



**The Association for Consumer Research
Asia Pacific Conference
July 6th – 8th, 2012
Queenstown, New Zealand**

Co-chairs:

Ekant Veer, *University of Canterbury*
Paul W. Ballantine, *University of Canterbury*
Lucie K. Ozanne, *University of Canterbury*

Conference Announcement and Call for Submissions

Conference website: www.acrweb.org/nzacr

The 2012 Asia Pacific Conference of the Association for Consumer Research will be held at the Millennium Hotel in Queenstown, New Zealand from Friday July 6th through to Sunday July 8th, 2012. A doctoral symposium will be held on Thursday July 5th. **In line with recent discussions at the ACR St Louis conference, we will now be accepting 1500 word abstract (not including references, tables and figures) for those authors who want only the abstract published in the final proceedings. Authors wanting a full paper published in the final proceedings still need to submit a full, 20 page manuscript. We encourage authors to focus heavily on communicating the contribution of their work in the 1500 word abstract, as this will be all reviewers will have to judge the research on.**

The theme of AP-ACR 2012 is: "Cool Ideas". We want to encourage you to submit your cool approaches and results. The idea may not be world changing or a fundamental shift in our thinking, but it is a neat result or concept that enlightens us about some aspect of consumer research. The theme fits closely with the conference for a number of key reasons. New Zealand, especially Queenstown, has gained a reputation over recent years as a cool location, famous for stunning natural beauty and adventure sports. The conference will be held during the New Zealand winter (bring warm clothing!) but fits well with teaching schedules in both the Northern and Southern hemispheres. We all know that some of the coolest research being done in marketing is coming out of ACR, why not foster this and encourage it. All in all, we're looking to have a cool conference, with cool people, presenting cool research in a cool location. We're sure you fit the bill.

The conference format will follow that of past years. A pre-conference Doctoral Symposium will be held Thursday July 5th (co-chaired by Cele Otnes and Avi Shankar). Thursday evening will also feature an opening reception for conference participants. The conference program on Friday, Saturday and Sunday will include Competitive Paper sessions, Special sessions, Roundtable discussions, Poster sessions, and the Film Festival. A number of exciting events are being organised during the conference with more information to be made available soon.

Format and Program Structure

There are five types of submission for AP-ACR 2012.

- 1) **Competitive Papers** represent the completed original work of their authors. The AP-ACR conference co-chairs assign papers to sessions that reflect similar scholarly interests.
- 2) **Special Sessions** provide opportunities for focused attention on significant areas of research. Successful sessions shed light on a specific research area. They raise questions about the state of the area and open avenues for future research.
- 3) **Films** at the Film Festival sessions provide video insight into consumer topics.
- 4) **Roundtables** encourage intensive participant discussion of discussion-worthy topics.
- 5) **Poster Sessions** present findings from a current working paper. Authors display posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session.

A paper submitted in one track cannot be considered in any other track if it is rejected.

Submission and Decision Deadlines

All submissions (for competitive papers, special sessions, films, poster sessions and roundtables) must be received by **Monday, December 12th, 2011 by 5:00 pm GMT**. Note that this deadline cannot be extended. With the conference being based in New Zealand many attendees will need to be notified of their acceptance as soon as possible so flights can be arranged. Delaying the submission date would mean delaying acceptance letters and possibly leading to difficulty in booking travel. In order to maintain accessibility to a wide range of participants, each attendee may present only twice in Special and/or Competitive paper sessions during the conference. When uploading a submission, authors will need to specify the paper presenter.

Notification of acceptance will be made by **Friday, February 24th, 2012**. Final acceptances will be conditional upon receipt of revised documents (if required).

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 Regional or North American ACR conferences.
- 2) It is mandatory that all accepted papers are presented at the conference by an author.
- 3) Authors will only be allowed to present twice during the conference, to encourage a wider spread of delegates attending.

Submission Procedures

All submission activity (submissions, reviews and notifications) for AP-ACR 2012 will be electronic, through the conference website (URL: <http://www.acrweb.org/nzacr/>).

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/nzacr/public/register.aspx> and create a user profile (follow the online instructions). If you are already signed up (i.e., if you have used this ACR conference management system in the past), please log in to the system and update your user profile with our new content and methods codes. To log in and update your profile, please click here <http://www.acrweb.org/nzacr/public/login.aspx>.

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

- **Submission Type:** Competitive Paper, Special Session, Film, Poster Session, Roundtable.
- **Title of Submission**
- **Primary Contact Information:** name, affiliation, mailing address, phone number and email address for the author who serves as the primary contact
- **Names of Other Co-authors/Participants** and their affiliations, and whether they are presenting author(s).
- **Content Area Codes** and **Methodological Area Codes** for your submission (These are critical for assigning reviewers – please pick codes that provide the best match to your work).
- **Declaration** that the submission has not been accepted for publication elsewhere.
- **Signed copyright release form** (for an exception, see competitive paper section below).

Use Word 2003 or Rich Text Format file to upload (Don't use Word 2007, the system won't recognise it).

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 Paul Ballantine, Paul W. Ballantine, and Paul William Ballantine as three different authors and may result in a program that has Paul presenting at the same time in three different rooms! (He's good, but not that good).

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: ap-acr@canterbury.ac.nz.

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.

Authors of competitive papers have the option of not publishing the full submitted paper in the Proceedings. This option requires a minimum publication 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, 20 page, submitted paper publication in the AP-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. In addition to the items under "Submission Procedures", your competitive paper submission requires the following:

- a) (First page) The title of the paper (without the authors' names or affiliations) and a 40-50 word abstract. This "teaser" abstract will be reproduced in the conference program and should concentrate on the contribution(s) of the paper. **This is required for BOTH Option 1 and Option 2.**
- b) (Next page) 1,000 to 1,500 word, single-spaced, extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. **This is required for BOTH Option 1 and Option 2. If you are submitting under Option 2**

(extended abstract only), you only need to submit the extended abstract and a full list of references. You do not need to submit a full 20 page manuscript.

- c) Following the extended abstract, authors who wish to have a FULL paper published in the proceedings (Option 1) 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. **This is ONLY required for Option 1.**

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 and significance of your work to the field of consumer behaviour;
- c) Interest of the topic to current and potential ACR members.

Authors of accepted papers (Option 1 only) have the opportunity to revise their paper based on reviewers' comments by **Friday March 24, 2012**. **Please note:** The version of the competitive paper that is due Friday, March 24, 2012 will be the document that appears ultimately in the AP-ACR Proceedings. **There will not be an opportunity to edit these documents post-conference.** This is meant to enhance the immediacy of the AP-ACR Proceedings by significantly reducing the time between the conference and the proceedings publication. If the opportunity to revise the paper is taken, authors must complete a new copyright release form at the time of resubmission. **There will be no opportunity to alter extended abstract submissions (Option 2).**

If you have questions regarding Competitive Paper submissions, please contact us at ap-acr@canterbury.ac.nz.

2) Special Sessions

Co-Chairs: Julie L. Ozanne, Virginia Tech
Lucie K. Ozanne, University of Canterbury

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

A special session must have three presentations, plus a discussant or four presentations, with no discussant. Each presentation lasts 15 minutes (including setup and clarification questions). We encourage interaction between presenters and audience members and this should be led by the session chair.

Content: In addition to the items noted under "General Submission Procedures" above, 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 session chair and his/her affiliation. The session chair can, but does not have to be, one of the authors;
- c) A statement that each speaker has agreed to serve if the proposal is accepted, together with the names of all presenters;
- d) A description of the objective of the session, its general orientation, the likely audience, the issues and topics to be covered, and why the session is likely to make an important contribution to consumer research. In addition, the proposal should conclude with questions in this research area - these questions are expected to lay the stage for audience discussion at the end of the session. 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 40-50 word (single-spaced) teaser 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 and publication in the Proceedings.

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;
- e) Opportunity afforded for discussion;

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.

If you have questions regarding special session submissions, please contact the Special Session Chairs, Julie L. Ozanne (jozanne@vt.edu) and Lucie K. Ozanne (lucie.ozanne@canterbury.ac.nz)

3) FILM FESTIVAL

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

The 2012 AP-ACR Conference in Queenstown will include a film festival. Submissions need to include signup information and a short (40-50 word) teaser 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). In addition, this year we ask that you please submit a short trailer that will be featured on the conference website if your film is accepted. Eligible material should be edited to professional standards using any of the desktop editing systems now available. Submissions are invited in three categories:

- a) Shorts (approximately 10 minutes in length);
- b) Capsules (approximately 20 minutes in length);
- c) Features (approximately 60 minutes in length).

Experienced reviewers (film-makers and visual researchers) will evaluate the entries based upon:

- a) Their topical relation to some aspect of consumer behaviour;
- b) Inclusion and extension of a theoretical frame or frames;
- c) Theatrical or dramatic qualities (i.e., entertainment value);
- d) 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 or PAL only). This is a juried competition and abstracts of accepted films will appear in the AP-ACR program, proceedings, and on the AP-ACR web site program.

Submission requires entering your signup, submission information, and abstract through the AP-ACR 2012 conference website (URL: <http://www.acrweb.org/nzacr/>), 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

Chair: Ekant Veer, University of Canterbury

Roundtable discussions provide an avenue for developing collaborative work or exploring new research topics. For example, roundtable sessions may create a forum wherein AP-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 utility from the session. There are several ways in which these pre-roundtable interactions could be conducted: participants' email exchanges moderated by the roundtable organizers; postings on the ACR Knowledge Exchange forum (<http://www.acrwebsite.org/ea/index.asp>); dinners and/or informal gatherings during the conference.

Content: Roundtable proposals must include:

- 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 40-50 word (single-spaced) teaser 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. Proposals need to address the following questions in the submission: a) What is the broad topic for discussion and enquiry?, b) What is the motivation for organizing the round-table on this topic (e.g., to attain clarity on avenues for research on the topic, to arrive at an integrative perspective on the topic, etc.), and c) Who is likely to benefit from attending the round table.

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 AP-ACR conference website (URL: <http://www.acrweb.org/nzacr/>).

If you have questions regarding Roundtable submissions, please contact the Roundtable Chair Ekant Veer (ekant.veer@canterbury.ac.nz).

5) POSTER SESSION

Chair: Tony Garry, University of Canterbury

Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the poster session. In particular, this session provides the opportunity to present results of research in the working paper stage (i.e., with at least part of the data having been collected and analyzed, but not necessarily ready for submission to a journal).

Poster proposal submissions must include:

- a) The title of the poster (not the authors' names and affiliations) and an extended abstract: 750-1,000 words plus selected references, single spaced. No exceptions on the length will be considered.
- b) The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. In order to ease the publication task, no tables or figures should be included in the abstract.

Please do not submit a full-length paper in this category; only the extended abstract will be evaluated by the reviewers and track chairs.

Judging/Notification/Publication. Judging of submissions will be blind. Reviewers will evaluate each submission on the basis of:

- a) Quality of the research;
- b) Contribution to the field of consumer behaviour;
- c) Interest of the topic to current and potential ACR members.

Please ensure that your extended abstract clearly communicates these elements (a-c). Finally, coherence and readability are very important. Please adhere to high standards of spelling and grammar. If this is your first submission or if English is a second language, please seriously consider having a copyeditor review the abstract prior to submission.

- a) For papers accepted for the poster track, an author is expected to:
- b) Prepare a poster for display during the assigned poster session (detailed poster guidelines will be included in the acceptance notification);

- c) Bring several copies of a handout or the working paper to give to interested ACR participants (note, only the extended abstract will be published in the AP-ACR Proceedings); and,
- d) Be available to discuss their work with attendees during the cocktail function.

If you have questions regarding Poster submissions, please contact Poster Session Chair Tony Garry (tony.garry@canterbury.ac.nz)

All administrative questions, such as, hotel, payment, registration, dietary restrictions:

Email: ap-acr@canterbury.ac.nz

All technical questions about the website:

Email: ap-acr@canterbury.ac.nz