

**REVIEW OF MARKETING SCIENCE  
(ROMS)**

Proposal for a Special Issue

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**TITLE:**

**Contemporary issues in Consumer Research**

The study of Consumer Behavior is vital to the successful formulation of a Marketing Strategy for a firm. As the buying behaviors of consumers change, so do the marketing strategies and techniques adopted and followed by the firms. Some issues, among many others, related to the evolving field of Consumer Behavior are the impact of the decreasing spending powers of consumers on their behavior, their attitudes towards environmental issues, the role of technology and online consumer behavior, their views concerning ethical consumption etc. The Special Issue will examine some of the above mentioned topics, or others not mentioned here, giving emphasis however on the theme of ethical consumption, and its impact on companies marketing strategies.

Guest editors welcome manuscripts that should be empirical in nature, quantitative in methodology, either surveys or experiments, one and/or multiple-countries in scope.

This Special Issue will be based on a collection of excellent papers presented at the **International Conference on Contemporary Marketing Issues (ICCMi) 2018**. Authors are encouraged to submit their papers first to ICCMI 2018 for presentation before the conference submission due date (read more: <http://www.mkt.teithe.gr/iccmi2018>). Then, the selected best papers, after having been upgraded, will be submitted to ROMS following the standards and the [Manuscript Preparation Guidelines](#) of the [Journal](#). Papers must not have been published, accepted for publication, or presently be under consideration for publication elsewhere.

For any questions about this Special Issue, please contact the guest editors.