



CALL FOR PAPERS
ASSOCIATION FOR CONSUMER RESEARCH CONFERENCE
October 26-29, 2023

Our community will reconvene for ACR 2023, October 26-29, 2023, in Seattle, the City of Goodwill. In a play on the city's motto, the conference will be dedicated to *Spreading Good...Well*.

Our theme of "*Spreading Good...Well*" can be interpreted in multiple ways, depending on the lens of the reader.

- Sessions will be packed with *Good* quality, rigorous research that is *Well* done: across a variety of paradigms and methodologies. Examples of these include our Methods workshops, special, competitive, and working papers, as well as roundtables and videography sessions that will be inclusive of a wide range of research that is of interest to consumer researchers.
- Many conference sessions will be designed along the theme of helping our community *Spread Goodwill* and *doing it Well!* For example, our planned plenary sessions that will focus on issues related to business ethics, corporate social responsibility, environmental marketing, consumer health (food consumption, addiction), financial decision making, responses to scarcity, special populations (subsistence marketplaces, the homeless and other vulnerable populations), and charitable giving. We will pepper the conference with different types of sessions devoted to these topics (e.g., in films, working paper poster sessions, competitive paper sessions, and special sessions).
- *Spreading Good ... Well*, can also mean sharing your mentorship tips and skills with young researchers, especially PhD students. To this end, we will continue, and enlarge, the excellent 2022 initiative of the Networking Lunch, and will continue with the Early Career and Mid-Career Workshops.
- *Spreading Good ... Well*, can be construed as ways to make a positive societal social impact through charities and donations. You will have an opportunity to engage in these behaviors, in a fun manner, during the conference!
- *Spreading Good ... Well* can be a personal endeavor too. In addition to sessions highlighting the latest consumer research and methodologies, we will help *Spread the Good* by offering *Wellness* classes. Finally, we will *Spread the Good* by tapping all of your senses when we bring the Seattle experience to you with *Good* food, coffee and wine tastings from local companies, and a variety of drinks and music at our social events.

ACR 2023 Teaser: The conference will kick off with a series of pre-conference sessions: the *ACR/Sheth Foundation Doctoral Symposium*, the *Early Career Workshop* and the *Mid-Career Workshop*. The conference will begin with an Opening Reception on Thursday, October 26. The next two days, October 27 and 28th, will comprise of plenary sessions, research presentations including papers and films, and method workshops. Highlights of the conference will include addresses by our ACR President, Tina M. Lowrey, and the 2023 ACR Fellows, Rik Pieters, and Susan Fournier. The conference

will conclude with a Gala on Saturday evening at the [Museum of Pop Culture](#), which will offer good food, wine, music, and the opportunity to help a charity to allow the ACR community to interact and Spread Good ... Well!

Please submit your best work in the form of working papers (for the poster session), competitive papers, proposals for special sessions and roundtables, and films.

We look forward to welcoming you for ACR 2023 in Seattle, a city that is well known for its lively blend of music, food, and ethnic diversity, as well as for “*Spreading Goodwill!*”

Come and join us in *Spreading Good ... Well!*

Your ACR 2023 Conference Co-Chairs,
Lan Nguyen Chaplin, Priya Raghbir, and Keith Wilcox

DATES AND DEADLINES [tentative]

Friday, April 7, 2023, 23:59 EST (Eastern Standard Time): Submission Deadline for all tracks and sessions. Please submit via ExOrdo: <https://acr2023.exordo.com/>.

Mid-May 2023: Notification of contingent acceptance for the Film Festival. Creators of contingently accepted submissions will have until mid-June 2023 to submit their revised film, and will receive final acceptance notification by late June.

Mid-June 2023: Notification of acceptance of Competitive Papers, Special Sessions, Working Papers and Roundtables.

Early-July 2023: Submission deadline for revised versions to be published in ACR Proceedings.

Mid-August 2023: Preliminary program posted on ACR website, and conference registration (as well as conference early registration, registration for Doctoral Symposium, Early Career and Mid Career Workshops) begins on the conference website.

Friday, August 18, 2023: Submission deadline for trailers of accepted films for the Film Festival.

Friday, September 15, 2023: Early Conference Registration ends (please note that participation in any conference session requires registration).

Conference Format

ACR 2023 will be in person to allow the community to continue to connect with friends, colleagues, and collaborators, old and new. Some content will be accessible to virtual attendees, but, due to technical constraints, we do not plan to livestream sessions. All presentations at the conference will be delivered in person. If you submit a paper or proposal or film, it is with the understanding that you or a co-author will attend the conference to present it.

GENERAL SUBMISSION GUIDELINES

As an ACR community member, please adhere to our honor code:

ACR endorses ethical standards for research conduct. At the time of submission, you will be asked to make the following pledges: 1) that the research being submitted represents accurately the data and phenomena observed, 2) that the research submitted to the conference is the original work of you and your coauthors, and 3) that the research received an approval or a waiver, as appropriate, from the authors' Institutional Review Boards (IRB) and participant consent.

No paper may be submitted to more than one track (a Competitive Paper cannot also be submitted as a Working Paper or as part of a Special Session).

Submitting authors should specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. **Any author may be listed as a presenter for no more than two submissions**, but may be listed as a co-author on multiple submissions. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.

Do not submit a paper that has been published, or accepted for publication, at the time of submission (including online publications and full papers published in *ACR Proceedings*). Submitting authors should monitor this issue carefully.

Submissions should *not* include content that has been presented at any earlier ACR conference. Submitting authors should monitor this issue carefully.

Submissions should adhere to the word and page limits.

Please submit your work via ACR's [conference submission website](https://acr2023.exordo.com/):

All submission-related activities (submissions, reviews, and notifications) will be handled electronically, via the conference submission website, <https://acr2023.exordo.com/>.

All users must sign in and update their user profile or create a new user profile by following the online instructions.

Once you have registered as a user, you may create a submission by clicking on the appropriate submission type and following the instructions. Initial submissions will be pdf files, but revised versions of accepted papers must be editable MS Word documents for Proceedings typesetting.

All submissions (except Roundtables) will be blind reviewed. **Please DO NOT include author names or affiliations in pdfs that are uploaded for review**, in text boxes that do not explicitly ask for names or affiliations, or in films.

Please be sure to use consistent author and co-author information across submissions. Please check *with your co-authors* about how they want to be listed for official publication purposes. Our system will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, which may result in a program with Drew presenting at the same time in different rooms!

The primary contact person (“submitting author”) will automatically receive an email acknowledging the submission. If you do not receive an acknowledgement within 48 hours after submission (please also check your spam folder), send an email inquiry to ACR2023@northwestern.edu.

Please provide the following information for all submissions:

1. **Type:** Competitive Paper, Film Festival, Special Session, Working Paper, or Roundtable.
2. **Corresponding Author Information:** Name, affiliation and email address of the author who will serve as the primary contact for the submission.
3. **Content Area Codes and Methodological Area Codes:** Please review all of the options before making your choice. Selecting the codes that provide the best match to your work will help us assign appropriate reviewers.

GUIDELINES TO SUBMIT A COMPETITIVE PAPER

Papers representing completed research and dealing with theoretical, substantive, or methodological consumer research issues are invited as Competitive Paper submissions. Submission of conceptual and review papers are also encouraged.

In addition to the items under “General Guidelines,” Competitive Papers should include:

1. Paper title. This is the title that will be published in the conference program.
2. Abstract (50-words). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. Authors. Provide name, email address and affiliation for each author. Please indicate the author order and whether each author will serve as corresponding author, presenter or both.
4. Paper (2500 words; 12-point Times New Roman, 1-inch margins, single-spaced). Please note that the title page **should not identify the author names or affiliations**. The paper must include full references, a single table summarizing all results, and up to one figure (optional). References, table, and optional figure are not included in the word limit. ***Initial submission should be de-identified and in pdf format.*** To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab).
5. Honor code statements. At the time of submission, you will be asked to make the following pledges: (a) that the paper being submitted represents accurately the data and phenomena observed, (b) that the paper submitted to the conference is your own original work, and (c) that your research received an approval or a waiver, as appropriate, from your Institutional Review Board (IRB) and consent of participants. Please also confirm (a) that the presenting author is not listed as a presenter in more than two sessions in total, and (b) that the paper has not been submitted as a working paper or as part of a special session, has not been previously presented at ACR, and has not been published or accepted for publication in any journal (including online publications and ACR Proceedings).

Submissions should include 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 methodology and 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 methodology and analysis should be transparent. Empirical results should be summarized in a single table/page.

ACR reserves the right to run the submission through anti-plagiarism software.

Publishing options for a Competitive Paper

Option 1: Publish the full paper in the *ACR Proceedings*. Authors choosing Option 1 must upload a 50-word abstract and the 2500-word paper for review (Initial submission pdf format), along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that, if accepted, *the paper will not be submitted*

for publication elsewhere. Authors will upload their final accepted submissions via the submission system in MS Word format.

Option 2: If authors wish to submit their accepted paper elsewhere for publication, they may choose to publish a 750 to 1000-word abstract in the *ACR Proceedings*. This abstract is not required upon original submission; authors of accepted papers will upload their extended abstracts via the submission system in MS Word format.

Submission Procedure

The submission file for Competitive Papers **should not include authors' names or affiliations** and should be a de-identified pdf, as described in point 4. Author names and affiliations should only be entered in the submission website where specified.

Submissions should follow the current style sheet of the *Journal of Consumer Research* (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text of the submission should be single-spaced. Subheadings should be bolded or italicized and capitalized, but it is unnecessary to add a hard return before or after them.

Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review your paper and abstract prior to submission.

Evaluation

Reviewing will be blind. Evaluation will be based on a) the quality of the research and novelty of findings; b) theoretical/empirical contribution; c) clarity of presentation; and d) completeness of the research.

Authors of accepted papers agree to revise their paper/abstract based on reviewers' comments and upload their final paper/abstract in MS Word format by early July 2023. The most recent version submitted by the July due date will be published "as is" in the *ACR Proceedings*.

Presentation

Competitive Papers will be organized into thematic tracks for live moderated 75-minute sessions during the conference. In your submission, you will identify the author who will present the paper and be available to discuss your research with members of the ACR community. Authors will find their session date and time in the conference program.

GUIDELINES TO SUBMIT A SPECIAL SESSION

Special Sessions provide opportunities to highlight topics of broad interest to consumer researchers. A special session should include three to four research presentations around a topic. We encourage authors to include research using multiple methods and bridging research disciplines and to highlight this in their proposals.

Submission Procedure

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

1. Session title. This is the title that will be published in the conference program.
2. Abstract (50-words). This abstract will be published in the conference program and should provide an overview of the session.
3. Authors. Provide name, email address and affiliation for each author. Please indicate whether each author will serve as corresponding author, presenter or both. At least one author of each paper must agree to present the paper if the proposal is accepted.
4. Special session proposal. Please note that, to allow for a blind review process, the uploaded special session proposal **should not identify author names or affiliations**. Initial submission proposals should be de-identified and in pdf format. To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab). Proposals should include:
 - a. Session overview (500 words). The session overview should describe the topic, why the topic is important, and how the presentations fit together.
 - b. Titles of each presentation (three presentations and a discussant, or four presentations may be included).
 - c. Short abstracts (50 words). A short abstract for each presentation will be published in the conference program.
 - d. Long abstracts (750 to 1000 words). Please provide a long abstract for each presentation to be evaluated by the reviewers. The extended abstract will be entered into a text box in the submission system.
 - e. References. Please provide full references for each long abstract, combined into a single list. These references do not count toward the word limit for long abstracts.
5. Honor code statements. At the time of submission, you will be asked to make the following pledges: (a) that the papers being submitted represent accurately the data and phenomena observed, (b) that the papers submitted to the conference are the original work of the authors, and (c) that the research received an approval or a waiver, as appropriate, from the authors' Institutional Review Boards (IRB) and consent of participants. Please also confirm (a) that the presenting authors are not listed as a presenter in more than two sessions in total, and (b) that none of the papers have been submitted as a working paper or competitive paper, or previously presented at ACR, and have not been published or accepted for publication in any journal (including online publications and *ACR Proceedings*).

Evaluation

Reviewing will be double blind. Evaluation will be based on a) quality of the research and novelty of the findings; b) broad appeal of the topic; c) contribution to consumer research; d) fit of the papers with the session theme; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion.

Consistent with the conference theme, Spreading Good ... Well, we encourage special sessions that use different theoretical perspectives and diverse methodologies to address theoretically, substantively and managerially important questions. Sessions that focus on the theme of Spreading Good for consumer welfare and public policy should also highlight that.

Authors of accepted proposals agree to revise their sessions based on reviewers' comments and upload their final proposal as an MS Word file with author names and affiliations by early July 2023.

Presentation

Special Sessions will be presented live and in person. Authors will find their Special Session date and time in the conference program.

GUIDELINES TO SUBMIT A WORKING PAPER

Submissions presenting research in progress on substantive, theoretical, or methodological issues in consumer research are sought for the Working Paper Session. This session provides the opportunity to present preliminary results and receive feedback and ideas from session attendees. Working papers will be featured in a poster session at the conference, where authors will have an opportunity to receive feedback from attendees on their work.

Submission Procedure

In addition to the items noted under “General Guidelines,” Working Paper submissions should include:

1. Paper title. This is the title that will be published in the conference program.
2. Abstract (50-words). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. Authors. Provide name, email address and affiliation for each author. Please indicate the author order and whether each author will serve as corresponding author, presenter or both.
4. Extended abstract (750 to 1000 words). 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. The extended abstract will be entered into a text box in the submission system.
5. Honor code statements. At the time of submission, you will be asked to make the following pledges: (a) that the paper being submitted represents accurately the data and phenomena observed, (b) that the paper submitted to the conference is your own original work, and (c) that your research received an approval or a waiver, as appropriate, from your Institutional Review Board (IRB) and consent of participants. Please confirm (a) that the presenting authors are not listed as a presenter in more than two sessions in total, and (b) that the paper has not been submitted as part of a special session or competitive paper, or previously presented at ACR, and has *not* been published or accepted for publication in any journal (including online publications and *ACR Proceedings*).

Evaluation

Reviewing will be blind. Reviewers will evaluate each submission on the basis of a) quality of the research; b) contribution to the field of consumer research; c) interest of the topic to ACR members; and d) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

Presentation

Working papers will be presented as posters during our Working Paper Reception, organized by topic areas. Authors are expected to:

1. Prepare a poster for display during the session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to present their work to session attendees.

3. Prepare a 3-minute talk summarizing the working paper. Please direct any questions about the Working Papers to the co-chairs:

- Dengfeng Yan (dy27@nyu.edu)
- Eesha Sharma (esharma@sdsu.edu)
- Gabriele Paolacci (gpaolacci@rsm.nl)
- Linda Tuncay Zayer (ltuncay@luc.edu)

Please include “**ACR WORKING PAPERS**” in the subject line.

GUIDELINES TO SUBMIT A FILM TO THE FILM FESTIVAL

The 2023 ACR Conference Film Festival will continue the tradition of advancing videographic consumer research. We invite films that address the audiovisual character of consumer research phenomena or innovative film-based approaches that advance the field in new directions, as well as submissions outside of these themes.

Submissions. Two types of submissions are invited:

- **Stand-alone films:** These films are complete, self-standing research projects. To see examples of films, please take a look at the variety of structures and approaches characterizing recent award winners:
 - Thomas Stenger (2019) won Judges' Choice Videography award for "Spot - Conquering the Public Space - Ethnography of a Spatial Practice: Downhill Longboarding" - trailer: <https://vimeo.com/366754591>
 - Takeshi Mitsui (2019) won Best First-Time Videography award for "Zakka: Uncategorized Culture of Uncategorized Goods, An Oral History of Uncategorized Man" - trailer: <https://vimeo.com/355934258>
 - Michelle Renee Nelson, Yanyun (Mia) Wang, Kathy Tian, Gail Ferguson, Rachel Powell, and Candice Wray (2018) won Best Videography award for "Teaching Consumer Resistance in Jamaica: Subvertising in Action" – trailer: <https://vimeo.com/291221474>
- **Films with commentary** (up to 1000 words): The textual commentary adds to, comments on, and enriches the videography element with academic references. This format allows for maximum flexibility in terms of combining text and video in novel ways. The textual commentary will be published in the *ACR Proceedings*.

Recommended length for film festival submissions considered for the track is up to 20 minutes (due to track presentation format). Shorter and longer (up to 50-minutes long) submissions may be submitted, but their acceptance requires outstanding videographic quality.

To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website (<http://www.acrwebsite.org/go/acrfilms>) and look through the film section. Extra care should be taken by authors to avoid copyright infringement: <https://www.desktop-documentaries.com/copyright-issues.html>.

Submission Procedure

In addition to the items noted under "General Guidelines," Film Festival submissions should include:

1. Title. This is the title that will be published in the conference program.
2. Abstract (50-words). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the film.
3. Authors. Provide name, email address and affiliation for each author. Please indicate the author order and whether each author will serve as corresponding author, presenter or both.

4. Film. Films should be uploaded onto Vimeo (<http://vimeo.com/>) and allocated password access. Please provide both the link and password in the submission box. Also, please make sure to remove all (written) author information from the submission and its credits to allow for blind review.
5. Structured abstract or text commentary. Authors should submit a structured abstract of up to 300 words or a text commentary of 1,000 words, which will be published in the *ACR Proceedings*, using the following headings and guidelines:
 - a. **Intended Contribution to Knowledge:** What is the specific gap in knowledge and research question(s) the film seeks to answer? What is the unique perspective?
 - b. **Literature Foundations:** To which body of consumer research literature does the film contribute? On which frameworks, ideas, concepts and/or theories does it rely?
 - c. **Research Method:** What methodological and analytical procedure was followed? What is the specific research and/or videography-making context (when relevant)?
 - d. **Findings and Implications:** What knowledge, explanations, concepts, theories, methodological considerations, results and/or experiential insights does the film contribute to its research domain?
 - e. **Key References:** List up to 6 key references.
6. Honor code statements. At the time of submission, you will be asked to make the following pledges: (a) that the film being submitted represents accurately the data and phenomena observed, (b) that the film submitted to the conference is your own original work, and (c) that your research received an approval or a waiver, as appropriate, from your Institutional Review Board (IRB) and consent of participants. Please confirm (a) that the presenting authors are not listed as a presenter in more than two sessions in total, and (b) that the film has not been submitted as part of another session, or previously presented at ACR, and has not been published or accepted for publication (including online publications and *ACR Proceedings*).

Evaluation

Submissions will be evaluated on: a) contribution to knowledge on consumer research topics; b) timeliness and topicality; c) theatrical or dramatic qualities; d) production value, including using new experimental videography production techniques; and e) ethical conduct.

To aid in ensuring your film is well-received by the reviewers, consider the following points:

Is there a compelling reason for using videography to present the research? Having videographic data does not necessarily mean a film can/should be made. Consider the narrative, rationale and time needed to express your results via videography.

Creativity in presentation of research. Films do not need to follow the standard academic structure with research questions, methodology, discussion, and conclusion. However, there should be a clear link to consumer research. In addition to traditional documentary films, filmmakers could consider submitting animations, fictional films, and experimental films.

Multiple data sources and research paradigms are encouraged. Films often lend themselves to qualitative methods; however, this is not to say that other methodologies are not welcome.

Consider reading Belk et al.'s (2018) piece on using videography to develop marketing knowledge: Belk, Caldwell, Devinney, Eckhardt, Henry, Kozinets and Plakoyiannaki (2018), "Envisioning Consumers: How Videography Can Contribute to Marketing Knowledge," *Journal of Marketing Management*, 34:5-6, 432-458, DOI: 10.1080/0267257X.2017.1377754

Acceptances

Authors will be informed if their film has been accepted by mid-May 2023. Author(s) may need to modify their films in line with recommendations of the Film Festival Co-Chairs and reviewers and describe how they addressed (or not) the comments. Authors whose work is accepted should also submit a short trailer (1-2 minutes), the modified version of the film, and the modified abstract or text commentary by August 19, 2023. The trailer should not be password protected and should be available for public viewing via a Vimeo link, which should be emailed to Film Festival Co-Chairs Finola Kerrigan (f.kerrigan@fashion.arts.ac.uk) and Eric Li (eric.li@ubc.ca). Trailers will be linked to and screened on the conference website with the abstract to promote awareness and engage the ACR community. An author can only submit (or be a co-author on) up to two films in the Film Festival. This approach is intended to encourage authors to submit their highest quality work.

Accepted Films will be Accessible through the ACR Website

All authors are asked to agree to make their films accessible through the Film Section of the Association for Consumer Research website as well as the conference website. At the end of the structured abstract or text commentary, which will be published on the ACR website, a Vimeo link to the film should be provided so that each film can be viewed without using a password, OR an email address should be supplied so that the person wanting to view a film can contact the lead filmmaker and request a link.

Presentation

Viewing sessions for films will be scheduled during the conference. At least one author of each accepted film must be present during their session at ACR to address questions and participate in discussion.

Film Festival related questions should be directed to the Film Festival Co-Chairs: Finola Kerrigan (f.kerrigan@bham.ac.uk) or Eric Li (eric.li@ubc.ca). Please include "ACR FILM FESTIVAL" in the subject line.

GUIDELINES TO SUBMIT A ROUNDTABLE PROPOSAL

Roundtables are designed to bring together scholars who are interested in a particular theoretical, substantive, or methodological issue. Roundtable discussions will showcase recent advances, summarize current discussions, and stimulate new research directions relevant to the focal issue.

Submission Guidelines

In addition to the items under “General Guidelines,” Roundtable Proposals should include:

1. Title. This is the title that will be published in the conference program.
2. Abstract (50-words). This abstract will be published in the conference program and should describe the theoretical, substantive, or methodological issue to be discussed during the session.
3. Authors (Organizers). Provide name, email address and affiliation for each of the primary organizers of the session. Please indicate whether each organizer will serve as corresponding author, presenter or both.
4. Roundtable proposal:
 - a. Panelists. Provide the names and affiliations of the panelists who have agreed to take part in the session if it is accepted. As a rule of thumb, a roundtable should have between 8-12 panelists other than the roundtable organizer.
 - b. Extended abstract (750 to 1000 words). The extended abstract should explain the theoretical, substantive, or methodological issue to be discussed during the session, describe the objective of the session (e.g., proposing future research avenues on a topic, debating a new data analysis or data collection method, stimulating interest in a JACR special issue, etc.), and provide a brief description of how the discussion will be facilitated, both prior to and at the conference.
5. Honor code statements. At the time of submission, you will be asked to make the following pledges: (a) that the proposal being submitted represents accurately the state of prior research on the topic, and (b) that the proposal submitted to the conference is your own original work. Please confirm (a) that the presenting authors are not listed as a presenter in more than two sessions in total, and (b) that the proposal has not been submitted as part of another session, or previously presented at ACR, and has not been published or accepted for publication in any journal (including online publications and ACR Proceedings).

Evaluation

Roundtable proposals will be evaluated based on the quality and rigor of the discussion proposed, potential to generate interest among a wider audience, and demonstrated preparedness for a well-attended and stimulating session. The proposal should include a brief description of how discussion will be facilitated, both prior to and at the conference, and the broader audience that the roundtable aims to attract.

When appropriate, preference will be given to proposals that a) bring together researchers from different theoretical perspectives and/ or employ diverse methodologies, and b) proposals that focus on the conference theme of Spreading Good ... Well.

Associate Editors for Special Sessions and Competitive Papers

Name	Affiliation	Country
Abigail Sussman	University of Chicago	USA
Adriana Samper	Arizona State University	USA
Alison Xu	University of Minnesota	USA
Alix Barasch	University of Colorado	USA
Amber Epp	University of Wisconsin	USA
Amit Bhattacharjee	University of Colorado	USA
Bram Van den Bergh	Erasmus University	Netherlands
Daiane Scaraboto	University of Melbourne	Australia
David Gal	University of Illinois-Chicago	USA
Eco Wan	Hong Kong University	Hong Kong
Hal Hershfield	UCLA	USA
Jonathan Berman	London Business School	England, UK
Katherine Burson	University of Michigan	USA
Laurel Steinfeld	Bentley University	USA
Lawrence Williams	University of Colorado	USA
Liat Levontin	Technion-Israel Institute of Technology	Israel
Marcus Cunha Jr.	University of Georgia	USA
Meng Zhu	Johns Hopkins University	USA
Nailya Ordabayeva	Dartmouth	USA
Nicole Mead	York University	Canada
Ryan Hamilton	Emory	USA
Samantha Cross	Iowa State University	USA
Sarah Moore	University of Alberta	Canada
Selin Malkoc	Ohio State University	USA
Sharon Ng	Nanyang Technological University	Singapore
Szu-chi Huang	Stanford	USA
Yael Steinhart	Tel Aviv University	Israel
Yajin Wang	China Europe International Business School	China

Early Career Workshop Co-Chairs

Name	Affiliation	Country
Hannah Chang	Singapore Management University	Singapore
Keisha Cutright	Duke University	USA
Zeynep Gurhan-Canli	Koç University	Turkey

Mid-Career Workshop Co-Chairs

Name	Affiliation	Country
Aradhna Krishna	University of Michigan	USA
Hilke Plassmann	INSEAD	France
Kathleen Vohs	University of Minnesota	USA

Fellows Addresses

Name	Affiliation	Country
Chris Janiszewski	University of Florida	USA
Hope Schau	University of Arizona	USA

Plenary Session Chair and Panelists

Name	Affiliation	Country
Maura Scott (Chair)	Florida State University	USA
Ayelet Gneezy	University of California – San Diego	USA
Kelly Goldsmith	Vanderbilt University	USA
Sonya Grier	American University	USA
Ron Hill	American University	USA
Shailendra (Shelly) Jain	University of Washington	USA
Peggy Liu	University of Pittsburgh	USA
John Lynch	University of Colorado	USA
Kelly Martin	Colorado State University	USA
Sankar Sen	City University of New York (Baruch)	USA
Madhu Viswanathan	Loyola Marymount	USA

Film Festival Co-Chairs

Name	Affiliation	Country
Finola Kerrigan	University of Birmingham	England, UK
Eric Li	University of British Columbia	Canada

Working Paper Co-Chairs

Name	Affiliation	Country
Gabriele Paolacci	Erasmus University Rotterdam	Netherlands
Eesha Sharma	San Diego State University	USA
Dengfeng Yan	New York University-Shanghai	China
Linda Tuncay Zayer	Loyola University-Chicago	USA

Methods Workshops Co-Chairs

Name	Affiliation	Country
Zeynep Arsel	Concordia University	Canada
Simon Blanchard	Georgetown University	USA
Uma Karmarkar	University of California-San Diego	USA

Forums and Round Tables Co-Chairs

Name	Affiliation	Country
Danit Ein-Gar	University of California-San Diego	Israel
Amit Kumar	University of Texas - Austin	USA
Dan Schley	Erasmus University	Netherlands

Social Events Co-Chairs

Name	Affiliation	Country
Ana Valenzuela (Chair)	Baruch College	USA
Mathew Isaac (Gala)	Seattle University	USA
Francesca Valsesia (Gala)	University of Washington	USA
Aric Rindfleisch (Lunch)	University of Illinois	USA

Jing (Alice) Wang (Lunch)	University of Iowa	USA
Cristel Russell (Wellness)	Pepperdine University	USA

Newcomers' Breakfast Co-Chairs

Name	Affiliation	Country
Adam Craig	University of Kentucky	USA
Tom Van Laer	University of Sydney	Australia