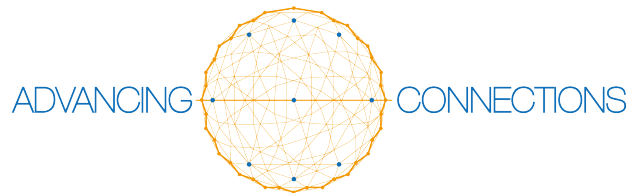


ACR 2015

ASSOCIATION FOR CONSUMER RESEARCH



CALL FOR PAPERS

ASSOCIATION FOR CONSUMER RESEARCH NORTH AMERICAN CONFERENCE

October 1- 4, 2015
New Orleans, LA

Conference Co-chairs:

Kristin Diehl, University of Southern California
Carolyn Yoon, University of Michigan

Conference website: <http://www.acrweb.org/acr/>
Conference email: ACRconference2015@gmail.com

We are delighted to welcome you to the 2015 North American Conference of the Association for Consumer Research, to be held at the Hilton New Orleans Riverside, from Thursday, October 1 through Sunday, October 4. The conference theme is *Advancing Connections*. It is inspired by a desire to build better connections across different research paradigms and approaches and to facilitate connections among academics, practitioners, and public policy makers, as well as to consumers. In recent years, many members of the ACR community have expressed the desire for more research endeavors that take a broader perspective and have the potential to make greater impact on theory and practice. We hope and believe that when we individually and collectively reach across research silos and make meaningful connections it promotes rigorous and relevant work that generates important insights about consumer behavior.

We hope that encouraging broad participation is facilitated by this year's conference location: New Orleans. New Orleans itself advances connections between a wide range of cuisines, musical styles (particularly as the birthplace of jazz), and historic celebrations—most importantly, of course, Mardi Gras. The Hilton Riverside has a prime downtown location and sits on the banks of the Mississippi River. It is steps from the streetcar lines and three blocks from the French Quarter. New Orleans is served by the Louis Armstrong New Orleans International Airport (MSY)

The main events of the conference include:

October 1, 2015

- The ACR Doctoral Symposium (co-chaired by Amber Epp and Page Moreau), offers an opportunity for PhD students to get to know one another better, interact with faculty, improve research ideas, and plan a fulfilling career path. For more information about the symposium, please contact Amber Epp (aepp@bus.wisc.edu) or Page Moreau (pmoreau@bus.wisc.edu).
- Mid-Career Mentorship Program will feature two separate sessions – one for pre-tenure faculty and another for recently tenured faculty). Co-chairs for the pre-tenure faculty session are Stefano Puntoni (spuntoni@rsm.nl) and Katherine White (katherine.white@sauder.ubc.ca); and co-chairs for the post-tenure faculty session are Tom Meyvis (tmeyvis@stern.nyu.edu) and Joe Nunes (jnunes@marshall.usc.edu).
- Opening Reception.

October 2-3, 2015

- Competitive Paper and Special Session presentations.
- Working Paper presentations (co-chaired by Claudiu Dimofte and Anirban Mukhopadhyay).
 - Poster session.
 - Data blitz: Series of 5-minute presentations during the main conference (Note: If the submission is accepted as a data blitz talk, it will not be presented as a poster.)
- Film Festival (co-chaired by Marylouise Caldwell and Paul Henry).
- Plenary session (details TBA).
- Forums (co-chaired by Hans Baumgartner and Rebecca Hamilton). These include:
 - Roundtables: Thematic discussions proposed by ACR members on topics of special or emerging interest.
 - Perspectives: Presentations by invited speakers summarizing state-of-the-art knowledge in specific research domains.
 - Workshops: Seminars conducted by invited speakers providing participants hands-on experience with research tools and methods.
- Gala Closing Reception.

IMPORTANT CONFERENCE DATES & DEADLINES

- **Friday, February 27, 2015, before 23:59 Central Standard Time (CST):** Deadline for Special Sessions, Competitive Papers, Working Papers, Roundtables, and Film Festival.
- **Friday, May 1, 2015:** Notification of contingent acceptances for Film Festival submissions. The contingently accepted submissions will have until June 15 to submit the film with changes and to receive final acceptance by June 22.
- **Late June 2015:** Notification of acceptance of Special Sessions, Competitive Papers, Working Papers, and Roundtables.
- **Wednesday, July 15, 2015, before 23:59 CST:** Submission deadline for revised entries for publication in the Proceedings.

- **Late July 2015:** Preliminary program posted on ACR website.
- **Early August 2015:** Conference registration (as well as registration for Doctoral Symposium, ACR Workshops, Mentorship Sessions, and social events) begins on the conference website (see ACR website at <http://www.acrweb.org/acr/>).
- **Monday, August 31, 2015, before 23:59 CST:** Submission deadline for trailers of accepted films.

GENERAL GUIDELINES

Please read the following call carefully.

There are five types of submissions:

1. Special Sessions
2. Competitive Papers
3. Working Papers
4. Roundtables
5. Films

Authors must adhere to the following honor code:

- ACR endorses ethical standards for research conduct. By submitting your work to the conference, you are indicating that the work is your original work. ACR reserves the right to run any submission through anti-plagiarism software.
- A particular paper can be submitted to only **one** track (Special Session, Competitive Session, or Working Paper session).
- Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **An author can be listed as presenter for no more than two submissions**, but can be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.
- Submissions should **not** already be published or accepted for publication in any journal at the time of submission (including online versions of the journals, and full papers published in conference proceedings). Submitting authors should monitor this issue carefully.
- Submissions should not include content that has been presented at earlier ACR conferences.
- Submissions should adhere to the word and page limits.

Submission procedures are as follows:

- All submission activities (submissions, reviews, and notifications) will be electronic, through the conference website (<http://www.acrweb.org/acr/>). In order to use the website, please sign up at <http://www.acrweb.org/acr/> and create a user profile by following the online instructions.
- If you are already signed up (i.e., if you have used this ACR conference management system in the past), you can log in at <http://www.acrweb.org/acr/>, where you can also change your user profile. To submit a paper or a proposal, click on the indicated link and follow the instructions.

All submissions require the following information:

1. **Type:** Special Session, Competitive Paper, Working Paper, Roundtable, Film.

2. **Primary Contact Information:** Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.
3. **Content Area Codes and Methodological Area Codes:** Please review all of the options before making your choice and pick codes that provide the best match to your work because they are critical for assigning reviewers.

Other submission information:

- Use Microsoft Word or Rich Text Format file only to upload your submission.
- Make sure you use consistent author or co-author information. Please check with your co-authors how they want to be listed. 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 to prompt you on these issues but may not be able to catch them all.
- The website will time you out after 60 minutes. In order to avoid losing information, it is best to copy and paste into submission fields rather than composing online.
- The primary contact person will automatically receive an email acknowledgement of the submission's receipt. If you do not receive an acknowledgement within 48 hours after submission, please check your spam folder and then send an email inquiry about the status of your submission to: acr@chilleesys.com.
- For accepted submissions, the submitting authors will be required to sign an electronic copyright release form.

SPECIFIC INFORMATION FOR TRACK SUBMISSIONS

1. SPECIAL SESSIONS

Special sessions are 75 minutes long and intended to provide opportunities for focused and coherent discussion on topics of broad interest. A special session should include four presentations of research papers; the option of special sessions with three papers and one discussant is not available for this year's conference.

Format and Content. In addition to the items noted under "General Guidelines," Special Session proposals should include:

1. A title page listing:
 - Session title.
 - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
 - Titles of each session paper, author(s), and affiliation(s).
 - Name of each presenter.
 - A honor code declaration that (a) each presenter has agreed to serve if the proposal is accepted; (b) no presenter is also listed as a presenter in more than one other Special Session or Competitive Paper submission; (c) none of the papers has been sent in to multiple tracks, previously presented at ACR, or already published in any journal (including online versions of the journals, and full papers published in conference proceedings).
2. A proposal including:

- A 500 word session overview briefly describing the objective of the session, why the topic is important, and how the papers fit together. To motivate the session, the overview should also list 1-2 questions all of the papers raise as a group.
- A 50 word abstract of each paper for publication in the conference program.
- A 750-1000 word abstract of each paper for evaluation and publication in the ACR Proceedings
- Full references for each long abstract. The references do not count against the word limit and can be combined in a single list at the end of the document.
- An optional appendix that includes a single table summarizing all basic statistics for each empirical paper (N, means, SD, F/t-test, p-values). The appendix does not count against the word limit.

The proposal must be single-spaced, use Times New Roman Font size 12 point, with 1” margins and cannot be more than 8 pages of text, excluding the title page, references, and appendix. Page limits will be strictly enforced.

Evaluation. Evaluation will be based on: a) Quality of the research and novelty of the findings; b) Broad appeal of the topic; c) Contribution to the field of consumer behavior; d) Fit of the papers; e) Stage of completion of the research to be presented; f) Questions raised and potential for discussion; and g) Fit with the conference theme, “Advancing Connections.”

Special session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines, for ensuring each presenter is not listed as presenter elsewhere more than once, and for submitting all materials by the deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

2. COMPETITIVE PAPERS

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions. All authors should submit a 50 word abstract and 3,600 word (maximum length) paper, which cannot exceed 6 single-spaced pages, Times New Roman Font Size 12, 1” margins. The paper must contain full references. Empirical papers must contain a single table summarizing all results and can contain up to one figure (optional). References, table, and figure are not included in the word count or the page limit. Word and page limits will be strictly enforced.

The paper should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference.

Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word and page limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

Authors have two publishing options for a Competitive Paper.

Option 1: Authors can choose to publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a 50 word abstract and a 3,600 word (6 pages max) paper for review, along with references, one table summarizing the results, and one optional figure. Choosing this option implies that, if accepted, the paper will not be submitted for publication elsewhere.

Option 2: Instead of publishing the full paper, authors can choose to publish a 750-1000 word abstract in the ACR Proceedings. Authors choosing Option 2 must upload a 50 word abstract, a 750-1000 word abstract, and a 3,600 word (6 pages max) paper for review, along with references, one table summarizing the results, and one optional figure. Acceptance will be based on review of the 3,600 word (6 pages max) paper, but on acceptance only the 750-1000 word abstract (including references and table) will be published in the ACR Proceedings. Authors are free to submit their paper elsewhere for publication.

Format and Content. In addition to the items under “General Guidelines,” Competitive Papers should include:

1. Title of the paper.
2. A 50 word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. For submitting authors choosing Option 2, a 750-1000 word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. This abstract should not identify the author(s) or their affiliations.
4. A 3,600 word (maximum of 6 single-spaced pages, Times New Roman font size 12, 1” margins) paper. The paper must include full references, a single table summarizing all results, and up to one figure (optional). The paper should not identify the author(s) or their affiliations.
5. A honor code declaration at the conclusion of the submission that (a) the presenting author is not listed as a presenter in more than one other Special Session or Competitive Paper submission; (b) the submission has not been sent in to multiple tracks, previously presented at ACR, or already published in any journal (including online versions of the journals, and full papers published in conference proceedings).

Note: Uploaded files for competitive submissions should not include author names or affiliations. Author names, affiliations, and presenter’s name should only be entered on the submission website when requested. Submitting authors must also make sure submission files do not contain identifying information when saved as Word 2003, Word 2007 or a Rich Text Format file. For example, right click on your file’s name in Windows Explorer, go to “Properties,” and then “Summary” to ensure all identifying information is removed.

The submissions (including data reporting and references) should follow the current style sheet of the *Journal of Consumer Research* (<http://jcr.wisc.edu/style.htm>), but everything should be single-spaced. It is also unnecessary to add a hard return before or after subheadings, but these should be bolded and/or italicized/ capitalized.

Evaluation. Judging of submissions will be blind. Evaluation will be based on: a) Quality of the research and novelty of the findings; b) Contribution to the field of consumer behavior; c) Clarity of presentation; d) Completeness of the research; and, e) Fit with the conference theme, “Advancing Connections.”

Authors of accepted papers who select Option 1 (publish complete paper) are required to revise their paper based on reviewers’ comments by Wednesday, July 15, 2015, before 23:59 Central

Standard Time. Authors choosing Option 2 (publish abstract only) are required to revise their abstract based on reviewers' comments and edit their references to reflect citations in the 750-1000 word summary rather than the 3,600 word paper by Wednesday, July 15, 2015, before 23:59 Central Standard Time. Materials submitted by this date will constitute the documents that appear ultimately in the ACR Proceedings. There will not be an opportunity to edit these documents post-conference. It is the author's responsibility to make sure that the submission is completed on time. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

ACR reserves the right to run the submission through anti-plagiarism software.

3. WORKING PAPERS (*Please note several changes from 2014.*)

Co-chairs: Claudiu Dimofte, San Diego State University; Anirban Mukhopadhyay, HKUST

Submissions detailing ongoing research on substantive, theoretical, or methodological topics in consumer research are sought for the Working Papers sessions. These sessions provide the opportunity to present results of research that is still in progress (i.e., with at least part of the data having been collected and analyzed, but not necessarily ready for submission to a journal).

Submissions will be considered for presentation as posters in the Working Paper session or in a Data Blitz session featuring a series of 5-minute talks. Authors submitting working papers will have the option of checking a box to indicate that they'd like their submission to be considered for the Data Blitz (you cannot submit directly to the Data Blitz). If the submission is accepted as a Data Blitz talk, it will not be presented as a poster.

Format and Content. Working Paper submissions must include:

1. The title of the Working Paper (not the authors' names and affiliations).
2. A 50 word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. An extended abstract of 750-1000 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.

Evaluation. 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; c) Interest of the topic to ACR members; d) Coherence and readability; and, e) Fit with the conference theme, "Advancing Connections."

Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

ACR reserves the right to run the submission through anti-plagiarism software.

For Working Papers accepted for the poster session, authors are expected to:

1. Prepare a poster for display during the assigned Poster sessions (detailed poster guidelines will be included in the acceptance notification).
2. Bring several copies of a handout or of the working paper to give to interested ACR participants (note: only the 50 word abstract will be published in the ACR Proceedings).
3. Be available to discuss their work with attendees of the session.

For Working Papers accepted for the data blitz session, authors are expected to:

1. Prepare a 5-minute talk to be included in a series of 10-12 talks during the session (detailed guidelines will be included in the acceptance notification).
2. Authors will be allowed to bring several copies of a handout of the working paper to give to interested ACR participants (note: only the 50 word abstract will be published in the ACR Proceedings).

Please direct any further questions about the Working Papers to either of the co-chairs, Claudiu Dimofte (cdimofte@mail.sdsu.edu) or Anirban Mukhopadhyay (Anirban.Mukhopadhyay@ust.hk).

4. FORUMS: ROUNDTABLES, PERSPECTIVES, AND WORKSHOPS

Co-chairs: Hans Baumgartner, Penn State University; Rebecca Hamilton, Georgetown University

In line with this year's conference theme, "Advancing Connections," Forums will be designed to help bring the field together by initiating discussions between people with different approaches to similar problems or those exploring areas different from their current interests. Forums include Workshops, Perspectives, and Roundtables. Workshops and Perspectives Forums will be invited and planned by the Forum co-chairs (working in conjunction with the conference co-chairs) and Roundtables will be based on an application process. If you have advice about Workshop or Perspectives topics, please email comments to ACRconference2015@gmail.com. You will be able to register for workshop sessions with your conference registration, which is typically available in early August.

Workshops are designed to provide hands-on learning on various topics and presenters will be decided by the Forums co-chairs. Participants will be invited to sign up when they register for the conference, but to ensure an in-depth learning experience, some Workshops may have registration limits.

Perspectives are designed to help participants learn about the major issues in a specific area. These sessions will include three 20-minute overview talks in a particular research domain. Unlike special sessions, talks included in perspectives will present an overview of an area rather than a specific paper. Presenters will be invited by the Forums co-chairs, but everyone is invited to attend these sessions.

Roundtables are the only component of the Forums for which submissions are not invited, and they remain unchanged from previous years. Proposals must list a minimum of 12 additional people who have agreed to attend.

Roundtables provide an opportunity for a group of researchers to discuss cutting-edge research ideas, generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community. They are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. Roundtables are designed to complement the more formal presentations in Competitive Papers 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, for example participants' email exchanges moderated by the roundtable organizers, as well as dinners and/or informal gatherings during the conference.

Format and Content. All Roundtable submissions must include:

1. The name of the primary organizer(s).
2. A list of at least 12 additional ACR members committed to attending the session. **Note:** when submitting online you will have to enter the names and affiliations of the 12 attendees. If you want to add extra names, you can do it after submitting by going to Your Conference Submission page, click first on Edit Paper, and then click on Add Co-author.
3. A short 50 word abstract of the proposed roundtable discussion for publication in the conference program.
4. An extended abstract of 750-1000 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.

Submissions should address the following questions: a) What is the broad topic for discussion and enquiry? b) What is the motivation for organizing this Roundtable (e.g., to attain clarity on avenues for research on the topic, to arrive at an integrative perspective on the topic, to clarify a new data analysis or data collection method, etc.)?

Evaluation. Evaluation and selection of Roundtable sessions will emphasize the quality and rigor of the submission. Roundtables that fit with the general conference theme of “Advancing Connections” 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 (<http://www.acrweb.org/acr/public/index.aspx>). *Please note that managing your colleagues is a significant and sometimes impossible task but it is absolutely critical to the quality of your session.* Consider and communicate how you will generate good preparation and participation.

Please direct further questions about the Roundtables to the co-chairs, Hans Baumgartner (HansBaumgartner@psu.edu) or Rebecca Hamilton (Rebecca.Hamilton@georgetown.edu). The co-chairs will be happy to provide suggestions on preliminary ideas before Roundtable submissions and to receive suggestions related to potential topics for Workshops and Perspectives.

5. FILM FESTIVAL

Co-chairs: Marylouise Caldwell, University of Sydney; Paul Henry, University of Sydney

The 2015 ACR Conference in New Orleans will include the Association's 14th annual film festival. Submissions need to include sign-up information and 1) a short (40-50 word) teaser abstract (submitted through the conference website); and 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.

Eligible video submissions should be edited to a high standard using any of the desktop editing systems available. Submissions of 10-60 minutes in length are invited. Experienced reviewers (film-makers and visual researchers) will evaluate the submissions based upon: i) their topical relation to some aspect of consumer behavior, highlighting wherever possible actual consumers; ii) extension and/or modification of theory and/or theory-informed description; iii) theatrical or dramatic qualities (i.e., entertainment value); and iv) production/ technical values. Every care should be taken by film authors to ensure they do not infringe copyright. To learn more: look at http://www.youtube.com/t/copyright_what_is. Deadline for film festival submissions is Friday, February 27, 2015 before 23:59 Central Standard Time.

Thereafter the films will be reviewed and authors will be contacted to inform them if their video has been contingently accepted by Friday, May 1, 2015. To be fully accepted the author/s need to modify their videos in line with recommendations of the film festival co-chairs and /or reviewers and provide an email to the film festival co-chairs as to what they have changed or what they have not. Alternatively author/s can also make their own improvements and provide a brief written rationale via email. This information and links to the original and modified versions of each film should be emailed directly to the film festival co-chairs by Monday, June 15, before 23:59 Central Standard Time. Final acceptance decisions will be made by Monday, June 22. Note that in the past film-makers have overwhelmingly found the contingently accepted then fully accepted approach highly productive as it facilitates higher quality video productions at an individual level and overall a more enjoyable film festival.

After the film has been fully accepted, the author/s should submit a short trailer (1.5-2 minutes) by Monday, August 31, 2015, before 23:59 Central Standard Time. Unlike the final video submission, the trailer should not be password protected and be available for public viewing via a Vimeo link, which should be sent via email to acr@chilleesys.com, "cc" Marylouise Caldwell (mary.caldwell@sydney.edu.au). The trailer will then be linked to and screened on the conference website together with the teaser abstract as a means of arousing the curiosity of the ACR conference attendees.

At the conference, please hand a DVD of your finished film to Marylouise or Paul during the cocktail party that opens the conference. Alternatively supply a Vimeo address for the final version the film, which can then be played via Vimeo on the computer. At least one author of each accepted film must be present at the initial showing of their films and be available to answer questions. Viewers will vote on "People's Choice" Awards to be announced at the Friday or Saturday luncheon. A "Judge's Choice" Award will also be presented.

Please direct 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).

Please direct your general inquiries to ACRconference2015@gmail.com.

WE LOOK FORWARD TO A GREAT CONFERENCE!