

## Call for TCR 2027 Track Proposals

The 2027 Transformative Consumer Research (TCR) will be held at **Gabelli School of Business** at Fordham University in **New York City** on **June 1-4, 2027**.

Conference co-chairs, Sertan Kabadayi, Yuliya Komarova and Hoori Rafieian, are seeking **track proposals for Track Categories 1, 2 and 3** (see below for details).

**Proposal submissions open:** June 15, 2026  
**Submission deadline:** July 31, 2026

For details: <https://www.mytcr.org/2027-tcr-conference>

For questions and inquiries: [TCR2027@Fordham.edu](mailto:TCR2027@Fordham.edu)

### Track 1 Proposal Requirements

- A one-page overview of the track theme and plans for a post-conference write-up
- CVs of the track co-chairs
- Short bios of the track co-chairs

### Track 1 Timeline

- Track proposals due: July 31, 2026
- Notification of track selections: August 31, 2026
- Open call for participant applications: Mid-September 2026
- Participant applications due: November 15, 2026
- Track chairs submit participant application reviews to conference chairs: December 31, 2026
- Notification of conference acceptance to participants: January 15, 2027

### Track 2 and Track 3 Proposal Requirements

- A one-page overview of the track theme, pre-conference organizing plans/timeline, and plans for a post-conference write-up
- CVs of all track members
- Short bios of all track members
- A signed letter from all track members confirming their commitment to attending the conference.

### Track 2 and Track 3 Timeline

- Track proposals due: July 31, 2026
- Notification of track selections: August 31, 2026
- No open call for participants

In the collaborative and relaxed setting of this conference, participants engage in an open, curiosity-driven process grounded in dialogue and partnership. Unlike traditional conferences, TCR does not focus on pre-structured presentations but follows a dialogical format. Dialogical tracks bring together individuals with shared interests to explore ideas by drawing on diverse perspectives, including scholars across disciplines and non-academic contributors such as industry professionals and NGOs. This approach has led to numerous successful collaborations and publications, including award-winning work.

Additional information on TCR and dialogical conferences can be found on the TCR website: <https://www.mytcr.org/attend>

### **TCR Track Proposal Categories (Tracks 1, 2, 3)**

**Three categories** of track proposals are outlined below. As TCR is a space for innovation and inclusivity, we strongly encourage proposals from new track chairs and on emerging themes. Tracks are typically led by two co-chairs, although in some cases they may be led by three.

In line with TCR's dialogical format, we recommend that ***at least one track co-chair*** has experience facilitating dialogical exchanges, publishing in leading academic journals, and participating in a previous TCR conference.

#### **Track 1: Build Capacity**

##### **Goal:**

Track 1 provides a space for experimentation, encouraging participants to explore innovative approaches to addressing pressing societal issues and generating meaningful impact. Recognizing multiple pathways to impact, the track welcomes diverse ideas, perspectives, and methodologies. By fostering an open, generative environment, it aims to support creative inquiry and identify effective approaches to advancing consumer well-being and broader societal outcomes.

*In terms of themes*, tracks in previous years have focused on the following substantive issues and areas including but not limited to:

- ***Conceptual foundations and lenses*** (e.g. Well-being, happiness, life satisfaction, materialism, moral self-regulation, human–nonhuman relations, etc);
- ***Individual experience & lived realities*** (e.g. Vulnerability, health, food well-being, stigma, addiction, race and ethnicity in the marketplace, etc);
- ***Marketplace & consumption contexts*** (e.g. marketplace access, technology and digital life; care / health / service infrastructures, etc);
- ***Social structures & inequality*** (e.g. social justice, poverty interventions, diversity and inclusion, democracy and governance, social conflict, etc.);
- ***Global & societal challenges*** (e.g. refugees, immigration, environmental sustainability and justice, climate crisis, human rights, etc.)
- ***Transformation, impact & change*** (e.g. social change and impact, transformative services; transformative methods, etc).

The list of tracks included at the 2025 TCR conference can be found here:

<https://www.marketimpacthub.org/>

The proceedings from earlier TCR conferences can be found by using the link:

<https://www.mytcr.org/proceedings>

### **Participants:**

Each track represents an opportunity to build and strengthen a collaborative network of researchers with an enhanced capacity to address pressing social issues related to consumption. Historically, TCR has fostered innovation by embracing a dialogical format, engaging non-academic participants, working across intersecting social challenges, and encouraging more relational forms of engagement, such as involving stakeholders directly in the research process.

In line with these principles, we ask that all Track 1 proposals intentionally incorporate inclusivity and mentorship. Specifically, each track should reserve space for at least one advanced doctoral candidate working in a TCR-related area. Proposals are also encouraged to include non-academic stakeholders—such as representatives from government, advocacy organizations, non-profits, and activist communities—as well as scholars from diverse disciplinary backgrounds who can contribute novel perspectives, theoretical insights, and methodological approaches.

For Track 1, we anticipate that tracks will typically consist of approximately 4–6 academic participants and 1–2 non-academic contributors (if possible). Past experience

suggests that an ideal track size ranges from **6 to 10 participants**, including the track chairs, to ensure both diversity of perspectives and effective dialogue.

**Note: Each applicant/track participant can only apply for and be a part of one track.**

Following the submission of track topics, an open call for track members will be issued in **September 2026**.

## **Track 2: Leverage Theory-Guided Research**

### **Goal:**

Building on the success of this format at previous conferences, we invite proposals that explore innovative, collaborative, team-based research aimed at generating meaningful transformation. We particularly encourage projects that advance empirical research in substantive areas where initiatives are already underway.

As proposals are due approximately 10 months before the conference, submissions may involve literature reviews, empirical study design and execution, and/or the development of conceptual frameworks and theoretical models. Proposals should identify committed research teams that will collaborate prior to the conference, which will serve as a dedicated space for intensive writing, data analysis, and theory-development workshops to further refine projects.

Track 2 is designed to foster long-term, focused research collaborations. Teams should therefore demonstrate a sustained commitment to projects that extend beyond the conference and aim to produce significant scholarly and societal impact.

### **Participants:**

Track 2 will primarily involve academic researchers, though collaboration with real-world partners is strongly encouraged. Non-academic participants may contribute to interpreting findings, enhancing societal impact, and supporting other track activities.

Unlike Track 1, there will be **no open call for participants**. All members must be identified and confirmed at the proposal stage, with written commitments from each participant confirming active involvement throughout the project.

Preference will be given to teams that include diverse expertise, disciplinary backgrounds, and experience levels. Proposals should also provide clear pre-conference

organizational plans, including a detailed timeline of activities leading up to the conference.

### **Track 3: Implement Solutions**

#### **Goal:**

Track 3 is designed to deepen relational engagement by placing measurable societal impact at the center of the conference process. Proposals should demonstrate strong relational engagement, typically based on sustained collaborations established prior to the conference.

This track may function either as an incubator for implementing a future TCR intervention or as a collaborative workshop for analyzing and evaluating interventions already in place. In both cases, proposals must clearly explain how societal impact will be defined, measured, and assessed. Submissions should also include a detailed pre-conference activity plan and timeline.

#### **Participants:**

Given its emphasis on implementation and societal impact, Track 3 is particularly suited for involving non-academic participants, including practitioners, policymakers, community leaders, and other stakeholders who can contribute to developing and executing solutions.

There will be no open call for participants; all members must be identified and confirmed within the proposal. Accordingly, proposals should include written commitments from each participant confirming active involvement throughout the project.

Preference will be given to teams that combine diverse expertise, disciplinary perspectives, and experience levels across both academic and non-academic domains.

### **Post-Conference Publication Opportunities**

As in past conferences, participants, along with all track chairs, must commit to working in person with their track throughout the entire duration of the conference.

Tracks will develop their own post-conference publication goals. We are pleased to announce that a special issue associated with this conference has already been secured at the *Journal of the Association for Consumer Research (JACR)* (see forthcoming issue details here: <https://www.journals.uchicago.edu/journals/jacr/forthcoming-14.1>). Selected tracks will have the opportunity to further develop their work for consideration in this

special issue, subject to the journal's review process and editorial guidelines. Additional special issue opportunities, if confirmed, will be announced at a later date.

We also encourage track teams to consider additional outlets and formats for dissemination to further broaden the reach and impact of their work.