

The Society for Consumer Psychology 2017-2018 Dissertation Proposal Competition

SCP announces its Annual Dissertation Proposal Competition. Please send your submission as a Word document to Ashwani Monga at Rutgers Business School (amonga@business.rutgers.edu) no later than June 18, 2017. In the subject line, please mention "2017-2018 SCP Dissertation Proposal."

The competition

Winning this competition is the highest honor that a doctoral student can receive from SCP, 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 2018 Society for Consumer Psychology Conference in Dallas (Feb 15-17). At the time of accepting the awards, the winner and runner-up must be SCP members and registered for the 2018 conference. The winner will also receive a cash award of \$1,000.

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 (but 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.

This note should be as follows: "I certify that, at the time of submission for the 2017-2018 SCP competition, this dissertation has not been submitted for journal publication, and the final defense has not been held." (A formal letter is not required. A student can simply attach an email from the Chair certifying the above.)

Page 3: Proposal Title and Abstract.

Page 4 onwards: Main body of the proposal (max of 15 pages).

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. If you have any tables, figures, or appendices, please include them within the 15 pages. The only thing not covered in this page limit would be the references at the very end.

Proposals should follow JCP style and conform to 1-inch margins, double-spacing, and 12-point font. For any questions, please contact Ashwani Monga (amonga@business.rutgers.edu).