

## ***CALL FOR PAPERS***

### **SOCIETY FOR CONSUMER PSYCHOLOGY**

**Annual Winter Conference  
Omni La Mansion del Rio Hotel, San Antonio, TX**

**February 28 – March 2, 2013**

#### **Conference Co-chairs:**

**Tom Meyvis  
NYU**

**Raj Raghunathan  
UT Austin**

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference from February 28 to March 2, 2013 at the Omni La Mansion del Rio Hotel in San Antonio, TX. The SCP 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 symposia, original competitive papers, and working papers for presentation at the conference. To encourage a diverse set of ideas and approaches to consumer psychology, the topic areas are not limited by a particular theme or application. 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.

In addition to the refereed symposia and papers, the conference will feature keynote addresses by Mihaly Csikszentmihalyi (Claremont Graduate University) and Tom Gilovich (Cornell University), two eminent scholars who have significantly advanced our understanding of consumer psychology.

#### **GENERAL SUBMISSION GUIDELINES:**

##### **Submission Deadline**

All symposium, competitive paper, and working paper submissions are due by **Tuesday, September 4, 2012**. We will send notification of acceptances in November 2012.

The conference website will be available for submissions between Monday, June 25, 2012, and midnight PST of the deadline, Tuesday, September 4, 2012.

##### **SYMPOSIA**

Symposium sessions focus on a specific area of research. Submissions may share similar theoretical or methodological bases, or they may approach the same research question from different perspectives. Each session is 75 minutes and should include either three or four papers.

The symposium chair is expected to lead the discussion—there will be no space in the program for discussants. 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.

**Symposium proposals should include the following:**

- The title of the symposium
- A brief 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)

**COMPETITIVE PAPERS and WORKING PAPERS**

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

In contrast, working papers typically report the results of research in its early stages. Authors of accepted working papers will present their work during one of the poster sessions on Thursday and Friday evening. Authors of accepted working papers should plan to be available for discussion during the poster session. Detailed guidelines about preparation of the poster will be sent with working paper acceptance letters.

**Competitive Paper and Working Paper submissions should include the following:**

- The title of the paper
- Nature of submission: Competitive or Working 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)

## GENERAL GUIDELINES:

Submissions 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 INFORMATION:

All submissions should be single-spaced Microsoft Word documents.

Submissions should be made electronically through the conference website at <http://www.chilleesys.com/scp/>. The website will provide additional information about the conference and serve as an interface for authors and reviewers.

To submit your proposal, please follow these steps:

**1. Sign up for the submission system:** When you first enter the conference website, you will be required to sign up to use the website submission system. Here you will provide your name and contact information and be provided with a login name and password. You will use this login whenever you navigate the submission system. Please keep track of this information.

Some e-mail addresses are already signed up in our database. Please use the website password reminder function if you see the following message: “The E-mail address you entered has been already registered with our database. Please proceed to Log In page. If you forgot your password, please click here.”

*[Note: When you complete this step, you will have only signed up with the conference website. This is NOT the registration for the conference.]*

**2. Enter the submission information:** Once in the submission system, you will be asked to submit the information requested above for the symposium, competitive, or working paper submission. Please note that in order to facilitate reviewer assignment, you will also be asked to provide content and methodological area codes.

## **DOCTORAL SYMPOSIUM:**

As in recent years, immediately before the main conference (i.e., on Thursday, February 28), there will be a day-long doctoral symposium featuring leading consumer scholars. Relevant details will be announced separately by the symposium co-chairs Simona Botti (London School of Business) and Leif Nelson (UC-Berkeley).

## **HOTEL INFORMATION:**

The Omni La Mansion del Rio Hotel is located at 112 College Street, San Antonio, Texas 78205. The telephone number is: 1 (210) 518-1000, and the fax number is: 1 (210) 226-0389.

You can reserve your room at the hotel via the link on the conference website or you can contact the hotel directly, in which case you must mention that you are with the Society for Consumer Psychology to obtain the group rate of \$205.00

The hotel is located on the historic River Walk in downtown San Antonio, very close to several tourist attractions. You can visit the hotel website at:

<http://www.omnihotels.com/FindAHotel/SanAntonioLaMansionDelRio.aspx>

If you have questions, please email us at: [scp2013@gmail.com](mailto:scp2013@gmail.com)

**SEE YOU AT SCP 2013 IN SAN ANTONIO!**

**Tom Meyvis & Raj Raghunathan**