



# EACR 2023

## AMSTERDAM

### *Intersections*

#### **CALL FOR PAPERS**

July 6-8, 2023

#### **Conference Co-chairs:**

Aylin Aydinli, Vrije Universiteit Amsterdam

Femke van Horen, Vrije Universiteit Amsterdam

Selin Atalay, Frankfurt School of Finance and Management

Shailendra Pratap Jain, University of Washington, Seattle

#### **Working Paper Co-chairs:**

Yangjie Gu (HEC Paris) and Amir Grinstein (Northeastern University)

**Conference Submission Website:** <https://eacr2023.exordo.com/>

**Conference Website:** [www.eacr2023.nl](http://www.eacr2023.nl)

**Conference Email:** [info@eacr2023.nl](mailto:info@eacr2023.nl)

We are excited to announce that European ACR (EACR) will be held – in person – in Amsterdam from July 6-8, 2023! The conference is envisioned to provide opportunities for *intersections* among consumer researchers and promises to be the centre point connecting science and our diverse backgrounds.

As a thriving international city Amsterdam has been a trading nucleus for centuries. It is also a remarkable location for global culture attracting some of the world's finest painters, writers, and creative minds, and is well-known for its rich theatre life and dynamic music scene. In Amsterdam, you will find old trading houses situated along

hundred kilometres of canals, ninety islands, and fifteen hundred bridges. The city's broad and limitless appeal has inspired us to nestle EACR within its environs while bringing together consumer researchers across the world, embracing diversity of all kinds to enable new perspectives and collaborations.

The EACR 2023 conference, among other sessions, will feature a keynote speech by **Daniel Efron** from London Business School (<https://www.danieleffron.com>), a special session on Open Science led by **Leif Nelson** (UC Berkeley), panel sessions led by **Simona Botti** (London Business School) and **Kristin Diehl** (University of Southern California) and a Meet the Editors session represented by the editors of our field's top journals. In addition, we will organize social events (e.g., Amsterdam canal tour, cycling trip, dance party) to experience the beauty of Amsterdam and its vibrant atmosphere with excellent music, food, and drinks.

The conference will be held at the contemporary Hotel Casa, Amsterdam (<https://hotelcasa.nl/>). Rooms have been reserved at special rates at the hotel whose location also has several other hotels in proximity.

We are looking forward seeing you in Amsterdam for a great and inspiring conference!

**Your EACR 2023 Conference Co-Chairs,**  
Aylin, Femke, Selin, and Shelly

## GENERAL SUBMISSION GUIDELINES

We invite you to submit your best work – in advanced or early stages - that explores consumer psychology and behavior theoretically, methodologically, and/or substantively. Proposals are sought for competitive papers, special sessions, flash talks, and working papers for presentation at the conference that will facilitate the **intersection** of diverse methods, ideas, and backgrounds. **We are planning for EACR to be an in-person conference.** Therefore, if you submit your work to the conference, please plan that you or a co-author will attend the conference to present it.

**Submission deadline:** All submissions are due by **December 15, 2022 (midnight, CET)**. We will send a notification of acceptances by the end of March 2023.

**Submission Portal:** Please submit your work via EACR's conference submission website <https://eacr2023.exordo.com/>. Submission information and login information will be available through the submission portal. All users must sign in and update their user profile or create a new user profile by following the online instructions.

**Each EACR participant may present in no more than two sessions.** When submitting to this conference, you must agree to be available at any time on both days of the conference (i.e., Friday 7/7/23 and Saturday 8/7/23) to present your work. If you will not be available on one of the days, please arrange for a co-author to present. We will not consider date/time change requests for presentations unless a presenter has been inadvertently scheduled to deliver two presentations during the same time slot.

**All submissions need to be uploaded in pdf.** They will be **blind** reviewed so please DO NOT include author names or affiliations in pdf files that are uploaded for review, or in text boxes that do not explicitly ask for names or affiliations.

## SUBMISSION TYPES

Four types of submissions are invited:

1. Special Sessions
2. Competitive Papers
3. Flash talks
4. Working Papers

### 1. SPECIAL SESSIONS

Special sessions focus on a specific area of research. Submissions should share similar theoretical or methodological basis, or they may approach the same research question from different perspectives. Each session should include either four papers without a discussant or three papers with an expert discussant. If a discussant is present, s/he should be an expert in the topic area and not an author of any of the featured papers. A special session chair is expected to lead the session and is responsible for submitting all materials by the deadline and ensuring that all session presenters commit to attending the conference if accepted and presenting during the session.

#### **Submission procedure:**

Special Session submissions should include the following:

- The title of the special session.
- A 50-word abstract. This abstract will be published in the conference program and should provide an overview of the session.
- Provide name, email address and affiliation of all the authors included in the proposal. Please indicate whether each author will serve as corresponding author, presenter or both. At least one author of each paper must agree to present the paper if the proposal is accepted.
- Session proposals (**separately uploaded in pdf**) should include:
  - A 500-word session overview which should describe the topic, why the topic is important, and how the presentations fit together.
  - The title of each presentation (up to four presentations may be included).
  - A 50-word short abstract of each presentation (for publication in the conference program).
  - A 750-1,000 word (12-point Times New Roman, 1-inch margins, single-spaced) extended abstract of each presentation that summarizes the motivation, conceptualization, methodology, and major findings. Abstracts should include the number of studies completed, study procedures, and statistics (sample sizes, effect sizes, etc.). Incomplete or vague abstracts will be desk rejected.

- Please provide full references of each extended abstract, combined into a single list at the end of the proposal. References will not count towards the word count of the extended abstract.
- Authors are welcome to use figures and tables in addition to the extended abstract. Figures and tables will not count against the word count of the extended abstract.
- Please note that, to allow for a blind review process, the uploaded special session proposal should not identify author names or affiliations. ***Initial submission proposals should be de-identified and in pdf format.*** To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab). After acceptance, authors will be asked to upload their **final proposal in MS Word format** for the EACR proceedings.
- Please adhere to high standards of punctuation, spelling, and grammar.

## 2. COMPETITIVE PAPERS

Competitive papers constitute advanced-stage work and address theoretical, methodological, or substantive topics in consumer behavior. Competitive Papers will be organized into thematic tracks, with either four individual papers or three individual papers and two flash talks (see below for flash talk description).

### Submission procedure:

Competitive paper submissions should include the following:

- The title of the paper.
- A 50-word short abstract (for publication in the conference program).
- Name, contact information, and affiliation of the author(s). Please indicate which author will serve as the corresponding author, presenter, or both.
- A 750-1,000 word (separately uploaded in pdf; 12-point Times New Roman, 1-inch margins, single-spaced) extended abstract that summarizes the motivation, conceptualization, methodology, and major findings. Abstracts should include the number of studies completed, study procedures, and statistics (sample sizes, effect sizes, etc.). Incomplete or vague abstracts will be desk rejected.
- Please note that the extended abstract should not include the author names or affiliations. ***Initial submission should be de-identified and in pdf format.*** To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab). After acceptance, authors will be asked to upload their **final submission in MS Word format** for the EACR proceedings.
- References will not count against the word count of the extended abstract.

- Authors are welcome to use figures and tables in addition to the extended abstract. Figures and tables will not count against the word count of the extended abstract.
- Please adhere to high standards of punctuation, spelling, and grammar.

### 3. FLASH TALKS

Flash talks showcase interesting effects-based work. Submissions will be evaluated on the novelty of the effects and their ability to spur future research similar to short research reports. Researchers presenting in this track will be asked to present one impactful study only. The conference organizers will group flash talks with competitive papers based on the theme.

#### **Submission procedure:**

Flash talks submissions should include the following:

- The title of the flash talk.
- A 50-word short abstract (for publication in the conference program).
- Name, contact information, and affiliation of the author(s). Please indicate which author will serve as the corresponding author, presenter, or both.
- A 750-1,000 word (separately uploaded in pdf; 12-point Times New Roman, 1-inch margins, single-spaced) extended abstract that summarizes the motivation, conceptualization, methodology, and major findings. Abstracts should include the number of studies completed, study procedures, and statistics (sample sizes, effect sizes, etc.). Incomplete or vague abstracts will be desk rejected.
- Please note that the extended abstract should not include the author names or affiliations. ***Submission should be de-identified and in pdf format.*** To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab).
- References will not count against the word count.
- Authors are welcome to use figures and tables in addition to the extended abstract. Figures and tables will not count against the word count of the extended abstract.
- Please adhere to high standards of punctuation, spelling, and grammar.

### 4. WORKING PAPERS (POSTERS)

Working papers typically present preliminary results but detail ongoing research on substantive, theoretical, or methodological aspects in consumer behavior. Though they represent work in the early stages, the quality of the research questions and the methodological rigor should mirror those of individual papers. Authors of accepted working papers will need to present their findings in the form of a poster, with exact details provided at the time of acceptance. There will be a best poster award!

Working paper co-chairs are Yangjie Gu (HEC Paris) and Amir Grinstein (Northeastern University).

**Submission procedure:**

Working paper submissions should include the following:

- The title of the poster.
- A 50-word short abstract (for publication in the conference program).
- Name, contact information, and affiliation of the author(s). Please indicate which author will serve as the corresponding author, presenter, or both.
- A 750-1,000 word (separately uploaded in pdf; 12-point Times New Roman, 1-inch margins, single-spaced) extended abstract that summarizes the motivation, conceptualization, methodology, and major findings. Abstracts should include the number of studies completed, study procedures, and statistics (sample sizes, effect sizes, etc.). Incomplete or vague abstracts will be desk rejected.
- Please note that the extended abstract should not include the author names or affiliations. ***Submission should be de-identified and in pdf format.*** To make sure your file is de-identified, please check the document properties (Choose File > Properties and remove author information under 'Description' tab).
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- Authors are welcome to use figures and tables in addition to the extended abstract. Figures and tables will not count against the word count of the extended abstract.
- Please adhere to high standards of punctuation, spelling, and grammar.