

**Association For  
Consumer Research**

**Think BIG:  
Big Ideas, Big Findings**

**2010**

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# Preface

The 41<sup>st</sup> annual conference of the Association for Consumer Research (ACR) was held in sunny Jacksonville, Florida, October 6 to October 9, 2010. This volume summarizes the research presented during the conference.

The theme of ACR 2010 was: “Think BIG. Big Ideas. Big Findings.” The conference showcased lots of “big picture” theories and “big” phenomena that are of real importance to consumers’ lives. In the grand scheme of things, the 2010 conference was pretty much like any other ACR Conference. That is probably a good thing. Lots of interesting talks, catching up with far-flung colleagues and friends, and meeting new ones are the constants that make ACR a central event in a consumer researcher’s year.

We did make some changes to the conference to promote big picture communication: (a) Every session had four, shorter talks (which necessitated doing away with the traditional role of discussant in Special Sessions), (b) We asked session chairs to kick-start discussion about big picture implications at the end of special and competitive paper sessions. (c) Abstracts in the program were shorter, encouraging authors to clearly communicate their big picture ideas.

We also made some other changes to encourage communication between junior and senior researchers, to green the conference, and to make the conference even more fun: (a) ACR newcomers could sign up on the registration form to meet ACR regulars for research chats during coffee breaks, (b) posters featuring working papers were kept up throughout the conference, (c) the conference was greened by using shorter program booklets, a build-your-own-program internet tool, and by offering participants the option of buying carbon offsets for travel to the conference, and (d) DJoy Srivastava rocked the beach at the Saturday night closing party. We have never seen so many of our peers have such a good time on the dance floor.

We are immensely grateful to the ACR community for presenting their work, asking constructive questions during talks, and doing a lot of reviewing. We would especially like to thank the Associate Editors and the members of the Program Committee for assessing many Competitive Papers and Special Session proposals. Many thanks go out to the Roundtables Chairs, Raj Ragunathan and Eduardo Andrade, to the Film Festival Chairs, Russ Belk and Rob Kozinets, to the Doctoral Consortium Chairs, Priya Raghubir and Patti Williams, and to the Working Paper Chairs, Jen Argo and Kristin Diehl. We thank Geeta Menon, the ACR President, for totally entrusting us with the whole enterprise. Finally, we thank the wonderful team of people who really did most of the work: Annette Bartels, Aleksey Cherfas, Phil Hamlin, Paula Rigling, Rajiv Vaidyanathan, the Phd student volunteers, and the folks at Omnipress.

You rock!

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*2010 ACR Conference Co-Chairs and Proceedings Editors*