BEHAVIORAL ECONOMICS IN CONSUMER BEHAVIOR ANALYSIS

A special issue of The Behavior Analyst edited by Gordon R. Foxall, Cardiff University, UK

Call for Papers

In a post-industrial society, the primary economic activity is consumption, not production. Consumer behavior analysis draws on behavior analysis, behavioral ecology, behavioral economics, and marketing science to further understanding of all aspects of consumption (Foxall, 2001, 2002; Hantula & Wells, 2013). This special issue is intended to provide timely reviews of the research programs underway in this fast-growing sub-discipline and to showcase new developments and theoretical advances. Quantitative research reviews, meta-analyses, conceptual papers and theoretical treatises are appropriate for this special issue. Contributions are invited which employ the underlying intellectual frameworks and show how they combine to further consumer research. Papers that do not employ multiple perspectives are not likely to be reviewed positively.

This special issue seeks to publish papers that clearly make contact with diverse literatures and show how the inform, advance, and refine consumer behavior analysis. They should especially demonstrate the contributions of operant behavior economics (Foxall, 2015) to consumer psychology and marketing. The behavioral foundations of this research may be found in the following papers (Foxall, 2001; DiClemente & Hantula, 2003; Foxall, 2010; Hantula, 2012; Herrnstein, 1990; Hursh, 1980, 1984); however the scope of the special issue is wide: see The Routledge Companion to Consumer Behavior Analysis (Foxall, 2016) for an up to date indication of the range of possibilities.

Inquiries concerning possible submissions are encouraged and should be sent to the editor at Foxall@cf.ac.uk

Papers should be approximately 20 manuscript pages (excluding tables, figures and references) conform in all ways to the requirements for submissions to The Behavior Analyst. It is recommended that papers be professionally proofread prior to submission.

Papers for consideration should be submitted via the online manuscript submission system at https://www.editorialmanager.com/tbha/default.aspx

The closing date for submissions is December 31, 2016.

*Please indicate in your cover letter that the submission is for the Special Issue on BEHAVIORAL ECONOMICS IN CONSUMER BEHAVIOR ANALYSIS
References


