Roundtable   Planting the Seed of Consumer Behavior in Latin America: Is It Time For  ACR-Latin America?
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Participants in this roundtable session discussed the roles that ACR-Latin America would play in the development of academic consumer research in Latin American countries. There seems to be some interest among academics in the area, but there are barriers to the development of consumer research. For example, there is a lack of funds to travel to the United States for conferences like ACR and a lack of experience with social science research.

Attendees to the session discussed, among others, a possible role for the organization in coordinating doctoral student and faculty exchanges, workshops, and symposia in Latin American countries held jointly by U.S. and Latin American scholars. The session focused on brain-storming regarding a possible Latin American conference in 2006. It was concluded that holding a conference in Latin America is crucial to attract attention and get people involved. Pros and cons of different locations for the conference were discussed. The attendees suggested that a research symposium and a doctoral consortium should be held in conjunction with the conference. Also, we discussed the possibility of tapping into other fields (psychology, anthropology,….) in Latin-American universities in order to attract academics trained in social science research methodologies to consumer research.

The session concluded with the objective of setting up a discussion forum to further discuss possible conference locations. A Program Committee should be formed by early 2004. Also, we should propose reserving a special session in the 2004 North American ACR conference for Latin-American scholars to present their work. This last point would address the perception among marketing academics that Latin American researchers should have a better representation in ACR.