



**Project „Increasing the effectiveness of subtle incentives to improve health-related behaviors“**

DISSEMINATION CONFERENCE

**THE IMPACT OF NUDGES ON CONSUMPTION: WHY AND UNDER WHAT CONDITIONS DO PEOPLE START MAKING HEALTHIER DECISIONS?**

December 14, 2021  
10:00-11:30 EET (Lithuanian time)  
The conference is held online

**Program**

**10:00-10:10** Welcoming and introduction  
**Presenter:** Prof. Dr. Bob M. Fennis, University of Groningen

**10:10-10:25** *When does stress affect appetitive motivation and food intake?*  
**Presenter:** Asst. Prof. Dr. Ruta Ruzeviciute, The University of Tennessee

**Co-authors:** Ruta Ruzeviciute, University of Tennessee, Dovile Barauskaite, ISM University of Management and Economics, Justina Gineikiene, ISM University of Management and Economics, Siegfried Dewitte, KU Leuven, Bob Fennis, University of Groningen.

**10:25-10:40** *Is There a “Gestalt Bias” in Indulgence? Subjectively Constructing Food Units Into Wholes (vs. Parts) Increases Desire to Eat and Actual Consumption*  
**Presenter:** Dr. Yannick Joye, ISM University of Management and Economics

**Co-authors:** Yannick Joye, ISM University of Management and Economics, Sabrina Bruyneel, KU Leuven, Bob M. Fennis, University of Groningen

<p><b>10:55-11:10</b></p>	<p><b><i>Follow ‘Them’, Distance From ‘One of us’: Group Membership Drives the Effectiveness of Exemplar Overachieving Eating Behavior</i></b>  <b>Presenter:</b> PhD candidate Elze Uzdavinyte, ISM University of Management and Economics</p> <p><b>Co-authors:</b> Elze Uzdavinyte, Justina Gineikiene, ISM University of Management and Economics, Bob M. Fennis, University of Groningen, Siegfried Dewitte, KU Leuven</p>
<p><b>10:40-10:55</b></p>	<p><b><i>Fixing our Reflected Failure: In-group Underachieving Promotes Healthy Consumer Decision-Making</i></b>  <b>Presenter:</b> PhD student Zivile Kaminskiene, ISM University of Management and Economics</p> <p><b>Co-authors:</b> Justina Gineikiene, Zivile Kaminskiene ISM University of Management and Economics, Elze Uzdavinyte, ISM University of Management and Economics, Siegfried Dewitte, KU Leuven</p>
<p><b>11:10-11:30</b></p>	<p><b>Q&amp;A session</b>  <b>Moderators:</b> Prof. Dr. Siegfried Dewitte, KU Leuven and Prof. Dr. Bob M. Fennis, University of Groningen</p> <p><b>Participants:</b> Prof. Dr. Bob M. Fennis, University of Groningen, Prof. Dr. Siegfried Dewitte, KU Leuven, Dr. Yannick Joye, ISM University of Management and Economics, Asst. Prof. Dr. Ruta Ruzeviciute, The University of Tennessee, PhD candidate Elze Uzdavinyte, ISM University of Management and Economics, and PhD student Zivile Kaminskiene, ISM University of Management and Economics.</p>

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**Please register until 13 December here >>>>>>**

You will receive the Microsoft Teams link to the conference on December 13, 2021.

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