

CALL FOR PAPERS

Association for Consumer Research North American Conference

October 4-7, 2012, Vancouver, BC, Canada

Conference Co-chairs:

Zeynep Gurhan-Canli, *Koç University*

Cele Otnes, *The University of Illinois at Urbana-Champaign*

Rui (Juliet) Zhu, *University of British Columbia*

Please address all inquiries regarding the information below to the dedicated ACR email address:

acr2012@umn.edu

Conference website: <http://www.acrweb.org/acr/Public/index.aspx>

Important ACR 2012 Conference Deadlines:

Monday, March 19, 5 p.m. Central Standard Time: submission deadline for all conference tracks except the Film Festival.

Monday, April 30, 5 p.m. Central Standard Time: submission deadline for Film Festival entries.

Monday, July 2: notification of acceptance of all entries.

Monday, July 16: preliminary program posted on ACR website.

Monday, July 30, 5 p.m. Central Standard Time: deadline for authors who wish full papers to be reviewed for publication in the ACR Proceedings (see Option 2; competitive paper submission instructions for explanation).

Monday, July 30, 5 p.m., Central Standard Time: deadline for submitting edited abstracts for their final form in the program and in the proceedings (Option 1; see explanation below).

Monday, September 3, 5 p.m., Central Standard Time: deadline for authors who wish full papers to be published in the proceedings to submit edited papers (Option 2; see explanation below).

Information about registration fees and deadlines will be posted soon.

The 2012 North American Conference of the Association for Consumer Research will be held at the Sheraton Wall Centre Hotel from Thursday, October 4 through Sunday, October 7, 2012. The theme of ACR 2012 is "Appreciating Diversity." This theme is especially appropriate for ACR Vancouver for at least two reasons. First, we want the conference to acknowledge, capture and celebrate the explosion of topics and research methods that has occurred in consumer research in recent years. The co-chairs and track chairs will seek to highlight scholarship that contributes to diversity in terms of innovative topics, adds to knowledge in established areas in unheralded ways, embraces diverse research applications and a wide array of consumers, and contributes to inclusiveness in our field. Second, the theme is fitting because of the progressive approach by our conference city, Vancouver, to embrace diversity on multiple fronts. Not only is the city varied in its population and economic base, but it also offers a breathtaking array of experiences rooted in its geography and its culture.

A pre-conference Doctoral Symposium will be held on Thursday, Oct. 4 (co-chaired by Jennifer Argo, University of Alberta and Amna Kirmani, University of Maryland). The conference opens with a reception on Thursday evening. The conference program on Friday and Saturday will include Competitive Paper sessions, Special sessions, Roundtable discussions, Poster sessions, and the Film Festival. A Gala Reception will be held Saturday evening.

Submission Formats and Program Structure

Please read the following call carefully, because we have implemented some KEY changes to the ACR submission process for the 2012 conference!

First, there are still five types of submissions for ACR 2012.

- 1. Competitive Papers** represent the completed original work of their authors. The ACR conference co-chairs will assign papers to sessions that reflect similar scholarly interests.
- 2. Special Sessions** provide opportunities for focused attention on significant areas of research. Successful sessions shed light on a specific research area. They raise questions about the state of the area and open avenues for future research.

- 3. Films** at the Film Festival sessions provide audiovisual insight into consumer topics.
- 4. Roundtables** encourage intensive participant discussion of important and timely topics confronting the field.
- 5. Poster Sessions** present findings from a current working paper. Authors display posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session. Please note that a paper rejected in one track cannot be considered for any other track.

Submission and Decision Deadlines

Submissions for all tracks except the Film Festival (competitive papers, special sessions, poster sessions and roundtables) must be received by **Friday, 5 p.m. Central Standard Time (CST), Monday, March 19, 2012**. Submissions for the Film Festival must be received by **5 p.m. Central Standard Time, Monday, April 30th**. After that time, no submissions will be accepted by the system. In order to maintain accessibility to a wide range of participants, each attendee may present only twice in Special and/or Competitive paper sessions during the conference. When uploading a submission, authors will need to specify the paper presenter(s) for each work.

Notification of acceptance will be made by **Monday, July 2, 2012**. Final acceptances will be conditional upon receipt of revised documents (if required).

General Submission Requirements

Submissions should not already have been published or accepted for publication in any journal. Submissions should also not include content that has been presented at earlier North American ACR conferences. It is mandatory that all accepted papers are presented at the conference by at least one of the authors of the submitted work.

Submission Procedures

All submission activity (submissions, reviews and notifications) for ACR 2012 will be electronic, through the conference website (URL: <http://www.acrweb.org/acr/>). In order to use the conference website (e.g., to submit a manuscript or provide a review), you will need to sign up at <<http://www.acrweb.org/acr/public/register.aspx>> and create a user profile (follow the online instructions). If you are already signed up (i.e., if you have used this ACR conference management

system in the past), please log in to the system and update your user profile with our new content and methods codes. To log in and update your profile, please navigate to the following URL: <<http://www.acrweb.org/acr/public/login.aspx>>. Any time you log on to the website, you will see the following message: "To submit a paper or a proposal, please click here." Please click on the link and follow the instructions.

All submissions to the 2012 ACR Conference website require the following information:

Submission Type: Competitive Paper, Special Session, Film, Poster Session, Roundtable.

Title of Submission

Primary Contact Information: name, affiliation, mailing address, phone number and email address for the author who serves as the primary contact

Names of Other Co-authors/Participants and their affiliations, and whether they are presenting author(s).

Content Area Codes and Methodological Area Codes for your submission (These are critical for assigning reviewers – please pick codes that provide the best match to your work). Please note we have added several new codes for both categories this year, so please review all of the options before making your choices.

Keywords (Optional): if you would like to provide additional keywords representing the specialized topics in your submission that are not captured by the content codes, please list up to three keywords.

Declaration that the submission has not been accepted for publication elsewhere.

Signed copyright release form (for an exception, see competitive paper section below).

OTHER IMPORTANT SUBMISSION INFORMATION

1. Use Word 2003, Word 2007 or Rich Text Format file **only** to upload your submission tables, figure and references.
2. **Be consistent when entering author or co-author information:** PLEASE try and ensure initially that anyone submitting work for a particular author uses the same author information. This is because the database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors and may result in a program that has Drew presenting at the same time in three different rooms! We will try and prompt you on these issues but may not be able to catch them all.
3. **Be mindful of the time limit during submission.** Please note that the website will time you out after 60 minutes. So in order to avoid losing information, it is best that you copy and paste your information into submission fields as you submit your work rather than composing it online.
4. **Acknowledgement of receipt.** The primary contact person will automatically receive an email acknowledgement of receipt of the submission. If you do not receive an acknowledgement, please check your spam folder. If you do not receive an acknowledgement within 48 hours after submission, please send an email inquiry about the status of your submission to: acr@chilleesys.com.

SPECIFIC INFORMATION FOR TRACK SUBMISSIONS

1. COMPETITIVE PAPERS: PLEASE NOTE! THE PROCESS FOR SUBMITTING FOR COMPETITIVE PAPERS HAS CHANGED!

Papers dealing with substantive, methodological, or theoretical topics in consumer research are sought for competitive paper sessions.

ACR no longer requires a full paper for review for the competitive paper track. Instead, authors are required to submit an abstract of no more than 1000 words, excluding required tables and references. Please note that this change still assumes that authors will submit only completed work (with data and findings) for consideration in this track. Within this 1000 word abstract limit, authors are expected to cover the following topics (the order of some of these may differ depending on the type of research conducted):

**Theoretical Gap/Research Topic*

**Research Questions/Hypotheses*

**Literature Review (demonstrate knowledge of the area while leaving plenty of room in the abstract for the data/findings)*

**Method*

**Findings*

**Contributions*

Authors still have two publishing options for a competitive paper. **Under Option 1**, authors of competitive papers choose to publish only the 1000 word abstract, tables and full references in the conference Proceedings. **Under Option 2**, authors can opt to have a full paper based on their abstract (20 pages, excluding tables and references) published in the ACR Proceedings. Choosing this option implies that if accepted, the paper will not be submitted for publication elsewhere, but will be published in its entirety in the Proceedings. However, if this option is chosen, the full-length paper will have to be submitted prior to the conference for review by the co-chairs by Monday, July 30, 5 p.m. CST, and then the revised paper must be submitted for publication by Monday, September 3, 5 p.m. CST.

In sum, please note: for the initial review deadline of March 19, 2012 (5 p.m. CST), all authors, regardless of whether they choose Option 1 or Option 2, only submit the 1000 word abstract and required tables and references. So the INITIAL submission requirements for either option are the same, but at the time of submission authors need to indicate whether they are choosing Option 1 or Option 2, summarized again as follows:

Option 1: *Submit and publish only the 1000 word abstract, as well as tables and references, in the ACR Proceedings.*

Option 2: *Submit the 1000 word abstract, tables and references by the initial submission deadline, but at the time of submission, select the option to publish the full (20 page limit, excluding tables and references) paper in the proceedings.*

Format and Style for Competitive Papers. After creating a user profile on the website, the primary author should log in and click on the "Submit paper/proposal" button. In addition to the items under "Submission Procedures," your competitive paper submission requires the following:

(First screen) The title of the paper (without the authors' names or affiliations) and a 40-50 word (maximum) abstract. This abstract will be reproduced in the conference program and should concentrate on the big-picture contribution(s) of the paper. A 1000 word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. Papers must follow the current style of the *Journal of Consumer Research* (<http://jcr.wisc.edu/style.htm>) except that tables, figures, and footnotes are uploaded on separate screens and will be

appended to the end of the paper. Also, it is unnecessary to add a hard return before or after subheadings.

(Next screen) Upload tables, figures, and full references that illuminate the major findings of the 1000 word abstract.

Final reminders:

*Tables, figures and references do not count toward your 1000 word abstract limit.

*Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper and in footnotes.

***Submitting authors must make sure submission files do not contain any identifying information when saved as Word 2003, Word 2007 or a Rich Text Format files.** (For example, right-click on your file's name in Windows Explorer, go to "Properties," and then "Summary," to ensure that all identifying information is removed).

Judging/Notification/Publication. Judging of papers will be blind. Reviewers will evaluate each paper on the basis of: a) quality of the research; b) contribution and big-picture significance of the work to the field of consumer behavior; and c) interest of the topic to current and potential ACR members.

Authors of accepted papers and who select Option 1 (publish abstract only) have the opportunity to revise their paper based on reviewers' comments by **Monday, July 30, 2012, 5 p.m. CST**. Please note: material submitted by this date for authors choosing Option 1 will constitute the document that appears ultimately in the ACR Proceedings. For authors choosing Option 2, complete papers must be submitted by **Monday, September 3, 2012, 5 p.m. CST**. There will not be an opportunity to edit these documents post-conference, in order to enhance the immediacy of the ACR Proceedings by significantly reducing the time between the conference and the proceedings publication

It is also the author's responsibility to make sure that the session chair and all other session participants receive copies of the paper and presentation by **Monday, September 24, 2012**.

If you have questions regarding Competitive Paper submissions, please contact us at acr2012@umn.edu

2. SPECIAL SESSIONS

Special sessions are intended to provide opportunities for focused and coherent discussion. Special sessions are 75 minutes long. Note that there are no "double" (2 1/2-hour) sessions at this year's conference.

A special session should have four presentations of research papers; in order to increase the diversity of papers accepted at the 2012 ACR, the option of special sessions with three papers and one discussant has been removed for this year's conference.

Content. Proposals should be as complete as possible so that the Special Session Review Committee can fully evaluate them and make suggestions. In addition to the items noted under "General Submission Procedures" above, special session proposals should include:

- *The titles of each of the presentations within the session with a listing of the authors and their affiliations;
- *The name of the session chair and his/her affiliation. The session chair can, but does not have to be, one of the authors;
- *A statement that each speaker has agreed to serve if the proposal is accepted, together with the names of all presenters;
- *A description of the objective of the session, its general orientation, the likely audience, the issues and topics to be covered, and why the session is likely to make an important contribution to consumer research;
- *The proposal should conclude with a discussion of how this session will help to further the conference mission of appreciating diversity;
- *The stage of completion of each paper in a special session must also be clarified; with session proposals featuring completed work given the strongest consideration;
- *A short 40-50 word teaser abstract of each presentation for publication in the conference program; and
- *A longer 750-1,000 word abstract of each presentation for evaluation and publication in the Proceedings.

Format and Style. The entire proposal, including abstracts, must not exceed nine (9) single-spaced pages in length. This length restriction assumes the use of a font no smaller than 12 point, margins of at least 1 inch on all sides, and no more than 46 lines per page excluding headers and footers.

Judging/Notification/Acceptance. The Special Session Review Committee will evaluate special session proposals based on: a) potential importance of the topic to consumer research; b) novelty; c) completeness of the proposal and presentation descriptions; d) stage of completion of the research to be presented; e) opportunity afforded for discussion; and f) reflection of diversity of research approaches and geographic/cultural diversity of the scholars.

Special session chairs are responsible for quality control over the papers/presentations in their sessions, for enforcing deadlines, and for submitting all materials by the deadlines. It is also the session chair's responsibility to make sure that all session participants receive copies of each paper or presentation by **Monday September 24, 2012**.

If you have questions regarding special session submissions, please contact us at acr2012@umn.edu

3. FILM FESTIVAL

Co-Chairs:

Marylouise Caldwell, University of Sydney

Paul Henry, University of Sydney

The 2012 ACR Conference in Vancouver will include the Association's 11th annual film festival. Submissions need to include signup information and 1) a short (40-50 word) teaser abstract submitted through the conference website, 2) edited video recordings on topics related to consumers and, preferably, directly depicting and analyzing consumers. Note: The video recordings for submission should be uploaded onto Vimeo (<http://vimeo.com/>) and then a link and password inserted at the end of the teaser abstract. At this stage, the teaser abstract is only available to the Film Festival directors, each submitting author and the assigned reviewers of each submission. After decisions have been made regarding accepted submissions, the links and passwords can be removed from the teaser abstracts, which will then be put on view for ACR audience if a submission is accepted. **Note the submission deadline for the film festival is 5 p.m. Central Standard Time, Monday, April 30, 2012.** Late entries will not be accepted. **If your film is accepted, we ask that you submit a short trailer by 5 p.m., CST Monday, September 24, 2012.** Unlike the video recording, the trailer should not be password protected and be available for public viewing via a Vimeo link, which should be communicated via email to acr@chilleesys.com, ACR Conference Website manager, "cc" Marylouise Caldwell (mary.caldwell@sydney.edu.au). The trailer will then be linked to and screened on the conference website. To make sure that your videos can be tested prior to the film festival commencement, please hand a DVD of your finished film to Marylouise or Paul during the cocktail party that typically opens the conference on Thursday nights.

Eligible material should be edited to professional standards using any of the desktop editing systems now available. Submissions are invited in

three categories: Shorts (approximately 10 minutes in length), Capsules (approximately 20 minutes in length), and Features (approximately 60 minutes in length). Experienced reviewers (film-makers and visual researchers) will evaluate the entries based upon their topical relation to some aspect of consumer behavior, inclusion and extension of a theoretical frame or frames, theatrical or dramatic qualities (i.e., entertainment value), and competence (or production values).

Filmmakers whose films are accepted must be present at the initial showing of their films and be available to answer questions. This is a juried competition and abstracts of accepted films will appear in the ACR program, proceedings, and on the ACR web site program. Viewers will vote on "People's Choice" Awards to be announced at the Saturday luncheon. A "Judge's Choice" Award will also be presented. *Please direct any further questions about the Film Festival to either of the co-chairs: Marylouise Caldwell (mary.caldwell@sydney.edu.au) or Paul Henry (paul.henry@sydney.edu.au).*

4. ROUNDTABLE SESSIONS

Co-Chairs:

Zeynep Arsel, Concordia University
Hope Jensen Schau, University of Arizona

Roundtable discussions provide a forum for a group of researchers to discuss and generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community. Roundtables are intended to focus on a specific topic or issue, but are deliberately structured to be open ended to encourage new ideas and insights. For example, past roundtable sessions have included research on specific topics (e.g. pro-social and charitable consumer behaviors; new methodologies, etc.) as well as career-related discussions such as getting off to a fast start as a junior faculty member. A roundtable is also an excellent forum for developing enthusiasm and momentum for cutting edge research areas.

Roundtables are designed to complement the more formal presentations in Competitive and Special sessions. We encourage roundtable organizers and participants to plan and exchange ideas before the official roundtable discussions to increase benefits from the session. There are several ways in which these pre-roundtable interactions could be conducted: participants' email exchanges moderated by the roundtable organizers; postings on the ACR Knowledge Exchange forum

(<http://www.acrwebsite.org/ea/index.asp>); dinners and/or informal gatherings during the conference.

Content. Roundtable proposals must include:

- *The name of the primary organizer(s);
- *A list of at least eight ACR members (and no more than twelve, because of scheduling difficulties when creating the program for the conference) committed to attending the session;
- *A short 40-50 word teaser abstract of the proposed roundtable discussion for publication in the conference program; and
- *An extended abstract of approximately 750–1,000 words explaining the session's purpose and content to be included in the proceedings, including a brief description of how pre-conference discussions will be facilitated.

Proposals need to address the following questions in the submission: a) What is the broad topic for discussion and enquiry? b) What is the motivation for organizing the round-table on this topic (e.g., to attain clarity on avenues for research on the topic, to arrive at an integrative perspective on the topic, etc.)? and c) Who is likely to benefit from attending the round table?

Evaluation and selection of roundtable sessions will emphasize the quality and rigor of the proposal. Roundtables that fit with the general conference theme of “appreciating diversity” are particularly encouraged. Session discussion leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to the Roundtable Co-Chairs through the ACR conference website (URL: <http://www.acrweb.org/acr/>).

If you have questions regarding Roundtable submissions, please contact the Roundtable Co-Chairs Zeynep Arsel (zarsel@jmsb.concordia.ca) or Hope Jensen Schau (hschau@eller.arizona.edu). The Co-Chairs will be happy to provide suggestions on preliminary ideas before submission.

5. POSTER SESSION

Co-Chairs:

Maureen (Mimi) Morrin, Rutgers University Camden
Vanessa Patrick, University of Houston

Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the poster session. In particular, this session provides the opportunity to present results of research in the

working paper stage (i.e., with at least part of the data having been collected and analyzed, but not necessarily ready for submission to a journal).

Poster proposal submissions must include the title of the poster (not the authors' names and affiliations) and an extended abstract: 750-1,000 words plus selected references, single spaced. No exceptions on the length will be considered.

The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. In order to ease the publication task, no tables or figures should be included in the abstract. Please do not submit a full-length paper in this category; only the extended abstract will be evaluated by the reviewers and track chairs.

Judging/Notification/Publication. Judging of submissions will be blind. Reviewers will evaluate each submission on the basis of: a) quality of the research; b) contribution to the field of consumer behavior; and c) interest of the topic to current and potential ACR members. Please ensure that your extended abstract clearly communicates these elements (a-c). Finally, coherence and readability are very important. Please adhere to high standards of spelling and grammar. If this is your first submission to ACR, or if English is your second language, please seriously consider having a copyeditor or a native English speaker review the abstract prior to submission.

For papers accepted for the poster track, an author is expected to:

*Prepare a poster for display during the assigned poster session (detailed poster guidelines will be included in the acceptance notification);

*Bring several copies of a handout or the working paper to give to interested ACR participants (note, only the extended abstract will be published in the ACR Proceedings); and,

*Be available to discuss their work with attendees of the session.

If you have questions regarding Poster submissions, please contact Poster Session Co-Chairs: Maureen (Mimi) Morrin (mmorrin@rutgers.edu) or Vanessa Patrick (vpatrick@uh.edu).

Please send all program-related queries by email to: acr2012@umn.edu
Please send all administrative questions, such as, hotel, payment, registration, dietary restrictions to: acr@acrwebsite.org

Please send all technical questions about the website to:
ACR@chilleesys.com

We look forward to seeing you at ACR 2012 in Vancouver!