

PREFACE

Critical Reflection: Conference Theme 2015

In June 2015, the Consumer Culture Theory (CCT) group traveled to the Ozark Mountains of Northwest Arkansas, Fayetteville, for the 10th anniversary of the CCT Conference. Fayetteville is home to the State's flagship educational institution, the University of Arkansas. Serving over 26,000 students, the University is steeped in history. For example, J. William Fulbright, creator of the Fulbright Scholarship Program, is a graduate and former president of the University; Bill and Hillary Clinton began their careers teaching law at the University; and the University honors its alumni with Senior Walk, over three miles of sidewalks imprinted with the names of the graduates.

The theme of the 2015 conference was *Critical Reflection*. This theme has two meanings: first, it has a historical connotation: what is the history of CCT? Where have we been? Where are we going? In what way is our academic identity different from other marketing associations? Second, this theme has a theoretical connotation: how have we embraced the critical traditions? How can we further develop and embrace the critical traditions? The conference's competitive paper and special sessions, round tables, keynotes, posters, and interactive sessions all fit nicely with this theme. The conference receptions, poetry reading, art show, and farmer's market helped participants slow down, relax, and get their creative juices flowing.

The papers for this volume were selected not only because they were of the highest quality, they also contribute in some way to the *critical reflection* theme. For example, Eric J. Arnould and Craig J. Thompson's paper, "Introduction: CCT: Ten Years Gone (and Beyond)" reflects on the consumer culture theory literature that has been produced since the publication of their original CCT article (Arnould & Thompson, 2005). Professor Sidney J. Levy's keynote entitled, "Roots and Development of Consumer Culture Theory" explores the socio-historical evolution of CCT as an institution. Other papers explore the second meaning of critical reflection, the theoretical connotation. For example, Amanda Earley's paper "Critical

Theory in Consumer Research: Advancing the Conversation”; or Jessica Chelekis and Bernardo Figueiredo’s paper, “Critical Regionalities: Re-Thinking Regions in CCT”; or Ahmed Benmecheddal and Nil Özçağlar-Toulouse’s paper “The Formation of Consumer Activism: Context and Meanings of an Activist Order” all contribute to the critical framing of the CCT trajectory.

Finally, in all there are 20 papers published in this volume that summarize and represent the discussions and debates that took place over a three-day period in Fayetteville. We hope that this volume contributes to the critical agenda of the Consumer Culture Theory research tradition and we would like to thank the contributors for their insight and scholarship: *Anastasia Thyroff, Jeff B. Murray, and Russell W. Belk.*

Jeff B. Murray
Editor

REFERENCE

- Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty years of research. *Journal of Consumer Research*, 31(March), 868–882.