

CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

**Annual 2012 Winter Conference
Four Seasons Hotel, Las Vegas, NV**

February 16-18, 2012

Conference Co-chairs:

**Amitav Chakravarti
NYU**

**Anirban Mukhopadhyay
HKUST**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference on February 16-18, 2012. 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 2012 annual winter conference will be held at the Four Seasons Hotel in Las Vegas, Nevada.

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 Thursday, **September 1, 2011**. We hope to send notification of acceptances in early November 2011.

The conference website will be available for submissions between **Monday, June 20, 2011**, and midnight PST of the deadline, **Thursday, September 1, 2011**.

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 should include either three or four papers. The symposium chair is expected to lead the discussion —there will be no space in the program for discussants. 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 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
- Nature of submission: Competitive or Working 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. When submitting a symposium or paper to this conference, you must agree to be available at any time on both days of the conference (Friday 2/17 and Saturday 2/18) to give your presentation. 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 2012 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.

DOCTORAL SYMPOSIUM:

As in recent years, there will be a day-long doctoral symposium immediately before the main conference, i.e., on February 16. Relevant details will be announced separately by the co-chairs Rashmi Adaval (HKUST) and Jesper Nielsen (Arizona).

HOTEL INFORMATION:

The Four Seasons Hotel is located at 3960 Las Vegas Boulevard South, Las Vegas, Nevada 89119. The telephone number is: 1 (702) 632-5000, and the fax number is: 1 (702) 632-5195.

When making reservations you must mention that you are with the Society for Consumer Psychology to obtain the group rate of \$215.00

The conference hotel is located at the south end of the Strip, very close to several tourist attractions.

Visit the hotel website at: <http://www.fourseasons.com/lasvegas/>

If you have questions, please email the conference co-chairs at: scp2012@ust.hk

SEE YOU AT SCP 2012 IN LAS VEGAS!