



Call for Papers

7th French-Austrian-German Workshop on Consumer Behavior

July 3rd to 6th, 2022

Submission Deadline: January 10th, 2022

Workshop Theme

**"Crises, pandemics, life-changing events, new technologies -
consumer behavior research in a changing world"**

Workshop Co-Chairs:

Abdelmajid Amine, Claas Christian Germelmann, Reinhard Grohs, Andrea Gröppel-Klein,
Patricia Gurviez, Andrea Hemetsberger, Jean-Luc Herrmann, Mathieu Kacha, Hans
Mühlbacher, Udo Wagner, Björn Walliser, Sylvia von Wallpach

About the workshop:

The Covid-19 pandemic and the lockdown resulting from it have caused a major disruption of consumers' living environment. Consumers needed to adapt to an overwhelming and unprecedented situation and were thus forced to redesign long-standing consumption and behavioural patterns. But not only Covid-19 poses new challenges; the rapid emergence of AI and other new technologies change the face of customer behaviour and marketing strategies as well. In addition, environmental problems (e.g., climate change) will also affect consumer behaviour. Finally, personal life-changing events play a role in reshaping one's own consumer behaviour and breaking away from old consumer habits. We live in a world of many changes, thus we call for papers that address these topics and revolve around changing consumer behaviour and consumer behaviour research.

In our French-Austrian-German Workshop on Consumer Behaviour we want to create a friendly, informal and almost intimate atmosphere, where a fruitful and lively scientific discussion can take place. Therefore, and to encourage an intense networking between researchers from Austria, France, Germany and around the globe, we will keep the workshop rather small, but try to stimulate intensive discussions.

- Every paper will be allotted 40 minutes for presentation and discussion.
- Around 50 participants
- Besides the academic part, we plan an attractive early evening programme in combination with special dinner events in Saarbrücken and the surrounding area.

Contributions should focus on (but are not limited to) consumer behaviour during the Covid-19 pandemic or other crises, critical life-changing events and their influence on consumer behaviour, new or existing technologies and their use for marketing strategies, barriers and drivers to consumer adoption of new technologies as well as cross-cultural investigations in these areas. We invite experimental, empirical, and methodological papers as well as qualitative and mixed methods research. The workshop language is English.

To participate, please electronically submit your extended abstracts (see below for submission procedure). We encourage you to submit your very best work: the copyright for the papers remains with the authors.

Up to four top-rated papers of this workshop will have the opportunity to be revised for a "short track" submission to the special issue of Marketing – Journal of Research and Management (Marketing JRM) which is the top Marketing Journal in Germany. Andrea Gröppel-Klein as member of the editorial board of Marketing JRM will coordinate the submissions.

We are very much looking forward to welcoming you (again) in Saarbruecken after the first FAG workshop was held here in 2010!

Submissions:

The submission deadline is **January 10th, 2022, 6 pm.**

Papers should not exceed **2,500 words** in total length (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, tables and references. Submission of your paper 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.

On the cover, be sure to include the title of the paper, names and affiliations of each author and complete contact information for the corresponding author (surface mail address, e-mail address, fax, and phone number). Please do not identify authors in the paper beyond the cover page!

Please submit your paper at the same time to:

groepel-klein@ikv.uni-saarland.de

and

franke@ikv.uni-saarland.de

Submission timeline:

Submission deadline for (extended abstracts): **January 10th, 2022**

Notification of acceptance: **Latest March 30th, 2022**

Paper selection procedure:

Manuscripts will be double blind reviewed. 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, not more than two papers as co-author (max. 3 papers). If your paper is accepted, please make sure to submit the revised version of your paper in English language no later than April 30th.

Proceedings and Publication Opportunities:

Proceedings: The copyright for the papers remains with the authors. Proceedings will include all accepted full papers.

Publication Opportunity in Marketing JRM: The authors of up to four top-rated papers of this workshop will have the opportunity to revise for a "short track" submission to (a special issue) of *Marketing- Journal of Research and Management (Marketing JRM)* which is the top Marketing Journal of the German speaking community

(<https://rsw.beck.de/zeitschriften/marketing>).

Conference Venue:

Located in the "Dreiländereck" (border triangle) between Germany, France, and Luxembourg, Saarbruecken is an ideal place for this French-Austrian-German workshop. A region such as the Saarland, allows experiencing both national traditions and European culture hundreds of years old, going back to Carolingian times.

Saarbruecken and the Saarland are famous for hospitality and predilection for food and drinks. The proximity to France can also be detected in the region's cuisine: to us "Saarländers", good food is one of the most enjoyable things in life and a true feast for the senses. Come and celebrate with us and savour regional and international specialities!

More about our conference venue Saarbruecken see: <https://tourismus.saarbruecken.de/>

All workshop sessions will be held in a modern conference room located within the conference hotel "Intercity Hotel Saarbruecken". The hotel was opened only two years ago and offers a modern standard. The auditorium is ideal for the reasonably sized audience we expect and optimally suited to accommodate our workshop with its intense scientific program.

The Institute for Consumer and Behavioural Research will host the conference. Being an integral part of the Saarland University's Faculty of Law and Economics from 1969 – 2017 and now part of the Faculty of Human and Business Sciences, it is a renowned institution at the forefront of fundamental and applied research in all facets of consumer behaviour.

Registration and Workshop Fee:

Deadlines and rates:

Early Bird Workshop fee: 350€ until May 1st, 2022

Regular Workshop fee: 400€ from May 2nd to June 20th, 2022

Please note that registration closes on June 20th, 2022. There will be no onsite registration available as to keep track of the maximum number of participants.

What is included?

We offer an "all inclusive" workshop package that includes all conference fees:

- Workshop fees
- Welcome reception on July 3rd, 2022
- All lunches, dinners, and drink vouchers on July 4th, 2022 and on July 5th, 2022.

Confirmation:

Upon receipt of your registration form and payment we will confirm your participation in the workshop via e-mail.

Method of payment:

Please use the IBAN information given on the registration form. All payments must be made in Euros. Payments must be made in advance by bank transfer.

Special conditions/offer for PhD students and Post-Docs:

We seek financial support of the Université Franco-Allemande / Deutsch-Französische Hochschule. If our application is successful, the organizing committee will support the participation of up to 20 PhD students and early Post-Docs (Doctors who defended their PhD after 2018). This support would cover the workshop fee as well as accommodation expenses (in the limit of a 3 night stay at the Intercity Hotel Saarbruecken).

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. The final decision in this matter will be made by the workshop-chairs.

Special situation due to Covid-19:

We are very happy to be able to host the 2022 workshop in spite of the pandemic situation. However, we also have to adapt to the special conditions to create a safe space for all participants. Therefore, participants need full vaccination or recovery to join the workshop. A valid proof ("cov pass") of Covid-19 vaccination or recovery will be checked before arrival.

Cancellation policy:

To keep the conference fees under control for all participants, we have a strict cancellation policy. If you are not able to attend the workshop, a notification of cancellation must be sent to the workshop co-chairs (ikv@ikv.uni-saarland) before June 10th. Cancellation of registration received before June 20th, 2022 will be refunded less an administrative fee of 100€. After this date, we cannot refund registration fees. Delegates who do not cancel and do not show up at the conference will not be refunded either. The substitution by an alternative delegate is acceptable up until July 2nd, 2022.

Registration form:

Please find the registration form **at the end of this document** or you can also **register online**:

Link online registration: https://uds.fra1.qualtrics.com/jfe/form/SV_b3ILbZDFfbr3H3U

QR-Code for mobile registration:

**Accommodation:**

Accommodation is not included in the workshop fee. We have secured reduced special rates in our workshop hotel "Intercity Hotel Saarbruecken". Conveniently located in the city centre of Saarbruecken in walking distance to the central railway station, it offers special rates for workshop participants that include a rich breakfast buffet. Two room categories are available; single or double bedrooms:

- 76€ /night (single bedroom)
- 95€ / night (double bedroom)

Please reserve yourself a room in the Intercity Hotel no later than June 19th, 2022, and mention the Booking Code "FAG-WORKSHOP 2022" (Prof. Dr. Andrea Gröppel-Klein).

IntercityHotel Saarbruecken
Hafenstraße 25
66111 Saarbruecken
Tel.: +49681 95070000
Mail: saarbruecken@intercityhotel.com

<https://www.intercityhotel.com/hotels/alle-hotels/deutschland/saarbruecken/intercityhotel-saarbruecken>

Please note that reservations are made on a first-come-first-served basis. If you need help with your reservation, please contact the workshop organization team (contact see below).

Important Deadlines	
Full paper submissions	January 10 th , 2022
Letters of acceptance	March 30 th , 2022 (latest)
Early bird registration fee	until May 1 st
Regular registration fee	May 2 nd – June 20 th
Revised papers due	April 30 th
Welcome Reception	July 3 rd , 2022, 6:30pm
Workshop	July 3 rd – July 6 th , 2022

Scientific Committee and Co-Chairs (in alphabetic order):

- Abdelmajid Amine, Université Paris-Est Créteil
- Claas Christian Germelmann, University of Bayreuth
- Reinhard Grohs, Private University Seeburg
- Andrea Gröppel-Klein, Saarland University
- Patricia Gurviez, AgroParisTech
- Andrea Hemetsberger, Innsbruck University School of Management
- Jean-Luc Herrmann, Université de Lorraine
- Mathieu Kacha, Université de Lorraine
- Hans Mühlbacher, International University of Monaco
- Udo Wagner, Modul University Vienna
- Björn Walliser, Université de Lorraine
- Sylvia von Wallpach, Copenhagen Business School

Local Organisation Committee:

Andrea Gröppel-Klein, Chair of Marketing and Director of the Institute for Consumer- & Behavioral Research, Saarland University (groeppelein@ikv.uni-saarland.de) &

- Kevin Krause, Saarland University (krause@ikv.uni-saarland.de)
- Claudia Franke, Saarland University (franke@ikv.uni-saarland.de)
- Kenya Kirsch, Saarland University (kirsch@ikv.uni-saarland.de)
- Elena Dreßler, Saarland University (dressler@ikv.uni-saarland.de)

How to Get to Saarbruecken:

By Plane:

- Saarbruecken is accessible via the airports Saarbruecken-Ensheim, Frankfurt, and Luxembourg.
- The airport in Strasbourg (France), which is located 85 km from Saarbruecken also offers excellent connections to many French cities and to international airports.

By Train:

- *From France:* Saarbruecken has an ICE railway station that offers high-speed rail services to Paris (1 hour 52 minutes) and eastern France.
- *From Austria:* direct connection from Salzburg. ICE service via Munich, Frankfurt (Main), or Mannheim.
- *From the north:* via Koblenz/Trier (hourly service: Regionalexpress).
- *From the east:* via Mannheim (hourly service: IR or Inter-City, IC) or via Karlsruhe.
- *From the west:* via Metz and from the south via Strasbourg.

By Car:

- *Approaching from Mannheim/Karlsruhe:* Follow the freeway A6 as far as the exit 2 "Saarbruecken-Goldene Bremm, B41" and drive in the direction "Saarbruecken/Messegelände/Gewerbegebiet-Süd". At the traffic circle take the second exit B41 in the direction of A1/A620/Forbach/Saarbruecken. Then follow the streets to "Hafenstraße" and the IntercityHotel.
- *Approaching from Koblenz/Trier:* Follow the A1 to the "Autobahnkreuz Saarbruecken", then change to the A8 in the direction of Karlsruhe. At the "Autobahnkreuz Friedrichsthal" take the A623 in the direction of Saarbruecken/France until the exit "Metz/Saarbruecken". Then follow the streets to "Hafenstraße" and the IntercityHotel.
- *Approaching from France:* From Paris/Metz or Strasbourg follow the A4 freeway to exit 40, change to A320/E50 direction Saarbruecken, continue straight on the A6 and take the exit 2 "Saarbruecken-Goldene Bremm" in the direction of "Saarbruecken/Koblenz/Trier". Then follow the streets to "Hafenstraße" and the IntercityHotel.
- You can leave your car for 16€ per day in a public parking garage with direct access to the hotel

**We are very pleased to host the 7th FAG-Workshop on Consumer Behavior in
Saarbruecken in July 2022
and welcome you!**