

ANNOUNCEMENT

JCR SPECIAL ISSUE CONFERENCE ON THE FUTURE OF BRANDS HOSTED BY THE CENTER ON GLOBAL BRAND LEADERSHIP

In connection with the special issue on “The Future of Brands in a Changing Consumer Marketplace” (<https://academic.oup.com/jcr/article/45/6/i4/5390577>), the *Journal of Consumer Research* invites consumer researchers to the “Future-of-Brands” Conference hosted by the Center on Global Brand Leadership at Columbia Business School in New York. The conference will begin with a cocktail reception on the evening of December 5, and take place during the days of December 6/7, 2019.

The conference will bring together consumer research scholars to share and debate brand theory and research in a small-conference format. The goal of the conference is to engage scholars interested in brands and consumers from a variety of perspectives, including but not limited to: consumers, new technologies and brands; consumers, social media and brands; consumer well-being and brands; and consumer brand knowledge and relationships.

This will be an ideal forum in which to present and listen to cutting-edge scholarship relevant to consumers and brands. Consumer researchers planning to submit to the *JCR* special issue will benefit, as will other junior and senior scholars striving to better understand, teach and build out research in this critical domain. Many leading brand scholars, industry experts, as well as the *JCR* editorial team and several *JCR* AEs will be in attendance. The Center on Global Brand Leadership, in New York City, offers a perfect venue.

The core of the conference will be paper presentations in two parallel sessions. There will also be a keynote presentation, a panel of consumer marketplace industry experts, and an optional curated brand retail tour in the SoHo district of New York City. More details will be available soon. For now, save the December 6/7, 2019 dates and plan your trip to New York City. There will be a modest conference registration fee of about \$400, solely used to cover costs beyond the support provided by the Center on Global Brand Leadership.

To be considered for a presentation, please submit an abstract of your research of maximum 200 words and a summary of maximum 1500-words (not including references or an optional three tables/figures). Approximately 48 papers will be accepted for presentation; attendance will be capped at about 150 participants. **The deadline for submissions is August 15th, 2019.** Decisions will be made by October 1st, 2019. Please submit your presentation abstract and summary to Tim Janney (tjanney@katz.pitt.edu) by 6 pm Eastern Time on August 15.

We hope that this fun and intellectually inspiring conference on consumers and brands will further stimulate authors to submit their best work on this topic to our *JCR* special issue by February 2nd, 2020. However, attending the conference and/or submitting a manuscript to *JCR* for publication consideration are independent activities; authors are welcome to engage in one or both of these activities.

For further information, please contact Tim Janney at tjanney@katz.pitt.edu with any logistical presentation submission questions; and Jeff Inman, Editor in Chief of *JCR* at jinman@katz.pitt.edu for questions about the special issue; or Bernd Schmitt, Faculty Director of the Center on Global Brand Leadership at bhs1@columbia.edu with questions about the conference.