

CALL FOR PAPERS
Journal of Consumer Psychology Special Issue:
Behavioral Decision Theory

The **Journal of Consumer Psychology** announces a call for papers on topics related to on the Application of Behavioral Decision Theory (BDT) in Consumer Psychology.

The issue will focus on two kinds of articles:

1. Process accounts of BDT phenomena. Many behavioral decision phenomena, such as loss aversion, anchoring or behavioral inertia are presented as consistent ways people make decisions or judgments. The special issue encourages exploration of the psychological processes that guide such effects.

2. Social and personal consumer gains from Behavioral Decision Theory. BDT often provides prescriptions for better decisions as people understand the way issues of framing, context and perceptual distortions alter their choices. This special issue welcomes tests of decision strategies that lead people to make choices and judgments that will make them more satisfied with their choices and ultimately with their lives.

Articles can take the form of new empirical findings or review articles. Where an article breaks new ground, it is anticipated that the editors will recruit commentators who can elaborate on the new results. The articles will go through the standard JCP review process.

Timeline and Review Procedures

Manuscripts to be considered should be submitted no later than October 31, 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 October 2011 issue of JCP.

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:

Joel Huber and John Payne, Editors
Special Issue on Behavioral Decision Theory
Journal of Consumer Psychology