

CALL FOR PAPERS  
SOCIETY FOR CONSUMER PSYCHOLOGY BOUTIQUE CONFERENCE

Boutique Conference on Consumers and Technology

HEC Montréal, Canada, June 19-20<sup>th</sup> 2019

Organizers:

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Conference email: [boutiquescp2019@hec.ca](mailto:boutiquescp2019@hec.ca)

### Conference Theme and Objective

Due to the recent introduction of several new technologies, consumers are facing a multitude of technical innovations in the marketplace, such as smart devices, automated cars, robots, intelligent assistants, the sharing economy and the Internet of Things. This SCP boutique conference will offer a unique opportunity to better understand consumers' response to these innovations and to engage in a conversation to delineate further research directions related to consumers and technology. Some examples of questions include (but are not limited to): What are the determinants leading to the trial, adoption or avoidance of these innovations? How do consumers manage the uncertainty attached to these experiences? What is their perception of solutions powered by Artificial Intelligence and how should they be presented to facilitate learning and the adoption process? What is the impact of technology on consumer self-perception, goals, motivation, and well-being? What are the ethical dilemmas raised by the growing role of intelligent algorithms in different domains such as health, finance, insurance or banking?

### Conference Dates and Deadlines

Location: HEC Montréal, Canada

Date: June 19-20, 2019

**Submission deadline: February 8, 2019 before 18:00 Eastern Standard Time (EST)**

Notification date: March 8, 2019

Papers should be submitted to the following email address: [boutiquescp2019@hec.ca](mailto:boutiquescp2019@hec.ca)

### Conference Format

In keeping with the boutique nature of the event the proposed conference will have a limit of 60 attendees, all of whom are expected to be engaged in research on the interactions between consumers and technology.

Presenters, and then co-authors of accepted presentations, will have first priority in registering for the conference. The conference will then open up registration on a first-come first-serve basis until the attendance cap is reached.

The conference will begin on June 19th in the early afternoon with a single track of research presentations, followed by a poster session and a reception. The next day will include research presentations, a keynote address and a second evening reception in downtown Montreal.

Sessions will include presentations of individual papers and a roundtable discussion. This special session will gather a panel of experts in AI and data sciences as well as thought leaders in the field of research on consumer and radical innovations. A poster session will also take place prior to the first evening event.

Given the single-track nature of the proposed conference, in order to maintain quality, presentations will be restricted to those who have already obtained a doctoral degree. Conference attendance and the poster session will be open to doctoral students.

## **Submissions**

All submissions should include:

- 1) The title of the paper
- 2) The name and affiliation of the author(s) and the contact information (email address, and telephone number) of the corresponding author. For multi-author papers, please underline the presenter.

The submissions should be sent to [boutiquescp2019@hec.ca](mailto:boutiquescp2019@hec.ca). Please indicate whether this is a poster or paper submission in the subject line of your email.

Deadline for paper and poster submissions: **February 8, 2019 before 18:00 Eastern Standard Time (EST)**

### **Paper submission:**

Please submit a 750-1000 word extended abstract (12-point, Times New Roman font, 1.5 spacing) that summarizes the motivation, conceptualization, methodology, and major findings (for evaluation by reviewers). Full references should be provided but will not count against the word limit.

### **Poster submission:**

Please submit an abstract of up to 500 words (12-point, Times New Roman font, 1.5 spacing)