Roundtable  ACR Latin America: Fostering Research Opportunities in the Region

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Latin American researchers have rich insights to contribute to the area of consumer research in a global context. This roundtable provided the opportunity to bring together researchers with interest in Latin America to share the value of our diverse experiences doing consumer research. Specifically, the roundtable provided us with a forum to continue the discussion successfully started in the last ACR about a possible ACR Latin American conference in Monterrey, Mexico, to be held in January, 2006. This project has generated a great deal of interest among Latin American researchers as well as among members of the ACR family. The Latin American Conference project is aimed toward the creation and diffusion of consumer behavior knowledge.

We addressed the following main issues:

- Networking: Although 4000 universities and more than 100 graduate programs offer programs related to the area of consumer behavior; we lack a formal association to promote the networking among the groups interested in this area. There is a need to create a forum where researchers can discuss state of the art consumer behavior knowledge. The roundtable provided us with the opportunity to bring together researchers with similar interests and identify future projects.

- ACR LA conference: The round table provided us the space to continue working on the ACR Latin America project. In particular, we discussed the agenda for the tentative ACR LA 2006 conference as well as the organization of workshops, talks, and events designed to fulfill our needs.

- Training and mentoring: This roundtable also enabled us to share training materials relevant to the promotion of consumer behavior research in our regions and implement mentoring programs, faculty and doctoral student exchange and doctoral consortiums.

- Promotional activities: In the roundtable we discussed promotional ideas to attract talented Latin American researchers who do not regularly participate in ACR events.