

## Call for Proposals: Advertising and Consumer Psychology Conference

The *Society for Consumer Psychology* will be sponsoring its 31st annual Advertising and Consumer Psychology (ACP) Conference in 2012. ACP Conferences focus on current issues of interest to both consumer psychologists and marketing practitioners, exploring these issues in depth. Selected papers from the conference are subsequently published in an edited book published by M.E. Sharpe. The conference chairs plan the ACP Conference, with support and oversight from SCP, and edit the book that emerges from the conference. The conference is typically held in the spring, but can be held at any time in 2012.

Past ACP conferences have included the following:

- *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
- *Leveraging Consumer Psychology for Effective Health Communications*, chaired by Rajiv Batra, University of Michigan, Punam Anand Keller, Dartmouth College, and Vic Strecher, University of Michigan, 2009
- *Virtual Social Identity and Consumer Behavior*, chaired by Michael R. Solomon and Natalie T. Wood, Saint Joseph's University, 2008
- *New Frontiers in Branding: Attachment, Attitudes, and Relationships*, chaired by Deborah MacInnis, CW Park, and Joseph Priester, University of Southern California, 2007
- *Brick and Mortar Shopping in the 21st Century*, chaired by Tina Lowery, University of Texas at San Antonio, 2006
- *Consumers in Transitional Economies: Psychological and Interdisciplinary Perspectives*, chaired by Dipankar Chakravarti, University of Colorado-Boulder, Angela Y. Lee, Northwestern University, and Carolyn Yoon, University of Michigan, 2005

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

- <http://www.myscp.org/conference.aspx>

The Society for Consumer Psychology is now accepting proposals for the 2012 Advertising and Consumer Psychology Conference. Proposals must be received by October 30, 2011. Proposals should be sent to SCP President-Elect Michel Tuan Pham ([tdp4@columbia.edu](mailto:tdp4@columbia.edu)) electronically as an attached Word file.