



**2014 SCP Advertising and Consumer Psychology Conference:**  
***The Psychology of Design***  
Ross School of Business, University of Michigan, Ann Arbor, MI, USA  
**May 29 to 31, 2014**

Design plays an increasingly larger role today in creating consumer desire for products and liking for commercial messages. However, the psychological processes involved are only partially understood. In addition, design is inherently interdisciplinary, involving (among others) important elements of aesthetics, anthropology, brand strategy, creativity, design science, engineering, graphic design, industrial design, marketing, material science, product design, and several areas within psychology. While researchers and practitioners in all of these fields seek to learn more about how and why “good” design works its magic, they may benefit from each other’s work. The goal of this conference – SCP’s 33d Annual Advertising and Consumer Psychology (ACP) Conference -- is to bring together top researchers and scholars, as well as thoughtful practitioners, from these different contributing domains in order to build our understanding of the “psychology of design.” Importantly, the primary focus of this conference is not on product design that creates functional value for the targeted consumer, but rather on how design can create the kind of emotional, experiential, hedonic, and sensory appeal that results in attracting consumers.

We seek papers in relevant areas such as embodied cognition, experiential marketing, sensory marketing, visual aesthetics, and other research streams related to the impact of design on consumers. Conceptual frameworks and empirical studies are sought, along with contributions that integrate and synthesize findings-to-date. Importantly, we seek papers that draw explicit conclusions about the implications of the presented research for the creation of “effective” or “good” design. To facilitate close interaction, attendance will be limited to a group of 80 scholars and practitioners.

The conference will feature invited keynote speakers, and we will consider including a “poster session.” As with previous ACP/SCP conferences, presented papers will be edited into a book.

The conference will be held at the Ross School of Business, University of Michigan, Ann Arbor. The Yaffe Center for Persuasive Communication at the Ross School of Business ([www.yaffecenter.org](http://www.yaffecenter.org)) is the primary organizer for this Conference, jointly with the multidisciplinary Design Science program at the University of Michigan ([designscience.umich.edu](http://designscience.umich.edu)), under the aegis of the Society for Consumer Psychology ([www.myscp.org](http://www.myscp.org)).

**Submission Process.** Please submit a one page summary of the work that you would present, along with the list of authors and author information, by January 15, 2014 to [rajeevba@umich.edu](mailto:rajeevba@umich.edu). Notification will be made by February 1. Priority will be given to proposals that match the integrative and implication-seeking goals of the Conference.

**Conference Co-Chairs:** Professors Rajeev Batra (University of Michigan, Yaffe Center and Ross School of Business), Diann Brei (University of Michigan, Design Science Program), and Colleen Seifert (University of Michigan Psychology Department).