

## 2012 Advertising and Consumer Psychology (ACP) Conference: The Asian Consumer

The *Society for Consumer Psychology* (SCP) will be holding its annual *Advertising and Consumer Psychology* (ACP) conference **on December 19 – 21, 2012 in Singapore**. This conference, in partnership with the new Institute on Asian Consumer Insight (ACI), which focuses on the study of similarities and differences among Asian consumers, is the first SCP conference held in Asia.

The theme of the conference is “**The Asian Consumer.**” The conference will serve as an international forum to assess the relevance of consumer psychology models for understanding the Asian consumer, and conversely, to explore new contributions to consumer psychology based on Asian consumer insight.

### Call for Papers

We are seeking research papers for presentation and discussion at the conference. To encourage a diverse set of ideas and approaches to the study of the Asian consumer and, more generally, consumer psychology, the proposed research may focus on any consumer psychology topic or process (e.g., needs, motivations, and goals; consumer information processing; experience, affect, and emotions; judgment and decision making; and shopping behavior). Papers may consider the roles of cultural, socio-environmental, and contextual influences on these processes with the goal of achieving a more comprehensive and enriched understanding of consumer psychology. We also welcome diverse methodologies, including experimental research, survey research, conceptual and/or theoretical developments, or other methods relevant to the study of consumer psychology.

Research papers should represent completed work (or work in an advanced stage of completion) that has not been accepted by or published in a journal. Selected papers will be grouped into a number of 60-minute sessions. Authors will have approximately 15 minutes to present their work, with approximately 5 minutes reserved for question-and-answer.

Submissions should include the title of the paper, the name, contact information, and affiliation of the author(s), and a 750-1000 word extended abstract that summarizes the motivation, conceptualization, methodology, and major findings. Researchers of accepted submissions will be given the option to include their completed research papers as a chapter in a book to be published by M.E. Sharpe in conjunction with the conference in the *Advertising and Consumer Psychology Series*

### Research Grants

ACI, in conjunction with ACP 2012, will also be offering a number of competitive research grants to support extensions of the submitted research. The size of each grant will be typically around USD 10,000 to 15,000, awarded to a maximum of 10 projects. To be considered for this research award, please attach an additional proposal (up to 1-page) with your submission describing your proposed expansion plan for the research project. Evaluation will be based on the quality and novelty of the proposed research as well as its contribution toward an understanding of the Asian consumers.

All submissions should be single-spaced Microsoft Word documents in 12-point Times New Roman font with 1-inch margins on all sides. Please email all submissions (papers and proposals for the research grants) to [acp2012singapore@gmail.com](mailto:acp2012singapore@gmail.com) by **July 31, 2012**. All decisions will be made by August 31, 2012 and successful applicants will be notified by email.