We are delighted to welcome you to the 2014 North American Conference of the Association for Consumer Research, to be held at the Hilton Baltimore, from Thursday, October 23 through Sunday, October 26. The conference theme is **Back to Fun**. It is inspired by a desire to recognize the fun that is inherent in being a consumer behavior scholar and, especially, in being a part of this community. To that end, we will focus on research that inspires passion in its pursuers and field-building sessions that help protect that passion (or re-kindle it) for professors at all career stages. We will embrace the paradox that when we have fun and don’t take ourselves too seriously, we have a better chance at doing seriously rigorous and seriously interesting research.

Baltimore is an eclectic and charming waterfront city. The Hilton Baltimore is across the street from Camden Yards—the award-winning home of the Baltimore Orioles—and just one block off of Baltimore’s famous Inner Harbor that features the National Aquarium, Port Discovery Museum, Chessie (sea monster) paddle-boat and speed-boat rentals, historic parks, street performers, and a bevy of restaurants and bars. Baltimore is served by an international airport (BWI), but is also only a one-hour drive from Washington Dulles International airport (IAD) for those traveling internationally. In other words, **Baltimore is fun**.

The main events of the conference include:

**October 23, 2014**

- The ACR Doctoral Symposium (co-chaired by Eileen Fischer and Peter Darke), an opportunity for PhD students to get to know one another better, interact with faculty, improve your research ideas, and plan a fun & fulfilling career path. For more information about the symposium, please contact Peter Darke (pdarke@schulich.yorku.ca) or Eileen Fischer (efischer@schulich.yorku.ca).
- Mid-Career Mentorship Program (co-chaired by Kelly Haws and Cait Lamberton for pre-tenure; co-chaired by Gavan Fitzsimons and Americus Reed for recently tenured faculty), a
new initiative to enable pre-tenure and recently tenured faculty to discuss topics such as making an impact, mentoring students, and how to avoid common “tedium” traps.

- Opening reception.

**October 24-25, 2014**

- Competitive Paper and Special Session presentations.
- Working Paper sessions (co-chaired by Tiffany White and Hope Schau).
- Film Festival (co-chaired by Marylouise Caldwell and Paul Henry).
- Forums (co-chaired by Deborah Small and Kent Grayson). These include:
  - Roundtables: Thematic discussions proposed by ACR members on topics of special or emerging interest.
  - Perspectives: Presentations by invited speakers summarizing state-of-the-art knowledge in specific research domains.
  - Workshops: Seminars conducted by invited speakers providing participants hands-on experience with research tools and methods.
- Gala Closing Reception

**IMPORTANT CONFERENCE DATES & DEADLINES**

- **Friday, March 7, 2014, before midnight Central Standard Time (CST):** Deadline for Special Sessions, Competitive Papers, Working Papers, Roundtables and Film Festival submissions. *(Please note this is an earlier date for the Film submissions than years past.)*
- **Early July 2014:** Notification of acceptance of all entries.
- **Friday, July 25, 2014, before midnight CST:** Submission deadline for revised entries for publication in the Proceedings.
- **Early August 2014:** Preliminary program posted on ACR website.
- **Mid-August 2014:** Conference registration (as well as registration for Doctoral Symposium, ACR Workshops, Mentorship Sessions, and social events) begins on the conference website (see ACR website at [http://www.acrweb.org/acr/public/index.aspx](http://www.acrweb.org/acr/public/index.aspx)).
- **Monday, September 1, 2014, before midnight CST:** Submission deadline for trailers of accepted films.

**GENERAL GUIDELINES**

*Note: Please read the following call carefully, especially if you are a seasoned ACR attendee. There are several changes from years past.*

There are five types of submissions:

1. Special Sessions
2. Competitive Papers
3. Working Papers
4. Roundtables
5. Films

Authors must adhere to the following honor code:

- A particular paper can be submitted to only one track (Special Session, Competitive Session, or Working Paper session).
- Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **An author can be listed as presenter for no more than two submissions,** but can be listed as co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.
• Submissions should not already be published in any journal (including online versions of the journals, and full papers published in conference proceedings). Submitting authors should monitor this issue carefully.
• Submissions should not include content that has been presented at earlier ACR conferences.
• Submissions should adhere to the word and page limits.

Submission procedures are as follows:
• All submission activities (submissions, reviews, and notifications) will be electronic, through the conference website (http://www.acrweb.org/acr/public/index.aspx). In order to use the website, please sign up at http://www.acrweb.org/acr/public/register.aspx and create a user profile by following the online instructions.
• If you are already signed up (i.e., if you have used this ACR conference management system in the past), you can log in at http://www.acrweb.org/acr/public/login.aspx, where you can also change your user profile. To submit a paper or a proposal, click on the indicated link and follow the instructions.

All submissions require the following information:
2. Primary Contact Information: Name, affiliation, mailing address, phone number, and email address for the author who serves as the primary contact.
3. Content Area Codes and Methodological Area Codes: Please review all of the options before making your choice and pick codes that provide the best match to your work because they are critical for assigning reviewers.

Other submission information:
• Use Microsoft Word or Rich Text Format file only to upload your submission.
• Make sure you use consistent author or co-author information. This is because the database will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors and may result in a program that has Drew presenting at the same time in three different rooms! We will try to prompt you on these issues but may not be able to catch them all.
• The website will time you out after 60 minutes. In order to avoid losing information, it is best to copy and paste into submission fields rather than composing online.
• The primary contact person will automatically receive an email acknowledgement of the submission’s receipt. If you do not receive an acknowledgement within 48 hours after submission, please check your spam folder and then send an email inquiry about the status of your submission to: acr@chilleesys.com.
• For accepted submissions, the submitting authors will be required to sign an electronic copyright release form.

SPECIFIC INFORMATION FOR TRACK SUBMISSIONS

1. SPECIAL SESSIONS (Please note several changes from pre-2013)

Special sessions are 75 minutes long and intended to provide opportunities for focused and coherent discussion on topics of broad interest. A special session should include four presentations of research papers; the option of special sessions with three papers and one discussant is not available for this year’s conference.

Format and Content. In addition to the items noted under “General Guidelines,” Special Session proposals should include:

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1. A title page listing:
   - Session title.
   - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
   - Titles of each session paper, author(s), and affiliation(s).
   - Name of each presenter.
   - A honor code declaration that (a) each presenter has agreed to serve if the proposal is accepted; (b) no presenter is also listed as a presenter in more than one other Special Session or Competitive Paper submission; (c) none of the papers has been sent in to multiple tracks, previously presented at ACR, or already published in any journal (including online versions of the journals, and full papers published in conference proceedings).

2. A proposal including:
   - A 500 word session overview briefly describing the objective of the session, why the topic is important, and how the papers fit together. To motivate the session, the overview should also list 1-2 questions all of the papers raise as a group.
   - A 50 word abstract of each paper for publication in the conference program.
   - A 750-1000 word abstract of each paper for evaluation and publication in the ACR Proceedings.
   - Full references for each long abstract. The references do not count against the word limit and can be combined in a single list at the end of the document.
   - An optional appendix that includes a single table summarizing all basic statistics for each empirical paper (N, means, SD, F/t-test, p-values). The appendix does not count against the word limit.

The proposal must be single-spaced, use Times New Roman Font size 12 point, with 1” margins and cannot be more than 8 pages of text, excluding the title page, references, and appendix. Page limits will be strictly enforced.

**Evaluation.** Evaluation will be based on: a) Quality of the research and novelty of the findings; b) Broad appeal of the topic; c) Contribution to the field of consumer behavior; d) Fit of the papers; e) Stage of completion of the research to be presented; f) Questions raised and potential for discussion; and, finally, but not too seriously, g) extra points if you communicate a fit with the conference theme, “Back to Fun.”

Special session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines, for ensuring each presenter is not listed as presenter elsewhere more than once, and for submitting all materials by the deadlines. 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.

2. **COMPETITIVE PAPERS** *(Please note several changes from pre-2013)*

Papers representing completed research and dealing with substantive, methodological, or theoretical consumer research issues are invited as Competitive Paper submissions. All authors should submit a 50 word abstract and a 4,000 word paper, **which cannot exceed 6 single-spaced pages**, Times New Roman Font Size 12, 1” margins. The paper must contain full references. Empirical papers must contain a single table summarizing all results and can contain up to one figure (optional). **References, table, and figure are not included in the word count or the page limit.** Word and page limits will be strictly enforced.
Writing should be similar to the Research Reports in the *Journal of Consumer Research*. The paper should comprise a brief introduction explaining what the research question is, why it is important, and how it fits with and advances current knowledge. Detailed descriptions of the studies and the data should follow, and a brief general discussion should list limitations and highlight why (and to whom) the findings make a difference.

Descriptions of the method and analysis used in each study should be transparent. The fact that there is a word and page limit does not imply that fewer studies, weaker data, or obscure details are acceptable. **Empirical results must be summarized in a single table. For qualitative work, please organize your findings in table format or in the way you feel best works for ease in communicating rich data in a necessarily abbreviated manner. Please keep in mind the page limit and edit verbatim quotations accordingly.**

Authors have two publishing options for a Competitive Paper.

**Option 1:** Authors can choose to publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a 50 word abstract and a 4,000 word (6 pages) paper for review, along with references, one table summarizing the results, and one optional figure. Choosing this option implies that, if accepted, the paper will not be submitted for publication elsewhere.

**Option 2:** Instead of publishing the full paper, authors can choose to publish a 750-1000 word abstract in the ACR Proceedings. Authors choosing Option 2 must upload a 50 word abstract, a 750-1000 word abstract, and a 4,000 word (6 pages) paper for review, along with references, one table summarizing the results, and one optional figure. Acceptance will be based on review of the 4,000 word paper, but on acceptance only the 750-1000 word abstract (including references and table) will be published in the ACR Proceedings. Authors are free to submit their paper elsewhere for publication.

**Format and Content.** In addition to the items under “General Guidelines,” Competitive Papers should include:

1. Title of the paper.
2. A 50 word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. For submitting authors choosing Option 2, a 750-1000 word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. This abstract should not identify the author(s) or their affiliations.
4. A 4,000 word (6 single-spaced pages, Times New Roman font size 12, 1” margins) paper. The paper must include full references, a single table summarizing all results, and up to one figure (optional). The paper should not identify the author(s) or their affiliations.
5. A honor code declaration at the conclusion of the submission that (a) the presenting author is not listed as a presenter in more than one other Special Session or Competitive Paper submission; (b) the submission has not been sent in to multiple tracks, previously presented at ACR, or already published in any journal (including online versions of the journals, and full papers published in conference proceedings).

**Note:** Uploaded files for competitive submissions should not include author names or affiliations. Author names, affiliations, and presenter’s name should only be entered on the submission website when requested. Submitting authors must also make sure submission files do not contain identifying information when saved as Word 2003, Word 2007 or a Rich Text Format file. For example, right click on your file’s name in Windows Explorer, go to “Properties,” and then “Summary” to ensure all identifying information is removed.
The submissions (including data reporting and references) should follow the current style sheet of the *Journal of Consumer Research* (http://jcr.wisc.edu/style.htm), but everything should be **single-spaced**. It is also unnecessary to add a hard return before or after subheadings, but these should be bolded and/or italicized/capitalized.

**Evaluation.** Judging of submissions will be blind. Evaluation will be based on: a) Quality of the research and novelty of the findings; b) Contribution to the field of consumer behavior; c) Clarity of presentation; d) Completeness of the research; and, finally, but not too seriously, e) extra points if you communicate a fit with the conference theme, “Back to Fun.”

Authors of accepted papers who select **Option 1** (publish complete paper) are required to revise their paper based on reviewers’ comments by **Friday, July 25, 2014, before midnight Central Standard Time.** Authors choosing **Option 2** (publish abstract only) are required to revise their abstract based on reviewers’ comments and edit their references to reflect citations in the 750-1000 word summary rather than the 4,000 word paper by **Friday, July 25, 2014, before midnight Central Standard Time.** Materials submitted by this date will constitute the documents that appear ultimately in the ACR Proceedings. There will not be an opportunity to edit these documents post-conference. It is the author’s responsibility to make sure that the submission is completed on time. 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.

### 3. WORKING PAPERS

**Co-chairs:** Tiffany White, University of Illinois; Hope Schau, University of Arizona

Submissions detailing ongoing research on substantive, theoretical, or methodological topics in consumer research are sought for the Working Papers sessions. These sessions provide the opportunity to present results of research that is still in progress (i.e., with at least part of the data having been collected and analyzed, but not necessarily ready for submission to a journal). These will be presented as posters during Poster sessions.

**Format and Content.** Working Paper submissions must include:

1. The title of the Working Paper (not the authors’ names and affiliations).
2. A 50 word abstract. This abstract will be reproduced in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. An extended abstract of 750-1000 words plus selected references, single spaced. No exceptions on the length will be considered.

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. In order to ease the publication task, **no tables or figures should be included in the abstract.** Please do not submit a full-length paper in this category; only the extended abstract will be evaluated by the reviewers and track chairs.

**Evaluation.** Judging of submissions will be blind. Reviewers will evaluate each submission on the basis of: a) Quality of the research; b) Contribution to the field of consumer behavior; c) Interest of the topic to ACR members; d) Coherence and readability; and, finally, but not too seriously, e) extra points if you communicate a fit with the conference theme, “Back to Fun.” 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.

For accepted Working Papers, authors are expected to:
1. Prepare a poster for display during the assigned Poster sessions (detailed poster guidelines will be included in the acceptance notification).

2. Bring several copies of a handout or of the working paper to give to interested ACR participants (note: only the extended abstract will be published in the ACR Proceedings).

3. Be available to discuss their work with attendees of the session.

Please direct any further questions about the Working Papers to either of the co-chairs, Tiffany White (tbwhite@illinois.edu) or Hope Schau (hschau@eller.arizona.edu).

4. FORUMS: ROUNDTABLES, PERSPECTIVES, AND WORKSHOPS
Co-chairs: Deborah Small and Kent Grayson

This year Roundtables form part of a larger effort now branded as Forums and designed to help bring the field together by initiating discussions between people with different approaches to similar problems or those exploring areas different from their current interests. Forums include Workshops, Perspectives, and Roundtables. **Workshops and Perspectives Forums will be invited and planned by the Forum co-chairs (working in conjunction with the conference co-chairs) and Roundtables will be based on an application process.** If you have advice about Workshop or Perspectives topics, please email comments to acr2014@ivey.uwo.ca. You will be able to register for workshop sessions with your conference registration, which is typically available in late July.

**Workshops** are designed to provide hands-on learning on various topics and presenters will be decided by the Forums co-chairs. Participants will be invited to sign up when they register for the conference, but to ensure an in-depth learning experience, no more than 15-20 participants will be allowed to sign up for any Workshop.

**Perspectives** are designed to help participants learn about the major issues in a specific area. These sessions will include three 20-minute overview talks in a particular research domain. Unlike special sessions, talks included in perspectives will present an overview of an area rather than a specific paper. Presenters will be invited by the Forums co-chairs, but everyone is invited to attend these sessions.

**Roundtables** are the only component of the Forums for which submissions are invited, and they remain mostly unchanged from previous years, except that proposals must now list a minimum of 12 additional people who have agreed to attend. The details are below.

Roundtables provide an opportunity for a group of researchers to discuss cutting-edge research ideas, generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community. They are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. Roundtables are designed to complement the more formal presentations in Competitive Papers and Special Sessions.

We encourage roundtable organizers and participants to plan and exchange ideas before the official roundtable discussions to increase benefits from the session. There are several ways in which these pre-roundtable interactions could be conducted, for example participants’ email exchanges moderated by the roundtable organizers, as well as dinners and/or informal gatherings during the conference.

**Format and Content.** All Roundtable submissions must include:

1. The name of the primary organizer(s).
2. A list of at least 12 additional ACR members committed to attending the session. **Note:** when submitting online you will have to enter the names and affiliations of the 12 attendees. If you want to add extra names, you can do it after submitting by going to Your Conference Submission page, click first on Edit Paper, and then click on Add Co-author.

3. A short 50 word abstract of the proposed roundtable discussion for publication in the conference program.

4. An extended abstract of 750-1000 words explaining the session’s purpose and content to be included in the proceedings, including a brief description of how pre-conference discussions will be facilitated.

Submissions should address the following questions: a) What is the broad topic for discussion and enquiry? b) What is the motivation for organizing this Roundtable (e.g., to attain clarity on avenues for research on the topic, to arrive at an integrative perspective on the topic, to clarify a new data analysis or data collection method, etc.)?

**Evaluation.** Evaluation and selection of Roundtable sessions will emphasize the quality and rigor of the submission. Roundtables that fit with the general conference theme of “Back to Fun” are particularly encouraged. Session discussion leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials to the Roundtable co-chairs through the ACR conference website (http://www.acrweb.org/acr/public/index.aspx). Please note that managing your colleagues is a significant and sometimes impossible task but it is absolutely critical to the quality of your session. Consider and communicate how you will generate good preparation and participation.

**Please direct further questions about the Roundtables to the co-chairs, Deborah Small (deborahs@wharton.upenn.edu) or Kent Grayson (k-grayson@kellogg.northwestern.edu). The co-chairs will be happy to provide suggestions on preliminary ideas before submission and to receive suggestions related to potential topics for Workshops and Perspectives.**

5. **FILM FESTIVAL**

**Co-chairs:** Marylouise Caldwell, University of Sydney; Paul Henry, University of Sydney

The 2014 ACR Conference in Baltimore will include the Association’s 13th annual film festival. Submissions need to include signup information and 1) **a short (40-50 word) teaser abstract** (submitted through the conference website); and 2) **edited video recordings** on topics related to consumers and, preferably, directly depicting and analyzing consumers. Note: The video recordings for submission should be uploaded onto Vimeo (http://vimeo.com/) and then a link and password inserted at the end of the teaser abstract. At this stage, the teaser abstract is only available to the Film Festival directors, each submitting author and the assigned reviewers of each submission. After decisions have been made regarding accepted submissions, the links and passwords can be removed from the teaser abstracts, which will then be put on view for ACR audience if a submission is accepted.

Eligible video submissions should be edited to a high standard using any of the desktop editing systems available. Submissions of 10-60 minutes in length are invited. Experienced reviewers (film-makers and visual researchers) will evaluate the submissions based upon: i) their topical relation to some aspect of consumer behavior, highlighting wherever possible actual consumers; ii) extension and/or modification of theory and/or theory-informed description; iii) theatrical or dramatic qualities (i.e., entertainment value); and iv) production/ technical values. Every care should be taken by film authors to ensure they do not infringe copyright. To learn
more: look at http://www.youtube.com/t/copyright_what_is. Deadline for film festival submissions is Friday, March 7, 2014 before midnight Central Standard Time. This deadline is earlier than in past years in order to allow for earlier acceptances for those planning international travel to the conference.

Thereafter the films will be reviewed and authors will be contacted to inform them if their video has been contingently accepted by early July 2014. To be fully accepted the author/s need to modify their videos in line with recommendations of the film festival co-chairs and /or reviewers and provide an email to the film festival co-chairs as to what they have changed or what they have not. Alternatively author/s can also make their own improvements and provide a brief written rationale via email. This information and links to the original and modified versions of each film should be emailed directly to the film festival co-chairs by Sunday September 1, 2013 before midnight Central Standard Time. Note that in the past film-makers have overwhelmingly found the contingently accepted then fully accepted approach highly productive as it facilitates higher quality video productions at an individual level and overall a more enjoyable film festival.

After the film has been fully accepted, the author/s should submit a short trailer (1.5-2 minutes) by Monday, September 1, 2014 before midnight Central Standard Time. Unlike the final video submission, the trailer should not be password protected and be available for public viewing via a Vimeo link, which should be sent via email to acr@chilleesys.com, “cc” Marylouise Caldwell (mary.caldwell@sydney.edu.au). The trailer will then be linked to and screened on the conference website together with the teaser abstract as a means of arousing the curiosity of the ACR conference attendees.

At the conference, please hand a DVD of your finished film to Marylouise or Paul during the cocktail party that opens the conference. Alternatively supply a Vimeo address for the final version the film, which can then be played via Vimeo on the computer. At least one author of each accepted film must be present at the initial showing of their films and be available to answer questions. Viewers will vote on “People’s Choice” Awards to be announced at the Saturday luncheon. A “Judge’s Choice” Award will also be presented.

Please direct further questions about the Film Festival to either of the co-chairs: Marylouise Caldwell (mary.caldwell@sydney.edu.au) or Paul Henry (paul.henry@sydney.edu.au).

Please direct your general inquiries to acr2014@ivey.uwo.ca

WE LOOK FORWARD TO A GREAT CONFERENCE
AND THE CHANCE TO GET BACK TO FUN!