



SOBDR 2009 PROGRAM

May 7th 2009

Overview of Schedule Thursday May 7th 2009

9:30-10:00	Breakfast/Welcome	Academic South 202
10:00-11:00	Session A	Academic South 202
11:00-11:15	Break	Academic South 202
11:15-12:15	Session B	Academic South 202
12:15-1:30	Lunch	Academic South 202
1:30-2:30	Keynote Address	Academic South 202
2:30-2:45	Break	Academic South 202
2:45-3:45	Session C	Academic South 202
4:00-5:00	Poster session with cash bar	Sankey Chamber
6:00-8:00	Dinner at Dom's (at each person's OWN expense)	Dom's Pasta and Grill 22 Academy St., St. Catharines

Friday May 8th 2009 Wine tour (Optional)

(Tickets approx. 60 dollars). Your Winery Tour includes roundtrip transportation to Niagara on the Lake. The tour offers the fine wines of: Inniskillin, Stonechurch Vineyards, Pillitteri Estates, Reif Estates. Enjoy a tour and tasting at each. You will see and experience the fine countryside of our vast and beautiful Niagara wine region. Finish off a great day with free time to browse shops and sightsee in historic NOTL. Take the safe and carefree way.

Pickups will be between 10am-11am on May 8th. For reservations please go to:
<http://www.niagaraairbus.com/>

- Once on the web page click on "Wine tours" and then click on "book now"
- Select the "May '09-April '10 Wine country bus from Niagara" tour
- Next select the date: "Friday May 8th at 10:15am"
- Next select the hotel you will want to get picked up at. Please note that if you are staying at the Quality Hotel, you will want to select "Quality Hotel formerly Ramada Parkway"
- The next page will give all of the important details about the tour (pick up time, payment options etc.) Pay online with the credit card of your choice.
- You're done!

Program

9:30-10:00

Arrival, coffee and continental breakfast (in room Academic South 202)

10:00-11:00 **Session 1** (in room Academic South 202)

The “Aha” Moment: Discontinuous Learning of Product Features

Shanker Krishnan, University of Western Ontario (presenting)

Arun Lakshmanan, SUNY at Buffalo

This research investigates how consumers learn to use a product feature and the impact that the learning process has on consumer acceptance. Skill learning has been assumed to follow a power law trend, with the largest gains occurring early in the product’s usage followed by monotonically decreasing performance improvements over trials. This paper proposes an alternative process in which skill acquisition of individual consumers follows a discrete step function. The learning process also has consequences such as performance, perceived ease of use and usage intentions. The theory is tested in a series of four experiments.

Decision Processes of Business Angels

Andrew Maxwell

Moren Levesque

Scott Jeffrey, University of Waterloo (presenting)

By analyzing fifty interactions between entrepreneurs and potential investors on the reality TV show Dragon’s Den, we find that potential investors use eight critical factors for determining the initial viability of an investment opportunity. Specifically, investors use elimination by aspects, a non-compensatory decision making heuristic, to remove certain opportunities from further analysis. If an investment opportunity is diagnosed with even a single fatal flaw among these eight criteria, it is no longer considered while all opportunities with no fatal flaws do receive further consideration. Increasing our understanding of the investor decision making process has significant implications for entrepreneurs seeking funding.

11:00-11:15 **Break**

11:15-12:15 **Session 2** (in room Academic South 202)

Mental Accounting for Charity

Joseph Paniculangara, University of Central Florida (presenting)

Dr. Xin He, University of Central Florida

Violations of fungibility of money have been detailed in diverse streams of literature including mental budgeting, mental accounting and emotional accounting. Research on mental accounting describes how people maximize their utility when faced with multiple gains and/or losses. This empirical paper examines charitable donation behavior from the perspective of mental accounting. When participants considered a

windfall of money accruing to them, they felt happier when considering the prospect of making a charitable donation separately from the windfall. In contrast, when considering an unexpected payment they felt happier when considering the charitable donation in combination with the payment. These findings contribute to research on mental accounting and point to the unique nature of charitable donations in mental budgeting.

The Role of Savings Goals in the Prediction of Personal Spending

Johanna Peetz, Wilfrid Laurier University (presenting)

Roger Buehler, Wilfrid Laurier University

We extend research and theory on self prediction into the realm of personal financial behavior. Four studies examined people's ability to predict their future personal spending and the findings supported the two main hypotheses. First, participants tended to underestimate their future weekly spending. Second, the prediction bias stemmed from people's savings goals – defined as the general desire to save money or minimize future spending – at the time of prediction. Participants who reported (Studies 2 and 3) or were induced to experience (Study 4) a stronger savings goal predicted they would spend less money. However, savings goals were not related to actual spending and thus contributed to the bias in prediction.

12:15-1:30 Lunch (catered in AS202)

1:30-2:30 Keynote Speaker (in room Academic South 202)

Predictably Irrational

Dan Ariely

2:30-2:45 Break

2:45-3:45 Session 3 (in room Academic South 202)

Goals, Performance, and Satisfaction in Marathon Running

George Wu, University of Chicago Booth School of Business

Rebecca White, University of Chicago Booth School of Business (presenting)

Aaron Sackett, University of Chicago Booth School of Business

Alex Markle, New York University Stern School of Business

Marathon running offers a compelling and real-world context for understanding the motivating forces underlying goals. We surveyed over 1500 runners across twelve major marathons regarding their marathon goals, performance, and satisfaction, both before and after race day. Marathon results were self-reported and confirmed with official results reporting. We examined predicted and actual satisfaction for performance above and below marathoners' time goals. These data revealed evidence of loss aversion in runners' anticipated satisfaction with their performance, as well as actual satisfaction with performance, both of which are moderated by previous running experience. Loss aversion was considerably more pronounced among individuals who had run a marathon previously. Actual satisfaction was considerably more compressed than predicted satisfaction, consistent with immune neglect.

Probability Matching in Choice under Uncertainty: Intuition versus Deliberation

Derek Koehler, University of Waterloo (presenting)

Greta James, Psychology, University of Waterloo

Probability matching in choice has been variously characterized as “dumb” (a suboptimal strategy reflecting operations of heuristic judgment), or as “smart” (an adaptive response to environments in which outcomes may follow predictable patterns). In choices involving real monetary stakes, we find that (a) probability matching persists even when it is not possible to identify or exploit predictable outcome patterns; (b) many “probability matchers” rate an alternative strategy (maximizing) as superior when it is described to them; and (c) probability matchers score lower on a test of cognitive reflection than do maximizers. Probability matching appears to be “dumb” in the sense of being an intuitive response that can be, but often is not, overridden by deliberate consideration of alternative choice strategies.

4:00-5:00 Poster Session (in Sankey Chamber)

1 The Interplay Between Form, Core Functionality and Consumer Expertise

James Jianping Liang, University of Western Ontario (Presenter)

Kyle B. Murray, University of Alberta

2 Why Outcomes are Key: A re-examination of the bracketing effect

Ester Moher, University of Waterloo (Presenter)

Derek J. Koehler, University of Waterloo

3 The Heuristic Basis of Consumer Choice

Jesse Howell, Brock University (Presenter)

Antonia Mantonakis, Brock University

4 Insuring Risk Averse Agents

Greg Hines, University of Waterloo (Presenter)

Kate Larson, University of Waterloo

5 Eye Movements during Visual Decision Making Tasks

Mackenzie Glaholt, University of Toronto at Mississauga (Presenter)

Eyal M. Reingold, University of Toronto at Mississauga

6 How Physicians Think About Patients in Non-diagnostic Settings

Sarah Devantier, University of Western Ontario (Presenter)

John Paul Minda, University of Western Ontario

Wael Haddara & Mark Goldszmidt, Schulich School of Medicine & Dentistry

- 7 Order In Choice: Effects of Serial Position on Preferences**
Pauline Roderer, Brock University (Presenter)
Antonia Mantonakis, Brock University
Isabelle Lesschaeve, Vineland Research and Innovation Centre
Reid Hastie, University of Chicago
- 8 At what Stage of Process Does Depletion Hurt the Most?**
Gulsum Aysan, Brock University (Presenter)
Darlene Walsh, Concordia University
Antonia Mantonakis, Brock University
- 9 How the Numbers on Your Rating Scale Influence Perception and Willingness to Pay**
Amanda Wudarzewski, Brock University (Presenter)
Antonia Mantonakis, Brock University
Norbert Schwarz, University of Michigan
Carolyn Yoon, University of Michigan
- 10 Effects of Depression on Category Learning**
Rudy Nadler, University of Western Ontario (Presenter)
John Paul Minda, University of Western Ontario
Elizabeth Hayden, University of Western Ontario
- 11 Memory Processes used during a Categorization Decision**
Sarah Miles, University of Western Ontario (Presenter)
Paul Minda, University of Western Ontario
- 12 System 1/System 2 Distinctions in Cue Learning and Problem Solving**
Mike Yeomans, University of Chicago (Presenter)
Derek Koehler, University of Waterloo
- 13 A Signal-Detection account of the Revelation Effect**
Kirk Stokes, Brock University (Presenter)
Antonia Mantonakis, Brock University
Daniel Bernstein, Kwantlen University College, University of Washington

6:00-? Dinner

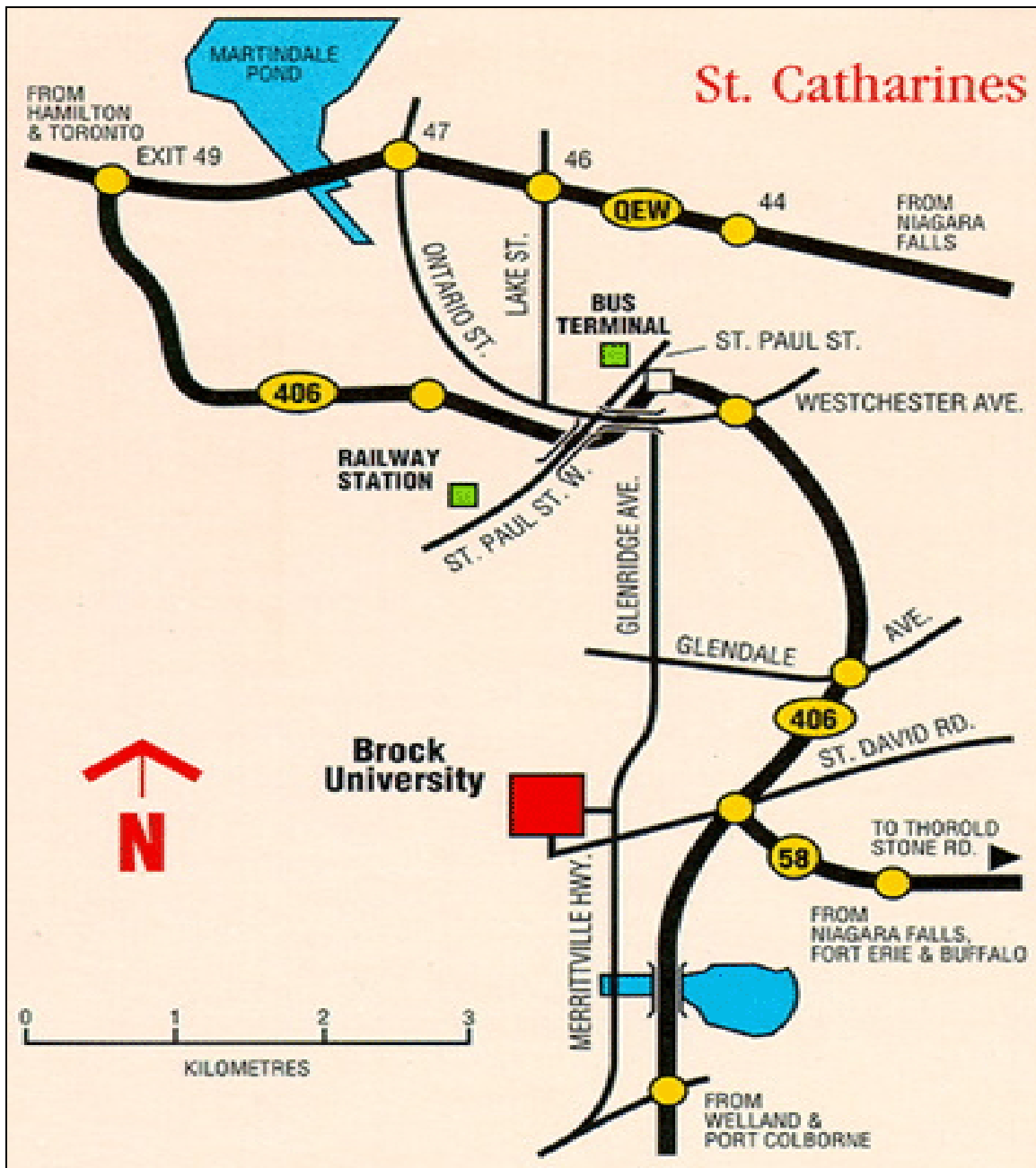
Dinner at Dom's Pasta and Grill (private room under SOBDR)

Dinner will be at each person's expense

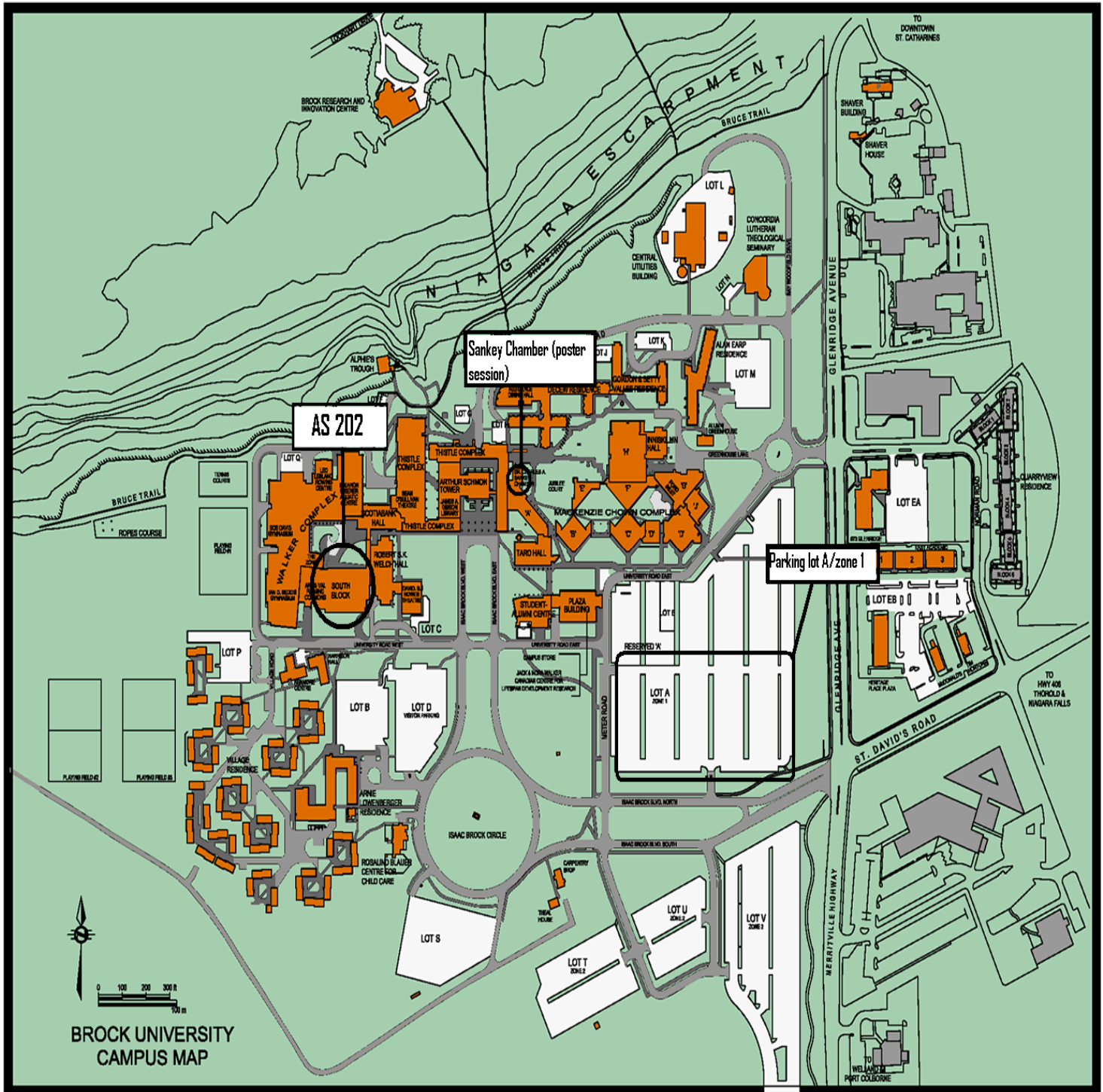
A map to the restaurant is attached

Conference Location

BROCK UNIVERSITY
ST. CATHARINES CAMPUS
500 Glenridge Avenue
St. Catharines, Ontario
L2S 3A1
(905) 688-5550



Campus Map



This map shows the location of Parking Lot A (zone 1), Academic South block, and Sankey Chamber.

Directions to Brock University

DIRECTIONS to BROCK from QEW Toronto

- Merge onto QEW toward NIAGARA
- Take the HWY-406 exit, EXIT 49, toward THOROLD/WELLAND/PT COLBORNE
- Take the ST.DAVID'S ROAD/RR-71 WEST exit
- Turn SLIGHT RIGHT onto RR-71/ST DAVIDS RD.
- Head STRAIGHT into Brock University, parking will be the first driveway on the RIGHT (Parking Lot A/Zone 1)

DIRECTIONS to BROCK from QEW Kitchener/Waterloo

- Take the HWY-403 E ramp toward TORONTO.
- Merge onto QEW toward NIAGARA.
- Merge onto PROVINCIAL ROUTE 406 S.
- Take the ST.DAVID'S ROAD/RR-71 WEST exit
- Turn SLIGHT RIGHT onto RR-71/ST DAVIDS RD.
- Head STRAIGHT into Brock University, parking will be the first driveway on the RIGHT (Parking Lot A/Zone 1)

DIRECTIONS to BROCK from QEW Niagara Falls/Fort Erie:

- Head towards Toronto on the QEW
- Take EXIT 38 for COUNTY RD 89/GLENDALE AVE towards NIAGARA ON THE LAKE
- Turn LEFT onto GLENDALE AVE/RR-89
- SLIGHT LEFT to stay on GLENDALE AVE
- Turn LEFT onto the ON-406 ramp
- Merge onto HWY 406
- Take the ST.DAVID'S RD/COUNTY RD-71 exit
- Merge onto ST.DAVID'S RD
- Head STRAIGHT into Brock University, parking will be the first driveway on the RIGHT (Parking Lot A/Zone 1)

Accommodations

QUALITY HOTEL PARKWAY CONVENTION CENTRE
325 Ontario Street, St. Catharines, ON L2R 5L3
905.688.2324 or 877.688.2324

DIRECTIONS from QEW Toronto to Quality Hotel

- Merge onto GARDINER EXPY W toward QEW
- Merge onto QEW toward NIAGARA
- Take the ONTARIO STREET/RR-42 exit, EXIT 47.
- Turn RIGHT onto RR-42/ONTARIO ST.
- Destination will be on the RIGHT hand side

DIRECTIONS from QEW Kitchener/Waterloo to Quality Hotel

- Take the HWY-403 E ramp toward TORONTO.
- Merge onto QEW toward NIAGARA.
- Take the ONTARIO STREET/RR-42 exit, EXIT 47.
- Turn RIGHT onto RR-42/ONTARIO ST.
- Destination will be on the RIGHT hand side

DIRECTIONS from QEW Niagara Falls/Fort Erie to Quality Hotel

- Head towards TORONTO on the QEW
- Take the ONTARIO STREET SOUTH/RR-42 S exit, EXIT 47.
- Turn SLIGHT RIGHT onto RR-42/ONTARIO ST.
- Destination will be on the RIGHT hand side

DIRECTIONS to Brock from Quality Hotel

- Start out going RIGHT on ONTARIO ST/ RR-42
- ONTARIO ST becomes WESTCHESTER AVE/ RR-91.
- Turn RIGHT onto GLENDRIDGE AVE.
- Take the second RIGHT into Brock University
- Parking will be the first driveway on the RIGHT (Parking Lot A/Zone 1)

DIRECTIONS from Brock to Quality Hotel

- Head LEFT on GLENRIDGE AVE
- Turn LEFT at WESTCHESTER CRESCENT
- Turn RIGHT at ST. PAUL ST
- Turn LEFT at WILLIAM ST
- Turn LEFT at KING ST
- Turn RIGHT at ONTARIO ST
- Destination will be on the LEFT

Accommodations

FOUR POINTS BY SHERATON
3530 Schmon Parkway, Thorold, ON L2V 4Y6
905.984.8484

DIRECTIONS from QEW Toronto to FOUR POINTS BY SHERATON

- Merge onto GARDINER EXPY W toward QEW
- Merge onto QEW toward NIAGARA
- Take the HWY-406 exit, EXIT 49, toward THOROLD/WELLAND/PT COLBORNE
- Take the ST.DAVID'S ROAD/RR-71 WEST exit
- Turn SLIGHT RIGHT onto RR-71/ST DAVIDS RD.
- Turn LEFT on SCHMON PARKWAY
- Destination will be on the LEFT

DIRECTIONS from QEW Kitchener/Waterloo to FOUR POINTS BY SHERATON

- Take the HWY-403 E ramp toward TORONTO.
- Merge onto QEW toward NIAGARA
- Take the HWY-406 exit, EXIT 49, toward THOROLD/WELLAND/PT COLBORNE
- Take the ST.DAVID'S ROAD/RR-71 WEST exit
- Turn SLIGHT RIGHT onto RR-71/ST DAVIDS RD.
- Turn LEFT on SCHMON PARKWAY
- Destination will be on the LEFT

DIRECTIONS from QEW Niagara Falls/Fort Erie to FOUR POINTS BY SHERATON

- Head towards Toronto on the QEW
- Take EXIT 38 for COUNTY RD 89/GLENDALE AVE towards NIAGARA ON THE LAKE
- Turn LEFT onto GLENDALE AVE/RR-89
- SLIGHT LEFT to stay on GLENDALE AVE
- Turn LEFT onto the ON-406 ramp
- Merge onto HWY 406
- Take the ST.DAVID'S RD/COUNTY RD-71 exit
- Merge onto ST.DAVID'S RD
- Turn LEFT on SCHMON PARKWAY
- Destination will be on the LEFT

DIRECTIONS to BROCK from FOUR POINTS BY SHERATON

- Turn RIGHT on SCHMON PARKWAY
- Turn LEFT on ST.DAVID`S RD
- Head STRAIGHT into Brock University, parking will be the first driveway on the RIGHT (Parking Lot A/Zone 1)

DIRECTIONS from BROCK to FOUR POINTS BY SHERATON

- Turn LEFT on ST.DAVID'S RD.
- Turn RIGHT onto SCHMON PARKWAY
- Destination will be on the LEFT

Directions – Dinner

Dom's Pasta and Grill

22 Academy Street, St. Catharines, ON

906.688.4202

Reservations for 6PM

<http://www.domspastaandgrill.com/>

DIRECTIONS to DOMS RESTAURANT from BROCK

- Head LEFT on GLENRIDGE AVE.
- Turn LEFT at WESTCHESTER CRES.
- Turn RIGHT at ST.PAUL ST.
- Turn LEFT onto COURT ST.
- Turn LEFT on KING ST.
- Location will be not too far after Court St. and on the corner of the bus terminal.

DIRECTIONS from DOM'S RESTAURANT to BROCK

- Head WEST on KING Street (it's one way)
- Turn LEFT on ONTARIO ST.
- ONTARIO ST. becomes WESTCHESTER AVE/ RR-91
- Take the HWY-406 S ramp.
- Take the ST. DAVID'S ROAD/RR-71 W exit.
- Turn SLIGHT RIGHT onto RR-71/ST DAVIDS RD. Continue to follow ST DAVIDS RD.
- Head STRAIGHT into Brock University, parking will be on the RIGHT (Parking Lot A/Zone 1)

DIRECTIONS to DOM'S RESTAURANT from FOUR POINTS BY SHERATON

- Turn RIGHT on SCHMON PARKWAY
- Turn LEFT on ST.DAVID`S RD.
- Turn RIGHT on GLENRIDGE AVE.
- Turn LEFT at WESTCHESTER CRES.
- Turn RIGHT at ST.PAUL ST.
- Turn LEFT onto COURT ST.
- Slight LEFT on KING ST.

DIRECTIONS from DOM'S RESTAURANT to FOUR POINTS BY SHERATON

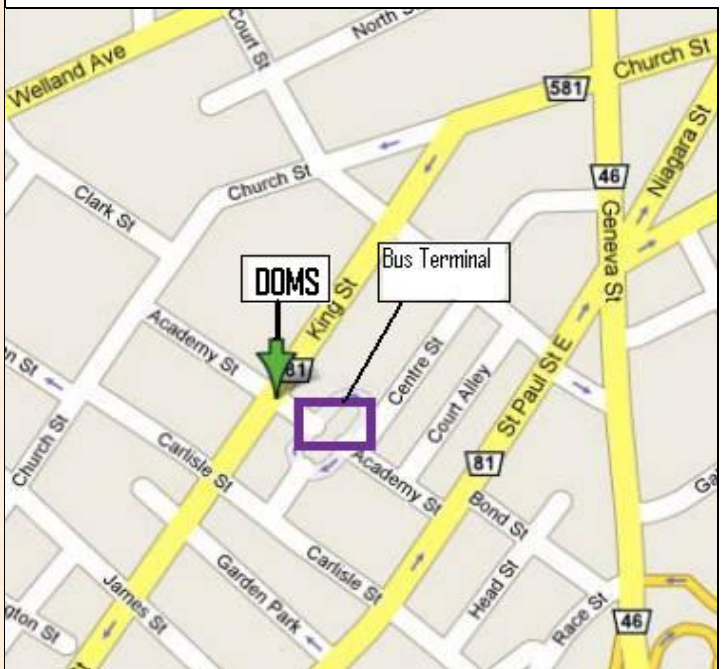
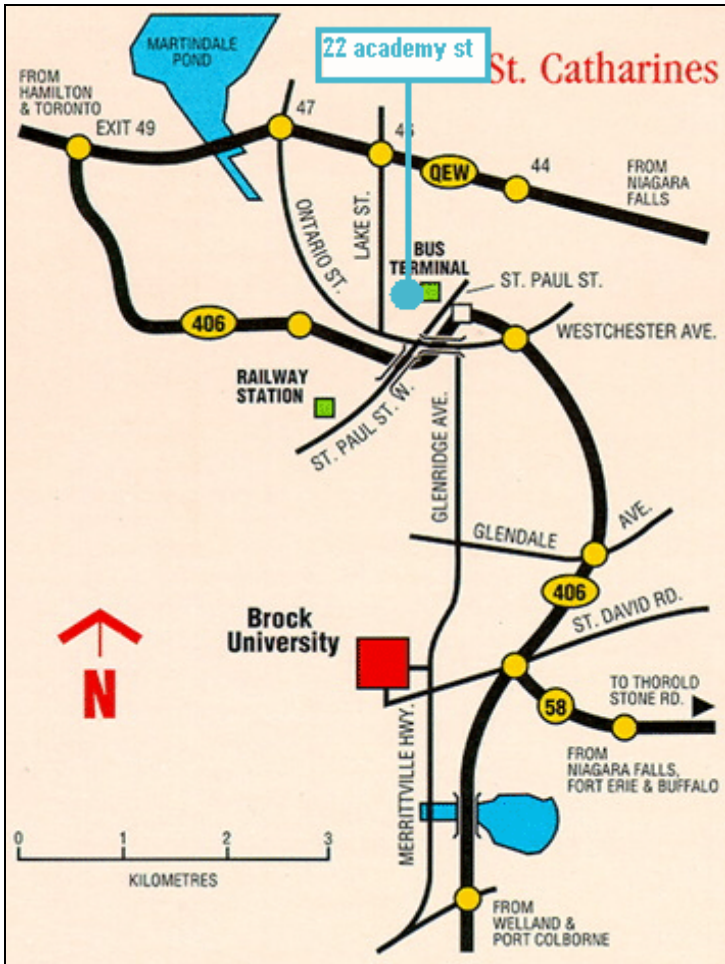
- Head WEST on KING ST.
- Turn LEFT on ONTARIO ST.
- ONTARIO ST becomes WESTCHESTER AVE/ RR-91.
- Take the HWY-406 S ramp.
- Take the ST. DAVID'S ROAD/ RR-71 W exit.
- Turn SLIGHT RIGHT onto RR-71/ ST DAVIDS RD. Continue to follow ST DAVIDS RD.
- Turn LEFT on SCHMON PARKWAY
- Destination will be on the LEFT

DIRECTIONS to DOM'S RESTAURANT from QUALITY HOTEL

- Start out going SOUTHEAST on ONTARIO ST/ RR-42 (RIGHT hand turn from parking lot) toward MANCHESTER AVE. Continue to follow ONTARIO ST.
- Turn LEFT onto CHURCH ST. (can park on Church Street or King Street)
- Turn RIGHT onto ACADEMY ST.
- Destination will be on the LEFT

DIRECTIONS from DOM'S RESTAURANT to QUALITY HOTEL

- Head WEST on KING ST (King is a one-way)
- Turn RIGHT at ONTARIO ST
- Destination will be on the LEFT



Free parking is available on Court St. and on King St. * You cannot turn Left on Academy Street from St. Paul St. due to a bus terminal

