

Call for Papers

The 1st Nordic Conference on Consumer Research

University of Vaasa,
Department of Marketing
Vaasa, Finland
9th – 11th June, 2010



Conference Theme:

“Recognition of the roots and fruits of Nordic Consumer Research”

Contemporary Nordic Consumer Research can be described as active and multidisciplinary. But how did everything begin? In this conference consumer researchers have an opportunity to illustrate the historic development (*roots*) as well as to shed light on the multifarious nature, both theoretical and methodological pluralism (*fruits*) of current Nordic Consumer Research.

The conference will address the pathways of Nordic Consumer Research through the following sub-themes:

- | | |
|--|--|
| 1. History of consumer research | 6. Innovative methods in consumer research |
| 2. Consumer culture and its communities | 7. Marketing communication |
| 3. Shopping and consumer choices | 8. Consumption of services |
| 4. Symbolic and experiential consumption | 9. Sustainable consumption |
| 5. Emerging trends in consumer markets | 10. <i>Optional theme</i> |

If you are interested in presenting a paper at the conference, send a title, the chosen theme and short abstract (250-300 words) no later than **31st October, 2009**. Notification of acceptance of the abstracts will be made by **30th November**.

The short abstracts can be developed either into *extended abstracts* or into *full papers* that represent the completed work of their authors. Deadline for both is **28th February, 2010**. It is mandatory that all accepted papers will be presented by an author at the conference. The extended abstract should provide a summary of the paper, including conceptualization, method, and major findings and must not exceed 750-1000 words, single-spaced. The body of the full paper must not exceed 20 double-spaced pages in total length, including short abstract, all tables, figures, notes, and references using a font no smaller than 12 points. More detailed writing guidelines and information will be available on a website devoted to conference <http://nccr2010.webs.com/> later on. Full papers and extended abstracts will be published in the conference proceedings. Papers as well as presentations at the conference must be in English.

Welcome to Vaasa!

Organised by Department of Marketing, University of Vaasa