

The Association for Consumer Research
Annual North American Conference
October 22 – 25, 2009
Pittsburgh, PA

Co-chairs:

Margaret C. Campbell, *University of Colorado*
Jeff Inman, *University of Pittsburgh*
Rik Pieters, *Tilburg University*

Conference Announcement and Call for Submissions

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

The 2009 North American Conference of the Association for Consumer Research will be held at the Westin Hotel in Pittsburgh, PA from Thursday, October 22 through Sunday, October 25, 2009.

The theme of ACR 2009 is "A World of Knowledge At the Point of Confluence." Consumer researchers from around the world will meet in the City at the Point, where the Allegheny and the Monongahela rivers flow together to form the Ohio River. International consumer researchers will gather in Pittsburgh to share the ideas and data that converge to create knowledge.

The conference format will follow that of past years. A pre-conference Doctoral Symposium will be held Thursday (co-chaired by Stacy Wood and Dave Wooten). Thursday evening will feature an opening reception for ACR 2009. The conference program on Friday and Saturday will include Competitive Paper sessions, Special sessions, Roundtable discussions, Working Paper sessions, and the Film Festival. A Gala Reception will be held Saturday evening at the Senator Heinz History Center, just two blocks from the Westin.

Format and Program Structure

The conference will open with a reception on Thursday evening (after the Doctoral Symposium). Sessions will be held on Friday and Saturday.

There are five types of submission for ACR 2009.

- 1) **Competitive Papers** represent the completed original work of their authors. The ACR conference co-chairs assign papers to sessions that reflect similar scholarly interests.
- 2) **Special Sessions** provide opportunities for focused attention on emerging areas of research. Successful sessions drill deeply into a specific issue using similar theoretical or methodological bases, or they promote a confluence of paradigms, methodologies, or research orientations.
- 3) **Films** at the Film Festival sessions provide video insight into consumer topics.
- 4) **Working Papers** present preliminary findings from the early stages of a research project. Authors distribute their papers, display posters of their research, and are available to discuss and answer questions during the assigned Working Paper session.
- 5) **Roundtables** encourage intensive participant discussion of emerging consumer research topics.

Submission and Decision Deadlines

All submissions (for competitive papers, special sessions, working papers, roundtables, and films) must be received by **Monday, March 23, 2009 by 5:00 pm Pittsburgh time (EST)**. In order to maintain accessibility, please note that

each ACR participant 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.

Notification of acceptance will be made by **Friday, July 24, 2009**. Final acceptances will be conditional upon receipt of revised documents and copyright release.

General Submission Requirements and Procedures

All submission activity (submissions, reviews and notifications) for ACR 2009 will be electronic, through the conference website (URL: <http://www.acrweb.org/acr/>).

When you first enter the conference website you will need to sign up:

- Click on the "User Sign up" tab at the top right of the page.
- Provide your information (name, email address, etc.) (Note: this does NOT register you for the conference; details for conference registration will be sent out in July 2009).
- To submit the information, click on the "Log in" button and then choose "Submitting Author" as your role. You will need your email ID and the password that you created for your user profile.
- Click on the "Submit paper/proposal" button.

All submissions to the 2009 ACR Conference website require the following information:

- **Submission Type:** Competitive Paper, Special Session, Roundtable, Working Paper, Film Festival
- **Title of Submission**
- **Primary Contact Information:** name, affiliation, mailing address, phone number and email address for the author who is the primary contact
- **Content Area Codes** and **Methodological Area Codes** (These are critical for assigning reviewers – please pick codes that provide the best match to your work).
- **Word 2003** or **Rich Text Format file** to upload (Don't use Word 2007)
- **Names of Other Co-authors/Participants** and their affiliations, and whether they are presenting author(s)

Note: All authors need to ensure that their names appear in the same way in all submissions. This is because the database will consider J. Jeffrey Inman, John Jeffrey Inman, and Jeff Inman as three different authors.

Time limit. Please note that the website will time you out after 60 minutes. Therefore, in order to avoid losing information, it is best to copy and paste your information into submission fields rather than composing it online.

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: ACR2009@katz.pitt.edu

SPECIFIC INFORMATION
FOR EACH TYPE OF SUBMISSION

1) COMPETITIVE PAPERS

Papers dealing with substantive, methodological, or theoretical topics in consumer research are sought for competitive paper sessions. It is mandatory that all accepted papers are presented at the conference by an author. Competitive paper submissions should not already be published in, or accepted for publication in, any journal or other conference proceedings.

Authors of competitive papers have the option of not publishing the full paper in the Proceedings. This option requires a minimum contribution of an extended abstract with full references, as this increases the value of the record provided in the Conference Proceedings. Therefore, authors need to indicate whether the submission is made under:

Option 1: Full paper publication in the ACR Proceedings.

Option 2: Publication of an extended abstract accompanied by full references.

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. Your competitive paper submission requires the following:

- a) (First page) The title of the paper (without the authors' names or affiliations) and a 75-100 word abstract;
- b) (Next page) 750-1,000 word, single-spaced, extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract; and
- c) Following the extended abstract, the next page should restate the title (without authors' names or affiliations) and begin the body of the paper. The body of the paper must not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and references. This length restriction assumes the use of a font no smaller than 12 point, no more than 75 characters per line, and no more than 26 lines per page including headers and footnotes. 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 to be included within the text, not appended to the end of the paper. Also, it is unnecessary to add a hard return before or after subheadings.

Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper and in footnotes. **Please note that it is the submitting author's responsibility to make sure that the document does not contain any identifying information when saved as a Word 2003 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 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 to the field of consumer behavior; and c) Interest of the topic to current and potential ACR members.

Authors of accepted papers will have a short time to revise their papers based on reviewers' comments. Final acceptance is conditional upon submission of the short abstract (for publication in the conference program) and the paper or extended abstract with references (for publication in the proceedings), revised as needed to address reviewers' comments, by **Friday August 14, 2009**. 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 28, 2009**. **Please note:** The revised version of the competitive paper that is due Friday, August 14, 2009 will be the document that appears ultimately in the ACR Proceedings. **There will not be an opportunity to edit these documents post-conference.** This is meant to enhance the immediacy of the ACR Proceedings by significantly reducing the time between the conference and the proceedings publication. Competitive papers accepted under Option 1 (publication of the full paper) and revised appropriately will be published in the copyrighted proceedings, *Advances in Consumer Research*. Note that this is conditional on the paper being presented at the conference. Each author of an accepted paper will be required to complete an electronic form releasing the copyright of the paper to the Association for Consumer Research.

If you have questions regarding Competitive Paper submissions, please contact us at ACR2009@katz.pitt.edu.

2) SPECIAL SESSIONS

Special sessions are intended to provide opportunities for focused attention on emerging or under-represented areas. It is expected that mainstream topics in consumer research will be well represented in competitive paper submissions. Special sessions are 75 minutes long. Note that there are no "double" (2 1/2-hour) sessions at this year's conference. Special sessions should not include research that has been presented by the authors at a previous ACR conference.

A special session has three or four presentations. In order to promote discussion between the participants and the audience from which a larger understanding of the topic can emerge, special sessions may include a discussant, but a discussant is by no means required.

There are various avenues for promoting and managing discussion during a special session. For instance, the session chair could open the session, manage the session to leave adequate time for questions and comments from the audience, and facilitate the discussion. Alternatively, a discussion leader who is an expert in the area could provide comments and suggest future research directions after the presentations. If this approach is chosen, please indicate in the proposal the specific role the discussant will play and the amount of time that is allotted to the discussant.

Other creative mechanisms for encouraging and managing discussion are also welcome but must be described in the special session proposal.

Content. Besides the signup information that the organizers of special sessions need to provide on the website (see General Submission Requirements and Procedures), special session proposals should include:

- a) The titles of each of the presentations within the session with a listing of the authors and their affiliations;
- b) The name of the discussion leader (if any) and his/her affiliation;
- c) A statement that each speaker has agreed to serve if the proposal is accepted, together with the names of all presenters;
- d) The special session proposal describes 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 stage of completion of each paper in a special session must also be clarified. Proposals should be as complete as possible so that the Program Committee can fully evaluate them and make suggestions;
- e) A short 75-100 word (single-spaced) abstract of each presentation for publication in the conference program; and
- f) A longer 750-1,000 word (single-spaced) abstract of each presentation for evaluation by the Program Committee.

Format and Style. The entire proposal, including abstracts, must not exceed seven 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 Program 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; and e) Opportunity afforded for discussion.

Authors of accepted special sessions will have a short time to revise their submissions based on reviewer comments. Final acceptance is conditional upon submission of the short abstract of each presentation (for publication in the conference program), and the session proposal with the extended abstract of each presentation including references (for publication in the proceedings), revised as needed to address reviewers' comments, by **Friday August 14, 2009**. Presenters in accepted special sessions may, if they wish, submit a paper for inclusion in the Proceedings instead of the extended abstract. Content, format, and punctuality standards for these papers are the same as those for competitive papers (described earlier). **Please note:** The revised version of the special session proposal due August 14, 2009 will be the document that appears in the ACR Proceedings (session overview and long abstracts, plus references). **There will not be an opportunity to edit these documents post-conference.** This is meant to enhance the immediacy of the ACR Proceedings by significantly reducing the time between the conference and publication of the proceedings. 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 28, 2009**.

If you have questions regarding special session submissions, please contact us at ACR2009@katz.pitt.edu.

3) FILM FESTIVAL

Co-Chairs: Russell Belk, York University
Robert Kozinets, York University

The 2009 ACR Conference in Pittsburgh will include the Association's 8th annual film festival. Submissions need to include signup information and a short (75-100 word) descriptive abstract (submitted through the conference website), and edited video recordings on topics related to consumers and, preferably, directly depicting and analyzing consumers (submitted to the film festival co-chairs via mail). 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. Submission format is DVD (NTSC only). This is a juried competition and abstracts of accepted films will appear in the ACR program, proceedings, and on the ACR web site program. Final acceptance is conditional upon submission of the short abstract of each film (for publication in the

conference program and proceedings), revised as needed to address reviewers' comments, by **Friday August 14, 2009**. Viewers will vote on "People's Choice" Awards to be announced at the Saturday luncheon. The annual Center for Consumer Culture Juried Prize Award is planned as well with a substantial cash prize.

Submission requires entering your signup, submission information, and abstract through the ACR 2009 conference website (URL: <http://www.acrweb.org/acr/>), and mailing your DVD to:

Russell Belk or Rob Kozinets
Schulich School of Business
York University
4700 Keele Street
Toronto, Ontario
CANADA M3J 1P3

Please direct questions about the Film Festival to either of the co-chairs: Russ Belk (rbelk@schulich.yorku.ca) or Robert Kozinets (rkozinets@schulich.yorku.ca).

4) ROUNDTABLE SESSIONS

Co-Chairs: June Cotte, University of Western Ontario
David Luna, Baruch College

Roundtable discussions provide an avenue for developing collaborative work or exploring new research topics. For example, roundtable sessions may create a forum wherein ACR members learn from experts in a given area or participate in more informal discussions on substantive topics.

Roundtables are informal, collaborative and interactive—complementing the more formal presentations in Competitive and Special sessions. We encourage roundtable organizers and participants to gather informally and exchange ideas before the official roundtable discussions to increase the session utility. 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:

- a) The name of the primary organizer(s);
- b) A list of at least eight ACR members who are committed to attending the session;
- c) A short 75-100 word (single-spaced) abstract of the proposed roundtable discussion for publication in the conference program; and
- d) 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. Reviewers will review the long and short abstract and provide comments.

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/>).

Please note: Final acceptance is conditional upon submission of the Roundtable proposal, reflecting reviewers' comments, due **August 14, 2009**. This will be the document that appears in the ACR Proceedings. **There will not be an opportunity to edit these documents post-conference.** This is meant to enhance the immediacy of the ACR Proceedings by significantly reducing the time between the conference and publication of the proceedings.

If you have questions regarding Roundtable submissions, please contact the Roundtable Co-Chairs June Cotte (jcotte@ivey.ca) or David Luna (david.luna@baruch.cuny.edu).

5) WORKING PAPERS

Co-Chairs: Lan Chaplin, University of Arizona
Cele Otnes, University of Illinois at Urbana-Champaign

Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the working paper sessions. In particular, papers reporting the results of research in its early stages are appropriate.

Working paper proposal submissions must include the following:

- a) (first page) The title of the paper (not the authors' names and affiliations) and a 75-100 word abstract;
- b) (next page) 750-1,000 word, single-spaced, extended abstract with a selected references section. The long abstract should provide a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract.

Please do not submit a completed paper in this category; only the two abstracts will be evaluated by the reviewers and track chairs.

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 to the field of consumer behavior; and c) Interest of the topic to current and potential ACR members.

Authors of accepted papers will have a short time to revise their abstracts based on

reviewer comments. Final acceptance is conditional upon submission of the short abstract and the extended abstract with **complete** references (for publication in the proceedings), revised as needed to address reviewers' comments, by **Friday August 14, 2009**.

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

- a) Prepare a poster for display during the assigned working paper session (detailed guidelines will be included in the acceptance notification);
- b) Bring several copies of the working paper to give to interested ACR participants (note, the working paper will not be published in the ACR Proceedings); and,
- c) Be available to discuss their work with attendees of the session.

If you have questions regarding Working Paper submissions, please contact Working Paper Co-Chairs Lan Chaplin (chaplin@email.arizona.edu) or Cele Otnes (cotnes@illinois.edu).

All program-related queries: Email: ACR2009@katz.pitt.edu

All administrative questions, such as, hotel, payment, registration, dietary restrictions:
Email: acr@acrwebsite.org
