

CALL FOR PAPERS
SOCIETY FOR CONSUMER PSYCHOLOGY

Boutique Conference on Vice and Virtue Consumption

The University of Sydney Business School, Sydney Australia, January 4-5, 2018

Conference Co-chairs:

Elizabeth Cowley, *University of Sydney Business School*

Christina I. Anthony, *University of Sydney Business School*

Adam Duhachek, *Indiana University and University of Sydney Business School*

Conference website: <http://scpboutique2018.org/>

Conference email: scp.2018conference@sydney.edu.au

Proposed Conference Theme and Objective:

Consumption of Vice and Virtue

In recent years, consumer research has examined issues related to how consumers balance inherent tradeoffs between consumption virtues and vices. In this boutique conference, we aim to elevate research that amplifies extant understanding of these issues. Our focus is broad and inclusive, and we endeavor to further understand a variety of phenomena around this broad theme. Related to virtue, recent research examining consumer health, prosocial behavior, charity giving, gift giving, positive consumption emotions, self-control and sustainability are good examples of appropriate research themes. Related to vice, recent research examining risky consumption, hedonistic consumption, illicit consumption, addiction and negative consumption emotions are sample themes. Other topics that fit around this theme are encouraged. Our primary objective is to promote a deep theoretical understanding of these issues while drawing implications for practitioners as well as policy makers.

Attendees:

In keeping with the boutique nature of the conference the proposed conference will have a limit of 120 attendees all of whom are expected to be engaged in research in the area the consumption of vice and virtue (broadly construed).

After presenters (who will naturally have first priority in registering for the conference), coauthors of accepted presentations will have priority in registering for the conference after which the conference will open up registration on a first-come first-serve basis until the attendance cap is reached.

To maintain quality, presentations will be restricted to those who have already obtained a doctoral degree.

Conference Format:

The proposed conference will begin with an evening reception at the University of Sydney Business School followed the next day by a dual-track of research presentations, research workshops, and a keynote speaker Professor Baba Shiv of Stanford University, a second evening reception followed by a second day of dual-track research presentations and a final evening event off-location.

4th January 2018:

Welcome Opening Reception at The University of Sydney Business School.
 Special Sessions, Competitive Papers, and Workshops.
 Lunch
 Special Sessions, Competitive Papers, and Workshops.
 Evening Reception at the Main Quadrant of the University of Sydney.

5th January 2018:

Morning Tea
 Special Sessions, Competitive Papers, and Workshops.
 Key Note Speaker- Professor Baba Shiv, Stanford University.
 Special Sessions, Competitive Papers, and Workshops.
 Evening Closing Reception at the Museum of Contemporary Art, Sydney.

Important Conference Dates & Deadlines

1. **Friday, 19th May, 2017 before 23:59 Central Standard Time (CST):** Deadline for submission of Special Sessions, Competitive Papers and Workshop Proposals.
2. **Early August 2017:** Notification of acceptance of Special Sessions, Competitive Papers and Workshop Proposals.
3. **September 2017:** Preliminary program released on conference website.
4. **Early October 2017:** Conference Registration (including Workshop registration) begins on the conference website.

Submissions

The conference invites three types of submissions:

1. Special Sessions
2. Competitive Papers
3. Workshops

1. Special Sessions:

Special Session submissions are designed for the focused discussion on a common topic of interest related to the consumption of vice or virtue. Each special session will include three presentations of research papers led by one discussant. Special Sessions will run for 75 minutes, and each paper will have 15 minutes to present their work and 5 minutes for questions. The Special Session discussant should provide an introduction regarding the unifying theme/topic of the Special Session to audience members and concluding thoughts at the end of the session (10-15 minutes).

Special Session submissions should include the following:

- 1) The title of the Special Session
- 2) The name and affiliation of the author(s) for each paper and the contact information (email address, mailing/fax address and telephone number) of the corresponding author. For multi-author papers, please underline the presenter.
- 3] The name, affiliation(s) and contact information (email address, mailing/fax address and telephone number) of the Special Session discussant.
- 4] A 500 word overview of the Special Session describing the purpose of the session, why the topic is important to the conference theme relating to the consumption of vice and virtue, and an explanation of how each paper fits together in relation to the common topic.
- 5) A 75-100 word short abstract of each paper in the Special Session (for publication in the conference program).
- 6) A 750-1000 word extended abstract (12-point, Times New Roman font, 1.5 spacing) that summarizes the motivation, conceptualization, methodology, and major findings of each paper in the Special Session (for evaluation by reviewers).
- 7) Full references for each extended abstract should be provided, but will not count against the word limit.

2. Competitive Paper Submissions:

All papers should present completed work and address substantive, methodological, or theoretical topics in consumer psychology around the theme of vice and virtue. We will be grouping four papers into a single 75 minute session. Authors will have 15 minutes to present their work, followed by approximately five minutes for questions.

Competitive Paper submissions should include the following:

- 1) The title of the paper
- 2) The name and affiliation of the author(s) and the contact information (email address, mailing/fax address and telephone number) of the corresponding author.

For multi-author papers, please underline the presenter.

- 3) A 75-100 word short abstract (for publication in the conference program)
- 4) A 750-1000 word extended abstract (12-point, Times New Roman font, 1.5 spacing) that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers).
- 5) Full references for each extended abstract should be provided, but will not count against the word limit.

3. Research Workshops:

Participants are invited to submit a proposal to host a workshop that is designed to help participants learn about a substantive or methodological topic of interest in the field (e.g. conducting field studies, specialized data analysis, multi-method approaches etc.). Workshop proposals should be 1000 words maximum and include information about the motivation/purpose of the workshop, content and material to be covered, and the type of attendees the workshop will be most suitable for (e.g. beginners, advanced, general audience etc.). The workshops will be approximately 75 minutes in length. Participants will be invited to register to attend a workshop in the registration page (capacity limitations may apply). The name(s) and affiliation(s) of workshop leader(s) should be provided on the proposal.

Workshop submissions should include the following:

- 1) The title of the session
- 2) The name, contact information, and affiliation of the workshop leader(s).
- 3) A 75-100 word short abstract (for publication in the conference program)
- 4] A 1000 word extended description (12-point, Times New Roman font, 1.5 spacing) of the motivation and content of the workshop, and suitable target audience (e.g. beginners, advanced, general audience).

General Submission Information

1. All submissions should be Microsoft Word documents using 12-point, Times New Roman font, 1.5 spacing and 1" margins.
2. All submissions should indicate the type of submission: 1] Special Session, 2] Competitive Paper or 3] Workshop Proposal.
3. A paper can only be submitted to one track (e.g. Special Session, Competitive Paper or Workshop Proposal).
4. All submissions should include full author names and affiliation(s).
5. All submissions should include the contact information (name, affiliation, email address, mailing/fax address and telephone number) of the corresponding author.
6. Ensure you specify presenters for Special Session and Competitive Paper tracks, and hosts for Workshop Proposals. Include both the full name and

- University affiliation(s) of the presenters. Each author is limited to being a presenter for no more than two submissions. However, authors can be listed as co-authors on an unlimited number of submissions. It is important to ensure you use consistent author and co-author names in each submission.
7. Submissions should not include work that has previously been published in a journal/conference proceeding or that has been accepted for forthcoming publication. Submissions should not include works that have been previously presented at any other SCP conferences.
 8. Please ensure that each submission is thoroughly checked for spelling and grammar. Word limits should be strictly adhered to.

Submission Procedure

Submissions should be made electronically through the conference website at [insert conference website]. The website will provide additional information about the conference and serve as an interface for authors and reviewers.

To submit a paper or proposal, please go to ...

<http://scpboutique2018.org/>