



V Międzynarodowa Konferencja Naukowa

PSYCHOLOGIA-KONSUMPCJA-JAKOŚĆ ŻYCIA W ŚWIECIE WARTOŚCI NIEDOSTATKU I NADMIARU

Gdańsk, 23-24 września 2016 r.



PROGRAMME

Psychology – Consumption – Quality of Life Conference,
Faculty of Social Sciences, University of Gdansk

Day 1, Friday, 23 September

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| 9:00-9:15 | Opening session | |
| 9:15-10:00 | Plenary talk: Societal Standing as Self-Esteem: Rosenberg Revisited | Jochen E. Gebauer, University of Mannheim, Germany Host: Magdalena Żemojtel-Piotrowska |
| 10:00-11:40 | Session 1. Values and wellbeing (session in English) | Host: Dominika Maison |
| 10:00-10:20 | Impact of self-esteem on materialistic preferences of 6 years old children | Agata Gąsiorowska, Anna Sterkowicz-Górecka SWPS University of Social Sciences and Humanities, Wrocław |
| 10:20-10:40 | How does readiness for self-improvement affect materialism in adolescents? | Anna Maria Zawadzka, Institute of Psychology, University of Gdansk Magdalena Iwanowska, Institute of Philosophy, Sociology and Journalism, University of Gdansk |
| 10:40-11:00 | Material or spiritual? Satisfaction with standard of living and one's religiousness/spirituality as predictors of general life satisfaction in countries on different levels of socioeconomic development | Magdalena Żemojtel-Piotrowska, University of Gdansk Jarosław Piotrowski, SWPS University of Social Sciences and Humanities, Poznan Tomasz Baran, University of Warsaw |

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| 11:00-11:20 | If not cognition then what? Strongly scientific worldview and life goals of people who are characterized by it | Łukasz Jach , University of Silesia Stanisław Seidel |
| 11:20-11:40 | Psychological correlates of subjective quality of life among people with materialistic orientation | Martyna Płodowska , The John Paul II Catholic University of Lublin |
| 11:40-12:00 | Coffee break | |
| 12:00-13:40 | Session 2. Advertisement, brand, quality of life | Host: Agata Gąsiorowska |
| 12:00-12:20 | The influence of advertisements on creating consumers' self-image by advertised product brands | Oleg Gorbaniuk, Magda Chodara, Anna Kapinos, Kamil Mroczek, Kamil Kazanowski, Paweł Chochoł The John Paul II Catholic University of Lublin |
| 12:20-12:40 | We will help but not everyone - on the effectiveness of social campaigns | Dominika Maison, Aleksandra Furman University of Warsaw |
| 12:40-13:00 | Relation between using social media, self-esteem and materialism among adolescents | Magdalena Iwanowska , Institute of Philosophy, Sociology and Journalism, University of Gdansk Anna Maria Zawadzka , Institute of Psychology, University of Gdansk |
| 13:00-13:20 | Social consequences of extending a female brand on male consumers | Dariusz Drążkowski, Magda Chełmicka, Radosław Trepanowski, Damian Kordyla, Klaudia Kwiatkowska Adam Mickiewicz University in Poznan |
| 13:20-13:40 | Social costs paid by consumers of popular brands' counterfeit products | Katarzyna Fałerek, Dariusz Drążkowski, Aleksandra Skiba, Wiktoria Szkutnik, Katarzyna Śliwińska, Klaudia Żudro Adam Mickiewicz University in Poznan |
| 13:40-14:20 | LUNCH | |
| 14:20-16:00 | Session 3. Consumption and quality of life | Host: Grażyna Wąsowicz |
| 14:20-14:40 | Imitation effect in conspicuous consumption | Małgorzata Niesiobędzka , University of Gdansk |
| 14:40-15:00 | Informational support and learned helplessness in the process of consumer decisions as exemplified by bank deposits | Dimitra Ewangelu, Magdalena Gąsiorowska, Alicja Grochowska SWPS University of Social Sciences and Humanities, Warsaw |
| 15:00-15:20 | Compensatory function of symbolic consumption – comparison of reaction towards social and personal identity threat among consumers with different levels of self-construal accessibility | Dariusz Drążkowski , Adam Mickiewicz University in Poznan |
| 15:20-15:40 | Are professed values reflected in a shopping cart? On social responsibility of Polish consumers | Aleksandra Furman, Dominika Maison University of Warsaw |
| 15:40-16:00 | Online shopping among adolescents: beliefs, activity, addiction risk and consequences | Grażyna Wąsowicz, Małgorzata Styśko-Kunkowska University of Warsaw |

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| 16:00-16:30 | Poster session & coffee break | Host: Małgorzata Niesiołbiedzka |
| 16:30-18:00 | Trip to European Solidarity Centre | |
| 18:00-19:15 | Visiting European Solidarity Centre | |
| 19:15-20:15 | Dinner at Amber Side | |

Day 2, Saturday, 24 September 2016

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| 10:00 | Opening | |
| 10:00-10:45 | Plenary talk : Cultural differences in justification for personal vs. Interpersonal choice | Toshi Imada, Brunel University, London, UK Host: Anna Maria Zawadzka |
| 10:45-12:15 | Consumption, quality of life, work in the intercultural perspective (session in English) | Host: Małgorzata Górnik-Durose |
| 10:45-11:05 | Unmitigated agency: the social and political costs of unlimited competition | Monika Kovács, ELTE Institute of Intercultural Psychology and Education |
| 11:05-11:25 | How to get women into engineering and lift the economy? Gendered advertising, embodied cognition and STEM subjects attitudes. | Magdalena Zawisza, Anglia Ruskin University, Cambridge, UK Aleksandra Szymkow-Sudziarska, University of Social Sciences and Humanities, Sopot, PL Agnieszka Golec de Zavala, Goldsmiths, University of London, UK Emily McKendrick, Anglia Ruskin University, Cambridge, UK |
| 11:25-11:45 | Entitlement attitude in the workplace and its relationship to job satisfaction and organizational commitment | Sonya Asenova Dragova-Koleva, New Bulgarian University, Department of Cognitive Science and Psychology |
| 11:45-12:05 | Intrinsic – Extrinsic – Transcendent. A triangular model of goal contents: introduction and validation | Małgorzata Górnik-Durose, Łukasz Jach, Marcin Langer University of Silesia |
| 12:05-12:25 | Coffee break | |
| 12:25-14:05 | Session 4. Work and life satisfaction | Host: Oleg Gorbaniuk |
| 12:25-12:45 | Materialism and tendency to build a self-connection with employer's brand | Małgorzata Styśko-Kunkowska, Aleksandra Niedziałkowska University of Warsaw |
| 12:45-12:05 | Analysis of conflict-facilitating effect in the relation between work and family life of women | Katarzyna Markiewicz, Maria Curie-Skłodowska University |

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| 12:05-13:25 | More money or a better position? Influence of work attributes on satisfaction and prosperity in relation to the level of core self-evaluations | Radosław B. Walczak , University of Opole |
| 13:25-13:45 | Corporate social responsibility and innovative behavior of employees in small and medium-sized enterprises | Emilia Samardakiewicz, Oleg Gorbaniuk The John Paul II Catholic University of Lublin |
| 13:45-14:05 | Occupational burnout and consumerism - risk factors in organization | Beata Mańkowska , University of Gdansk |
| 14:05-14:15 | Closing session | |