

## Call for Papers and Peer Reviewers/Referees

### International Journal of Consumer Studies, Special Issue on New Approaches to Consumer Research

The *International Journal of Consumer Studies* is designed to provide an international forum for academic and research papers about consumer affairs. It publishes studies of goods and services from a user perspective on topics such as access and awareness, design and quality, information and choice, marketing and advice, rights and responsibilities as well as standards and safety.

At the heart of research articles published in the journal are a set of methodological decisions taken several months – even years – earlier in the research process. Even though our constituent research articles span a considerable range of topics and academic traditions, we all start off with simple but challenging questions about the kind of data we need to collect. How and where do we acquire the evidence on which our thinking must so crucially depend? Models and theories have little value unless they emerge from and are tested by data. Philosophical distinctions between quantitative and qualitative research, styles – even fashions – of professional work within these broad parameters, operational decisions about design, sampling and data analysis form the methodological mosaic at our feet.

As practitioners in consumer studies, we often – perhaps inevitably – find ourselves more concerned with the conclusions offered by research articles than the methodological thinking underpinning them. Yet we know there are colleagues adapting and innovating methodologies in the quest for data. The journal has therefore decided to invite submissions for a special edition in **March 2010** to encourage discussion on consumer studies methodologies.

- The nature of methodological problems in research projects.
- The implications of the qualitative/quantitative traditions.
- Experience of mixed methodologies.
- Techniques imported from other fields.
- The politics of methodological decisions.

The list is by no means exhaustive. The journal and editor of this special issue would welcome any work which contributes to a better understanding of methodology as applied in consumer studies and *manuscripts that present research innovations to address problems are particularly welcome*. Articles may be theoretical, report on specific research or reflect on practice. They should add significantly to the research literature for consumer studies.

This issue of the journal is intended for any one with an academic or professional interest in consumer studies. The deadline for Expressions of Interest and an outline of the proposed paper has now passed but authors able to submit a finished manuscript by **31<sup>st</sup> May 2009** should write to the guest editor of this issue – Phil Lyon – at the address below.

### Call for Peer Reviewers/Referees

The *International Journal of Consumer Studies* offers an opportunity for interested academics and professionals in consumer research to join other eminent scholars and professionals in engaging in the double-blind peer review process. As a referee for the Special Issue you will be asked to review one or two articles and will be provided with guidelines. Interested parties should forward their contact details to the address below. Please indicate up to three topic areas (key words) on which you are confident of being able to provide a considered assessment.

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