

CALL FOR PAPERS
SOCIETY FOR CONSUMER PSYCHOLOGY
First International Conference
La Pietra Conference Center, Florence, Italy
June 29-July 1, 2012

Conference Co-chairs:
Simona Botti, London Business School
Vicki Morwitz, New York University
Stefano Puntoni, Erasmus University

The Society for Consumer Psychology (SCP) will hold its First International Conference on June 29-July 1, 2012. The aim of the conference is to provide a forum for the global community of psychologists and consumer researchers to discuss cutting-edge projects, initiate future collaborations, and advance the discipline of consumer psychology.

To facilitate the generation and exchange of ideas the conference will be small (max. 120 attendees) and will take place in an inspiring location, the La Pietra Conference Center in Florence, Italy. Villa La Pietra houses an eclectic art collection and stunning gardens overlooking Florence, a city so beautiful to make you dizzy with infatuation (the Florence syndrome, also called Stendhal syndrome).



There will be several occasions to enjoy the conference center and the city as we are planning special events to take place both at Villa La Pietra and downtown Florence. To top all this off, we are thrilled to announce that the keynote speeches will be delivered by two leading scholars, Anne Maass (University of Padova) and Peter Gollwitzer (New York University), whose outstanding work continues to motivate and influence consumer psychologists.

We are seeking proposals for symposia and original competitive papers for presentation at the conference. To encourage a diverse set of ideas and approaches to consumer psychology, the topic areas are not limited by a particular theme, application, or methodology.



SUBMISSION DEADLINE AND DATES

All symposium and competitive paper submissions are due by **Thursday, December 15, 2011**. Notification of acceptances will be sent in **late February 2012**.

SYMPOSIA

Each symposium session will focus on a specific area of research. Submissions may share similar theoretical bases, or they may approach a research question by bridging paradigms, methodologies or research orientations. Each session is 90 minutes and includes four papers.

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 make an important contribution to 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 substantive, methodological, or theoretical topics in consumer psychology. We will be grouping four competitive papers into a single 90 minute session. Each author will have approximately 20 minutes to present their work. The last ten minutes will be dedicated to questions.

Competitive paper submissions should include the following:

- The title of the paper
- The name, contact information, and affiliation of the author(s).
- 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 for evaluation by reviewers.



GENERAL GUIDELINES

Submissions will be judged on the following criteria:

- **Quality** of the research
- **Novelty** of the findings
- **Stage of completion** of the project
- **Contribution** to the field of consumer psychology
- **Interest** of the topic to SCP members

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 29 and July 1, 2012 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.

SUBMISSION INFORMATION

All submissions should be single-spaced Microsoft Word documents in 12-point Times New Roman font with 1-inch margins on all sides.

All submissions, reviewing and notification will be conducted electronically through the conference website at <http://www.chilleesys.com/escp>. The conference website will provide additional information about the conference. When you submit your proposal via the conference website, the following information/steps will be required:

Submission System Signup. When you first enter the conference website, you will sign up to use the website submission system. Here you will provide your name and contact information and be given a login name and password. You will use this login whenever you navigate the submission system. Please keep track of this information.

Some e-mail addresses are already signed up in our database, and these will not require you to re-enter your name and contact information. Please use the website password reminder function if you cannot recall your password.

[Note: When you complete this step, you will have only signed up with the conference website. This is NOT the registration for the conference.]

Submitter Information. Once in the submission system, you will be asked to submit the information requested above for the symposium or competitive paper submission.

Please note that in order to facilitate reviewer assignment, you will also be asked to provide content and methodological area codes.



CONFERENCE CENTER INFORMATION

The conference will take place at a spectacular venue in a spectacular location, the La Pietra Conference Center in Florence, Italy <http://www.nyu.edu/lapietra/conferencing/>



The conference center is located just outside of downtown Florence. It is accessible by public bus and taxi. We have arranged for a shuttle service for pick up and drop off at the hotels that have been reserved for the conference (*4 stars*: Hotel Minerva, Hotel Santa Maria Novella, Hotel Baglioni, Hotel San Gallo Palace; *3 star*: Hotel Universo, Hotel Rosso; price range €100-250). All of these hotels except Hotel San Gallo Palace are located on the Piazza Santa Maria Novella in Central Florence, and are walking distance from all of the main attractions in Florence. Hotel San Gallo Palace is located closer to the La Pietra conference center. Please refer to the Hotel Booking form that will be posted on the conference website for more details about the hotels and the registration process.

If you have questions, please email us at scpflorence2012@rsm.nl

SEE YOU IN FLORENCE IN THE SUMMER OF 2012!

