

CALL FOR PAPERS SOCIETY FOR CONSUMER PSYCHOLOGY SUMMER CONFERENCE

Organized by APA Division 23

Washington, DC, August 3 - 6, 2017

Submission Deadline: December 1, 2016, 5 pm ET

The Society for Consumer Psychology (SCP) will hold its summer conference as part of the 125th Annual Convention of the American Psychological Association (APA) from August 3rd to August 6th 2017 in Washington, DC.

SCP (Division 23 of APA) represents consumer researchers and psychologists interested in a broad range of consumer research issues united by psychological theories. We are seeking competitive papers, special session symposia, and skill building sessions. Diverse themes and methodological approaches are welcome. Division 23 especially welcomes submissions pertaining to: healthy behaviors or consumer welfare and well-being more generally; impact of new media and technology on consumers; consumer-generated marketing (e.g., online reviews, word of mouth); and consumer morality, including environmental and socially responsible behaviors.

All proposals will be judged on the quality of the research, the contribution to the field of consumer psychology, and the interest of the topic to Division 23 members. One paper will be recognized as the Best Paper in Division.

GENERAL SUBMISSION GUIDELINES

When and How to Submit:

All submissions must be made through the APA website by the December 1, 2016 deadline: <http://apps.apa.org/ConvCall>. Only Internet Explorer 7.0+, Firefox 3.0+, Safari 3.0+, and Chrome 12.0+ are supported by the web site.

Who May Submit:

Any Member of APA OR a Division of APA (such as Division 23, also known as the Society for Consumer Psychology) is encouraged to submit a paper or proposal for consideration. Individuals may join SCP at: (<http://www.myscp.org/members/register.aspx>). **Non-members may also submit a paper or proposal** for consideration, but they will need a coauthor or sponsor who is a member of APA or any division of APA. A paper or session may only be submitted to one division of APA and a conference participant may only be the presenter on two papers across all APA divisions.

The Submission Process:

At the APA submission website, you'll be asked to classify your proposal as either an Individual Presentation (competitive papers and posters) or Program (special session symposia or workshops). The formal requirements are provided by APA at the following link: <http://www.apa.org/convention/convention-proposals.pdf>

Papers:

Competitive papers communicate the completed or nearly completed substantive investigation of consumer psychology issues and theories. Methodological papers are also welcome. You'll be asked by the website to provide the following information:

- Title of presentation and subject index term (see Section X on page 15 of the Call for Convention Proposals).
- Principal author (in instances of multiple authorship, the person whose name is listed first is expected to deliver the presentation): Name, highest educational degree, e-mail and complete mailing address, cell and work telephone numbers, institution/business information (department, school, agency, or company, etc.; city and state), membership status (including APAGS membership), and identification of sponsor, if any.
- Names of coauthors, their highest educational degree, their institution/business information.
- A 250-500 word abstract. The text of the abstract should include a statement of the problem, subjects used, procedure, results, and conclusions.

Special Session Symposia and Skill-Building Sessions:

A **special session symposium** is a focused session in which participants present their views about a common theme, issue, or question. It typically follows a format in which a chairperson introduces the topic with background information. Then three presentations are given, each contributing to the unifying theoretical framework. Often the symposium ends with an overview made by the chairperson or a discussant and then a discussion period with the audience. The discussant's comments need not be submitted as part of the proposal. In contrast, **skill-building sessions** are often used to teach direct skills (i.e., measurement, analytical procedures) and application of theory to workshop participants. The focus is on increasing the understanding and skills in a particular area of current interest in consumer psychology. For both symposia and workshops, you'll be asked by the website to provide the following information:

- Type of program (e.g., symposium, skill-building session, conversation hour).
- Title of program and up to two subject index terms for the program (see Section X on page 15 of the Call for Convention Proposals).
- Brief content description (to appear in online and mobile versions of the Convention Program): 250 characters.
- Chairperson: Name, highest educational degree, institution/business information (department, school, agency, company, etc.; city and state), e-mail and complete mailing address, and membership status (including APAGS membership).

- Participants, in order of presentation: Names, highest educational degree, institution/business information, e-mail and complete mailing address, titles of contributions, and membership status (including APAGS membership).
- Discussants, in order of presentation (if any): Names, highest educational degree, institution/business information, e-mail and complete mailing address, and membership status.
- A 300-word general summary AND a 300-word summary of each participant's contribution.

All arrangements for the proposed session, including written acceptance by each participant, must be complete when the proposal for a fully organized program is submitted.

CONFERENCE FORMS & INFORMATION

Further conference information can be found at: <http://www.apa.org/convention/>
If you have any questions (or any trouble using the conference submission website), please feel free to contact the Division 23 conference co-chairs:

Karen Page Winterich
Frank and Mary Smeal Research Fellow
Associate Professor of Marketing
449 Business Building
Smeal College of Business
Penn State University
University Park, PA, 16802
kpw2@psu.edu

Gergana Nenkov
Associate Professor of Marketing
442 Fulton Hall
Carroll School of Management
Chestnut Hill, MA 02130
Boston College
gergana.nenkov@bc.edu

This should be a great conference both in terms of networking with SCP members, as well as garnering new ideas from other areas of psychology to apply to our own!