CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

2019 Annual Conference

Savannah, Georgia

Conference Co-chairs:

Kelly Haws	**Brent McFerran**
Vanderbilt University	**Simon Fraser University**

Conference email: SCP2019@myscp.org

Conference Submission Website: https://convention2.allacademic.com/one/scp/scp19/

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference from February 28 - March 2, 2019 at the Hyatt Regency Hotel located on the waterfront in the beautiful historic district of Savannah, Georgia. The Society for Consumer Psychology conference provides opportunities for a high level of interaction among participants interested in consumer research and in advancing the discipline of consumer psychology in a global society.

We are seeking proposals for individual papers, symposia, and working papers for presentation at the conference. We encourage a diverse set of ideas and approaches to consumer psychology. We also welcome diverse methodologies, including experimental research, survey research, conceptual and/or theoretical developments, or other methods relevant to the study of consumer psychology.

CONFERENCE THEME:

CONFRONTING BOTH GOOD AND EVIL WITH CONSUMER PSYCHOLOGY

In keeping with the well-known book ("The Book" to the locals) and corresponding major motion picture, *Midnight in the Garden of Good and Evil,* (written by John Berendt and subsequently brought to the screen as a Clint Eastwood-directed film) chronicling the lives of Savannah locals*,* the conference will aim to showcase both the "good" and "evil" of consumer

psychology. As such, we are particularly interested in submissions that address issues related to consumer welfare: both the "good" that consumer psychology can do for consumers and society, as well as grappling with the "evils" that can stem from the consumption of products, services, and experiences. All other consumer psychology-related topics are welcome and encouraged, as is taking a ghost or architectural tour of this charming Southern city (before or after midnight).

GENERAL SUBMISSION GUIDELINES:

There are three types of submissions:
1. Symposia/Special Sessions
2. Individual Papers
3. Working Papers

Further details for each submission type are provided below.

Submissions in each category will be judged on the following criteria:
- **Quality** of the research
- **Contribution** to the field of consumer psychology
- **Interest** of the topic to SCP members.

Each SCP participant may present in no more than two sessions. When submitting a symposium or paper to this conference, you must agree to be available at any time on both days of the conference (Friday 3/1 and Saturday 3/2) to give your presentation. If you will not be available on one of the days, please arrange for a co-author to give the presentation. We will not consider date/time change requests for presentations unless a presenter has been inadvertently scheduled to give two presentations in the same time slot.

Submission Deadline

All symposia, individual paper, and working paper submissions are due by **Friday, August 17, 2018**. We will send notification of acceptances in November 2018.

SCP is moving to a new conference submission system this year. The conference website will be available for submissions between **Monday, June 25, 2018**, and 11:59 PST of the deadline, **Friday, August 17, 2018**. Further details regarding how to log into the system and submit your work will be provided at a later date.

Conference Submission Website: https://convention2.allacademic.com/one/scp/scp19/

SYMPOSIA

Symposium sessions focus on a specific area of research. Submissions should share similar theoretical or methodological bases, or they may approach the same research question from different perspectives. If the submissions fit well together, then the committee is open to novel and non-traditional symposia and creative ideas. Each session is 75 minutes and should include either four papers or three with a discussant, with a preference for four papers. If a discussant is present, s/he should be an expert in the area and there should be a very clear goal for the

discussant. The symposium chair is expected to lead the session. Symposium chairs are responsible for submitting all materials by the deadline and ensuring that all session participants receive copies of each paper or presentation prior to the conference.

A premium will be placed on symposium fit (without being too broad), novel submissions (those not presented at recent conferences), and papers that are all well developed. A single weak or early-stage paper can significantly decrease the likelihood of acceptance. In the past, symposia have become very competitive, and given the number of slots, and we expect this competitiveness to continue to increase.

Symposium proposals should include the following:

- The title of the symposium.
- A brief (roughly 500 word) proposal describing the symposium's objective, topics to be covered, likely audience, stage of completion of each paper, and how the session contributes to the field of consumer psychology.
- The name, contact information, and affiliation of the symposium chair
- The title of each presentation, with a listing of the authors and their affiliations and contact information. For multi-author papers, please underline the presenter.
- A 75-100 word short abstract of each presentation (for publication in the conference program).
- A 750-1000 word extended abstract of each presentation (for evaluation by the Program Committee). 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 in which the quality cannot be ascertained will be rejected.
- References (JCP style).
- Figures & Tables. We highly encourage authors to use figures/graphs in addition to the abstract. Figures and tables will not count against the word count of the abstract.

INDIVIDUAL PAPERS

Individual (competitive) papers present completed work and address substantive, methodological, or theoretical topics in consumer psychology. We will be grouping four individual papers into a single 75 minute session. Authors will have 15 minutes to present their work, followed by approximately five minutes for questions.

Individual paper submissions should include the following:

- The title of the paper.
- The name, contact information, and affiliation of the author(s). For multi-author papers, please underline the presenter.
- A 75-100 word short abstract (for publication in the conference program).

- A 750-1000 word extended abstract that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers). 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 in which the quality cannot be ascertained will be rejected.
- References (JCP style).
- Figures & Tables. We highly encourage authors to use figures/graphs in addition to the abstract. Figures and tables will not count against the word count of the abstract.

WORKING PAPERS

Working papers report the results of research in its early stages. These projects typically present preliminary results but detail ongoing research on substantive, theoretical, or methodological aspects in consumer psychology research. Though working papers are in the early stages, the quality of the research questions and the methodological rigor should represent those of individual papers. Authors of accepted working papers will present their findings in the form of a poster session, with exact details provided at the time of acceptance decisions. Working paper co-chairs are Henrik Hagtvedt (Boston College, hagtvedt@bc.edu), Peggy Liu (University of Pittsburgh, peggy.liu@pitt.edu), and Sarah Moore (University of Alberta, sgmoore1@ualberta.ca).

Working Paper submissions should include the following:

- The title of the paper
- The name, contact information, and affiliation of the author(s). For multi-author papers, please underline the presenter.
- A 75-100 word short abstract (for publication in the conference program)
- A 750-1000 word extended abstract that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers)
- References (JCP style).
- Figures & Tables. We highly encourage authors to use figures/graphs in addition to the abstract. Figures and tables will not count against the word count.

DOCTORAL SYMPOSIUM:

As in recent years, there will be a day-long doctoral symposium immediately before the main conference, that is, on Thursday, February 28, 2018. The event will be co-chaired by Aaron Brough (Utah State University, aaron.brough@usu.edu) and Rebecca Reczek (The Ohio State University, reczek.3@osu.edu) and will be open to all doctoral students and postdoctoral fellows. Relevant details will be announced separately.

NETWORKING SOCIAL EVENT:

As in recent years, there will be a networking social event on the evening of the last day of the conference (Saturday, March 2). Relevant details will be announced at a later date; however, it is an event that you will not want to miss!

HOTEL INFORMATION:

The conference hotel is The Hyatt Regency Hotel, Savannah, Georgia. SCP will have a block of rooms reserved at special conference rates. To book a room online, go to: https://book.passkey.com/e/16258198.

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WE HOPE TO SEE YOU AT SCP 2019 IN SAVANNAH!

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