

# Preface

The 44<sup>th</sup> Annual Conference of the Association for Consumer Research (ACR) was held at the Palmer House Hilton, Chicago, Illinois, October 3-6, 2013. This volume reports the presentations made in special sessions, competitive paper sessions, working paper session, roundtables and film festival.

The conference theme was “Making a Difference” and was inspired by Chicago, a bold city that is constantly reinventing itself through its architecture, restaurants, arts, nightlife, and music. Our hope was to channel this vibrancy into the conference in order to allow participants to discover, or re-discover, the joy of research that makes a difference. The conference attracted over 1230 participants, 104 special session proposals (51% accepted), 484 competitive papers (43% accepted), 254 working papers (64% accepted), 7 roundtables (100% accepted) and 13 films (81% accepted).

In keeping with the spirit of the conference, we introduced several inaugural events and innovations to further enhance the academic content of our program. These included:

- The keynote address, “David & Goliath” by Malcolm Gladwell. Over 1200 members attended and everyone received a complimentary copy of his newly released book
- The Mid-Career Mentorship Program, to connect mid-career faculty with senior mentors
- Perspectives Sessions, to integrate knowledge in specific research areas
- Workshops, to provide hands-on skills in research tools and methods
- Thematic organization of working papers into mini-sessions

All the academic and entertainment events made up for an energizing experience.

We thank our generous donors, especially our schools, the Kellogg School of Management, Northwestern University, USA, the London Business School, UK, and the Rotman School of Management, University of Toronto, Canada. Roger Martin, former Dean of Rotman, introduced us to Malcolm Gladwell and then flew in to open Malcom’s keynote speech. Thank you so much. Also supporting us was the American Marketing Association, the Journal of Consumer Psychology, the Journal of Marketing Research, the Journal of Consumer Research, and the Marketing Science Institute, and, from industry, Qualtrics, CBSIG, Fizz, and BrandOpus.

Many wonderful people worked tirelessly to help us. We thank our Program Committee, Competitive Paper Review Board Members, Competitive Paper Reviewers, Working Paper Reviewers, and Film Reviewers. Special thanks to Leonard Lee and Wendy Liu (Working Paper Chairs), Anirban Mukhopadhyay and David Wooten (Forums Chairs), Marylouise Caldwell and Paul Henry (Film Festival Chairs), Derek Rucker and Jaideep Sengupta (Doctoral Symposium Chairs), Nidhi Agrawal and Jonathan Levav (Mid-Career Mentorship Program Chairs), and Kelly Goldsmith, Tom Meyvis, Leif Nelson, Joachim Vosgerau (Entertainment Committee). David Bell, Robert Meyer, Keith Niedermeier, and Americus Reed II (*Brand Inequity* band members) and Ashesh Mukherjee (DJ Ash) rocked our closing gala at House of Blues. Special thanks also to ACR Executive Director Rajiv Vaidyanathan, Conference Manager Paula Rigling, website guru Aleksey Cherfas, Membership Executive Manager Praveen Aggarwal, Communication Executive Ekant Veer, administrative assistants Elisabeth Hajicek, Laura Nagle, Shira Conradi, Eliza Badoi, and Aaron Christen.

Our final thank you to colleagues who advised us throughout the year and helped in countless ways, to everyone who made our program stellar by submitting their best research, and to Angela Y. Lee, President ACR 2013, for this wonderful opportunity to organize the ACR conference.

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