CALL FOR PAPERS

Consumer Culture Theory Conference (CCTC) 2020
Leicester, UK - 25-28 June 2020
Submission Deadline: 20th January 2020

Conference Co-Chairs
Dr AJ Earley: a.j.earley@leicester.ac.uk
Dr George Patsiaouras: gp83@leicester.ac.uk
Prof. James Fitchett: j.fitchett@le.ac.uk

Please submit all general enquires about CCTC 2020 to the conference co-chairs.

Conference Theme: *Interrogating Social Imaginaries*
Examining Narratives of Past, Present and Future in Consumer Culture

Charles Taylor used the term 'social imaginaries' to explain how multiple notions of modernity, society, and economy exist at any given time. While imaginaries may sound ethereal, Taylor stressed how they can have real material implications, especially when powerful actors deploy them to structure business practice, governance, and of course consumer culture.

The 2020 CCT Conference challenges participants to consider the intersection of social imaginaries and consumption. Submissions may address how these intersections manifest in either academic practice, or within particular empirical contexts. Here, we propose past, present, and future as three basic yet provocative vantage points from which to begin. Looking to the past, for example, may encourage new thought on histories of business, development, labour and colonialism. Submissions analysing the 'present' may seek to address not only contemporary geopolitical transformations, but also cutting-edge theoretical developments which challenge tired imaginaries. 'Future' oriented papers may focus on either how futurity is constructed, or how current imaginaries are likely to have reverberations for some time to come. Matters of sustainability, technological change, surveillance, inequality and migration may be of particular interest here, given that their relevance is only expected to grow in coming decades. Throughout, we encourage mindfulness about the full range of diverse constituents involved in any of these phenomena, through systemic and internationalist approaches.

 This theme is an invitation to engage with macro-level, sociological approaches—a hallmark of British research on consumption, marketing and management. The inspiration for this conference came from the University of Leicester's role as a major leader within this tradition, and we look forward to this opportunity for intellectual cross-pollination and exchange.

SUBMISSION GUIDELINES

The Conference Chairs and Program Committee seek submissions in 7 tracks.
All submissions must be novel work—that is, work that has not been presented at this or any other conference before.
For CCTC 2020, we invite **all** submissions in the form of extended abstracts.
Detailed instructions are as follows:

1) Competitive Papers

Competitive papers may not exceed two A4 pages total, including abstract title and extended abstract. References, images, tables or figures are excluded.
Format: Paper should be submitted in MS Word format.
Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).
Suggested Structure:
- Cover Page: Title, author(s), and full contact information. Indicate contact person in cases of multiple authors.
- Page 1 and 2: Competitive paper including title with no author-identity information. This should include the paper title, research question, brief literature review, methodology, context, findings/outcomes and consideration of stakeholders/audiences.
- Page 3: References, tables, figures, also with no author-identity information.

2) Special Sessions

Proposed ninety-minute sessions should include three presentations and a discussant; have a sharp thematic focus and provide ample time for discussion. Special session proposals may not exceed one A4 page overview plus one A4 page per project (e.g. 4 pages for a 3 project submission). We suggest that no more than four projects should be included, unless you wish to propose some sort of experimental format (e.g. a 'speed presentation' format). References, images, tables or figures are excluded.
Format: Paper should be submitted in MS Word format.
Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).
Suggested Structure:
- Cover Page: Session title; presentation titles; names and affiliations of session organizer, authors, session chairperson and discussant; and complete contact information for the session organizer and all authors.
- Page 1: Description of the special session and its contribution rationale, with no author identity information.
- Pages 2-5: Extended abstracts for each presentation, also with no author-identity information. These should include the title, research question, brief literature review, methodology, context, findings/outcomes, and consideration of stakeholders/audiences.
- Page 6: References, tables, figures, also with no author-identity information.

3) Round Tables

Roundtables afford attendees the opportunity to coalesce around a particular topic or context and communicate differently from traditional special or competitive sessions. Roundtables are flexible in terms of structure and organization and should be designed to encourage scholars with similar interests to discuss their topics of interest in non-hierarchical, non-linear ways. We are committed to accomplishing this goal with the establishment of a dedicated conference room that will actually have round tables. Creativity is encouraged. Proposed ninety-minute sessions should include a one-page summary of the topic along with complete contact information for the roundtable organiser. In addition, please list possible participants.

Format: Paper should be submitted in MS Word format.

Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).

Suggested Structure: Title, topic, brief literature review, context, contribution, and consideration of stakeholders/audiences.

4) Poster Session

The CCT Poster Session Track invites submissions of completed works, conceptual works, and works in progress for visual presentation in an informal session. This track provides the opportunity for the visual display of data and concepts in a setting designed to generate feedback and help further develop ideas for future research and foster collaboration. For consideration, please submit an abstract no longer than one A4 page (excluding references, images, etc.) with title describing the project (be sure to remove all identifying information in the document properties).

Format: Paper should be submitted in MS Word format.

Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).

Suggested Structure:
- Cover Page: The project title and the author(s). Be sure to indicate which author is the primary contact/presenter in the case of multiple co-authors.
- Page 1: With no author-identity information - Title, research question, brief literature review, methodology, context, findings/outcomes, and consideration of stakeholders/audiences.

5) Alternative Modes of Investigation and Expression

Submissions may include explorations or interpretations of current or historical consumer culture in such forms as installations, film or video, dance, performance art, movement, music, song or sound. Maximum length of the video or audio submissions is 20 minutes. Each submission will need to be identified by the researchers at the beginning of the work, and should include a companion document not to exceed two A4 pages excluding references, images, tables or figures. The companion document (as a PDF) and the submission should include a title, a list of participants and creators, full contact information for at least one presenter, summary overview of the submission, the form, methodologies, and approach used, a statement of how the work will contribute to an enriched understanding of consumer culture, and instructions for accessing the submission for review. Please provide the submission and the companion document directly to all the track

chairs in one email communication. Use the most appropriate and practical medium (for example, audio files, movie files, or links to sites such as Vimeo or YouTube) for the submission. Track chairs and reviewers must be able to access each portion of the submission with relative ease. A projector and speakers will be available, but presenters must provide any additional equipment they require.

Format: Paper should be submitted in MS Word format.

Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).

Suggested Structure: Title, research question, brief literature review, methodology, context, findings/outcomes, and consideration of stakeholders/audiences.

6) CCT Art Gallery

We seek CCT-inspired work communicated through visual aesthetic forms. Accepted submissions will be displayed in gallery format. We invite work in such forms as photography, drawings, paintings, sculpture and mixed media. There are no size restrictions other than what can be reasonably transported and displayed; participants will be personally responsible for any costs. Submit one or two entries as digital photos of your original work directly to the track curators. An entry may consist of multiple images or components with a single theme but, in this case, cannot exceed 5 images/components. Each submission must be accompanied by a 1-2 A4 page overview of the work, which describes its medium and size dimensions, how it is relevant to consumer culture, how it can enrich our understanding of theory or research, why the medium was chosen and how you would prefer your submission to be displayed. Please note that the abstract plays a central role in the review process.

Format: Paper should be submitted in MS Word format.

Font and Page Layout: 12 pt., single-spaced, Times New Roman with standard margins (1"/2.54 cm).

Suggested Structure: Title, research question, brief literature review, methodology, context, findings/outcomes, and consideration of stakeholders/audiences.

7) Poetry

A poetry session has become a regular feature of the CCT Conference. Participating poets perform their consumer culture inspired work, and session organizers prepare a separate volume of published poetry to be handed out on site, in order for interested members of the audience to both read and listen. Submit up to five completed poems (max. five pages) directly to the track chairs for peer review. 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.

Conference Proceedings

Conference proceedings will include extended abstracts, unless explicitly requested otherwise. The CCT Consortium is hoping that these will soon be available via an online database, accessible to CCT community members.

You may want to also have a longer version of papers included in such a venue. You may submit a longer edition of your work as well, though we must note that this will not be peer reviewed. This should be in the same format as all other materials (A4, standard margins as

above, Times New Roman, font size 12, single spaced).

Practical Guidelines

- Deadline: As stated, the deadline for submission will be on 20th January 2020.
- Submission: The platform for submissions will be communicated very soon.
- We ask that you submit no more than 3 proposals across the 7 tracks for which you would be a 'primary investigator'. You may also have minor roles elsewhere (e.g. as a discussant, in a supporting role with a PhD student; last author/advisory author in a paper where other colleagues are the PIs).

We are looking forward to seeing you at Leicester.

The CCT Committee.

Co-chairs

Dr AJ Earley
Dr George Patsiaouras
Prof. James Fitchett

Conference Committee

Dr Zafeirenia Brokalaki
Dr Jennifer Cole-Wright
Dr Cristina Galalae