

CALL FOR PAPERS

Journal of Consumer Psychology Special Issue: Brand Insights from Psychological and Neurophysiological Perspectives

The Journal of Consumer Psychology announces a call for papers on topics related to brands from psychological and neurophysiological perspectives. 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 2012.

Topics

The special issue will focus on two kinds of articles:

1. Invited papers on brands and branding from psychological and neuroscience perspectives. Topics for papers adopting neuroscience perspectives include: neural coding of valuation, multi-sensory processing using neurophysiological methods, motivational brain, risk-taking, epigenetics, neuroscience of wanting and liking.
2. Empirical papers that use psychological and neurophysiological methods (e.g., functional MRI (fMRI); electroencephalography (EEG), diffusion tensor imaging (DTI), eye-movement tracking) to advance our understanding of brands and branding. 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.

Timeline and Review Procedures

Manuscripts to be considered should be submitted no later than January 31, 2011. 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 2012 issue of JCP. Authors of relevant manuscripts 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.

Interested authors are also invited to clarify the fit of other potential topics through discussion with the special issue editors, Baba Shiv (shiv_baba@gsb.stanford.edu) and Carolyn Yoon (yoonc@umich.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:

Baba Shiv and Carolyn Yoon, Editors

Special Issue on Brand Insights from Psychological and Neurophysiological Perspectives

Journal of Consumer Psychology