# CALL FOR PAPERS

# ASSOCIATION FOR CONSUMER RESEARCH CONFERENCE

### October 17-20, 2019
### Atlanta, Georgia

**CONFERENCE CO-CHAIRS**

Rajesh Bagchi, Pamplin College of Business, Virginia Tech
Lauren Block, Zicklin School of Business, Baruch College, CUNY
Leonard Lee, NUS Business School, National University of Singapore

**CONFERENCE WEBSITE**
http://www.acrwebsite.org/go/acr19atlanta

**CONFERENCE SUBMISSION WEBSITE**
https://convention2.allacademic.com/one/acr/acr19/

**CONFERENCE EMAIL**
acratlanta2019@gmail.com

# BECOMING WISE: THE GOLDEN ANNIVERSARY OF ACR

The United States lowers its voting age to 18. The Nuclear Non-Proliferation Treaty goes into effect. Pan Am makes the world's first jumbo-jet commercial flight. Approximately 120 people attend the first meeting of the Association for Consumer Research (ACR) in Amherst Massachusetts. Association dues are $10; $5 for students. Letters are sent, along with return postage fees, to M. Venkatesan, UMass Amherst, to obtain Xeroxed copies of emergent publications. The year is 1970.

This conference marks ACR's Golden Anniversary—fifty years of an interdisciplinary, cross-method, international association of scholars building knowledge on all aspects of consumers'

thoughts, decisions and behaviors. In other words, *becoming wise*. What is wisdom? Yes, it is an acknowledgment of our past: our accumulated base of scientific learning, our pot of generally accepted beliefs, and the written and oral transmissions of our teachers and mentors. But it is more than that. It is our present, our now. It is our ability to discern what is true and right, and to couple that with what is just. To be wise is to make good judgments and to behave with sagacity. To that end, we are always Becoming Wise.

ACR 2019 is a celebration of 50 years of Becoming Wise. With this Golden Anniversary conference, we honor what is wise in both our accumulated wisdom and our fledgling research. This means that this 2019 Golden Anniversary Conference is perhaps unique from conferences past in that we actively encourage the submission of conceptual review papers and sessions that, in addition to adding novel insights, also highlight the aggregate wisdom in the relevant domain. We believe it is time to take stock of what we know, to organize, synthesize, and re-evaluate. We also actively encourage novel empirical and theoretical papers that embody the spirit of Becoming Wise. To us, this means that researchers do not have to have all the answers or hypothesize a straightforward solution to what is undoubtedly a complex phenomenon. Rather, there is wisdom, and thus truth and justice, in discovering a meaningful, but incomplete piece of a complex problem and acknowledging it as so. There arise truths from studying under-heard segments of the population (e.g., the poor, children, immigrants, migrants) and justice in helping these consumers' voices to be heard and understood. Thus, in addition to the high quality topic-oriented submissions we have come to expect, we welcome submissions that speak specifically to the art of Becoming Wise. These topics include, but are not limited to:

- Understanding Wisdom: What makes theories withstand the test of time?
  - Conceptual papers that review key theoretical developments and propose extensions can help us not only document our collective wisdom, but may also help us understand how to build theories.
  - Wisdom needs to be transmitted from communicator to listener, or author to reader. Storytelling is one way to accomplish this. We welcome submissions on the use of story, story consumption, and the art of storytelling in consumer research.
  - Wisdom is also transmitted from generation to generation orally. We encourage film submissions that capture the oral history tradition of subcultures and under-represented populations.

- Expanding Wisdom: Using well-established theories to solve new problems. We include some examples below:
  - How does decision-making of under-heard of or under-represented segments vary from the consumer segments that we typically study?
  - How do consumers who have limited resources (e.g., time, money, food) make decisions?

- How do theories of adoption apply to new technology products?

- Creating new wisdom: New theories that are likely to withstand the test of time.
  - How do consumers make decisions in the age of new technology? For example, how do consumers process information generated from AI (artificial intelligence) devices?
  - Consumers now spend inordinate amounts of time on social media. How might this trend influence the sources of information they rely on to make decisions, and more fundamentally, how they think about themselves and the world around them?
  - Consumers are also exposed to 24-hour news cycles. This may make certain identities (e.g., political beliefs) more salient. How do these belief systems affect decision-making?
  - What are some of the heuristics and biases that consumers use in this age of information overload?

ACR Events at a Glance

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General Submission Guidelines

Guidelines to Submit a Special Session

Guidelines to Submit a Competitive Paper

Guidelines to Submit a Working Paper

Guidelines to Submit a Video

Guidelines to Submit a Knowledge Forum

**See you on the Flip Side,**



Rajesh Bagchi, Lauren Block and Leonard Lee

# ACR EVENTS AT A GLANCE

## Thursday, October 17, 2019

- **ACR Doctoral Symposium** (co-chaired by Keisha Cutright and Tom Kramer). The symposium offers an opportunity for PhD students to meet each other, interact with faculty, and share and develop research ideas. For more information about the symposium, please contact Keisha Cutright ([keisha.cutright@duke.edu](mailto:keisha.cutright@duke.edu)) or Tom Kramer (Thomas.Kramer@ucr.edu).

- **ACR Fellows Address** – ACR will honor Linda Price, Bill Bearden, and Chris Janiszewski.

- **Opening Reception**

## Friday and Saturday, October 18-19, 2019

**Presentations and Sessions:**
- **Competitive Papers**
- **Special Sessions**
- **Working Papers** (co-chaired by Derick Davis and Rhonda Hadi)
- **Videography** (co-chaired by Joonas Rokka and Ekant Veer)
- **Knowledge Forums**: Knowledge forums focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. These forums are an opportunity for a group of researchers to discuss cutting-edge research ideas, generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community.

- **WorkShops and LearnShops**: In keeping with the conference theme of Becoming Wise, the 2019 ACR Conference will feature WorkShops and LearnShops that are intended to foster Becoming Wise by offering attendees the opportunity to help manage their careers, learn new research and analysis skills, or take a deep dive into a domain of interest. WorkShops and LearnShops are by invitation only, but all ACR participants are welcome to attend. Specific information regarding these forums will be available on the conference program.
- **Sharing Stories: Celebrating Five Decades of ACR** (co-chaired by Jennifer Escalas, Laura Peracchio and Tiffany White). This track will celebrate ACR's golden anniversary with shared stories spanning the five decades of the organization. Participants will share their personal ACR stories of connection and collaboration.

**Saturday Evening Gala Party: Join us for a 70s themed Golden Anniversary Gala at the Georgia Aquarium** [https://www.georgiaaquarium.org/](https://www.georgiaaquarium.org/)

## Sunday, October 20, 2019

- Special meetings and events by invitation or sign up only

# DATES AND DEADLINES

- **Monday, January 14, 2019:** Submissions open.

- **Monday, March 11, 2019, 23:59 CST (Central Standard Time):** Submission Deadline for **all** tracks and sessions.

- **Monday, May 13, 2019:** Notification of contingent acceptance for the Videography Track submissions. The contingently accepted submissions will have until Monday, June 10, 2019 to submit the film with changes and will receive final acceptance by Monday, June 17, 2019.

- **Mid-June 2019:** Notification of acceptance of Special Sessions, Competitive Papers, Working Papers, and Knowledge Forums.

- **Early-July 2019:** Submission deadline for revised entries for publication in the Proceedings.

- **Mid-August 2019:** Preliminary program posted on ACR website.

- **Late August 2019:** Conference registration (as well as registration for Doctoral Symposium, ACR Workshops, and social events) begins on the conference website.

- **Monday, September 2, 2019:** Submission deadline for trailers of Videography acceptances.

# GENERAL SUBMISSION GUIDELINES

**All authors must adhere to the following honor code:**

- **ACR endorses ethical standards for research conduct**.
  At the time of submission, you will be asked: 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 asked to make the following pledges: 1) that the research paper, session, 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.

- A particular paper may only be submitted to **one** track.

- Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **Any author may be listed as a presenter for no more than two submissions,** but may be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

- Do not submit a paper that has been <u>published, or accepted for publication</u>, at the time of submission (including online publications and full papers published in conference proceedings). Submitting authors should monitor this issue carefully.

- Submissions should not include content that has been presented at any earlier ACR conferences. Again, submitting authors should monitor this issue carefully.

- Submissions should adhere to the word and page limits.

**Submission procedures are as follows:**

- All submission-related activities (submissions, reviews, and notifications) will be electronic, through the conference website
  http://www.acrwebsite.org/go/acr19atlanta
- All users must sign in and update their user profile or 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**: Special Session, Competitive Paper, Working Paper, Knowledge Forum, or Videography.

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.

**Additional submission information:**

- **Submission format: Word.doc**

- **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 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 also check your spam folder), send an email inquiry to acratlanta2019@gmail.com

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

# GUIDELINES TO SUBMIT A SPECIAL SESSION

Special sessions are expected to be 75-minutes long and intended to provide opportunities for spotlighting topics of broad interest. A special session should include four presentations of research papers. The session may include one or more conceptual/review papers, where appropriate. Consideration will be given to special sessions that explicitly address the conference theme of Becoming Wise.

**Special Sessions Format and Content:** In addition to the items noted under "General Guidelines," Special Session proposals must consist of:

1. A title page listing:
   - Session title.
   - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
   - Titles of each session paper, author(s), and affiliation(s).
   - Presenting author(s).

2. A proposal including:
   - A 500-word session overview briefly describing the objective of the session, why the topic is important, and how the papers fit together. To motivate the session, the overview should also list 1-2 questions all of the papers raise as a group.
   - A 50-word abstract for each included paper to be published in the conference program.
   - A 750 to 1000-word abstract of each included paper for evaluation by reviewers and for publication in the ACR Proceedings.
   - Full references for each long abstract. The references do not count toward the word limit and can be combined in a single list at the end of the document.

Proposals must be single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.

**Special Sessions Evaluation**. Evaluation will be based on a) quality of the research and novelty of the findings; b) broad appeal of the topic; c) contribution to the field of consumer behavior; d) fit of the papers to the session theme; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion. Special session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines and for submitting all materials by the deadlines. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

# GUIDELINES TO SUBMIT A COMPETITIVE PAPER

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions. Consistent with the conference theme, we also encourage submission of conceptual and review papers.

**Competitive Paper Format and Content:** All authors should submit a 50-word abstract and **2,500-word** (maximum length) paper using Times New Roman Font Size 12, 1-inch margins. The paper must contain full references. Empirical papers must contain a single table summarizing all results and can contain up to one figure (optional). **The 2500-word limit will be strictly enforced. References, table, and optional figure are** *not* **included in the word limit.**

Submissions should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances 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.

Authors have two publishing options for a Competitive Paper:
- **Option 1:** Publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a 50-word abstract and the 2500-word paper for review, along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that, if accepted, *the paper will not be submitted for publication elsewhere*.
- **Option 2:** Publish a 750 to 1000-word abstract in the ACR Proceedings. Authors choosing Option 2 must upload a 50-word abstract, a 750 to 1000-word abstract, *and* a 2500-word paper for review, along with references, one table summarizing the results, and a figure (optional). If accepted, only the 750 to 1000-word abstract (as well as references and table/figure) will be published in the ACR Proceedings. Authors may submit their paper elsewhere for publication.

In addition to the items under "General Guidelines," Competitive Papers must include:

1. Paper title (the title page should <u>not</u> identify the author(s) names or affiliations).
2. 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. For submitting authors choosing Option 2, a 750 to 1000-word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. This abstract should <u>not</u> identify the author(s) or affiliations.
4. A 2500-word paper (12-point Times New Roman, 1-inch margins). The paper must include full references, a single table summarizing all results, and up to

one figure (optional). The paper should <u>not</u> identify the author(s) or their affiliations.

5.  An honor code statement indicating (a) that the presenting author is not listed as a presenter in more than two sessions in total, and (b) that the submission has not been submitted to multiple tracks, has not been previously presented at ACR, and has not been published or accepted for publication in **any** journal (including online publications and full-paper publications in conference proceedings).

**Note: Competitive Papers submission files should not include authors' names or affiliations.** Author names, affiliations, and presenter's name should only be entered on the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (http://www.ejcr.org/stylesheet.pdf), though the entire text should be single-spaced. Subheadings should be bolded and/or italicized/capitalized, but it is unnecessary to add a hard return before or after them.

**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 presentation; and d) completeness of the research.

Authors of accepted papers are required to revise their paper/abstract based on reviewers' comments by the end of Monday, July 1, 2019. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract. The most recent version submitted by this date will be published 'as is' in the 2019 ACR Proceedings.

It is the author's responsibility to make sure that the submission is completed on time. Please adhere to high standards of spelling and grammar and consider having a copyeditor or a native English speaker review the abstract prior to submission.

**ACR reserves the right to run the submission through anti-plagiarism software.**

# GUIDELINES TO SUBMIT A WORKING PAPER

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

**Working Paper Format and Content:** Working Paper submissions must include:

1. Title (<u>do not include</u> 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 native English speaker review the abstract prior to submission. **ACR reserves the right to run the submission through anti-plagiarism software.**

Please direct any further questions about the Working Papers to either of the co-chairs, Derick Davis (dfd6r@comm.virginia.edu) or Rhonda Hadi (rhonda.hadi@sbs.ox.ac.uk). Please include "ACR WORKING PAPER SESSION" in the subject line.

# GUIDELINES TO SUBMIT A VIDEO

The 2019 ACR Conference Videography Track is dedicated to advancing videographic consumer research and knowledge about consumers. We invite videographic submissions that address the audiovisual character of consumer research phenomena or innovative video-based approaches that advance the field in new directions, but also submissions not limited to these themes. If you have any queries about these changes, please contact the 2019 Videography Track Co-chairs: Joonas Rokka (Joonas.Rokka@gmail.com) and Ekant Veer (ekant.veer@canterbury.ac.nz).

Two types of submissions are invited:
- **Stand-alone videography:** These videographies are complete, self-standing research projects. For recent examples, view the links to videographies below. After these works are screened, a 5-10 minute Q&A period will be held.
- **Videography with commentary** (<1000 words): The textual commentary piece adds to, comments, and enriches the videography element with academic references. This new format allows for maximum flexibility in terms of combining text and video in novel ways. Authors will give a formal 5-10-minutes presentation before or after the film screening that sheds light on the commentary element. The commentary element is not published in the proceedings of ACR.

Recommended length for videography submissions considered for the track is up to 20 minutes (due to track presentation format). However, shorter and also longer (up to 50-minutes long) submissions are also welcomed, but their acceptance requires outstanding videographic quality. To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website https://www.acrwebsite.org/web/conferences/acr-films.aspx and look through the videography section (2007-2018) to see what research has been done before.

Extra care should be taken by authors to ensure they do not infringe copyright. To learn more: look at http://www.youtube.com/t/copyright_what_is.

1. Videographies should be uploaded onto Vimeo (http://vimeo.com/) and allocated password access. The link and password should be provided as required in the submission process.
   - NOTE: Please make sure to remove all (written) author information from the submission and its credits in order to guarantee anonymous review.
2. Authors are required to submit a Structured Abstract of up to 300 words, which will be published in the ACR proceedings, using the following headings and guidelines:

- **Intended Contribution to Knowledge:** What is the specific gap in knowledge and research question(s) the videography seeks to answer? What is the unique perspective taken?
- **Literature Foundations:** Which body of consumer research literature does the videography contribute to? On which frameworks, ideas, concepts and/or theories does it rely?
- **Research Method:** What is the methodological and analytical procedure that was followed? What is the specific research and/or videography-making context? (discuss when relevant)
- **Findings and implications:** What knowledge, explanations, concepts, theories, methodological considerations, results and/or experiential insights does the videography contribute to the above research domain?
- **Key References:** List up to 6 key references (articles, videographies etc.)

**NOTE:** <u>Although authors are asked to supply a structured abstract, they should NOT assume they must use this structure for their videography</u>. Of course, they may do so, but typically videographies should adopt structures that optimize the specific story they are aiming to tell. Please take a look at the variety of structures and approaches characterizing recent award-winning videographies:
- Caldwell, Kleppe and Matlho (2010): "Talk the Walk, Walk the Talk," https://vimeo.com/15311998
- Hietanen, Rokka and Roman (2011), "Pushing the Scene: Tensions and Emergence in an Accelerated Marketplace Culture" https://vimeo.com/32192229
- Isaak, Dinkevych and Wilken (2016), "Further away = higher willingness to pay?" https://vimeo.com/188131744 - Password: wtp
- Leroy, Cléret and Boyer (2016), "Dodo Le La – From Beer Consumption to Heritage Edification," https://vimeo.com/171438835- Password: DODOLELA2016
- O'Rourke and O'Sullivan (2016), "Wonders of Waste: The Ideological Diffusion of the Upcycling Movement," https://vimeo.com/170595105
- Wijland (2014), "In Brutal Times," https://vimeo.com/93273467

**Videography Evaluation:** Videography submissions will be evaluated on: a) contribution to knowledge on consumer research topics; b) timeliness and topicality; 3) theatrical or dramatic qualities; 4) production values, including using new experimental videography production techniques; and 5) ethical conduct.

To aid in ensuring your videography is well received by the reviewers, consider the following points:

- Is there a compelling reason for using videography methods to present the research? Having videographic data does not necessarily mean a videography can/should be

made. Consider the narrative, rationale and time needed to express your results via videographic methods.

- Creativity in presentation of research. Videographies do not need to follow the standard academic structure with research questions, methodology, discussion etc. But there does still have to be a clear link back to consumer research.
- Multiple data sources and research paradigms are encouraged. Videographies often lend themselves to qualitative methods; however, this is not to say that other methodologies are not welcome.
- Also consider reading Belk et al.'s 2018 piece on using videography to develop marketing knowledge (Russell W. Belk, Marylouise Caldwell, Timothy M. Devinney, Giana M. Eckhardt, Paul Henry, Robert Kozinets & Emmanuella Plakoyiannaki (2018) Envisioning consumers: how videography can contribute to marketing knowledge, Journal of Marketing Management, 34:5-6, 432-458, DOI: 10.1080/0267257X.2017.1377754)

**Videography Acceptances:** Authors will be informed if their videography has been contingently accepted by Monday May 13, 2019. To be fully accepted, author(s) need to modify their videographies in line with recommendations of the videography track co-chairs (and often the reviewers), and provide a description of the way they addressed (or not) the comments. Author(s) may also choose to voluntarily revise the videography and provide a brief, written rationale via email. This information and links to both the original and modified versions of the videography should be emailed directly to the videography track co-chairs by June 10, 2019.  Final acceptance decisions will be made by June 17, 2019.

Authors whose work is accepted should also submit a short trailer (1-2 minutes) by Friday, September 2, 2019, before 23:59 CST. Unlike the final videography submission, the trailer *should not* be password protected and be available for public viewing via a Vimeo link, which should be emailed to Joonas.Rokka@gmail.com (also copy to ekant.veer@canterbury.ac.nz). Trailers will be linked to and screened on the conference website together alongside the structured abstract to promote awareness and engage the ACR community. At least one author of each accepted videography must be present at the initial showing of their videography, and be available to answer questions. An author can only submit (or be a co-author) up to two videographies in the videography track. This approach is intended to encourage authors to submit their highest quality work.

**Videography Track Awards:** The Judge's Best Videography Award and A First-time Videography Entry Award will be awarded. Both awards will be judged by a committee comprising the co-directors and three other judges chosen by the co-directors and ratified by the ACR Conference Committee.

**Accepted Videographies to be Accessible through the ACR Website:** All authors are asked to agree to make their videographies accessible through the Videography Section of the

Association for Consumer Research website. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo to the videography should be provided so that each videography can be viewed without using a password OR an email address should be supplied so that the person wanting to view a videography can contact the lead videography-maker and request a link to the videography. We hope you can appreciate that agreement to this request will increase the number of high quality consumer research videographies accessible to interested scholars and beyond.

# GUIDELINES TO SUBMIT KNOWLEDGE FORUMS

Knowledge forums are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. These forums are an opportunity for a group of researchers to discuss cutting-edge research ideas and/or technical issues (e.g., eye tracking, field experiments, etc.), generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community.

**Knowledge Forums** are open to submissions from all ACR members and are based on an application process. Forum proposals should clearly demonstrate and lay out an organized approach (roundtable, panel, workshop, seminar, set of short presentations, and so on) to a particular topic or set of related topics of interest. Forums are designed to complement the more formal presentations in Competitive Papers and Special Sessions. To make the most of this opportunity, we encourage forum organizers and participants to brainstorm and exchange ideas before the official forum discussions.

**Knowledge Forum Submission Format and Content.** All Knowledge Forum submissions must include:

1. The name of the primary organizer(s).
2. The title of the forum should specify the broad topic for discussion and the objective of the specific gathering.
3. A list of at least 10 additional ACR members committed to attending the session. **Note:** when submitting online you will have to enter the names and affiliations of these 10 attendees. You can add additional names after finalizing the submission.
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.

**Knowledge 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 through the ACR conference website http://www.acrwebsite.org/go/acr19atlanta. 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.