



SCHOOL OF BUSINESS
University of Wisconsin-Madison

CCT5 (Consumer Culture Theory Conference 2010)
Wisconsin School of Business, University of Wisconsin
Madison, WI, USA
June 10-13, 2010

Conference Co-Chairs:

Craig J. Thompson, University of Wisconsin
David Crockett, University of South Carolina

Keynote Speaker:

Bryant Simon, Temple University
Everything but the Coffee: Learning about America from Starbucks, University of California Press

Program Committee:

Sammy Bonsu, York University	Marius Luedicke, University of Innsbruck,
Tonya Williams Bradford, University of Notre Dame	Albert Muniz, DePaul University
Teresa Davis, University of Sydney	Cele Otnes, University of Illinois
Amber Epp, University of Wisconsin	Nil Özçağlar-Toulouse, Université de Lille
James Fitchett, University of Leicester	Hope Schau, University of Arizona
Guliz Ger, Bilkent University	Linda Scott, University of Oxford
Gerri Henderson, Northwestern University	Avi Shankar, University of Bath
Dannie Kjeldgaard, Southern Denmark University	Xin Zhao, University of Hawaii

Overview:

Consumer Culture Theory (CCT), as defined by Arnould and Thompson in the March 2005 issue of the *Journal of Consumer Research*, refers to a diversity of research approaches which address the co-constituting relationships among consumers, consumption practices, cultural meaning systems, marketplace structures, and their contextualizing socio-cultural and historical conditions. CCT researchers hail from a multiplicity of academic disciplines and they investigate consumer culture through a broad spectrum of methodological and theoretical orientations.

Now in its 5th year, the annual CCT conference is a premier venue for consumer culture researchers from all academic disciplines to share their ideas, empirical insights, and theoretical interests in an engaging, invigorating, and cutting edge forum.

As reflected by our keynote speaker and panel sessions, a key motif of the 2010 conference will be power and resistance dynamics as manifested through marketplace relationships. For conference purposes, these dynamics are conceptualized in broad, multi-disciplinary terms that encompass institutional, socio-cultural (e.g., class, gender, ethnicity, sexual orientation, etc.) and other societal influences on consumers; the shaping forces that economic and cultural globalization exert on consumption and marketplace practices; identity politics undertaken through consumption; political and ethical consumerism; and transformative consumption projects and mobilizations of marketplace resources. We emphasize, however, that submissions pursuing theoretical aims and questions not related to this power and resistance motif are also welcomed and encouraged.

Updates related to CCT5, including a notice when the conference website becomes operational, can be found at <http://www.consumerculturetheory.org/>

Conference Call:

The conference co-chairs and program committee seek submissions in the following four tracks:

1. Papers (complete written works)
2. Perspectives (multi-paper, special topic sessions organized around a specific theme)
3. Posters (research in developing stages of conceptual and/or empirical development)
4. Alternative Modes of Knowledge Representation (including, but not limited to, video, multimedia, multi-sensory, and poetic modes)

In keeping with past conference precedent, the chairs and program committee will designate a subset of accepted papers and alternative modes of representation for publication consideration in a special issue of *Consumption, Markets, and Culture* or an edited book volume. Details TBA.

Submission Deadline: January 31, 2010

Notification: April 9, 2010

Submission Requirements:

1. **Papers:** Competitive papers should not exceed 22 pages, including references and tables (12 pt. Times New Roman, double spaced, with 1 inch margins on all sides).

Submissions for the *Papers* track should follow these guidelines:

Page 1: Title, author(s), and full contact information. Indicate contact person in cases of multiple authors.

Page 2: Title and abstract (100-150 words)

Page 3: Body of paper begins up to page 22 (maximum length).

Papers must follow the current style of *Consumption, Markets and Culture*:
www.tandf.co.uk/journals/authors/gcmcauth.asp.

Submit via e-mail: CCT5@bus.wisc.edu - Please designate your submission in the subject heading as “CCT competitive paper submission.”

2. **Perspectives:** Perspectives sessions should include three presentations and a discussant.

Submissions for the *Perspectives* track should follow these guidelines:

Page 1: Session title, presentation titles, session chairperson, discussant, and full contact information for session organizer/contact person, each presenter, and discussant.

Pages 2: Single-spaced description of session and contribution rationales.

Pages 3-5: Single-spaced 500-word abstracts for each presentation.

Submit via e-mail: CCT5@bus.wisc.edu - Please designate your submission in the subject heading as “CCT perspectives session submission.”

3. **Posters:** We hope to be quite inclusive for the poster session. Owing to space constraints, however, the number of accepted posters will be capped at 30

Submissions for the *Poster Session* track should follow these guidelines:

Page 1: Title, author, and full contact information. Indicate contact person in case of multiple authors.

Pages 2-3: Title and extended abstract 750-1000 words. Illustrative images and figures may be included in a supplemental appendix.

Submit via e-mail: CCT5@bus.wisc.edu Please designate your submission in the subject heading as “CCT poster session submission.”

4. **Alternative Modes of Knowledge Representation:** Submissions in this track should include a cover page with contact information for the presenter and/or presenters (please designate the contact person if there is more than one presenter). The cover page must also include a brief overview of the presentation and a statement of how the presentation will contribute to an enriched understanding of consumer culture.

Video presentations should be submitted on a DVD. If the presentation is multimedia, please submit a self-playing disc. For theatrical presentations, submit a Word document of the performative script. For all other representational modes, please submit in the most appropriate and practical medium. Alternative mode presentations should not exceed twenty minutes in length.

Submit via mail:

Attn. Professor David Crockett
Moore School of Business
University of South Carolina
1705 College Street, BA 375
Columbia, SC 29208

[Please designate CCT alternative mode submission on the envelope or package]

5. **Poetry session:** In the past four editions, the Saturday early-evening poetry sessions have become a regular feature of the Consumer Culture Conference. Its performances have taken place in informal or off-beat bohemian locations. The participating poets have experimented with readings and projections that are suitable for a one-off rendition of new consumer culture inspired work.

For the CCT5 conference, the carriers of the poetic flame are seeking to re-fresh the format in a way that suits the poetic heritage and that moves away from overly cinematic presentations, whose technical requirements limit the choice of locations. Our new format will enable sharing, on-site, the poetry in a published form so that there is a tangible take-away for participants and audience. The broader goal of this format change is to promote poetry's role in consumer culture research and to enhance the quality of the poetry itself.

The poetry session organisers will prepare a small volume or broadsheet of published poetry in advance to be handed out on site, in order for interested members of the audience to read and listen at the same time.

Submit via e-mail: CCT5@bus.wisc.edu - Please designate your submission in the subject heading as "CCT poetry session submission."

Contributions will be supportively reviewed by the poetry session organizers:

Roel Wijland, University of Otago
John Schouten, University of Portland
John Sherry, University of Notre Dame