

CALL FOR PAPERS

Journal of Consumer Psychology Special Issue: Aesthetics in Consumer Psychology

The **Journal of Consumer Psychology** announces a call for papers on topics related to aesthetics 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 October 2010.

Eligible papers must be driven by a consumer psychology research problem or issue which helps illuminate the role of aesthetics from a conceptual and theoretical perspective. The research must seek to identify unique effects of aesthetics that are distinguishable from other consumer experiences. In addition to publishing the research in the Journal of Consumer Psychology, communication of findings will occur in many possible formats: press releases, special sessions at the Society for Consumer Psychology conference, and other promotional efforts.

Timeline and Review Procedures

Manuscripts to be considered should be submitted no later than **October 31, 2009**. 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 2010 issue of JCP.

Authors of relevant manuscripts (see illustrative list of focal topics below) that are currently under review or that may be submitted 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 "Aesthetics 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 special issue topic but also on the innovativeness and interest-generating potential of the manuscripts submitted.

- Principles/themes/elements that underlie design and aesthetics regardless of consumption domain
- Interplay between aesthetics and hedonics.
- Role of sensory input in aesthetic experiences

- Conceptual properties of aesthetic experiences and the measurement of aesthetic experiences
- Unique characteristics of aesthetic experiences that are distinguished from other hedonic/affective experiences, and
- Unique effects of aesthetic experiences on consumer information processing and judgments that are distinguished from the effects of other affective/hedonic experiences

In addition to the above, the following substantive topics would also fit within the scope of this theme:

- Visual Representation
- Creativity and the Arts
- Non-Verbal Cues/Communication
- Visual Branding and Product/Logo/Packaging Design

Interested authors are also invited to clarify the fit of other potential topics through discussion with the special issue editors, Vanessa Patrick (vpatrick@uh.edu) and Laura Peracchio (lperacch@uwm.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:

Vanessa Patrick and Laura Peracchio, Editors

Special Issue on Aesthetics in Consumer Psychology

Journal of Consumer Psychology