

## ***CALL FOR PAPERS***

### **SOCIETY FOR CONSUMER PSYCHOLOGY**

**Annual 2010 Winter Conference  
Trade Winds Island Grand Beach Resort, St. Pete Beach, FL**

**February 25-27, 2010**

**Conference Co-chairs:**

**Adam Duhachek  
Indiana University**

**Meg Meloy  
Penn State University**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference on February 25-27, 2010. The SCP conference provides opportunities for a high level of interaction among participants interested in consumer research and advancing the discipline of consumer psychology in a global society. Building upon the Society's excellence in mentoring young behavioral scientists, the conference facilitates the generation of cutting-edge consumer research rooted in social and cognitive psychology, sociology, anthropology, economics, decision theory and other areas. The 2010 annual winter conference will be held at the Trade Winds Island Grand Beach Resort, just steps away from the white sandy beach of Florida's Gulf Coast.

We are seeking proposals for symposia, original competitive papers, and working papers for presentation at the conference. To encourage a diverse set of ideas and approaches to consumer psychology, the topic areas are not limited by a particular theme or application. We also welcome diverse methodologies, including experimental research, survey research, conceptual and/or theoretical developments, or other methods relevant to the study of consumer psychology.

#### **GENERAL SUBMISSION GUIDELINES:**

##### **Submission Deadline**

All submissions for symposia, competitive papers, and working papers are due by Tuesday, **September 1, 2009**. We hope to send notification of acceptances in early November 2009.

The conference website will be available for submissions between **Friday, June 19, 2009**, and midnight PST of the deadline, **Tuesday, September 1, 2009**.

## **SYMPOSIA**

Each symposium session will focus on a specific area of research. Submissions may share similar theoretical or methodological bases, or they may approach a research question by bridging paradigms, methodologies or research orientations. Each session is 75 minutes and includes no more than four papers. Following the presentation of individual papers, the discussion leader (or symposium chair), who is an expert in the area of research, may open the discussion with an introductory remark on how the papers contribute separately and jointly to the topic, or after the presentations provide comments and suggest future research directions. Symposia chairs are responsible for quality control of the papers in their sessions, as well as for submitting all materials by the deadlines and ensuring that the discussant and all other session participants receive copies of each paper or presentation prior to the conference.

### **Symposium proposals should include the following:**

- The title of the symposium
- A proposal describing the symposium's objective, topics to be covered, likely audience, stage of completion of each paper, and why the session is likely to make an important contribution to consumer psychology research.
- The name, contact information, and affiliation of the symposium chair
- The name, contact information, and affiliation of the discussion leader
- The titles of each of the presentations within the symposium, with a listing of the authors and their affiliations and contact information. For multi-author papers, please underline the presenter.
- A 75-100 word short abstract of each presentation (for publication in the conference program)
- A 750-1000 word extended abstract of each presentation (for evaluation by the Program Committee)

The entire submission (including abstracts) must not exceed seven pages.

## **COMPETITIVE PAPERS and WORKING PAPERS**

Competitive papers represent the completed work of their authors and address substantive, methodological, or theoretical topics in consumer psychology. We will be grouping four competitive papers into a single 75 minute session. Each author will have approximately 15 minutes to present their work. Approximately five minutes of questions will follow each presentation.

In contrast, working papers typically report the results of research in its early stages. Authors of accepted working papers will present their work during a poster session on Thursday evening of the conference. Authors of accepted working papers should plan to be available for discussion during the poster session. Detailed guidelines about preparation of the poster will be sent with working paper acceptance letters. Please bring several copies of the working paper to give to interested SCP participants as well.

**Competitive Paper and Working Paper submissions should include the following:**

- The title of the paper
- The name, contact information, and affiliation of the author(s).
- A 75-100 word short abstract (for publication in the conference program)
- A 750-1000 word extended abstract that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers)

Note: Please indicate if the first author is a PhD student. (If so, the paper will be considered for the Best Student Paper Award)

**GENERAL GUIDELINES:**

Submissions will be judged on the following criteria:

- **Quality** of the research
- **Contribution** to the field of consumer psychology
- **Interest** of the topic to SCP members.

Each SCP participant may present in no more than two sessions.

**SUBMISSION INFORMATION:**

All submissions should be single-spaced Microsoft Word documents in 12-point Times New Roman font with 1-inch margins on all sides.

All submissions, reviewing and notification regarding the 2010 SCP conference will be conducted electronically through the conference website at [SCP2010.org](http://SCP2010.org). The conference website will provide additional information about the conference and serve as an interface for authors and reviewers, eliminating the need for email submissions.

When you submit your proposal via the conference website, the following information/steps will be required:

**Submission System Signup** - When you first enter the conference website, you will be required to sign up to use the website submission system. Here you will provide your name and contact information and be provided with a login name and password. You will use this login whenever you navigate the submission system. Please keep track of this information.

Some e-mail addresses were pre-signed up with our database, and you will not need to re-enter your name and contact information. Please use the website password reminder function if you see the following message: “The E-mail address you entered has been already registered with our database. Please proceed to Log In page. If you forgot your password, please click here.”

*[Note: When you complete this step, you will have only signed up with the conference website. This is NOT the registration for the conference.]*

**Submitter Information** – Once in the submission system, you will be asked to submit the information requested above for the symposium, competitive or working paper submission. Please note that in order to facilitate reviewer assignment, you will also be asked to provide content and methodological area codes.

#### **HOTEL INFORMATION:**

The Trade Winds Island Grand Beach Resort is located at 5500 Gulf Boulevard, St. Pete Beach, FL 33706, (727) 367-6461 or (800) 360-4016. (Please mention “SCP February 2010” when you make your reservation. Room rates start at \$174/night.)

Enjoy views of the Gulf coast from your balcony, stroll along the beach under the light of the full moon (2/28), or relax with live entertainment at the Sharktooth Tavern. Those seeking to branch out beyond the nearby beaches can look forward to museums, shopping and restaurants in St. Petersburg or hit the Lowry Park Zoo and Busch Gardens amusement parks. Remember, Florida in February is always a welcome break... Pack your bathing suit.

For additional information about the Trace Winds, visit the hotel website at: <http://www.tradewindsresort.com/>

If you have questions, please email the conference co-chairs at: [coordinator@scp2010.org](mailto:coordinator@scp2010.org)

**DON'T MISS THIS OPPORTUNITY TO ENJOY  
WARM SANDY BEACHES IN FEBRUARY.**

**SEE YOU AT SCP 2010 IN FLORIDA!**