

The Kellogg – UIC Conference on Children’s Well-Being and Happiness

Kellogg Global Hub, Second Floor White Auditorium

Co-Chairs: Lan Nguyen Chaplin, University of Illinois at Chicago (UIC)
and
Michal Maimaran, Kellogg School of Management, Northwestern

Thursday, July 20, 2017

- 4:30 – 6:30 p.m. **Registration**
- 4:30 – 5:30 p.m. **Panel Discussion for PhD Students** (Location: Room 2420A)
“Publishing Children’s Consumer Research and Having Fun in the Process”
Margaret (Meg) Campbell, University of Colorado at Boulder
Lan Nguyen Chaplin, University of Illinois at Chicago
Laura Peracchio, University of Wisconsin – Milwaukee
Michal Maimaran, Northwestern University (Moderator)
- 5:30 – 7:00 p.m. **Welcome Reception**

Friday, July 21, 2017

- 7:00 – 8:00 a.m. **Continental Breakfast/ Registration**
- 8:00 – 8:10 a.m. **Opening Remarks**
- Session 1:**
- 8:10 – 8:40 a.m. **Ori Friedman**, University of Waterloo
“Ownership and Preschoolers”
- 8:40 – 9:10 a.m. **Ronald Paul Hill**, George Washington University
“Impoverished Youths in a Material World”
- 9:10 – 9:40 a.m. **Laura Peracchio**, University of Wisconsin –Milwaukee
Staci Croom-Raley, HIPPY-USA
“Partnering with a Nonprofit: HIPPY USA”
- 9:40 – 10:10 a.m. **Claire Coyne**, Lurie Children’s Hospital
*“Building Resilience: Collaborating with Schools to Support Students’
Social Emotional Learning”*
- 10:10 – 10:40 a.m. BREAK**

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Session 2:

- 10:40 – 11:10 a.m. **Susan Beacham**, Money Savvy Generation
“Financial Education that Starts Early and is Repeated is Key to Success”
- 11:10 – 11:40 a.m. **Mary McIlrath**, C+R Research
“Earning and Purchasing Globally”
- 11:40 – 12:10 p.m. **Agata Gasiorowska**, SWPS University of Social Science and Humanities
“Money Cues and Children: Early Signs of Market Mode Behaviors”
- 12:10 – 1:20 p.m. LUNCH**

Session 3:

- 1:20 – 1:50 p.m. **Suzanne Martin**, Martin Research
Michael Wood, 747 Insights
“Technology Use and Health Impacts Across Generations”
- 1:50 – 2:20 p.m. **Susan Linn**, Campaign for a Commercial-Free Childhood
“How New Technologies Affect Children’s Happiness and Materialism”
- 2:20 – 2:50 p.m. **Paulo Albuquerque**, INSEAD
“Designing Products for Children: When the Buyer is not the User”
- 2:50 – 3:20 p.m. **Melissa Koenig**, University of Minnesota
“Varieties of Trust: Implications for Research”
- 3:20 – 3:50 p.m. BREAK**

Session 4:

- 3:50 – 4:20 p.m. **Beth McCostlin** and **Whitney Cross**, UNICEF
Hillary Linden, Dawes Elementary School
“UNICEF Kid Power”
- 4:20 – 4:50 p.m. **Michal Maimaran**, Northwestern University
“The Development of Gender Related Stereotypes”
- 4:50 – 5:20 p.m. **Margaret (Meg) Campbell**, University of Colorado at Boulder
“Factors that Influence Children’s Food and Eating Choices”
- 5:20 – 5:30 p.m. **Closing Remarks**
- 5:30 – 6:30 p.m. **Closing Reception** (Location: Faculty Summit, 4th Floor)