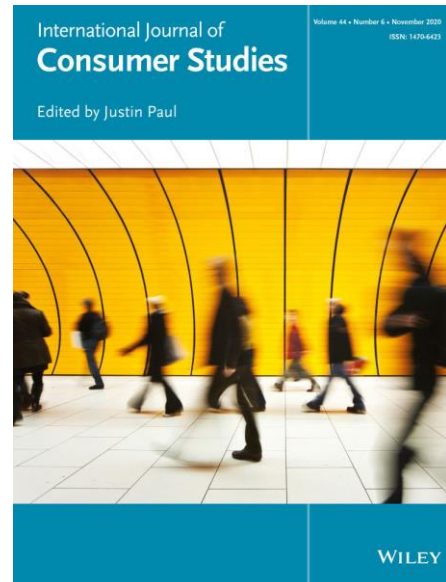


International Journal of Consumer Studies

Call for Papers – Third Annual Special Issue: ‘SYSTEMATIC LITERATURE REVIEWS IN CONSUMER STUDIES’

Submission period:
May 15 - August 31, 2022

Fast Track Review.
**A Ranked Journal (ABDC Australia), Cite score
7.0+**



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About IJCS

The *International Journal of Consumer Studies (IJCS)* is a 46-year-old journal ranked as A category (Australian Business Deans Council) with a rich history of publishing leading consumer research. IJCS is a journal with 7.0 + Cite score and we expect a very high impact factor for 2021 and 2022. *IJCS* is delighted to announce the call for papers for its third annual special issue on ‘Systematic Reviews in Consumer Studies’.

Call for papers

After twenty years in the 21st century, it is now an opportune time to take stock of the field of consumer studies. A field advances when new studies are built upon prior studies by consolidating existing findings, reconciling conflicting findings, identifying research gaps, and suggesting avenues that will meaningfully advance theory, method, policy, and practice (Hao et. al, 2019; Kumar, Paul & Unnithan, 2019). We wish to frame the next wave of consumer studies by means of systematic reviews. As an established research approach, systematic reviews rely on the use of reproducible methods and procedures to identify, select, and critically appraise a given area of study in order to set future agenda with reference to theory, methods, constructs and context (Paul & Rosado-Serrano, 2019; Jebarajakirthy et.al, 2021; Hassan, Rahman & Paul, 2022).

Challenges in scholarship (e.g., lack of novelty, poor understanding of theory) emerge when we do not have a systematic understanding of the underlying body of knowledge (Dhaliwal et .al, 2020; Mishra, Singh & Koles, 2020). The theory and research design of future consumer studies will benefit from state-of-the-art insights revealed by systematic reviews. Hence, through this special issue, we aim to enhance our understanding of consumer studies and their underpinnings; to drive novel and provocative consumer research, and to discourage replete and recycled research that yields poor returns in consumer studies.

Systematic reviews can be approached in manifold ways (Paul & Criado, 2020; Paul et.al, 2021). We highly recommend using a well-grounded methodological approach to conduct systematic reviews, which may include, but not limited to, the following types of systematic reviews: *theory-based reviews* (e.g., Gilal, Zhang, Paul, & Gilal, 2019; Hassan, Shiu, & Parry, 2016; Tanrikulu, 2021), *theme-based reviews* (e.g., Hao et al., 2019; Kahiya, 2018; Paul, Parthasarathy, & Gupta, 2017; Rana & Paul, 2017; Rosado-Serrano, Paul, & Dikova, 2018), *framework-based reviews* (e.g.; Paul & Benito, 2018; Lim, Yap & Makkar, 2020), *theory-context-characteristics-methodology (TCCM)-based reviews* (e.g., Hassan, Rahman & Paul, 2022; Chen et.al, 2021; Paul & Rosado-Serrano, 2019), *theory development reviews* (e.g., Paul, 2019; Paul & Mas, 2019; Pansari & Kumar, 2017), *hybrid-narrative reviews* (e.g., Dabić et al., 2020), *bibliometric analysis* (e.g., Ruggeri, Orsi, & Corsi., 2019; Randhawa, Wilden, & Hohberger, 2016;) and *meta-analysis* (e.g., Rana & Paul, 2020; Barrari et .al, 2020).

We welcome systematic reviews on a topic within the domain of consumer studies, including related subject areas (directly or indirectly), which may include, but not limited to, the following areas:

- Consumer behavior
- Consumer Marketing and retailing
- Consumer services
- Consumer culture
- Consumer economics
- Consumer ethics
- Consumer psychology
- Consumer policy
- Consumer protection
- Consumer psychology
- Consumer and family
- Consumer and gender
- Consumer and globalization
- Consumer and sustainability
- Consumer, technology and innovation
- Consumer services such as financial services, retailing etc.
- Consumer engagement
- Consumer experience
- Consumer emotions
- Consumer Vulnerability

Suggestions:

IJCS's reputation as a leading consumer studies journal is built upon the rigor, novelty, and impact of the papers it publishes. To this end, we offer a few tips that we hope will be useful to scholars who are interested to submit to this special issue: In this context, please follow the guiding articles by editors. For example, Paul & Criado (2020) have set thumb rules for developing an impactful Systematic Literature review (SLR) article. Paul et.al (2021) introduced SPAR-4-SLR protocol for developing a useful SLR. Some of them include.

- Avoid systematic reviews of topics that have been reviewed by other scholars within the past three years—if such a review is available in an SSCI listed journal.
- Focus on a topic that speaks relevantly to a broad global audience—that is, avoid narrow topics related to one country, single industry, etc.
- Adopt a well-grounded methodological approach to conduct the systematic review and follow its respective convention. For example, systematic reviews should consider reviewing widely used theories/models/frameworks, constructs, contexts, and methods of the topic reviewed.

- Be comprehensive and transparent in reporting the methodological approach used to conduct the systematic review.
- Use the highest standards of inclusion criteria for the systematic review (e.g., journal selection criteria etc, review period).
- Offer meaningful takeaways from the systematic review, wherein existing findings are consolidated, and conflicting findings are reconciled.
- Dedicate a significant portion of the paper (at least 20%) for developing a future research agenda with reference to theory (including theoretical models and frameworks), context, constructs, and methods.

We look forward to receiving, reviewing, and publishing high-quality systematic reviews in this special issue. For more information, please refer to

Grewal, D., Puccinelli, N., & Monroe, K. B. (2018). Meta-analysis: integrating accumulated knowledge. *Journal of the Academy of Marketing Science*, 46(1), 9-30.

Paul, J., Lim, W. M., O’Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4), 01-016.

Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International Business Review*, 101717.

Palmatier, R. W., Houston, M. B., & Hulland, J. (2018). Review articles: Purpose, process, and structure. *Journal of the Academy of Marketing Science*, 46(1), 1-5.

Note: We have no word limit for review articles.

Submission procedure

You are encouraged to follow the author guidelines at <https://onlinelibrary.wiley.com/page/journal/14706431/homepage/forauthors.html>. You are also required to clearly state in your Cover Letter that the paper you submit is to be evaluated for inclusion in the special issue on ‘Systematic Reviews in Consumer Studies.’

Important dates

Submission can be made during anytime during 15 May 2020 to 15 August 2021

Referee reports to author(s): Within one month

Acceptance result: After one to two rounds of reviews through our fast-track review process (Maximum 6 months for acceptance).

Contact Editors

If you have any queries, please feel free to contact special issue editors.

References

- Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25-38. <https://doi.org/10.1016/j.jbusres.2020.03.013>
- Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44. <https://doi.org/10.1016/j.emj.2018.10.004>
- Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H.-H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review* (in press). <https://doi.org/10.1108/IMR-01-2019-0028>
- Jebarajakirthy, C., Maseeh, H. I., Morshed, Z., Shankar, A., Arli, D., & Pentecost, R. (2021). Mobile Advertising: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1258-1291.
- Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188. <https://doi.org/10.1016/j.ibusrev.2018.04.008>
- Kumar, A., Paul, J., & Unnithan, A. (2019). Masstige marketing: A review, synthesis and research agenda. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2019.09.030>
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. <https://doi.org/10.1007/s11747-016-0485-6>
- Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-04-2017-0130>
- Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90-115. <https://doi.org/10.1080/13602381.2017.1357316>
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International Business Review*, 101717.
- Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2019.1569111>

Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342.

<https://doi.org/10.1016/j.jwb.2017.01.003>

Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global / international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830-858. <https://doi.org/10.1108/IMR-10-2018-0280>

Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *The World Economy*, 40(11), 2512-2527.

<https://doi.org/10.1111/twec.12502>

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.

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Rana, J., & Paul, J. (2019). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*. 44(2), 161-172

<https://doi.org/10.1111/ijcs.12556>

Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257.

<https://doi.org/10.1016/j.jbusres.2017.12.049>

Ruggeri, G., Orsi, L., & Corsi, S. (2019). A bibliometric analysis of the scientific literature on Fairtrade labelling. *International Journal of Consumer Studies*, 43(2), 134-152.

<https://doi.org/10.1111/ijcs.12492>

Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1176-1197.

Further Reading

Type 1: Theory-based review

Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29-44. <https://doi.org/10.1016/j.emj.2018.10.004>

Bölen, M. C., Calisir, H., & Özen, Ü. (2021). Flow theory in the information systems life cycle: The state of the art and future research agenda. *International Journal of Consumer Studies*, 45(4), 546-580.

Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1176-1197.

Type 2: Framework-based Thematic review

2a) ADO Framework

Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90-115.

<https://doi.org/10.1080/13602381.2017.1357316>

Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*, 45(4), 645-663.

2b) Theory-Context-Characteristics-Methodology (TCCM)- Framework

Chen, Y., Mandler, T., & Meyer-Waarden, L. (2021). Three decades of research on loyalty programs: A literature review and future research agenda. *Journal of Business Research*, 124, 179-197.

Hassan, S. M., Rahman, Z., & Paul, J. (2022). Consumer ethics: A review and research agenda. *Psychology & Marketing*, 39(1), 111-130.

Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global / international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830-858. <https://doi.org/10.1108/IMR-10-2018-0280>

Type 3: Theme-based Structured Systematic Literature review

Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188.

<https://doi.org/10.1016/j.ibusrev.2018.04.008>

Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H. H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review* (in press). <https://doi.org/10.1108/IMR-01-2019-0028>

Mishra, R., Singh, R. K., & Koles, B. (2020). Consumer decision-making in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*.

<https://doi.org/10.1111/ijcs.12617>

Mamun, M. A. A., Strong, C. A., & Azad, M. A. K. (2020). Islamic marketing: A literature review and research agenda. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12625>

Paul, J., & Feliciano-Cestero, M. M. (2020). Five decades of research on foreign direct investment by MNEs: An overview and research agenda. *Journal of business research*. <https://doi.org/10.1016/j.jbusres.2020.04.017>

Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342. <https://doi.org/10.1016/j.jwb.2017.01.003>

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165. <https://doi.org/10.1016/j.jretconser.2017.06.004>

Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257. <https://doi.org/10.1016/j.jbusres.2017.12.049>

Type 4: Review aiming for Theory Development

Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing* (in press). <https://doi.org/10.1080/0965254X.2019.1569111>

Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. <https://doi.org/10.1007/s11747-016-0485-6>

Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-04-2017-0130>

Type 5: Bibliometric Review

Goyal, K., & Kumar, S. (2021). Financial literacy: A systematic review and bibliometric analysis. *International Journal of Consumer Studies*, 45(1), 80-105.

Randhawa, K., Wilden, R., & Hohberger, J. (2016). A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772.

Type 6: Hybrid- review

Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25-38. <https://doi.org/10.1016/j.jbusres.2020.03.013>

Type 6: Meta-analytical Review

Barari, M., Ross, M., Thaichon, S., & Surachartkumtonkun, J. (2020). A meta-analysis of customer engagement behaviour. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12609>

Paydas Turan, C. (2021). Success drivers of co-branding: A meta-analysis. *International Journal of Consumer Studies*, 45(4), 911-936.

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Laer, T. van, Ruyter, K. de, Visconti, L. and Wetzels, M. (2014), "The Extended Transportation-Imagery Model: A Meta-Analysis of the Antecedents and Consequences of Consumers' Narrative Transportation," *Journal of Consumer Research*, 40 (5), 797-817.