivational Drivers and Food-Related Outcomes</b>	
	Nayeong Kim, Seoul National University, South Korea	
	Dongmin Lee, Gangneung-Wonju National University, South Korea	
	Junghoon Moon, Seoul National University, South Korea	
	<b>Social Representations of Alternative Meat: How Consumers Emotionally and Culturally Construct Plant Based and Cultivated Meat Meanings on Social Media</b>	
	Sunnyoung Lee, Dongguk University, South Korea	
	Kyungeun Park, Notre Dame of Maryland University, USA	
	<b>Leveraging the Psychological Drivers of Gastrotourism</b>	
	Kenneth R. Lord, Eastern Michigan University, USA	
	Sanjay Putrevu, Bentley University, USA	
	Elizabeth A. Olson, Mississippi State University, USA	
	<b>Session 4.2: Wellness, Sustainability, and Value Creation in Contemporary Food Markets</b>	<b>AIC 222</b>
	<b>Moderator</b> Shelly Rathee, Villanova University, USA	
	<b>Sustainability Mindsets and Consumer Well-Being—Motivational Drivers of Alternative Protein Adoption Across Land and Ocean Food Systems</b>	
	Anoosha Izadi, University of Massachusetts Dartmouth, USA	
	Selcan Kara, University of Massachusetts Dartmouth, USA	
	Duygu Akdevelioglu, Roger Williams University, USA	
	Benjami Smith, Roger Williams University, USA	
	<b>#WhatIEatInADy - A Content Analysis on Food-related "Wellness" Content on Instagram</b>	
	Linda Dam, University of Nevada, USA	
	Carolyn A. Lin, University of Connecticut, USA	
	Anne Borsai Basaran, University of Connecticut, USA	
	<b>Phygital Integration Strategies and Perceived Brand Value. An empirical analysis on wine consumption experiences</b>	
	Caterina Benvenuti, University of Siena, Italy	
	Tommaso Pucci, University of Siena, Italy	
	Giovanni Sogari, University of Parma, Italy	

## Framing SNAP Restrictions: How Health and Stewardship Narratives Shape Public Acceptance

Fei Gao, Bentley University

Lan Xia, Bentley University

### Session 4.3: How Food Retail and Supply Chains Are Changing

AIC 223

**Moderator** Michael Gravier, Bryant University, USA

#### Opportunistic Customer Behavior in Buy-Online-Pick-up-in-Store

Kyounghee Kim, Seoul National University, South Korea

Junghoon Moon, Seoul National University, South Korea

Jeongeun Sim, Seoul National University, South Korea

#### Exchange Complexity in Food Retail

Aydin S. Oksoy, University of Hartford, USA

#### Stock Market Reactions to Digital Transformation in the Food Industry

Jaihyun Jeon, Syracuse University, USA

#### Algorithmic Governance and Digital Transformation in Food Retailing: How AI Reshapes Channel Relationships and Power Dynamics

Francesca Negri, Catholic University of Sacred Heart, Italy

Sebastiano Grandi, Catholic University of Sacred Heart, Italy

3:45 - 4:00 PM Coffee Break | Special Issue Info Session

AIC Forum

4:00 - 5:00 PM Academic Session V

### Session 5.1: Food Policy, Regulation, and Global Markets

AIC 212

**Moderator** Jong Woo Choi, Seoul National University, South Korea

#### Divergent Paths in Unhealthy Food Marketing Regulation- A Comparative Analysis of the United States and United Kingdom

Justin Sieow, Quinnipiac University, USA

Imrana Iqbal, Quinnipiac University, USA

#### The Double-Edged Role of Non-Tariff Measures on the Agri-Food Industry

Jeeyoun Lee, Seoul National University, USA

#### The Logged-In Shopper: How Consumer Identification Affects Purchase Behavior

Hyoseok Kim, Southern Connecticut State University, USA

### Session 5.2: Sensory Experience, Health, and Biometric Responses to Food

AIC 222

**Moderator** Tobias Langner, University of Wuppertal, Germany

#### Influence of Contagious Diseases on Consumers' Natural Preference

Dongun Kim, Assumption University, USA

Chelsea Galoni, University of Iowa, USA

Seung-Wook Kim, Bentley University, USA

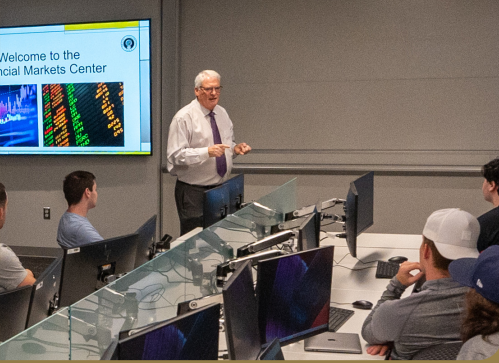
**Machine Learning Prediction of Obesity Development in Children with Overweight Using Longitudinal Body Composition Data**

Dohyun Chun, Kangwon National University, South Korea  
Young-Jun Rhie, Korea University, South Korea  
Jason Sawyer, Bryant University, USA  
Jongho Kang, Chonnam National University, South Korea  
Nathan Yoon, University of Southern California, USA  
Jihun Kim, Yonsei University, South Korea

**Great Expectations: Melodic Musical Tension and Resolution's Influence on Consumer Advertising Likeability and Curiosity**

Shawn P. Scott, Curry University, USA  
Lauren Labrecque, University of Rhode Island  
Ian Reyes, University of Rhode Island

<b>5:00 - 5:30 PM</b>	<b>Award Ceremony &amp; Conference Conclusion</b>	<b>AIC Forum</b>
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