

CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

Annual 2017 Winter Conference

**Palace Hotel, San Francisco, California
February 16 – 18, 2017**

Conference Co-chairs:

**Kate White
University of British Columbia**

**On Amir
University of California San Diego**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference from February 16-18, 2017 at the Palace Hotel in San Francisco, California. The Society for Consumer Psychology conference provides opportunities for a high level of interaction among participants interested in consumer research and in advancing the discipline of consumer psychology in a global society.

We are seeking proposals for symposia, original competitive papers, and working papers for presentation at the conference. We encourage a diverse set of ideas and approaches to consumer psychology. 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 Friday, **August 12, 2016**. We will send notification of acceptances in November 2016.

The conference website will be available for submissions between **Monday, June 6, 2016**, and midnight PST of the deadline, **Friday, August 12, 2016**.

SYMPOSIA

Symposium sessions focus on a specific area of research. Submissions may share similar theoretical or methodological bases, or they may approach the same research question from different perspectives. 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 submitting all materials by the deadline and ensuring that all 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 brief proposal describing the symposium's objective, topics to be covered, likely audience, stage of completion of each paper, and how the session contributes to the field of consumer psychology.
- The name, contact information, and affiliation of the symposium chair
- The title of each presentation, 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)

COMPETITIVE PAPERS and WORKING PAPERS

Competitive Papers. Competitive papers present completed work and address substantive, methodological, or theoretical topics in consumer psychology. We will be grouping four competitive papers into a single 75 minute session. Authors will have 15 minutes to present their work, followed by approximately five minutes for questions.

Working Papers. 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 Focused Reports Session during the conference. This is a new format for the working papers that will replace the poster session. Authors of accepted working papers should plan to present a 5-minute summary of their work to an audience in a focused session. Authors will be allowed to have a power point deck to aid their presentation, but presentations must be kept to 5 minutes. This will be followed by a reception, in which interested parties can ask questions about the research presented. Detailed guidelines about the focused presentations will be sent with the acceptance notices.

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). For multi-author papers, please underline the presenter.
- 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.

Submissions should be made electronically through the conference website at <http://www.chilleesys.com/scp/>. The website will provide additional information about the conference and serve as an interface for authors and reviewers.

To submit your proposal, please follow these steps:

1. Sign up for the submission system: 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. 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.]

2. Enter the submission 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, that is, on Thursday, February 16. Relevant details will be announced separately by the symposium co-chairs Kelly Goldsmith (Northwestern University) and Cassie Mogilner (UCLA).

HOTEL INFORMATION:

The Palace Hotel is located at 2 New Montgomery Street, San Francisco, CA 94105. The telephone number is: 1 (415) 512-1111.

When making reservations you must mention that you are with the Society for Consumer Psychology to obtain the \$229.00/night rate.

Visit the hotel website at:

<http://www.sfpalace.com>

If you have questions, please email the conference co-chairs at: **scp2017@sauder.ubc.ca**

SOCIAL EVENT:

As in recent years, there will be a social event on the evening of the last day of the conference (Saturday, Feb 18). Relevant details will be coming soon and it is guaranteed to be an epic evening!

SEE YOU AT SCP 2017 IN SAN FRANCISCO!