



**SCP** SOCIETY FOR  
CONSUMER  
PSYCHOLOGY

Society for Consumer Psychology Boutique Conference  
Honolulu, HI - July 19-21, 2020



## CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY BOUTIQUE CONFERENCE

### **Paucity in the Midst of Opulence: How Scarcity, Luxury, and Inequality Impact Consumer Behavior**

Alohilani Resort Waikiki Beach, Honolulu, HI  
July 19-21, 2020

#### **Conference Theme and Objective**

Consumption is impacted by having too little, too much, and the juxtaposition of the two. Consumer behavior across the globe is shaped by limitations of time, money, or choices, and simultaneously by an escalating desire for and observations of abundant luxury and opulence. Understanding how consumers navigate a lush marketplace while frequently experiencing scarcity and disparity in its many forms is therefore crucial. Examining the ways in which scarcity, opulence, and inequality influence consumer behavior and decision-making both independently and interactively can provide important and meaningful insights.

This boutique conference aims to bring together researchers working on the topics of scarcity, luxury, and inequality to share their most exciting and recent research. Our hope is that this interaction will help guide new research by fostering a cross-fertilization of ideas and perspectives, and by facilitating collaborations that strengthen research in these areas.

#### **Conference Format**

In keeping with the boutique nature of the event, the conference will have a limit of 100 attendees, all of whom are involved in scarcity, luxury, inequality, or related research.

Presenters, and then co-authors of accepted presentations, will have first priority in registering for the conference. The conference will then open up registration on a first-come first-serve basis until the attendance cap is reached.

On July 19, 2020, participants will be welcomed with an evening reception at the [Alohilani Resort Waikiki Beach](#). The conference will begin on the morning of July 20, 2020 and will continue until the afternoon of July 21, 2020.

Note that all presenters must have obtained a doctoral degree. Conference attendance may also be open to doctoral students should space be available.

### **Important Dates and Deadlines**

- Submission Deadline: January 31, 2020
- Notification Date: February 28, 2020
- Conference Dates: July 19-21, 2020

### **Submission Format**

Please submit a 500 word abstract that summarizes the motivation, conceptualization, methodology, and major findings. References do not count against the word limit.

Submissions should include:

- The title of the paper
- The name and affiliation of the author(s)
- The contact information (email address) of the corresponding author.
- For multi-author papers, please underline the presenter.

The submissions should be sent to [scpscacity@gmail.com](mailto:scpscacity@gmail.com). Please indicate “Conference submission” in the subject line of your email.

### **Organizers**

Miao Hu, University of Hawaii at Manoa ([miaohu@hawaii.edu](mailto:miaohu@hawaii.edu))

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