The Society for Consumer Psychology
Dissertation Proposal Competition

SCP announces its Annual Dissertation Proposal Competition. Submissions should be sent as a Word document to Ashwani Monga at Rutgers Business School (amonga@business.rutgers.edu) no later than June 30, 2016. In the subject line, please mention “SCP Dissertation Proposal Competition.”

The competition
Winning this competition is the highest honor that a doctoral student can receive from the premier society for researchers in consumer psychology. The names of the winner and the runner-up will be announced at the Awards Luncheon of the 2017 Society for Consumer Psychology Conference in San Francisco (Feb 16-18). The winner will also receive a cash award of $1,000 and will get a chance to present the proposal in a special session at the conference (provided the winner is an SCP member and registered for the conference). At the time of accepting the award, the winner must be a registered SCP member.

A key goal of the competition is to provide feedback from accomplished scholars to improve the quality of dissertations in the area of consumer psychology. Therefore, the dissertation should not have been defended at the time it is submitted to SCP (though a successful proposal defense is acceptable). Furthermore, the work should not have been submitted for journal publication.

Submission guidelines
The first two pages should be the only ones containing identifying information. Both pages will be removed before the proposal is sent to reviewers.
• Page 1: Proposal Title and contact information of student and dissertation chair.
• Page 2: Note from the dissertation chair certifying that the dissertation has not been defended at the time of submission, and that it has not been submitted for journal publication. (A formal letter is not required. Chairs could just email their students certifying this. The student can attach the email.)

• Page 3: Proposal Title and Abstract.

• Page 4 onwards: Main body of the proposal. While you do not need to follow a specific structure, please do highlight the relevant prior research in consumer psychology, your theorizing, any data that you may have collected, and the intended theoretical and practical contributions of your dissertation.

• The page limit is 15 pages for the main body of the proposal. Tables and figures would be part of these 15 pages and should be incorporated into the text rather than kept at the very end. References can be on additional pages. Proposals should follow JCP style and conform to 1-inch margins, double-spacing, and 12 point font.