

Call for Papers: Special Issue on Transformative Consumer Research at the Journal of Business Research

We are pleased to announce a call for papers for a special issue of 8-12 papers on Transformative Consumer Research (TCR) at the Journal of Business Research (JBR). This call is available only to tracks and track participants who are part of the 2017 TCR conference at Cornell University on June 18-20, 2017. As in the past, the goal of the JBR special issue will be to publish short academic papers that derive from the conference, such as conceptual or theory papers grounded in the literature that are related to TCR topics, though empirical papers would also be welcome.

Submission Guidelines

Authors may submit papers using the *Journal of Business Research* full length article format. Therefore, a submission must adhere to the [JBR author guidelines](#). In addition to the JBR guidelines, we emphasize multiple attributes for the TCR special issue here:

- It must be less than 8,000 words excluding the abstract, title page, references, tables, and figures.
- It should contain especially novel and interesting conceptual, theoretical or empirical research.
- It should demonstrate high standards of rigor (in terms of literature review, conceptualization, and stated insights).
- It should acknowledge past related research and show how the paper relates to this earlier work.
- It should offer a foundational conceptual framework for future work on a TCR issue.
- Make sure that you double space everything on the cover, abstract, text, and reference pages using 12-point Times New Roman type. Do not single space anything on the cover page, abstract, text, and reference pages. 13. Indent all paragraph starts 5 spaces.
- Before initial submission, ask two colleagues knowledgeable in the field to read the paper before submission and give comments to you. Thank the colleagues in the cover page in the bottom of the footnote paragraph that includes the complete addresses of all authors. Place this footnote paragraph at the bottom of the cover page.
- Use present tense as much as possible. Avoid passive tense.
- Keep your title to 14 words or less.
- Rarely-to-never use footnotes at bottom of pages and no endnotes at the end of the paper.
- Be sure that citations adhere to JBR requirements before initial submission.
- List all authors on the title page with full name, title, affiliation, and email.

Editorial Process

March, 2017 – call for papers sent to 2017 TCR conference track chairs.

June 18-20, 2017 – co-authors must attend the 2017 TCR conference on these dates (no exceptions).

December 1, 2017 – submission deadline; submit to the [JBR system](#) & choose “SI: 2017 TCR.” Julie and Brennan will serve as guest editors and manage the review process. Current Editor-in-Chief (EIC) Naveen Donthu will act as EIC for the special issue. The papers will then go through 2 rounds of blind review with at least 2 reviewers for each paper.

January 2018 – first round notification

March 1, 2018 – second round submission deadline

April 2018 – second round notification

June 1, 2018 – final round submission