

CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

**Annual 2011 Winter Conference
Omni Hotel at CNN Center, Atlanta, GA**

February 24-26, 2011

Conference Co-chairs:

**Naomi Mandel
Arizona State University**

**David Silvera
University of Texas at San Antonio**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference on February 24-26, 2011. 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 early career researchers, 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 2011 annual winter conference will be held at the Omni Hotel at CNN Center in Atlanta, Georgia.

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 symposium, competitive paper, and working paper submissions are due by Wednesday, **September 1, 2010**. We hope to send notification of acceptances in early November 2010.

The conference website will be available for submissions between **Monday, June 21, 2010**, and midnight PST of the deadline, **Wednesday, September 1, 2010**.

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. Symposia can optionally also include a discussion leader, who is an expert in the area of research, providing an overview of how the papers contribute

separately and jointly to the selected research topic and/or suggesting future research directions. Symposium 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 (if applicable)
- 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 9 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.

One of the goals of the SCP conference is to provide attendees with early access to cutting edge research. To facilitate this goal, preference will be given to submissions that have not already been accepted for publication in journals.

Each SCP participant may present in no more than two sessions. When submitting a symposium or competitive paper to this conference, you must agree to be available at any time on Friday 2/25 and Saturday 2/26 to give your presentation. When submitting a working paper, you must agree to be available on Thursday, Friday and Saturday (2/24 – 2/26). If you will not be available on one of the days, please arrange for a co-author to give the presentation. We will not consider date/time change requests for presentations unless a presenter has been inadvertently scheduled to give two presentations in the same time slot.

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 2011 SCP conference will be conducted electronically through the conference website at <http://www.chilleesys.com/scp/>. 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 are already signed up in our database, and these will not require you to reenter 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 Omni Hotel at CNN Center is located at 100 CNN Center, Atlanta, GA 30303, (404) 659-0000 (phone) or (404) 525-5050 (fax).

The conference hotel is very close to several tourist attractions, including the Coca-Cola Museum, the Georgia Aquarium, and Olympic Centennial Park. If you want to go a bit farther afield, the downtown Atlanta area also offers the Jimmy Carter Library, the Martin Luther King Jr. National Historic Site, tours of the CNN Center, and of course numerous restaurants and shopping locations.

Visit the hotel website at: <http://www.omnihotels.com/FindAHotel/AtlantaCNNCenter.aspx>

If you have questions, please email the conference co-chairs at: scp2011@chilleesys.com

SEE YOU AT SCP 2011 IN ATLANTA!