

International Journal of Consumer Studies

*There Is Nothing More Practical
Than a Good Theory*

**Special Issue Call for Papers on
'Theory Development in Consumer Studies'**

Submission period:

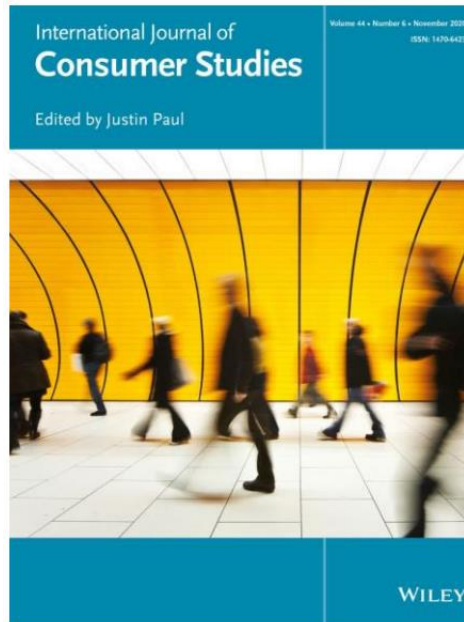
15 April to 15 September 2021

Reviews turnaround:

1 month

Expected publication:

Early 2022



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About the Journal

The *International Journal of Consumer Studies (IJCS)* is a 45 year journal indexed in Scopus and Web of Science, ranked as an 'A' grade journal in the Australian Business Deans Council (ABDC) journal ranking list, and published by Wiley. *IJCS* is well positioned to secure a higher impact factor by 2022/23 through the curation of forward-looking articles.

About the Special Issue

The field of consumer studies has made great strides in developing and testing models related to consumer behavior in myriad areas such as, marketing, international business, information technology, psychology, and sociology, among others. The value of consumer research founded on theoretical and conceptual research has also arguably become more important than ever due to unprecedented marketplace and technological disruptions (Moorman, van Heerde, Moreau, and Palmatier, 2019).

Indeed, we live in a world of economic, political, public health, social, and technological disruptions with profound strategic implications for firms, consumers, governments, and society at large. On the one hand, the forces of globalization and the counterforces of nationalism impact geopolitical alignments and the rise of emerging economies (Ghemawat, 2017; Paul and Mas, 2016). On the other hand, the field of consumer studies is challenged to respond to intense technological innovation and whirlwind growth in both developed and developing countries; the emergence of the sharing economy; the democratization of information and manufacturing; distributed capitalism; the rise of the customer entrepreneur and prosumer communities; the explosion of big data, communication, and trading platforms; exponential organizations; the tumbling costs of marketing and logistics; the growing concerns for our environment and sustainability; the influence of diverse voices; and the broad-based growth in human consciousness, among others (Ismail, Malone, and van Geest, 2014; Rifkin, 2011).

The COVID-19 pandemic and its consequent effects on businesses and way of life have further accentuated the need for *fundamental* exploration of consumer studies at times of distress and adaptation (Mehroliya, Alagarsamy, and Solaikutty, 2021; Sharma, Thomas, and Paul, 2021). These and other forces challenge our traditional assumptions and understanding of consumers, thereby urging us to rethink and reimagine the theories that we rely upon in consumer research. The mere testing of old theories and replete studies with minor contextual alterations are inadequate to develop meaningful and impactful research that truly advance our understanding (Paul and Sahadev, 2018; Jakkoala, 2020). Hence, the time is ripe to review the current state-of-the-art of theories that avail to guide and inform consumer research.

Yadav (2010) in his article published in *Journal of Marketing* establishes that conceptual articles aiming for theory proposal and development are more impactful than empirical articles. Yet, the scarcity of research aimed at theory development has been a concern expressed by many scholars (Belk, MacInnis, and Yadav, 2019, Hollebeek and Belk, 2021; Hunt, 2020; Lim and Weissmann, 2021; Moorthy, 1993; Paul and Mas, 2019; Paul, 2020; Stewart and Zinkhan 2006; Yadav, 2014).

Pursuing theory development and extension such as conceptual consolidation, theorization, and proposals are important and useful for explaining, predicting, and prescribing solutions in response to consumer behavior toward disruptions and events in the marketplace (Jaakkola, 2020; Paul, 2020; Lim, 2021; Lim and Weissmann, 2021; Lim, Ahmad, Rasul, and Parvez, 2021; Makri, Schlegelmilch, Mai, and Dinhof, 2020; Schimmelpfennig and Hunt, 2020; Sheng, Simpson, and Siguaw, 2019; Paul, Parthasarathy, and Gupta, 2017; Paul and Sahadev, 2018). Therefore, developing new or reimagining existing concepts, frameworks, models, and theories with clear and relevant future research agenda can help to reshape and strengthen the foundation of knowledge for future research in the consumer science discipline.

Past scholars have demonstrated that a theory can be proposed with and without empirical testing in the same paper. For example, Paul and Mas (2020) developed the *7Ps of International Marketing* based on a literature review on internationalization of Latin American firms. Similarly, Paul (2020) developed the *SCOPE Framework* for SMEs to export, compete, and succeed in the global market using multiple case studies. On the other hand, Paul and Sánchez-Morcilio (2019) developed and tested the *Conservative, Predictable, and Peacemaker (CPP) Model* using IT firms in Puerto Rico., Paul (2018) developed and tested *Masstige Theory* using a survey of owners of Japanese and American car brands, Paul (2019) developed and tested the *Masstige Model* using data from Louis Vuitton consumers in different countries and Paul and Sahadev (2018) developed the *Complex Organizational Problems and Solutions (COPS) Framework* based on the application of constructs from other theories on a single firm. Similarly, Lim and Weissmann (2021) developed the *Theory of Behavioral Control* based on a meta-systematic review of behavioral control studies, Lim (2020) developed and tested the *Equity Theory for Group Buying* using a sample of consumers who had prior experience in online group buying, Lim (2018) took a critical review approach to offer dialectic antidotes to critiques and to reimagine the fundamental tenets of the technology acceptance model, and Lim (2015) developed and tested the *Integrated Information Systems–Consumer Behavior (IS-CB) Model for e-Shopping* using a sample of e-shoppers.

In this context, the goal of this special issue is to trigger new and indigenous theory development relevant for consumer research. We encourage prospective authors to take a critical approach to evaluate existing and widely employed concepts, frameworks, models, and theories, to propose new alternative theoretical lenses to discourage researchers from using replete and repeatedly

used theories, and to provide fruitful avenues and directions for future consumer research. Prospective authors should therefore endeavor to submit manuscripts of new or reimagined concepts, frameworks, models, or theories predicated on established approaches to theory development and extension that would serve as foundational lenses for future consumer research. Conceptual articles that help in the formation of new theories or the reimagination of existing theories—as seen in the case of brand storytelling by Woodside, Sood, and Miller (2008), customer engagement by Brodie et al. (2014), hypermedia computer-mediated marketing by Hoffman and Novak (1996), and relationship marketing by Sheth and Parvatiyar (1995)—are highly encouraged and welcomed in this special issue.

For *exemplars of theory development*, prospective authors can review Jacobides, Cennamo, and Gawer (2018), Janiszewski, Labroo, and Rucker (2016), Lim (2015, 2018, 2020), Lim and Weissmann (2021), Mehroliya, Alagarsamy, Solaikutty (2021), Paul (2018; 2019; 2020), Paul and Mas (2020), Paul and Sánchez-Morcilio (2019), Paul and Sahadev (2018), Pansari and Kumar (2017), Rundle-Thiele, David, and Willmott (2019), and Tajdini and Ramirez (2019), and theory-focused premier journals such as *Academy of Management Review* and *AMS Review*.

Jacobides, M. G., Cennamo, C., & Gawer, A. (2018). Towards a theory of ecosystems. *Strategic Management Journal*, 39 (8), 2255–2276. <https://doi.org/10.1002/smj.2904>

Janiszewski, C., Labroo, A. A., & Rucker, D. D. (2016). A tutorial in consumer research: Knowledge creation and knowledge appreciation in deductive-conceptual consumer research. *Journal of Consumer Research*, 43 (2), 200–209. <https://doi.org/10.1093/jcr/ucw023>

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Lim, W. M., & Weissmann, M. A. (2021). Toward a theory of behavioral control. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2021.1890190>

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Tajdini, S., & Ramirez, E. (2019). Firm authenticity: The construct, research propositions, and managerial implications. *AMS Review*, 9 (3–4), 324–338. <https://doi.org/10.1007/s11747-016-0485-6>

Given that the first step for enhanced theorization is the crafting of interesting research questions, authors are encouraged to review the ***fundamental strategies for curating interesting research questions*** (e.g., Alvesson and Kärreman, 2007; Alvesson and Sandberg, 2011, 2013; Davis, 1971; McGuire, 1997; Sandberg and Alvesson, 2011; Tsang and Ellsässer, 2011).

Alvesson, M., & Sandberg, J. (2011). Generating research questions through problematization. *Academy of Management Review*, 36 (2), 247–271. <https://doi.org/10.5465/amr.2009.0188>

Alvesson, M., & Sandberg, J. (2013). Has management studies lost its way? Ideas for more imaginative and innovative research. *Journal of Management Studies*, 50 (1), 128–152. <https://doi.org/10.1111/j.1467-6486.2012.01070.x>

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Davis, M. S. (1971). That's interesting. *Philosophy of the Social Sciences*, 1 (2), 309–344. <https://doi.org/10.1177/004839317100100211>

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Tsang, E. W., & Ellsaesser, F. (2011). How contrastive explanation facilitates theory building. *Academy of Management Review*, 36 (2), 404–419. <https://doi.org/10.5465/amr.2009.0153>

For guidance on *established approaches for theory development and extension*, prospective authors can draw upon the ideas of Belk and Sobh (2019), Giesler and Thompson (2016), Hunt (2020), Jakkoala (2020), Klein, Tosi and Cannella (1999), Langley (1999), MacInnis (2011), Moorthy (1993), Yadav (2014), and Zeithaml, Jaworski, Kohli, Tuli, Ulga, and Zaltman (2020).

Belk, R., & Sobh, R. (2019). No assemblage required: On pursuing original consumer culture theory. *Marketing Theory*, 19 (4), 489–507. <https://doi.org/10.1177/1470593118809800>

Giesler, M., & Thompson, C. J. (2016). A tutorial in consumer research: Process theorization in cultural consumer research. *Journal of Consumer Research*, 43 (4), 497–508
<https://doi.org/10.1093/jcr/ucw047>

Hunt, S. D. (2020). Indigenous theory development in marketing: The foundational premises approach. *AMS Review*, 10 (March), 8–17. <https://doi.org/10.1007/s13162-020-00165-w>

Jaakkola, E. (2020). Designing conceptual articles: Four approaches. *AMS Review*, 10 (3), 1–9. <https://doi.org/10.1007/s13162-020-00161-0>

Klein, K. J., Tosi, H., & Cannella, A. A. (1999). Multilevel theory building: Benefits, barriers, and new developments. *Academy of Management review*, 24 (2), 248–253.
<https://doi.org/10.5465/amr.1999.1893934>.

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MacInnis, D. J. (2011). A framework for conceptual contributions in marketing. *Journal of Marketing*, 75 (July), 136–154. <https://doi.org/10.1509/jmkg.75.4.136>

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<https://doi.org/10.1177/0022242919888477>

Therefore, *submissions to the special issue should*:

- Focus on theory or classic theoretical model proposal, development and/or extension.
- Propose new concept(s), framework(s), model(s), and/or theory(ies).
- Use an established approach to guide theory development and/or extension—see Belk and Sobh (2019), Giesler and Thompson (2016), Hunt (2020), Jakkoala (2020), Klein, Tosi and Cannella (1999), Langley (1999), MacInnis (2011), Moorthy (1993), Yadav (2014), and Zeithaml, Jaworski, Kohli, Tuli, Ulga, and Zaltman (2020).
- Use exemplars to guide theory development and/or extension—Belk, MacInnis, and Yadav (2019), Hollebeek and Belk (2021), Jacobides, Cennamo, and Gawer (2018), Janiszewski, Labroo, and Rucker (2016), Lim (2015, 2018, 2020), Lim and Weissmann (2021), Mehroliya, Alagarsamy, Solaikutty (2021), Pansari and Kumar (2017), Paul (2018; 2019; 2020), Paul and Mas (2020), Paul and Sánchez-Morcilio (2019), Paul and Sahadev (2018), Rundle-Thiele, David, and Willmott (2019), and Tajdini and Ramirez (2019).
- Propose an agenda for future research (e.g., research implications, research avenues).

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Justin Paul currently serves as the Editor-in-Chief of *International Journal of Consumer Studies* and an Associate Editor of *Journal of Business Research*. He also serves as a Full Professor at University of Puerto Rico (USA) and previously as a Department Chair at *Indian Institute of Management* (India) and a faculty member of University of Washington (USA) and Nagoya University (Japan). He holds three honorary titles of ‘Distinguished Professor’—including at the prestigious *Indian Institute of Management*. He introduced the *Masstige Model and Measure for Brand Management*, *CPP Model for Internationalization*, *SCOPE Framework for SMEs*, and *7Ps Framework for International Marketing*. He has published more than 110 manuscripts in SSCI listed journals, with more than 70 manuscripts in ‘A*’ or ‘A’ journals. His papers have been downloaded over 700,000 times over the last six years. He has authored and co-authored bestselling books such as *Business Environment* (4th edition), *International Marketing* (2nd edition), and *Export-Import Management* (2nd edition) by McGraw Hill and Oxford University Press. He has served as Lead Guest Editor for *International Business Review*, *Journal of Business Research*, *Journal of Retailing and Consumer Services*, *Asia Pacific Business Review*, and *European Business Review*. He has also edited special issues for *Small Business Economics* and *Journal of Promotion Management*. Contact: profjust@gmail.com or his personal homepage at <https://www.drjustinpaul.com>.

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Note

Submission Expectations

Submissions submitted to this special issue should:

- Focus on theory development based on testing and/or theory proposal based on conceptual paper
- Review existing concept(s), framework(s), model(s), and/or theory(ies).
- Propose new concept(s), framework(s), model(s), and/or theory(ies).
- Use an established approach to guide theory development and/or extension—see Belk and Sobh (2019), Giesler and Thompson (2016), Hunt (2020), Jakkola (2020), Klein, Tosi and Cannella (1999), Langlely (1999), MacInnis (2011), Moorthy (1993), Yadav (2014), and Zeithaml, Jaworski, Kohli, Tuli, Ulga, and Zaltman (2020).
- Use exemplars to guide theory development and/or extension—Belk, MacInnis, and Yadav (2019), Hollebeek and Belk (2021), Jacobides, Cennamo, and Gawer (2018), Janiszewski, Labroo, and Rucker (2016), Lim (2015, 2018, 2020), Lim and Weissmann (2021), Mehroliya, Alagarsamy, Solaikutty (2021), Pansari and Kumar (2017), Paul (2018; 2019; 2020), Paul and Mas (2020), Paul and Sánchez-Morcilio (2019), Paul and Sahadev (2018), Rundle-Thiele, David, and Willmott (2019), and Tajdini and Ramirez (2019).
- Propose an agenda for future research (e.g., research implications, research avenues).

Submission Procedure

Submissions should be made through the submission system: [submission.wiley.com/journal/ijcs](https://onlinelibrary.wiley.com/journal/ijcs)

Manuscripts should be submitted as an **Original Paper**. Please answer ‘Yes’ when prompted Is this submission for a special issue?

You are encouraged to follow the author guidelines at

<https://onlinelibrary.wiley.com/page/journal/14706431/homepage/forauthors.html>.

Please state in your Cover Letter that the paper you submit is to be evaluated for inclusion in the special issue on ‘Theory Development in Consumer Studies.’

Important Dates

Submission period: 15 April 2021 to 15 September 2021

Reviews turnaround: 1 month

Expected publication: Early 2022