

CALL FOR PAPERS

Special issue of Psychology & Marketing on 'Anti-consumption beyond traditional boundaries'

The area of anti-consumption owes its academic start to a 2002 special issue in *Psychology & Marketing*. Since then, research in anti-consumption has burgeoned in the last decade and a half and the study of anti-consumption is now ready to move beyond its 'product/corporate-centric' boundary into a broader realm of 'marketing compatible' disciplines and topics.

Given the broad positioning of *Psychology & Marketing* and the fact that 'individual and collective psychology' underpins most of what occurs in marketing and, by-proxy, anti-consumption, it is time for a follow-up special issue which takes into account the extensive developments in anti-consumption since the emergent works published in 2002. Accordingly, this special issue seeks papers studying anti-consumption across a broad spectrum of contexts, such as:

- Arts and fashion;
- Media, music, and film;
- Politics and policy;
- Not-for-profit and charitable organizations;
- Tourism and country of origin;
- Religion and philosophy;
- Organizational theory and supply chain management;
- Behavioral economics and financial markets;
- Information systems;
- Environmental and climate change research;
- Waste and dispossession;
- Superstition, magic, and taboo;
- Psychology of unconscious and mindful anti-consumers;
- Intentional and unintentional outcomes/consequences of anti-consumption;
- Sociology and social movements;
- Broad groups (companies/industries, or governments/countries) as anti-consumption agents or targets of anti-consumption;

Papers on topics related, but not limited to the above topics, will be considered. In all cases, however, the theoretical underpinnings of Psychology & Marketing should still play a fundamental role.

Please follow the submission guidelines for *Psychology & Marketing* as detailed under "Instructions to Authors" on the Wiley Website and send completed manuscripts electronically to Michael S. W. Lee at msh.lee@auckland.ac.nz, José Manuel Ortega-Egea at jmorteaga@ual.es, and Rajan Nataraajan at pmeditor@auburn.edu by March 31st, 2019.