

# Preface

It was our great pleasure to co-chair the 2015 North American Conference of the Association for Consumer Research in New Orleans, from Oct. 1 to 4. This volume reports the presentations made in special sessions, competitive paper sessions, working paper session, roundtables, the film festival, and the Forums program.

This year's conference theme was "**Advancing Connections.**" It was inspired by a desire to build better connections across different research paradigms and approaches and to facilitate connections among academics, practitioners, and public policy makers, as well as to consumers. We felt strongly that there is greater need for the ACR membership to engage across methodological and theoretical divides and to connect also with key constituencies outside academia.

In keeping with this conference theme, we opted to include invited sessions spanning a broad range of topics and perspectives that offered numerous opportunities for members to gain access to knowledge/ideas that are typically not represented at ACR.

In recent years, many members of the ACR community have expressed the desire for more research endeavors that take a broader perspective and have the potential to make greater impact on theory and practice. We hoped and believed that when we individually and collectively reach across research silos and make meaningful connections it will promote rigorous and relevant work that generates important insights about consumer behavior. This year's program was intended to facilitate many opportunities to advance such connections.

The 2015 ACR conference attracted 1275 participants, 114 special session proposals (49% of which were accepted), 510 competitive paper submissions (38% accepted), 369 working paper submissions (68% accepted), 10 roundtable proposals (90% accepted) and 16 film festival submissions (87% accepted).

A few things were new to ACR this year:

- Special Symposium: This offered a unique opportunity to learn about the latest advances in memory research by three experts: Lynn Hasher, Elizabeth Kensinger, and Donna Rose Addis.
- Data Blitz: Ten working papers were selected by Claudiu Dimofte and Anirban Mukhopadhyay to be presented as a talk instead of a regular poster. Each presentation in this session provided highlights of the research in a stimulating 5-minute talk.
- Starting times for presentations: All presentations in the regular paper sessions followed the same time schedule. This enabled audience members to attend a talk in one session and then a consecutive talk in another session without having to miss parts of either talk. No more entering in the middle of the talk you came to see! Each presentation had 20 minutes including Q&A. Starting times for each talk within a session were noted in the program to easily facilitate switching.

This conference would not have been possible without the tireless efforts of many dedicated, wonderful people. We are especially grateful to Executive Director Rajiv Vaidyanathan, Conference Manager Paula Rigling, and website manager Aleksey Cherfas. We also wish to thank Membership Executive Manager Praveen Aggarwal, Communication Executive Manager Ekant Veer, and administrative coordinator Anna Potrawiak.

A big thank you to co-chairs of various tracks, including Claudiu Dimofte and Anirban Mukhopadhyay (Working Papers), Hans Baumgartner and Rebecca Hamilton (Forum Program), Marylouise Caldwell and Paul Henry (Film Festival), Amber Epp and Page Moreau (Doctoral Symposium), Stefano Puntoni and Kate White (Pre-Tenure Mid-Career Mentorship Program), Tom Meyvis, Joe Nunes, and Leif Nelson (Post-Tenure Mid-Career Mentorship Program).

We are also deeply grateful to our Program Committee, Competitive Paper Associate Editors, Competitive Paper Review Board Members, Working Paper Reviewers, Film Reviewers, to faculty who volunteered time for the Doctoral Symposium and the Mid-Career Mentorship Program, Jonathan Levav for making connections to sponsors, and countless others who advised and helped us over the past year.

Many thanks to our sponsors who generously support the mission of ACR: AMA Consumer Behavior SIG, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Marketing Science Institute, Qualtrics, University of Maryland, University of Michigan, University of Southern California, and University of Wisconsin.

We wish to acknowledge the enthusiastic assistance from PhD student volunteers from the University of Michigan and the University of Southern California: Stephanie Carpenter, Rebecca Chae, Chaumanix Dutton, Kathrin Hanek, He (Michael) Jia, Jennifer Lee, Bora Min, Steve Shaw, Tatiana Sokolova, Megan Subler, Arianna Uhalde, Francesca Valsesia, and Tiffany Vu.

Special thanks go to the fabulous Marketing Department at Tulane University, in particular Janet Schwartz, Mita Sujjan, Harish Sujjan, Daniel Mochon, Joon Ro, Eric Hamerman, and Emily Rosenzweig for sharing their expertise and well-kept secrets about NOLA.

Thanks to everyone who submitted their best research ensuring we could come up with a stellar program. Finally, we wish to thank Amna Kirmani, 2015 ACR President, who entrusted us with the privilege of organizing this conference.

We sincerely hope you found the conference stimulating and packed with many opportunities to make connections!

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