



Call for Papers

The *Journal of Consumer Affairs* Announces a Special Issue on

Pandemics and Consumer Well-being

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The *Journal of Consumer Affairs* (JCA) invites papers for a special issue on pandemics and outcomes influencing consumer well-being. The unprecedented COVID-19 pandemic has affected millions of people across the world both in terms of physical existence and livelihood. Even though academia is replete with research on epidemics and pandemics, not much is known about whether and how such situations influence consumer well-being. Therefore, this call for papers seeks to understand topics related to consumer well-being and pandemics at the intersection of markets, society, governance, and existence. Conceptual and empirical papers are welcomed on topics related to this call including, but not limited to:

- Policy directions and consumer well-being during a pandemic
- Vulnerability of marginal consumers in the time of a pandemic
- Mindfulness and resilience for consumer well-being during a pandemic
- Religion's influence on consumers' pandemic coping behaviors
- Powerlessness of consumers during a pandemic and their access to resources
- Pandemic-influenced deviant and prosocial consumer behavior
- Compulsive buying and hoarding during a pandemic
- Influence of scarcity of products and limited information on consumer well-being
- Role of digital marketing on consumer well-being during a pandemic
- Consumer precarity during a pandemic
- Influence of a pandemic on subsistence marketplaces

- Eating and exercise changes before, during, and/or after a pandemic
- Anti-consumption and sustainable consumption during a pandemic
- Research methods for examining consumer well-being during a pandemic

Manuscripts may be submitted online through Scholar One Manuscripts at <http://mc.manuscriptcentral.com/joca>. Style guidelines and publishing requirements can be viewed online at wileyonlinelibrary.com/journal/JOCA. Manuscripts should be at max 8,000 words all inclusive. The expected publication date is October 2021. Please contact the special issue editors for further information about the issue or the Editorial office at joca@consumerinterests.org for questions about the submission system.

Original submission deadline: October 31, 2020

New extended submission deadline: November 15, 2020

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