CALL FOR PAPERS

SOCIETY FOR CONSUMER PSYCHOLOGY
Second International Conference
Vienna, Austria
June 25 - June 27, 2015

Conference Co-chairs:
- Darren Dahl, University of British Columbia
- Bernadette Kamleitner, WU Vienna
- Page Moreau, University of Wisconsin - Madison
- Martin Schreier, WU Vienna

Website: www.wu.ac.at/marketing/en/scp
CONFERENCE THEME

The Society for Consumer Psychology (SCP), together with the Department of Marketing at WU Vienna, will host the second International Conference for Consumer Psychology in Vienna, Austria.

The aim of this conference is to foster the exchange of new theories and findings among psychologists and consumer researchers coming from different parts of the world.

The guiding theme of SCP Vienna is “Creative Destruction”, using the term borrowed from the seminal Austrian Economist Joseph A. Schumpeter. Schumpeter used the term to describe how radical innovations, often introduced by entrepreneurs, are the disruptive force that bring the sustainable economic growth central to the functioning of capitalism. In his words, the term refers to “the process of industrial mutation that incessantly revolutionizes the economic structure from within, incessantly destroying the old one, incessantly creating a new one” (cf. Capitalism, Socialism and Democracy 1942).

For SCP Vienna, we use the term Creative Destruction as a metaphor for the types of papers we want: “innovative” papers which challenge the status-quo, depart from the known paradigms, and thus potentially “disrupt” our current thinking. The research papers ideally contain really new, important, and meaningful insights with implications for both theory and practice.

Due to the set-up of the conference venue, we can only accept 90 papers, which means approximately 120 participants can attend. Researchers whose papers are accepted are expected to be fully involved throughout the conference. In tandem with the small size, this will facilitate idea generation and new collaborations.

Apart from a concentrated set of interesting papers and discussions, there will be several occasions to enjoy the conference center and the beautiful city of Vienna as we are planning special events to take place in the majestic inner city, the delightful prater and the beautiful vineyards surrounding Austria’s capital city.
TYPES OF PROPOSALS

We are seeking proposals for symposia and original competitive papers for presentation at the conference. We plan to allocate roughly two-thirds of the sessions to symposia.

SYMPOSIA

Each symposium session will contain three related papers focusing on a novel research question. Ideally, submissions will approach this “big idea” with papers that bridge paradigms, methodologies, or research orientations. Each session is 90 minutes to allow for questions and discussions. Symposium chairs are responsible for quality control of the papers in their sessions, as well as for submitting all materials by the deadlines and ensuring that all other session participants receive copies of each paper or presentation prior to the conference.

Symposium proposals should include the following:

- The title of the symposium
- A proposal describing the symposium’s objective, topics to be covered, likely audience, stage of completion of each paper, and why the session is likely to change established thinking in consumer psychology (max. 400 words)
- The name, contact information, and affiliation of the symposium chair
- The titles of each of the presentations within the symposium, with a listing of the authors and their affiliations and contact information. For multi-author papers, please underline the presenter
- A 75-100 word short abstract of each presentation for publication in the conference program
- A 750-1000 word extended abstract (excluding references) of each presentation for evaluation by reviewers.

COMPETITIVE PAPERS

Competitive papers represent the completed work of their authors and address novel theoretical or substantive topics in consumer psychology. We will be grouping three competitive papers into a single 90 minute session. Each author will have approximately 20 minutes to present their work and 10 minutes to address questions and promote discussion.

Competitive paper submissions should include the following:

- A separate title page including author information (name, contact information, and affiliation of the author(s))
- The anonymous main document, including:
  - The title of the paper
  - 3-5 keywords that facilitate assignment to reviewers
  - A 75-100 word short abstract for publication in the conference program
  - A 750-1000 word extended abstract (excluding references) that summarizes the motivation, conceptualization, methodology, and major findings.
GENERAL GUIDELINES AND SUBMISSION DEADLINE

All submissions should be submitted to the conference email: scp2015@wu.ac.at. Submissions should be single-spaced Microsoft Word documents in 12-point Times New Roman font with 1-inch margins on all sides.

Submissions will be judged on the following criteria:

- **Importance** of the research question (theoretically and substantively)
- **Ability to challenge established thinking** in the field of consumer psychology
- **Novelty** of the findings
- **Quality of the research and stage of completion** of the project

Each SCP participant may present only one paper. When submitting a symposium or competitive paper to this conference, you must agree to be available at any time between June 25 and June 27, 2015 to give your presentation. If you will not be available on one of these days, please arrange for a co-author to give the presentation. We will not consider date/time change requests for presentations.

All symposium and competitive paper submissions are due by **Thursday, December 1, 2014**. Notification of acceptances will be sent in **late February 2015**.

CONFERENCE CENTER INFORMATION

The conference will take place at a spectacular location, the new campus of WU Vienna (www.wu.ac.at/campus). With about 27000 students WU Vienna is the biggest business university in Europe. The central building of WU’s brand new campus, the Library & Learning Center, for example, is an architectural master piece designed by star architect Zaha Hadid. The campus of WU Vienna comprises five further leading-edge buildings designed by different internationally renowned architects.

WU Vienna is located in the 2nd district just beside the Green Prater, a spacious recreational area that covers six million square meters. The area used to be the emperors hunting grounds and offers vast lawns, woods, and water areas. Located between two subway stations, the conference location is conveniently accessible by public transportation and offers fast links to the city center and the airport.
INFORMATION ABOUT HOTELS

Three conference hotels are within walking distance of the conference venue. Several additional hotels (including designer hotels) have been reserved in the beautiful inner city of Vienna. All hotels can be easily reached by public transport. More information on hotels and booking forms will be posted on the conference website (www.wu.ac.at/marketing/en/scp). If you have questions, please email us at scp2015@wu.ac.at or visit us at www.wu.ac.at/marketing/en/scp.

SEE YOU IN VIENNA IN THE SUMMER OF 2015!