

## Call for Papers

### Thematic Symposia of the **Journal of Business Ethics**

#### **Internet Addiction and Social Marketing**

Submission Deadline: **February 28, 2018.**

#### **Guest Editors:**

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#### **Introduction to the Thematic Symposia**

Internet addiction disorder (IAD) and problematic computer use cause social and psychological problems among others. These compulsions are “repetitive and seemingly purposeful behaviours that are performed according to certain rules or in a stereotyped fashion” (American Psychiatric Association, 1985:234, (O’Guinn, and Faber, 1989:147). Previous surveys in the West have indicated alarming escalation (Cash et al. 2012; Weinstein and Lejoyeux, 2010). Although there is no similar data worldwide, the rapid diffusion and usage of computers and the Internet ensures that this problem is not context specific, but has an increasing general impact. Moreover, no generation is spared from this disorder. Albeit, the Generation Z/Millennials (i.e. the generation aged 0-9 in 2004) are considered most affected by Internet addiction, the Generation Ys and others are not exempted. Social marketing on the other hand seeks to influence the behaviours of consumers rather than for the benefit of the marketer. Since the 1970’s efforts have been made to sell ideas, attitudes and behaviours (Ndubisi, 2014; Weinreich, 2006) - the crux of social marketing. The incentives and reward systems in marketing fuel addiction and unethical business behaviour (Utgård, Dahlstrom and Nygaard, 2015). Social marketing though, has been used extensively in diverse contexts to mitigate problems related to the usage of condoms, to services and practices such as breastfeeding, eating disorder, obesity, alcoholism, drug use and abuse, and environmental protection. Social marketing also focus on other social problems caused by addiction i.e. compulsive sexuality, pathological gambling, kleptomania, or compulsive buying (O’Guinn, and Faber, 1989). More recently, Internet addiction has joined the list, yet little is known about the connection between Internet addiction and the effect of social marketing. Furthermore, we know little about how principles of marketing can be used to constraint Internet addiction and problematic consequences of computer usage.

Consequently, in-depth discussions are limited of how social marketing can be used for promoting the awareness of or for providing interventions against Internet addiction and problematic computer use. Research with clear theoretical and/or practical contributions to Internet addiction and problematic computer use research through the lens of social marketing are sought. Thematic symposia of “*Internet Addiction and Social Marketing* will continue with the journal’s standard of publishing cutting-edge, relevant and rigorous scholarship in trying to bridge the above aforementioned gap.

### **Prospective Themes of the Thematic Symposia**

Manuscripts offering new insights into how social marketing can be used to promote awareness of and/or provide interventions against Internet addiction in the form of conceptual, case-based or empirical papers on the following (but not limited to) areas are welcome:

- Drivers of Internet addiction and problematic use of computers
- Effects of Internet addiction at micro, meso- and macro levels
- Excessive Internet consumption, behaviour change strategies and motivations
- Internet addiction, crime and monitoring systems
- Regulations, marketing communication and Internet addiction
- Internet usage and sustainability
- Mindful computer use
- Internet consumer mindfulness/mindlessness
- Ethical marketing and ethical use of Internet and computer technologies
- Cross-cultural and cross-generational Internet addiction facilitators and inhibitors
- Social and psychological influences on Internet addiction and behaviour change
- Environmental factors (e.g. economic, legal, political and technological factors) and their role in Internet addiction and behaviour change
- De-marketing techniques of the Internet to addicts-strategies and tactics
- Interventions against Internet addiction, cross-generational/cross-cultural comparisons
- Internet addiction and social change, cross-cultural perspectives
- Cognitive moral development (CMD) theory, uses and gratifications theory and application of other relevant theories
- Internet addiction and marketing/consumer psychology
- Role of Internet addiction education, campaigns and awareness in behaviour change
- Internet addiction and social change: Demographic and psychographic factors
- Internet incentives, reward power and addiction problems
- Other Internet addiction-social marketing interfaces. **Submission Instructions**

The deadline for submission of manuscripts is **February 28, 2018**. Manuscripts must be formatted according to the guidelines of the journal available at

<http://www.springer.com/philosophy/ethics+and+moral+philosophy/journal/10551> .

Authors are strongly encouraged to refer to the Journal of Business Ethics website and the instructions on Submitting a paper. For more information see:

<http://www.springer.com/social+sciences/applied+ethics/journal/10551>.

All papers will undergo a double-blind review process.

Please submit manuscripts to [www.editorialmanager.com/busi/](http://www.editorialmanager.com/busi/) and questions regarding the thematic symposia to the Guest Editors Nelson Oly Ndubisi, Tarje Gaustad, or Arne Nygaard.

### **About Journal of Business Ethics**

The Journal of Business Ethics publishes only original articles from a wide variety of methodological and disciplinary perspectives concerning ethical issues related to business that bring something new or unique to the discourse in their field. This journal is one of the exclusive

50 top journals used by the Financial Times in compiling the prestigious Business School research rank.

## References

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