Call for Papers: Gambling Theory, Research, and Practice

*Journal of Business Research* Special Issue

*Guest Editors: Stephen R. McDaniel and Dick Mizerski*

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The gambling industry generates more world-wide revenue than all other forms of entertainment combined. In many countries, gambling is the consumer product of highest penetration of the population and number of products purchased. Gambling offers an attractive leisure option for recreational gamblers, while having a positive impact on local/state economies, through tourism and/or proceeds helping to fund charitable organizations and government programs. At the same time, however, the profitability of the gambling business needs reconciling with negative social costs (such as problem gambling).

While research on gambling as a form of consumer behavior continues to increase, the body of work reporting on the myriad of marketing and management phenomena concerning this lucrative business has not kept pace with its growth. Consequently, the *Journal of Business Research* is issuing a call for papers, with the goal of advancing knowledge on gambling behavior and management theory and practice. The focus of the papers can relate to business strategies, government policy-makers, employees, or consumer behavior. Submissions should be theoretical and empirical in nature from either domestic or international perspectives. A variety of empirical approaches are acceptable (e.g., ethnographic, survey, experimental or archival research). Some potential areas of study include (but are not limited to): what drives initial or continued gambling, employee training and retention, new gambling products/services, the importance of ethnicity, religion, culture and demographics on gambling behavior, tourism and other economic impacts, bettor sensitivity to gaming stimuli, and the effectiveness of government regulation of gambling.

Paper submissions should be sent to both guest editors by the deadline by WORD file attachment with an email message that tells what is unique and valuable in the paper. Use double spacing only for the cover page, abstract page, text pages, and reference pages. Submit to smcdanie@umd.edu and dickm@biz.uwa.edu.au by 15 January 2010. Papers in other areas are welcome by the editors. All manuscripts submitted must apply the editorial guidelines for the *Journal of Business Research*. The guidelines are available at: http://www.elsevier.com/wps/find/journaldescription.cws_home/505722/authorinstructions.

Please submit your paper to both special issue editors: Stephen R. McDaniel, School of Public Health, University of Maryland, College Park, MD 20742 (Email: smcdanie@umd.edu) and Dick Mizerski, Marketing M263, Business School, University of Western Australia, Crawley, WA 6009, Australia (Email: dickm@biz.uwa.edu.au).