CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

Annual 2018 Winter Conference

Dallas, Texas

Conference Co-chairs:

Cait Lamberton   **Ryan Hamilton**
University of Pittsburgh   **Emory University**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference from February 15-17, 2018 at the Fairmont Hotel in Dallas, Texas. 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 individual papers, symposia, 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. A few things have changed this year, so please read on for more information.

GENERAL SUBMISSION GUIDELINES:

Submission Deadline

All symposium, competitive paper, and working paper submissions are due by Friday, **August 25, 2017**. We will send notification of acceptances in November 2017.

The conference website will be available for submissions between **Monday, July 10, 2017**, and midnight PST of the deadline, **Friday, August 25, 2017**.

INDIVIDUAL PAPERS

Individual Papers. Individual 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.

This year, the top four papers will be presented with an award and will be presented in a single session. A people's choice award will be given by the audience at the conference after the

presentation. **Individual papers not accepted will be automatically considered as a working paper** (Authors may opt-out).

Individual Paper submissions should include the following:

- The title of the 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). Abstracts should include the number of studies completed, the study procedures, and summary statistics so that reviewers can judge the quality of the research. Incomplete or vague abstracts in which the quality cannot be ascertained will be rejected.
- References.
- Figures & Tables. We highly encourage authors to use figures/graphs in addition to the abstract. Figures and tables will not count against the word count of the abstract.

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

SYMPOSIA

Symposium sessions focus on a specific area of research. Submissions should share similar theoretical or methodological bases, or they may approach the same research question from different perspectives. If the submissions fit well together, then the committee is open to novel and non-traditional symposium and creative ideas. Each session is 75 minutes and should include either four papers or three with a discussant, with a preference for four papers. If a discussant is present, s/he should be an expert in the area and there should be a very clear goal for the discussant. The symposium chair is expected to lead the session. 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.

A premium will be placed on symposium fit (without being too broad), novel submissions (those not presented at recent conferences), and papers that are all well developed. A single weak or early-stage paper can significantly decrease the likelihood of acceptance. In the past, symposia have become very competitive, given the number of slots, and we expect this competitiveness to continue to increase.

Symposium proposals should include the following:

- The title of the symposium.
- A brief (500-750 word) 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). Abstracts should include the number of studies completed, the study procedures, and summary statistics so that reviewers can judge the quality of the research. Incomplete or vague abstracts in which the quality cannot be ascertained will be rejected.
- References.
- Figures & Tables. We highly encourage authors to use figures/graphs in addition to the abstract. Figures and tables will not count against the word count of the abstract.

WORKING PAPER (aka, Poster Session Papers)

Working Papers. Working papers report the results of research in its early stages. These projects typically present preliminary results but detail ongoing research on substantive, theoretical, or methodological aspects in consumer psychology research. Though working papers are in the early stages, the quality of the research questions and the methodological rigor should represent those of individual papers. Authors of accepted working papers will present their findings in the form of a poster session. During this poster session, conference attendees will vote on the best posters. These posters will receive an award.

Working Paper submissions should include the following:

- The title of the paper
- Nature of submission: 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 Poster 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 2/16 and Saturday 2/17) 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.

PRECONFERENCE WORKSHOPS:

This year, SCP will include a set of pre-conference workshops intended to be of interest to both doctoral students and faculty. A small registration fee will be requested for participation in these workshops. Relevant details will be announced separately.

HOTEL INFORMATION:

The Fairmont Hotel (http://www.fairmont.com/dallas/) is located at 1717 Akard Street, Dallas, TX. The telephone number is: 1 (214) 720-2020.

To obtain the special Society of Consumer Psychology Conference rate of $209.00/night, please make your reservations through this website:
https://aws.passkey.com/event/49118473/owner/8154/home

CHAIRS' NETWORKING EVENT

There will be a networking event on the evening of the last day of the conference (Saturday, Feb 17). The event is planned for the Nasher Sculpture Center (http://www.nashersculpturecenter.org/), which is within walking distance of the Fairmont Hotel.

SEE YOU AT SCP 2018 IN DALLAS!