

**CONSUMER CULTURE THEORY CONFERENCE**  
**Call for Abstracts, Papers, & Special Session Proposals**

**York University**  
**May 26-27, 2007**

**Organizers: John Sherry, University of Notre Dame**  
**Eileen Fischer, York University**

**Conference Theme:** This annual conference focuses on the Consumer Culture Theory Approach explicated by Arnould and Thompson in the March, 2005 issue of the *Journal of Consumer Research*. Qualitative, interpretive, ethnographic, videographic, netnographic, poetic, and phenomenological consumer research is sought. The intent is to provide a forum for work in early stages (abstracts), completed work (papers), and thematic topics addressed by several projects (special session proposals). Methodological as well as substantive papers are welcome. Organizers will solicit a publisher to produce an edited book of the best papers presented at the conference. (Last year's selection is forthcoming as *Consumer Culture Theory*, Vol. 11 of *Research in Consumer Behavior*, eds. Russell Belk and John Sherry, Oxford: Elsevier, 2007.)

**Submission Deadline:** March 1, 2007

**Notification:** April 1, 2007

**Submission Requirements:**

**Abstracts:** Early stage work, videographies (20-minutes +/- 5 minutes, and other work not seeking publication in the book to emerge from the conference should provide the following:

**Page 1:** Title, format (film, paper, other) author/filmmaker, and full contact information (including e-mail)

**Pages 2-3:** Double-spaced abstract of the paper or film

**Videos/Multimedia/Poetry:** In addition to abstract (above) provide a VHS-tape, or VHS-DVD, or CD-ROM of your work for jurying. If yours is a slide show, please provide it on a self-playing disc. If your entry is poetic, consider a video or slide show of a reading with visual and possibly musical

background. Presentations should be no less than 15 minutes and no more than 25 minutes in length.

**Papers:** If you submit a full paper, it will be eligible for publication in the book emerging from the conference, unless you specify otherwise. Please provide:

**Page 1:** Title, author, and full contact information (including e-mail)

**Pages 2-21 (maximum)** Double-spaced paper and references

**Special Session Proposals:** Special session proposals should include 3-4 paper or multimedia abstracts with or without a discussant. Proposals should include:

**Page 1:** Session title, presentation titles, session chairperson, and full contact information (including e-mail) for chairperson and each presentation

**Pages 2-4 (maximum):** Double-spaced description of session and Rationale

**Pages 5-9 (maximum):** Approximately 500-word abstracts for each Presentation

### **Submission Instructions:**

**Papers, Proposals, and Abstracts:** Submit as Word attachments via e-mail to **BOTH** co-chairs

John F. Sherry, Jr. ([jsherry@nd.edu](mailto:jsherry@nd.edu))

Eileen Fiscer ([efischer@schulich.yorku.ca](mailto:efischer@schulich.yorku.ca))

**Videos/Multimedia:** Submit abstracts to both e-mail addresses above and send 2 copies of video/DVD/CD-ROM to **EACH** chair:

John F. Sherry, Jr.  
102B MCOB  
Marketing Department  
University of Notre Dame  
Notre Dame, IN 46556 USA

Eileen Fischer  
Schulich School of Business  
York University  
4700 Keele Street

Toronto, Ontario  
Canada, M3J 1P3

A CCT Conference web site will be established soon, and an announcement will follow. This year's conference will be embedded in a larger event that will begin with a Workshop on Qualitative Data Analysis (May 24-25) organized by Eric Arnould, Craig Thompson and Melanie Wallendorf, and conclude with a Video Ethnography Workshop (May 28-29) organized by Russell Belk and Robert Kozinets. Details of these workshops will be announced soon, and posted on the conference web site.