

## 5<sup>th</sup> French-Austrian-German Workshop on Consumer Behavior

March 30<sup>th</sup> and 31<sup>st</sup>, 2017 Vienna, Austria

# *The challenges of culture!*

### Call for Extended Abstracts

~~Submission Deadline: September 30<sup>th</sup>, 2016~~

**Deadline extended to October 31<sup>st</sup>, 2016**

#### Workshop Co-Chairs:

Abdelmajid Amine, Claas Christian Germelmann, Andrea Gröppel-Klein,  
Patricia Gurviez, Hans Mühlbacher, Udo Wagner

#### Workshop Organization Committee:

Sandra Pauser

#### **ABOUT THE WORKSHOP:**

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Understanding consumer behavior as well as understanding consumer research traditions requires understanding the respective contexts. For consumer research, paradigms and schools of thought are an important foundation of the worldviews shared by different groups of researchers. Such schools can cross-fertilize themselves — however, only on condition that they are able to create a context in which researchers can meet and exchange their ideas about consumer behavior and consumer research. Francophone and German speaking countries formerly had rather different research traditions: For a long time, the language barrier inhibited the free flow of ideas between German and French groups of researchers as their scientific results were exclusively published in mother tongue journals. With this fifth edition of the French-Austrian-German workshop we intend to provide a platform for a fruitful scientific exchange and networking between francophone and German-speaking researchers. We further invite researchers from all around the world who are interested in consumers and the context of their behavior.

In 2017, our workshop topic reflects the context of culture. “The challenges of culture!” — indeed, it holds true for understanding and predicting consumer behavior. We understand “culture” in a very broad sense: also different corporate cultures of companies, culture of different nationalities as well as subgroups, and gender diversity.

Contributions should focus on latest theory development and findings regarding consumer behavior in a cultural context. We invite theoretical, empirical, and methodological papers. Research applying qualitative methods is as welcome as quantitative and mixed methods research. The language of the workshop and of all submissions is English.

To encourage an intense scientific discussion we will keep the workshop small (not more than ca. 50 participants) and allot plenty of time for the presentation and discussion of competitive

papers (45 minutes). To encourage informal exchange and networking between researchers, we plan two special dinner events in Vienna: a “Heuriger Abend” in one of the oldest traditional Viennese Heurigen to provide participants a taste of Austria’s culture, and a banquet in one of the most beautiful restaurants in Vienna. The welcome reception will take place at the “Sky Lounge” at the University of Vienna.

We invite you to please 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, and Bayreuth we are very much looking forward to welcoming you in Vienna!

### **Conference Venue:**

University of Vienna  
Oskar-Morgenstern-Platz 1  
1090 Vienna, AUSTRIA  
Tel. +43 (1) 4277-38026

[fag.workshop@univie.ac.at](mailto:fag.workshop@univie.ac.at)

<https://marketing.univie.ac.at/french-austrian-german-workshop/>

### **SUBMISSION:**

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#### **Formatting Guidelines:**

We call for extended abstracts that give readers an impression about the research project. The *extended abstract is limited to 2.500 words* (single-spaced, Times New Roman 12pt, 2.5 margins), plus cover page, short abstract for the inclusion into the conference program (100 words), and full references. The body of the extended abstract should not exceed *5 pages*, including figures and tables.

We suggest that the extended abstract should make the research question, the literature background, the research methods and the results (if applicable), and the discussion of the findings available to the readers.

On the cover page, please be sure to 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, fax, and phone number).

Please submit your paper to: [fag.workshop@univie.ac.at](mailto:fag.workshop@univie.ac.at)

#### **Submission Timeline:**

Submission deadline for extended abstracts: October 31<sup>st</sup>, 2016

Notification of acceptance for all abstracts: End of December, 2016

#### **Submission Format:**

Submitted papers should be in English. Manuscripts will be double blind reviewed. Please do not specify authors’ names in the paper beyond the cover page. Acceptance of a paper implies that at least one of the authors must attend the workshop and present 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 research contribution to the field of consumer behavior, 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 – Journal of Research and Management (Marketing JRM)* which is the top Marketing Journal for the German speaking communities (<http://rsw.beck.de/CMS/?toc=Marketing.root>). Besides, we strongly recommend to the authors to submit a full version of their accepted paper to the French Journals of AFM: *Recherche et Applications en Marketing* (in English or French) and *Décisions Marketing* (in French). For more information: [www.afm-marketing.org](http://www.afm-marketing.org)

### **REGISTRATION AND WORKSHOP FEE:**

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The regular workshop fee will be 300 € The workshop fee will include:

- Welcome reception March 29<sup>th</sup>, 2017
- Two coffee breaks (morning + afternoon) on March 30<sup>th</sup>, 2017
- Two coffee breaks (morning + afternoon) on March 31<sup>st</sup>, 2017
- Lunch on March 30<sup>th</sup>, 2017
- Lunch on March 31<sup>st</sup>, 2017
- Dinner on March 30<sup>th</sup>, 2017
- Dinner on March 31<sup>st</sup>, 2017

<i>Early-bird registration deadline: February 1<sup>st</sup> 2017</i>	
Regular workshop fee	300 €
Ph.D. students	240 €
<i>Late registration deadline: March 1<sup>st</sup> 2017</i>	
Regular workshop fee	340 €
Ph.D. students	280 €

Hotel rooms and breakfast are NOT included. Please note that the items above cannot be booked separately.

Please register online on the website of the chair of marketing (<https://marketing.univie.ac.at/french-austrian-german-workshop/>). After the online registration process is completed and we have all necessary data, you can easily make the payment using international transmission via IBAN and BIC and will receive an invoice.

### **Method of Payment:**

Please use the payment information given on the website. All payments must be made in Euros.

Payments must be made in advance by bank transfer. Please make sure that all costs for the money transfer are covered.

### **Accommodation:**

We negotiated special group rates for the French-Austrian-German Workshop with the Hotel Regina ([www.kremslehnerhotels.at/de/](http://www.kremslehnerhotels.at/de/)) and Hotel de France (<http://www.gerstner-hotels.at/hotel-de-france/index.html>). Please mention the group code “FAG-Vienna-2017”. Hotel rates and rooms are based on availability.

Please note that the F-A-G’s group reservation cut-off date is February 28<sup>th</sup>, 2017 for Hotel Regina and March 1<sup>st</sup>, 2017 for Hotel de France.

We suggest that you reserve your accommodation early, as there are a limited number of F-A-G special rates available. Hotel reservations and cancellations must be handled by the individual registrant directly with the hotel.

### **Cancellation Policy for the Workshop:**

To keep costs of the conference under control for all participants, we have installed a strict cancellation policy. If you are unable to attend the workshop, a notification of cancellation must be sent to the organization committee ([fag.workshop@univie.ac.at](mailto:fag.workshop@univie.ac.at)). Cancellation of registrations received before February 1<sup>st</sup>, 2017 will be refunded less an administrative fee of €50. After this day, no refund can be given. Also, fees cannot be returned if a delegate does not show up at the conference without cancelling the registration with the organization committee.

### **Important Deadlines – an Overview:**

<b>Submission deadline for extended abstracts:</b>	October 31 <sup>st</sup> , 2016
<b>Reviews due:</b>	November 30 <sup>th</sup> , 2016
<b>Early bird registration:</b> 300 €/ 240 € for Ph.D. students	until February 1 <sup>st</sup> , 2017
<b>Late registration:</b> 340 €/ 280 € for Ph.D. students	until March 1 <sup>st</sup> , 2017
<b>Workshop:</b>	March 30 <sup>th</sup> and 31 <sup>st</sup> , 2017
<b>Workshop ends</b> with the conference dinner on	March 31 <sup>st</sup> , 2017

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

**We welcome you to the French-Austrian-German workshop 2017 in Vienna!**

*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](http://www.afm-marketing.org))*

