

Call for Papers: Special Section on Transformative Consumer Research
at the Journal of Consumer Psychology

We are pleased to announce a call for papers for a special section of 3-4 papers on Transformative Consumer Research (TCR) at the Journal of Consumer Psychology (JCP). This call is available only to tracks that are part of the 2017 Transformative Consumer Research conference at Cornell University on June 18-20, 2017. All papers must be empirical or conceptual, and for empirical papers, any methodology (e.g., positivist or post-positivist) is acceptable as long as the paper is grounded in consumer psychology. This opportunity might be best for a team with members who have experience publishing in JCP because they will expect not only the same high standards but engagement with current advanced research there.

Submission Guidelines

Authors may submit papers using either the Research Reports or the Research Articles format. Therefore, a submission must adhere to the [JCP guidelines for one of these sections](#). Since the Research Reports format may be less familiar to some, we emphasize its multiple attributes here:

- It must be less than 4,000 words excluding the abstract, title page, references, tables, and figures.
- It should contain especially novel and interesting empirical and theoretical research.
- It should demonstrate high standards of rigor (in terms of literature review, conceptualization, methodology, empirical analysis, and stated insights derived from analysis).
- It should acknowledge past related research and show how their paper relates to this earlier work.
- It should have findings that: (1) are novel and interesting by themselves, (2) refute commonly held beliefs, (3) refute prior theory, or (4) refute prior explanatory processes.
- It should offer some preliminary theoretical explanation, but it is not necessary to rule out alternative explanations (unless an alternative explanation is obvious and more compelling).
- See the official [Research Reports guidelines](#) for more details.
- It should adhere to [journal guidelines](#) for formatting, as well.

Again, it is also possible to submit full-length Research Articles (50 page max).

Editorial Process

October 31, 2016 – 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).

October 1, 2017 – manuscript submission deadline; submit it through the [online submission system of JCP](#). Select “TCR 2017 special section” as the special issue.

November 1, 2017 – JCP editor Amna Kirmani or co-editor of Research Reports Anirban Mukhopadhyay make desk rejection decisions, if any. Authors will receive notice of this disposition (either way).

December 2017 – papers that make it to the review process will be sent for review by a team of JCP editorial review board members and/or reviewers. Connie Pechmann will serve as special section editor, and Julie Ozanne and Brennan Davis will serve as Associate Editors (subject to change). Manuscripts will then go through the typical JCP review rounds (including revision plans) under the special section editor.

For further inquiries about this JCP special section opportunity, please contact Connie Pechmann (cpechman@uci.edu). For questions about TCR, please contact Brennan Davis (bdavis39@calpoly.edu) and Julie Ozanne (julie.ozanne@unimelb.edu.au). For info on TCR, see <http://www.tcrconference.org> and for more info on JCP see <http://www.journalofconsumerpsychology.com>.