



CONSUMER CULTURE THEORY CONFERENCE 2024

“Welcome to San Diego”

CALL FOR PARTICIPATION

July 11-13, 2024

University of San Diego
San Diego, CA USA

Conference Co-Chairs

Colin Campbell, University of San Diego
Justine Rapp Farrell, University of San Diego
Cristel Antonia Russell, Pepperdine University

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Theme - WELCOME to San Diego

Our theme, WELCOME to San Diego, welcomes all those who are intrigued by consumer culture theory and research. We invite quality submission across all themes, domains of inquiry and approaches and will do our best to maximize access and inclusion.

Consumer Culture Theory (CCT) is a research approach that examines how consumption and markets are connected to sociocultural patterns, institutions, materials, or macro-level structures that shape human activity. Although qualitative research methods often align well with these research aims, CCT embraces many approaches and remains open to methodological innovations that help to develop theory about consumer culture.

For more information about CCT please read [Arnould, Crockett & Eckhardt 2021 AMS Review Editorial](#).

Modalities

CCT 2024 is an in-person conference. We will provide view-only webinar options for some of the sessions to allow those who cannot be in person to view sessions remotely. Please note that all presenters must be in person.

Key Dates

All times for the conference are Pacific Time (PST); time zone identifier is Los Angeles.

- Submission deadline: 11:59pm on February 1, 2024 (firm)
- Deadline for reviews: 11:59pm on March 1, 2024
- Notification of accepted works: April 1, 2024

2024 Qualitative Data Analysis (QDA) Workshop

The QDA Workshop will be held July 9-11, 2024 at the University of San Diego. The chairs for QDA 2024 are:

- Tonya Bradford, University of California Irvine, US twbrad@uci.edu
- Ela Veresiu, York University, Canada everesiu@me.com
- Andre Maciel, University of Nebraska, US amaciel3@unl.edu

The QDA Workshop is a biennial event offering hands-on mentoring and practice in the analysis, interpretation and writing of qualitative consumer research. It features intensive work sessions with mentors depending on the applicant's level of expertise and stage of the submitted focal project. Participants will 1) gain knowledge and practice active mastery of skills in analyzing and interpreting qualitative data; 2) pursue solutions to specific, thorny issues within their research projects; 3) forge relationships with participants and mentors within the CCT community; and 4) improve the quality of their research submissions for publication outlets.

Prospective participants must submit an application. QDA participants typically are doctoral students pursuing degrees in marketing or related fields, who have research agendas that relate to the work broadly described under the rubric of Consumer Culture Theory ([Arnould and Thompson, 2005](#)). Priority is given to doctoral students; if space permits, faculty applicants from those in the early stages of their careers (e.g., tenure track, but not yet having achieved tenure) may be accommodated as well.

Application Instructions

Applicants must submit a 5-page (maximum) synopsis of one research project, including what type of data has been collected, what are the research question/s, and any preliminary analysis, by February 1, 2024, to: QDAworkshop@gmail.com

CCT 2024 “Welcoming Committee”

This new committee is designed to increase the reach of the CCT conference and to make newcomers feel welcome. If you have questions about the nature of the conference, submissions or the conference itself, please reach out to the three members of the welcoming committee:

- Davide Orazi, Monash University, Australia davide.orazi@monash.edu
- Stephanie Feiereisen, Montpellier Business School, France s.feiereisen@montpellier-bs.com
- Melissa Akaka, Denver University, US melissa.akaka@du.edu

CCT 2024 Submission Guidelines

Submissions are invited in six tracks: Competitive Papers; Special Sessions; Working Papers; Focused Forums; Art-Based Research (Art, Film & Photography); and Poetry & Spoken Word. Submission instructions for each track are offered below.

In the spirit of the conference theme, we especially welcome work that showcases the diversity, complementarity, intersectionality and synergy of research ideas, approaches, and disciplinary perspectives in understanding consumer culture.

Submissions to all six tracks must be original research. Work submitted to the conference should not have been presented at a past CCT conference or be published, at the time of submission, at an academic journal.

Authors may not be listed as the presenting author more than twice in the Competitive Papers, Special Sessions, and/or Working Papers tracks. Authors may be listed as a co-author or participant on multiple submissions.

The submitting author (or presenting author) commits to registering for the conference and presenting if their work is accepted. The authors also commit to accepting our invitation to review for the conference. We are grateful to reviewers for their contributions to a high quality conference experience for all. All submitting authors will be expected to contribute as reviewers and to abide by CCTC's reviewer code of conduct.

Please submit your work via the online submission portal available on ExOrdo. The portal will open on December 1, 2023.

Link to the Submission Portal: <https://cct2024.exordo.com/>

Track 1: Competitive Papers

Track Chairs

- Karen Fernandez, University of Auckland, New Zealand k.fernandez@auckland.ac.nz
- Mario Campana, University of Bath, UK mc3258@bath.ac.uk
- Aya Aboelenien, HEC Montréal, Canada aya.aboelenien@hec.ca

We solicit submissions of empirical and conceptual papers. Papers considered for this track should conform to a standard journal manuscript format, including an introduction, research question or goal, literature review/theoretical background, methods, (preliminary) findings, and discussion/contributions. Conceptual papers are welcome and their format may vary from that indicated above. Accepted submissions will be grouped with 3 other competitive papers for presentation in a 75-minute combined session.

Competitive paper submissions may not exceed 3,000 words (not including references and figures and/or tables), and should be in Word or PDF format. No author information should be included in the submitted document. Please ensure author information is deleted from the document properties.

- Page 1: title and short abstract (50 words maximum).
- Pages 2 Onwards: body of the paper and references. Text must be double-spaced, 12pt Times New Roman, with 1" margins (US letter) or 2.5cm margins (A4). Authors should use a clear, consistent style for first-, second-, and third-level headings. References and long quotations of data may be single-spaced.

- The papers should follow the traditional structure with clearly stated headings such as Introduction, Literature Review, Method, Results, Discussion

All submissions will undergo double-blind peer review. The track co-chairs will oversee the review process, make acceptance recommendations to the conference chairs, and provide authors with reviewer comments.

Authors of accepted competitive papers will have the option to choose whether to publish an extended abstract (1000 words) or a full paper format published in the conference proceedings. Authors choosing the extended abstract option will need to submit their extended abstract by May 1, 2024. Authors choosing to publish the full paper will receive formatting and publishing instructions following the conference.

Track 2: Special Sessions

Track Chairs

- Katharina Husemann, King College London, UK katharina.husemann@kcl.ac.uk
- Julien Cayla, Nanyang Business School, Singapore jcayla@ntu.edu.sg
- Joshua D. Dorsey, Florida International University, US jodorsey@fiu.edu

We invite proposals for 75-minute sessions that include three or four thematically- or methodologically-focused papers. Proposals should present a compelling justification for the session, and specify thoughtful and thought-provoking questions on which the session discussant will focus. We especially encourage special sessions that focus on or relate to the conference theme.

Special Session submissions require two documents. Both documents should be in Word or PDF format, using 12 pt Times New Roman, 1" margins, and 1.5 line spacing.

Document #1: main submission document: This document will undergo double-blind review. Please ensure all author identification is removed from the document, and structure it as follows:

- Session title
- Session description (500 word maximum) including: the topic, why it is of interest to conference attendees and the CCT community, how the three or four papers fit together
- Title and extended abstract for each of the 3 or 4 papers (1000 word maximum per extended abstract); each paper may include one table or figure (not included in word limit)
- Final page(s): full reference list. References are not included in the word limit.

Document #2: supplementary submission document: Please include the following:

- Session title
- Session abstract (50 word maximum); this will appear in the conference program
- Name and affiliation of person submitting the session; this person will be named as session chair if the submission is accepted
- Name and affiliation of discussant (optional); discussants are recommended for sessions with 3 papers, and should commit to attending the session if it is accepted
- For each of the 3 or 4 papers:
 - Title
 - Short abstract (50 word maximum for short abstract); this will appear in the conference program
 - Names and affiliations of authors

All submissions will undergo a double-blind peer review process.

Accepted sessions will be presented in-person. All presenting authors are required to attend the session, if accepted.

Track 3: Working Papers (Posters)

Track Chairs

- Dina Rasolofoarison, Université of Paris Dauphine, France
dina.rasolofoarison@dauphine.psl.eu
- Gokcen Coskuner-Balli, Chapman University, US balli@chapman.edu
- D. Matthew Godfrey, University of Massachusetts Amherst, US
mgodfrey@isenberg.umass.edu

We invite submissions of in-progress original research for presentation in an informal format. This track provides the opportunity for the visual display of theorizing, data, and concepts in a setting designed to generate feedback and help further develop ideas for future research and foster collaboration.

Submissions should be in Word or PDF format, using 12 pt Times New Roman, 1" margins, and 1.5 line spacing. No author information should be included in the submission. Please ensure author information is deleted from the document properties. Submission documents must include:

- Title
- Short abstract (50 words maximum); this will appear in the conference program
- Extended abstract (1000 words maximum); this should include brief descriptions of the research problem and/or questions, relevant literature, methods (in-progress or completed, if applicable), findings (if applicable), and contributions
- One figure or table (optional; not included in word limit)
- References (not included in word limit)

All submissions will undergo a double-blind peer review process.

Accepted working papers will be presented in-person. More details will be provided to authors of accepted posters prior to the conference.

Track 4: Focused Forums

Track Chairs

- Lauren Gurrieri, RMIT, Australia lauren.gurrieri@rmit.edu.au
- Myriam Brouard, University of Ottawa, Canada brouard@telfer.uOttawa.ca
- Flavia Cardoso Silveira, Universidad del Desarrollo in Santiago, Chile fcardoso@udd.cl

We invite proposals for Focused Forums, which include roundtables, panel discussions, interactive workshops, special interest groups, seminars, professional development discussions, guided reflection sessions, etc. This track is designed as a 'big tent,' to include interesting, relevant, meaningful, and productive gatherings of CCT members. Focused Forums are not intended as venues to present original research or for primarily social/ networking purposes.

We encourage proposals that are conventional and/or unconventional, and specifically invite proposals that relate to the conference theme. If you are unsure whether or how to propose a forum, please email the conference chairs or track chairs.

Suggestions include:

- Workshop focused on method(s), or creating compelling figures for manuscripts
- Seminar focused on a specific theory, or theorizing race and/or gender
- Special interest group focused on substantive topic
- Working-group session focused on collaboration and research program development around a topic (similar to TCR)
- Professional development workshop focused on career stage, geographic region, mentoring, etc.
- Panel focused on diversity, inclusion, and/or equity in CCT
- Roundtable focused on teaching CCT and using innovative and engaging pedagogy to leverage the uniqueness of our research in the classroom
- Professional development workshop focused on working with mainstream media and enhancing knowledge mobilization efforts
- Guided reflection session focused on navigating the complexities and ethical considerations of inclusive research, how to work with (and not on) vulnerable populations
- Interactive workshop on constructive critique focussed on equipping participants with the skill and insight to write reviews that are constructive and supportive as well as critical.
- Roundtable examining the use (and misuse) of Gen AI for CCT research

Focused Forums will be open to all conference attendees. However, space may be limited in in-person rooms.

Proposals should be in Word or PDF, and use 12 pt Times New Roman, and 1.5 line spacing.

The document must include the following information:

- Title and format (eg, roundtable, panel, workshop, seminar, special interest group, professional development workshop); format names do not have precise meanings, so please choose the format type that is most suitable.
- Facilitators/ chair(s): names and affiliations of individual(s) who will lead the forum
- Panelists (if applicable): names and affiliations of individuals who will participate formally (eg, with prepared remarks or material). This is required for a panel or roundtable, but not necessary for other formats. Individuals listed as panelists must commit to attending the conference if the forum is accepted.
- Summary: a short description (50 words maximum) that indicates the focus of the forum. If the forum is accepted, this summary will appear in the conference program.
- Purpose: a description (500 words maximum) that includes who should attend your forum; why they should find your forum interesting; how the time will be used (eg, discussion questions, activities), and what your participants will 'take away' from the forum. Tables, figures, appendices, and references are welcome and do not count toward the word limit.
- Time required: please indicate the amount of time (minimum 75 minutes, maximum 2 hours) your forum requires.
- Participant preparation (if applicable): briefly describe preparation (eg, readings, completing a survey, sharing documents) required by individuals participating in your forum. Facilitators of accepted forum proposals will be able to revise this description and communicate more detail to participants prior to the conference.

These submissions will undergo a single-blind peer review process and the track co-chairs will make acceptance recommendations to the conference chairs, and provide authors with comments.

Track 5: Art-Based Research (Art, Film & Photography)

Track Curators:

- Gretchen Larsen, Durham University Business School, UK
gretchen.larsen@durham.ac.uk
- Luciana Walther, UFSJ Federal University of Sao Joao Del Rei, Brazil
lucianawalther@ufsj.edu.br

Art-based research (ABR) combines the tenets of the creative arts in research contexts, employing artistic methods to gather, analyze, and/or present qualitative data. Art that is based on scientific studies offers a multisensory, multifaceted, discursive, experiential, interactive and subjective understanding of an investigated problem, not just to researchers, but also to fieldwork participants and to art show visitors, because of the co-creative dialogue that is established among these three groups. When thinking about their scientific studies through media and senses that are not the ones they are used to (i.e., the written paper and the oral lecture), scholars are forced to step outside their comfort zone. ABR enables them to deepen and rethink their interpretations of research data while interacting with field participants, while planning the artwork, while building art pieces, and while talking to visitors during exhibitions, in an iterative process where errors become opportunities.

For the Art-Based Research Track, we seek CCT work created or communicated through visual and/or audio aesthetic forms. We invite work in such forms as (but not restricted to) photography, drawings, paintings, sculpture, collages, installations, performance, or videography. Accepted submissions will be displayed in an in-person art gallery during the conference. There will be a dedicated session to films and live performances, in case there are accepted submissions in these formats. The submissions for CCT 2024 will form two modes of participation: the Artwork Submission (including films) and the CCT Photography Competition. Submissions for this track should be made through ExOrdo. You may author a maximum of two art entries and two photo entries (four submissions in total).

Artwork Submission

Submit no more than two art entries as digital images of your original work via ExOrdo. One entry may consist of multiple images or components (e.g., a series of sculptures), but, in this case, cannot exceed five images/components. Each submission must be accompanied by a 500-word abstract that: (1) identifies one of two modes of participation (artwork submission or photo competition); and (2) describes the artwork and the research on which it is based. Please, do not describe just the research. It is important to explain how the artwork was created and who participated in its creation, how it will be displayed, how it relates to the CCT study/ies on which it was based, how it is relevant to consumer culture, and how it can enrich our understanding of theory or research. Please note that the abstract plays a central role in the review process. We will accept partially completed work (e.g. sketches, partial paintings, or sculptures). In this case, the submission needs to show clearly what the final art piece will look like. Moreover, partially completed work will be accepted conditionally, pending submission of the final images by May 1, 2024.

CCT Photography Competition: Telling the Story of your CCT Research Practice through Photography

The CCT Photography Competition allows us to include a greater diversity of work into the CCT Art-Based Research stream. You do not have to be an expert photographer to enter, since photography has emerged as a most diverse and democratized art form. All we ask is for an image that captures an aspect of your research. Anyone can submit a photograph relating to their paper/poster/special session CCT 2024 submission and it is a great way for CCT scholars to capture and share their excellent and diverse research. Stand-alone photo

submissions, which do not relate to a submitted paper/poster/special session, are also welcome. Research photography provides an opportunity to be creative, using imagery to explore the relevance of your research and to communicate quickly to a varied audience with a visual medium that can inspire and engage. Many leading universities and scholarly societies run annual research photography competitions across all disciplines, and there is an audience out there interested in research-based photographs. Previous competitions have generated significant social media activity, raising the profile of individual researchers and their work.

Submit no more than two photo entries via ExOrdo. One entry may consist of multiple images (e.g., a photo collage), but, in this case, cannot exceed five images. Photographs can be taken on a variety of equipment, from smartphones to DSLRs. Each submission must be accompanied by a 150-word abstract that: (1) identifies one of two modes of participation (artwork submission or photo competition), and (2) describes the photograph and the research on which it is based. Please, do not describe just the research. It is important to provide information/explanation which links the photograph to the research in a way that a layperson could understand. Images should be original work. There will be a judged panel award for best entry and a popular award, voted throughout the conference by all participants.

Ethics and Fair Use Statement

If people are identifiable in the artwork or photographs used, written consent must be gained from those individuals for their images to be used in this way.

Please ensure all imagery/materials/elements used in the creation of your piece are legally owned by the submitter/s. Where others' work has been used or incorporated, please declare this in your submission and ensure that full rights to use someone else's work as part of your submission have been granted. The onus is on the creator/s and submitter/s to ensure this is the case prior to displaying your artwork or photograph.

Track 6: Poetry & Spoken Word

Track Curators:

- Hilary Downey, Queen's University Belfast, UK, hilary.downey@qub.ac.uk
- Pilar Rojas, University of Birmingham, UK mail@pilar-rojas.com
- Jennifer Takhar, ISG Paris, France jennifer.takhar@isg.fr

The 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 so that audience members can participate more fully.

Poets are invited to submit up to four completed poems (no more than four pages, total). 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?

Please submit your work by email to Hilary Downey (email contact above) by the submission deadline.

Authors of accepted poems can attend and perform at the poetry session in person; the track chairs will also facilitate a vicarious performance option.

IMPORTANT INFO

Host University

The brand new Knauss School of Business at the [University of San Diego](#) (USD), atop a hill overlooking the city, the historic areas, Mission Bay and the Pacific Ocean and its beaches. All conference events will be hosted on campus.

Location and Access

[San Diego](#) is unbeatable any time of the year, but especially in the summer. San Diego is easy to access, located at an international border and on the edge of the Pacific.

San Diego is a tourist destination with no shortage of hotels and all kinds of accommodations for families, digital nomads, etc. We will provide a series of options.

[San Diego's international airport](#), in the heart of the city, is a 10-minute ride to USD and offers 500+ daily flights and nonstop service to more than 70 destinations. Major airlines fly to and from San Diego, including direct international flights (Munich, London, Tokyo, Montreal, Vancouver, Calgary and Toronto). San Diego has a [trolley](#) (although the airport is not served by trolley...) and one of its lines connected downtown San Diego to a USD stop and shuttle service to the campus from the trolley stop.

There are other airports within driving distance: [Tijuana, MX international airport](#), 29 kms away and a hub for Volaris), Los Angeles LAX (2-3 hours away but with many direct flights to international capitals) and [John Wayne Airport in OC](#) (many US airlines use this airport).

Practical Information

For lodging, transportation, childcare options, and other practical information, please consult our website: www.cctc2024.com