

To encourage meriting PhD students with limited resources to attend the 2017 ACR conference, which will be held on October 26-29 in San Diego, CA, the Association for Consumer Research will grant **20 need-based travel stipends** to PhD students with an accepted competitive paper, special session, working paper, or film. Anybody who is a PhD student between September 2016 and October 2017 is encouraged to apply.

These stipends will include complimentary student registration to the conference (value: about \$300) and the following need-based allowance to cover most of the estimated travel and lodging costs of attending the conference: \$500 for students enrolled in an institution based in the US; \$800 for students enrolled in an institution based in Canada; \$1200 for students enrolled in an institution based in Europe, Turkey, Israel, or North Africa, and \$1500 for students enrolled in an institution based in other parts of the world.

In exchange, the stipend recipients will commit to **10 hours of work** for ACR. The tasks will include helping before the conference (e.g., putting together and editing the program), during the conference (e.g., registration, directing people), and outside the conference (e.g., research assistance for the board of ACR, website and database maintenance). The allocation will be done by the chairs of the ACR conference and by the executive director of ACR.

In order to apply, PhD students should submit the following documents by email (as PDF attachments) by July 15, 2017, to acr@acrwebsite.org:

- a. A cover letter, making a (need-based) case for their selection for the stipend and indicating whether they have a competitive paper, special session, working paper, or film accepted, and whether they have ever attended an ACR conference before.
- b. A letter from their advisor confirming that they do not have access to funding to attend the conference through their school or through research grants. This letter should also specify whether the PhD student is receiving any source of funding during the year (i.e., a scholarship, a stipend, or any other research money) and the amount (optional).
- c. A copy of their CV.

The stipend decision will be made by a committee based on need and merit. The committee consists of Simona Botti (London Business School, committee chair), Pierre Chandon (INSEAD), Young Eun Huh (Hong Kong University of Science and Technology), and Nicole Mead (University of Melbourne).

All students accepted to the conference program are encouraged to apply, however priority will be given to students with an accepted competitive paper or a special session over those with an accepted working paper or film. Priority will be also given to PhD students who have never attended ACR and who have no funding or limited funding from their schools to cover any PhD-related expenses (and not just travel-related expenses). The reviewers' ratings of the submission and the candidate's CVs will be used in case of ties.

Applicants will be informed by early August regarding the outcome of their applications. Students who apply for the stipend but do not receive it will be allowed to ask a co-author to present or to withdraw their submission if they decide not to attend the conference. Students who applied for the stipend last year and did not receive it can apply again, but each student can receive the stipend only once.