50 Word promotional paragraph for TCR

In this track, we seek to investigate ways in which relational engagement and effective signage regulations balances the goals of stakeholders while incorporating the best available research evidence on the topic. Different models of social transformation are identified and contrasted with the current model that proposes social change.

100 word Bio (picture, affiliation and email address)

Aparna Sundar (Assistant Professor)
Affiliation: University of Oregon; Email: asundar@uoregon.edu

Aparna Sundar's research interest are in the area of design issues in Marketing. She has extensive industry experience in market research and design. Aparna was a consultant at IPSOS where she conducted consumer research and in-store intercepts to understand shopper behavior and brand perceptions. Her research focused on in-store design, graphics, and the effects of color on branding. She worked with clients such as P&G, Target, Wal-Mart, Hershey's, Kellogg, Pepsico and Unfi. As a designer, Aparna worked in retail, translating concepts to design for clients such as Dick's Sporting Goods, J C Penny, Macy's, AT&T, Starbucks, Seattle's Best Coffee and Michaels.

Charles R. Taylor (John A. Murphy Professor of Marketing)
Affiliation: Villanova University; Email: charles.r.taylor@villanova.edu

Charles R. "Ray" Taylor's research interests are in the area of marketing and society issues, including advertising regulation. He is the current Editor in Chief of International Journal of Advertising. Professor Taylor is a Past-President of the American Academy of Advertising and has been the recipient to the Ivan Preston Award for Outstanding Lifetime Contribution to Advertising Research as well as the Flemming Hansen Award for Outstanding Lifetime Contribution from the European Advertising Academy. Taylor is frequently quoted in the media and has served as an expert witness in numerous court cases. Professor Taylor has published more than 100 books, journals, and conference papers in leading outlets.

Revised track description (pre/during and post activities including policy issues)

Continuous Community Partner Engagement: Our goal is to develop a model that can be used by communities as a guide to responsible signage regulations.

Pre-conference Activities Knowledge building: Working under an established timeline, track team members will participate in online discussions of major issue areas, including: 1) size of signage; 2) regulations on font/format/color and logos/trademarks; and 3) illumination and outline competing perspectives. We anticipate participation from academics with consumer behavior, land planning, urban development, and law backgrounds. This will be helpful in balancing perspectives and identifying areas of controversy. The team will then recommend potential methods for addressing points of controversy. In addition, we will gather and discuss research from other relevant perspectives including: the government, community attitudes and perceptions regarding large and small businesses, and community collaboration on a broader scale.
Relational Engagement Research: Track participants will work to systematically to investigate a systematic process for proposing research-based solutions to arriving at sound decisions for policy-making as pertains to on-premise signage.

Day 1
Morning Session: During the morning session the track team will organize, categorize, and synthesize the information and insights gathered during the pre-conference activities including: reading, review of secondary and primary research data and discussion of larger questions about implications of signage and develop a preliminary map of the conceptual framework. The track chairs will lead a discussion in which the pros and cons of different solutions are clearly spelled out, in an effort to work toward later consensus on key issues.

Afternoon Session: After lunch we will map out a framework that organizations can use to identify, investigate, and develop approaches and solutions that reflect both the concerns of business and society. We will develop a poster along with a brief verbal presentation to explain the research used to develop the framework along with larger questions about practical applications to tackle signage.

Day 2
Morning Session: During day two, we will discuss the feedback we received as well as ideas gleaned from other TCR tracks. Using these insights, we will refine our conceptual framework and develop a short presentation for closing. In addition, we will develop our action plan, teams and timeline for conference publication.

Post-conference Activities Competitive Paper Submission: Led by the co-chairs with sections assigned to participants as appropriate, we will develop a conceptual academic paper based on the output of our discussion. We will also outline a research agenda and areas in which empirical research can lead to future advances.