Call for Papers

6th French-Austrian-German Workshop on Consumer Behavior

« Influencing consumers' behaviors – *'Art nouveau' in consumer research* »

November 21st and 22nd, 2019
Nancy, France

Call for Extended Abstracts
Submission Deadline: June 14, 2019

Workshop Co-Chairs:
Abdelmajid Amine, Claas Christian Germelmann, Reinhard Grohs, Andrea Gröppel-Klein, Patricia Gurviez, Andrea Hemetsberger, Jean-Luc Herrmann, 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.

The 2019 edition of the workshop focuses on "Influencing consumers' behaviors: 'Art Nouveau' in consumer research". Contributions should revolve around latest theory development and empirical evidence regarding how marketing practices affect and resonate with consumers. To put it in the specific cultural and historical context of the hosting city, Nancy: "Art nouveau in consumer research".

We invite theoretical, empirical, and methodological papers. Research applying quantitative methods is as welcome as qualitative and mixed methods research. Workshop language is English.

To encourage an intense scientific discussion, we will keep the workshop small (not more than about 60-70 participants) and allow plenty of time for the presentation and discussion of competitive papers (45 minutes).

To foster informal exchange and networking between researchers, we plan two guided tours followed by special dinners: the first will lead to the Robert Schuman's house in Scy-Chazelles and the historical city center of Metz. The dinner will take place in an authentic and prestigious setting in front of the "new" Protestant Church built between 1901 and 1905 when Metz was part of the German Empire. The second tour, to the historical heart of Nancy, will end with a banquet at a beautiful restaurant located right on the Stanislas square, a masterpiece of 18th century French architecture and part of Unesco's world heritage.
The welcome reception will take place at the Brasserie Excelsior in Nancy, one of the most beautiful remains of the "Ecole de Nancy".

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.

After the previous workshops in Saarbrücken, Innsbruck, Paris, Bayreuth, and Vienna, we are very much looking forward to welcoming you to Lorraine!

Conference venue:
Maison de la Recherche « Sciences Juridiques, Politiques, Economiques et de Gestion »
de l'Université de Lorraine,
25 rue Baron Louis
54000 Nancy, FRANCE
Tel. +33 3 72 74 17 09
http://cerefige.univ-lorraine.fr/

Submission:
Submission timeline:
Submission deadline for extended abstracts: **June 14, 2019**
Notification of acceptance: **September 3, 2019**

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.

Please submit your paper to: 6thfag-workshop-depot@univ-lorraine.fr

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.

Proceedings, Best Paper Award, and Publication Opportunities:
- *Proceedings:* The copyright for the papers remains with the authors.
- *Best Paper Award:* 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)

Additionally, we strongly recommend the authors to submit a full version of their accepted paper to one of the journals of the French Marketing Association (AFM): either *Recherche et Applications en Marketing* (submission in English or French) or *Décisions Marketing* (in French). For more information: www.afm-marketing.org.

In order to help PhD students and early Post-Docs to submit a full version of their paper to *Recherche et Applications en Marketing* or *Décisions Marketing,* a dedicated publishing workshop will be held on November 20th, 2019. The authors of the 4 to 6 papers selected for participation to this publishing workshop will be asked to submit a full version of their FAG workshop accepted paper before October 15th, 2019.

REGISTRATION AND WORKSHOP FEE - PhD students and early Post-Docs Special Offer

Regular workshop fee: 300 € until October 1st, 2019 (350 € thereafter)
PhD workshop fee (see special conditions below): 250 € until October 1st, 2019 (300 € thereafter)
Late registration deadline: October 31st, 2019

This fee includes:

- Welcome reception on November 20th, 2019
- Coffee breaks on November 21st and 22nd, 2019
- Lunches on November 21st and 22nd, 2019
- Dinners on November 21st and 22nd, 2019

Please note that the items above cannot be booked separately.

Special conditions/offer for PhD students and early Post-Docs: Thanks to the financial support of the Université Franco-Allemande / Deutsch-Französische Hochschule (https://www.dfh-ufa.org/), the organizing committee will take in charge the participation of up to 20 PhD students and early Post-Docs (Doctors who defended their Ph.D after 2015). This support will cover the workshop fee as well as travel and accommodation expenses (in the limit of 3 night stay at the Hôtel Nancy Stanislas http://www.hotel-nancy-stanislas.com/).

In order to benefit from this support, candidates will have to be (co-)author of a paper presented at the workshop. To **benefit from these special conditions, candidates are invited to add a short letter to their submission explaining why they request support**. Being candidate to participate in the publishing workshop dedicated to the preparation of a submission for *Recherche et Applications en Marketing* or Décisions Marketing will be strongly appreciated. The final decision in this matter lies with the workshop co-chairs.

Accommodation:

We recommend the following hotels:

- Hotel de Guise*** (https://www.hoteldeguise.com/fr)
- Hotel Crystal Best Western*** (https://www.bestwestern-hotel-crystal.com/fr/index.html)
- Hotel de la Reine**** (https://www.hoteldelareine.com/)
- Hotel Ibis Gare https://www.accorhotels.com/fr/hotel-0973-ibis-nancy-centre-gare-et-congres/index.shtml

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 have installed a strict cancellation policy. If you are unable to attend the workshop, notification of cancellation must be sent to the workshop co-chairs (laurence.contois@univ-lorraine.fr). Cancellation of registrations received before October 1st, 2019 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.
Onsite registration will not be possible, so please make sure to register well in advance to benefit from the early bird rate!

We welcome you to the 2019 French-Austrian-German workshop in Lorraine!

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)

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6th French-Austrian-German Workshop on Consumer Behavior
« *Influencing consumers' behaviors: 'Art nouveau' in consumer research* »

Bulletin d'inscription / Registration form
November 21st and 22nd, 2019 - Nancy, France

Title:

First Name * : Last Name *:

Department: University* :

Country*:

Street :

Zip code: City:

Telephone:

E-mail:

**this information will appear on your name badge*

I will attend the following social events, which are included in the conference fee:

Welcome reception on November 20th, 2019 ☐
Coffee breaks on November 21st and 22nd, 2019 ☐
Lunches on November 21st and 22nd, 2019 ☐
Dinners on November 21st and 22nd, 2019 ☐

Please tick the applicable workshop fee. Full payment must be received by the indicated date. Please mind that cancellation policy is indicated in the Call for Papers.

Regular workshop fee until October 1st, 2019	**300 €**
Ph.D workshop fee until October 1st, 2019	**250 €**
Regular workshop fee until October 31st, 2019	**350 €**
Ph.D workshop fee until October 31st, 2019	**300 €**

Please transfer the full amount in € and to mention in your payment order the participant's name and this reference: "F.A.G. Workshop Nancy"

Bank RIB:

Code banque	Code guichet	N°compte	Clé	Domiciliation
10071	**54000**	**00001013555**	**02**	**TP NANCY, 50 rue des Ponts 54000 NANCY**

IBAN (International Bank Account Number)							**BIC** (Bank Identifier Code)
FR76	**1007**	**1540**	**0000**	**0010**	**1355**	**502**	**TRPUFRP1**

Please return the registration form via email at: laurence.contois@univ-lorraine.fr

The date of receipt of this registration form email counts as registration date.
Upon reception of the registration form and payment of the registration fee, we will send you a payment confirmation.

Si votre recherche, fondamentale ou appliquée, présente une contribution académique significative, soumettez-la sans plus attendre à l'une des deux revues scientifiques de l'afm (www.afm-marketing.org)

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