

CALL FOR PAPERS
ASSOCIATION FOR CONSUMER RESEARCH CONFERENCE
26-29 September 2024

ACR Paris: Stronger Together

2024 marks both the return of the Olympics Games to Paris (prior games were there in 1900 and 1924) and the return of ACR to Paris (first time was virtual). One of the International Olympics Committee's mottos for the Olympic Games is "Faster, Higher, Stronger – Together", often just abbreviated to "Stronger Together."



ACR Paris 2024 plays up this Olympics theme of STRONGER TOGETHER:

Bringing people together, **embracing** the diversity of people and ideas, and **strengthening** unity and solidarity in an often fractured and divisive (consumer) world.

Olympic-themed awards like bronze, silver, and gold medals, torch bearing ceremony, a gala event on and along the banks of the Seine in the footsteps of the Eiffel Tower, and the Opening Olympics ceremony.

ACR Paris: Olympic Size Innovations!

The innovations for the conference program will echo this theme, with five Olympic size innovations:



- 1) **Community Track.** A new community track will provide organic community-building activities to connect us together and with the local cultural environment. These activities will occur before, during, and after the conference. Check out the community track submission instructions and examples to develop your ideas and proposals.
- 2) **Cultural Appreciation.** Things will look a little different in Paris out of respect for cultures, but also an opportunity to experience diverse perspectives. The conference hotel is in the middle of a lively, pedestrian friendly neighborhood and connected to public transportation. We will integrate with the city's rich cultural scene and pedestrian, public transportation, and bike-friendly surroundings to weave the conference into the local community.
- 3) **A 'French Café-style salon'** for people to connect and meet friends. This salon will be in the spirit of celebration of the Montparnasse quartier (where the conference is located), which is home to many traditional cafés, bars and bistros that some of the 20th century's greatest thinkers and artists frequented, including Simone de Beauvoir, Jean-Paul Sartre, Ernest Hemingway, Henry Miller, Pablo Picasso, and James Joyce. This space will serve as a gathering spot for 'meet and greet', 'walk and talk,' 'have a drink' ('prendre un pot') to meet the 'locals', and France-based consumer researchers.
- 4) **Wellness Oasis:** Escape the hustle and bustle of the conference in a more relaxed, Zen zone. In this zone, located in the hotel, you will be able to partake in classes of Yoga to

French classics from Daft Punk to Alice et Moi or enjoy a cardio kickboxing blast to get stronger together, release any pent-up energy, or burn some of those chocolate or champagne calories!

- 5) **Stronger Together with Some Hybridity:** Presenters must be able to attend in person. But, in the spirit of increasing in accessibility, we will be beta-testing remote viewing to some of the sessions.

Opening/Pre-Conference Events, Thursday Sept 26. The conference will kick off with a series of pre-conference sessions: the *ACR/Sheth Foundation Doctoral Symposium*, the *Early Career Workshop*, and the *Mid-Career Workshop*.

Main Conference Events, Friday-Saturday Sept 27-28. The conference will begin with an Opening Reception on Thursday, September 26. The next two days, September 27 and 28, will comprise of plenary sessions, research presentations including papers, films, and Roundtables & Workshops. Highlights of the conference will include addresses by our ACR President, Kristin Diehl, and the 2024 ACR Fellow, Robert Kozinets. The conference will conclude with a Gala on Saturday evening on the Seine on river boats (Péniches) with great food, wine, music, beautiful views, and the opportunity to celebrate our strength together!

Please submit your best work in the form of Special Sessions, Competitive Papers, Working Papers (aka, poster session), Roundtables & Workshops, and all forms of art for the Arts Festival.

We look forward to welcoming you for ACR 2024 in Paris, in the year of the Olympics!

Your ACR 2024 Conference Co-Chairs,

Joseph K. Goodman, The Ohio State University
Hilke Plassmann, INSEAD
Cristel Russell, Pepperdine University

DATES AND DEADLINES

- **March 25, 2024, 23:59 PST (Pacific Time):** Submission Deadline for all tracks and sessions. Please submit via ExOrdo: <https://acr2024.exordo.com/>.
- **June 2024:** Notification of acceptances.
- **July 2024:** Submission deadline for revised versions to be published in ACR Proceedings.
- **August 2024:** Preliminary program posted on ACR website, and conference registration (as well as conference early registration, registration for Doctoral Symposium, Early Career and Mid-Career Workshops) begins on the conference website. Deadline for trailers of accepted films for the Arts Festival.
- **September 1, 2024:** Early Conference Registration ends (please note that participation in any conference session requires registration).
- **September 26-29, 2024:** ACR 2024 Paris Conference.

CONFERENCE OVERVIEW & TRACKS

Opening/Pre-Conference Events

- **Doctoral Symposium.** Regardless of their core interests and methodological orientation, doctoral students face challenges that include identifying a promising dissertation area, dealing with conflicting advice, publishing papers that are both rigorous and relevant, and navigating the job market. Attendees will leave the Symposium with an improved understanding of how to address the challenges they are currently facing, new tools to begin a successful career, and a support network of new friends and mentors.
- **Early Career Workshop.** The early career faculty workshop is designed for assistant professors who are pre-tenure, in any stage of the process. Attaining tenure is a significant milestone in an academic's career. Achieving this goal requires planning and dedication for years, yet needs to be balanced with other commitments at a crucial juncture in a young faculty member's life. Many people struggle with the challenges, responsibilities, and freedoms that come with their first faculty position. This workshop's goal is to engage in open discussion and debate about these challenges, among workshop participants and invited mentors. In doing so, we will explore the different paths available to pre-tenure academics, examine the different approaches to achieving these goals, and launch a fulfilling academic career.
- **Mid-Career Workshop.** The mid-career faculty workshop is designed for individuals who are post-tenure, particularly those recently tenured. Attaining tenure is a significant milestone in an academic's career. However, being a tenured faculty member also brings a new set of challenges, responsibilities, and freedoms. This workshop's goal is to engage in open discussion and debate about these challenges, among workshop participants and invited mentors. In doing so, we will explore the different paths available to post-tenure academics, examine the different approaches to achieving these goals, and promote a fulfilling academic career.

Main Conference Events

- **Special Sessions.** Special Sessions provide opportunities to highlight topics of broad interest to consumer researchers. A special session should include four research presentations around a topic. A session may include a discussant as the fourth presentation but should include a description of the proposed discussion and the qualifications of the discussant.
- **Competitive Papers.** Papers representing mostly *completed research* and dealing with theoretical, substantive, or methodological consumer research issues are invited as Competitive Paper submissions. Competitive papers are presented in competitive paper sessions, where one designated author presents the research.
- **Working Papers.** Papers representing *research in progress* and dealing with theoretical, substantive, or methodological consumer research issues are invited as Competitive Paper submissions. Working papers are presented at a poster session(s) at the conference, where authors discuss and receive feedback from attendees.
- **Roundtables and Workshops.** **Roundtables** are primarily focused on an exchange of ideas. They are often designed to bring together scholars who are interested in a particular theoretical, substantive, or methodological issue. **Workshops** are primarily tutorials, focusing on the transfer and application of knowledge. They may be largely methodological but may also include the application of a particular tradition or viewpoint into one's thinking and research.

- **Arts Festival.** The Arts Festival track invites innovative art-based research submissions in three modalities - film, artwork, and photography - inspired by and advancing consumer research field in new directions. Consumer research films and videography work should be complete, self-standing research projects.
- **Community Track.** This novel track aims to display and share either a specific hobby/interest and/or showcase a consumption-related research topic in a fun and immersive way. The goal is to boost social connections, spark conversations around consumption and behavior, and discover our community. We encourage scholars to submit proposals for potential activities to lead. Sessions can last as little as 60 minutes to several hours, depending on where (conference hotel or off-site) or when (before, after, or during the conference) they take place. See below for more details.

SYMPOSIUM & TRACK CHAIRS

Please direct any questions about specific tracks to the track co-chairs:

Doctoral Symposium:

Katherine Burson (University of Michigan – US) kburson@umich.edu

Gabriele Paolacci (Erasmus University – Netherlands) gpaolacci@rsm.nl

Early Career Track:

Alix Barasch (University of Colorado - US) alix.barasch@colorado.edu

Marie-Agnes Parmentier (HEC Montreal - Canada) marie-agnes.parmentier@hec.ca

Steven Sweldens (Erasmus University - Netherlands) sweldens@rsm.nl

Mid-Career Track:

Giana Eckhardt (King's College London - UK) giana.eckhardt@kcl.ac.uk

Selin Malkoc (The Ohio State University - US) malkoc.5@osu.edu

Gal Zauberman (Yale University - US) gal.zauberman@yale.edu

Working Papers Track:

Gabbie Tonietto (Rutgers University - US) gtonietto@business.rutgers.edu

Ela Veresiu (York University - Canada) everesiu@schulich.yorku.ca

Kuangjie Zhang (Nanyang Technological University - Singapore) kjzhang@ntu.edu.sg

Roundtable and Workshop Track:

Linda Tuncay-Zayer (Loyola University Chicago - US) ltuncay@luc.edu

Ioannis Evangelidis (ESADE - Spain) ioannis.evangelidis@esade.edu

Kathleen Vohs (University of Minnesota - US) kvohs@umn.edu

Arts Festival:

Baptiste Cléret (University of Rouen - France) bcleret@gmail.com

Joonas Rokka (EM Lyon - France) rokka@em-lyon.com

Luciana Walther (Federal University of Sao Joao del-Rei - Brazil) lucianawalther@ufsj.edu.br

Community Track:

David Dubois (INSEAD - France) david.dubois@insead.edu

Tina Lowrey (HEC Paris - France) lowrey@hec.fr

Dina Rasolofoarison (Paris Dauphine - France) dina.rasolofoarison@dauphine.psl.eu

Technology Chairs:

Jim Mourey (DePaul University - US) jmourey@depaul.edu

Claire Roederer (EM Strasbourg – France) claire.roederer@em-strasbourg.eu

CONFERENCE FORMAT

ACR 2024 will be in person to allow the community to continue to connect with friends, colleagues, and collaborators, old and new; however, we will be beta-testing the livestreaming of some content in a viewing-only format for members who register. Due to technical constraints, we do not plan to livestream all sessions. All presentations at the conference will be delivered in person. If you submit a paper or proposal or film, you or a co-author must attend the conference to present it.

GENERAL SUBMISSION GUIDELINES

As an ACR community member, you must adhere to our honor code, which you will be asked to pledge before submission. This includes the following:

1. **ACR endorses ethical standards for research conduct.** At the time of submission, you will be asked to make the following pledges: 1) the research being submitted represents accurately the data and phenomena observed, 2) the research submitted to the conference is the original work of you and your coauthors, and 3) the research received an approval or a waiver, as appropriate, from the authors' Institutional Review Boards (IRB) and participant consent.
2. **No paper may be submitted to more than one track** (e.g., a Competitive Paper cannot also be submitted as a Working Paper or Special Session).
3. **An author may not be listed as a presenter for more than two submissions**, but an author may be listed as a co-author on multiple submissions. An author may only submit up to two films. This restriction is to encourage authors to submit their best work and to allow a wider range of presenters.
4. **The specified author must present.** Submitting authors must specify presenters for papers being considered for Special Sessions or Competitive Paper presentations. Author teams who switch presenters without authorization may be restricted from submitting to future ACR conferences.
5. **Do not submit a paper that has been published, or accepted for publication, at the time of submission** (including online publications and full papers published in *ACR Proceedings*). Submitting authors should monitor this issue carefully.
6. **Do not resubmit papers that have been presented at an earlier ACR conference.** Previously presented papers are grounds for rejection, unless it is substantially different work. Papers presented at regional ACR conferences (e.g., eACR) may be submitted.
7. **Adhere to the word and page limits.**

Please submit your work via ACR's conference submission website:

1. All submission-related activities (submissions, reviews, and notifications) will be handled electronically, via the conference submission website, <https://acr2024.exordo.com/>.
2. All users must register or sign in and update their user profile by following the online instructions.
3. Once you have registered as a user, click on the appropriate submission type and following the instructions. Initial submissions must be PDF files (revised versions of accepted papers must be editable MS Word documents for Proceedings typesetting).

4. All submissions (except Roundtables) will be blind reviewed. **DO NOT include author names or affiliations in pdfs that are uploaded for review**, in films, or in text boxes that do not explicitly ask for names or affiliations.
5. Be consistent with author and co-author information *across* submissions. Check *with your co-authors* about how they want to be listed for official publication purposes. Our system will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, which may result in a program with Drew presenting at the same time in different rooms!
6. The primary contact person (“submitting author”) will automatically receive an email acknowledging the submission. If you do not receive an acknowledgement within 48 hours after submission (please also check your spam folder), send an email inquiry to ACR2024@insead.edu.

Please provide the following information for all submissions:

1. **Type:** Competitive Paper, Working Paper, Arts Festival, Special Session, Roundtable/Workshop, Community.
2. **Information of All Authors:** Official Publishing Name (e.g., Drew A. Blank, III), affiliation, and email address of *all* authors and indicate which author will serve as the presenter, corresponding author, or both.
3. **Content and Methodological Area Codes** (called “Topics” in Ex Ordo): Please review all of the options before making your choice. Selecting the codes that provide the best match to your work ensure appropriate reviewers.

SPECIAL SESSION GUIDELINES

Special Sessions provide opportunities to highlight topics of broad interest to consumer researchers. A special session should include four research presentations around a topic. A session may include a discussant as the fourth presentation but should include a description of the proposed discussion and the qualifications of the discussant. We encourage authors to include research using multiple methods and bridging research disciplines and to highlight this in their proposals.

Submission Procedure

In addition to the items noted under “General Guidelines,” Special Session proposals should include:

1. **Session Title.** This is the title that will be published in the conference program.
2. **Abstract** (50-word max). This abstract will be published in the conference program and should provide an overview of the session.
3. **Authors.** Provide official name, email, and affiliation for each author. Please indicate author order and which author will serve as corresponding author, presenter, or both. At least one author of each paper must agree to present the paper if the proposal is accepted.
4. **Special Session Proposal.** The special session proposal **should not identify author names or affiliations**. Proposals should be de-identified and in pdf format (make sure to check the document properties: Choose File > Properties and remove author information under 'Description' tab). Proposals should include:
 - a. **Session Overview** (500-word max, single-spaced). The session overview should describe the topic, why the topic is important, and how the presentations fit together.
 - b. **Titles** of each presentation.

- c. **Short Abstracts** (50-word max). A short abstract for each presentation will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.
- d. **Extended Abstracts** (1000-word max, single-spaced). Please provide an extended abstract for each presentation to be evaluated by the reviewers.
- e. **References**. If applicable. References do not count toward the word limit.
- f. **Figures and/or Tables**. Tables and figures are encouraged and should be properly labeled and included in the session overview pdf.

Submission Procedure

The submission file for Special Sessions **should not include authors' names or affiliations** and should be a de-identified file. Author names and affiliations should only be entered in the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text should be single-spaced. Subheadings should be bolded or italicized and capitalized (no hard return necessary).

Authors of accepted proposals agree to revise their sessions based on reviewers' comments and upload their final proposal (MS Word file) by early July 2024. Final submissions must include the authors on all papers and in proper order for publication in the program.

Evaluation

Reviewing will be blind and based on a) how important and/or interesting the research is to ACR members; b) quality of the research; c) coherence and readability; d) completeness of the research.; and e) fit of the papers with the session theme. Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

Presentation

Special Sessions will be presented live and in person and may be livestreamed. The designated author is expected to present the paper talk, answer questions following the talk, and be available to discuss your research with members of the ACR community. Authors will find their Special Session date and time in the conference program.

COMPETITIVE PAPER GUIDELINES

Papers representing completed research and dealing with theoretical, substantive, or methodological consumer research issues are invited as Competitive Paper submissions. Submission of conceptual and review papers are also encouraged.

NEW THIS YEAR: Competitive Paper submissions that are not accepted may be considered for the Working Paper track. If you would *not* like to be considered for a Working Paper, please indicate that preference in Ex Ordo when submitting. Acceptances will be independent of this choice (i.e., opting in or out will not affect the submission's probability of acceptance as a Competitive or Working Paper).

In addition to the items under "General Guidelines," Competitive Papers should include:

1. **Paper Title**. This is the title that will be published in the conference program.
2. **Short Abstract** (50-word max). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.

3. **Authors.** Provide official name, email, and affiliation for each author. Please indicate the author order and which author(s) will serve as corresponding author, presenter, or both.
4. **Extended Abstract** (1000-word max; single-spaced). The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions.
5. **References.** If applicable. References do not count toward the word limit.
6. **Figures and/or Tables.** Tables and figures are encouraged and should be properly labeled.

The submission file **should not include authors' names or affiliations** and should be a de-identified file. Please check the document properties for identifiers as well (Choose File > Properties and remove author information under 'Description' tab). Author names and affiliations should only be entered in the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text should be single-spaced. Subheadings should be bolded or italicized and capitalized (no hard return necessary).

Tips for Submissions: Submissions should include a brief introduction explaining what the research question is, why it is important and/or interesting, and how it fits with our current knowledge. A detailed description of the methodology, data, and results of each study (if applicable, providing basic stats) should follow. Note that if the reviewers cannot understand what was done and what the studies found or concluded, then a paper will likely be rejected. We encourage authors to summarize their results in a table and use figures, when necessary.

ACR reserves the right to run the submission through anti-plagiarism software.

Publishing options for Accepted Competitive Papers

Authors of accepted proposals agree to revise their sessions based on reviewers' comments and upload their final proposal (MS Word file) by early July 2024. The most recent version submitted by the July due date will be published "as is" in the *ACR Proceedings*.

Authors of accepted competitive papers must choose one of two publishing options:

- **Option 1:** Publish the full paper in the *ACR Proceedings*. Authors choosing Option 1 must upload a (revised) 50-word abstract and the full 2500-word paper for final review, along with references, one table summarizing the results, and one figure (optional). **Choosing this option implies that *the paper will not be submitted for publication elsewhere*.** Authors will upload their final accepted submissions via the submission system in MS Word format.
- **Option 2:** If authors wish to submit their accepted paper elsewhere for publication, they may choose to only publish the 1000-word max Extended Abstract in the *ACR Proceedings*. Authors of accepted papers will upload their Extended Abstract via the submission system in MS Word format.

Evaluation

Reviewing will be blind and based on a) how important and/or interesting the research is to ACR members; b) quality of the research; c) coherence and readability; and d) completeness of the research. Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

Presentation

Competitive Papers will be organized into thematic tracks for live moderated sessions during the conference. Presentations will be 10-20 minutes and may be livestreamed. The designated author is expected to present the paper, answer questions following talk and be available to discuss your research with members of the ACR community. Authors will find their session date and time in the conference program.

WORKING PAPER GUIDELINES

Submissions presenting research *in progress* on substantive, theoretical, or methodological issues in consumer research are sought for the Working Paper Session. This session provides the opportunity to present preliminary results and receive feedback and ideas from session attendees. Working papers will be featured in a poster session at the conference, where authors will have an opportunity to receive feedback from attendees on their work.

Submission Procedure

In addition to the items noted under “General Guidelines,” Working Paper submissions should include:

1. **Paper Title.** This is the title that will be published in the conference program.
2. **Short Abstract** (50-word max). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. **Authors.** Provide official name, email, and affiliation for each author. Please indicate the author order and which author(s) will serve as corresponding author, presenter, or both.
4. **Extended Abstract** (1000-word max; single-spaced). The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions.
5. **References.** If applicable. References do not count toward the word limit.
6. **Figures and/or Tables.** Tables and figures are encouraged and should be properly labeled.

The submission file **should not include authors’ names or affiliations** and should be a de-identified file. Please check the document properties for identifiers as well (Choose File > Properties and remove author information under ‘Description’ tab). Author names and affiliations should only be entered in the submission website where specified. Submissions should follow the current style sheet of the *Journal of Consumer Research* (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text should be single-spaced. Subheadings should be bolded or italicized and capitalized (no hard return necessary).

Tips for Submissions

Submissions should include a brief introduction explaining what the research question is, why it is important and/or interesting, and how it fits with our current knowledge. A detailed description of the methodology, data, and results of each study (if applicable, providing provide basic stats) should follow. Note that if the reviewers cannot understand what was done and what the studies found or concluded, then a paper will likely be rejected. We encourage authors to summarize their results in a table and use figures, when necessary.

Evaluation

Reviewing will be blind and based on a) how important and/or interesting the research is to ACR members; b) quality of the research; and c) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

Presentation

Working papers will be presented as posters during a Working Paper Reception, organized by topic areas. Authors are expected to:

1. Prepare a poster for display during the session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to present their work to session attendees.
3. Prepare a 3-minute talk summarizing the working paper.

ROUNDTABLE AND WORKSHOP PROPOSAL GUIDELINES

Roundtables are primarily focused on an exchange of ideas. They are often designed to bring together scholars who are interested in a particular theoretical, substantive, or methodological issue. Roundtable discussions will showcase recent advances, summarize current discussions, and stimulate new research directions relevant to the focal issue.

Workshops are primarily tutorials, focusing on the transfer and application of knowledge. They may be largely methodological (e.g., best practices for crowd-sourced participant platforms; text analysis) but may also include the application of a particular tradition or viewpoint (e.g., applying a Transformative Consumer Research lens) into one's thinking and research.

Both session types are intended to have a high degree of audience involvement. For workshops, this may include explicit demonstrations, "how to" manuals, and potentially hands-on activities. For roundtables, this may include having the audience and featured speakers break into small groups to discuss a topic, summaries of which are subsequently shared with the entire group. Other ideas on how to engage and enlist the audience are welcome.

Submission Guidelines

In addition to the items under "General Guidelines," Roundtable and Workshop Proposals should include:

1. **Title.** This is the title that will be published in the conference program.
2. **Abstract** (50-word max). This abstract will be published in the conference program and should describe the theoretical, substantive, or methodological issue that is the focus of the session.
3. **Authors (Organizers).** Provide name, email, and affiliation for each of the primary organizers of the session. Please indicate whether each organizer will serve as corresponding author, presenter, or both.
4. **Category Type.** Indicate whether the session is to be a roundtable or workshop.
5. **Featured speakers.** Provide the names and affiliations of featured speakers who have agreed to take part in the session if it is accepted.
 - Roundtables may have up to 12 panelists (other than the roundtable organizers) but may involve a small set as well (4-6).
 - Workshops often involve 1-3 session leaders who are considered experts on the subject matter. They are those providing the tutelage for the session.
6. **Extended abstract** (1000-words max). The extended abstract should explain the theoretical, substantive, or methodological issue to be discussed during the session, the objective of the session (e.g., proposing future research avenues on a topic; integrating competing empirical findings in a substantive area; providing instruction on a new data analysis method), and how the discussion will be facilitated during the session.

Evaluation

Proposals will be evaluated based on the appropriateness of the topic, quality and rigor of the discussion proposed, potential to generate interest among a wider audience, and demonstrated preparedness for a well-attended and stimulating session. Consistent with past conference, track chairs may invite and curate some workshops and roundtables, but all members are encouraged to submit proposals.

ARTS FESTIVAL GUIDELINES

The 2024 ACR Conference Arts Festival invites innovative art-based research submissions in three modalities - film, artwork, and photography - inspired by and advancing consumer research field in new directions.

Film Submissions

We invite consumer research films and videography work that are complete, self-standing research projects. Research films are a flexible, open-ended, and creative format of submission which presents research expressions communicated via moving image and sounds. Films should aim to leverage sensitivity to movement, sound, and compelling audio-visual storytelling.

Film Submission Guidelines.

In addition to the items noted under “General Guidelines,” Film submissions should include:

- **Title.** This is the title that will be published in the conference program.
- **Abstract** (50-word max). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the film.
- **Authors.** Provide official name, email, and affiliation for each author. Please indicate the author order and which author will serve as corresponding author, presenter, or both.
- **Film** (20 min max). Upload films to Vimeo (<http://vimeo.com/>) and allocated password access. Provide both the link and password in the submission box. Also, please make sure to remove all (written) author information from the submission and its credits to allow for blind review.
- **Extended Abstract** (500-word max). A structured extended abstract should answer the following questions. This will only be used for evaluation purposes.
 - What is the intended contribution to knowledge that the film seeks to make?
 - Which body of literature it builds on and/or is inspired of?
 - How, when, and why was the film created?
 - What kind of filmmaking and/or methodological approach is adopted?
 - Who participated in its creation?

To increase the probability that submissions are original and distinctive, authors are advised to visit the ACR website (<http://www.acrwebsite.org/go/acrfilms>) and look through the film section. Extra care should be taken by authors to avoid copyright infringement: <https://www.desktop-documentaries.com/copyright-issues.html>.

Film Presentation

Viewing sessions for films will be scheduled during the conference. At least one author of each accepted film must be present during their session at ACR to address questions and participate in discussion.

Author (s) may need to modify their films in line with recommendations by the Arts Festival Co-Chairs and reviewers and describe how they addressed (or not) the comments. Authors whose videographic work is accepted should also submit a short trailer (1-2 minutes), the modified version of the film, and the modified abstract or text commentary by August 20, 2024. The trailer should be available for public viewing via a Vimeo link (not be password protected) and emailed to the track chairs. Trailers will be linked to and screened on the conference website with the abstract to promote awareness and engage the ACR community. All authors are asked to agree to make their films accessible through the Film Section of the ACR website and conference website.

Guidelines for Artwork and Photograph Submissions

We seek art-based consumer research created or communicated through visual and/or auditory aesthetic processes. We invite work in such forms as (but not restricted to) photographs, drawings, paintings, sculptures, collages, installations, or performances. Art-based research (ABR) combines the tenets of the creative arts in research contexts (Leavy 2019), employing artistic methods to gather, analyze, and/or present qualitative data (Hervey 2000). Art that is based on scientific studies offers a multisensory, multifaceted, discursive, experiential, interactive and subjective understanding of an investigated problem, not just to researchers, but also to fieldwork participants and to art show visitors, because of the cocreative dialogue that is established among these three groups (Seregina 2020). When thinking about their scientific studies through media and senses that are not the ones they are used to (i.e., the written paper and the oral lecture), scholars are forced to step outside their comfort zone (Bettany 2022). ABR enables them to deepen and rethink their interpretations of research data while interacting with field participants, while planning the artwork, while building art pieces, and while talking to visitors during exhibitions, in an iterative process where errors become opportunities (Walther and Costa 2022).

Research photography provides an opportunity to be creative, using imagery to explore the relevance of your research and to communicate quickly to a varied audience with a visual medium that can inspire and engage. You do not have to be an expert photographer to enter, since photography has emerged as a most diverse and democratized art form (Veer 2022). All we ask is for an image that captures an aspect of your research. Anyone can submit a photograph relating to their paper/poster/special session and it is a great way for ACR scholars to capture and share their excellent and diverse research. Stand-alone photo submissions, which do not relate to a submitted paper/poster/special session, are also welcome.

Art and Photography Submission Procedure

In addition to images, each artwork/photograph submission must include:

- **Title.** This is the title that will be published in the conference program.
- **Short Abstract** (50-word max). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the artwork/photograph.
- **Authors.** Provide official name, email, and affiliation for each author. Please indicate the author order and which author will serve as corresponding author, presenter, or both.
- **Extended Abstract.** (500-word max) This abstract should describe the artwork/photograph and the research on which it is based. This will be used for evaluation purposes. Please, do not describe just the research. Briefly answer at least the following questions:
 - What does the artwork/photograph look like?
 - What artistic modes and media were used?

- How, when and why was the artwork/photograph created?
- Who participated in its creation? (if it has been cocreated)
- What was the topic, context, methods, findings and contributions of the research on which the artwork/photograph is based? (if applicable)
- How does it relate to the consumer research on which it was based?
- How can it enrich our understanding of theory or research?
- How will it be displayed? (with approximate measurements)

We will review partially completed work (e.g. sketches, partial paintings, or sculptures). In this case, the submission needs to show clearly what the final art piece will look like. Moreover, partially completed work will be accepted conditionally, pending submission of the final images by August 20th 2024.

Researchers may not submit more than three art or photography entries as digital images of your work. One entry may consist of multiple images or components (e.g., a series of sculptures), but, in this case, cannot exceed five images/components. Photos can be taken on a variety of equipment, from smartphones to DSLRs.

Art and Photography Presentation

Accepted submissions will be displayed in an in-person art gallery during the conference. Artwork and printed photographs must be provided by authors and may be displayed on tables or hung on vertical boards provided by the conference or the artist. It is unlikely that the venue will allow artists to hang their work on walls. Further details (like room, table, and board sizes) will be sent to accepted artists later.

Arts Festival Evaluation

All submissions will be evaluated on: a) contribution to knowledge on consumer research topics; b) timeliness and topicality; c) videographic qualities (for film) / aesthetic, experiential and reflexive qualities (for art and photo); d) innovativeness / originality; and e) ethical conduct.

Accepted Art Festival Submissions

Authors may elect to have their art published in the proceedings, if applicable, but need to release copyright to ACR before publication.

COMMUNITY TRACK PROPOSAL GUIDELINES

In conjunction with our theme, “Stronger Together,” this novel track aims to create a series of creative and experiential collective moments among ACR attendees, outside of the traditional conference format. This is a unique opportunity to display and share either a specific hobby/interest of yours or showcase a consumption-related research topic in a fun and immersive way. The goal is to boost social connections, spark conversations (perhaps around consumption and behavior), and mutually enrich ourselves by discovering a bit more of our community members.

To do so, we encourage scholars to submit proposals for potential activities to lead. Sessions can last as little as 60 minutes to several hours, depending on when they take place. Sessions may take place before or after the conference (e.g., Wednesday, Thursday, or Sunday), early in the morning (e.g., a 7am jog in Paris), after sessions (e.g., an 8pm show), or during the conference itself (e.g., an 80-minute walking tour and/or cheese tasting). They can take place in the hotel (we have a dedicated room) or elsewhere in Paris (you will be responsible for securing

those places). Although we welcome submissions specifically linked to Paris and France, submissions without a clear link to the conference location are also welcome. Similarly, we encourage submissions related to consumption and the theme “Stronger Together.” There is no funding available, so any cost related to the activity should be covered by participants or a sponsor. However, we will happily share our Paris and/or ACR connections to facilitate the implementation of the selected activities.

Please provide as many details as possible in your submission. Suggestions of activities include, but are not limited to, Paris-themed (history, art, consumption) guided tours, visits of Parisian markets, food and/or wine tasting, classes (e.g., cooking, sculpture, art, knitting), sports activities (e.g., guided walks, jogs, bike rides, football/soccer), nightlife, etc. If you are unsure whether or how to suggest a Community track activity, please email the track chairs.

Submission Guidelines

In addition to the items noted under “General Guidelines,” Community Track submissions should include:

1. **Title and Format** (and any restrictions to the # of participants)
2. **Facilitators/chair(s)**. Names and affiliations of individual(s) who will lead the activity
3. **Summary**. A short description (100-word max) that indicates the focus of the activity. If the activity is accepted, this summary will appear in the conference program.
4. **Purpose**. A description (500-word max; single-spaced) that includes who should attend your activity; why they should find your activity interesting; how the time will be used, and what your participants will ‘take away’ from the activity.
5. **Time required**: Indicate the amount of time your activity requires, and when you would prefer the activity to take place.
6. **WIP/readiness status (if applicable)**. Briefly describe how far the activity is readily available. Please specify if you need some partners, how much public space, private space, what you will need from us. Establish guidelines.
7. **Cost**. Indicate whether you expect attendees to incur any cost (e.g., ticket entrance, fee etc.) and expected price. Sponsorships are welcome, and you may collect a fee from participants and/or limit capacity (e.g., via signupgenius.com).

We look forward to receiving your submission. During the main conference, a “Best Community Event” award will be announced.