

MARKETING COLLOQUIA

SPRING 2018

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Date: Thursday, May 3, 2018

Where: 741 JMHH

When: 12:00 PM to 1:20 PM

(PROGRESS IN) UNDERSTANDING SENTIMENTAL VALUE

ABSTRACT: Sentimental value, or the value derived from associations with significant others or events in ones life, is prevalent, important, and, yet, under-researched. I present a broad overview of a new research program designed to define this construct, begin to understand its antecedents, and demonstrate some important consequences for individuals and for firms.