

CCT 2013 Tucson Arizona
June 13-16th, 2013
Call For Participation

Submissions Deadline: 12 a.m. EST on January 30th, 2013

Notification of Accepted Works: March 30th, 2013

Conference Theme: Building Community Across Borders

Consumer Culture Theory (CCT) has developed into a strong, international community of scholars united by a passion in producing theoretical and practical knowledge of the co-constituting relationships among consumers; cultural meaning systems, practices, identities, and social formations; marketplace structures, ideologies, and forms of governance; and the socio-cultural, historical, and material domains and manifestations of consumption. CCT researchers hail from a multiplicity of academic disciplines and employ a diverse array of research approaches and methodological and theoretical orientations in investigating various aspects of consumer cultural phenomena.

Now approaching its 8th year, the Conference has become the premier venue for consumer culture researchers from across the spectrum of academic disciplines to come together to share their ideas, empirical insights, and theoretical interests in an engaging, cutting edge, collegial forum. The conference of 2013 returns to the U.S. after a wildly successful gathering at Oxford. Our strong presence in the UK, in building upon the momentum of previous meetings in the U.S. and as enriched by membership from over 30 nations across the world underscores the fact that CCT is not a geographically defined organization, and the chairs of the 2013 conference stress the continued global outreach of CCT in membership and breadth of research fields. We also build upon key motifs of prior conferences in incorporating innovative theoretical and methodological orientations, such as practice and assemblage theories, market devices and networks, and encouraging creative presentation technologies, such as video/netnography and poetry, while continuing to carry out the most notable distinctions of our group, namely, keeping consumer experience in consumer research and contextualizing contexts.

Inspired by our location in the American Southwest, the call for participation for the 2013 CCT conference encourages scholarly, creative submissions that explicitly acknowledge difference—for example, nationality, gender, class, ethnicity/race, age, ability, and/or mobility—and that extend previous research on

the seminal constructs, processes, and activities that formulate, navigate, resist, and unite such difference in consumption or market phenomena. We are especially interested in featuring work that crosses disciplinary boundaries and that incorporates innovative interpretive research approaches and conventions, per the emerging and evolving traditions of CCT, and that draws attention to and seeks to better understand, even bridge social divisions carried out by and on behalf of consumer and marketer subjects and phenomena that mask their many similarities.

Program Co-Chairs

Linda L. Price, University of Arizona

Lisa Penãloza, Bordeaux Management School

Qualitative Workshop (June 16th-18th)

Program Co-Chairs

Fleura Bardhi, Northeastern University

Robert Kozinets, York University

Diego Rinallo, Euromed, Marseille

Qualitative Workshop: The workshop will proceed immediately after the CCT conference for 2.5 days, from June 16-18. The workshop will take place at the same venue/place as the conference. This is a hands-on workshop where workshop participants will work with faculty mentors and their peers. We will offer four thematic work group sessions consisting of small groups of students and CCT faculty designed to attack specific issues such as interpretive problems, moving from data to theory and back again, moving from findings to contributions, etc. There will be time set aside for individual reflection on these sessions. Faculty will be available for additional discussion time in informal contexts. In addition there will be one or two plenary talks by senior mentors per day. These may be offered by faculty or industry professionals.

Workshop Theme: The workshop focuses on the analysis, interpretation and presentation of research based on qualitative, interpretive, ethnographic, videographic, netnographic, semiotic, and phenomenological consumer research. Consequently projects of these types are privileged. The intent is to provide a forum for work in early stages (analysis) and completed work (interpretation and representation). Methodological projects will be welcome as well as substantive projects on themes ranging from theoretical to managerially relevant issues. Scholars at any career stage are invited to participate as apprentices in this workshop.

Submission and acceptance deadline dates available soon in a separate call!

International Communications

Ekant Veer, Canterbury University

Outreach Committee

Daniel Cook, Rutgers University

Bernard Cova, Euromed, Marseille

Silvia Gonzalez, ITESM- Monterrey

Miranda Joseph, University of Arizona

Hans Kjellberg, Stockholm School of Economics

Robert Lusch, University of Arizona

Pauline Maclaran, University of London, Royal Holloway

Julie Ozanne, Virginia Tech

Aric Rindfleish, University of Illinois

Barbara Robles, US Federal Reserve Board

Mike Saren, University of Leicester

Jonathan Schroeder, Rochester Institute of Technology

Alladi Venkatesh, University of California, Irvine

Melanie Wallendorf, University of Arizona

Rick Wilk, Indiana University

Program Committee

TBA

The Conference Co-Chairs and Program Committee seek submissions in five tracks. All submissions must be novel work—that is, work that has not been presented at this or any other conference before. Detailed instructions are as follows:

1. Competitive Papers

Submission Requirements: Competitive papers should not exceed 22 pages total, including title page, short abstract, extended abstract, references, and any tables or figures (12 pt. Times New Roman, double spaced, with 1 inch margins on all sides). Please respect these guidelines.

Submissions for the competitive papers extended abstracts track should follow these guidelines:

Page 1: Title, author(s), and full contact information. Indicate contact person in cases of multiple authors.

Page 2: Title and short abstract (100-150 words)

Page 3-22: Extended abstract (750 words), references, tables, figures.

Papers must follow the current style of Consumption, Markets and Culture: www.tandf.co.uk/journals/authors/gcmcauth.asp.

2. Perspectives Sessions

Perspectives sessions: Perspectives sessions should include three presentations and a discussant. Submissions for the perspectives track should follow these guidelines:

Page 1: Session title, presentation titles and authors, session chairperson, discussant, and full contact information for session organizer/contact person, all presenters, and discussant.

Page 2: Single-spaced description of session and contribution rationales.

Pages 3-6: Single-spaced 750-word abstracts for each presentation.

3. Posters

Posters: Submissions for the Poster Session track should follow these guidelines:

Page 1: Title, author and any coauthors, and full contact information for presenter.

Pages 2-3: Title and extended abstract, 750 words. Illustrative images and figures may be included in a supplemental appendix of no more than 2 additional pages.

Track Co-Chairs: Tonya Bradford, University of Notre Dame and Amber Epp, University of Wisconsin, Madison

4. Alternative Modes of Knowledge Representation

Alternative Modes of Knowledge Representation: Submissions in this track can include representations such as dance, drama, film (video) music, song or sound or combinations thereof. Each submission should be accompanied by a cover page with the title, list of participants/creators, full contact information for one of the presenters, an 100-800 word summary overview of the presentation, and a statement of how the presentation will contribute to an enriched understanding of consumer

culture. For all representational modes, please submit the work via most appropriate and practical medium. For example authors should make use of sites such as Vimeo and/or Youtube to allow track-chairs and reviewers to access recordings (videos, podcasts) of their submissions. Alternatively authors may send DVDs or CDs to the track-chair/s. Alternative mode presentations should not exceed 20 minutes in length. Note that due to budgetary reasons, technological capabilities are limited to that typically required for standard paper presentations (projector, speakers). Presenters must provide any additional equipment they require.

Please designate as “CCT alternative knowledge mode submission” on the email, envelope or package and mail to:

Marylouise Caldwell (mary.caldwell@sydney.edu.au), Room 509, The University of Sydney Business School, Corner Rose and Codrington Sts, Darlington, Australia

Track Co-chairs: Mary Louise Caldwell and Paul Henry, University of Sydney

5. Poetry Session

An early-evening poetry session on Friday or Saturday has become a regular feature of the Consumer Culture Conference. Performances have taken place in informal locations, local bookstores and cafes. The participating poets have experimented with readings and projections that are suitable for a one-off rendition of new consumer culture inspired work. The poetry session organizers will prepare a volume or broadsheet of published poetry in advance to be handed out on site, in order for interested members of the audience to read and listen at the same time. Contributions will be peer reviewed.

Track Co-Chairs: John Schouten, Alto University and John Sherry, Notre Dame University