

Preface

The ACR North American conference held in Vancouver, B.C. from October 4-7 2012 marked the 43rd consecutive year the association gathered in North America. Furthermore, it was the second meeting in Vancouver – with the 2012 conference occurring almost 20 years to the day since the last time it was held there.

This year, the conference theme was “Appreciating Diversity.” Everyone who helped plan and execute the conference took this theme to heart. Sharon Shavitt, Past President, and Angela Lee, President-Elect, organized the plenary session on professional ethics that featured a variety of renowned scholars adopting different perspectives from which ethical issues needed to be considered. Likewise, the Conference co-chairs, as well as Executive Director Rajiv Vaidyanathan, Conference Manager Paula Rigling, Doctoral symposium co-chairs Jennifer Argo and Amna Kirmani, Poster Track co-chairs Maureen (Mimi) Morrin and Vanessa Patrick, Roundtable co-chairs Zeynep Arsel and Hope Jensen Schau, Film Festival co-chairs Marylouise Caldwell and Paul Henry, Meet the Editors Breakfast organizers Susan Dobscha and Katherine (Kay) Lemon and the hundreds of volunteer reviewers, worked to create a conference program that reflected the breadth and depth of our discipline. Specifically, several innovations at the 2012 conference were designed to reflect the myriad methodological, theoretical and topical approaches that exist within the consumer behavior discipline. These included:

- *Increasing the number of concurrent sessions to 15, allowing almost 300 competitive papers to be presented, even as a record 773 were submitted due to the first-time shift to 1000 word-abstract submissions versus past requests for papers that could be a maximum of 20 pages.

- *Including nine roundtables on the program, which represent highly innovative research topics, and/or methodological approaches to these topics.

- *Making a balanced program our goal; e.g., by making sure certain topics did not dominate. At the same time, we offered “micro-tracks” so attendees could enjoy back-to-back sessions within similar research realms.

- *Retaining not only the Thursday plenary session, but also including a “Meet the Editors” breakfast on Sunday, that featured representatives from a broader spectrum of journals than in the past.

Whether all of these innovations pleased each individual member, it was the case that attendance at this conference set an all-time high just shy of 1100. Furthermore, 239 were newcomers. We hope our choice of a Newcomers’ Chocolate Dessert Buffet, (although perhaps contradicting all of the sessions on moderation and food consumption), as well as the many opportunities to socialize at the receptions and the Gala at the Vancouver Aquarium, made the newcomers—and all members – feel welcome.

We would like to take this opportunity to thank ACR President J. Jeffrey Inman for trusting us with the responsibility of organizing and executing ACR (although we had a lot of help from those mentioned above, to whom we express our deepest thanks). It was an honor and a privilege to strategize this event, and we enjoyed working on this “diverse” team (we are on three continents, were born in three different decades and work in three different areas of consumer behavior). However, we are of one mind that the experience was highly rewarding—and we hope those who attended ACR found the conference to be so as well.

We are also happy that on the following pages, we are able to formally acknowledge everyone who helped from the “global village” that comprises ACR. We hope you enjoy this volume and that it will prove useful in research and in creating lasting collaborations.

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