SCP 2022 CONFERENCE CALL FOR PAPERS

The Society for Consumer Psychology (SCP) invites abstracts for research presentations and posters on topics related to consumer psychology for its 2022 conference. This is a selective conference that attracts some of the best researchers in marketing and psychology. And to make it even more special, we will be celebrating the 60th anniversary of the SCP conference in 2022!

Location & Dates

The 2022 conference will take place on March 3 to 5 in Nashville, Tennessee, USA. Nashville is home to Vanderbilt University and is known as the capital of country music. After the past year of social distancing and online meetings, this will be a great opportunity for consumer psychologists to have face-to-face conversations, share their new research findings, connect with old friends, and make new friends.

The conference will also feature:

- A day-long doctoral symposium (March 3) co-chaired by Anastasiya Ghosh (University of Arizona) and Lawrence Williams (University of Colorado Boulder)
- An afternoon research skills workshop (March 3) co-chaired by Ashlee Humphreys (Northwestern University) and Mathew Isaac (Seattle University)
- Networking social events, culminating in an evening event on March 5, co-chaired by Jordan Etkin (Duke University), Szu-chi Huang (Stanford University), and Mary Steffel (Northeastern University)

The conference will be held in-person in Nashville and will, of course, follow all national and state-level COVID guidelines prevalent at that time.

Submission Guidelines

We welcome all high-quality research pertaining to consumption and consumer behavior. In addition to research from experimental psychologists, we welcome scholars from consumer culture theory, economics and sociology also to submit their best work to the conference.
Changes to conference submissions

This year we have made important changes to the conference format. First, to avoid any kind of bias in the evaluation process, this year all paper submissions will go through a double-blind review. Therefore, this year there will not be an option to submit symposia. Second, to reflect the diversity of research approaches in our field, in addition to the typical competitive paper submissions, we are welcoming effects-focused flash talks. These talks are meant to focus on a single study, highlighting an interesting effect, with focus more on impact and less on mechanism or process. The details are given below.

Three submission types

Three types of submissions will be accepted for SCP 2022. Please read the information carefully to identify which type of submission might be most suitable for your work.

1. COMPETITIVE PAPERS: Competitive papers comprise completed work and address substantive, methodological, and/or theoretical topics in consumer psychology. Researchers selected for the competitive papers track will have 15 minutes to present their work. The conference organizers will organize competitive papers into groups of four, that will be presented in 60-minute sessions.

2. FLASH TALKS: Flash talks showcase interesting effects-based work. Submissions will be evaluated on the novelty of the effects and their ability to spur future research similar to short research reports in JCP. Researchers presenting in this track will be asked to present one impactful study only. Researchers selected to present flash talks will have a maximum of 5 minutes to present their work. The conference organizers will organize flash talks into groups of eight that will be presented in 60-minute sessions.

3. POSTERS: Posters report the results of research in its early stages. These projects typically present preliminary results and detail ongoing research on substantive, theoretical, or methodological aspects in consumer psychology research.

Key Dates

The deadline for submissions is August 31, 2021. All submissions should be made through the SCP submission portal, which will be available on the conference website [https://www.myscp.org/scp2022]. The submission portal will be open from Thursday, July 15, 2021 until 11:59 PST of the deadline, Tuesday, August 31, 2021. When the portal opens, it will provide detailed instructions on how to submit.

Format

All submissions (competitive papers, flash talks, and posters) must be submitted through the form on the portal (i.e., no uploaded attachments are allowed) and require the same information:
• Submission title: The title of the paper.
• The name, contact information, and affiliation of the author(s). You will be asked to indicate the presenter.
• A **75-100 word** short abstract (for the conference program).
• A **750-1000 word** extended abstract that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers). Extended abstracts should include the number of studies completed, the study procedures, and summary statistics so that reviewers can judge the quality of the research. Incomplete or vague abstracts will be rejected.
• **Word limits will be strictly enforced by the portal.**
• In-text references: American Psychological Association style (https://apastyle.apa.org/style-grammar-guidelines/references/examples). **Do not append a reference list** to the end of your abstract as this will count towards your abstract word count.
• **Figures and tables are NOT allowed**

**All submissions will be reviewed double-blind.** Reviewers will receive no author or institution information for submissions. This process is facilitated by submitting through forms and not allowing attachments. **Make sure that your abstract removes any reference to author names (outside of references) or institutions or your submission will be rejected.**

Any questions can be addressed to the conference co-chairs Kelly Goldsmith, Ellie Kyung, Manoj Thomas at scp2022@myscp.org.

See you in Nashville!

Kelly Goldsmith
Vanderbilt University

Ellie J. Kyung
University of Pennsylvania

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SCP 2022 Co-Chairs