

Call for Reviewers

SOCIETY FOR CONSUMER PSYCHOLOGY Annual 2010 Winter Conference

The 2010 Society for Consumer Psychology winter conference will be held February 25-27, 2010 at the Trade Winds Grand Island Beach Resort in St. Pete Beach, FL. We are seeking your expertise in reviewing Competitive Papers and/or Working Papers. Your help will contribute greatly to the conference, and will be sincerely appreciated.

If you agree to be a reviewer for the Competitive Paper/Working Paper sessions, we plan on asking you to review 4 or 5 extended abstracts (under 1000 words) in mid-September, with reviews due in mid-October.

If you can serve, you simply need to go to the 2010 Conference website at: www.SCP2010.org and sign-up to become a reviewer. Please sign-up before August 1 if possible.

If you have questions, please email the conference co-chairs at:
coordinator@SCP2010.org

Thanks in advance for your help in creating another successful SCP Annual Winter Conference!

Adam Duhachek
SCP Conference Co-Chair
Kelley School of Business
Indiana University
Department of Marketing
1309 E. 10th Street
Bloomington, IN 47401
(812) 855-1099
Email: aduhache@indiana.edu

Meg Meloy
SCP Conference Co-Chair
Smeal College of Business
Penn State University
Department of Marketing
444 Business Building
University Park, PA 16802
(814) 863-0687
Email: mmeloy@psu.edu