



CALL FOR PAPERS
ASSOCIATION FOR CONSUMER RESEARCH CONFERENCE

October 1-4, 2020
Paris, France

CONFERENCE CO-CHAIRS

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CONFERENCE WEBSITE

<http://www.acrwebsite.org/go/acr20paris>

CONFERENCE SUBMISSION WEBSITE

<https://z.umn.edu/acr2020>



CONFERENCE EMAIL

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RENDEZ-VOUS IN THE CITY OF LIGHT

Our theme for ACR 2020 in Paris is “Rendez-Vous in the City of Light”. Paris, the City of Light, is known as a place embracing the values of the Enlightenment, the age of reason, deep thinking, and rational thought. Together with the term “rendez-vous” which translates to “appointment” in English, our hope is that ACR 2020 will be an opportunity for scholars with different methodological approaches, paradigm perspectives, and research interests to come together to focus on consumer research related questions. In accordance with this theme, we strongly

encourage knowledge forums and special sessions that embody the spirit of integrating multiple perspectives. Thus, we welcome multi-method/multi-paradigmatic approaches to submissions that speak specifically to a particular topic. As examples, topics could include:

- Gift-Giving
 - A forum discussion including gift-giving scholars from economics, psychology, and sociology to debate unanswered questions;
- Identity
 - A special session exploring how identity is defined and examined using different theoretical lenses;
- Language
 - A workshop bringing together psycholinguists and sociolinguists to examine theoretical overlaps;
- Methodology
 - A tutorial with scholars who have successfully published multi-method articles encouraging participants to embrace methodological triangulation;
- Obesity
 - A topical forum allowing for discussion of how different methodological approaches from experimental, to qualitative, to quantitative can be combined to understand the obesity epidemic.
- Technology
 - A panel, special session, or forum that considers the impact of technology on consumption (markets and shopping), domestic life (IoT in the home and on the bodies of consumers), and civil participation (political debate, governmental participation, social movements, and voting).

These are just a few suggestions designed to spark our members' own creative ideas for designing collaborative and novel knowledge forums and special sessions for coming together in the City of Light. Of course, traditional competitive and working papers as well as the Film Festival will be part of ACR 2020.

We look forward to welcoming you to Paris!



Hope, Jen & Tina

ACR EVENTS AT A GLANCE

Thursday, October 1, 2020

- **ACR Doctoral Symposium** (co-chaired by Lisa Cavanaugh & Andrea Morales). The symposium offers an opportunity for PhD students to meet each other, interact with faculty, and share and develop research ideas. For more information about the symposium, please contact Lisa Cavanaugh (lisa.cavanaugh@sauder.ubc.ca) or Andrea Morales (acmorales@asu.edu).
- **Early Career Workshop** (co-chaired by Brent McFerran & Karen Winterich). The workshop offers an opportunity for scholars early in their careers to discuss important career development issues with more senior scholars. For more information about the workshop, please contact Brent McFerran (bmcferra@sfu.ca) or Karen Winterich (kpw2@psu.edu).
- **Opening Reception**

Friday and Saturday, October 2-3, 2020

Presentations and Sessions:

- **Competitive Papers**
- **Special Sessions**
- **Working Papers**
- **Knowledge Forums**
- **Film Festival**
- **Fellows' Presentation** – ACR will honor David Glen Mick and Marsha Richins
- **Presidential Address** – Eileen Fisher

Saturday Evening Gala Party – Join us at the Musée des Arts Forains (Museum of Fairground Arts) – more details to come (<http://arts-forains.com/>)

DATES AND DEADLINES

- **Monday, January 20, 2020:** Conference Submission system will become active.
- **Wednesday, March 4, 2020, 23:59 CST (Central Standard Time):** Submission Deadline for **all** tracks and sessions.
- **Mid-May 2020:** Notification of contingent acceptance for the Film Festival. The contingently accepted submissions will have until Mid-June, 2020 to submit the film with changes and will receive final acceptance by late June.
- **Mid-June 2020:** Notification of acceptance of Competitive Papers, Knowledge Forums, Special Sessions & Working Papers.
- **Early-July 2020:** Submission deadline for revised entries for publication in the Proceedings.
- **Mid-August 2020:** Preliminary program posted on ACR website, and conference registration (as well as registration for Doctoral Symposium, Early Career Workshop, and social events) begins on the conference website.
- **Thursday, August 20, 2020:** Submission deadline for trailers of Film Festival acceptances.

GENERAL SUBMISSION GUIDELINES

All authors must adhere to the following honor code:

- **ACR endorses ethical standards for research conduct.**
At the time of submission, you will be asked: a) to indicate whether your research received an approval or a waiver from your Institutional Review Board (IRB), and b) if it did not, to explain why no such waiver or approval was obtained. At the time of submission, you will also be asked to make the following pledges: 1) that the research paper, session, or poster represents accurately the data that you collected for this research project, 2) that the research submitted to the conference is your own original work, and 3) that you understand that the research submitted may be run through anti-plagiarism software.
- A particular paper may only be submitted to **one** track.
- 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 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 conference proceedings). Submitting authors should monitor this issue carefully.
- Submissions should not include content that has been presented at any earlier ACR conferences. Again, submitting authors should monitor this issue carefully.
- Submissions should adhere to the word and page limits.

Submission procedures are as follows:

- All submission-related activities (submissions, reviews, and notifications) will be electronic, through the conference submission website <https://z.umn.edu/acr2020>
- 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 submit a paper or a proposal by clicking on the appropriate link and following the instructions.

All submissions require the following information:

1. **Type:** Competitive Paper, Film Festival, Knowledge Forum, Special Session, or Working

Paper.

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. Select codes that provide the best match to your work because they are critical for assigning reviewers.

Additional submission information:

- **IMPORTANT - Submission format:** Initial submission (“proposal upload”) should be in pdf format – **DO NOT include author names or affiliations in this pdf document.** Final accepted submissions (“proposal upload”) for the conferenced proceedings, should be in MS Word format and include all authors and affiliations.
- **Make sure you use consistent author and co-author information in every submission.** Please check with your co-authors about how they want to be listed for official publication purposes. **PLEASE BE CAREFUL WITH THIS.** 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 different rooms!
- We suggest that you use copy and paste as you work with the relevant submission fields. If you compose online, you risk losing work should there be an interruption to your browser session.
- The primary contact person (“submitting author”) will automatically receive an email of acknowledgement of 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 acrparis2020@gmail.com.
- For accepted submissions, submitting authors will be required to sign an electronic copyright release form upon submitting their final proposal in an MS Word document file with author names and affiliations.

GUIDELINES TO SUBMIT A COMPETITIVE PAPER

Papers representing completed research and dealing with substantive, methodological, or theoretical 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 must include (*NOTE: Initial submission should be a de-identified PDF file and final submission of accepted papers must be in MS Word format*):

1. Paper title (the title page should not identify the author(s) names or 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. A 2500-word paper (12-point Times New Roman, 1-inch margins). 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. **The 2500-word limit will be strictly enforced. References, table, and optional figure are *not* included in the word limit.**
4. An honor code statement indicating (a) that the presenting author is not listed as a presenter in more than two sessions in total, and (b) that the submission has not been submitted to multiple tracks, has not been previously presented at ACR, and has not been published or accepted for publication in **any** journal (including online publications and full-paper publications in conference proceedings).

Submissions 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 limit does not imply that fewer studies, weaker data, or obscure details are acceptable. Empirical results must be summarized in a single table/page.

Authors have two 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 (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*. Final accepted submission will need to be uploaded in MS Word format for inclusion in the 2020 conference proceedings.
- **Option 2:** If authors wish to submit their accepted paper elsewhere for publication,

they will be required to publish a 750 to 1000-word abstract in the ACR Proceedings. This abstract is not required upon original submission, rather authors of accepted papers will be asked to submit their extended abstract to the submission system by early-July in a MS Word format.

Note: Competitive Papers submission pdf files should not include authors' names or affiliations. Author names, affiliations, and presenter's name should only be entered on the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (<http://www.ejcr.org/stylesheet.pdf>), though the entire text should be single-spaced. Subheadings should be bolded and/or italicized/title case capitalized, but it is unnecessary to add a hard return before or after them.

Competitive Paper 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 are required to revise their paper/abstract based on reviewers' comments and upload their final paper (proposal) as an MS Word file by the end of Wednesday, July 15, 2020. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract if authors have opted for Option 2 in publishing. The most recent version submitted by this date will be published "as is" in the 2020 ACR Proceedings.

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.

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

GUIDELINES TO SUBMIT A SPECIAL SESSION

Special sessions are expected to be 75-minutes long and intended to provide opportunities for spotlighting topics of broad interest. A special session should include four presentations of research papers. The session may include one or more conceptual/review papers, where appropriate. Consideration will be given to special sessions that explicitly address our conference theme.

Special Sessions Format and Content: In addition to the items noted under “General Guidelines,” Special Session proposals must consist of:

1. A title page listing:
 - i. Session title.
 - ii. Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
 - iii. Titles of each session paper, author(s), and affiliation(s).
 - iv. Presenting author(s).

2. A proposal including:
 - v. 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.
 - vi. A 50-word abstract for each included paper to be published in the conference program.
 - vii. A 750 to 1000-word pdf abstract of each included paper for evaluation by reviewers (without authors names and affiliations)
 - viii. Accepted papers will need to be uploaded as an MS Word document with all recommended changes and author names and affiliations for publication in the ACR Proceedings.
 - ix. Full references for each long abstract. The references do not count toward the word limit and can be combined in a single list at the end of the document.

Proposals must be single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.

Special Sessions 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 to the session theme; e) stage of completion of the research to be presented; and f) questions raised and potential for discussion. Special session chairs are responsible for quality control over the papers in their sessions, for enforcing deadlines 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.

GUIDELINES TO SUBMIT A WORKING PAPER

Submissions detailing ongoing research on substantive, theoretical, or methodological aspects in consumer research are sought for the Working Paper sessions. There will be two types of sessions. The first type will be the traditional poster session on Friday evening. The second type will be “data blitzes” where a few working papers on a particular topic will be grouped together in a session during the day. Both types of sessions provide the opportunity to present preliminary results and receive feedback and ideas from session attendees. Authors are expected to:

1. Prepare a poster for display *OR* 5 slides to present during the assigned data blitz session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to present their work with attendees of the session.

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

1. Title (do not include authors’ names and affiliations).
2. A 50-word abstract. This abstract will appear in the conference program and should summarize the paper’s contribution(s).
3. An extended abstract (750 to 1000-words) plus selected references, single-spaced, 12-point Times New Roman, with 1-inch margins. Word limits will be strictly enforced.
4. 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 may also contain either one table or one figure. Do not submit a full-length paper in this category; we will only review extended abstracts.

Working Paper Evaluation: Reviewing will be blind. Reviewers will evaluate each pdf 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 (do not include authors’ names and affiliations in this initial pdf upload). 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. **ACR reserves the right to run the submission through anti-plagiarism software.**

Please direct any further questions about the Working Papers to any of the co-chairs, Melissa Akaka (Melissa.akaka@du.edu), Joey Hoegg (joey.hoegg@sauder.ubc.ca), or Sonia Monga (smonga@business.rutgers.edu). Please include “ACR WORKING PAPERS” in the subject line.

Guidelines to Submit Knowledge Forums

In keeping with our conference theme, Rendez-Vous in the City of Light, ACR 2020 will feature various types of forums that are intended to foster our coming together as scholars by offering panel discussions, roundtables, seminars, sets of short presentations, tutorials, and workshops. Multi-method/approach knowledge forums will, in particular, resonate with our conference theme. All ACR attendees are welcome to attend knowledge forums. Specific information regarding these forums will be available on the conference program.

Knowledge forums are intended to focus on a specific topic or issue, but are deliberately structured to be open-ended to encourage new ideas and insights. These forums are an opportunity for a group of researchers to discuss cutting-edge research ideas and/or technical issues (e.g., eye tracking, field experiments, etc.), generate new ideas, develop collaborative relationships, and share their interests with the broader ACR community.

Knowledge Forums are open to submissions from all ACR members and are based on an application process. Forum proposals should clearly demonstrate and lay out an organized approach (e.g., panel, tutorial, workshop, etc.) to a particular topic or set of related topics of interest. Forums are designed to complement the more formal presentations in Competitive Papers and Special Sessions. To make the most of this opportunity, we encourage forum organizers and participants to brainstorm and exchange ideas before the official forum discussions.

Knowledge Forum Submission Format and Content. Submissions must include:

1. The name of the primary organizer(s).
2. A title that specifies the broad topic for discussion and the objective of the gathering.
3. A 50-word abstract of the proposed forum for publication in the conference program.
4. A 500 to 750-word extended abstract single-spaced, 12-point Times New Roman, with 1-inch margins, 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.

Knowledge Forum Evaluation. Evaluation and selection will emphasize the quality and rigor of the submission. Session leaders are responsible for quality control over the discussion in their sessions, for enforcing deadlines, and for submitting all materials through the Conference Submission Website <https://z.umn.edu/acr2020>. 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 any further questions about the Knowledge Forum to either of the co-chairs, Caleb Warren (calebwarren@arizona.edu) or Michelle Weinberger (m-weinberger@northwestern.edu). Please include "ACR KNOWLEDGE FORUM" in the subject line.

Guidelines to Submit a Film to the Film Festival

The 2020 ACR Conference Film Festival is dedicated to advancing videographic consumer research and knowledge about consumers. We invite films that address the audiovisual character of consumer research phenomena or innovative film-based approaches that advance the field in new directions, but also submissions not limited to these themes.

Two types of submissions are invited:

- **Stand-alone films:** These films are complete, self-standing research projects. For recent examples, view the links to films below. After these works are screened, a 5-10 minute Q&A period will be held.
- **Films with commentary** (<1000 words): The textual commentary piece adds to, comments, and enriches the videography element with academic references. This format allows for maximum flexibility in terms of combining text and video in novel ways. Authors will give a formal 5-10-minute presentation before or after the film screening that sheds light on the commentary element. The commentary element is not published in the proceedings of ACR.

Recommended length for film festival submissions considered for the track is up to 20 minutes (due to track presentation format). However, shorter and also longer (up to 50-minutes long) submissions are also welcomed, 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 (2007-2019) to see what research has been done before.

Extra care should be taken by authors to ensure they do not infringe copyright. To learn more: look at http://www.youtube.com/t/copyright_what_is.

1. Films should be uploaded onto Vimeo (<http://vimeo.com/>) and allocated password access. The link and password should be provided as required in the submission process.
 - NOTE: Please make sure to remove all (written) author information from the submission and its credits in order to guarantee anonymous review.
2. Authors are required to submit a Structured Abstract of up to 300 words, which will be published in the ACR proceedings, using the following headings and guidelines:
 - **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 taken?
 - **Literature Foundations:** Which body of consumer research literature does the film contribute to? On which frameworks, ideas, concepts and/or theories does it rely?

- **Research Method:** What is the methodological and analytical procedure that was followed? What is the specific research and/or videography-making context? (discuss when relevant)
- **Findings and implications:** What knowledge, explanations, concepts, theories, methodological considerations, results and/or experiential insights does the film contribute to the above research domain?
- **Key References:** List up to 6 key references (articles, videographies etc.)

NOTE: Although authors are asked to supply a structured abstract, they should NOT assume they must use this structure for their film. Of course, they may do so, but typically films should adopt structures that optimize the specific story they are aiming to tell. 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, University of Illinois at Urbana-Champaign, USA (2018) won Best Videography award for Teaching Consumer Resistance in Jamaica: Subvertising in Action – trailer: <https://vimeo.com/291221474>

Film 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 values, 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 videographic methods.
- Creativity in presentation of research. Films do not need to follow the standard academic structure with research questions, methodology, discussion etc. But there does still have to be a clear link back to consumer research.
- 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.
- Also consider reading Belk et al.'s 2018 piece on using videography to develop marketing knowledge (Russell W. Belk, Marylouise Caldwell, Timothy M. Devinney, Giana M. Eckhardt, Paul Henry, Robert Kozinets & Emmanuella 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 contingently accepted by Mid-May, 2020. To be fully accepted, author(s) need to modify their films in line with recommendations of the Film Festival co-chairs (and often the reviewers), and provide a description of the way they addressed (or not) the comments. Author(s) may also choose to voluntarily revise the film and provide a brief, written rationale via email. This information and links to both the original and modified versions of the film should be emailed directly to the co-chairs by Mid-June, 2020. Final acceptance decisions will be made by late June, 2020.

Authors whose work is accepted should also submit a short trailer (1-2 minutes) by Thursday, August 20, 2020, before 23:59 CST. Unlike the final film, the trailer *should not* be password protected and should be available for public viewing via a Vimeo link, which should be emailed to Joonas.Rokka@gmail.com (also copy to ekant.veer@canterbury.ac.nz). Trailers will be linked to and screened on the conference website together alongside the structured abstract to promote awareness and engage the ACR community. Films will also be screened on the conference website and may also be screened on a hotel channel during the conference. In addition, authors should prepare a promotional poster to be displayed at the conference hotel. At least one author of each accepted film must be present at the initial showing of their film, and be available to answer questions. 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 to 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. At the end of the structured abstract (or commentary where applicable), which will be published on the ACR website, a link on Vimeo 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 film-maker and request a link. We hope you can appreciate that agreement to this request will increase the number of high quality consumer research films accessible to interested scholars and beyond.

Film Festival related questions should be directed to either of the Film Festival co-chairs: Joonas Rokka (Joonas.Rokka@gmail.com) or Ekant Veer (ekant.veer@canterbury.ac.nz).

Please include "ACR 2020 FILM FESTIVAL" in the subject line.