

20th. Cross Cultural Research Conference
December 7-10, 2025

Paper Submission Guidelines

Electronic submissions are due **no later than August 15, 2025** (complete papers of 2000-word extended abstracts must be sent for review). Notification of acceptance will start to be e-mailed out by September 15, 2023. Although extended abstracts will be considered, a full-length version of the paper is preferred for review. Papers should not exceed 15 double-spaced pages, including text, references, figures, and tables. Author names should not be included in any part of the paper except the title page. Journal of Consumer Research format and style should be used. If you are not familiar with this format, please check the journal's style sheet for details.

The title page should include: (1) the title, (2) the authors' information, and (3) two to four key words indicating the major areas of research and/or research methodologies employed.

Information on each author should include: (1) author(s) name(s), (2) organizational affiliation(s), (3) address(es), (4) email(s), and (5) telephone number(s).

Special session proposals containing three papers each are due **no later than August 15, 2025**. Abstracts of 500-1000 words (with reference lists) for each paper, as well as a session summary of similar length, must be sent to the coordinator of the region of the session chair.

The session chair should also provide a title page containing: (1) title of the session, (2) chair's name, (3) organizational affiliation, (4) address, (5) email, and (6) telephone number. The session summary and the abstracts will be included in the proceedings.

Please submit all manuscripts and proposals to the appropriate regional coordinator:

Europe/Middle East/ Africa	Soren Askegaard University of Southern Denmark aske@sam.sdu.dk
Asia/ Australia & NZ/ Pacific Islands	Heather Crawford University of New South Wales h.crawford@unsw.edu.au

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North America: Hawaii, Alaska, Pacific, Mountain, & Central Time Zones	Nakeisha Lewis University of San Diego nakeishalewis@san Diego.edu
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