

Special Issue on:

“Consumer Behaviour: Paradigm Shift, Opportunities & Challenges”

To be published in

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## **Introduction**

Consumer Behaviour has its roots in Economics. ‘Utility Theory’ from Economics was the first of its kind to deal with how consumers make choices based on the expected outcomes of their decisions. From the ‘Utility Theory’ developed during 1871 till date (2014) the Consumers and their behavior have undergone phenomenal changes due to several External and Internal Factors. Documenting these changes, as they have taken place in the marketplace, would be insightful as well as interesting. In this special issue of “Journal of Marketing Vistas” the focus is on “Consumer Behaviour: Paradigm Shift, Opportunities & Challenges”. This thematic issue focuses on the changes that have taken place in Consumer Behaviour either due to challenges/opportunities induced by External/Internal Factors. Papers in this issue will cover the whole spectrum of Consumer Behaviour issues as outlined below. We welcome conceptual, empirical (quantitative and qualitative) and case study research.

## **Subject Coverage**

Potential authors are kindly invited to submit papers related, but not limited, to the following topics:

- New Trends and Developments in Consumer Behaviour
- Issues and Opportunities Relating to Globalization
- All about Consumer Well Being
- Branding and Consumer Behaviour
- Technology Revolution and Its impact on Consumer Behaviour
- Mood and Consumption and Negative Consumption
- Leisure, Entertainment and Consumer Behaviour
- Co-creation and Value perception

## Important Dates

Submission of papers: **November 30<sup>th</sup>, 2014.**

Notification of acceptance: December 20<sup>th</sup>, 2014

Publication schedule: Jan-July 2015

## Submission Instructions

This special issue is based on a collection of high quality papers presented at the **2<sup>nd</sup> International Conference on Contemporary Marketing Issues (ICCMi) held in Athens, Greece, on 18-20 June 2014**, provided they are enhance with new material. Moreover, public submissions are welcome.

Papers must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. A standard double-blind review process will be used to select papers for the special issue.

The submitted manuscripts should follow the instructions as outlined in the Author Portal found on the Journal's Website (see URL below). Electronic submission in PDF format is required. Papers should be submitted directly to the guest editors' e-mails ([madhurimadeb@yahoo.com](mailto:madhurimadeb@yahoo.com) or [madhurima.deb@iimkashipur.ac.in](mailto:madhurima.deb@iimkashipur.ac.in)).

Accepted papers must follow the guidelines posted at:

<http://www.ipeindia.org/main/index.php?page=journal-of-marketing-trends>.

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