



Call for TCR Track Proposals
2019 TCR CONFERENCE
Florida State University, USA
May 19 - 21, 2019

Conference Co-Chairs: Maura Scott & Martin Mende, Florida State University

<https://business.fsu.edu/TCR2019>

The 2019 Transformative Consumer Research (TCR) conference organizers are seeking **co-chairs for individual tracks** for the next TCR conference to be held at Florida State University on May 19 - 21, 2019.

The track co-chairs will be responsible for

- (a) defining a specific theme or project that the track's group members will discuss at the conference,
- (b) helping to select group members for the track,
- (c) leading the tracking dialogue,
- (d) presenting a summary of the track's ideas at the end of the conference, and
- (e) organizing and leading the pre- and post-conference activities.

➔ Please carefully read this call because we continue to refine the conference model.

Proposal Deadline: May 30, 2018

The 2019 TCR conference will continue to use the dialogical (interactive) format that was highly successful in past conferences. However, new track chairs and themes are encouraged (please see the final page of this document for a list of past TCR tracks). With regard to track chairs, preference will be granted to proposals that have **at least one co-chair experienced** in publishing high quality work and the willingness and ability to run dialogical sessions and **at least one co-chair** who has participated in TCR in the past (they can be the same person but they do not have to be). Generally, tracks have two chairs but on occasion the tracks can be led by three people.

Rather than the traditional conference in which the expertise of a few people is explored, these dialogical tracks seek to explore the distributed intelligence and experience across a group of people who share an interest in the focal TCR-related issue. Additional information on TCR and dialogical conferences can be found on the ACR website: <http://www.acrwebsite.org/web/section/transformational-consumer-research.aspx>.

If you are interested in serving as a track co-chair, please review the following application details.

	Track 1	Track 2 / Track 3
Proposal due	<ul style="list-style-type: none"> • May 30, 2018 • Submit to TCR2019@business.fsu.edu 	<ul style="list-style-type: none"> • May 30, 2018 • Submit to TCR2019@business.fsu.edu
Materials	<ul style="list-style-type: none"> • 1-page overview of track theme and plans for a post-conference write-up • Track co-chairs' CVs • Track co-chairs' 1-paragraph biographies 	<ul style="list-style-type: none"> • 1-page overview of track theme, pre-conference organizing plans / time line, and plans for a post-conference write-up • All track members' CVs • All track members' 1-paragraph biographies • Signed letter from all track members stating that they are committed to participating in the project
Timeline	<ul style="list-style-type: none"> • Track proposals due: May 30, 2018 • Notification of track selections: August 1, 2018 • Open call for participant applications: Summer, 2018 • Due date for participant applications: November 1, 2018 • Track chairs submit participant application reviews to conference chairs: December 31, 2018 • Notification of conference acceptance to participants: January 15, 2019 	<ul style="list-style-type: none"> • Track proposals due: May 30, 2018 • Notification of track selections: August 1, 2018 • No open call for participants

As in past conferences, participants along with ALL of the track co-chairs must commit to working in person with their track throughout the entire time of the conference. Tracks choose their own post-conference publication goals. One goal option is typically a submission to a special issue/section on transformative consumer research. Generally, track participants have the opportunity to opt into such a goal but each person must make a significant contribution to claim authorship. We also encourage teams to consider other outlets to increase the impact of their work.

Opportunities for a potential special journal issue associated with the 2019 TCR conference are being investigated, but are not guaranteed. For those people unfamiliar with the dialogical TCR conference, each conference typically produces at least one special issue. For examples, see the special issues of the *Journal of Public Policy & Marketing* (spring 2011 and fall 2016), the *Journal of Business Research* (issue 66, 2013), and the *Journal of Marketing Management* (volume 30, issue 17-18, 2014). The next special issues/sections, a product of the 2017 TCR conference, are underway at the *Journal of Consumer Psychology* and the *Journal of Business Research*. TCR also published a special issue in the *Journal of Consumer Research* (2008).

Three Visions for TCR Track Proposals (Tracks 1, 2, 3)

TCR seeks, as an end goal, to generate some type of societal benefit, which is an inherently complex social process. Part of this process is knowledge creation, but then stakeholders must become aware of the research, use it, and have their life somehow enhanced in some measurable way (Ozanne et al. 2017). Against this background, we seek track proposals around the three visions described below:

Track 1: Build Capacity

TCR is a space of innovation. Every track is an experiment in building a social network of researchers with greater capacity to tackle pressing social problems around consumption. In the past, we have innovated by being dialogical, inviting non-academic guests, working across the intersection of social problems, and asking for more relational engagement (i.e., somehow include a stakeholder in the process of doing research).

We believe there is NOT one magic formula for research that has societal impact; therefore, these tracks are spaces of opportunity to experiment. Because there are numerous pathways for real societal benefit, we believe that we must encourage the exploration of many ideas and then share the successful ones.

In terms of their approach, tracks in the past have:

- Included non-academic stakeholders (representatives from government, advocacy groups, and non-profits, as well as activists).
- Invited academics from across disciplinary divides who bring new tools, theories, and perspectives.

- Conducted research before the conference about the needs of specific stakeholders.
 - Formed a partnership with a community group who was interested in using the research.
- ➔ We welcome and encourage thoughtful innovations toward this end.

In terms of themes, prior tracks have focused on the following substantive issues and areas: wastefulness, alternative food systems, poverty, moral self-regulation, narratives in nonprofits, transformative services and justice, mindfulness, crimes of omission and commission, life satisfaction, social conflict, environmental sustainability and justice, religion, stigma, developing markets, health, food well-being, ethnicity, vulnerability, addiction, transformative methods, materialism, social justice, and immigration. A comprehensive list of all tracks included at the 2017 TCR conference can be found here: <http://transformativeconsumerresearch.com> (note that this is the website to the past conference, and applications cannot be submitted via that website).

In 2019, proposals for tracks will be invited for the above topics as well as additional, novel topics. For example, in addition to focusing on social problems, we also encourage pro-social ideas as track topics, such as the arts, social entrepreneurship, altruism, the sharing economy, to name a few. Moreover, topics identified by the Union of Concerned Scientists (e.g., global warming, and better ways to feed, power, and transport ourselves, or fighting misinformation) seem very fruitful.

For Track 1, we imagine that track sizes will include around 4-6 academics and 1-2 non-academics (including track chairs). Past experience suggests the ideal track size is 7-10 participants.

Track 2: Leverage Theory-Guided Research

Building on the success of this format at the 2017 conference, we again hope to invite tracks that experiment with new ways to do team-based research toward real transformation. We invite track proposals that further empirical work in key substantive areas.

For example, given that the call for proposals is 15 months before the conference, a viable proposal could involve a multi-site empirical study prior to TCR 2019. This might be the cross-cultural exploration of new models of sustainable consumption, or an urban, suburban, and rural exploration of experiences of poverty or materialism. These proposals would identify and get commitment from a team of researchers who would gather data before the conference. The conference could then provide an opportunity for a writing or data analysis workshop.

Unlike the dialogical tracks that would be competitive and larger, these proposals would involve longer-term projects and involve teams of researchers who make a commitment to work on this longer project. **There will be no open call** for track members in this category. Instead, members of the tracks would be identified as part of the track proposal. Proposals should include written and signed commitments from each member of the proposed track that they agree to work on the project across its duration. Proposals that have invited scholars across a range of expertise and experience will be reviewed favorably. Proposals should include a list of pre-conference organizing plans along with a time line.

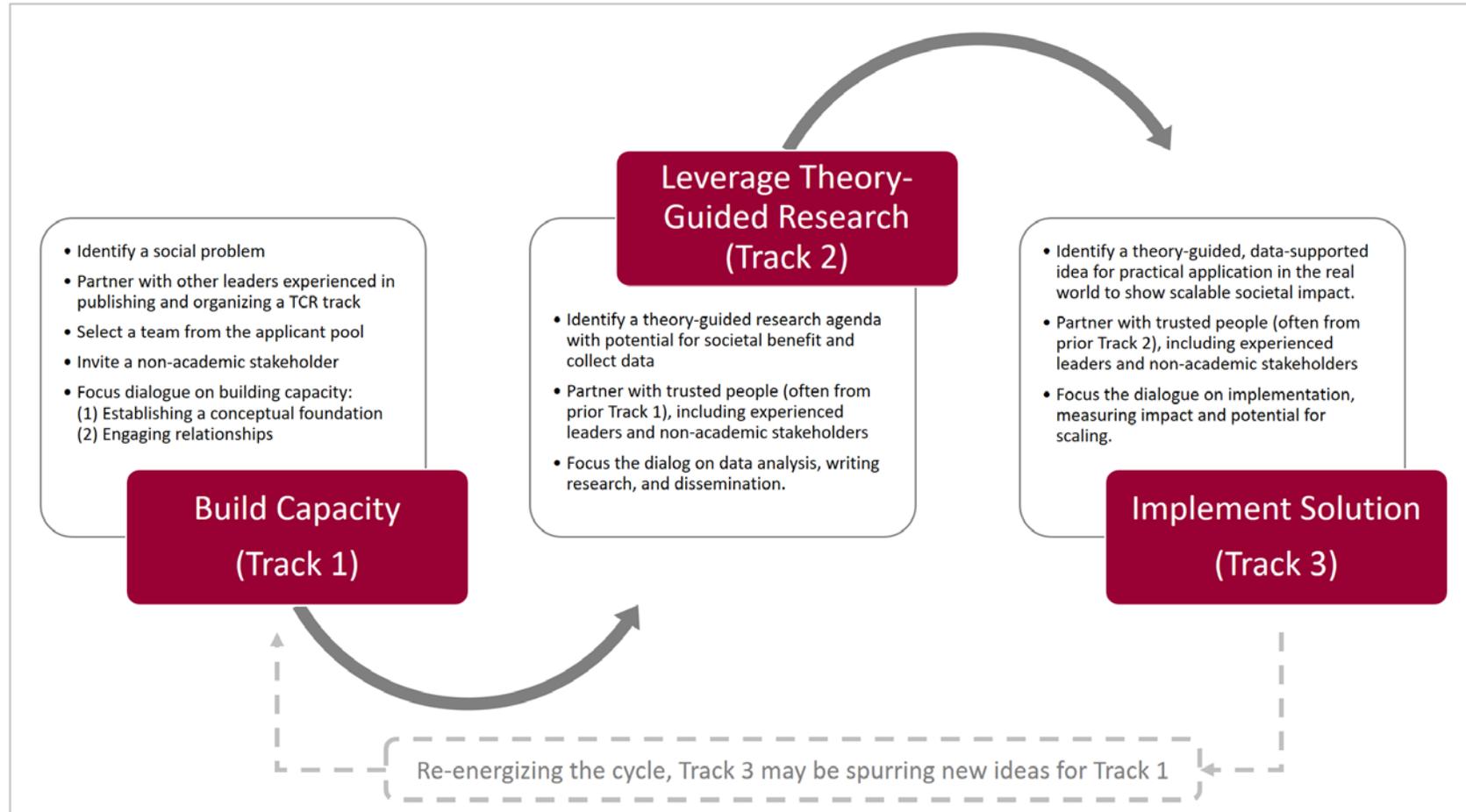
Track 3: Implement Solutions

Track 3 is a new addition to the conference format; it aims to take the idea of relational engagement to the next level. Whereas Track 2 was introduced to bring data collection into the conference process, Track 3 is designed to focus on measurable societal impact. These proposals would have a strong relational engagement element, typically emerging from long-term collaborations that existed prior to the conference. Because Track 3 focuses on quantifiable societal impact, it can serve either as the incubator for the future implementation of a focal TCR intervention or as a workshop for teams to analyze the societal impact an intervention had after it was implemented.

Due to its explicit focus on societal impact, this track would be particularly likely to include non-academics to attend the conference and help with implementing solutions. Therefore, please note the corresponding conference grant (see below) that will be available for non-academic stakeholders. **There will be no open call** for track members in this category. Instead, members of the tracks would be identified as part of the track proposal. Proposals should include written and signed commitments from each member of the proposed track that they agree to work on the project across its duration. Proposals that have invited scholars across a range of expertise and experience will be reviewed favorably. Proposals should include a list of pre-conference organizing plans along with a time line.

Figure 1 (below) illustrates how the visions for the three tracks build on each other to generate societal impact for well-being.

Figure 1. TCR Cycle of Relational Engagement for Societal Impact



Related Grant Opportunities

We encourage, but do not require, tracks to apply for funding of their projects through one or both of the following grant opportunities.

- 1) **ACR/TCR Grant.** This is an opportunity for a team of investigators to receive funds of up to \$7,500. For example, the track team (or parts of it) might consider also submitting a proposal on the same topic to the ACR/TCR Grant program. Look for a call for grant proposals being announced in February 2018 with a **due date of May 30, 2018**. Please note that all ACR/TCR Grant proposals will be judged separately from the process of evaluating 2019 TCR conference track proposals. However, we mention it as part of this call because of the potential synergy.
- 2) **TCR Conference Non-Academic Stakeholder Travel Grant.** An anonymous donor has generously provided potential funding, with the objective of using these funds to support the inclusion of non-academic stakeholders at the TCR 2019 conference (e.g., help facilitate travel for a non-academic track team member such as a non-profit worker involved in the research). Please note that, unlike the ACR/TCR Grant proposals, all TCR Conference Non-Academic Stakeholder Travel Grants need to be submitted with the Track Proposals as a one-paragraph vision statement explaining why you think a particular stakeholder would add value to the track; and include a CV, 1-paragraph bio, and signed letter that they are committed to participating in the project as a participant (not a chair). We do not limit the number of grants per track, but at this stage funding exists for most tracks to be awarded one grant.

May 19 – 21, 2019: Proposed Conference Structure (tentative and subject to change)

Pre-conference:

- Track 1: TCR champions will set up a listserv for their track, share all the research visions, and circulate any relevant materials (e.g., key articles).
- Track 2: TCR champions will work with their members to prepare for the conference based on the plans proposed in their track.
- Track 3: TCR champions will work with their members to prepare for the conference based on the outlined plans. They will also work closely with community- based partners to both make an impact, and provide metrics to quantify their impact.

At the conference:

May 19, Sunday

Arrival / evening activity / reception

May 20, Monday

Morning meeting from 9am to 12pm: Dialogical working sessions

Box lunch and informal socializing

Afternoon meeting from 2pm to 5pm: Dialogical working sessions

Evening activity

May 21, Tuesday

Morning meeting from 9am to 12pm: Dialogical working sessions
 Box lunch and wrap up to bring groups together from 12:30 to 2pm
 Depart at 2:30pm

The Conference Site and Lodging

Florida State University is located in Tallahassee, the capital city of Florida.

<https://www.fsu.edu/>

<http://www.talgov.com/Main/Home.aspx>

Housing will be in FSU dormitories. As an alternative, there are multiple hotels available within a 1–2 mile radius, although we do not have any room blocks reserved in these properties. In the past, guests have stayed at Residence Inn by Marriott Tallahassee, Aloft Hotel, and Hotel Duval.

**Costs**

Costs are still being estimated but the plan is to keep costs as low as possible. The current plan is to charge a fee of \$450, covering the conference fee, on-campus residential hall accommodations, and dining from May 19-21. All travel, including to and from the campus, is the responsibility of attendees. As mentioned above, there are some scholarship opportunities to doctoral students, and community and government participants for fees and travel.

Inquiries

Inquiries or questions can be directed to the conference co-chairs:

Maura Scott mlscott@business.fsu.edu or Martin Mende mmende@fsu.edu

Appendix: TCR TRACKS OF THE PAST

2017 TCR Conference: The conference at Cornell University included 15 tracks that were the Track 1 type. Track 1 was for both new and long-time TCR participants who wanted the chance to dialogue about a new topic together for the first time at TCR. Track 1 is a gateway into the TCR community. TCR 2017 also had 10 tracks that are the Track 2 type. Track 2 is typically for a continuation of the research dialogue by the previous years' conference participants that includes empirical work or action components. For the complete list of 25 tracks, please see: <http://transformativeconsumerresearch.com/>
**Please do not submit an application to this website. We will not receive it.

2015 TCR Conference: Alternative Food Systems, Children and Materialism, Crimes of Omission and Commission, Environmental Sustainability and Justice, Gender, Health Multimorbidity, Life Satisfaction, Maladaptive Behavior, Mindfulness, Moral Self-Regulation, Narratives in Nonprofits, Poverty: Intersectional Poverty, Poverty: Agencies and Ecological Space in Poverty, Poverty: Consumer Psychology of Poverty, Religion, Social Conflict, Stigma: Identity at the Interaction of Stigmas and the Marketplace, Stigma: Stigma and Marketplace Practices, Teaching, Transformative Services and Justice: Services, Transformative Services and Justice: Vulnerability, and Wastefulness.

2013 TCR Conference: Developing Markets, Ethnicity, Family, Health and Nutrition, Innovative Research Methods, Materialism, Poverty, Sustainability, and Vulnerability.

2011 TCR Conference: Addiction, Adolescent Risk, Food and Health, Materialism, Innovative Research Methods, Multicultural Marketplaces, Poverty and Subsistence Marketplaces, Sustainable Products, and Transformative Services Research.

2009 TCR Conference: Developing Markets, Food, Health, Immigration, Poverty, Materialism, Social Justice, Sustainability, and Vulnerability.