

CALL FOR PAPERS

2010 Advertising and Consumer Psychology Conference

May 20th – 22nd

Nashville, Tennessee

The Society for Consumer Psychology will be holding its annual Advertising and Consumer Psychology conference in May 2010 in Nashville, Tennessee. The theme of the conference is, “**Cracking the Code: How Managers Can Drive Profits by Leveraging Principles of Consumer Psychology.**” Participants will present at the conference, and write a chapter for a book to be published by M. E. Sharpe.

The purpose of the conference and book is to highlight how our knowledge of consumer behavior can be used to improve managerial decision making and, hence, organizational performance. Empirical consumer behavior articles typically have a narrow focus, and taken piecemeal, do not offer reliable and actionable direction for managers. Taken collectively, however, the conclusions of research streams can be enormously useful as inputs into managers’ decisions. Authors who participate in the “Cracking the Code” conference will offer a set of managerial rules for action that have been distilled from reviews of research areas in which they are expert. The book to be published following the conference will contain prescriptive managerial advice based on state of the art knowledge from multiple research lines regarding how consumers think and choose.

SUBMITTING A PROPOSAL

Prospective authors should email a two page proposal to Steve Posavac, conference chair, at steve.posavac@owen.vanderbilt.edu by December 22nd. Proposals should contain an overview of the literature stream to be reviewed, as well as a summary of the key managerial takeaways that will be discussed. Prospective authors should demonstrate how they will add value for two audiences; academics interested in managerial implications of the principles of consumer psychology, and managers interested in learning how to leverage these principles to improve their organizational outcomes. Note that literature reviews in the chapters that will ultimately appear in the book need not be comprehensive, but should instead be written with the aim of providing a foundation for the managerial implications that authors will discuss. Indeed, the primary value added by the conference and book will be the set of managerial action items that are delineated in each chapter, not the literature reviews per se.

ABOUT NASHVILLE

Nashville is a vibrant hub of economic activity and Southern culture. Greater Nashville is home to 1.2 million inhabitants, and is a national leader in several key industries including health care, automotive production, printing/publishing, and music. Nashville is consistently mentioned as an outstanding place to work and live by leading publications, and has been rated the most popular city for corporate relocations. Conference attendees will get the chance to sample the local cuisine, and line dancing opportunities will be available for those who are interested.