



CONSUMER CULTURE THEORY CONFERENCE 2019

July 17 – July 19, 2019

Montreal, QC

Call for Participation

Submission Deadline: January 15, 2019 Midnight EST

Notification of Accepted Works: March 15, 2019

cct2019@concordia.ca

Conference site: <https://sites.events.concordia.ca/sites/cct/en/cct2019>

Submissions: <https://easychair.org/conferences/?conf=cct2019>

Conference Dates and Location: July 17-19, John Molson School of Business, Montreal CANADA

Conference Co-Chairs

Zeynep Arsel, zeynep.arsel@concordia.ca, Concordia University

Marie-Agnès Parmentier, marie-agnes.parmentier@hec.ca, HEC Montréal

Conference Theme: The Future

We would like to envision the future of CCT Consortium as it is expanding and building a culture and capacity. In doing so, we would ask participants to imagine the future of our institution, emergent inquiries, and new fruitful paths for contributions when they envision and craft their submissions. The CCT 2019 Conference aims thus to provoke a renewed sense of urgency, passion and interest for furthering consumer research that matters, fascinates, and challenges current theories and established notions.

The theme of this year's conference is The Future. As chairs, we aim to provide a reflection on future as a context of inquiry as well as the future of the CCT as an emergent academic community. We seek to generate spaces for different opportunities for people to present their ideas and provide spaces to

network, collaborate and reflect. We will facilitate forums that are both conventional (e.g.: Competitive Papers and Special Sessions), and beyond (e.g.: Art Gallery, Performative Work and Poetry). We hope that this conference will serve as a moment of agenda setting and inspiration for the future.

Submissions must be original work and should not have been presented at a past CCT or any other conference before. Submission instructions for each track are offered below. Please direct any general inquiries to the conference email: cct2019@concordia.ca.

This year, for the first time, all accepted work will be published in the Conference Proceedings. Authors will have a choice between an extended abstract and a full paper.

A Note on Qualitative Data Analysis Workshop

Qualitative Data Analysis Workshop will run prior to the conference, between July 15-17, in a nearby location. Please wait for an announcement from the QDA chairs, and mark your calendars!

SUBMISSION GUIDELINES

1. Competitive Papers

Track chairs: Michelle Weinberger, m-weinberger@northwestern.edu, Northwestern University, and David Crockett, dcrockett@moore.sc.edu, University of South Carolina.

Competitive papers may not exceed 20 pages total, including title page, short abstract (100 words), references, and any tables of figures (12 pt., double-spaced, with 1-inch margins on all sides).

Papers considered for this track should conform to a standard manuscript format including an introduction, research question/gap/opportunity, relevant literature review, methods (for empirical papers), data analysis (for empirical papers), and discussion. Conceptual papers are welcome and their format may vary from the indicated above.

All submission will undergo a double-blind peer review process. Please submit your work via the online submission portal available on [EasyChair](#)

2. Special Sessions

Track chairs: Tandy Thomas, tandy.thomas@queensu.ca, Queen's University, and Marius Luedicke, m.luedicke@city.ac.uk, City University of London.

Proposed seventy-five minute sessions typically include three thematically or methodologically focused presentations and a discussion led by a discussant. For CCTC 2019, we wish to especially encourage special sessions that propose or reflect on new ways of conducting consumer research that matters, fascinates, and challenges existing knowledge. We encourage authors to submit work that engages deeply with issues that are relevant to consumers, marketers, public policy makers, and other stakeholders that moves CCT work to the forefront of meaningful knowledge.

Submission guidelines:

- Page 1: Single-spaced description of the session and its contribution rationale, with no author-identity information.
- Pages 2-5 (applicable only to multiple-presentation sessions): Single-spaced, 750-word extended abstracts for each presentation, with full references list (not included in word limit), **without author-identity information**
- In a separate, supplementary document, please include: session title; presentation titles (if applicable); names and affiliations of session organizers and participants (e.g., authors, session chairperson, discussant); and complete contact information for the session organizer and other participants authors.

All submission will undergo a double-blind peer review process. Please submit your work via the online submission portal available on [EasyChair](#).

3. Roundtables

Track chairs: Bernardo Figueiredo, bernardo.figueiredo@rmit.edu.au, RMIT, and Daiane Scaraboto, dscaraboto@uc.cl, Pontificia Universidad Católica de Chile.

Roundtables afford attendees the opportunity to coalesce around a particular topic or context and communicate differently from traditional special or competitive sessions. Roundtables are flexible in terms of structure and organization and should be designed to encourage scholars with similar interests to openly discuss their topics of interest. We invite submissions of roundtables that discuss emerging trends, critical pathways and possible futures for the study of consumers and markets, connecting CCT research with neighbouring fields of investigation, such as (but not limited to) market studies, network studies, sociology of consumption, design thinking, science and technology studies, and market anthropology.

Proposals should include a one-page summary of the topic, and a plan of how the topic will be addressed in a seventy-five minute session. In addition, the proposal should include complete contact information for the roundtable organizer, and a list of participants who have agreed to attend the conference in case the roundtable proposal is accepted.

Please submit your work via the online submission portal available on [EasyChair](#).

4. Posters

Track chairs: Tonya Bradford, twbrad@uci.edu, University of California Irvine, and Gokcen Coskuner-Balli, balli@chapman.edu, Chapman University.

The Poster Session Track invites submissions of completed works, conceptual works, and works in progress for visual presentation in an informal session. This track provides the opportunity for the visual display of data and concepts in a setting designed to generate feedback and help further develop ideas for future research and foster collaboration. For consideration, please submit a 750-word abstract (excluding references) with a title describing the project. Please do not include any author-identity information in your document. References, images and figures may be submitted in an optional supplemental document of no more than 2 pages.

Please submit your work via the online submission portal available on [EasyChair](#).

5. Arts

Track curators: Anastasia Seregina, a.seregina@gold.ac.uk, Yannik St-James, yannik.st-james@hec.ca, HEC Montréal, Goldsmiths College, Ekant Veer, ekant.veer@canterbury.ac.nz, University of Canterbury.

We seek CCT work created or communicated through visual, textual and performative aesthetic forms. Accepted submissions will be displayed in gallery format and or video projections. We invite work in such forms as videographies, photography, drawings, paintings, sculpture, and mixed media.

Physical artwork submissions

For physical artwork, we encourage submissions to fit within a reasonable space and either mounted on a poster board (2m x 1m) or displayed in a freestanding manner. Please discuss any size specifications beyond these boundaries with the track chairs. The track chairs will work with the conference organizers to ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces.

Submit no more than two entries as digital photos of your original work via EasyChair. One entry may consist of multiple images or components (e.g., a photo collage), but, in this case, cannot exceed five images/components. Each submission must be accompanied by a 500-1000 word abstract which describes how it is relevant to consumer culture, how it can enrich our understanding of theory or research, why the medium was chosen, as well as the size dimensions and how you would prefer your submission to be displayed. Please note that the abstract plays a central role in the review process.

Because of the early deadline, we will also be accepting partially completed work (e.g. sketches, partial paintings or sculptures). In this case, the submission needs to show clearly what the final piece will look like. Moreover, partially completed work will be accepted conditionally, pending submission of the complete components (e.g., sketch/equivalent and abstract) by May 1, 2019.

Audio and video submission

Submissions may include explorations or interpretations of current or historical consumer culture in such forms as dance, performance art, movement, film or video, music, song or sound. Maximum length of the video or audio submissions is 20 minutes. Each submission will need to be identified by the researchers at the beginning of the work, and should include a companion document not to exceed two double-spaced pages (12 point fonts and one-inch margins). The companion document and the submission should include a title, a list of participants and creators, full contact information for at least one presenter, summary overview of the submission, the form, methodologies, and approach used, a statement of how the work will contribute to an enriched understanding of consumer culture, and instructions for accessing the submission for review.

Please provide the submission as a companion document via [Easychair](#). Use the most appropriate and practical medium for sending audio files (preferably Mp3 links). All video submissions should be uploaded onto Vimeo (<http://vimeo.com>) and then a video link and password included to the companion document. All submission will undergo a double-blind peer review process. Track chairs and reviewers must be able to access each portion of the submission with relative ease. A projector and speakers will be available, but presenters must provide any additional equipment they require.

6. Poetry and Spoken Word

Track curators: Hilary Downey, hilary.downey@qub.ac.uk, Queen's University Belfast, and John Schouten jwschouten@mun.ca jwschouten@mun.ca.

A poetry session is a regular feature of the CCT Conference. Participating poets perform original work inspired by their musings on consumer culture. Session organizers publish a volume of the poetry, which is distributed on site, so that audience members can participate more fully.

Submit up to four completed poems (no more than four pages) **directly to the track chairs** for peer review. Submissions must include (1) an author page with complete contact information and the titles of the submitted poems, and (2) the poems, each beginning on a fresh page with no identifying author information.

Poems will be evaluated according to the following criteria: (1) *Theme* / Does the poem address cultural aspects of consumption and /or markets? Does it speak in a way that would elude traditional prose? (2) *Technique* / Is the poem well-crafted according to poetic conventions? Is the language fresh and devoid of cliché? Is the poetic voice distinctive? (3) *Performance* / Will the work enhance the poetic state of discourse as an evocative performance? Will it stir emotion or discussion?

We are looking forward to your submissions
CCT 2019 Team