

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 (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 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.