BBR ACCELERATOR 2015 CALL FOR APPLICATIONS
Deadline February 28, 2015

The Institute for Brands and Brand Relationships (IBBR), launched in 2014, is a not-for-profit international learning organization dedicated to uniting academics and practitioners in the mission of developing and advancing the branding and consumer-brand relationships sub-disciplines of marketing. Central to the Institute mission is hosting international conferences and workshops that bring together academic researchers and practitioners around themes of brands and brand relationships, fostering community-building in the field, and supporting doctoral students and junior faculty with monies and feedback that advances their brand and brand relationships research.

A highlight of past BBR 2012, 2013 and 2014 conferences has been the mentoring sessions we have arranged for doctoral students in formative stages of their dissertation research. In order to extend the benefits of this initiative, we will this year and in future odd-numbered years sponsor a more dedicated and intimate event that builds on the mentoring theme. The event has a special brand: BBR Accelerator.

BBR Accelerator 2015 is an intimate, invitation-only 2-day workshop designed to support, encourage, and advance, through mentorship and feedback, the research of doctoral students, post-docs, and junior faculty with vested interests in the brands and brand relationships domains. The goals of the workshop are:

- To mentor and encourage promising consumer researchers and their early- and mid-stage research ideas and to develop these ideas toward publication
- To ensure that future consumer-brand relationships research is built upon an appropriate foundation that will allow increased traction and a more rapid dissemination of ideas
- To provide support, feedback, and training to students, post-docs and junior faculty in institutions where such support may be lacking, especially for those in international institutions and programs
- To bring together senior researchers, practitioners, doctoral students, and junior faculty to learn about each other’s research, exchange ideas, and form research collaborations that can further advance the field
- To build an international community of consumer-brand relationships scholars who will ensure the growth, expansion and health of this sub-discipline
- To enable networking and interpersonal relationships among researchers whose work has formed the underpinnings of this domain and the new crop of researchers who will together shape the future direction of this research

To deliver against developmental and mentorship goals, acceptances are limited and the conference size constrained with a total of twelve (12) accepted mentee applicants and sixteen (16) mentors. Accepted mentees are partially funded by IBBR and receive waivers of conference registration and dinner fees to help support their attendance. In support of the IBBR mission, special consideration will be given to applicants at less-privileged institutions who lack strong mentorship and financial support. The conference benefits from the generous sponsorship of the Association for Consumer Research and GfK.

Workshop Details

The 2-day workshop includes a mix of general and focused sessions and individual work designed to (1) address the researcher’s concerns about their own research and (2) provide guidance from researchers whose work has formed the underpinnings of this domain and who continue to shape the direction of the field. On Day 1, mentees will introduce their research areas to the broad
audience of brand researchers and mentors and highlight theoretical foundations, opportunities, and conundrums in the research area. Mentors will share inspirations, questions, and insights that inform and probe these focal domains. Intensive 3-on-1 (mentor-mentee) consulting sessions follow on the second day during which mentors engage dialogue that provides guidance and instruction to mentees about the best ways to ensure that their research reaches appropriate audiences with findings that advance theory and understanding for academics, practitioners, consumers, and other stakeholders. In off hours, while others are receiving feedback, mentees will reflect on their feedback and derive lessons learned. The day concludes with each mentee again addressing the broader group with key take-aways and directions forward, for final feedback. A group dinner Thursday night helps establish relationship connections that advance the brand community.

Mentors comprise our BBR Fellows, an elite group of researchers well-versed in brand and brand relationship research, and members of the IBBR Board. The 2015 Mentors are:

- Pankaj Aggarwal, University of Toronto
- Eric Arnould, University of Southern Denmark
- Janet Borgerson, Rochester Institute of Technology
- Robin Coulter, University of Connecticut
- Deborah Roedder John, University of Minnesota
- Robert Kozinets, York University
- Kay Lemon, Boston College
- Aric Rindfleisch, University of Illinois
- Hope Schau, The University of Arizona
- Jonathan Schroeder, Rochester Institute of Technology
- Scott Thompson, University of Georgia
- Matt Thomson, Ivey Business School
- Susan Fournier, Boston University, IBBR President and Chairman
- Mike Breazeale, Mississippi State University, IBBR Secretary
- Jill Avery, Harvard Business School, IBBR Treasurer
- John Wittenbraker, GfK, IBBR Partner and Sponsor

**Research Qualifications**

Doctoral students, post-docs, and junior faculty with vested and demonstrated interests in the brands and brand relationships domains are encouraged to apply. Appropriate research topics concern all matters of branding and brand relationships and include a range of theoretical perspectives (e.g., anthropology, sociology, culture studies, organizational behavior, neuroscience, finance, economics, and psychology) and methodological approaches (e.g., experiments, ethnographies, critical studies, field studies, depth interviews, secondary research, empirical modeling) dedicated to understanding, creating, nurturing, managing, and leveraging brands and brand relationships. Any topics promising substantive, empirical or conceptual contributions to brands and brand relationships research will be considered.

To serve the developmental goals of the workshop, we solicit early- and mid-stage research ideas that can benefit from mentorship and guidance. The focal research must be “in progress:” that is, we expect that a strong theoretical basis has been attempted for the research, and that some empirical work has been initiated but data collection and analysis have not yet been completed. Preliminary findings are critical for qualitative, modelling, and experimental research. We seek work whose direction can be shaped and informed by participation in the workshop.

**Application and Submission Details**

Applicants should prepare the following five materials to be considered for the workshop:

1. **A 1-2 Page Personal Statement** that (1) introduces you, your research institution, your advisor(s), and your status in the marketing academy; (2) briefly describes your focal research idea/question; (3) summarizes why your research is interesting and important and its intended contribution; and (4) identifies pressing empirical or conceptual issues, conundrums, stumbling blocks or decisions that you are facing in your research and about which you seek guidance in the workshop. You should also offer (5) an indication of the support available to you for the current research program, both in terms of finances and available mentorship.
2. **A Proposal or Working Paper for the Workshop Immersion.** This document briefs the mentors with appropriate theoretical background, your conceptual model, research questions and hypotheses, study designs, and preliminary results. Submissions should be 5-15 pages in length (12 point font, double-spaced) and require the following:

   - (First page) **Title of the submission** including the authors’ name and affiliation
   - (First Page) **100 Word Abstract** that concentrates on the big picture contribution(s) of the paper
   - (Next Page) **Body of the Paper.** This page restates the title (without authors’ names or affiliations) and begins the body of the paper, including Conceptual Background, Research Questions/Hypotheses, Method, and Interim Findings, culminating in References, Tables and Figures.
   - (Final Page) **Author Commitments.** All authors must express written confirmation that (1) the work is original and (2) if accepted, the author agrees to attend the full workshop and present the work.

3. **Relevant Background Literature.** To further position the work, and to help the mentor teams prepare for the discussions, candidates should provide PDFs of up to five published research papers centrally linked to the focal research idea. These may be papers that offer critical conceptual background for understanding the research or provide research results that are extended by or otherwise inspire the focal research.

4. A **Curriculum Vita** including information about prior experiences and the applicant’s broader research portfolio

5. A **Statement of Support** from a Faculty Sponsor that considers the candidate’s strengths and research potential, as well as benefits to be obtained from his/her workshop attendance.

The BBR Fellows and Board of Directors will review the submissions and make final decisions using criteria of: Faculty sponsorship and support, Opportunity for developmental impact, Relevance and potential contribution of the research to branding researchers and practitioners, Conceptual rigor, Quality of the research, Innovation and freshness of perspective, and Coherence of the work.

The above submissions materials should be placed in a Zipfile labeled with the applicant’s name (e.g., Fournier BBR2015 application) and uploaded to [http://bit.ly/BBR2015Submit](http://bit.ly/BBR2015Submit) no later than **February 28, 2015**. After creating a user profile on the EasyChair conference site, the applicant should log in and click on the “Submit Paper/Proposal” button. This portal will accept a Zipfile upload. Authors should submit a Zipfile containing all five application items listed above. Please contact Mike Breazeale ([mike@BrandRelationships.org](mailto:mike@BrandRelationships.org)) with any questions about the submission process.

**Important Information, Dates and Deadlines**

- Workshop Dates: May 21 – 22, 2015
- Submission Deadline: February 28, 2015
- Notification of Acceptance: March 23, 2015
- Workshop Fees: $395, waived for accepted mentees
- Workshop Location: Boston University School of Management, 595 Commonwealth Ave, Boston, Massachusetts USA

**Workshop Chairs and Contact Information**

- Susan Fournier, Boston University, USA: [fournism@bu.edu](mailto:fournism@bu.edu)
- Michael Breazeale, Mississippi State University, USA: [mbreazeale@business.msstate.edu](mailto:mbreazeale@business.msstate.edu)
- Jill Avery, Harvard Business School, USA: [javery@hbs.edu](mailto:javery@hbs.edu)

All submission and program-related queries, e-mail Michael Breazeale at [mike@brandrelationships.org](mailto:mike@brandrelationships.org).

All administrative questions (e.g., hotel, payment, registration), e-mail Jill Avery at [javery@hbs.edu](mailto:javery@hbs.edu).
For more information about the Institute for Brands and Brand Relationships or its BBR Accelerator conference please visit our website:

www.BrandRelationships.org

More information will be posted soon regarding registration and accommodations.