



ASSOCIATION FOR CONSUMER RESEARCH

Rajiv Vaidyanathan, Executive Director

Labovitz School of Business & Economics, University of Minnesota Duluth, 11 E. Superior Street, Suite 210, Duluth, MN 55802

February 14, 2018

Dear PhD students

To encourage meriting PhD students with limited resources to attend the 2018 ACR conference, which will be held on October 11-14 in Dallas, TX, the Association for Consumer Research will grant 20 need-based travel stipends to PhD students with an accepted competitive paper, working paper, special session, or film. Anybody who is or was a Ph.D. student between September 2017 and October 2018 is encouraged to apply.

These stipends will include complimentary registration to the conference (value: about \$350) and the following need-based allowance to cover part of the estimated travel and lodging costs of attending the conference.

- \$500 for students enrolled in an institution based in North-America
- \$800 for students enrolled in an institution based in Canada
- \$1200 for students enrolled in an institution based in Europe, Turkey, Israel, or North Africa
- \$1500 for students enrolled in an institution based in other parts of the world

The stipends will not include registration to the Doctoral Symposium.

In exchange, the stipend recipients will commit to **10 hours of work** for ACR. The tasks will include helping before the conference (e.g., putting together and editing the program, etc.), during the conference (e.g., registration, directing people), and outside the conference (e.g., research assistance for the board of ACR, website and database maintenance). The allocation will be done by the chairs of the ACR conference and by the executive director of ACR.

In order to apply, PhD students should submit the following documents by email (as PDF attachments) by July 23, 2018 to acr@acrwebsite.org:

- a. Cover letter, making a (need-based) case for their selection for the stipend. The letter should specify if and how the students get funded for their studies (for example whether they need to work to pay for living expenses and/or to conduct their research), if they have access to travel funds to attend conferences (through their schools or grants), and if and how they have exhausted the travel funds.
- b. A letter from their advisors confirming the student's source of funding during the year (i.e., a scholarship, a stipend, or any other research money) and verifying that the student does not have access to other travel funds.
- c. A copy of their CV.

The stipend decision will be made by a committee based on merit and need. The committee consists of Simona Botti (London Business School, committee chair), Ioannis Evangelidis (Bocconi University), Gerri Spassova (Monash University), and Yan Zhang (National University of Singapore).

Students with an accepted competitive paper or a special session will receive priority over those with an accepted working paper or film. Priority will be also given to PhD students who have never attended ACR. The reviewers' ratings of the submission and the candidate's CVs will be used in case of ties. Applicants will be informed by early August regarding the outcome of their application. Students who apply for the stipend but do not receive it will be allowed to ask a co-author to present or to withdraw their submission if they decide not to attend the conference. Students who applied for the stipend last year and did not receive it can apply again, but each student can receive the stipend only once.

Sincerely,

A handwritten signature in blue ink that reads "Rajiv Vaidyanathan". The signature is fluid and cursive, with a horizontal line underlining the name.

Rajiv Vaidyanathan, Ph.D.

Professor of Marketing, University of Minnesota Duluth and Executive Director Association for Consumer Research

Phone: 218-726-7853 – Email: acr@acrwebsite.org