

Preface

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The 47th Annual Conference of the Association for Consumer Research (ACR) was held at the Maritim Hotel, Berlin, Germany, October 27-30, 2016. This volume reports the presentations made in special sessions, competitive paper sessions, working paper session, roundtables and film festival.

This was a landmark conference. It was the first time that the “North American” conference, the main ACR conference, took place outside of North America. The conference attracted over 1050 participants and an all-time record of 1255 submissions: 75 special session proposals (65.3% accepted), 638 competitive papers (29.9% accepted), 511 working papers (51.7% accepted), 6 roundtables (100% accepted) and 17 films (88.2% accepted).

We thank our generous donors, especially our schools, the Rotterdam School of Management, Erasmus University and the Wisconsin School of Business, University of Wisconsin-Madison. We would also like to thank for their generous support of the ACR Doctoral Colloquium the Journal of Consumer Research, the Eller College of Management, University of Arizona, and the Katz Graduate School of Business, University of Pittsburgh. Also supporting us from industry were Noldus, Now, Sage, and Stukent.

Many wonderful people worked tirelessly to help us. We thank our Program Committee, Competitive Paper Reviewers, Working Paper Reviewers, and Film Reviewers. Special thanks to Francine Petersen and Luk Warlop (Working Paper Chairs), Pierre Chandon, Stijn van Osselaer, and Klaus Wertenbroch (Forums Chairs), Marylouise Caldwell and Paul Henry (Film Festival Chairs), Cait Lamberton and Hope Shau (Doctoral Symposium Chairs), Deborah Small and Debora Thompson (Pre-Tenure Mentorship Program Chairs), and Ana Valenzuela and Joachim Vosgerau (Entertainment Committee). We would like to thank Katja Brunk, Thomas Eichentopf, and Andrea Weihrauch for the excellent ACR Guide to Berlin and the Journal of Consumer Research allowing the use of the journal’s formatting for the guide. Many thanks also to our excellent Associate Editors: Eduardo Andrade, Zeynep Arsel, Joseph Goodman, Kelly Haws, JoAndrea Hoegg, Ashlee Humphreys, Hope Schau, Robert Kozinets, Leonard Lee, Tina Lowrey, Mario Pandelaere, Maura Scott, Steven Sweldens, Joachim Vosgerau, and Juliet Zhu.

Special thanks to ACR Executive Director Rajiv Vaidyanathan, Conference Manager Paula Rigling, conference administrative assistant Annette Bartels, website guru Aleksey Cherfas, and ACR Executive Assistant Brenda Monahan.

Our final thank you to colleagues who advised us throughout the year, especially Stijn van Osselaer, to everyone who made our program stellar by submitting their best research, and to Mary Frances Luce, ACR President 2016, for offering us the opportunity to organize the ACR conference and for all the help and support she provided throughout the process.

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