

CALL FOR PAPERS

ASSOCIATION FOR CONSUMER RESEARCH LATIN AMERICAN CONFERENCE

SÃO PAULO, BRAZIL
25-27 June 2025



The Human Touch: Nurturing Consumer and Societal Well-Being

The ACR-SÃO PAULO conference focuses on the importance of the human touch to foster individual and societal welfare. This event explores the intersection of consumer behavior and psychology, business, and social responsibility, emphasizing the crucial and genuine role of human beings in addressing contemporary challenges.

With The Human Touch: Nurturing Consumer and Societal Well-Being in mind, ACR-Sao Paulo aims to serve as a platform for consumer researchers to think about consumer and societal well-being.

For that, we will:

1) Embrace In-Person Connections

The event will foster collaboration and integration between researchers from Latin America and the global academic community. Workshops, special sessions, and warm gatherings are planned for this purpose.

2) Human Touch Keynotes: Boosting Well-Being

The event will feature editors from leading journals in Consumer Behavior who will promote discussions focused on relevant and impactful consumer behavior research. This means research that addresses real-world problems faced by consumers and society. In addition, with the collective vision of nurturing consumer and societal well-being, we encourage representatives from major companies in Latin America to join us in discussions and talks during the conference.

3) Human Touch Event: Inclusive Hybrid Sessions to Promote Connection

The conference event will provide special virtual sessions accessible to doctoral students and researchers who are unable to travel to São Paulo. Thus, the event intends to promote human connection and inclusivity by reaching a broader audience from diverse geographical and cultural backgrounds.

4) Individual Paper Submissions for Nurturing Consumer and Societal Well-Being Sessions

The ACR-LA is open to receiving competitive paper (individual papers) submissions on a wide array of themes and research methods related to consumer behavior. Themes will be grouped so that sessions feature works on similar topics. In advance, with the aim of creating an event that focuses on the importance of the human touch to foster individual and societal welfare, we encourage papers with the following themes.

Topics Suggested on Consumer and Societal Wellbeing:

- A. **Access to Essential Services:** Research on the decision-making process, consumption, and barriers faced by low-income consumers while trying to access essential services such as healthcare, education, banking, and governmental programs is crucial to promoting societal well-being. For this session, we encourage research focused on those topics and solutions to enhance the accessibility and affordability of those services.
- B. **AI and Technology for The Better Good:** How can AI and other technologies help individuals live better and healthier lives? What concerns should consumers have as they interact with AI? Is it possible to minimize the downside effects of AI and Technology in our lives? Those questions are difficult to answer, but we count on the bright minds of consumer behavior researchers to propose submissions to discuss them.
- C. **Digital Inclusion and Technology Accessibility:** We invite the investigation of the role of technology and its effects on the lives of low-income consumers. Relevant questions include how technology can address their needs, how society can ensure digital inclusion, and how to promote access to online resources and services regardless of an individual's socioeconomic status.
- D. **Financial Literacy and Economic Empowerment:** Strategies to improve financial literacy among consumers and empower them to (1) make informed financial decisions and (2) build sustainable livelihoods. We also encourage research that proposes measures to protect consumers from financial scams and unethical practices in the marketplace.
- E. **Food Consumption and Healthy Lifestyle:** The world faces alarming issues related to food consumption, such as obesity, diabetes, food insecurity, etc. Climate change and economic hardship have amplified these challenges since they stem from high prices for healthy food (i.e., fruits, vegetables, etc.). Also, intense office work routines reinforce sedentary lifestyles, making fast and unhealthy food more appealing to consumers. We invite researchers interested in investigating food consumption and healthy consumer behavior-related issues to submit their work.



- F. **Prosocial and Sustainable Behaviors:** Consumers engage in diverse prosocial behaviors, from seeking eco-friendly and socially responsible solutions to donating. However, specific subgroups do not adopt or maintain prosocial and sustainable behaviors. How can consumers make those behaviors long-lasting? How do we engage these subgroups? We encourage research that answers these and other similar questions.
- G. **Resilience and Adaptability:** The world presents many challenges for this and the next generations, including economic crises, climate change, and political and societal turmoil that have increased the number of refugees around the world. Consumer behavior adapts to changing circumstances. We suggest submissions that explore how resilience and adaptability play a role in consumer decision-making during challenging times.
- H. **Well-Being, Mental Health, and Emotions:** It is of primordial importance to promote well-being and mental health among consumers in personal and professional contexts. Moreover, consumer emotions play an important role in their overall well-being. Since consumers and brands are closely connected, how can brands evoke positive emotions, reduce stress, and enhance overall well-being through their products and services?

CONFERENCE OVERVIEW

Main Conference Events

The conference will begin on Wednesday, June 25th, with events including plenary sessions, a doctoral symposium, workshops, and an opening reception. June 26th will include a second plenary session, research presentations (full papers), and working papers. We will end the conference on June 27th with the final plenary session, research presentations (full papers), workshops, and a gala dinner.

Post Event

While the conference ends on Friday night (June 27th), the planning committee will provide additional information/activities intended to maximize your visit to wonderful São Paulo. These post-conference events can be very effective at building connections with fellow researchers and an opportunity to connect with the city and with those who call São Paulo home.

SUBMISSION

Please submit your best work in the form of Competitive Papers and Working Papers (Poster session) by January 25th, 2025. We look forward to welcoming you to ACR 2025 in São Paulo!

CONFERENCE CO-CHAIRS

The ACR São Paulo 2025 Conference Co-Chairs:

Giuliana Isabella, Insper - Institute of Education and Research, Brazil

Maura Ferreira, Insper - Institute of Education and Research, Brazil

Carlos Bauer, University of Alabama, United States

Julio Sevilla, University of Georgia, United States

DATES and DEADLINES

September 27, 2024: Submission system opens on the ACR São Paulo website.

January 25, 2025: Submission deadline for all tracks and sessions.

March 05, 2025: Notification of acceptances.

March 05, 2025: Early bird registration is open.

March 31, 2025: Last day of early bird registration.

April 05, 2025: ACR Proceedings revised version submission deadline.

May 25, 2025: Preliminary program posted on ACR website.

June 25-27: ACR São Paulo conference

Where

The ACR-São Paulo conference will be hosted at Insper, Rua Quatá, 300, Vila Olímpia, São Paulo, 04546-042.

São Paulo is a vibrant and modern city. The biggest city in Latin America, home to more than 12 million people, is a financial, educational, and cultural center recognized all over the world. Insper Campus is located at Vila Olímpia, a bustling neighborhood known for its modernity and thriving business scene. It's a mix of commercial and residential areas, hosting tech firms, finance companies, startups, and residences. With vibrant day and nightlife, there are plenty of dining, drinking, and entertainment options. Due to the area's commercial focus, accommodation choices suit various needs and budgets, especially for business travelers.

Let's make ACR-São Paulo an event that fosters good relationships, quality academic research, taking care of the environment and our businesses, and looking after ourselves and others. It will be amazing to have you here!

Giuliana Isabella, Maura Ferreira, Carlos Bauer, Julio Sevilla



CONFERENCE FORMAT

ACR-LA 2025 will be held in person, providing an opportunity for the community to maintain connections with both familiar and new friends, colleagues, and collaborators. Some sections will be live-streamed to facilitate engagement with a broader audience from Latin America in a hybrid setting. However, all conference presentations will be conducted in person. If you submit a paper, you or a co-author must be present at the conference to deliver the presentation.

GENERAL SUBMISSION GUIDELINES

As an ACR community member, you must adhere to our honor code, which you will be asked to pledge before submission. This includes the following:

1. ACR Endorses Ethical Standards for Research Conduct.

At the time of submission, you will be asked to make the following pledges: 1) the research being submitted accurately represents the data and phenomena observed, 2) the research submitted to the conference is the original work of you and your coauthors, and 3) the research received an approval or a waiver, as appropriate, from the authors' Institutional Review Boards (IRB) and participant consent.

2. No paper may be submitted to more than one track (e.g., a Competitive Paper cannot also be submitted as a Working Paper). However, some papers submitted to Competitive Paper can be invited to be presented as Posters.

3. An author may not be listed as a presenter for more than two submissions, but an author may be listed as a co-author on multiple submissions.

4. The specified author must present. Submitting authors must specify presenters for papers being considered for Competitive Paper presentations. Author teams who switch presenters without authorization may be restricted from submitting to future ACR conferences.

5. Do not submit a paper that has been published or accepted for publication at the time of submission (including online publications and full papers published in ACR Proceedings). Submitting authors should monitor this issue carefully.

6. Adhere to the word and page limits.

SUBMISSION PLATFORM

Please submit your work via ACR's conference submission website:

1. All submission-related activities (submissions, reviews, and notifications) will be handled electronically, via the conference submission website,

2. All users must register or sign in and update their user profile by following the online instructions.

3. Once registered as a user, click on the appropriate submission type and follow the instructions. Initial submissions must be PDF files (revised versions of accepted papers must be editable MS Word documents for Proceedings typesetting).

4. All submissions will be reviewed blindly. DO NOT include author names or affiliations in PDFs uploaded for review.

5. Be consistent with author and co-author information across submissions. Check with your co-authors about how they want to be listed for official publication purposes. Our system will consider Drew Blank, Drew A. Blank, and Drew Avery Blank as three different authors, which may result in a program with Drew presenting at the same time in different rooms!

6. The primary contact person ("submitting author") will automatically receive an email acknowledging the submission. If you do not receive an acknowledgment within 48 hours after submission (please also check your spam folder), send an email inquiry to acr@insper.edu.br.

Please provide the following information for all submissions:

1. Type: Competitive Paper, Working Paper
2. Information of All Authors: Official Publishing Name (e.g., Drew A. Blank, III), affiliation, and email address of all authors and indicate which author will serve as the presenter, corresponding author, or both.
3. Content and Methodological Area Codes (Topics): Please review all of the options before making your choice. Selecting the codes that best match your work ensures appropriate reviewers.

COMPETITIVE PAPER GUIDELINES

Papers representing completed research and dealing with theoretical, substantive, or methodological consumer research issues are invited as Competitive Paper submissions. Submissions of conceptual and review papers are also encouraged.

Competitive Paper submissions that are not accepted may be considered for the Working Paper track. If you would not like to be considered for a Working Paper, please indicate your preference in the system when submitting. Acceptances will be independent of this choice (i.e., opting in or out will not affect the submission's probability of acceptance as a Competitive or Working Paper)

In addition to the items under "General Guidelines," Competitive Papers should include: 1. Paper Title. This is the title that will be published in the conference program.

2. Short Abstract (50-word max). This abstract will be published in the conference program and should concentrate on the paper's big-picture contribution(s).

3. Authors. Provide the official name, email, and affiliation for each author. Please indicate the author order and which author(s) will serve as the corresponding author, presenter, or both.

4. Extended Abstract (1000-word max; single-spaced). The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions.

5. References. If applicable. References do not count toward the word limit.

6. Figures and/or Tables. Tables and figures are encouraged and should be properly labeled.

The submission file should not include authors' names or affiliations and should be a deidentified file. Please also check the document properties for identifiers (Choose File > Properties and remove author information under 'Description' tab). Author names and affiliations should only be entered on the submission website where specified. Submissions should follow the current style sheet of the Journal of Consumer Research (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text should be single-spaced. Subheadings should be bolded or italicized and capitalized (no hard return necessary).

Tips for Submissions: Submissions should include a brief introduction explaining what the research question is, why it is important and/or interesting, and how it fits with our current knowledge. A detailed description of the methodology, data, and results of each study (if applicable, providing basic stats) should follow. Note that a paper will likely be rejected if the reviewers cannot understand what was done and what the studies found or concluded. We encourage authors to summarize their results in a table and use figures, when necessary.

ACR reserves the right to run the submission through anti-plagiarism software.

Publishing options for Accepted Competitive Papers Authors of accepted proposals agree to revise their sessions based on reviewers' comments and upload their final proposal (MS Word file) by early April 2025.

Authors of accepted competitive papers must choose one of two publishing options:

- Option 1: Publish the full paper in the ACR Proceedings. Authors choosing Option 1 must upload a (revised) 50-word abstract and the full 2500-word paper for final review, along with references, one table summarizing the results, and one figure (optional). Choosing this option implies that the paper will not be submitted for publication elsewhere. Authors will upload their final accepted submissions via the submission system in MS Word format.
- Option 2: If authors wish to submit their accepted paper elsewhere for publication, they may choose to only publish the 1000-word max Extended Abstract in the ACR Proceedings. Authors of accepted papers will upload their Extended Abstract via the submission system in MS Word format.

Evaluation Reviewing will be blind and based on a) how important and/or interesting the research is to ACR members, b) the quality of the research, c) coherence and readability, and d) completeness of the research.

Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

PRESENTATION

Competitive Papers will be organized into thematic tracks for live moderated sessions during the conference. Presentations will be 15-20 minutes and may be livestreamed (authors will be informed in advance). The designated author is expected to present the paper in English, answer questions following talk and be available to discuss your research with members of the ACR community. Authors will find their session date and time in the conference program.

WORKING PAPER GUIDELINES

Submissions presenting research in progress on substantive, theoretical, or methodological issues in consumer research are sought for the Working Paper Session. This session provides the opportunity to present preliminary results and receive feedback and ideas from session attendees. Working papers will be featured in a poster session at the conference, where authors will have an opportunity to receive feedback from attendees on their work.

Submission Procedure

In addition to the items noted under “General Guidelines,” Working Paper submissions should include:

1. Paper Title. This is the title that will be published in the conference program.
2. Short Abstract (50-word max). This abstract will be published in the conference program and should concentrate on the big picture contribution(s) of the paper.
3. Authors. Provide the official name, email, and affiliation of each author. Please indicate the author order and which author(s) will serve as the corresponding author, presenter, or both.
4. Extended Abstract (1000-word max; single-spaced). The extended abstract should provide a summary of the research, including the conceptual framework, relevant prior literature, description of the method, data, results, and conclusions.
5. References. If applicable. References do not count toward the word limit.
6. Figures and/or Tables. Tables and figures are encouraged and should be properly labeled.

The submission file should not include authors’ names or affiliations and should be a deidentified file. Please also check the document properties for identifiers (Choose File > Properties and remove author information under ‘Description’ tab). Author names and affiliations should only be entered on the submission website where specified.

Submissions should follow the current style sheet of the Journal of Consumer Research (<http://www.ejcr.org/stylesheet.pdf>), except that the entire text should be single-spaced. Subheadings should be bolded or italicized and capitalized (no hard return necessary).

Tips for Submissions

Submissions should include a brief introduction explaining what the research question is, why it is important and/or interesting, and how it fits with our current knowledge. A detailed description of the methodology, data, and results of each study (if applicable, providing provide basic stats) should follow. Note that a paper will likely be rejected if the reviewers cannot understand what was done and what the studies found or concluded. We encourage authors to summarize their results in a table and use figures, when necessary.

Evaluation

Reviewing will be blind and based on a) how important and/or interesting the research is to ACR members, b) the quality of the research, and c) coherence and readability. Please adhere to high standards of spelling and grammar and consider having a copyeditor or peer review the abstract prior to submission.

Presentation

Working papers will be presented as posters during a Working Paper Presentation, organized by topic areas.

Authors are expected to:

1. Prepare a poster for display during the session (detailed guidelines will be included in the acceptance notification).
2. Have at least one author available to present their work to session attendees.
3. Prepare a 3-minute talk summarizing the working paper.

See you in São Paulo!