Call for Conference-Hosting Proposals:
Advertising and Consumer Psychology Conference

The Society for Consumer Psychology will be sponsoring its 33rd annual Advertising and Consumer Psychology (ACP) Conference in 2014 and is soliciting proposals from institutions interested in organizing and hosting the conference.

ACP Conferences focus on current issues of interest to both consumer psychologists and marketing practitioners, exploring these issues in depth. The conference is typically held in the location of the host institution. In 2013 it will be hosted by San Diego State University’s College of Business Administration and its Centre for Integrated Marketing Communications. In 2012 it was hosted by the Asian Consumer Insight Institute (ACI) of Nanyang Technological University in Singapore. Selected papers from the conference are subsequently published in an edited book published by M.E. Sharpe.

The conference chairs plan and manage the ACP Conference, with support and oversight from SCP, and subsequently edit the book that emerges from the conference. The conference is typically held in the spring, but can be held at any time in 2014. ACP conferences have included the following:

- **Consumer Psychology in a Social Media World** chaired by Claudiu Dimofte, San Diego State University, Curt Haugtvedt, Ohio State University, and Richard Yalch, University of Washington, 2013
- **Consumption and Environmental Sustainability**, chaired by Lynn Kahle, University of Oregon, 2011
- **Cracking the Code: How Managers Can Drive Profits by Leveraging Principles of Consumer Psychology**, chaired by Steve Posavac, Vanderbilt University, 2010

For more information about recent past ACP conferences, see the link below on the SCP website:

There is not a page limit, but proposals would typically be 3-pages long and specify:

- Goals of the conference and intended contribution to consumer psychology;
- Expected audience size and profile;
- Expected speakers (not necessarily committed, but likely candidates); and
- Available resources for hosting the conference (internal budgets, staff, facilities…).

The Society for Consumer Psychology is now accepting proposals for the 2014 Advertising and Consumer Psychology Conference. Proposals should be submitted electronically to SCP President-Elect Susan Broniarczyk (susan.broniarczyk@mccombs.utexas.edu) by July 31, 2013, as an attached Word file.