*In Celebration of TCR and
the McIntire School's Centennial (1921-2021)*

Call for TCR Track Proposals

The 2021 Conference of
TRANSFORMATIVE CONSUMER RESEARCH
@ The McIntire School of Commerce, University of Virginia
June 27 - 30, 2021

Conference Co-Chairs: David Mick & Rick Netemeyer, University of Virginia

2021 marks the 100th anniversary of the McIntire School of Commerce at the University of Virginia. In celebration of its founding and its long-standing commitment to economic and social well-being, the McIntire School is proud to share inspirations and affinities with the Transformative Consumer Research (TCR) movement and to host TCR's next conference. In this document the 2021 TCR conference organizers are seeking **co-chairs for individual tracks** for the next TCR conference to be held at the McIntire School on June 27 - 30, 2021. Two of the new developments for the 2021 TCR conference are: (1) an extra emphasis, where possible, on bright-side topics (see more below) and (2) moving from 1½ days of dialogical track sessions to 2½ days in order to facilitate more research progress and deeper collaborations among the participants (this means that, for the first time, the conference fee will cover 3 nights of accommodations for those who choose to stay in the university dorms during their participation).

The track co-chairs will be responsible for
   (a) defining a specific theme or project that the track's group members will discuss at the conference,
   (b) helping to select group members for the track,
   (c) leading the tracking dialogue,
   (d) and organizing and leading the pre- and post-conference activities.

➔ Please <u>carefully</u> read this call for track proposals.

Deadline for TCR Track Proposals: May 31, 2020

The 2021 TCR conference will continue to use the dialogical (interactive) format that was highly successful in past conferences. New track chairs and themes are highly encouraged (see the appendix at the end of this document for a list of past TCR tracks). With regard to track themes and topics, we welcome any proposals strongly associated with the TCR mission of seeking to understand and improve personal and collective well-being as impacted by consumption-related activities. In the past, many of these themes and topics have been concerned with so-called "dark side" issues such as materialism, poverty, stigmas, addictions, wastefulness, and so forth. For the 2021 TCR conference we will continue to welcome proposals on those and similar topics. <u>However, for the 2021 TCR conference at Virginia we are especially welcoming and calling for proposals on "bright side" issues. These could include, but are not limited to: (a) various arts of all kinds (whether consumers are attending, creating, etc.), (b) hobbies, (c) exercise and sports, (d) volunteering, (e) pets, (f) clubs (e.g., reading), (g) contemplative activities and practices (e.g., yoga, meditation, retreats, etc.), (h) simplifying and donating, and (i) possession sharing, among many other topics.</u>

With regard to track chairs, preference will be granted to proposals that have **at least one co-chair experienced** in publishing high quality work and the willingness and ability to run dialogical sessions and **at least one co-chair** who has participated in a TCR conference in the past (they can be the same person but they do not have to be). Generally, tracks have two chairs but, on occasion, the tracks can be led by three people.

Rather than the traditional conference in which the expertise of a few people is explored, these dialogical tracks seek to explore the distributed intelligence and experience across a group of people who share an interest in the focal TCR-related issue. Additional information on TCR and dialogical conferences can be found on the ACR website: http://www.acrwebsite.org/web/section/transformative-consumer-research.aspx.

If you are interested in serving as a track co-chair, please review the following proposal submission details.

	Track 1	Track 2 / Track 3
Proposal due	• **May 31, 2020** • Submit to TCR2021@virginia.edu	• **May 31, 2020** • Submit to TCR2021@virginia.edu
Materials	• 1-page overview of track theme and plans for a post-conference write-up • Track co-chairs' CVs	• 1-page overview of track theme, pre-conference organizing plans / time line, and plans for a post-conference write-up • All track members' CVs • Signed letter from all track members stating that they are committed to participating in the project
Timeline	• Track proposals due: May 31, 2020 • Notification of track selections: August 1, 2020 • **Open call** for participant applications: August 15, 2020 • Due date for participant applications: October 15, 2020 • Track chairs submit participant application reviews to conference chairs: November 15, 2020 • Notification of conference acceptance to participants: December 15, 2020	• Track proposals due: May 31, 2020 • Notification of track selections: August 1, 2020 • **No open call** for participants

As in past conferences, participants along with ALL of the track co-chairs must commit to working in person with their track throughout the entire time of the conference. Tracks choose their own post-conference publication goals. One goal option is typically a submission to a special issue/section on transformative consumer research. Generally, track participants have the opportunity to opt into such a goal, but each person must make

a significant contribution to claim authorship. We also encourage teams to consider other outlets to increase the impact of their work.

A special issue of the *Journal of Consumer Affairs* will be developed from the 2021 TCR conference at the University of Virginia, to be edited by Rick Netemeyer and David Mick. Details on deadlines and the timeline for this special issue will be announced in the future. For those people unfamiliar with dialogical TCR conferences, each conference typically produces at least one special journal issue or a special section thereof. For examples, see the *Journal of Consumer Psychology* (August, 2019), *Journal of Public Policy & Marketing* (spring, 2011 and fall, 2016), the *Journal of Business Research* (volume 66, 2013; volume 100, 2019), and the *Journal of Marketing Management* (volume 30, issue 17-18, 2014). Another forthcoming special issue, a product of the 2019 TCR conference, is now underway via the *Journal of Public Policy & Marketing*.

Three Visions for TCR Track Proposals (Tracks 1, 2, 3)

TCR seeks, as an end goal, to generate some type of personal, societal, or ecological benefit, which is an inherently complex process. Part of this process is knowledge creation, but then stakeholders must become aware of the research, use it, and have their life somehow enhanced in some measurable way (Ozanne et al. 2017). Against this background, we seek track proposals around the three visions described below:

Track 1: Build Capacity

TCR is a space of innovation. Every track is an experiment in building a social network of researchers with greater capacity to address problems and opportunities of well-being that are facilitated through consumption activities. In the past, we have innovated by being dialogical, inviting non-academic guests, working across the intersection of social problems, and asking for more relational engagement (i.e., somehow include a stakeholder in the process of doing research).

We do not believe that there is only one route or formula for TCR that has impact; therefore, these tracks are spaces of opportunity to experiment. Because there are numerous pathways for real well-being benefit, we believe that we must encourage the exploration of many ideas and then share the successful ones.

In terms of their approach, these tracks in the past have:

- Included non-academic stakeholders (representatives from government, advocacy groups, and non-profits, as well as activists).

- Invited academics from across disciplinary divides who bring new tools, theories, and perspectives.

- Conducted research before the conference about the needs of specific stakeholders.

- Formed a partnership with a community group who was interested in using the research.

We welcome and encourage thoughtful innovations toward the ends outlined above and below.

In terms of themes, prior tracks have focused on the following substantive issues and areas: wastefulness, alternative food systems, poverty, moral self-regulation, narratives in nonprofits, transformative services and justice, mindfulness, crimes of omission and commission, life satisfaction, social conflict, environmental sustainability and justice, religion, stigma, developing markets, health, food well-being, ethnicity, vulnerability, addiction, transformative methods, materialism, social justice, and immigration. A list of illustrative tracks from past TCR conferences is at the end of this document. In 2021, proposals for tracks will be invited for the sorts of topics listed at end of this document, as well as additional novel and "bright side" topics as mentioned earlier.

For Track 1, we imagine that track sizes will typically include around 6-8 individuals (including track chairs and any non-academics who join the track). 8 is an ideal number in many cases for the 2021 TCR Conference since we have multiple study rooms in the McIntire School of Commerce that seat 8 people (maximum), and these rooms include a white board and a large wall-mounted computer monitor for use during the discussions. Naturally, we have classrooms that seat many more than 8, and these will be assigned as needed for larger tracks.

After proposals for Track 1 sessions are received and evaluated, there will be an **open call** for individuals who wish to apply to participate in one of the proposals that was accepted for the 2021 TCR conference. Individuals will apply through the 2021 TCR Conference website (though at this specific time, still in development) and then they will be subsequently notified by the respective track chair(s) as to their application status (approved or not). Details on this application process will be forthcoming as the planning of the conference evolves.

Track 2: Leverage Theory-Guided Research

Building on the success of this format at the 2017 and 2019 conferences, we again hope to invite tracks that experiment with new ways to do team-based research toward real transformation. We invite track proposals that further empirical work in key substantive areas.

For example, given that the call for proposals is about 15 months before the conference, a viable track 2 proposal could involve a multi-site empirical study prior to TCR 2021. These proposals would identify and get commitment from a team of researchers who would gather data before the conference, even if just exploratory data at the start. The conference could then provide an opportunity for planning further data collection or preparing a submission for publication post-conference.

These proposals will typically involve longer-term projects with teams of researchers who make a commitment to work on an ongoing, extended basis. **<u>There will be no open call</u>** for track participants in this category. Instead, participants of the tracks would be identified as part of the track proposal. Proposals should include written and signed commitments from each participant in the proposed track that they agree to work on the project across its duration. Proposals that have invited scholars across a range of expertise and experience will be reviewed favorably. Proposals should include a list of pre-conference organizing plans along with a time line.
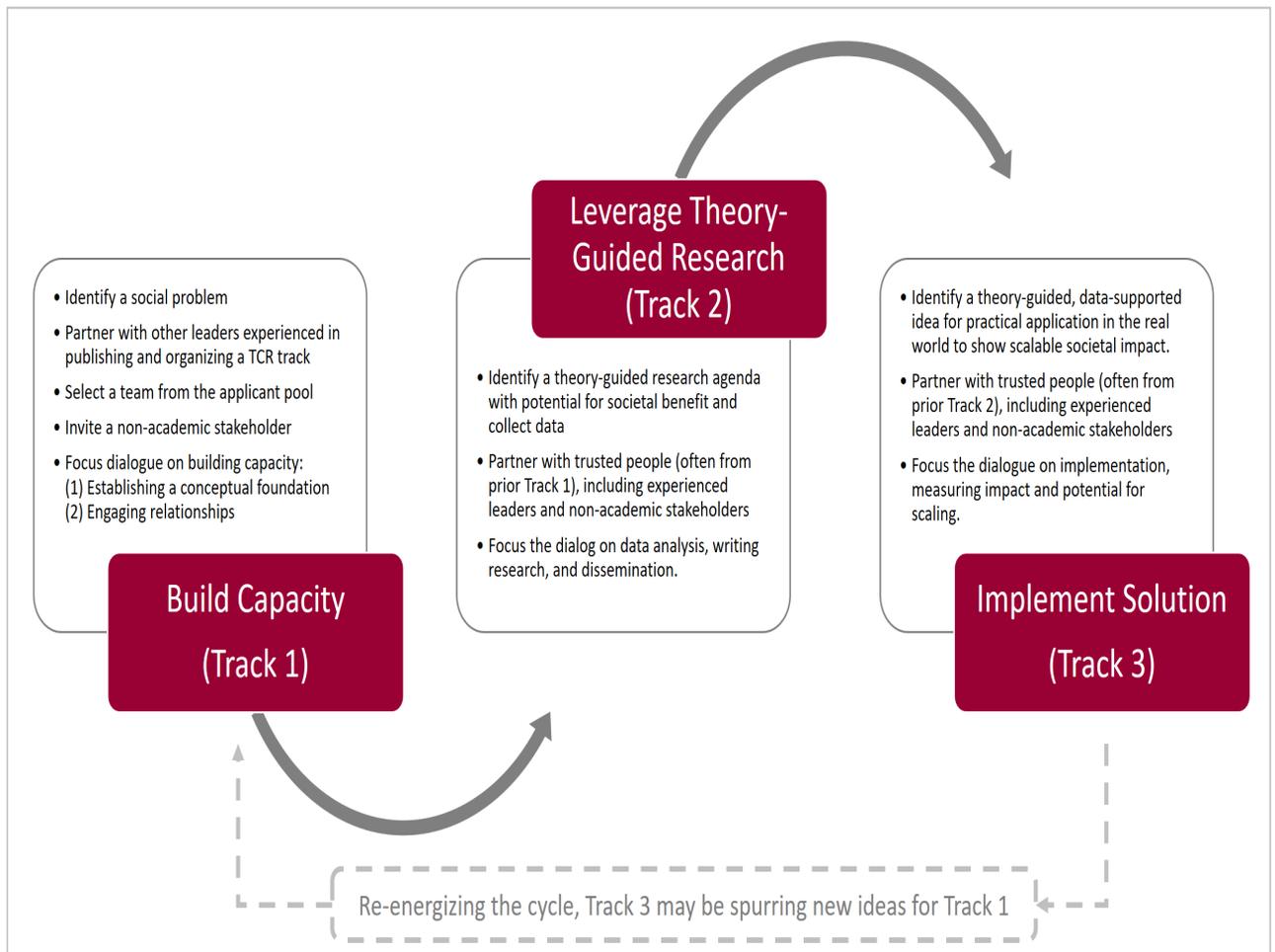
For Track 2, we also imagine track sizes of 6-8 individuals (including track chairs and any non-academics who join). 8 is an ideal number in many cases for the 2021 Conference since we have multiple study rooms that seat 8 people (maximum), and these rooms include a white board and a large wall-mounted computer monitor for use during the discussions. Naturally, we have classrooms that seat many more than 8, and these will be assigned as needed.

Track 3: Implement Solutions

Track 3 was a new addition to the conference format in 2019 and will be repeated at the 2021 conference. It aims to take the idea of relational engagement to the next level. Whereas Track 2 was introduced to bring data collection into the conference process, Track 3 is designed to focus on <u>measurable societal impact</u>. These proposals would have a strong relational engagement element, typically emerging from long-term collaborations that existed prior to the conference. Because Track 3 focuses on identifiable, if not quantifiable, societal impact, it can serve either as the incubator for the future implementation of a focal TCR intervention or as a workshop for teams to analyze the societal impact an intervention had after it was implemented.

Due to its explicit focus on societal impact, this track would be particularly likely to include non-academics to attend the conference and help with implementing solutions. Therefore, please note the corresponding conference grants (see below) that will be available for non-academic stakeholders. **<u>There will be no open call</u>** for track participants in this category. Instead, they would be identified as part of the track proposal. Proposals should include written and signed commitments from each participant of the proposed track that they agree to work on the project across its duration. Proposals that have invited scholars across a range of expertise and experience will be reviewed favorably. Proposals should include a list of pre-conference organizing plans along with a time line. Figure 1 (below) illustrates how the visions for the three tracks build on each other to generate positive impact for well-being.

Figure 1. TCR Cycle of Relational Engagement for Societal Impact

- Identify a social problem
- Partner with other leaders experienced in publishing and organizing a TCR track
- Select a team from the applicant pool
- Invite a non-academic stakeholder
- Focus dialogue on building capacity:
  (1) Establishing a conceptual foundation
  (2) Engaging relationships

Build Capacity (Track 1)

Leverage Theory-Guided Research (Track 2)

- Identify a theory-guided research agenda with potential for societal benefit and collect data
- Partner with trusted people (often from prior Track 1), including experienced leaders and non-academic stakeholders
- Focus the dialog on data analysis, writing research, and dissemination.

- Identify a theory-guided, data-supported idea for practical application in the real world to show scalable societal impact.
- Partner with trusted people (often from prior Track 2), including experienced leaders and non-academic stakeholders
- Focus the dialogue on implementation, measuring impact and potential for scaling.

Implement Solution (Track 3)

Re-energizing the cycle, Track 3 may be spurring new ideas for Track 1

Related Grant Opportunities

We encourage, but do not require, tracks to apply for funding of their projects through one or both of the following grant opportunities.

1) **ACR/TCR Grant.** This is an opportunity for a team of investigators to receive funds of up to $7,500. For example, the track team (or parts of it) might consider also submitting a proposal on the same topic to the ACR/TCR Grant program. Look for a call for grant proposals being announced around February 2020 with a typical **due date of around May 31st, 2020**. Please note that all ACR/TCR Grant proposals will be judged separately from the process of evaluating 2021 TCR conference track proposals. However, we mention it as part of this call because of the potential synergy.

2) **TCR Conference Non-Academic Stakeholder Travel Grant.** An anonymous donor has generously provided potential funding, with the objective of using these funds to

support the inclusion of non-academic stakeholders at the TCR 2021 conference (e.g., help facilitate travel for a non-academic track team member such as a non-profit worker involved in the research). Please note that, unlike the ACR/TCR Grant proposals, all TCR Conference Non-Academic Stakeholder Travel Grants need to be submitted with the Track Proposals as a one-paragraph vision statement explaining why you think a particular stakeholder would add value to the track; and include a CV, 1-paragraph bio, and signed letter that they are committed to participating in the project as a participant (not a chair). We do not limit the number of grants per track, but at this stage funding exists for most tracks to be awarded one grant.

June 27 – June 30, 2021: Proposed Conference Structure
(*tentative and subject to change*)

Pre-conference:

o Track 1: TCR champions will set up a listserv and/or drop box for their track, share all the research visions, and circulate any relevant materials (e.g., key articles, chapters).

o Track 2: TCR champions will work with their participants to prepare for the conference based on the plans proposed in their track.

o Track 3: TCR champions will work with their participants to prepare for the conference based on the outlined plans. They will also work closely with community-based partners to both make an impact and provide metrics to quantify their impact.

At the conference:

June 27, Sunday
--Arrival at dorms or hotel (the latter is at extra cost, see below)
--Pre-conference "Get-to-Know-You" Session in the dorm lobby area, with trivia
          games and prizes, 3:00pm-4:30pm (join in anytime)
--Evening reception with food and drinks in Rouss and Robertson Halls (**RRH**),
          6:00pm-8:30pm

June 28, Monday
--Yoga and guided meditation sessions in dorm lobby area, 6:15am-6:45am
--Breakfast in Rouss & Robertson Halls (RRH), 7:15am-8:15am
--Welcome plenary session (*all participants*), Wilson Hall 402 (next to RRH),
          8:30am-9:15am
--Morning track meetings 9:30am-12:00pm, in various assigned RRH rooms
--Box lunch and informal socializing in RRH, 12:00pm-1:30pm
--Afternoon track meetings 1:30pm-4:30pm (same locations as morning
          meetings)
--Drinks and evening dinner, key note speaker, and jazz concert at UVA Alumni
          Hall, 5:30pm-8:30pm

June 29, Tuesday
--Yoga and guided meditation sessions in dorm lobby area, 6:15am-6:45am
--Breakfast in Rouss & Robertson Halls (RRH), 7:15am-8:15am
--Morning track meetings 8:30am-12:00pm, in various RRH rooms
--Box lunch and informal socializing in RRH, 12:00pm-1:30pm
--Afternoon track meetings 1:30pm to 3:30pm (same locations as morning
        meetings)
--Guided walking tours from 4:00pm-5:30pm, starting from main entrance of
        RRH (free, choose one): the University of Virginia Central Grounds and
        Rotunda; the UVA Special Collections Library; the Fralin Museum of Art
--Dinner, at personal discretion, with many restaurants within 5-15 minute walk

June 30, Wednesday
----Yoga and guided meditation sessions in dorm lobby area, 6:15am-6:45am
--Continental Breakfast in Rouss & Robertson Halls (RRH), 7:15am-8:15am
--Morning track meetings 8:30am-10:30am, in same assigned RRH rooms
--Check-out from dorm and hotels, 11am
--Departure

The Conference Site and Lodging

The University of Virginia and its McIntire School of Commerce are located in historic Charlottesville.

        https://www.virginia.edu/
        https://www.commerce.virginia.edu/
        https://www.visitcharlottesville.org/
        https://www.charlottesville.org/

Housing will be in one of two University of Virginia dormitories, approximately 4 blocks from the main conference site of Rouss and Robertson Halls. In the dorms, four individuals of the same gender are housed together in an apartment-like setting that includes four private bedrooms (with linens), a shared living room, small kitchen, and bathroom/shower (be sure to bring your own toiletries such as shampoo) . As an alternative, to be paid for additionally and directly by the participant if preferred, there are multiple hotels available within .5 - 1.0 mile of campus, although we do not have any room blocks reserved in these properties. For example, guests may stay at the Courtyard by Marriott—University Medical Center (https://www.marriott.com/hotels/travel/chodt-courtyard-charlottesville-university-medical-center/), Graduate Hotel (https://www.graduatehotels.com/charlottesville/),
the Hampton Inn and Suites (https://hamptoninn3.hilton.com/en/hotels/virginia/hampton-inn-and-suites-charlottesville-at-the-university-CHOMSHX/index.html, and The Draftsman (https://www.marriott.com/hotels/travel/choak-the-draftsman-autograph-collection/?scid=bb1a189a-fec3-4d19-a255-54ba596febe2)

Costs

The all-inclusive conference fee is $500 for faculty and $300 for doctoral students, which covers the conference, on-campus residential hall accommodations, and meals as outlined above between June 27th and June 30th. Attendees selecting to stay in hotels (at their own extra expense) are not reimbursed any portion of the stated conference fee; the fee is fixed and all-inclusive, regardless of choice of accommodations (dorm or hotel). All travel, including to and from the campus, is the responsibility of attendees. As mentioned above, there are some scholarship opportunities to doctoral students and faculty travelling long distances, as well as expense reimbursements to community and government participants for covering their fees and travel.

Inquiries

Inquiries can be directed to the conference co-chairs: David Mick or Rick Netemeyer via TCR2021@virginia.edu.

Appendix: ILLUSTRATIVE TCR TRACKS OF THE PAST

2019 Conference: The Rise of Machines, Climate Change and Vulnerable Consumers, Consumer Wisdom, For the Love of Animals, Intricacies of Waste, New Digital Consumption in the Home, Race Theory in the Marketplace, Teens as Changemakers, Subsistence Markets, Refugee Crisis and Transformative Services, #MeToo Movement and Beyond, Antecedents of a Scarcity Mindset

2017 TCR Conference: Financial Well-Being, Artistic Expression, Pleasure of Food, Women and Health, Gender and Intersectionalities, Physician and Consumer Responses to Vaccination Policies, Poverty Alleviation, Consuming Space, An Eclectic Approach to Understanding Sustainable Consumption, Empowering Consumers in Solving Obesity, Narratives in the Stigmatization Process, Healing Multiculturalism.

2015 TCR Conference: Alternative Food Systems, Children and Materialism, Crimes of Omission and Commission, Environmental Sustainability and Justice, Gender, Health Multimorbidity, Life Satisfaction, Maladaptive Behavior, Mindfulness, Moral Self-Regulation, Narratives in Nonprofits, Poverty: Intersectional Poverty, Poverty: Agencies and Ecological Space in Poverty, Poverty: Consumer Psychology of Poverty, Religion, Social Conflict, Stigma: Identity at the Interaction of Stigmas and the Marketplace, Stigma: Stigma and Marketplace Practices, Teaching, Transformative Services and Justice: Services, Transformative Services and Justice: Vulnerability, and Wastefulness.

2013 TCR Conference: Developing Markets, Ethnicity, Family, Health and Nutrition, Innovative Research Methods, Materialism, Poverty, Sustainability, and Vulnerability.

2011 TCR Conference: Addiction, Adolescent Risk, Food and Health, Materialism, Innovative Research Methods, Multicultural Marketplaces, Poverty and Subsistence Marketplaces, Sustainable Products, and Transformative Services Research.

2009 TCR Conference: Developing Markets, Food, Health, Immigration, Poverty, Materialism, Social Justice, Sustainability, and Vulnerability.