



Transformative
Consumer Research



FLORIDA STATE UNIVERSITY
COLLEGE OF BUSINESS
Department of Marketing

2019 TRANSFORMATIVE CONSUMER RESEARCH CONFERENCE

We are excited to solicit applications for participation in the 2019 Transformative Consumer Research Conference, which will be hosted by Florida State University's College of Business from May 19 – 21, 2019, in Tallahassee, Florida.

- Please visit the 2019 TCR website for further information and details: <http://tcr.business.fsu.edu/>
- The application window is open September 1 – October 15, 2018.
- Applications can be submitted for any one of the 12 tracks in the Track 1 category (i.e., note that you can only apply to one track). Please also note that Tracks 2 and 3 are tracks that are already in progress and their format does not allow for open applications.
- You can submit your application at <http://tcr.business.fsu.edu/application>

*We hope to see you in Tallahassee in 2019!
— Martin and Maura*

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