CALL FOR PAPERS
"CONSUMERS AND THEIR DATA"

ASIA PACIFIC ACR CONFERENCE

January 10-12, 2019 Ahmedabad, India

Conference Co-Chairs:
Shailendra Pratap Jain, Foster School of Business, University of Washington
Akshaya Vijayalakshmi, Indian Institute of Management Ahmedabad

Conference website: https://conference.iima.ac.in/apacr/
Conference e-mail: apacr19@iima.ac.in

Submissions Deadline Extended to 8-5-18 (23:59 hours IST)

We are delighted to invite you to participate in the Asia Pacific Conference of the Association for Consumer Research. The conference will be held in Ahmedabad, India from Thursday, January 10 through Saturday, January 12, 2019, at the Indian Institute of Management, Ahmedabad, India.

We are inviting proposals for competitive papers, working papers, and forums. We welcome a diverse set of research ideas and approaches to consumer research. The research papers can use any relevant method to study consumer research problems, including experiments, surveys, and/or appropriate quantitative and qualitative methods, amongst others.

Asia Pacific ACR 2019 Conference Theme: *Consumers and Their Data*

Recent developments have propelled discussions on what firms, governments and private individuals are doing with data on consumers' clicks, mouse scrolls, downloads, movements, and purchases. These discussions are happening simultaneously in several parliaments, courts, boardrooms and homes. Many people - from consumer to managers to Supreme Court judges – globally seem to be discussing what is happening to their and others' data. The immense amounts of data which appear to be under the control of a few have inspired conversations on data privacy, data holding, and regulations. More importantly, they are forcing marketers to take a closer look at existing marketing practices.

At Asia Pacific ACR 2019, we want to further these discussions and in that spirit encourage your submissions to the conference.

Contents

IMPORTANT CONFERENCE DATES & DEADLINES
between May 1st 2018 and July 15th 2018 (23:59 hours IST)

- Submissions accepted: **May 1, 2018**
- Submission Deadline: **Friday, July 15, 2018, 23:59 IST (Indian Standard Time)**
- Notification of acceptance: **End of August 2018**
- Submission deadline for revised entries for publication in the Proceedings: **Friday, September 14, 2018 before 23:59 IST**
- Conference registration: **Mid-September – Dec 10, 2018**

In addition, there will be invited speakers and roundtable discussions on publishing your research and career advice for young faculty and doctoral students. The tentative plan for the conference is as follows:

Day 1: January 10th

- Registration

- Opening Reception

- Address by invited speaker

Day 2: January 11th

- Registration

- Competitive Papers Presentation

- Working Papers Presentation

- Keynote Speech by an Industry Expert

- Gala Dinner Event

Day 3: January 12th

- Competitive Papers Presentation

- Working Papers Presentation

- Speech by an Industry Expert

- Dinner Event

In addition, there will be selected social events available for sign-up.

GENERAL GUIDELINES

There are three types of submissions: Working Papers, Competitive Papers, and Forum Proposals

All authors must adhere to the following honor code:

ACR endorses ethical standards for research conduct.

At the time of submission, you will be requested a) to indicate whether your research received an approval or a waiver from your Institutional Review Board (IRB), and b) if it did not, to explain why no such waiver or approval was obtained.

At the time of submission, you will also be requested to make the following pledges:
1) That the research paper or poster represents accurately the data that you collected for this research project,
2) That the research submitted to the conference is your own original work, and
3) That you understand that the research submitted may be run through anti-plagiarism software.

An individual can make only two submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

Please do not submit a paper that has been published, or accepted for publication, at the time of submission (including online publications and full papers published in conference proceedings).

Submissions should not include content that has been presented at any earlier ACR conferences.

Submissions should adhere to the word and page limits.

Style:
- Times New Roman Font
- Size 12
- 1-inch margins
- Single spaced
- Full references
- Subheadings should be bolded and/or italicized/capitalized as appropriate, but it is unnecessary to add a hard return before or after them
- Submissions should follow the current style sheet of the *Journal of Consumer Research* (http://www.ejcr.org/stylesheet.pdf)

SUBMISSION INFORMATION

All submission-related activities (submissions, reviews, & notifications) will be electronic, through the conference website (https://conference.iima.ac.in/apacr/submission-and-conference-registration/)

For accepted submissions, submitting authors will be required to sign an electronic copyright release form.

- All users must sign up and create a new user profile by following the online instructions.
- Once you have registered as a user you may submit a paper or a proposal by clicking on the appropriate link and following the instructions.

All submissions require the following information:

1. Type: Competitive Paper, Working Paper and Forum Proposals
2. Primary Contact Information: Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.
3. Content Area Codes and Methodological Area Codes: Please review all of the options before making your choice. Select codes that provide the best match to your work because they are critical for assigning reviewers.
4. Submission format: Microsoft Word or PDF

- Make sure you use consistent author and co-author information in every submission. Please check with your co-authors about how they want to be listed for official publication purposes. PLEASE BE CAREFUL WITH THIS. The database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, and may result in a program that has Drew presenting at the same time in three different rooms!
- We suggest that you use copy and paste as you work with the relevant submission fields. If you compose online, you risk losing work should there be an interruption to your browser session.
- The primary contact person will automatically receive an email of acknowledgement of the submission. If you do not receive an acknowledgement within 48 hours after submission, please check your spam folder and then send an email inquiry to: apacr19@iima.ac.in.
- For accepted submissions, submitting authors will be required to sign an electronic copyright release form.

SPECIFIC INFORMATION

1. COMPETITIVE PAPERS

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions.

Submissions should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advancing current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference. Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

Competitive Paper Submission Format and Content

Authors have two publishing options for a Competitive Paper:

Option 1: Publish the full paper in the ACR Proceedings. Choosing this option implies that, if accepted, the paper will not be submitted for publication elsewhere.

1. Paper title (the title page should not identify the author(s) names or affiliations).
2. Upload a 50-word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. 2500-word paper for review, along with references. **References, table, and optional figure are *not* included in the word limit.**
4. Empirical papers must contain a single table summarizing all results
5. One figure (optional)
6. An honor code statement as suggested in previous sections

Option 2: If accepted, only the 750 to1000-word abstract (as well as references and table/figure) will be published in the ACR Proceedings. Authors may submit their paper elsewhere for publication.

1. Paper title (the title page should not identify the author(s) names or affiliations).
2. Upload a 50-word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. A 750 to 1000-word abstract. The extended abstract that provides a summary of the paper, including conceptualization, method, and major findings.
4. *And* a 2500-word paper for review, along with references
5. Empirical papers must contain a single table summarizing all results
6. One figure (optional)
7. An honor code statement as suggested in previous sections

Competitive Paper Evaluation: Reviewing will be blind. Evaluation will be based on, a) the quality of the research and novelty of findings, b) theoretical/empirical contribution, c) clarity of exposition, and d) completeness of the research.

Authors of accepted papers who select Publication Option 1 are required to revise their paper based on reviewers' comments by the end of Friday, September 14, 2018. Authors choosing Publication Option 2 are required to submit a revised abstract based on reviewers' comments by September 14, 2018. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract. The most recent revised version will be published 'as is' in the 2019 ACR Proceedings.

It is the author's responsibility to meet all deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a qualified English speaker review the abstract prior to submission.

2. WORKING PAPERS

Submissions detailing ongoing research on substantive, theoretical, or methodological aspects in consumer research are sought for the Working Paper sessions. These sessions provide the opportunity to present preliminary results and receive feedback and ideas from session attendees.

All submitted papers will undergo the same review process.

For Working Papers accepted for a poster session, authors are expected to:
1. Prepare a poster for display during the assigned session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to discuss their work with attendees during the poster session.

Working Paper Submission Format and Content

1. Title (do not include authors' names and affiliations).
2. A 50-word abstract. This abstract will appear in the conference program and should summarize the paper's contribution(s).
3. An extended abstract (750 to 1000-words) plus selected references, single-spaced. The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions. The extended abstract may also contain either one table or one figure. Do not submit a full-length paper in this category; we will only review extended abstracts.

Working Paper Evaluation: Reviewing will be blind. Reviewers will evaluate each submission on the basis of a) quality of the research, b) contribution to the field of consumer research, c) interest of the topic to ACR members, and d) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a qualified English speaker review the abstract prior to submission.

3. FORUMS

Forums provide an alternative structure for a group of researchers to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights.

We invite forum proposals on the following three topics.

• **Consumers and Their Data**: This forum will feature a number of invited and submitted sessions featuring speakers, debates, and discussions about issues related to consumer vulnerability and their personal activity data.

• **Career Development for Young Faculty/Doctoral Students**: This forum will feature thematic discussions on topics related to career development primarily aimed at young faculty and doctoral students.

• **Publishing:** This forum invites tutorials and workshops related to best practices and latest expectations for publishing in the top consumer research journals.

Forum Proposal Submission Format and Content

1. The name of the primary organizer(s).
2. A specific format for the forum, such as traditional presentations, roundtables, panel discussions, tutorials, and workshops.
3. The names and affiliations of people who are involved in the forum (e.g., presenters, panel members, tutorial leaders, etc.). These people do not all need to be ACR members, but ACR members must be organizers of the forum.
4. A 50-word abstract of the proposed forum for publication in the conference program.
5. A 750 to 1000-word extended abstract explaining the session's purpose and content to be included in the proceedings, including a brief description of how pre-conference discussions will be facilitated.

Submissions should specify a) the broad topic for discussion and enquiry, and b) the objective of the specific forum.

Forum Evaluation: Evaluation and selection will emphasize the quality and rigor of the submission. Session leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to the Forum co-chairs. Please note that managing your colleagues is a significant and sometimes impossible task, but it is absolutely critical to the quality of your session. Consider and communicate how you will generate good preparation and participation.

See you in Ahmedabad!