



CRYSTAL CLEAR CONCEPTS

Using Metaphors to Expand Dimensional Thinking

Debbie MacInnis, University of Southern California

One might argue that constructs are the central unit of analysis along which progression in research takes place. It is through the identification of novel constructs, their clear articulation, and their relationship to other constructs that our role in the advancement of knowledge is most clearly realized. As such, it is useful to consider the nature of the constructs we examine and the novel dimensions along which these constructs may be conceptualized.

Metaphors have value in poetic expression, as they efficiently capture multiple ways in which things are similar. As noted on http://owl.english.purdue.edu/handouts/general/gl_metaphor.html, "by writing 'my dorm is a prison,' you suggest to your readers that you feel as though you were placed in solitary, you are fed lousy food, you are deprived of all of life's great pleasures, your room is poorly lit and cramped--and a hundred other things, that, if you tried to say them all, would probably take several pages".

I argue below that attentive use of metaphors also serves several useful functions from an academic perspective. Specifically they can help us (a) understand the meaning of a general conceptual domain, (b) uncover dimensions of constructs and (c) understand potential relationships among these dimensions. In so doing, they allow us to extend our understanding of a domain in new and creative ways. Let me illustrate by way of example.

Let's take a conceptual domain such as "relationships". This domain is relevant to a number of researchers interested in consumer-brand relationships, CRM, channel management, and market orientation--to name a few. Thus far, we have identified several very important and interesting dimensions along which relationships can be conceptualized--e.g., degree of trust, dependency, etc. However, novel insights to relationships, how they operate, and the dimensions along which they might be described can also be facilitated by use of metaphors.

Lakoff (1994), for example, makes the keen observation that at a conceptual level a relationship is like a journey. As shown in Figure 1, a relationship involves going somewhere along some path in some kind of vehicle that has the potential to encounter obstacles. As a journey, it occurs over time. It may be long or short, easy to traverse or fraught with difficulties, and the endeavor of one or embarked upon in the cheerful company of many. These characteristics of metaphors are revealed by the terms we use to describe relationships. Take, for example, the notion that relationships, like journeys involve time. When we are in a relationship with no meaning, we're just "killing time". A very short relationship is a "one night

stand".

As a journey, a relationship has the opportunity to move forward, to stop, or to move backwards. Thus, we use terms related to the movement on a journey to describe relationships. When it has stopped developing, the relationship is said to be "stalled", "on the rocks", have "hit a dead end", or "run into a brick wall". We say it is "on the rocks", that we are "spinning our wheels", or that our relationship is "at a crossroads". When the journey is slowed, we indicate that we are "hitting some rocks", or are "off-track". Bad relationships are "going downhill", have "crashed", or "fell to pieces". When we leave a relationship we "bail out" and/or tell our relationship partner to "hit the road", "take a hike" or "get lost". In contrast, relationships that are developing satisfactorily are "taking off" or involve "smooth sailing". Someone who is offered a new relationship is given a "ticket to ride". And people who are in relationships that are going too quickly are said to be in the "fast lane". When we've been in a relationship for a long time, we are said to have "come a long way" or "covered a lot of ground".

Other metaphors also exist for relationships. Relationships are, for example, like plants or flowers; they grow. Growth is evidence in the metaphors we use for relationships. We can sometimes see "the seeds of a relationship", and they "take root", are said to be "budding", "blossoming", be "in full bloom", "withering on the vine" or be "dead". Growth involves development of roots or limbs. Long-standing relationships have "deep roots". Sometimes, the roots are so deep, we "can't extricate ourselves" from the relationship. When deep relationships end we are said to feel like our "limbs were cut" or that we were "cut off at the root".

Like plants or flowers, relationships need to be nurtured in order to grow. For plants and flowers, the elements that provide nurturing are the sun, water, oxygen and soil. Hence, it comes as no surprise that figures of speech for relationships involve these nurturing elements. A relationship partner is called "sunshine", or "the light of my life" and we "bask in the glory of love" of a good relationship. People in love are said to be "glowing". Just as the sun varies in the intensity of the heat it generates, so too does a relationship. Bad relationships are said to "leave one cold", or involve a "cold" lover. We act "chilly" toward people who have upset us. Intense heat in a relationship leaves us "hot" and we are said to have a "flame". When we are trying to get back someone who is special in

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What's Inside:
Call for Papers,
2004 Conference of
the Association for
Consumer Research

**Association for
Consumer
Research**

P.O. Box 2310
Valdosta, GA 31604

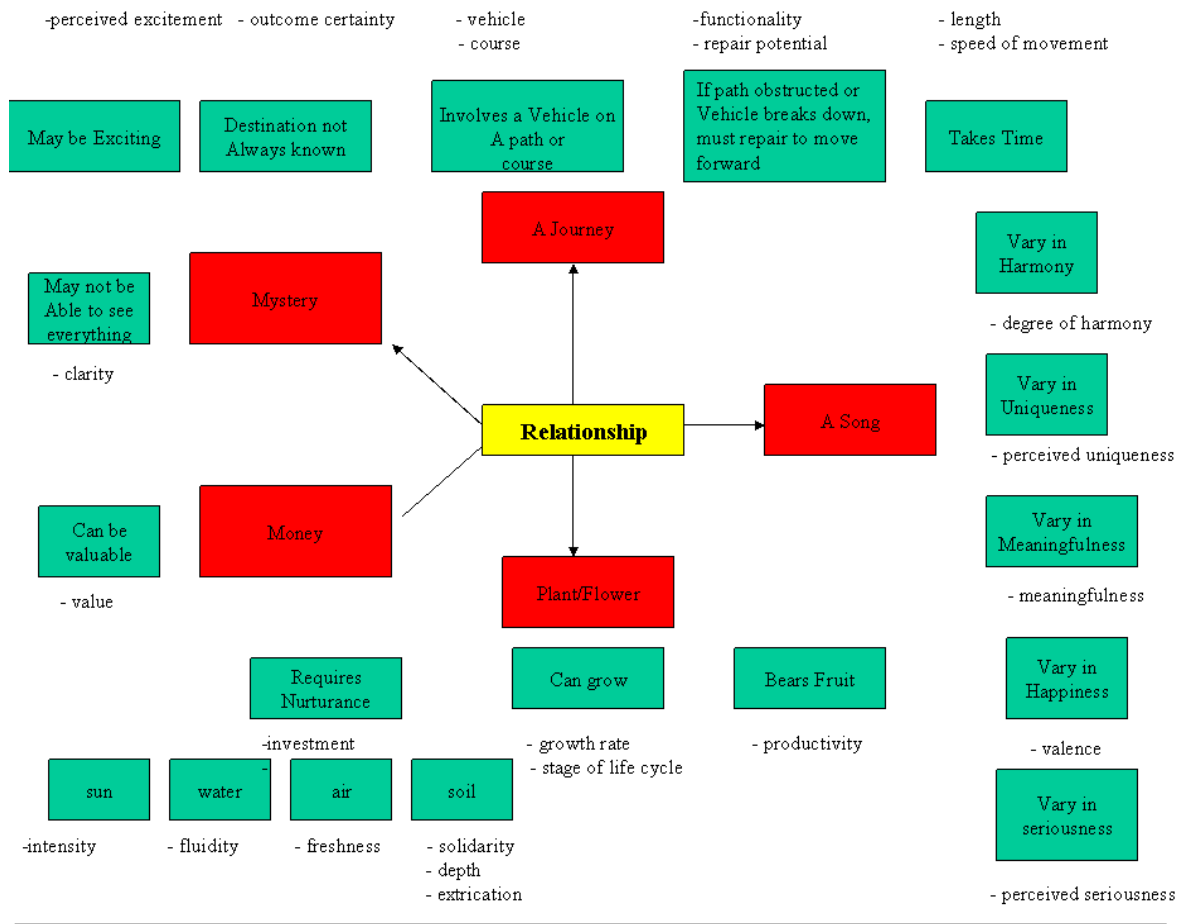


a relationship or wonder whether a relationship we want to have happen will happen, we are left to "sweat it out". When someone abandons us in a relationship, we feel "burned".

The air is also conducive to relationships. In some relationships we feel that there is not enough air and that we are "suffocating" and that we need some "breathing space".

When good relationships are nurtured they are productive-that is, they bear fruit or flowers. The productivity materials they generate are evaluated in terms of their impact on the self. When flowers and fruit are produced, the value they generate is one of sweetness and pleasantness; hence use of words like "sweetie", "honey", and "sugar". One's love is said to be "the apple of my eye".

Figure 1
Conceptual Mapping of the Concept of "Relationship"



Others smell bad- as we say that they "stink". New relationships bring a "breath of fresh air". A lot of passion in a relationship deprives us of air, but it's not terminal as long as we "come up for air".

Water, the third nurturance component of plants and flowers also serves as a metaphor for relationships. People who are in relationships that have gone on far too long are "all dried up", or feel "parched" from lack of love. We feel "love raining down on" us when we are in love. Yet, just as there can be too much heat in a relationship (to its detriment), so too can there be too much water. We are said to be, for example, "drowning" in some kinds of relationships. When major fights in relationships occur, we say the "dam has been broken" which releases a "flood" of emotions.

Finally, the characteristics of soil are revealed in descriptions of relationships. Good relationships are said to be "rock solid" while bad ones operate on a "slippery slope" or are moving downhill. Relationships "erode" over time, yet some are "deep".

Bad relationships are "rotten", "leave a bad taste in our mouth", or leave us feeling "bitter". Love that appears false is said to be "saccharine".

Figure 1 also shows that relationships bear a metaphorical relationship to money. Good relationships have value. They are "priceless" or "worth a million" or involve people who are regarded as "precious", or the "jewel of my eye". It comes as no surprise then that the diamond (worth lots of money) is the symbol of the amount of love in a romantic relationship. Bad relationships are "not worth the effort" or are "not paying off", and bad partners are derided as "worthless" or "two-bit lovers". Partners who refuse romantic gestures are said to be "not paying out".

Relationships are also like a mystery. They can be "intriguing", and "exciting", can involve a "mystery man" and, like good mysteries, often fail to make us see what we should have seen until the very end. We are "blinded by love", we have "blind dates", we get "blindsided" and

vow to "go into a relationship with our eyes wide open" the next time.

Finally, as Figure 1 shows, relationships can be linked to songs. Like good songs, they are harmonious, involve little discordance, can be fast or slow, happy or sad, meaningful, but when they lack excitement or are monotonous they begin to "sound like a broken record". Bad relationships are "disharmonious", have "hit a sour note", are "off key", or "out of sync". Good relationships are "up-beat".

While the linkage of relationships with concepts such as "journeys", "plants", "money", "mystery" and "songs" is mildly interesting in and of itself, even more interesting is the use of metaphors for helping us understand the dimensions along with the domain "relationship" can be conceptualized. Thus, they help us understand the domain of a construct. The metaphors just described, for example, would lead us to believe that a relationship is a unique and mysterious journey that happens over time and has potential obstacles. It must be nurtured if it is to be productive, of value, and harmonious.

Metaphors also help us understand the various dimensions along which relationships can be described—dimensions that go beyond trust, dependency, and other constructs typically studied in the consumer and marketing literatures. As shown in Figure 1, the fact that a relationship is like a journey, allows us to examine such factors as the "vehicle" which initiated the relationship, the "path" that the relationship has taken. The fact that it may break down, allows us to consider such constructs as its "functionality" or "repair potential". The fact that the destination in a relationship need not be known allows us to examine it in terms of the degree of "outcome certainty" and the "degree of excitement" that characterizes it. The fact that it occurs over time suggests that it can be described in terms of "length" (i.e., months of), or, "speed of growth".

The fact that relationships, like plants, require nurturance, suggests that relationships can be described in terms of the nurturing or "investment" provided to them. The fact that they grow over a specified life-cycle, like plants or flowers, suggests that we can describe them in terms of their "growth rate" or their "stage of the life cycle". The fact that both can bear "fruit" indicates that we can describe relationships in terms of their "productivity".

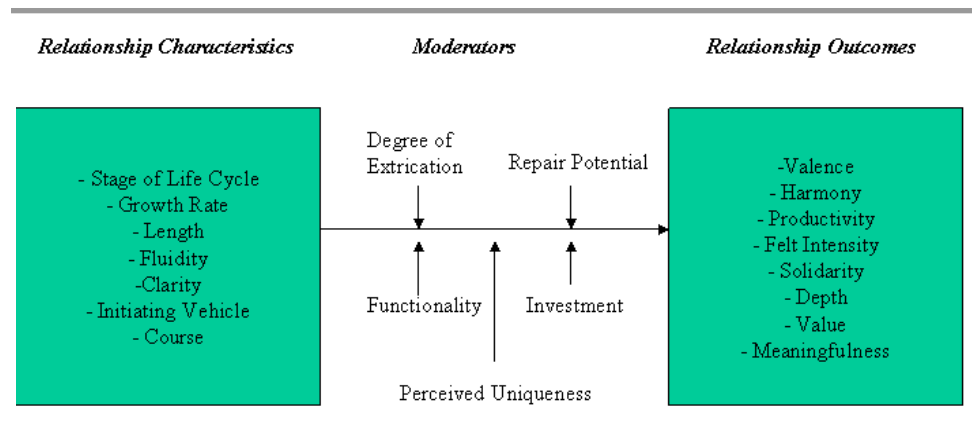
The specific elements of flowers/plants that provide nurturance, also suggest dimensions along which relationships can be conceptualized. Based on the sun analogy, we can conceptualize relationships in terms of their

"warmth" or "intensity". The fact that they bear a bond with water suggests we can examine them in terms of their fluidity. Their bond to soil as a nurturing element suggests we can examine the extent to which they are on solid ground (e.g., solidarity), how "deep" they are, and the extent to which one feels it is difficult to "extricate oneself" from the relationship. Their liaison to air suggests we can examine the extent to which they are "fresh".

The metaphorical connection between the term "relationship" and money indicates that relationships can be examined in terms of their "value". Their association to mystery suggests we can examine the extent to which they involve "clarity"—the extent to which one can clearly see the relationship partner for who they are. The fact that they are



Figure 2
Potential Interrelationships among Constructs Involving a Metaphorical Linkage with "Relationships"



like songs suggests we can examine the extent to which they are "harmonious", "unique", "synched", "meaningful", "up-beat", or "serious". Thus, a number of novel dimensions can be identified based on these cross-category metaphorical mappings.

Finally, metaphors help us develop preliminary hypotheses about potential links among these broad constructs. For example, Figure 2 shows a conceptual model that summarizes the interactions among these constructs. The results of our metaphor analysis and the web of cross domain mappings it entails lead us to believe that relationships (which can be described in terms of their value, degree of harmony, etc.) can lead to important outcomes (like change of self or productivity), and that certain constructs will likely moderate that link (e.g., the degree of nurturing). Thus, metaphors help not only the examination of novel dimensions of the independent variables, but also novel dependent variables and potential moderators.

Limitations of the Metaphor Approach. It would be remiss to argue that metaphors are critical to the development of novel constructs. Indeed, incomplete or overused metaphors may actually be disadvantageous to scientific growth. For example, much has been made of the dangers of over reliance on the "computer" as a metaphor for the "brain" or "memory". Considering how the brain is like water, a maze, a magician, or the sun, may reveal novel ways of thinking about the brain that are not revealed by the computer metaphor.

Second, it may be difficult to think about metaphors for some kinds of concepts. For example, it may be far



CONFERENCE CALLS

Editors Note: Look here for the complete text of ACR conference calls. Calls for non ACR conferences may be abstracted. Please send conference calls to Susan Kleine (skleine@cba.bgsu.edu).

ACR 2004 Call for Papers

When: October 7-10, 2004

Where: Portland, Oregon

Submission Due Date: Friday, March 12, 2004.

The Association for Consumer Research announces a call for papers for its Annual Conference to be held October 7-10, 2004, at the Hilton Portland and Executive Tower in Portland, Oregon, USA. Portland is situated at the confluence of the Columbia and Willamette rivers and the conference hotel is located in the downtown area, nine miles from PDX airport. The city center is served by excellent public transportation. The brand new Portland Streetcar and the clean MAX Light Rail share the streets with cars, bicyclists and the occasional tourist. Both stop within 2-3 short blocks from the hotel.

Portland has a cornucopia of attractions. It is a magnet for world-class chefs who revel in creating menus of salads of fresh-picked arugula and chervil, spiked with hazelnuts and local cheeses, and entrees of alder-smoked salmon, Dungeness crab, razor clams and morel mushrooms. Naturally, seafood is just the start of Portland's citywide menu, which features more than 40 different types of cuisine. To accompany your meal, there is Oregon wine (the Pinot Noir is among the finest in the world) or one of the handcrafted beers that places Portland at the center of America's craft-brewing movement. Between meals, head to Powell's City of Books, the world's largest independent English language bookstore. Grab a map of the bookstore to help you navigate through the sea of books that spans three floors of an entire city block. The Portland area is home to an unrivaled number of open spaces and boasts an incredible range in size, from the 5,000-acre Forest Park (America's largest urban wilderness) to tiny 24-inch Mill Ends Park. An easy way to see those parks is on two wheels. Bicycling magazine recently ranked Portland the United States' top cycling city two years running. You can also get an early start on the ski season at Mt. Hood, a short drive from Portland. Mt. Hood boasts the longest ski season in the US at 345 days a year. Further, you can marvel at the natural wonders of the Columbia River Gorge, only a 45-minute drive from Portland.

Conference Objectives

The 2004 Conference will provide a forum for the

presentation and discussion of original, theoretically rigorous research on consumers and consumption. In addition, the conference co-chairs, Geeta Menon and Akshay Rao, wish to enhance the visibility of the consumer behavior discipline through the presentation of rigorous research on topics of contemporary interest. For instance, the coincidence of the conference with the U.S. Presidential election season provides an opportunity for the presentation of research on a variety of issues related to the consumption of political candidates and ideology, as well as other aspects of political choice such as voter apathy, the influence of the media on voter informedness, and the like. Similarly, rigorous research on issues of consumer welfare in the public policy domain is particularly encouraged.

Program Structure

As in the recent past, there will be four main forums for the presentation and discussion of research and scholarly thought:

Special Topic Sessions provide opportunities for focused attention on cutting-edge and important topics. Successful sessions offer a coherent perspective on emerging substantive, theoretical, or methodological issues.

Competitive Paper Sessions include papers that represent the completed work of their authors. The program co-chairs assign accepted papers to Conference sessions that reflect similar scholarly interests.

Working Paper Track: Participants typically present preliminary findings from the early stages of a research program. Authors distribute their papers and display their findings poster-style in a plenary session.

Roundtables: Encourage intensive participant discussion of consumer research topics and issues.

[Film Festival: As in the previous few years, short films related to consumer behavior and consumption will be shown throughout the conference. Those interested in submitting their work for this portion of the conference should contact Rob Kozinets at r-kozinets@nwu.edu.]

Submission and Decision Deadlines

All submissions (competitive papers, working papers, roundtables, and special topic session proposals) must be received no later than Friday, March 12, 2004.

Metaphors ... Cont'd from pg. 3

easier to consider metaphors for entities, (e.g., attributes, brands, emotions, memory, images, alliances, the internet, advertising, sales, gifts, minorities), than it is for states (satisfaction, ethnicity, globalization) or actions/processes (buying, decision making, branding).

Finally, even if metaphors do reveal novel constructs or dimensions along which a domain can be conceptualized, it is important to remember that ultimately what contributes to conceptual understanding is theoretical relevance. Just because a novel construct is identified does not mean it necessarily has relevance for understanding a given domain.

References

Lakoff, George (1994), "What is a Conceptual System", in Willis F. Overton and David S. Palermo, *The Nature and Ontogenesis of Meaning*, Hillsdale, NJ: Lawrence Erlbaum Associates, 41-90.

Kopp, Bryan M. "Using Metaphors in Creative Writing." Owl Online Writing Lab. June 1998. <http://owl.english.purdue.edu/handouts/general/gl_metaphor.html>

Notification of acceptance in all categories will be made by July 16, 2004.

To give as many people as possible the opportunity to participate in ACR 2004, note the requirement that each ACR participant may present in Special Topic and/or Competitive Paper sessions no more than twice during the duration of the conference.

General Submission Requirements and Procedures

All submissions, reviewing, and notification regarding ACR 2004 will be conducted electronically through the ACR web site (www.acrweb.org).

will contain a link to the 2004 conference site, which will be updated to accept all the required information through an interface that eliminates the need for e-mail submissions. The 2004 ACR conference web site will be available for submissions between Monday, February 16 and midnight PST of the deadline, Friday, March 12, 2004.

You may submit a word document with embedded TrueType fonts. (To embed TrueType fonts in Word, click on Tools, then Options, then click on the Save tab, then check the options "Embed TrueType fonts" and "Embed characters in use only.") Alternatively, you may submit documents in a Rich Text Format (save as ".rtf"). All submissions should be scanned for viruses. Make sure to save a copy of your submission information until notification of the final decision.

The 2004 ACR Conference web site will require the following information:

"Cover Page" for ALL Submissions. When you first enter the ACR 2004 conference web site (via <http://www.acrweb.org/>), you will have to register (click on the "Register" button). This will take you to another screen that will ask you for registration information (name, e-mail address, etc.). Thereafter, when you log in to submit your paper/proposal, you will click on the "log in" button and then choose "Author" from the drop-down menu on the following screen. You will have to log in using your e-mail id and the password that you created when you registered. Once you do this, and you are ready to submit your paper/session, click "submit paper/session". At this stage, you will have to provide the following information (Note that this information used to be collected through a Cover Page for submissions in previous ACR conferences; we are eliciting this information electronically this time. Also, the web site was under construction as this call for papers was going to press. Thus, the sequence in which information is solicited may eventually change. However, authors preparing submissions should anticipate having to provide all the information described below):

- Submission type: Special Topic Session, Competitive Paper, Working Paper, or Roundtable (once you click on the submission type, the information requested within each category varies somewhat; so make sure you make this selection correctly)

- Title of paper or session
- Primary contact person's name, affiliation, mailing address, phone number and e-mail address (if different, include a summer e-mail contact address and relevant dates)

- Content Area Codes (two to four, see Appendix A)*

- Methodological Area Codes (one to three, see Appendix B)*

- Word or Rich Text Format of your paper/proposal (you will be uploading this file)

- Secondary contact person's information: Name of one other author/participant including his/her affiliation, mailing address, phone number and e-mail address who will serve as a secondary contact in case we are unable to contact the primary contact person

- Names of other co-authors/participants and their affiliations, and whether they are presenting author(s)

* The content and methodological codes chosen by you from Appendices A and B will be used to match reviewers with papers and session proposals. Think carefully about the codes you select, so that appropriate reviewers will be assigned to evaluate your submission. (If you feel important content or methodological areas that apply to your paper or session have been left out, please click on "other" and then list them.)

Acknowledgement of receipt. The primary contact person will automatically receive an acknowledgement of receipt of your submission by e-mail. If you do not receive an acknowledgement e-mail within a couple of days of submission, you should send an e-mail enquiring about the status of your submission to Akshay Rao (acrrao@csom.umn.edu) or Geeta Menon (acrmemon@stern.nyu.edu).

Checklists for preparation of submissions are provided in Appendix C for the convenience of authors.

Specific Requirements and Procedures for Submission under each Category:

SPECIAL TOPIC SESSIONS

Special topic sessions are intended to provide opportunities for focused attention to topics of special importance and interest to consumer researchers. They are viewed as appropriate when competitive paper submissions would be unlikely to generate a cohesive session on the topic. It is expected that mainstream topics in consumer research will be well represented in competitive paper submissions. Special topic sessions provide an opportunity to address emerging topics, a special interest topic, or a mainstream topic in a special manner.

Sessions are 90 minutes long. Proposals should be limited to no more than three papers. In order to promote discussion between the participants and the audience from which a larger understanding of the topic can emerge, special session organizers may select from one of two options as a discussion mechanism.

a) They may include a discussion leader who is considered to be an expert in the area. If this format is chosen, please make sure that you plan the session so as to leave enough time for the discussion leader to make comments and enhance the quality of the session. Of course, you also want to make sure to leave some time for questions and comments from the audience.

b) A second option is for the chair of the session to play the role of discussion leader. Please leave adequate time for questions and comments from the audience; the discussion will be energized by the audience and synthesized by the chair of the session.

Other creative mechanisms for encouraging and managing discussion besides the traditional discussion leader method are also welcome but must be described in the session proposal. Requests for "double" (3-hour) sessions are strongly discouraged, and will be considered on a limited, and more stringent basis, by the Program Co-Chairs and





Program Committee.

Content. Besides the "cover page" information that the organizers of special sessions need to provide on the web site, special topic session proposals should include:

- a) The titles of the presentations within the session, each with a listing of the authors and their affiliations;
- b) The name of the discussion leader (if any) and his/her affiliation;
- c) A statement that each speaker has agreed to serve if the proposal is accepted, together with his/her name(s);
- d) The session proposal;
- e) A short 75-100 word (single-spaced) abstract of each presentation for publication in the conference program; and
- f) A longer 750-1,000 word (single-spaced) abstract of each presentation for evaluation by the Program Committee.

The session proposal should describe the objective of the session, its general orientation, the likely audience, the issues and topics to be covered, and why the session is likely to make an important contribution to consumer research. In addition, it should identify an important substantive, theoretical, or methodological issue in consumer research and then discuss how the session would be structured to move toward a resolution of the issue. The stage of completion of each paper in a special session also must be clarified. Proposals should be as complete as possible so that the Program Committee can fully evaluate them and make suggestions.

Format and Style. The entire proposal, including abstracts, must not exceed seven single-spaced pages in length. (Note that this limit is shorter than in previous years by one page since we are not requesting the "cover page" information be included as part of the proposal). This length restriction assumes the use of a font no smaller than 12 points, no more than 75 characters per line, and no more than 52 lines per page including headers and footnotes.

Judging/Notification/Acceptance. The Program Committee will evaluate special topic session proposals based on:

- a) Importance of the topic to consumer research,
- b) Appeal of the session to a broad ACR segment or its intensive appeal to a specific segment, or the ability to expand the field of consumer behavior to include heretofore unrepresented perspectives and publics,
- c) Likelihood that the session will make an important contribution to consumer research,
- d) Completeness of the proposal and presentation descriptions,
- e) Stage of completion of the research to be presented,
- f) Opportunity afforded for a discussion of the ideas embodied in the papers, and
- g) Relevance to contemporary issues and problems and, thus, newsworthiness.

Acceptance is contingent on the session chair's agreeing to write a short (250-500 word) overview of the session in addition to providing extended abstracts (500-1000 words) for each paper presented. All of these will be included in the published Proceedings. Extended abstracts are due by August 15, 2004 on disk in the correct format for the ACR Proceedings. The session overview is due no later than November 1, 2004. Presenters in accepted sessions may, if they wish, submit their papers for inclusion in the Proceedings instead of the extended abstract. Content, format, and

punctuality standards for these papers are the same as those for competitive papers (described below).

Session chairs are responsible for quality control over the papers in their special topic sessions, for enforcing deadlines, and for submitting all materials to the Program Co-Chairs. It is also the chair's responsibility to make sure that the discussion leader and all other session participants receive copies of all the papers or transparencies by Monday, September 27, 2004.

If you have questions regarding Special Session submissions, please contact Geeta Menon (acrmemon@stern.nyu.edu).

COMPETITIVE PAPERS

Papers dealing with substantive, methodological, or theoretical topics in consumer research are sought for competitive paper sessions. It is mandatory that all accepted papers be presented by an author at the conference. Authors of competitive papers have the option of not publishing the full paper in the Proceedings. This option requires a minimum contribution of an extended abstract and full references, which increases the value of the record provided in the Conference Proceedings. Therefore, authors will need to indicate whether the submission is made under:

Option 1: Full paper publication in the ACR Proceedings. (If you choose Option 1, the paper must not be published in, accepted for publication by, or submitted to any journal or other conference proceedings, and should present the results of completed research projects.)

Option 2: Publication of an extended abstract accompanied by full citations.

Format and Style for Competitive Papers. The primary authors will provide the "cover page" information on the web site. Your competitive paper submission should consist of the following:

- a) The first page should state the title of the paper only (not the authors)
- b) This should be followed by a 75-100 word abstract.
- c) This should then be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract.
- d) After the extended abstract, the next page should restate the title (and authors should NOT be identified) and begin the body of the paper. The body of the paper must not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and references. This length restriction assumes the use of a font no smaller than 12 points, no more than 75 characters per line, and no more than 26 lines per page including headers and footnotes. Papers must follow the current style of the Journal of Consumer Research except that tables, figures, and footnotes are to be included within the text, not appended to the end of the paper.

Because reviewing will be blind, authors should refrain from identifying themselves or their affiliations in the body of the paper and in footnotes. Please note that it is the submitting author's responsibility to make sure that the document does not contain any identifying information when saved as a Word or a Rich Text Format file. (For example, right click on the file in Windows Explorer, go to "Properties," and then "Summary," to ensure that all iden-

tifying information is removed.)

Judging/Notification/Publication. Judging of papers will be blind. Reviewers will evaluate each paper on the basis of:

- a) Quality of the research;
- b) Contribution to the field of consumer behavior;
- c) Interest of the topic to current and potential ACR members; and
- d) Relevance to contemporary issues and problems and, thus, newsworthiness.

Authors of accepted papers will have a short time to modify and revise their papers based on reviewer comments.

Final acceptance of competitive papers is conditional upon receipt of the paper or extended abstract with references by August 15, 2004, (a) revised in substance and style as deemed necessary by the Program Co-Chairs, and (b) submitted on disk in the correct format for the ACR Proceedings. Note, that with the final submission, authors will be asked to send the paper or extended abstract and the short abstract (for publication in the conference program) on separate disks.

Competitive papers accepted under Option 1 (publication of the full paper) will be published in the 2004 copyrighted proceedings, *Advances in Consumer Research*, Volume 32; note that this is conditional on the paper being presented at the conference. Each author of an accepted paper will be required to sign a form releasing the copyright of the paper to the Association for Consumer Research.

If you have questions regarding Competitive Paper submissions, please contact Akshay Rao (acr Rao@csom.umn.edu).

WORKING PAPERS

Papers reporting the results of research in its early stages, and papers that the authors do not wish to present in competitive sessions should be submitted to the Working Paper track. Papers dealing with substantive, theoretical, or methodological topics in consumer research are sought for the working paper track.

For papers accepted for the working paper track, each author will be asked to:

- a) Prepare a "poster" for display during the session (detailed guidelines will be sent with acceptances);
- b) Bring several copies of the working paper to give to interested ACR participants; and,
- c) Make themselves available for discussion during a designated time on the program.

The extended working paper abstracts with full references will be published in the Proceedings.

Format and Style for Working Papers. When submitting a working paper, the web site will prompt you for the "cover page" information. Here, you will upload your "working paper" idea. Unlike previous years, we do not require the submission of a completed paper in this category; we only need a short and an extended abstract. The first page should contain a 75-100 word abstract. This should be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract.

Working papers will be evaluated on the basis of research quality, contribution to the field of consumer

behavior, and interest of the topic to ACR members.

Final acceptance of papers for the working paper track is conditional upon: (a) receipt of the extended abstract with references by August 15, 2004, (b) being revised in substance and style as deemed necessary by the Program Co-Chairs, and (c) being submitted on disk in the correct format for the ACR Proceedings. Note, that with the final submission, authors will be asked to send the paper or extended abstract and the short abstract (for publication in the conference program) on separate disks.

If you have questions regarding Working Paper submissions, please contact Eric Yorkston (yorkston@marshall.usc.edu).

ROUNDTABLES

Roundtable discussions provide a great opportunity to develop collaborative work, explore new research topics, receive feedback on existing, ongoing research projects, or discuss other issues of interest to consumer researchers. For example, roundtable organizers might create a forum in which ACR members can learn from "experts" in a given area about issues relevant to their research interests (e.g., implicit memory, qualitative data analysis). Alternatively, they may involve more informal discussions among researchers with common interests in substantive topics or research methodologies (e.g., innovation and consumer psychology, consumer self-control). Roundtable sessions allow ACR members to participate in an informal, collaborative setting, which leads to interactive discussion often missing from the more formal presentations given at the ACR conference.

Content. Besides the "cover page" information that the web site will request, roundtable proposals that you upload must include:

- a) The name of the primary organizer,
- b) A list of at least seven ACR members who are committed to attending the session,
- c) A short 75-100 word (single-spaced) abstract of the proposed roundtable discussion for publication in the conference program, and
- d) A longer session proposal explaining the session's purpose and content. We expect most proposals to be between 300-500 words.

Note that roundtable participation will not count towards the restriction of no more than two presentations per ACR participant. Acceptance is contingent on the session chairs agreeing to write a longer session summary to be included in the published Proceedings. The session summary is due no later than November 1, 2004.

Session discussion leaders are responsible for quality control over the discussion in their roundtable sessions, for enforcing deadlines, and for submitting all materials to the Roundtable Co-Chairs.

If you have questions regarding Roundtable submissions, please contact Tina Kiesler (tina.kiesler@csun.edu) or Loraine Lau-Gesk (LLau@csom.umn.edu).





Appendix A: Content Area Codes

Select two to four content areas that best correspond to your paper or session.

Acculturation	Food and Nutrition
Advertising Effects	Gender Issues
Aesthetic/Hedonistic Consumption	Grief/Death
Affect and Emotion	Group Decision Making
Aged Consumers	Health and Safety Issues
Attitudes and Intentions	Imagery
Attribution/Self-Perception	Impression Formation
Bargaining/Negotiation Models	Industrial/Organizational Buying
Behavioral Decision Theory	Inference Making
Behavioral Learning Theory	Information Processing
Brand Equity	Information Search/Overload
Brand Loyalty	Internet & Technology
Buyer Interaction	Involvement
Categorization	Learning
Causal Modeling Issues	Leisure and Recreation
Charity and Gift Giving	Life Course/Life Span
Child/Adolescent Consumers	Lifestyle and Psychographics
Choice Models	Literary Theory
Clothing and Fashion	Macro-Level Consumer Behavior
Cognition	Memory
Cognitive Structure	Minority Issues
Communication and Persuasion	Motivation
Consumer Education/Information	Multi-Attribute Models
Consumer Satisfaction/ Dissatisfaction/Complaining	Opinion Leadership
Consumer Socialization	Packaging
Critical Theory	Patronage Behavior
Cross-Cultural Research	Perceived Risk
Deceptive Advertising	Perceptual Processes
Decision Support Systems	Personality
Diffusion and Innovation	Philosophy of Science
Drug and Alcohol Consumption	Post-Positivist Inquiry
Economic Analysis	Price Perception
Economic Psychology	Product Knowledge and Expertise
Effects of Marketing Variables	Product Perception and Preference
Experiential Effects	Promotions
Family Decision-Making	Public/Not for Profit Issues
Public Policy/Social Issues	Social Class
Quality of Life	Social Influence
Reference Groups	Sociological Analysis
Retail Display Effects	Source Effects
Retailing and Store Image	Symbolic Consumption/Semiotics
Sales Promotion	Textual Interpretation
Scripts and Schemas	Theory Construction
Self Concept	Time Consumption
Self Control	Values and Beliefs
Services	Variety Seeking/Product Trial
Situation/Context Effects	
Other (Please specify):	

Appendix B: Methodological Area Codes

Select one to three methodological areas that best correspond to your paper or session.

- | | |
|------------------------------------|------------------------------------|
| Bayesian Inference | Measures of Association |
| Canonical Correlation Analysis | Meta-Analysis |
| Case Study | Multiple Indicators |
| Cluster Analysis/Three-Way Scaling | Multivariate Data Analysis |
| Conjoint Analysis | Network Analysis |
| Content Analysis | Nominal Data Analysis |
| Demographic Analysis | Observation Methods |
| Discriminant Analysis | Psychometric Issues |
| Economic Modeling/Econometrics | Purchase Simulation |
| Ethnography | Qualitative Research Methods |
| Event History Analysis | Reliability and Validity Issues |
| Experimental Design and Analysis | Scaling |
| Exploratory Data Analysis | Secondary Data Analysis |
| Factor Analysis | Statistical Simulation |
| Focus Groups/Group Interviewing | Structural Equations/Path Analysis |
| Historical Methods | Survey Research Issues |
| Literary Criticism | Time Series Analysis |
| Logit and Probit Models | Other (Please specify): |



Appendix C: Submission Checklists

"Cover Page" information to be input on the web site:

All submissions must have this information:

- ___ Submission type: Special Topic Session, Competitive Paper, Working Paper, or Roundtable (once you click on the submission type, the information requested within each category varies somewhat; so make sure you make this selection correctly)
- ___ Title of paper or session
- ___ Primary contact person's name, affiliation, mailing address, phone number and e-mail address (if different, include a summer e-mail contact address and relevant dates)
- ___ Content Area Codes (two to four, see Appendix A)
- ___ Methodological Area Codes (one to three, see Appendix B)
- ___ Word or Rich Text Format of your paper/proposal (you will be uploading this file)
- ___ Secondary contact person's information: Name of one other author/participant including his/her affiliation, mailing address, phone number and e-mail address who will serve as a secondary contact in case we are unable to contact the primary contact person
- ___ Names of other co-authors/participants and their affiliations, and whether they are presenting author(s)

Additionally, each category of submission has specific information requirements, described below:

Special Topic Sessions

- ___ The titles of the presentations within the session, each with a listing of the authors and their affiliations;
- ___ The name of the discussion leader (if any) and his/her affiliation;
- ___ A statement that each speaker has agreed to serve if the proposal is accepted, together with his/her name(s);
- ___ The session proposal;
- ___ A short 75-100 word (single-spaced) abstract of each presentation for publication in the conference program; and
- ___ A longer 750-1,000 word (single-spaced) abstract of each presentation for evaluation by the Program Committee;
- ___ A maximum length of 7 pages single-spaced, all-inclusive. (This length restriction assumes the use of a font no

All submissions must have this information:

- ___ Submission type: Special Topic Session, Competitive Paper, Working Paper, or Roundtable (once you click on the submission type, the information requested within each category varies somewhat; so make sure you make this selection correctly)
- ___ Title of paper or session
- ___ Primary contact person's name, affiliation, mailing address, phone number and e-mail address (if different, include a summer e-mail contact address and relevant dates)

Appendix C Continued on next page.



___ Content Area Codes (two to four, see Appendix A)

___ Methodological Area Codes (one to three, see Appendix B)

___ Word or Rich Text Format of your paper/proposal (you will be uploading this file)

___ Secondary contact person's information: Name of one other author/participant including his/her affiliation, mailing address, phone number and e-mail address who will serve as a secondary contact in case we are unable to contact the primary contact person

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___ A statement that each speaker has agreed to serve if the proposal is accepted, together with his/her name(s);

___ The session proposal;

___ A short 75-100 word (single-spaced) abstract of each presentation for publication in the conference program; and

___ A longer 750-1,000 word (single-spaced) abstract of each presentation for evaluation by the Program Committee;

___ A maximum length of 7 pages single-spaced, all-inclusive. (This length restriction assumes the use of a font no smaller than 12 points, no more than 75 characters per line, and no more than 52 lines per page including headers and footnotes.)

Competitive Paper Sessions

___ The first page should state the title of the paper only (not the authors)

___ This should be followed by a 75-100 word abstract.

___ This should then be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings. In order to ease the publication task, no tables or figures should be included in the extended abstract.

___ After the extended abstract, the next page should restate the title and begin the body of the paper. The body of the paper must not exceed 20 double-spaced pages in total length, including all tables, figures, notes, and references. This length restriction assumes the use of a font no smaller than 12 points, no more than 75 characters per line, and no more than 26 lines per page including headers and footnotes. Papers must follow the current style of the Journal of Consumer Research except that tables, figures, and footnotes are to be included within the text, not appended to the end of the paper.

Working Paper Track

___ The first page should contain a 75-100 word abstract.

___ This should be followed on the next pages by a 750-1,000 word, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings.

Roundtables

___ The name of the discussion leader(s),

___ A list of at least seven ACR members who are committed to attending the session,

___ A short 75-100 word (single-spaced) abstract of the roundtable discussion for publication in the conference program, and

___ A longer session proposal explaining the session's purpose and content. We expect most proposals to be between 300-500 words.

ACR Film Festival 2004 Call for Entries



Co-Chair:

Russell Belk, University of Utah
Robert Kozinets, Northwestern University

Submission Due Date: July 1, 2004.

Where: Portland, Oregon

When: October 8, 2004

The 2004 ACR Conference in Portland will present the Association's 3rd annual film festival, with showings in the daytime hours of the conference. Appropriate submissions are edited video recordings on topics related to consumer behavior. Preference will be given to films that document and depict consumer behavior. Eligible material should be edited to professional standards using any of the desktop editing systems now available. Submissions can vary in length from 20 to 90 minutes. Entries will be evaluated based upon their insight into some aspect of consumer behavior, topic, creativity, and technical competence. Thus far, the majority of entrants have been first time filmmakers, showing that with sufficient commitment and creativity, your work too can be in the Festival.

Filmmakers whose films are accepted should be present at the initial showing of their film and available to answer subsequent questions. The presentation format will be ½ inch VHS (NTSC only). This is a juried competition and abstracts of accepted films will appear in the ACR program and proceedings. Viewers will also vote on "People's Choice" Awards to be announced at the Sunday luncheon.

The entry deadline for ACR Film Festival submissions is July 1, 2004. Notification of accepted films will be by August 1, 2004. To submit a video, please note the following policies.

Submission Guidelines

Two preview copies of the work on ½ inch VHS (NTSC) should be included. These copies will not be returned. Do not submit master copies, as damage or loss in the mails is remotely possible. Please label the spine and face of the videotape with title, length, and contact person's name.

Copies submitted should be as close to finished as possible, although some minor editing will be allowed on accepted entries.

Important: Filmmakers are responsible for getting permission from copyright and trademark holders for any images, music, or video material that is under copyright (note: even clips of music and of commercial video are copyrighted material).

Complete the same forms required for a competitive paper or special topic session, including:

- Cover sheet with contact information (feel free

to use the "other" category in describing content areas and methods areas). On this sheet, please add the length of your work, date of completion, original shooting format (e.g., mini-DV) and full credits for the video.

- Short (75-100 word) summary (for program)
- Long (500-1000 word) summary (for jury and proceedings)
- Stamped, self-addressed notification postcard
- A statement that one or more of the film-makers will be present at the initial showing of their work if it is accepted
- Written material should be e-mailed to both mktrwb@business.utah.edu and r-kozinets@kellogg.northwestern.edu.
- Likewise send 1 copy of your video tape to each of the two Film Festival co-chairs:

Russell Belk
University of Utah, DESB
1645 E. Campus Center Dr.
Salt Lake City, Utah 841 12-9305 USA
+1 801-581-7401
mktrwb@business.utah.edu

And

Robert V. Kozinets
Kellogg School of Management -Marketing
2001 Sheridan Road
Evanston, IL 60208-2008 USA
+1 847-491-2716,
r-kozinets@kellogg.northwestern.edu

Deadline: Entries must be received by July 1, 2004.

Notification: Notification of whether your video will be shown will be made approximately August 1, 2004.

Please direct questions about the Film Festival or the June workshop to either co-chair.

If your work is accepted:

You will be asked to send in one jpeg still photo from the video to be included on the conference program website.

You may prepare and post up to two posters promoting your film. These posters can be up to 24 inches wide and 32 inches tall and should be mounted on poster board. Your poster can be smaller than this, but should still be mounted on a 24x32 poster board. These posters will be displayed at the opening ACR cocktail party and subsequently at the film screening room.

" Final copies of accepted work, in one of the presentation formats listed above, should be delivered to Conference registration desk by 6:00 pm, Thursday, the opening day of the Conference. The Film Festival will begin at



MARKETING SCIENCE CONFERENCE CALL FOR PAPERS

When: June 24-26, 2004
Where: Erasmus University Rotterdam
Due Date for Submissions: February 15, 2004

Conference Website: <http://www.few.eur.nl/few/conf/marketingscience2004/>.

Hosts: the Marketing faculty of the Erasmus Research Institute of Management at Erasmus University Rotterdam in Rotterdam, The Netherlands.

Abstracts: the usual mix of papers in various areas of marketing science, including marketing models, methods, theory and measurement are welcome. For updates or inquiries, please check the conference website (above). Individuals from academia, industry, and government are strongly invited to submit abstracts. Abstracts must be received no later than February 15, 2004.

Special Sessions: proposals for special sessions at the conference are strongly encouraged. Special sessions must

include a proposed title, a sessions chair(s), abstracts for four papers and a statement summarizing the session's theme. If we are unable to accommodate the session, each abstract will be considered as an individual submission. Proposals for special sessions are due: February 15, 2004.

For more information about submissions, conference registration and fees, accommodations and transportation, the University and Rotterdam, visit the website.

DOCTORAL CONSORTIUM: will precede the conference running from Wednesday (June 23, 2004) noon to Thursday (June 24, 2004) noon. More details are available on the conference website (address above).

Stefan Stremersch
Assistant Professor of Marketing
School of Economics (Room H15-28)
University Rotterdam
e-mail: stremersch@few.eur.nl

CONFERENCE UPDATES AND REMINDERS

THE 2005 LA LONDE CONFERENCE

Where : La Londe-les-Maures (French Riviera),
When : June 7-10, 2005
Submission Due Date: December 15, 2004

The La Londe Conference, "Marketing Communications and Consumer Behavior", will take place just before the European ACR Conference in Göteborg, and as usual in the Agelonde Resort on the French Mediterranean coast. The conference is known for both the quality of the papers and its friendly and informal atmosphere.

Conference co-chairs :

Curt Haugtvedt, Ohio State University
Luk Warlop, Katholieke Universiteit Leuven

The aim of the conference is to cover latest research related to consumer behavior and marketing communications. All papers and presentations are in English. Submission deadline is December 15, 2004 but there remains time to register.

The site for the 2005 conference is not quite ready (www.iae-aix.com/lalonde2004). Forward any questions to lalonde@iae-aix.com.

Society for Consumer Psychology Winter Conference

When: February 19-21, 2004
Where: San Francisco, California

Please visit <http://www.consumerpsych.org> for the Winter 2004 Program and Registration Materials.

WORKSHOPS



Researching Risk: Public Policy and Social Dimensions

When: May 17-20, 2004

Where: University of Utah, Salt Lake City, Utah

Application Due Date: February 1, 2004

The world is full of risks: there are an untold number of substances and behaviors that can cause harm to consumers, society and the environment. Risk is a broad and rich research domain.

Workshop Format and Content: The workshop will be led by distinguished researchers presenting their relevant research. Participants will have the opportunity to interact with these discussion leaders as well as a number of other researchers active in the areas of marketing, public policy, and risk who will be present throughout the workshop as resident faculty. Basic processes of risk perception and risky behavior as well as multiple approaches to researching and understanding these processes and behaviors will be considered. Relevance of these issues to marketing and public policy will be a key focus. Participants will develop a mini research proposal with the feedback/guidance of presenters and resident faculty scholars. Extensive pre-workshop readings, as well as development of a statement of research interests, will prepare attendees to be active participants.

Workshop Faculty: An outstanding group of faculty will be presenting current research and discussing a variety of research methods for understanding/exploring the broad area of risk. Among the guest researchers are:

- Russ Belk, David Eccles School of Business, University of Utah
- Lauren Block, Zicklin School of Business, Baruch College
- Baruch Fishoff, University Professor, Engineering and Public Policy and Social and Decision Sciences; Director: Center for Integrated Study of the Human Dimensions of Global Change Carnegie Mellon
- Ingrid Martin, College of Bus. Admin., California State University Long Beach
- Connie Pechmann, Graduate School of Mgmt., University of California, Irvine
- Paul Slovic, Department of Psychology, University of Oregon
- David Stewart, Marshall School of Business, University of Southern California

Resident faculty include Paula Bone, Pam Ellen, Debbie Scammon, and Josh Wiener. Additional faculty participants will be announced as plans are finalized.

Who Should Attend: The workshop is designed for advanced Ph.D. students and faculty members who have an interest in broadening their research agenda into the marketing and public policy arena. Doctoral students may enroll in the seminar for three hours of University of

Utah graduate course credit (tuition is approximately \$800 for residents and non-residents). We can provide information on the workshop to your university to assist you in obtaining independent study credit for attending. Other participants are welcome for the professional development experience. The workshop will be personally enriching: there will be numerous opportunities to interact (professionally and socially) with both leading marketing scholars and fellow initiates. The workshop is scheduled just prior to the 2004 Marketing and Public Policy Conference to be held adjacent to the University of Utah campus May 21-22, 2004.

Application/Nomination: Attendance will be limited and applicants will be selected on a competitive basis. Applications may be obtained from Josh Wiener at wiener@okstate.edu or Debra Scammon at mktlds@business.utah.edu.

Scholarships: The workshop is sponsored in part by AMA and the Marketing and Society Special Interest Group. A limited number of scholarships will be available to help cover housing and registration fees and a limited number of travel grants may also be available.

Logistics: The workshop will be held on the University of Utah campus with sessions at the David Eccles School of Business. Housing will be available at the University of Utah Guest House (double occupancy \$69/night). The Guest House is within walking distance of the Business School, the Heritage Commons which has full food service, and Trax light rail stations. Free shuttles run around campus and Trax serves downtown Salt Lake City surrounding areas. Registration for the workshop is \$100 and covers materials and some meals. Attendees wishing to stay for the Marketing and Public Policy Conference may arrange lodging during the conference either at the Guest House or the nearby conference hotel, the University Park Marriott.

This workshop is a joint project of the marketing department at Oklahoma State University and the marketing department of the David Eccles School of Business at the University of Utah. For more information, contact one of the following faculty members:

Josh Wiener
Department of Marketing
College of Business
Oklahoma State University
wiener@okstate.edu

Debra Scammon
Department of Marketing
David Eccles School of Business
University of Utah
mktlds@business.utah.edu



Social Marketing Conference Workshop for Marketing Educators

When: April 18-20, 2004

Where: Austin, Texas

To attend or nominate a doctoral student, contact: Alan R. Andreasen at: andreaa@georgetown.edu

The 2004 Innovations in Social Marketing Conference, by invitation only, is attended by leading social marketing scholars and practitioners. Its major mission is to advance the science and practice of social marketing. ISM 2004 will continue from where the 2003 conference ended, with the goal of exploring and expanding what makes social marketing unique and special amongst the tools of behavior management. We are not soliciting papers or posters and the invitation-only attendance is limited to 100. ISM 2004 will include the following topics:

Place: The Final Frontier. Marketing's fourth "p" is often overlooked or assumed to be inapplicable to social marketing. What are the key conceptual issues underlying place and channels of distribution? How do they translate to social marketing programs? To promote and facilitate hands-on involvement in the conference, ISM 2004 will feature two sessions on "place", utilizing the case method perfected at the Harvard Business School. This approach will allow participants to actively participate in considering alternative courses of action and in developing recommenda-

tions. One of the cases will be working with an organization on issues with which they are currently struggling

"Real-Life" Roundtables. Conference participants will have an opportunity to present their own social marketing problem, and get advice and ideas from peers in roundtable discussions.

Positioning Social Marketing. What unique characteristics, benefits, and roles does social marketing have in behavior management? What are its unique strengths? Experts kick off the discussion with several perspectives, followed by group discussion.

Relevance to Marketing Academics

ISM 2004 has two features of potential interest to marketing academics. First, it has a breakfast roundtable for marketing educators to discuss building social marketing content and dedicated courses into academic programs. Participants can share experiences and frustrations. The session will be to build momentum for this type of content over the next decade. The second feature of the conference is a significant discount in attendance fees for doctoral students. This is an ideal learning environment for doctoral students who are interested in research or teaching involving social marketing.

OPPORTUNITY THAT KNOCKS

Advertising Educational Foundation's 2004 Visiting Professor Program

Deadline to Apply: February 2004

How do advertising agencies target various consumer groups, i.e. children, women and multicultural markets? What is global advertising? How does account planning work? How is advertising developed? Obtain answers to these questions and others by participating in the Advertising Educational Foundation's (AEF) 2004 Visiting Professor Program (VPP).

Background: the VPP is a two-week internship for professors of the liberal arts (i.e. anthropology, English, history, psychology and sociology), advertising, marketing and communications. In 2003, professors representing top schools around the country were hosted by advertising agencies and a publishing company in New York and Chicago. (Note: Program is only offered to professors teaching in the United States.) The VPP exposes professors to the daily life of an agency including its disciplines and challenges and provides a forum for the exchange of ideas between academia and industry.

Components: Two-day orientation followed by individual internships, including Lunch Time Lectures, in which professors present their individual topics of interest/research to agency staff.

Timing: July 26 - August 6, 2004. A maximum of 15 professors will be placed with agencies in New York, Chicago and possibly San Francisco/Los Angeles. Participants are expected to be available for the full two weeks.

Expenses: Professors pay travel and out-of-pocket expenses. Host companies pay housing expenses and per diem.

Application: Visit the In Class channel on aef.com for program application. Selection Committee Meeting: March 2004. Notification of Placement: April 2004.

AEF strongly suggests participating professors meet in person with agency Coordinator in May/June 2004 to discuss mutual objectives in advance of the program.

JOURNAL CALLS



Consumption, Markets and Culture

Special DVD Issue of Consumption, Markets and Culture

Co-Editors: Russell Belk and Robert Kozinets
Entries Due: October 15, 2004

Visual entries are sought for a special 2005 issue of *Consumption, Markets and Culture*. Both original videos and still photo essays are eligible. In keeping with the nature of the journal, submissions should focus on some aspect of the interplay of consumption, markets, and culture. Each visual/auditory entry should be accompanied by a paper of between 20 and 40 pages as well. The printed issue of the journal and the DVD will be distributed together and both the paper and visual/auditory entry will be refereed together by the same reviewers. The paper offers an opportunity not only to summarize your work and invite interested readers to watch it, but can also be used as a counterpoint to the visual material, study guide, "liner notes," transcriptions, methodological appendix, discussion of creative concerns, or other creative adjunct to your visual material. Please regard the paper as a supplement to the visual material. It should help inform or deepen the viewer's understanding of the visual. It is expected that together the video and accompanying paper will be engaging, theory-enhancing, and innovative. Critical as well as experimental entries are encouraged. Jurors judging the submissions will be asked to provide critical feedback.

All entries are expected to be in digital format. The preferred format for video entries is NTSC mini-DV, and they should be no less than 12 minutes and no longer than 45 minutes in length. The preferred format for photo-

essay entries is a Word file with jpeg photos embedded, and they should contain no fewer than 6 photos and no more than 40 photos. Text may or may not accompany photos, but all entries should be titled. In the case of a photo essay of this sort, the paper and visual material may be combined rather than separate. If music, automated slide show, or interactivity is planned for a photo or photo/video project, DVD and CD-ROM entries are acceptable, and should be self-standing. In this case a separate paper is still required. Filmmakers are responsible for getting permission from copyright and trademark holders for any images, music, or video material that is under copyright (note: even clips of music and of commercial video are copyrighted material).

What to Send: Send 5 copies of the visual material on NTSC mini-DV, DVD, or CD-ROM and one electronic copy (on disk or via e-mail) of the accompanying paper to either of the editors. In the case of a photo essay submitted as a Word file, electronic submission is also preferred.

Please address any questions about the possible suitability of material to either of the co-editors:

Russ Belk
tel. +1 801-581-7401;
mktrwb@business.utah.edu
University of Utah, DESB
1645 E. Campus Center Dr.
Salt Lake City, Utah 84112-9305 USA

Rob Kozinets
tel +1 847-491-2716,
r-kozinets@kellogg.northwestern.edu
Kellogg School of Management -Marketing
2001 Sheridan Road
Evanston, IL 60208-2008 USA

Marketing Theory

Special issue on Aesthetics, Images and Vision

Issue Editor: Jonathan Schroeder
Deadline: April 16, 2004

In contemporary marketing the production and consumption of images challenges the production and consumption of products, profoundly influencing marketing practice, transforming marketing theories, and shifting appropriate sites of analysis. Various referred to as the attention economy, the aesthetic economy, and the experience economy, this visual turn in marketing calls for new perspectives and approaches. What does the production and consumption of images mean for marketing and society? How does the handling of images in the allied fields of brand management, design management, consumer research, and corporate identity shed light on the relationships between aesthetics, images, vision, and marketing theory?.

Papers that focus on theoretical issues of aesthetics, images, and/or vision as it pertains to marketing, consumption, and economic processes are solicited. Potential topics include, but are not limited to: Advertising; Art

and Culture; Branding; Corporate Identity; Visual Experience and Marketing; Film Theory; Graphic Design; Visual Information Processing; Web Design and Internet Aesthetics; Packaging; Perception; Photography and Information Technology; Product Aesthetics and Product Design; Research Techniques; Semiotics; Tourism; Visual Theory.

All papers will be peer reviewed, and must conform to the standards of the journal (see journal website: <http://www.sagepub.com>).

Send manuscripts to special issue editor:

Jonathan Schroeder
Department of Industrial Economics and Management
KTH-The Royal Institute of Technology
S-100 44 Stockholm, Sweden
email: jonathan@lector.kth.se
phone: +46 733 42 19 93
fax: +46 8 24 62 63



MSI Competition & Journal of Marketing Research Special Issue

MSI Competition & Special Issue of the Journal of Marketing Research on: Practitioner-Academic Collaborative Research

Due Dates:

(1) March 1, 2004 for Collaborative Research Competition Abstracts and

(2) March 31, 2005 for inclusion into JMR special issue (completed version of paper due).

Research Competition, Conference, and Special Issue Co-Chairs:

Leigh McAlister, Executive Director, Marketing Science Institute

Dick R. Wittink, Editor, Journal of Marketing Research

Website for complete information:

http://www.msi.org/msi/research_competitions_MSIJRM2003.cfm

Purpose

To stimulate practitioner-academic collaborative research that leads to publications that reflect, derive from, and/or influence business practice.

The intention of this announcement and call is to stimulate interaction between practitioners and academics in ways that result in new insights into important problems, potentially resulting in practitioner-academic co-authored papers. Submitted abstracts will be evaluated by leading academics and practitioners associated with MSI. Authors of the best abstract will receive a prize of \$3,000. In addition, the authors of abstracts that represent innovative research that addresses important marketing problems will be invited to present their work at a special MSI/JMR conference to be held December 9-10, 2004. Those authors will also be encouraged to submit their completed papers for review for the special issue of JMR associated with the competition.

Qualification for submission

Research projects must have substantial practitioner contribution and must address a problem of fundamental interest to marketing managers. Research that is designed to explore important phenomena or to aid managers in making decisions will be considered. The level of practitioner involvement might range from in-depth research collaboration resulting in co-authorship to significant advisory involvement that results in a short note or commentary that could be included with papers accepted for the special issue of JMR.

In addition to theory, model, and/or hypotheses, detailed abstracts (4-5 pages) should report the roles to be played by both practitioner and academic partners in the research, the important managerial problem addressed, and the methods and analyses planned. Topics that are appropriate for the research competition include the research areas outlined in MSI's Research Priorities, available on the MSI Web site (above).

Submissions

Abstracts should be submitted by March 1, 2004 to the Collaborative Research Competition c/o Ross Rizley, Research Director, Marketing Science Institute, 1000 Massachusetts Avenue, Cambridge, MA 02138, or email to rizley@msi.org. The prizewinner will be announced on April 15, 2004. Authors of those abstracts selected for the Collaborative Research Conference will also be notified on April 15, 2004. The Collaborative Research Conference will be held December 9-10, 2004.

To be considered for inclusion into the special issue of JMR, a completed version of the paper is due on March 31, 2005. It will then go through the regular JMR review process.

CALLING PHD STUDENTS - REMINDER

John A. Howard AMA Doctoral Dissertation Award

Due Date: April 9, 2004

Abbreviated Submission Criteria

Authors should submit their manuscripts **electronically** as email attachments (one file only) in Word to either of the co-chairs: Julie Baker (j.baker@tcu.edu) and Bill Bearden (bbearden@moore.sc.edu).

When printed, the submission must be no more than 30 double-spaced pages in 12-point type; this limit is inclusive of all pages (e.g., text, references, figures, tables, and appendices). The manuscript guidelines for the Journal of Marketing should be used as a style guide.

The submission should describe the research issues, propositions and/or formal hypotheses, research method and analysis, findings, limitations of the study, conclusions, the contributions of the study for theory and practice, and suggestions for future research. The design, methods, analysis, and findings should be present in enough detail and clarity to

provide a theoretical grounding for the study and to establish substantial value for conducting the study.

Because the process will be double-blind, candidates making submissions should not include author names and schools on the paper itself. The accompanying email should include all of the following information: author's name, telephone numbers, fax number, e-mail address, summer address and telephone number, the school awarding the degree, the date the degree was awarded or will be awarded, the name of the faculty member chairing the dissertation committee, and the candidate's current and future positions.

If you have questions about the competition, please contact co-chairs Julie Baker (817-257-7572; j.baker@tcu.edu) or Bill Bearden (803-777-4914; bbearden@moore.sc.edu).

Detailed submission criteria were published in the Fall, 2003, ACR News.

NEW PUBLICATIONS

Have you published a new monograph or book that would interest ACR members? Get it listed here! Submit a brief synopsis of your publication (i.e., Title, Author(s), brief summary, web site, publisher) to Susan Kleine (skleine@cba.bgsu.edu).



Critical Thinking in Consumer Behavior: Cases and Experiential Exercises

Judy F. Graham, Ph.D.: ISBN: 0-13-113322-5; <http://vig.prenhall.com/catalog/academic/product/0,4096,0131133225,00.html>

Includes twenty-one cases and exercises involving application of consumer behavior principles within realistic business contexts. Flexible in length, complexity, and use (individual, group, in-class, homework). Comprehensive Instructor's Manual identifies how each case/exercise might be used and provides thorough "expected results" (for grading purposes) and teaching points. The cases/exercises were reviewed by a widely-respected practitioner. The case book can be bundled with Prentice Hall textbooks (e.g., Solomon, Schiffman/Kanuk) at no additional cost to students. To obtain further details or request an examination copy, professors may email college_marketing@prenhall.com and request ISBN: 0-13-113322-5. See the above link for more information and a table of contents.

Rumors and Rumor Control: A Manager's Guide to Understanding and Combating Rumors

Allan J. Kimmel, Ph.D.: ISBN: 0-8058-3875-9 (c), 0-8058-3876-7 (p). See www.erlbaum.com

Author Allan J. Kimmel (Professor of Marketing at ESCP-EAP, European School of Management and visiting professor at Université Paris IX-Dauphine) examines the psychological and social processes underlying rumors and methods for preventing them from spreading. Relevant for both academics and practitioners.

Contemporary Consumption Rituals: A Research Anthology

Editors: Cele C. Otnes and Tina M. Lowrey

The book brings together consumer behavior, history, anthropology, religious studies, sociology, and communication scholars. Authors explore new rituals (e.g., Kwanzaa) and entrenched rituals (e.g., Mardi Gras, gift giving, weddings), influences of cultures and subcultures, and meaning creation for goods and services used in rituals. For more information, see: <https://www.erlbaum.com/shop/tek9.asp?pg=products&specific=0-8058-4779-0>

Services Marketing-People, Technology, Strategy, 5th edition.

Christopher H. Lovelock and Jochen Wirtz (2004): ISBN: 0-13-113865-0

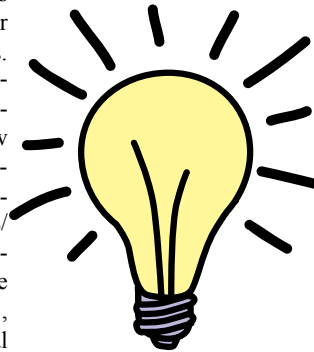
Significantly revised. For table of contents and other information visit the web site: <http://vig.prenhall.com/catalog/academic/product/0,4096,0131138650,00.html>

Advertising to Children in China

Kara Chan and James U. McNeal:

http://www.chineseupress.com/asp/e_Book_card.asp?BookID=1771&Lang=E

The book covers: (1) children market in China and ways to reach Chinese children; (2) how Chinese children's understanding of television advertising, trust and liking of television commercials, understanding of brands, and responses to commercials change with age; (3) how parents and children communicate about consumption and television commercials and how parents' attitudes impact children; (4) what commercials in China communicate; and (5) regulation of children's commercials in China.



The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion

Editor: L.J. Shrum: ISBN 0-8058-4641-7

<https://www.erlbaum.com/shop/tek9.asp?pg=products&specific=0-8058-4641-7>

This book provides a cutting-edge, multidisciplinary look at how entertainment media affect viewers and psychological processes underlying these effects. It covers how the increasingly blurred lines between entertainment and persuasion affect attitudes, beliefs, and perceptions. Special features include: product placement, subliminal perception, narrative impact, cultivation effects on consumers, and individual differences in media use.

"Scholarship in Marketing: Exploring the 'Four Eras' of Thought Development"

By William Wilke and Elizabeth Moore (2003), *Journal of Public Policy and Marketing*, Fall 22(2). Available electronically: www.marketingpower.com/jppm

Presents the authors' findings about the body of thought in academic Marketing. Includes how consumer research and management science entered the field, how AMA and ACR began and evolved, how the societal domain has been treated over time, etc. Raises other key issues, for example, that the number of publication opportunities in the "A" journals of our field has not increased from 15 years ago - a serious infrastructure issue, especially for younger scholars trying to make a career. The authors hope to stimulate thinking and discussion about where we've been, where we are, and where we're going as a field.



TEACH A CB SEMINAR? YOUR HELP IS NEEDED!

CB Seminar instructors:

Your Help is Needed! Rajiv Vaidyanathan is working on a story about Consumer Behavior seminar content for the Spring issue of ACR News.

If you teach a doctoral level consumer behavior seminar, please email your syllabus and reading list to Rajiv at rvaidyan@umn.edu.

CALLING PHD STUDENTS

ACR/Sheth Foundation Dissertation Grant Competition for 2004 and Winners for 2003

The Sheth Foundation was established in 1991 by Jagdish N. Sheth to support activities for the furtherance of the discipline of marketing. The Association for Consumer Research was designated as a recipient organization in the original bylaws of the Foundation. This year, the Board of Directors of the Sheth Foundation, chaired by Professor Lawrence Feick of the University of Pittsburgh, funded the following activities:

Disseminating the Journal of Consumer Research to 84 libraries in developing countries. These libraries will receive all four issues of volume 30.

Awarding the Franco Nicosia Award for the best competitive paper presented at the annual North American Conference of ACR. This year's winning paper was "New Clothing: Meanings and Practices," by Gokcen Coskuner (Auburn University) and Ozlem Sandicki (Bilkent University).

Supporting two dissertation grants, each at \$3,000. One grant supports research in the general area of cross-cultural, global, or comparative consumer behavior. The second grant supports research on the general topic of public-purpose consumer research, which includes studies of social marketing issues, "bright-side" consumer behaviors (e.g., voluntary simplicity, environmentally efficacious behavior) and "dark-side" behaviors (addictions, crime, homelessness, and so forth). See below for this year's winners.

The ACR/Sheth Foundation Dissertation Grant Application and Selection Process for 2004

1. Insofar as the purpose of these grants is to support the data collection efforts of new dissertations or those in the preliminary stages of development, awards are designed for dissertation projects initiated in academic year 2003-04 and designed for completion in 2004-05.

2. Eligible dissertation topics can deal with any aspect of (1) cross-cultural, global, or comparative consumer behavior, or (2) the public purpose of consumer research as broadly defined above.

3. Ph.D. candidates at the post-comprehensive, dissertation stage should submit proposals after June 1, 2004 but no later than June 21, 2004.

4. Proposals must be submitted as Word attachments via e-mail to Professor Richard J. Lutz (Dept. of Marketing, 212 Bryan Hall, PO Box 117155, University of Florida, Gainesville, FL 32611) at rjlutz@ufl.edu.

5. There is a firm limit for proposals of 12 double-spaced pages, including references and all tables/figures (12-point font and one-inch margins).

6. The proposal should describe the research objectives, overview the proposed methodology, and specify anticipated contributions.

7. Proposals are to be e-mailed with a cover letter from the applicant's dissertation advisor. Please include e-mail and regular mail addresses for both the applicant and advisor. Also, the cover letter must specify the track in which the proposal is to be judged—either the cross-cultural/global/comparative track or the public purpose track.

8. A committee of consumer behavior scholars will evaluate the proposals and make selection decisions. Standard selection criteria will be invoked (importance, sophistication, rigor, etc.). Particular emphasis will be placed on whether the proposed research addresses important and exciting questions about either of the two general topic areas described above.

9. Awardees will be selected by early August 2004. Funds will be discharged shortly thereafter.

10. The only stipulation in accepting this award is that the recipients acknowledge the financial contribution of the Sheth Foundation in any forthcoming publications extending from the grant.

11. Please address questions to Richard Lutz by phone (352-392-0161 X1235#) or e-mail rjlutz@ufl.edu.

Who won last year's competition?

Check the Grapevine (next page) for the 2003 Dissertation Grant Winners!

Marketing Science Conference Doctoral Consortium

When: June 23-24, 2004-01-08

Where: Erasmus University Rotterdam

The Doctoral Consortium runs from Wednesday (June 23, 2004) noon to Thursday (June 24, 2004) noon preceding the Marketing Science Conference. Please refer to the "Calls for Papers" section of this newsletter. More details on the Doctoral Consortium are available on the conference webpage: <http://www.few.eur.nl/few/conf/marketingsscience2004/>.

NEWS FROM THE GRAPEVINE

ACR members share your news of moving and shaking around the consumer research universe. Help fill this space. Send your grapes for the grapevine to Susan Kleine (skleine@cba.bgsu.edu).



2003 ACR Sheth Dissertation Grant Winners

ACR is pleased to announce three co-winners of the 2003 ACR/Sheth Foundation Dissertation Competition. Each received a check for \$2000 to support his/her research.

Ms. Maura Troester (University of Wisconsin--Madison, advisor Craig Thompson). Co-winner for best public-purpose research, "When Values Collide: The Institutional Dynamics of Marketplace Conflict".

Ms. Alokparna Basu Monga (University of Minnesota, advisor Debbie Roedder John). Co-winner for best cross-cultural research, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic Versus Holistic Thinking".

Mr. Xin Zhao (University of Utah, advisor Russ Belk). Co-winner for best cross-cultural and public-purpose research, "Adeology: Advertising as a Battlefield of Rival Ideologies in Transitional China".

Appreciation is extended to Professors Sharon Shavitt, University of Illinois, Urbana-Champaign, and Elizabeth Moore, University of Notre Dame, for their diligent work in evaluating proposals.



HEC Montréal

Jean-Charles Chebat, holder of the Chair of Retailing at HEC-Montreal has recently received the following honors: (1) the "advancement of science in marketing" award given by the AMA Montreal Chapter; (2) the "2003 best researcher" Pierre-Laurin award from the HEC-Montreal School of Management; (3) the "2003 Fellow of the Society for Marketing Advances" (the 23rd since the inception of the SMA).

Lancaster University Management School

In May, 2004, Margaret Hogg will be taking up a Chair in Marketing (full professorship) in the Department of Marketing at Lancaster University Management School, England, after eight years at Manchester School of Management, UMIST, England.

Oklahoma State University

John Mowen writes, "I have become obsessed with digital art, and now consider myself a professional artist. (However, I am rational enough not to have quit my day job.) I have had two exhibitions this year, and my next is in the Spring with the Kirkpatrick Science and Space Museum in Oklahoma City. I describe my art as "symphonic expressionism." That is, my goal is to capture the feelings and emotions of music on canvas. My web site is: www.mowenstudios.com."

Stanford University

Sonya A. Grier, from the Graduate School of Business, Stanford University was awarded the new Robert Wood Johnson Foundation Health and Society Scholars Fellowship, which aims to "to build the nation's capacity for research, leadership and action to more effectively address the broad range of factors affecting health." She will spend two years at the University of Pennsylvania conducting interdisciplinary research on issues at the intersection of marketing and health, as well as social marketing topics.

University of Tennessee

Pratibha A. Dabholkar (University of Tennessee) and her husband Earl J. Hess (a Civil War scholar at Lincoln Memorial University) have just published *Time After Time* and *Dreamer*, both unusual stories about the power and magic of eternal love. Both literary fiction books were written as a part of a creative healing process after the authors lost their beloved daughter Julie to leukemia, and use an engaging story-telling format to help readers broaden their ideas about eternal love and soul communication. For information on the books, go to <http://www.love-and-learning.info>.

University of Texas at San Antonio

We are happy (actually, we're virtually ecstatic) to welcome three new assistant professors who will be joining the Marketing Dept. in 2004-2005: Yinlong (Allen) Zhang from the University of Pittsburgh, Alokparna (Sonia) Basu Monga from the University of Minnesota, and Ashwani Monga, also from the University of Minnesota. Anyone interested in used winter coats should contact them.

The University of Tromsø

Floyd Rudmin's 2003 paper on "Critical History of the Acculturation Psychology of Assimilation, Separation, Integration, and Marginalization" published in *Review of General Psychology*, won recognition from APA's Division One on General Psychology. He would be pleased to send copies of this paper to interested readers. They should contact: frudmin@psyk.uit.no

Indiana University

Hans Thorelli, Distinguished Professor Emeritus of Business Administration, received the pioneer award from the American Marketing Association for "significant contributions to global marketing knowledge."

ACR Elected Officers

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ACR Appointments

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Kent Grayson
London Business School

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Patricia West
The Ohio State University
Gavon Fitzsimmons
University of Pennsylvania

2003-2005

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INSEAD
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Harvard University
Frank Kardes
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Geeta Menon
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Jim Muncy
Executive Director
P.O. Box 2310
Valdosta, GA 31604
acr@acrweb.org