

Second Transformative Consumer Research Conference

Philadelphia, June 26-28, 2009



The World We All Want Conference
Sponsored by Halloran Philanthropies
Villanova University, USA

Director: Ron Hill, Villanova School of Business
Co-chairs: Julie Ozanne, Virginia Tech
Madhu Viswanathan, University of Illinois, Urbana-Champaign

Join us for the 2009 TCR conference at Villanova University outside of Philadelphia. The purpose of this conference is to bring together consumer researchers to discuss how our scholarship and actions can help alleviate the most pressing social and economic problems. This conference is specifically designed to create spaces for dialogue and intellectual exchange. We offer a unique experience aimed at fostering trans-disciplinary networks and exploring diverse visions for the future.

Please consider the following principles that guide the selection of the participants and the format and structure of this conference.

Important Pressing Social Problems

The conference will have 8 tracks structured around some of the pressing global problems. The penultimate goal is to assess the current state of knowledge, identify important gaps, and layout research visions. The ultimate goal is that the work begun within the conference will continue in the form of ongoing intellectual exchange, research collaborations, and/or projects aimed at social change. In each track, we have selected two discussion leaders to champion the social problem, review proposals, and provide direction in group exchanges both before and during the conference.

Catalytic Research Relationships

We will select participants who have demonstrated some sustained interest in the social problem and, with an eye toward incorporating diverse perspectives, seek people from different regions of the world, backgrounds, and career stages. For example, each track will reserve two spaces for doctoral candidates or recent graduates. We also reserve one space for someone who represents consumers' interests through their work with advocacy groups, government agencies, nongovernmental organizations, and/or businesses. They will likely be sought through invitation.

Each track will consist of 12 people who must commit to working on the social problem throughout the entire time of the conference. Rather than the traditional conference in which the expertise of a few people is explored, we seek to explore the distributed intelligence across a dozen people who possess a shared interest in the social problem.

Bold Research Visions

We invite you to submit a 300 to 500 word statement of your research vision for any of the 8 social problems and tracks. We are seeking bold and innovative research ideas rather than incremental insights. For example, new theories, substantive questions, and methods and implementation strategies would be examples of creative thinking. Or, you might offer insights from other fields or identify intersections of thought that are generative. Given the goal of transformative research is to use theoretically driven research to solve practical problems, preference is given to those ideas most likely to increase consumer well being.

You are welcome to submit up to two research visions to two different tracks although only one may be accepted. Please include evidence of your sustained interest in the social problem, such as a recent publication, a grant, practical experience, or any other support. Clearly, junior researchers would not be expected to have the same level of sustained experience as more senior researchers.

Doctoral students should also submit a 300 to 500 word statement of your research vision that will be evaluated using different criteria. Doctoral candidates should ask their advisors to submit a brief cover letter that confirms the student's stage in the doctoral program. Preference will be given to doctoral candidates who have demonstrated some sustained interest in the social problem, such as working on the social problem for their thesis, presenting a conference paper, or other work experience in the area.

The deadline for submissions is: January 8, 2009. Notification will be sent by February 8, 2009. For more information on the track calls and submission details go to:

<http://www.villanova.edu/business/excellence/marketing/events/2009conference/index.htm>

Democratic Dialogue

This conference is organized to facilitate small groups of committed individuals to exchange ideas with everyone allowed to participate freely. In each of the tracks, we will have scribes who will document the progress and circulate the results. We will also seek post conference feedback to shape future TCR conferences.

We offer a heartfelt thank you to **Halloran Philanthropies** for their generous financial support. The vision of Halloran Philanthropies is to create the "World We All Want" by contributing and investing in organizations that demonstrate great success in programs that promote global ethics and community economic development. To fulfill our mission we are committed to support projects designed to promote and expand corporate social responsibility, social capital markets, interfaith dialogue, microfinance, community entrepreneurial development, media renewal, and clean energy programs to the poor.

Track Social Problems and Discussion Leaders

Poverty

Dipankar Chakravarti, University of Colorado at Boulder
Jose Rosa, University of Wyoming

Materialism

Jim Burroughs, University of Virginia
Lan Chaplin, University of Arizona

Developing Markets

Cliff Shultz, Arizona State University
Rohit Deshpande, Harvard University

Sustainable Consumption

William Kilbourne, Clemson University
Andrea Prothero, University College Dublin

Empowering Consumers to Lead Healthier Lives

Lauren Block, Baruch College
Sonya Grier, American University

At Risk Groups

Elizabeth Moore, University of Notre Dame
Connie Pechmann, University of California at Irvine

Social Justice

Jerome Williams, University of Texas-Austin
Linda Scott, Oxford University

Immigration, Culture, and Ethnicity

Laurel Anderson, Arizona State University
David Crockett, University of South Carolina