

Dear PhD students,

To encourage meriting PhD students with limited resources to attend the 2016 ACR conference, which will be held for the first time outside the United States on October 27—30 in Berlin, Germany, the Association for Consumer Research will grant **20 need-based travel stipends** to PhD students with an accepted competitive paper, working paper, special session, or film. Anybody who is or was a Ph.D. student between September 2015 and October 2016 is encouraged to apply.

These stipends will include complimentary registration to the conference (\$300) and the following need-based allowance to cover most of the estimated travel and lodging costs of attending the conference: \$500 for students enrolled in an institution based in Europe, Turkey, Israel, or North Africa), \$1000 for students enrolled in an institution based in Asia, and \$1200 for students enrolled in an institution based in other parts of the world (including North America).

In exchange, the stipend recipients will commit to **10 hours of work** for ACR. The tasks will include helping before the conference (e.g., putting together and editing the program, etc.), during the conference (e.g., registration, directing people), and outside the conference (e.g., research assistance for the board of ACR, website and database maintenance). The allocation will be done by the chairs of the ACR conference and by the executive director of ACR.

In order to apply, PhD students should submit the following documents by email (as PDF attachments) by August 20, 2016 to acr@acrwebsite.org:

- a. Cover letter, making a (need-based) case for their selection for the stipend
- b. A letter from their advisor confirming that they do not have access to funding to attend the conference through their school or through research grants. This letter should also specify whether the PhD student is receiving any source of funding during the year (i.e., a scholarship, a stipend, or any other research money).
- c. A copy of their CV.

The stipend decision will be made by a committee based on merit and need. The committee consists of Eduardo Andrade (FGV EBAPE), Zeynep Arsel (Concordia University), Simona Botti (London Business School, committee chair), and Pierre Chandon (INSEAD).

Students with an accepted competitive paper or a special session will receive priority over those with an accepted working paper or film. Priority will be also given to PhD students who have never attended ACR. The reviewers' ratings of the submission and the candidate's CVs will be used in case of ties. Applicants will be informed by the middle of September regarding the outcome of their application. Students who apply for the stipend but do not receive it will be allowed to ask a co-author to present or to withdraw their submission if they decide not to attend the conference. Students who applied for the stipend last year and did not receive it can apply again, but each student can receive the stipend only once.

Rajiv Vaidyanathan
ACR Executive Director