CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY

2020 Annual Conference

Huntington Beach, California

Conference Co-chairs:

Selin A. Malkoc   **Suzanne B. Shu**
The Ohio State University   **UCLA**

Conference email: SCP2020@myscp.org

Conference Submission Website: https://convention2.allacademic.com/one/scp/scp20

Conference Information Website (*currently active*)**:** www.scp2020.org

Official Conference Website: https://www.myscp.org/conferences/scp2020

The Society for Consumer Psychology (SCP) will be holding its Annual Winter Conference from March 5 - March 7, 2020 at the Hyatt Regency Hotel located on the waterfront in beautiful Huntington Beach California. 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: CONSUMER RELEVANCE BEYOND MARKETING

Study of consumer psychology is broad and extends beyond a consumer buying a product from a store. Indeed, theories of consumer psychology are relevant to and can inform our interactions with technology, our political attitudes and choices, our environmental actions, our health decisions, and our financial behaviors. Consumer behaviors outside the commercial marketplace are all affected by the same behavioral drivers as purchasing and consumption decisions are.

For this year's SCP, we seek to encourage this broader view of consumer psychology. Sessions and papers that look at consumer actions beyond the traditional marketplace are welcome, including but not limited to *political*, *health*, *financial*, *technology*, *financial*, and *environmental sustainability* domains. We believe that consumer behavior researchers have important contributions to make in these wider spaces where consumers spend their everyday lives.

<u>A track will be dedicated to submissions that are relevant to the conference theme</u>. Thus, submissions that highlight relevance beyond traditional marketing will be given priority.

GENERAL SUBMISSION GUIDELINES:

There are three types of submissions:
1. Symposia/Special Sessions (both three and four paper sessions are welcome; *see below*)
2. Individual Papers
3. Working Papers (posters)

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 3/6 and Saturday 3/7) 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 30, 2019**. We will send notification of acceptances in November 2019.

The conference website will be available for submissions between **Monday, June 29, 2019**, and 11:59 PST of the deadline, **Friday, August 30, 2019**. Further details regarding how to log into the system and submit your work will be provided at a later date.

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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. The sessions will be either 60 or 80 minutes. We welcome both 3-paper (60-minute) and 4-paper (80-minute) sessions. Some three papers sessions might be assigned a discussant by the conference co-chairs, who will be an expert in the subject matter and can highlight common themes and future research opportunities. 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, given the relatively small 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 60-minute or 80-minute session, depending on the number of papers in the 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 Selin Atalay (Frankfurt School, s.atalay@fs.de), Sam Bond (Georgia Tech, samuel.bond@scheller.gatech.edu), and David Gal (University of Illinois - Chicago, davidgal@uic.edu).

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 half-day doctoral symposium immediately before the main conference. The doctoral symposium will take place Thursday morning (March 5, 2020), including the lunch. The event will be co-chaired by Jennifer Escalas (Vanderbilt University, jennifer.escalas@owen.vanderbilt.edu) and Laura Peracchio (University of Wisconsin – Milwaukee, lperacch@uwm.edu) and will be open to all doctoral students and postdoctoral fellows. Relevant details will be announced separately.

Attendees of the doctoral symposium will have automatic access (at no additional cost) to the research skills workshop that will take place Thursday afternoon.

RESEARCH SKILLS WORKSHOP:

For SCP 2020, we are bringing the research skills workshop back. We are hoping that faculty at all levels, but especially junior faculty, will attend and benefit from the leading researchers in the field talking about state-of-the-art research skills in consumer psychology. This year, the research skills workshop will be co-chaired by Jeff Galak (Carnegie Melon University; jgalak@cmu.edu) and Aner Sela (University Florida; aner.sela@warrington.ufl.edu). 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 7). Joe Goodman (The Ohio State University) and Franklin Shaddy (UCLA) are planning an unforgettable party. It is an event that you will not want to miss - remember, we're at the beach!

GETTING TO HUNTINGTON BEACH:

Huntington Beach is accessible from several nearby airports, with LAX having direct flights from around the world multiple times a day:

- Orange County Airport (SNA) is 13 miles (25 minutes) away.
- Long Beach Airport (LGB) is 17 miles (30 minutes) away.
- Los Angeles Airport (LAX) is 38 miles (50 minutes) away.

HOTEL INFORMATION:

The conference hotel is The Hyatt Regency Hotel, Huntington Beach, California. It is stunning resort, right on the beach and within a mile of all of the main attractions/restaurants. SCP will have a block of rooms reserved at special conference rates. To book a room online, go to: https://www.hyatt.com/en-US/group-booking/HUNRH/G-SOCP.

For tips on hotel, travel and Huntington Beach, visit www.scp2020.org

WE HOPE TO SEE YOU AT SCP 2020 IN SUNNY HUNTINGTON BEACH!

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