

Call for Papers

8th French-Austrian-German Workshop on Consumer Behavior

**November 29 – December 1, 2023
Innsbruck, Austria**

“Consumer Research for a Better World”

Submission deadline: 31st of May 2023

Contact: fag-workshop-2023@uibk.ac.at

Workshop Co-Chairs:

Abdelmajid Amine, Claas Christian Germelmann, Reinhard Grohs, Andrea Gröppel-Klein, Patricia Gurviez, Andrea Hemetsberger, Jean-Luc Herrmann, Mathieu Kacha, Hans Mühlbacher, Udo Wagner, Björn Walliser, Sylvia von Wallpach

About the workshop:

The French-Austrian-German Workshop on Consumer Behavior intends to provide a platform for fruitful scientific exchange and networking between French and German-speaking researchers, and more widely with researchers from all around the world who are interested in consumer research.

To encourage an intense scientific discussion, we will keep the workshop small (approx. 60 participants) and allow plenty of time for the presentation and discussion of competitive papers (45 minutes). We invite theoretical, empirical, and methodological papers. Research applying quantitative methods is as welcome as qualitative and mixed methods research. The workshop language is English.

The 8th edition of the workshop will focus on marketing for a better world. Submissions for the 8th edition of the workshop should focus on (but are not limited to) “*Consumer Research for a Better World*”. Consumer research is often associated with making consumers purchase products that they do not need. However, consumer research can do more! It has the power to increase subjective well-being, strengthen societies, and foster sustainable attitudes and choices. We encourage authors to think about how their research can be used for good.

We invite you to submit extended abstracts following the submission procedure described below. We encourage you to submit your very best work. The copyright for the papers remains with the authors.

Conference venue:

Also referred to as the “Capital of the Alps”, Innsbruck is the fifth largest city in Austria. Surrounded by stunning high mountains and renowned for its winter sports – it hosted the Winter Olympic Games in 1964 and 1976, as well as the Youth Olympic Games in 2012. For more information about Innsbruck, visit: <https://www.innsbruck.info/> and for more information on how to get to Innsbruck, see <https://www.innsbruck.info/en/destinations/arrival-and-transport.html>

All workshop sessions will be held at the University of Innsbruck. Founded in 1669, the University of Innsbruck is the largest education facility in Western Austria. The University of Innsbruck is known for its high appeal to international students, who, –in 2021, amounted to almost 50% of our more than 28.000 students.

Conference venue:

All workshop sessions will take place at the **SoWi Campus** of the University of Innsbruck:

University of Innsbruck

SoWi Campus

Universitätsstraße 15

6020 Innsbruck, AUSTRIA

View on Google Maps: <https://g.page/SOWI-Bibliothek?share>

Submission:

Submission deadline: 31st of May, 2023.

Notification of acceptance: August 2023.

Submission format:

We call for extended abstracts limited to 2.500 words (single-spaced, Times New Roman 12pt, 2.5 margins), plus a cover page, a short (100 words) abstract for inclusion in the conference program, and full references. The body of the extended abstract should not exceed 5 pages, including figures and tables. Submitted papers should be in English.

We suggest that the extended abstract provides a good overview of the research project, including: research question, conceptual background, methodology, results, and discussion of the findings. The cover page should include the title of the paper, names and affiliations of each author and complete contact information of the corresponding author (surface mail address, e-mail address, and phone number); do not indicate authors' names in the paper beyond the cover page.

Paper selection procedure:

Manuscripts will be double blind reviewed. Acceptance of a paper implies that at least one of the authors attends the workshop and presents the paper. Due to the small number of available slots for papers, please note that each participant should submit no more than one paper as author or co-author.

Please submit your paper via: fag-workshop-2023@uibk.ac.at

Best Paper Award and Publication Opportunities:

All accepted papers will be considered for a best paper award. The best paper award will be given to the paper recommended by the reviewers and selected by the Workshop Co-Chairs, based on its contribution to the field of consumer research, innovativeness, and rigor.

Up to four top-rated papers of this workshop will have the opportunity to be revised for a "short track" submission to Marketing ZFP – Journal of Research and Management (Marketing ZFP JRM) which is the top Marketing Journal of the German speaking community (<https://rsw.beck.de/zeitschriften/marketing>). Andrea Gröppel-Klein as member of the editorial board of Marketing JRM will coordinate the submissions.

Registration and Workshop Fee:

Early-bird workshop fee: € 350 (registration deadline: 30th of September 2023)
Regular workshop fee: € 400 (registration deadline: 31st of October 2023)
Early-bird PhD workshop fee: € 300 (registration deadline: 30th of September 2023)
Regular PhD workshop fee: € 350 (registration deadline: 31st of October 2023)

The workshop fee includes

- Welcome reception on November 29th, 2023
- Coffee breaks on November 30th and December 1st, 2023
- Lunches on November 30th and December 1st, 2023
- Dinners on November 30th and December 1st, 2023

Please use the following **link to register for the conference:**

<https://www.uibk.ac.at/smt/marketing/fag-workshop-2023/registration.html>

Onsite registration will not be possible, so please make sure to register well in advance to benefit from the early bird rate!

Method of payment:

Please use the following IBAN information to transfer the conference fee. All payments must be made in Euros and **include the following reason for transfer: P4360-049-013**

Hypo Tirol Bank AG
IBAN: AT47 5700 0210 1113 0470
BIC: HYPTAT22
Reason for transfer: P4360-049-013

Upon receipt of your registration and payment we will confirm your participation in the workshop via e-mail.

Accommodation:

Innsbruck has plenty of hotels and most hotels are within walking distance of the conference venue. We recommend the following hotels:

- **Hotel Grauer Bär****** (1min walking distance to the conference venue) (<https://www.grauer-baer.at/>)
- **Hotel Schwarzer Adler****** (1min walking distance to conference venue) (<https://schwarzeradler-innsbruck.com/>)
- **Austria Trend Hotel****** (5min walking distance to conference venue) (<https://www.austria-trend.at/de/hotels/innsbruck>)
- **Basic Hotel Innsbruck***** (10min walking distance to conference) (<https://www.basic-hotel.at/de>)

We suggest that you reserve your accommodation early. Hotel reservations and cancellations must be handled by the individual registrant directly with the hotel.

Cancellation Policy for the Workshop:

To keep the costs of the conference under control for all participants, we follow a strict cancellation policy. If you are unable to attend the workshop, notification of cancellation must be sent to the workshop co-chairs (fag-workshop@uibk.ac.at). Cancellation of registrations received before October 15th, 2023 will be refunded less an administrative fee of 50 €. After this date, no refund can be given. Also, fees cannot be returned if a delegate does not show up at the conference without canceling the registration with the organization committee.

Scientific Committee and Co-Chairs (in alphabetic order):

- Abdelmajid Amine, Université Paris-Est Créteil
- Claas Christian Germelmann, University of Bayreuth
- Reinhard Grohs, Seeburg Castle University
- Andrea Gröppel-Klein, Saarland University
- Patricia Gurviez, AgroParisTech
- Andrea Hemetsberger, Innsbruck University
- Jean-Luc Herrmann, Université de Lorraine
- Mathieu Kacha, Université de Lorraine
- Hans Mühlbacher, International University of Monaco
- Udo Wagner, Modul University Vienna
- Björn Walliser, Université de Lorraine
- Sylvia von Wallpach, Copenhagen Business School

Local Organization Committee:

- Roland Schroll, University of Innsbruck (*Conference Chair*)
- Oliver Koll, University of Innsbruck
- Andrea Hemetsberger, University of Innsbruck
- Sarah Penz, University of Innsbruck
- Carolin Lemoine, University of Innsbruck

Important Dates and Deadlines:	
Submission deadline:	31 st of May 2023
Notification of acceptance:	August 2023
Early bird registration deadline:	30 th of September 2023
Regular registration deadline:	31 st of October 2023
Welcome Reception	29 th of November 2023
Workshop	30 th of November – 01 st of December 2023

Contact: Please direct all comments and questions to: fag-workshop-2023@uibk.ac.at

We are looking forward to welcoming you to the 8th French-Austrian-German Workshop on Consumer Behavior in Innsbruck!