

Journal of Consumer Psychology

The Official Journal of the Society for Consumer Psychology

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Journal of Consumer Psychology announces two important policy changes. To further *JCP*'s unique role in catalyzing the process of ground breaking knowledge acquisition and dissemination in the area of consumer psychology, the journal seeks two types of manuscripts in addition to those it already publishes. Effective April 1st of 2009, the journal will consider the following types of articles for publication.

I. Short Report Articles:

These brief (less than 5,000 words, excluding references) articles report striking, cutting-edge findings from a single (or two) study, succinctly report profound ideas (theories) based on findings of previous research, or develop significant, innovative theories. Preferences will be given to articles that have theoretical and practical significance in regard to consumer domain-specific phenomena.

II. Review Articles:

These evaluative literature reviews advance our understanding about a theoretical construct regarding its antecedents and/or its effects on consumers' feelings, thoughts, judgments and behaviors. The maximum length of these conceptual review articles is 45 pages (excluding references). The critical requirements for these review articles are that they must (1) offer integrative insights and ideas that are based on and go beyond the findings of previous research, (2) offer clear future research directions to address issues left unresolved by the literature, and (3) address consumer psychology phenomena. A literature review extracted from a dissertation generally does not serve these purposes.