Call for papers: **Well-Being (WB) and Quality of Life (QOL)**

**International Review on Public and Nonprofit Marketing**

*Guest Editors:*

**Carmen Pérez-Cabañero.** Associate professor. Marketing department. University of Valencia (Spain)

**Rocco Palumbo.** Research fellow. University of Salerno (Italy)

This special issue aims at assessing and advancing the extant scientific knowledge in the fields of Well-Being (WB) and Quality Of Life (QOL), contextualizing it in in the area of Public and Nonprofit Marketing.

Enhancing WB is a categorical goal for individuals, communities, nations, and the overall world society. Even though Gross Domestic Product (GDP) is the most common and quick way to measure economic development, policy makers are increasingly recognizing the need to complement this measure in order to contemplate ongoing societal and political issues, including environmental sustainability and social inclusion. Indeed, the discussion on how to gauge overall progress of societies paved the way for important initiatives in many European countries (see, for example, Glatzer, et al., 2015 and McCabe and Johnson, 2013). For this purpose, objective indicators assessing economic development should be complemented with subjective measures, in order to achieve a deeper understanding of social progress and collective well-being.

The versatility and the ramification of the WB and QOL concepts have nourished various streams of research in different areas. In fact, scholars have suggested different definitions and measures of WB and QOL, depending on their specific research purposes (Ercsey and Józsa, 2015). For the sake of the argument, in public policy research is focused on the conceptualization of QOL and its taxonomy (Brown et al., 2004), as well as on the role of QOL in the development of future policies (McGregor et al., 2009). In the marketing area, research is escalating especially in the fields of tourism (Neal et al., 2007; Forgeard et al., 2011; Nawijn, 2012; Sirgy et al., 2011; Dolnicar et al., 2012; Uysal et al, 2015), social marketing (Wymer, 2015), community services (Sirgy et al., 2000; Sirgy, 2011), cultural services (Ercsey and Jozsa, 2015) and health care (Dagger and Sweeney, 2004; Zainuddin et al., 2013; Baalbaki and Malhotra, 2015). With specific regards to health services, value co-creation has been pointed out to be especially relevant to achieve increased individual and collective well-being(Sweeney et al., 2015). However, further developments are required to grasp the effects of value co-creation on health outcomes in the health care service system (Palumbo, 2016).

The lack of conceptual clarity affects both WB and QOL. Moreover, these concepts have been widely used interchangeably by scholars (Diener et al., 1999; Costanza et al. 2007; Dann and Nordstrand, 2009; Moscardo, 2009; Sirgy, 2010, Uysal et al., 2015). In fact, QOL has been understood as a personal sense of well-being (Cohen, 2012); as well, it could be depicted as the consumers’ perception of and satisfaction with his/her overall life (Diener, 1984; Diener et al., 1997; Neal et al., 2007; Neal and Gursoy, 2008; Kim et al., 2015; Lee et al., 2015). Alternatively, some authors state that WB is part or QOL, which in turn includes happiness, subjective well-being, and satisfaction with life (Sirgy, 2001).
Christopher and Hickinbottom (2008) discussed two main conceptualizations of good life in positive psychology: the subjective well-being theory (Diener, 2009) and the authentic happiness theory view (Seligman, 2002). The first view states that subjective well-being (SWB) is a collection of phenomena about people’s emotional responses, life domain comfort, and global judgments of life satisfaction (Diener et al., 1999; Gilbert and Abdullah, 2004; Sirgy et al., 2011). From this standpoint, high SWB implies absence of depression, frequent and intense positive states, and global life satisfaction. The authentic happiness theory assumes that personal well-being is made of three main components: a pleasant life (i.e. having positive emotions), a meaningful life, and engagement (that is, involvement in daily life activities) (Seligman, 2002). Seligman’s (2011) review pointed out that these three elements just describe happiness (i.e. life satisfaction), while SWB requires two additional factors: positive relationships and accomplishment. These five elements are known with the acronym PERMA, whose measurement has been recently discussed (Forgeard et al., 2011).

As a multidisciplinary journal, we are looking for original contributions which attempt to contextualize WB and QOL in the area of public and nonprofit marketing. Both conceptual and empirical papers are welcome. Multidisciplinary and multimethod studies are also encouraged. In line with the journal’s aims, manuscript should adopt either a marketing or a business management perspective.

Suggested topics include:

- Value co-creation, WB and QOL
- Analysis of WB and QOL in different contexts, including social marketing, health marketing, and tourism
- Revisiting the conceptualization of WB (objective & subjective) and QOL
- Measuring subjective WB and QOL regarding individuals, communities or nations
- Domains of life, their interrelations and how they contribute to QOL
- Dynamics of WB and QOL, external and internal factors influencing their evolution
- Cross cultural studies on WB and QOL
- Sustainability issues – environmental, social, economic – related to WB and QOL
- Internet and social media links with WB and QOL

Author guidelines are available at:

http://www.springer.com/business+%26+management/marketing/journal/12208

The closing date for submissions is 6th of January 2017 for publication in June of 2017. Submissions should only be made using the online submission system (and not by emailing to the Guest editors) at: https://www.editorialmanager.com/irpn/Default.aspx

If you have questions regarding relevance and submission of your work to this special issue, please email the guest editors at carmen.perez-cabanero@uv.es or rpalumbo@unisa.it
References


