

MARKETING COLLOQUIA

SPRING 2014

Juliano Laran

Associate Professor, Marketing
University of Miami

Thursday, March 20, 2014

Where: 741 JMHH

When: 3:00 PM to 4:20 PM

MANAGING GOAL PURSUIT

ABSTRACT: Previous research has focused on how consumers manage the pursuit of multiple goals consciously, that is, using focused attention to manage and prioritize behaviors. My research investigates unconscious goal management, according to which the goal system directs behavior based on the level of activation of a goal. I will show that unconscious goal management (a) allows for malleability in the extent to which self-regulatory goals are perceived to be work or fun, (b) allows for malleability in the extent to which self-regulatory goals are perceived to be completed or not, (c) is smart, (d) is personal, and (e) is influenced by people's perceived freedom of choice of a behavior.

*Relevant Paper: http://moya.bus.miami.edu/~jularan/Papers/BP2_Laran_JCR.pdf