

Call for Papers

2009 ACR Asia-Pacific Conference Indian School of Business, Hyderabad, India January 2-4, 2009

[Submission Deadline Extended to MAY 15, 2008]

The 2009 Asia-Pacific conference of the Association for Consumer Research will be held on the campus of the Indian School of Business in Hyderabad, India, January 2-4, 2009.

Information about the campus, the city of Hyderabad, accommodations, and traveling in India will be available on the conference website. Links to airline consolidators offering discounted fares to India and opportunities for tours within India around the conference will also be provided on the web site later in the year.

Hyderabad is located in South-Central India. It is one of India's fastest growing cities and considered a hotbed of technological innovation. The city is known for its rich and resplendent history and its exciting confluence of cultures. The city's old world charm, reflected in heritage forts, palaces, mosques and temples coexists with technological innovation that attracts top global talent. More details can be found at <http://www.fullhyderabad.com/>

The Indian School of Business has established a reputation as a Top 20 business school in the world (Financial Times). It has an academic alliance with three top business schools – the Wharton School at the University of Pennsylvania, the Kellogg School at Northwestern University, and London Business School.

Conference Co-chairs:

Dipankar Chakravarti, University of Colorado; Dipankar.Chakravarti@colorado.edu

Rajiv Vaidyanathan, University of Minnesota Duluth; rvaidyan@d.umn.edu

Sridhar Samu, Indian School of Business; sridhar_samu@isb.edu

Film Festival Track Co-chairs:

Marylouise Caldwell, University of Sydney; m.caldwell@econ.usyd.edu.au

Giana Eckhardt, Suffolk University; geckhardt@suffolk.edu

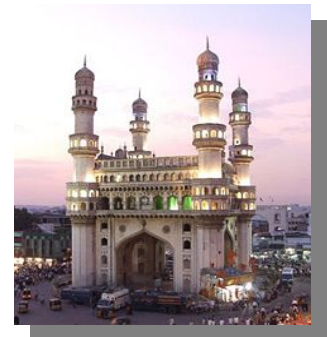
Working Paper Track Chair:

Partha Krishnamurthy, University of Houston; partha@uh.edu

Roundtable Session Track Chair:

Humaira Mahi, San Francisco State University; hmahi@sfsu.edu

Conference website: <http://www.acrweb.org/apacr/>



PROGRAM STRUCTURE

There will be five main forums for the presenting and discussing research and scholarly thought.

Special Topic Sessions provide opportunities for focused attention on cutting-edge and important topics. Successful sessions offer a coherent perspective on emerging substantive, theoretical, or methodological issues. Special session chairs will write up a summary of the research presented and discussed at the session for publication in the Proceedings.

Competitive Paper Sessions include papers that represent the completed work of the authors. The AP-ACR conference co-chairs will assign accepted papers to sessions that reflect similar scholarly interests. Authors will have the option of publishing the full paper or an abstract in the Proceedings.

Working Paper Track participants typically present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings poster-style in a plenary session.

Roundtable Sessions encourage intensive participant discussion of consumer research topics and issues among a smaller group of scholars with shared interests.

Film Festival participation enables scholars to present their video-ethnographies, documentaries, dynamic photo-essays or animations on consumption-related topics at the conference.

SUBMISSION AND DECISION DEADLINES

Submissions for all of the above forums EXCEPT the film festival must be received no later than **Monday April 15, 2008 Thursday, May 15, 2008**. Submissions for the film festival must be received no later than **May 1, 2008** (please see information about the film festival at the end of the document for more information). Non-video submissions will be accepted on a website devoted to AP-ACR (<http://www.acrweb.org/apacr/>) from February 22, 2008 to April 15, 2008. Notification of acceptance in these five categories will be made by **June 15, 2008 June 21, 2008**. Early registration will be until August 1, 2008.

To allow as many people as possible the opportunity to participate in AP-ACR 2009, please note the requirement that each AP-ACR participant may present in Special Topic and/or Competitive Paper sessions no more than twice during the duration of the conference.



GENERAL SUBMISSION REQUIREMENTS AND PROCEDURES

All submissions, reviewing, and notification regarding AP-ACR 2009 will be conducted electronically through the web site. The AP-ACR web site (<http://www.acrweb.org/apacr/>) will contain a link to the 2009 conference site, which will be updated to accept all the required information through an interface that eliminates the need for e-mail submissions. The 2009 AP-ACR conference web site will be available for submissions between February 22, 2008 and ~~April 15,~~ ~~2008~~ May 15, 2008.

The *Asia-Pacific Advances in Consumer Research* is a volume of papers accepted for and presented at the conference. This volume is now included in EBSCO's ABI/INFORM full-text database and linked to their citation system. Papers published in this volume will have extensive access and exposure.

Format of Submissions

You may submit a Word 97/2003 document with embedded TrueType fonts. (To embed TrueType fonts in Word 97/2003, click on Tools, then Options, then click on the Save tab, and then check the options "Embed TrueType fonts" and "Embed characters in use only.") Alternatively, you may submit documents in a Rich Text Format (save as ".rtf"). All submissions should be scanned for viruses. Make sure to save a copy of your submission information until notification of the final decision. Please ensure that competitive paper submissions do not have author names on the title page. You should also verify that your name and affiliation are deleted from the paper "properties" in MS Word. If you are using Word 2007, please save your document in Word 97/2003 format.

The AP-ACR Conference web site will require the following information:

"Cover Page" for ALL Submissions: When you first enter the AP-ACR 2009 conference reviewing web site (<http://www.acrweb.org/apacr/>), you will have to register (click on the "Click Here to Register" link). This will take you to another screen that will ask you for registration information (name, e-mail address, etc.). Thereafter, when you log in to submit your paper/proposal, you will click on the "log in" button and then choose "Submitting Author" as your role. You will have to log in using your e-mail ID and the password that you created when you registered. Once you do this, and you are ready to submit your paper/session, click "submit paper/session." At this stage, you will have to provide the following information:

- Submission type: Special Topic Session, Competitive Paper, Roundtable, or Working Paper. Once you click on the submission type, the information requested within each category varies somewhat; so make sure you make this selection correctly.
- Title of paper or session
- Primary contact person's name, affiliation, mailing address, phone number and e-mail address.



- Content Area Codes and Methodological Area Codes (from list on web site)
- Document in Word or Rich Text Format of your paper/proposal (you will be uploading this file)
- Names of other co-authors/participants and their affiliations, and whether they are presenting author(s)

Acknowledgement of receipt: The primary contact person will automatically receive an acknowledgement of receipt of your submission by e-mail. If you do not receive an acknowledgement e-mail within a few days of submission, you should send an e-mail inquiring about the status of your submission to rvaidyan@d.umn.edu.

SPECIFIC REQUIREMENTS AND PROCEDURES FOR SUBMISSION UNDER EACH CATEGORY:

SPECIAL TOPIC SESSIONS

Special topic sessions are intended to provide opportunities for focused attention to topics of special importance and interest to consumer researchers. They are viewed as appropriate when competitive paper submissions would be unlikely to generate a cohesive session on the topic. It is expected that mainstream topics in consumer research will be well represented in competitive paper submissions. Special topic sessions provide an opportunity to address emerging topics, a special interest topic, or a mainstream topic in a special manner. Sessions are 90 minutes long. Proposals should typically be limited to three papers and a discussion leader or four papers with no discussion leader. In order to promote discussion between the participants and the audience from which a larger understanding of the topic can emerge, special session organizers may select from one of two options as a discussion mechanism.

- a) They may include a discussion leader who is considered to be an expert in the area. If this format is chosen, please make sure that you plan the session so as to leave enough time for the discussion leader to make comments and enhance the quality of the session. Of course, you also want to make sure to leave some time for questions and comments from the audience.
- b) A second option is for the chair of the session to play the role of discussion leader. Please leave adequate time for questions and comments from the audience; the discussion will be energized by the audience and synthesized by the chair of the session.

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

Note that we are not allowing "double" (3-hour) sessions at this conference.

Content: Besides the “cover page” information that the organizers of special sessions need to provide on the web site, special topic session proposals should include:

- a. The titles of the presentations within the session, each 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 his/her name(s);
- d. The session proposal;
- 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.

The session proposal should describe 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. In addition, it should identify an important substantive, theoretical, or methodological issue in consumer research and then discuss how the session would be structured to move toward a resolution of the issue. The stage of completion of each paper in a special session also must be clarified. Proposals should be as complete as possible so that the Program Committee can fully evaluate them and make suggestions.

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 points, margins of at least 1-inch, and no more than 52 lines per page including headers and footnotes.

Judging/Notification/Acceptance: The Program Committee will evaluate special topic session proposals based on:

- a. Importance of the topic to consumer research.
- b. Appeal of the session to a broad AP-ACR segment or its intensive appeal to a specific segment, or the ability to expand the field of consumer behavior to include heretofore unrepresented perspectives and publics,
- c. Likelihood that the session will make an important contribution to consumer research,
- d. Completeness of the proposal and presentation descriptions,
- e. Stage of completion of the research to be presented, and
- f. Opportunity afforded for a discussion of the ideas embodied in the papers.

Authors of accepted 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 paper (for publication in the conference program), and the session proposal with the extended abstract of each paper including references (for publication in the proceedings), revised as needed to address reviewers' comments, by **September 15, 2008**. Presenters in accepted sessions may, if they wish, submit a paper for inclusion in the Proceedings instead of the extended abstract. Content, format, and deadlines for these papers are the same as those for competitive papers (described below).

Please note: This year the revised version of the session proposal due **September 15, 2008** will be the document that appears ultimately in the AP-ACR Proceedings (session overview and long abstracts of each paper, plus references). **There will no longer be an opportunity to edit these documents post-conference.** We are making this change in an effort to cut the time between the conference and the receipt of the conference proceedings, which has in the past been approximately one year. Session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines, and for submitting all materials by the deadlines. It is also the chair's responsibility to make sure that the discussant and all other session participants receive copies of each paper or presentation by **November 1, 2008**. If you have questions regarding Special Session submissions, please contact any of the conference co-chairs.

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 be presented by an author at the conference. Authors of competitive papers have the option of not publishing the full paper in the Proceedings. This option requires a minimum contribution of extended abstract and full references, which increases the value of the record provided in the Conference Proceedings. Therefore, authors will need to indicate whether the submission is made under:

Option 1: Full paper publication in the AP-ACR Proceedings. (If you choose Option 1, the paper must not be published in, accepted for publication by, or submitted to any journal or other conference proceedings, and should present the results of completed research.)

Option 2: Publication of an extended abstract accompanied by full citations

Format and Style for Competitive Papers:

The primary authors will provide the "cover page" information on the web site. Your competitive paper submission should consist of the following:

- a) The first page should state the title of the paper only (not the authors)
- b) This should be followed by a 75-100 word abstract.
- c) This should then be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings.

d) After the extended abstract, the next page should restate the title (and authors should NOT be identified) 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 points, and no more than 52 lines per page including headers and footnotes. Papers must follow the current style of the *Journal of Consumer Research* except that tables, figures, and footnotes are to be included within the text, not appended to the end of the paper.

Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the extended abstract 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 or a Rich Text Format file.** (For example, right click on the file 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 AP-ACR members
- d. State of completion of the project and likelihood of completion before conference

Authors of accepted papers will have a short time to revise their papers based on reviewer comments. Final acceptance is conditional upon submission of the short abstract (for publication in the conference program) and the full paper or extended abstract with references (for publication in the proceedings), revised as needed to address reviewers' comments, by **September 15, 2008**. 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 **November 1, 2008**.

If the authors want to include the whole paper in the proceedings, 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 points, margins of at least 1-inch, and no more than 52 lines per page including headers and footnotes. Papers must follow the current style of the *Journal of Consumer Research* except that tables, figures, and footnotes are to be included within the text, not appended to the end of the paper.

Please note: This year the revised version of the competitive paper due **September 15, 2008** will be the document that appears ultimately in the AP-ACR Proceedings. Authors are responsible for making sure that they upload the correct "final" version of the paper as this is what will be typeset for the Proceedings. **There will no longer be an opportunity to edit these documents post-conference.** We are making this change in an effort to cut the time between the conference and the receipt of the conference proceedings, which has in the past been approximately one year.

Competitive papers accepted under Option 1 (publication of the full paper) will be published in the copyrighted proceedings, Asia-Pacific 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 sign a form releasing the copyright of the paper to the Association for Consumer Research. If you have questions regarding Competitive Paper submissions, please contact any of the conference co-chairs.

WORKING PAPERS

Papers reporting the results of research in its early stages, and papers that the authors do not wish to present in competitive sessions, should be submitted to the Working Paper track. Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the working paper track. For papers accepted for the working paper track, each author will be asked to:

- a. Prepare a "poster" for display during the session (detailed guidelines will be sent with acceptances)
- b. Bring several copies of the working paper to give to interested AP-ACR participants; and,
- c. Make themselves available for discussion during a designated time on the program.

The extended working paper abstracts with full references will be published in the Proceedings.

Format and Style for Working Papers: When submitting a working paper, the web site will prompt you for the "cover page" information. Here, you will enter your working paper information. We do not require the submission of a completed paper in this category; we only need a short and an extended abstract. The first page should contain a 75-100 word abstract. This should be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which 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.

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 AP-ACR members

Authors of accepted papers will have a short time to revise their papers based on reviewer comments. Final acceptance is conditional upon submission of the short abstract (for publication in the conference program) and the extended abstract with references (for publication in the proceedings), revised as needed to address reviewers' comments, by **September 15, 2008**.

Please note: This year the revised version of the working paper due **September 15, 2008** will be the document that appears ultimately in the AP-ACR Proceedings. **There will no longer be an**

opportunity to edit these documents post-conference. We are making this change in an effort to cut the time between the conference and the receipt of the conference proceedings, which has in the past been approximately one year.

If you have questions regarding Working Paper submissions, please contact the track chair (Partha Krishnamurthy at partha@uh.edu) or any of the conference co-chairs.

ROUNDTABLES

Roundtable discussions provide a great opportunity to develop collaborative work, explore new research topics, receive feedback on existing, ongoing research projects, or discuss other issues of interest to consumer researchers. For example, roundtable organizers might create a forum in which AP-ACR members can learn from "experts" in a given area about issues relevant to their research interests (e.g., implicit memory, qualitative data analysis). Alternatively, they may involve more informal discussions among researchers with common interests in substantive topics or research methodologies (e.g., innovation and consumer psychology, consumer self-control). Roundtable sessions allow AP-ACR members to participate in an informal, collaborative setting, which leads to interactive discussion often missing from the more formal presentations given at the AP-ACR conference.

Content: Besides the "cover page" information that the web site will request, roundtable proposals that you upload must include:

- a. The name of the primary organizer,
- b. A list of at least five 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 explaining the session's purpose and content to be included in the proceedings, of approximately 750 – 1,000 words.

Session discussion leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to on the conference website.

If you have questions regarding Roundtable submissions, please contact the track chair (Humaira Mahi at hmahi@sfsu.edu) or any of the conference co-chairs.

FILM FESTIVAL SUBMISSIONS:

Submission and Decision Deadlines

Submission: **May 1, 2008**

Notification of accepted films: **June 15, 2008.**

General Submission Requirements and Procedures

“Cover Page” -- please provide the following information when prompted on the conference website at <http://www.acrweb.org/apacr/>:

- Title of film
- Primary contact person's name, affiliation, mailing address, phone number and e-mail address.
- Content Area Codes (from list on the web site)
- Secondary contact person's information: Name of one other author/participant including his/her affiliation, mailing address, phone number and e-mail address who will serve as a secondary contact in case we are unable to contact the primary contact person
- Names of other co-filmmakers and their affiliations

Potential contributors are strongly encouraged to submit films about consumption that reflect the socio, cultural and/or historic context of the Asia Pacific region. Note, however, that we will also accept submissions focusing on other regions of the world, and that films can relate to any topic in consumer behavior. 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). Entries will be evaluated based upon their insight into some aspect of consumer behavior, topic, creativity, and technical competence.

For this AP-ACR festival, films that have been shown at other film festivals, including past ACR festivals, are acceptable.

Filmmakers whose films are accepted should be present at the initial showing of their film and available to answer subsequent questions. Submission format is non-region-encoded DVD only. PAL or NTSC are both acceptable. This is a juried competition and abstracts of accepted films will appear in the ACR program and in the proceedings. Please direct questions about the Film Festival to: Marylouise Caldwell, m.caldwell@econ.usyd.edu.au, or Giana Eckhardt, geckhardt@suffolk.edu

To submit a film, please note the following policies.

- a) Two preview copies of the work on non-region-encoded DVD (PAL or NTSC) should be included. These copies will not be returned. Do not submit master copies, as damage or loss in the mails is remotely possible. Please label the spine and face of the disc with title, length, and contact person's name.
- b) Copies submitted should be as close to finished as possible, although some minor editing will be allowed on accepted entries.
- c) **Important:** Filmmakers are responsible for getting permission from copyright and trademark holders for any images, music, or video material that is under copyright (note: even clips of music and of commercial video are copyrighted material).

Complete the same paperwork required for a competitive paper plus a jpeg photo (see d below), including:

- a) "Cover page" (on website <http://www.acrweb.org/apacr/>) with contact information (feel free to use the "other" category in describing content areas and methods areas). On this sheet, please add the length of your work, date of completion, original shooting format (e.g., mini-DV) and full credits for the video.
- b) Short (75-100 word) summary (for program)
- c) Long (500-1000 word) summary (for jury and proceedings)
- d) One jpeg format still or poster for your film, to appear on the AP-ACR Conference web site if your film is accepted. The photo should be 72-100 dpi.
- e) A statement that one or more of the film-makers will be present at the initial showing of their work if it is accepted

Written material should be e-mailed to both co-chairs: Marylouise Caldwell, m.caldwell@econ.usyd.edu.au and Giana Eckhardt, geckhardt@suffolk.edu.

One of the two copies of your video tape should be sent to EACH of the two Film Festival chairs:

Mary-Louise Caldwell, Discipline of Marketing, Rm 509, H69, Faculty of Economics and Business, University of Sydney, Corner Rose and Codrington Sts, Darlington 2006, Australia

and

Giana Eckhardt, Marketing Department, Suffolk University, 8 Ashbuton Place, Boston, MA, 02108, U.S.A.

Final copies of accepted work in non-region-encoded DVD must be received by Mary-Louise Caldwell and Giana Eckhardt at the addresses above by **September 15, 2008**. If your work is accepted, you may prepare and post one poster promoting your film. The posters can be up to 24 inches wide and 32 inches tall and should be mounted on poster board. Your poster can be smaller than this size, but should still be mounted on a 24x32 poster board. These posters will be displayed at the opening ACR reception and subsequently at the film screening room.

If you have questions regarding film festival submissions, please contact either of the track chairs or any of the conference co-chairs.

