

CALL FOR PAPERS

Journal of Consumer Psychology Special Issue: Nonconscious Processes in Consumer Psychology

The Journal of Consumer Psychology announces a call for papers on topics related to nonconscious processes in consumer psychology. Consistent with its tradition of publishing consumer psychology research that is cutting-edge, conceptually and theoretically important, and advances knowledge, the Journal of Consumer Psychology solicits academic papers to emphasize its continuing interest in promoting such research and increasing its impact. The Journal's goal is to publish a Special Issue in January 2011.

Eligible papers must be driven by a consumer psychology research problem that helps illuminate the role of nonconscious processes from a conceptual and theoretical perspective.

Timeline and Review Procedures

Manuscripts to be considered should be submitted no later than January 1, 2010. The process to be followed in reviewing these manuscripts will be identical to that used for all JCP submissions. The review process for manuscripts to appear in this special issue or section will be concluded on the timeline needed to publish the papers in the January 2011 issue of JCP.

Authors of relevant manuscripts (see illustrative list of focal topics below) that are currently under review at JCP or that may be submitted substantially in advance of the due date should indicate whether they wish to have their paper designated for publication in this Special Issue, if their manuscript is accepted for publication.

Topics

The following list illustrates representative topic areas that fit the theme of "Nonconscious Processes in Consumer Psychology". Consistent with the Journal of Consumer Psychology's goals (see C.W. Park's October 2008 editorial), emphasis will be placed not only on the fit with the special issue topic but in particular on the innovativeness and interest-generating potential of the manuscripts submitted. Broadly speaking, manuscripts should fall into one of the following three areas:

- Environmental influences on consumers that consumers are not conscious of
 - Nonconscious effects of non-social stimuli (e.g., brands activating goals, flags activating feelings of patriotism, etc.)
 - Nonconscious effects of social stimuli (e.g., influences of the presence of others, nonconscious mimicry or behavioral contrast, etc.)
- Mental processes that occur outside of consumer awareness

- Nonconscious goal pursuit
- Nonconscious emotion regulation or self-control processes
- Automatic stereotyping and prejudice in consumer psychology
- Consumer outcomes or decisions that occur outside of awareness
 - Automatic behaviors the consumer stops recognizing consciously (e.g., vice or habitual behaviors)
 - Automatic responses to brands or advertisements

Interested authors are also invited to clarify the fit of other potential topics through discussion with the Special Issue editors, Tanya Chartrand (tanya.chartrand@duke.edu) and Gavan Fitzsimons (gavan@duke.edu).

Submission

Manuscripts should be submitted in electronic format according to the submission guidelines given on the Journal's web site (<http://ees.elsevier.com/jcps/>) and addressed to:

Tanya Chartrand and Gavan Fitzsimons, Editors
Special Issue on Nonconscious in Consumer Psychology
Journal of Consumer Psychology