



Special Issue Call for Papers

Marketing in the Post-Pandemic World

Guest Editors:

Dr. Gong Sun, Changshu Institute of Technology, China
sungong1234@163.com

Prof. Lester Johnson, Swinburne University of Technology, Australia
lwjohnson@swin.edu.au

Dr. Wangshuai Wang, Xi'an Jiaotong-Liverpool University, China
Wangshuai.Wang@xjtlu.edu.cn

Prof. Fang Wang, Wilfrid Laurier University, Canada
fwang@wlu.ca

Dr. Jie Li, Xi'an Jiaotong-Liverpool University, China
Jie.Li02@xjtlu.edu.cn

Submission Window: Feb 1st 2023 to April 30th 2023

The COVID-19 pandemic has swept the world ferociously. Although it is not the first time infectious diseases dramatically impacted human beings, the COVID-19 pandemic might be the most extensive and influential one in history. In terms of scope, seven continents, including Antarctica, have been infected (British Broadcasting Corporation, 2020). The global market could lose over \$4 trillion due to the COVID-19 impact on tourism (United Nations World Tourism Organization, 2021). The pandemic also poses a significant threat to worldwide food security due to reduced productivity, restricted trade, and a broken supply chain (Labord et al., 2020).

Fortunately, with the rapid evolvement of bioscience and technology (e.g., vaccines), the

negative influences of COVID-19 are declining. Gradually, people's everyday life is getting back. However, although the pandemic is likely to be gone completely or become an epidemic one day, some of the impacts are irreversible and can remain for a very long time. What are the lasting effects of the pandemic? What are the differences between the pre- and post-pandemic worlds?

These questions have received increasing attention from researchers in various fields. For instance, Beane and Brynjolfsson (2020) suggest that robots will play a more important role in post-pandemic times because human workers will be less available in some cases. Contractor (2021) proposes that the world economy needs more globalization after the pandemic, such as cross-border business, to overcome the potential heightened nationalism and protectionism. Leach et.al. (2021) argue that COVID-19 has exposed major fragilities in current systems, pointing out the urgent need for transformations in science policy, economies, and governance after the pandemic. In organizational management, Amis and Greenwood (2021) suggest a shift of academic interests and values in post-pandemic research from the periphery to a more central position in theoretical and practical change management models.

Nonetheless, limited marketing research has paid close attention to the potential changes of marketing theories or practices made by the pandemic. Therefore, with this special issue, we seek to explore the new features and trends of marketing in the post-pandemic era. A non-exhaustive list of topics is provided below. Additionally, we are open to all types of research focusing on marketing in the post-pandemic world.

- Analyzing the psychological impacts (e.g., socioecological, psychology) of the pandemic to understand how COVID-19 shapes consumer behavior, such as customer loyalty, word of mouth, sensory preferences, variety seeking, creativity, etc.
- Investigating the relationship between disease salience and consumer behavior among consumers in general or a specific group of consumers who possess unique features (e.g., minority).

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- Nudging the design of public policy to intervene in negative consumption concepts related to the pandemic (e.g., over-consumption that compensates for the supply shortage during COVID-19).
 - Exploring the impact of the COVID-19 pandemic on brand marketing (e.g., new-brand establishment, brand extension, co-branding, and brand anthropomorphism).
 - Examining how the pandemic has influenced marketing channels (e.g., online vs. offline retailing).
 - Adopting various methods and data (e.g., interview, survey, lab and field experiments, and secondary data analyses) to examine consumer behavior and marketing strategies in the post-pandemic era.
 - Contrasting the patterns of consumer behavior and marketing models before and after the pandemic. Developing new theories to understand how the pandemic fundamentally changes consumer psychology and marketing strategies.
 - Testing the interplay between the pandemic and other changing factors that have global impacts (e.g., Sino-West decoupling, economic inflation and fluctuations, variability in temperature and precipitation) on consumer behavior and marketing activities.

Submission:

All manuscripts submitted must not have been published, accepted for publication, or currently under consideration elsewhere.

All papers will pass through a careful review process. Manuscripts should be submitted in accordance with the JCB author guidelines online

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New submissions should be made via the JCB submission [system](#) and authors should answer ‘Yes’ to the question, ‘**Is this for a Special Issue?**’ and select the Special Issue title from the dropdown menu.

If you have any questions regarding the suitability of the research paper or topic, please email: sungong1234@163.com

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About the Guest Editors

Gong Sun, PhD

Associate Professor of Marketing, Changshu Institute of Technology, China

Dr. Gong Sun's research interests include consumer behavior, international marketing and cross-cultural psychology. His work has been published in such journals as the *Journal of Business Ethics*, *International Marketing Review*, *International Journal of Consumer Studies*, and *Journal of Consumer Behaviour*. He has served as a guest editor for *China Economic Review* and *Frontiers in Psychology*.

Lester W. Johnson, PhD

Professor, Swinburne University of Technology, Australia

Dr. Lester Johnson's research interests lie broadly in the area of marketing modeling. His work has been published in journals such as *Journal of Retailing*, *Industrial Marketing Management*, *European Journal of Marketing*, *Journal of Business Research*, *Marketing Letters* and several others in an Academic career spanning 50 years. He was named an Inaugural Fellow of the Australia New Zealand Marketing Academy in 2004.

Wangshuai Wang, PhD

Assistant Professor of Marketing, Xi'an Jiaotong-Liverpool University, China

Dr. Wangshuai Wang's research focuses on consumer psychology and behavior. His work has been published in *Journal of Business Research*, *Journal of Retailing and Consumer Services*, and *Journal of Consumer Behaviour*, among others. He has served as a guest editor of *Frontiers in Psychology* and editorial board member of *Journal of Business Research*.

Fang Wang, PhD

Professor, Wilfrid Laurier University, Canada

Dr. Fang Wang works in the multidisciplinary area of information technology and marketing. She holds multiple patents and has received several research awards. Her work has appeared in business and information technology journals, including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Information & Management*, *Journal of Business Research*, *Decision Support Systems*, among others.

Jie Li, PhD

Associate Professor, Xi'an Jiaotong-Liverpool University, China

Dr. Jie Li's research interests center around marketing management and social psychology. His work has been published in journals such as the *Journal of Business Ethics*, *International Business Review* and *Journal of Business Research*. He has served as a guest editor for *Journal of Business Research* and *China Economic Review*.
