



## Announcing the 2011 Asia-Pacific Conference of the Association for Consumer Research

Renmin University of China, Beijing, China

June 16-June 18, 2011

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

For technical questions about the website, send email to: [APACR2011@chilleesys.com](mailto:APACR2011@chilleesys.com)

#### Conference Co-Chairs:

- Zhihong Yi, Renmin University of China, [zhyi7620@163.com](mailto:zhyi7620@163.com)
- Jing Jian Xiao, University of Rhode Island, [jfei.editor@gmail.com](mailto:jfei.editor@gmail.com)
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- Linda Price, University of Arizona, [lprice@eller.arizona.edu](mailto:lprice@eller.arizona.edu)

#### Film Festival Co-Chairs:

- Russell Belk, York University, [rbelk@schulich.yorku.ca](mailto:rbelk@schulich.yorku.ca)
- Robert Kozinets, York University, [rkozinets@schulich.yorku.ca](mailto:rkozinets@schulich.yorku.ca)

#### Poster Co-Chairs:

- Yubo Chen, University of Arizona, [yubochen@eller.arizona.edu](mailto:yubochen@eller.arizona.edu)
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#### Roundtable Chair:

- Ekant Veer, University of Canterbury, [ekant.veer@canterbury.ac.nz](mailto:ekant.veer@canterbury.ac.nz)

#### Local Arrangement Committee Chair:

- Yilin Lu, Renmin University of China, [luyilin727@sina.com](mailto:luyilin727@sina.com)



The 2011 Asia-Pacific Conference of the Association for Consumer Research will be held at Renmin University of China, Beijing, China from **Thursday June 16 through Saturday, June 18, 2011**. Conference registration and the opening reception will occur on the evening of June 16, with presentations from Friday June 17 through Saturday, June 18.

As in past years, the conference will provide a multi-topical forum for scholarly presentations, discussions, and collaborations on consumer behavior. Additional specific information on submissions of special sessions, competitive papers, posters, roundtables, and films is provided below.

## Program Structure

There will be five main forums for presenting and discussing research and scholarly thoughts:

- **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.
- **Competitive Paper Sessions** include papers that represent the completed work of their authors. The conference co-chairs will assign accepted papers to sessions that reflect similar scholarly interests.
- **Film Festival** enables scholars to present their videographies on consumption-related topics at the conference.
- **Posters** are for participants to typically present preliminary findings from early stages of a research program. Authors distribute their papers and display their findings poster-style in a plenary session.
- **Roundtables** encourage intensive participant discussion of consumer research topics and issues.

## Submission and Decision Deadlines

All submissions must be received no later than **Monday December 20, 2010**. The submissions will be accepted on the conference website from November, 15, 2010 to December, 20, 2010. Special instructions for film submissions can be found in the film section below. Notification of acceptance will be made by **April 8, 2011**. Early registration will be due on **May 2, 2011**.



## Limit of Submissions

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

## General Submission Requirements

1. Submissions should not already be published or accepted for publication in any journal. Submissions should also not include content that has been presented at earlier ACR conferences.
2. It is mandatory that all accepted papers are presented at the conference by an author.

## Submission Procedures

All submission activity (submissions, reviews and notifications) for ACR AP 2011 will be electronic, through the conference website (URL: <http://www.acrweb.org/apacr/>).

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/apacr/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 (content and methods codes). To log in and update your profile, please click here <<http://www.acrweb.org/apacr/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. <[http://www.acrweb.org/apacr/common/register\\_author.aspx](http://www.acrweb.org/apacr/common/register_author.aspx)>" Please

click on the link and follow the instructions.

All submissions to the 2011 ACR AP Conference website require the following information:

- **Submission Type:** Competitive Paper, Special Session, Film, Poster, 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 Co-authors/Other 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).
- **Declaration** that the submission has not been accepted for publication elsewhere.
- **Signed copyright release form.**

**Use Word 2003 or Rich Text Format file format to upload.**

**Use consistent author name:** All authors need to ensure that their names appear in the same way in all submissions. This is because the database will consider Gita Johar, Gita V. Johar, and Gita Venkataramani Johar as three different authors and may result in a program that has Gita presenting at the same time in three different rooms.

**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: [APACR2011@chilleesys.com](mailto:APACR2011@chilleesys.com).

## **SPECIFIC INFORMATION FOR EACH TYPE OF SUBMISSION**

### **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 for Special Sessions.** 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, 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 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 **May 2, 2011**.

Presenters in accepted 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 below).

**Please note:** This year the revised version of the session proposal due **May 2, 2011** will be the document that appears ultimately in the 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 **May 2, 2011**. If you have questions regarding Special Session submissions, please contact 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 an 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 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. In order to ease the publication task, no tables or figures should be included in the extended abstract.
- 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, 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 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 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 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 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 paper or extended abstract with references (for publication in the proceedings), revised as needed to address reviewers' comments, by **May 2, 2011**. 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 **May 2, 2011**. **Please note:** This year the revised version of the competitive paper due **May 2, 2011** will be the document that appears ultimately in 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 conference co-chairs.

## POSTERS

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 poster track. Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the poster track. For papers accepted for the poster 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 poster paper to give to interested participants; and,
- c) Make themselves available for discussion during a designated time on the program.

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

**Format and Style for Posters.** When submitting a poster proposal, the web site will prompt you for the "cover page" 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 poster proposals will be blind. Reviewers will evaluate each poster proposal 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 posters will have a short time to revise their poster 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 **May 2, 2011**.

Please note: This year the revised version of the poster paper due **May 2, 2011** will be the document that appears ultimately in 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. If you have questions regarding poster submissions, please contact the poster co-chairs, Yubo Chen at [yubochen@eller.arizona.edu](mailto:yubochen@eller.arizona.edu) and Rongrong Zhou at [mkrzhou@ust.hk](mailto:mkrzhou@ust.hk).

## 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 participants 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 conference attendees to participate in an informal, collaborative setting, which leads to interactive discussion often missing from the more formal presentations given at the conference.

**Content:** Besides the "cover page" information that the website will request, roundtable proposals must include:

- a) The name of the primary organizer,
- b) A list of at least seven participants 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 the roundtable chair. If you have questions regarding roundtable submissions, please contact the roundtable chair, Ekant Veer at [ekant.veer@canterbury.ac.nz](mailto:ekant.veer@canterbury.ac.nz).

## FILM FESTIVAL

The 2011 Asia-Pacific ACR Conference in Beijing will present the Association's 3<sup>rd</sup> Asia-Pacific film festival, with showings in the daytime hours of the conference. Appropriate submissions are edited video recordings on topics related to consumers and, preferably, directly depicting and analyzing consumers. 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). For this festival, films that have been shown at other film festivals, including past ACR festivals, are acceptable. 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 (i.e., production values).

Filmmakers whose films are accepted should be present at the initial showing of their film and available to answer subsequent questions. Submission format is now online using Vimeo. Go to [www.vimeo.com](http://www.vimeo.com) and join (the free subscription should be fine). You will find instructional videos in the My Stuff and Help tabs. Acceptable formats include .avi, .mov, .mpg, .wmv, and .mpg4, as well as a few others. You will need to compress your video. When you upload your video, please save it as PASSWORD PROTECTED.

After uploading your video, please email both co-chairs your video's title, the filmmakers names and affiliations, and a short abstract about the film. You must also complete the standard information for a submission at the conference website. Please also be sure to send us the vimeo password, so that the reviewers can access and view your film submission.

You can upload either NTSC (30 frames/second) or PAL (25 frames/second) and either standard definition (640x480) or high definition (1280x720). The video should be de-interlaced and audio should be 320 kbs/44.100 kHz. If in doubt, try uploading and see if it works. While reviews will take place on your uploaded version (reviewers will be given the password for the film), accepted films will be shown at the conference from self-playing DVDs, which the filmmakers will be required to bring to the conference and personally deliver to the film festival.

This is a juried competition and abstracts of accepted films will appear in the ACR AP program, proceedings, and on the ACR AP website program. The entry deadline for Film Festival submissions is the same as that for other forms of submissions. Notification of accepted films will be the same as for other conference submissions as well. Please direct questions about the Film Festival to **either** of the co-chairs: Russ Belk ([rbelk@schulich.yorku.ca](mailto:rbelk@schulich.yorku.ca)) or Robert Kozinets ([rkozinets@schulich.yorku.ca](mailto:rkozinets@schulich.yorku.ca)).

### General Submission Requirements and Procedures

- a) **"Cover Page" — please provide** the following information:
  - *Title of video*
  - *Primary contact person's name, affiliation, mailing address, phone number and e-mail address.*
  - *Content Area Codes*
  - *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*
- b) **Short (75-100 word) summary** (for program)
- c) **Long (500-1000 word) summary** (for jury and proceedings)
- d) **One jpeg format photo** for your film, to appear on the 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 your film if it is accepted**

Enter **a)**, **b)**, and **c)** on the conference website. The jpeg (**d)**) and **Vimeo password** should be e-mailed to **both** of the two Film Festival co-chairs: Russ Belk ([rbelk@schulich.yorku.ca](mailto:rbelk@schulich.yorku.ca)) and Robert Kozinets ([rkozinets@schulich.yorku.ca](mailto:rkozinets@schulich.yorku.ca)).

Final copies of accepted work in non-region-encoded DVD must be brought to the Film Festival in time for the first showing of your film. 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, but should still be mounted on a 24x32 poster board. These posters will be displayed at the opening reception and subsequently at the film screening room.