



# CALL FOR PAPERS

**DEADLINE SUBMISSIONS: December, 1<sup>st</sup>, 2017**  
**NOTIFICATION OF ACCEPTANCE: Mid February, 2018**  
**EARLY REGISTRATION: April, 1<sup>st</sup>, 2018 – June, 1<sup>st</sup>, 2018**

We welcome two type of submissions:

1. **Competitive papers:**  
Papers that represent the completed work of their authors. The EACR conference co-chairs will assign accepted papers to sessions that reflect similar scholarly interests.
2. **Working papers:**  
Participants typically present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings poster-style in a plenary session.

## Code of conduct

- Competitive and working papers are the authors' own original work and accurately represent the data that was collected for the research project.
- Submissions should not already have been published or accepted for publication in any journal, at the time of submission (including online publications and full papers published in conference proceedings). Submissions should also not include content that has been presented at earlier ACR conferences. Submitting authors should monitor this issue carefully.
- A particular paper can only be submitted to one track.
- All accepted papers are presented at the conference by at least one of the authors of the submitted work. An author can be listed as a presenter for no more than two submissions, but can be listed as co-author on multiple submissions. This restriction is to encourage researchers to submit their best work and to allow a wider range of presenters.

## Submission Procedures

All submissions, reviewing, and notification regarding EACR 2018 will be conducted electronically through the website (<http://www.eacr2018.be>).

## Submission Information

All submissions require the following information:

- **Submission type:** Competitive paper or Working Paper.
- **Primary contact information:** name, affiliation, mailing address, phone number and e-mail address for the author who serves as the primary contact.
- **Co-author information:** names and affiliations of other co-authors
- **Presenting author:** name of the presenting author(s)
- **Content Area Codes and Methodological Area Codes:** Please review all of the options before making your choice and pick codes that provide the best match to your work because they are critical for assigning reviewers.

Additional submission information:

- Use Microsoft Word or Rich Text Format only.
- To avoid losing information, we suggest that you copy and paste text in the relevant submission fields rather than composing text online.
- The primary contact person will automatically receive an acknowledgement of receipt of your submission by e-mail. If you do not receive an acknowledgement e-mail within 48 hours, please check your spam folder and then send an email inquiring about the status of your submission to [eacr2018@ugent.be](mailto:eacr2018@ugent.be).
- For accepted submissions, authors will be required to sign an electronic copyright release form.

## Submission Guidelines

### 1. COMPETITIVE PAPERS

Papers representing completed research and dealing with substantive, methodological, or theoretical topics in consumer research are invited as Competitive Paper submissions.

Authors have two publishing options for a competitive paper:

- **Option 1:** Publish the full paper in the ACR Proceedings. Authors choosing Option 2 must upload a 50-word abstract, and a 2500-word paper for review, along with references, one table summarizing the results, and a figure (optional). If accepted, the authors cannot submit their work elsewhere for publication.
- **Option 2:** Publish a 750 to 1000-word abstract in the ACR Proceedings. Authors choosing Option 1 must upload a 50-word abstract, a 750 to 1000-word abstract, and a 2500-word paper for review, along with references, one table summarizing the results, and a figure (optional). If accepted, only the 750 to 1000-word abstract (as well as references and table/figure) will be published in the ACR Proceedings. Authors may submit their work elsewhere for publication.

In addition to the general submission information, Competitive Papers must include the following **(none of which identifies the author(s) or affiliations !!!)**:

- A first page stating the title of the paper only.
- 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.
- For authors choosing option 1, a 750 to 1000-word extended abstract that provides a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract.
- 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).
- Submissions should follow the current style sheet of the Journal of Consumer Research (<http://jcr.wisc.edu/style.htm>), though the entire text should be single spaced. Subheadings should be bolded and/or italicized/capitalized, but it is unnecessary to add a hard return before or after them.

**Competitive Paper evaluation:** Reviewing will be blind. Reviewers will evaluate each paper on the basis of:

- The quality of the research
- The novelty of the findings
- The theoretical/empirical contribution to the field of consumer behavior
- The clarity of presentation
- The interest of the topic to current and potential EACR members

Authors choosing Publication Option 1 (publication of the full paper) are required to revise their paper based on reviewers' comments by April 15, 2018. Authors of competitive papers accepted under Publication Option 2 are required to submit a revised abstract based on reviewers' comments by April 15, 2018. It is important to edit the references to reflect the citations remaining in the final 750 to 1000-word abstract. This version will be published 'as is' in the EACR 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.

## 2. WORKING PAPERS

Papers reporting the results of research in its early stages, and papers that the authors do not wish to present in competitive sessions, should be submitted to the Working Paper Sessions. Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the Working Paper Sessions. These sessions provide the opportunity to present preliminary results and receive feedback and ideas from session ideas.

For papers accepted for the working paper track, each author will be asked to:

- Prepare a "poster" for display during the session (detailed guidelines will be sent with acceptances).
- Bring several copies of the working paper to give to interested EACR participants.
- Make themselves available for discussion during a designated time on the program.

The extended working paper abstracts with full references will be published in the Proceedings.

In addition to the general submission information, Working Papers must include the following (**none of which identifies the author(s) or affiliations !!!**):

- A first page stating the title of the paper only.
- 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.
- A 750 to 1000-word extended abstract plus selected references, single-spaced. 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.

**Working Paper evaluation:** Reviewing will be blind. Reviewers will evaluate each paper on the basis of:

- The quality of the research
- The novelty of the findings
- The theoretical/empirical contribution to the field of consumer behavior
- The clarity of presentation
- The interest of the topic to current and potential EACR members

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.

For any further questions, please send a message to [eacr2018@ugent.be](mailto:eacr2018@ugent.be).

Thanks for helping us make a high quality,  
top of the bill conference !!!

The conference chairs: Maggie Geuens, Mario Pandelaere, Michel Pham, & Iris Vermeir