Call for Papers- Fast Track Special Issue:
Developing New Research Methods and Advancing Innovative Techniques
International Journal of Consumer Studies (A Rank, ABDC, Australia)
Submission Window: Methods (15 April to 30 August, 2022)

Special Issue Editors:
Joseph F. Hair (University of South Alabama, USA)
Justin Paul (University of Reading, UK & University of Puerto Rico, USA)
Hossein Olya (University of Shefield, UK)
Jun-Hwa Cheah (Jacky), (Universiti Putra Malaysia, Malaysia)
Carmen Valor Martínez (Pontificia Comillas University, Spain)

Pandemic, society, technology, politics, economics, and a variety of other factors have significantly altered and changed the way consumers behave in recent years (Gordon-Wilson, 2021; Yap et.al, 2021; Rayburn et.al, 2021: Kursan Milakovic, 2021; Nayal et.al, 2021; Sharma, Thomas & Paul, 2021). Consumer research is known to be one of the main interests across social sciences, particularly in economics, psychology, sociology and marketing fields (Paul & Bukya, 2021). With the growing complexity of theories, researchers are increasingly moving from universalistic to more multifaceted models (Codini, Miniero, and Bonera, 2018; Shimul and Phau, 2022). For example, there is much more interest in unravelling the contingencies that characterize the differences between subgroups of individuals or environments. Similarly, researchers are moving beyond the modeling of linear effects and examine complex nonlinear relationships among constructs of interest (Ahrholdt, Gudergan, and Ringle, 2019; Edwards and Berry, 2010; Olya and Mehran, 2017). Hence, the proliferation of data and difficulty in generating insights to understand consumer behaviours heightens the importance of methodological innovations compared to conventional methods, which may be unsatisfactory in the 21st century.

The need for new and pragmatic innovative research methodologies is increasingly important as it helps the scientific community in consumer behaviour in tackling new marketing issues, developing new theories, and searching for new alternative explanations (Moore, Harrison, and Hair, 2021). To develop accurate and effective implications, it is impulsive that method work hand-in-hand with theory (Olya, 2020). Furthermore, innovative mixed-method, advanced multi-analytical approaches and creative multiple studies are considered rigorous methods to study consumers behaviours (Peltier, Dahl, and, Swan, 2020). On the other hand, the volume, velocity, and veracity of big data pose an important direction to both practitioners and scholars to utilize machine learning techniques (supervised vs unsupervised). Significant within-consumer-heterogeneity in emerging markets may challenge traditional data analysis methods such as measurement invariance and level of analysis. To this end, methods such as finite mixture model, Bayesian analysis, and multilevel analysis have been proposed to remedy these deficiencies (Burgess and

Steenkamp, 2013; Sarstedt et al., 2022; Peterson, Arregle, and Martin 2012; van de Schoot et al., 2021).

All in all, there is much pressure on the research community to diversify the use of research methodologies because the available methods are already used repeatedly. This special issue is set up with a view to pushing the frontiers regarding rigour and trustworthiness, for the sake of clearer conceptualisations and perspectives on the real problems underlying these phenomena. Therefore, the *International Journal of Consumer Studies* is planning a special issue that provides a basis for understanding current issues and advancing practices/methodologies. Although all research methodologies and perspectives are welcome, papers with strong theoretical foundations and empirical focus are preferred.

Potential Topics

Manuscripts are solicited on topics including:

- Tackling Measurement Issues
- Advancing fuzzy set qualitative comparative analysis (fsQCA) and necessary conditional analysis (NCA)
- Survey Research: Best Practices and Guidelines
- Qualitative Research: Old and New Protocols
- Procedural remedies and statistical method in dealing with common method variance (CMV)/ common method bias (CMB)
- Statistical method dealing with endogeneity issues
- Dealing with quadratic effect and establishing thresholds for parameters.
- Methods dealing with heterogeneity issues and segmentation
- Mixed-Method/ Multi-modelling Techniques (e.g., combined use of big data analysis with survey research)
- Multilevel Modeling
- Use of Machine Learning predictive methods (i.e., Sentiment Analysis, Regression Tree, etc.) applied to archival and non-archival data
- Bayesian Modeling
- Advancing neuroscience in consumer research
- Advancing the experiment design in consumer research; use of statistical methods for treating correlational data as experimental data (e.g., difference in differences regression or matching)
- Application of the longitudinal research (i.e., cross-lagged data, latent growth modeling, etc.)
- Advancing scale development
- Classifying qualitative methods (ethnographies, grounded-theory, hermeneutics, case-study, discourse analysis, or phenomenological approach) and their use in consumer research
- Development of research methods using AI
- Experimental studies: What do we need to know?

In addition, papers can be developed in a similar fashion like the listed protocol setting papers (see below mentioned points), but avoid working on methods where protocol setting articles are already published by others during last three years.

Submission procedure
You are encouraged to follow the author guidelines at
https://onlinelibrary.wiley.com/page/journal/14706431/homepage/forauthors.html.
Submission Window: Methods (15 April to 30 August, 2022)

- Basco, R., Hair Jr, J. F., Ringle, C. M., & Sarstedt, M. (2021). Advancing family business research through modeling nonlinear relationships: Comparing PLS-SEM and multiple regression. *Journal of Family Business Strategy*, 100457.
- Crick, J. M. (2021). Qualitative research in marketing: what can academics do better?. *Journal of Strategic Marketing*, *29*(5), 390-429.
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, *173*, 121092.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, *19*(2), 139-152.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115-135.
- Paul, J., & Barari, M. (2022). Meta-analysis and traditional systematic literature reviews—What, why, when, where, and how?. *Psychology & Marketing*. https://doi.org/10.1002/mar.21657
- Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*. https://doi.org/10.1002/mar.21640
- Shmueli, G., Sarstedt, M., Hair, J.F., Cheah, J.-H., Ting, H., Vaithilingam, S. and Ringle, C.M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322-2347.
- Venkatesh, V., Brown, S. A., & Bala, H. (2013). Bridging the qualitative-quantitative divide: Guidelines for conducting mixed methods research in information systems. *MIS Quarterly*, 21-54.

These topics should be seen as suggestions. Papers that focus on developing a new method or advance understanding of and implications of different innovative methodological approaches or providing guidelines / best practices in consumer studies' contexts are welcome. The special issue editors are happy to address questions from authors about the fit of the topic with their research focus. Therefore, the inquiries can be directed to the special issue co-editors:

References:

Ahrholdt, D.C., Gudergan, S.P. and Ringle, C.M. (2019). Enhancing loyalty: when improving consumer satisfaction and delight matters. *Journal of Business Research*, 94(1), 18-27.

Burgess, Steven Michael and Jan-Benedict E. M. Steenkamp (2013). Editorial: Introduction to the special issue on marketing in emerging markets. *International Journal of Research in Marketing*, 30 (1), 1-3.

Codini, A.P., Miniero, G. and Bonera, M. (2018), Why not promote promotion for green consumption? The controversial role of regulatory focus. *European Business Review*, 30(5), 554-570.

Edwards, J. R., & Berry, J. W. (2010). The presence of something or the absence of nothing: Increasing theoretical precision in management research. *Organizational Research Methods*, *13*(4), 668-689.

Gordon-Wilson, S. (2021). Consumption practices during the COVID-19 crisis. *International Journal of Consumer Studies*. https://doi.org/10.1111/ijcs.12701

Kursan Milaković, I. (2021). Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase. *International Journal of Consumer Studies*. https://doi.org/10.1111/ijcs.12672

Moore, Z., Harrison, D. E., & Hair, J. (2021). Data Quality Assurance Begins Before Data Collection and Never Ends: What Marketing Researchers Absolutely Need to Remember. *International Journal of Market Research*, 63(6), 693-714.

Olya, H. & Mehran, J. (2017). Modelling tourism expenditure using complexity theory. *Journal of Business Research*, *75*, 147-158.

Olya, H. (2020). Towards advancing theory and methods on tourism development: Developing a framework on the pathway to impact. *Journal of Sustainable Tourism*, 1-21. https://doi.org/10.1080/09669582.2020.1843046

Paul, J., & Bhukya, R. (2021). Forty-five years of International Journal of Consumer Studies: A bibliometric review and directions for future research. *International Journal of Consumer Studies*, *45*(5), 937-963.

Peltier, J. W., Dahl, A. J., & Swan, E. L. (2020). Digital information flows across a B2C/C2C continuum and technological innovations in service ecosystems: A service-dominant logic perspective. *Journal of Business Research*, 121, 724-734.

Peterson, M. F., Arregle, J. L., & Martin, X. (2012). Multilevel models in international business research. *Journal of International Business Studies*, 43(5), 451-457.

Rayburn, S. W., McGeorge, A., Anderson, S., & Sierra, J. J. (2021). Crisis-induced behavior: From fear and frugality to the familiar. *International Journal of Consumer Studies*. https://doi.org/10.1111/ijcs.12698

Sarstedt, M., Radomir, L., Moisescu, O. I., & Ringle, C. M. (2022). Latent class analysis in PLS-SEM: A review and recommendations for future applications. *Journal of Business Research*, 138, 398-407.

Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, *37*, 100786.

Shimul, A. S., & Phau, I. Luxury Brand Attachment: Predictors, Moderators and Consequences. *International Journal of Consumer Studies*. https://doi.org/10.1111/ijcs.12799

van de Schoot, R., Depaoli, S., King, R., Kramer, B., Märtens, K., Tadesse, M. G., ... & Yau, C. (2021). Bayesian statistics and modelling. *Nature Reviews Methods Primers*, 1(1), 1-26.

Yap, S. F., Xu, Y., & Tan, L. (2021). Coping with crisis: The paradox of technology and consumer vulnerability. *International Journal of Consumer Studies*, *45*(6), 1239-1257.

Nayal, P., Pandey, N., & Paul, J (2021). Covid-19 Pandemic and Consumer-Employee-Organization wellbeing: A dynamic capability theory approach. *Journal of Consumer Affairs*. https://doi.org/10.1111/joca.12399