

**CALL FOR PAPERS FOR A SPECIAL ISSUE OF *PSYCHOLOGY & MARKETING***

*Developing New Psychological Theories and Models for Research in Marketing*

Deadline: 1 October 2021

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The application of psychological theories in marketing has considerably advanced our knowledge of consumer behavior and response to marketing stimuli. Academic articles have informed us on a broad range of topics from planned consumer behavior to the decision-making process, new product adoption, experiential consumption, interlinkages of cognition, affect, behavior, perceived risk and prospective value, and the role of consumer memory on brand stories. However, the preponderance of research aimed at theory testing and not enough on theory development has been a concern expressed by many scholars in recent years (Hunt 2020; Stewart & Zinkhan 2006, Yadav 2014). Expressing concern about marketing academia losing its way, Reibstein et al. (2009) specifically suggested the need to challenge the inward-looking mindset and bring greater relevance to the research agenda through theory development on pressing strategic issues. The purpose of this special issue is to encourage and stimulate research articles that expound psychological mechanisms in developing theory that addresses emerging strategic marketing issues of relevance to both managers and other stakeholders.

We live in a world of disruptions with profound strategic implications for businesses, consumers, and marketing practices. On the one hand, the forces of globalization and the counterforces of nationalism impact geopolitical alignments and the rise of emerging economies (Buckley & Ghauri, 2004; Ghemawat, 2017). On the other hand, marketing is challenged to respond to intense technological innovation and

whirlwind growth in both developed and developing countries; the emergence of sharing economy; democratization of information and manufacturing; distributed capitalism; the rise of the customer entrepreneur and customer-communities; the explosion of big data, communication and trading platforms; exponential organizations; tumbling costs of marketing and logistics; growing concerns for our environment and sustainability; the influence of diverse voices; and broad-based growth in human consciousness (Ismail, Malone, & van Geest 2014; Rifkin 2011).

In addition to the fundamental forces of business disruptions mentioned above, the pandemic crisis and its consequent effect on human health, hygiene, and way of life have further accentuated the need for fundamental exploration of consumer psychology at times of distress and adaptation to marketing and policy actions. These and other forces challenge the traditional marketing discipline, thereby urging us to rethink and reimagine our marketing theories. Mere testing of old theories and replete studies with minor contextual alterations will not be sufficient to create an impactful marketing discipline (Paul & Sahadev, 2016; Jakkoala, 2020).

As a further important caveat, although psychology has played a vital role in advancing our knowledge of consumer and buyer behavior, very little has been studied on different marketing actors' psychology, leaving critical gaps to fill. Notably, new technologies are overtaking the core human capabilities on which psychological theories developed. For example, 'Memory' as a human capability (psyche) is now increasingly externalized to memory devices. Similarly, 'learning', an essential aspect of our psychology, is now being increasingly replaced by 'machine learning'. 'Human intelligence' is being replaced by 'artificial intelligence', and even expressions of 'human emotion' are being replaced by 'emoticons' and other emotional faces. Overall, attitudes and behavior are getting more routinized and predictive. These examples demonstrate the clear potential of psychology to help rethink our current theories and models in marketing.

Yadav (2010) in his article published in Journal of Marketing shows that the conceptual articles aiming for theory proposal and development are more impactful

than empirical articles. In this context, this special issue's primary goal is to trigger new and indigenous theory development at the interface of psychology and marketing. We encourage authors to submit manuscripts of useful concepts and theoretical models that would serve as foundations for future research in this area. Conceptual articles are welcome that help formation of theories by establishing its psychological antecedents and consequences as was done on relationship marketing by Sheth and Parvatiyar (1995), on customer engagement by Brodie et al. (2014), on hypermedia computer-mediated marketing by Hoffman and Novak (1996), and on-brand storytelling by Woodside, Sood, and Miller (2008). For guidance on indigenous conceptual contributions, one can draw upon the ideas of Hunt (2020), Jakkoala (2020), MacInnis (2011), and Yadav (2014).

In addition to conceptual models, articles based on grounded theory (such as, Challagalla, Murtha, & Jaworski 2014; Gebhardt, Carpenter, & Sherry 2006; Gollnhofer, Weijo, & Schouten 2019); deductive models (settings/scenarios) of differing behavior outcomes linked to psychological characteristics/mechanisms (such as, Dzyabura & Hauber 2019; Harmeling, Palmatier & Wang 2017; Moorthy 1993); or those that utilize theories-in-use approach (Zeithaml et al., 2020) to study novel ideas on the burgeoning topics would be of particular interest in this special issue. Prior authors (Paul & Mas, 2020) have explained that a theory or theoretical model can be proposed when it is not tested in the same paper (Paul & Mas, 2020) as well as a theory is said to be developed when it is demonstrated with testing in the same paper. For example, Paul (2019) developed the Masstige Theory and demonstrated how to use the same theoretical lens in the same article.

Branching out to a broader range of theoretical frameworks would be highly advantageous to be able to introduce novel and more viable models, innovative and more contemporary theories, and impactful propositions that will help effectively shape the future business landscape (Jakkoala, 2020; Makri, Schlegelmilch, Mai & Dinhof, 2020; Schimmelpfennig & Hunt, 2020; Paul & Mas, 2020; Sheng, Simpson & Siguaw, 2019; Paul, Parthasarathy & Gupta, 2017; Paul & Sahadev, 2017). Developing new

models, new theories, or proposing models with clear and relevant future research agendas will likely be more impactful and contribute to the foundation of a future, more relevant marketing discipline. The time is ripe to review the current state-of-the-art in marketing research.

With this background and orientation, this Special Issue's objective is to encourage scholars to take a critical approach to evaluate existing and widely employed theories and conceptual models and propose new / alternative theories and models and fruitful directions for adaptations, revisions, and future research directions in the area of marketing. Scholars are particularly encouraged to adopt theories from different areas of psychology, with some pertinent questions arising out of these developments to include (but not limited to):

- Marketer psychology
  - o What can we learn from the psychology of individual marketing actors to help us adapt original theories?
  - o What insights can we draw upon from salespeople, service professionals, advertisers, price and revenue managers, product designers, channel members?
- Consumer psychology
  - o How do consumers and marketers react and cope with the above mentioned 'external takeovers' of their core psychological attributes?
  - o What drives mindful consumption and sustainable post-consumption behavior?
- Organisational psychology
  - o How can an understanding of the marketing firm's organizational psychology assist in understanding the context of market evolution and competitive scenarios?
  - o What psychological drivers define marketing agility and the creation of exponential organizations?

- Cognitive psychology
  - o What is the role and impact of AI on different stakeholders along the consumer journey?
  - o How consumer education can lead to responsible consumption and better societies?
- Behavioral psychology
  - o How do consumers reconcile the various emerging discrepancies between constructs such as a greater desire for personalization along with a fear of information sharing; a human capability of memory vis-à-vis external apps and devices; the role of human versus artificial intelligence in everyday life; or the increasing routinization and predictability of human behaviors.
- Health psychology
  - o The pandemic has exposed our health concerns dramatically and highlighted unique psychological issues that not only health-care marketers have to deal with, but all marketers need to learn and address, such as fear, anxiety, stigma, bias, sense of desperation, and consumer well-being. How can we advance our understanding of this interdisciplinary area?
- Evolutionary psychology
  - o Globalization and the rise of emerging markets, along with the growing adoption of new tools and technologies, have impacted firms' behavior and consumers in multiple ways. What can we learn from evolutionary psychology in the marketing context to understand these processes more fully?

To reiterate our earlier question and to further emphasize the importance of new theory development, we summarise the above points by raising the question of what happens to all the theories in buyer behavior and relationship marketing that primarily assumed that human behavior affects the core psychological components of human cognition, memory, learning, intelligence, emotions, and attitudes?

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For additional support, some examples for the types of papers we call for-

**We welcome conceptual papers that are primarily intended to build Theory, Theoretical models and testable propositions**

Reason: These types of papers serve as foundation papers for future researchers.

**We urge researchers to focus on research agenda development, as seen in the specimen articles mentioned below.**

For specimen of these types of articles, See most downloaded articles from two respective journals given below.

Jacobides, M. G., Cennamo, C., & Gawer, A. (2018). Towards a Theory of Ecosystems. *Strategic Management Journal*, 39 (8), 2255-2276.

Paul, J., & Mas, E. (2020). Toward a 7-P Framework for International Marketing. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2019.1569111>

Paul, J. (2018). Toward a 'Masstige' Theory and Strategy for Marketing. *European Journal of International Management*, 12 (5-6), 722-745.

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>

Rundle-Thiele, S., David, P., & Willmott, T. (2019), Social Marketing Theory Development Goals: Agenda to Drive Change, *Journal of Marketing Management*, 35(1-2), 160-181.

Tajdini, S., & Ramirez, E. (2019). Firm Authenticity: The Construct, Research Propositions, and Managerial Implications. *AMS Review*, 9 (3-4), 324-338.

Teece, D. J., Pisano, G., & Shuen, A. (1997). Dynamic Capabilities and Strategic Management, *Strategic Management Journal*, 18 (7), 509-533.

For more specimen papers of these types of articles, see research published in the Academy of Management Review, Academy of Marketing Science Review.

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Challagalla, G., Murtha, B. R., & Jaworski, B. (2014), Marketing Doctrine: A Principles-Based Approach to Guiding Marketing Decision Making in Firms, *Journal of Marketing*, 78 (4), 4-20.

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Hunt, S. D. (2020), Indigenous Theory Development in Marketing: The Foundational Premises Approach, *AMS Review*, 10 (Mar), 8-17.

Ismail, S., Malone, M. S., & Van Geest, Y. (2014), *Exponential Organizations: Why New Organizations Are Ten Times Better, Faster, and Cheaper Than Yours (And What To Do About It)*, New York: Diversion Books.

Jaakkola, E. (2020), Designing Conceptual Articles: Four Approaches, *AMS Review*, 10 (3), 1-9.

MacInnis, D. J. (2011). A Framework for Conceptual Contributions in Marketing. *Journal of Marketing*, 75 (July), 136-154.

Makri, K., Schlegelmilch, B. B., Mai, R., & Dinhof, K. (2020). What We Know About Anticonsumption: An Attempt to Nail Jelly to the Wall. *Psychology & Marketing*, 37 (2), 177-215.

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