

International Journal of Consumer Studies

**Call for Papers – Annual Special Issue:
‘SYSTEMATIC LITERATURE REVIEWS
INCLUDING CONCEPTUAL PAPERS’**

**Submission period:
February 15–May 31, 2025**

Fast Track Review.

Journal Rankings:

**Q1 on WOS & Scopus,
21st best out of 304 Bus journals (WOS), A
Ranked (ABDC Australia), Impact Factor 8.6,
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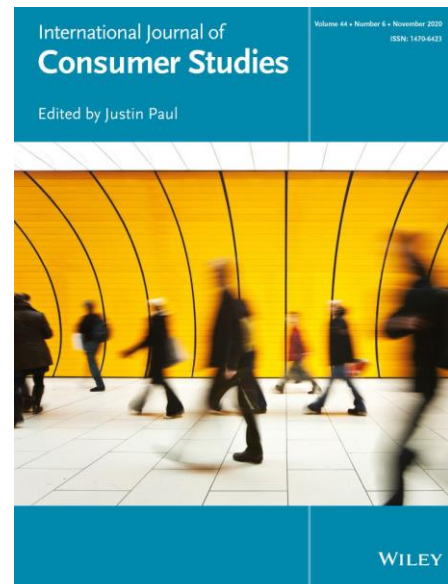
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About the *IJCS*

The *International Journal of Consumer Studies (IJCS)* is a 50-year-old journal ranked twenty-first/21st best out of 304 SSCI-listed Business journals by Web of Science and A-ranked by the Australian Business Deans Council. *IJCS* has the highest impact factor among consumer research journals (8.6 IF, **13.6 Cite score (2023)**). The *IJCS* is delighted to announce the call for papers for its fifth annual Special Issue on ‘Systematic Reviews in Consumer Studies’.

Call for papers

More than 20 years into the twenty-first century, it is now an opportune time to take stock of the field of consumer studies. A field advances when new studies are built upon prior studies by consolidating existing findings, reconciling conflicting results, identifying research gaps, and suggesting avenues that will meaningfully advance theory, method, policy, and practice (Hao et al., 2019; Kumar et al., 2019). We wish to frame the next wave of consumer studies by employing systematic reviews. As an established research approach, systematic reviews rely on the use of reproducible methods and procedures to identify, select, and critically appraise a particular area of study to set a future research agenda concerning theories, methods, constructs, and contexts (Paul & Rosado-Serrano, 2019; Jebarajakirthy et al., 2021; Hassan et al., 2022).

Challenges in scholarship (e.g., lack of novelty, insufficient understanding of theory, lack of theoretical contributions) emerge when we do not systematically understand the underlying body of knowledge (Dhaliwal et al., 2020; Mishra et al., 2020). Future consumer studies’ theory and research design will benefit from state-of-the-art insights revealed by systematic reviews. With this Special Issue, we, therefore, aim to enhance our understanding of consumer studies and their underpinnings, drive novel and provocative consumer research, and discourage replete and recycled research that yields poor returns in consumer studies.

Systematic reviews can be approached manifoldly (Paul & Criado, 2020; Paul et al., 2021). We highly recommend the use of a well-grounded methodological approach to conducting systematic reviews, which may include, but are not limited to, the following types of systematic reviews: *theory-based* reviews (e.g., Hassan et al., 2016; Gilal et al., 2019; Tanrikulu, 2021; Zha et al., 2024), *theme-based* reviews (e.g., Paulet al., 2017; Rana & Paul, 2017; Kahiya, 2018; Rosado-Serrano et al., 2018; Hao et al., 2019), *framework-based* reviews (e.g., Paul & Benito, 2018; Lim et al., 2020; Pradhan, Kishore, & Gokhale, 2023), *theory–context–characteristics–methodology (TCCM)-based* reviews (e.g., Paul & Rosado-Serrano, 2019; Chen et al., 2021; Hassan et al., 2022; Çelik et al., 2023), *theory development* reviews (e.g., Pansari & Kumar, 2017; Paul, 2019; Paul & Mas, 2019), *hybrid-narrative* reviews (e.g.,

Dabić et al., 2020; Buphapant & Brandão, 2023; Sharma et al., 2023), and *meta-analysis* (e.g., Barrari et al., 2020; Rana & Paul, 2020).

We welcome systematic reviews on any topic within the domain of consumer studies, including related subject areas (directly or indirectly), which may include, but are not limited to, the following areas:

- Consumer behaviour
- Marketing
- Consumer services
- Consumer culture
- Consumer economics
- Consumer ethics
- Consumer psychology
- Consumer policy
- Consumer protection
- Consumer psychology
- Consumer and family
- Consumer and gender
- Consumer and globalisation
- Consumer and sustainability
- Technology and topics related to consumers
- Consumer engagement
- Consumer–brand relationships
- Consumer experience
- Consumer emotions
- Consumer vulnerability
- Consumer wellbeing
- Consumer journey
- Consumer studies related topics in hospitality, tourism, and leisure
- Consumer health and wellness
- Digital consumer behavior
- Consumer decision-making processes
- Cross-cultural consumer studies
- The impact of social media on consumer behaviour
- Ethical consumerism and corporate social responsibility
- Consumer trust and loyalty

- Consumer perception and attitudes
- The role of influencers in consumer choices
- Consumer privacy and data protection
- Sustainable consumption patterns
- Consumer education and awareness
- The gig economy and consumer behaviour
- The sharing economy and its impact on consumption
- Consumer response to artificial intelligence and automation

Suggestions:

The *IJCS*'s reputation as a leading consumer studies journal is built upon the rigour, novelty, and impact of its published papers. To this end, we offer some tips that we hope will be useful to scholars interested in submitting articles to this Special Issue. In this context, please follow the guiding articles by editors. For example, Paul et al. (2023) have provided several organising frameworks for developing an impactful Systematic Literature Review (SLR) article. Hulland (2024) highlighted the problems of mere bibliometric reviews and provide some guidelines. Paul et al. (2021) introduced the SPAR-4-SLR protocol for creating a useful SLR, and Paul and Menzies (2023) provided some recommendations regarding writing SLRs. Some of these rules include:

- Focus on a topic that is relevant to a broad global audience—that is, avoid narrow topics related to one country, single industry, etc.
- Adopt a well-grounded methodological approach for conducting the systematic review and follow its respective conventions. For example, systematic reviews should consider widely used theories/models/frameworks, constructs, contexts, and methods of the topic studied.
- Provide a comprehensive and transparent account of the methodological approach used in conducting the systematic review.
- Use the highest standards of inclusion criteria for the systematic review (e.g., journal selection criteria, review period).
- Offer meaningful takeaways from the systematic review, wherein existing findings are consolidated and conflicting results are reconciled.
- Dedicate a significant portion of the paper (at least 20%) to developing a future research agenda concerning theory (including theoretical models and frameworks), context, constructs, and methods.

We look forward to receiving, reviewing, and publishing high-quality systematic reviews in this Special Issue. For more information, please refer to:

- Grewal, D., Puccinelli, N., & Monroe, K. B. (2018). Meta-analysis: integrating accumulated knowledge. *Journal of the Academy of Marketing Science*, 46(1), 9–30.
- Hulland, J. (2024). Bibliometric reviews—some guidelines. *Journal of the Academy of Marketing Science*, 1–4.
- Palmatier, R. W., Houston, M. B., & Hulland, J. (2018). Review articles: Purpose, process, and structure. *Journal of the Academy of Marketing Science*, 46(1), 1–5.
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know?. *International Business Review*, 101717.
- Paul, J., & Menzies, J. (2023). Developing classic systematic literature reviews to advance knowledge: Dos and don'ts. *European Management Journal*, 41(6), 815–820. <https://doi.org/https://doi.org/10.1016/j.emj.2023.11.006>
- Paul, J., Khatri, P., & Kaur Duggal, H. (2023). Frameworks for developing impactful systematic literature reviews and theory building: What, Why and How?. *Journal of Decision Systems*, 1–14.
- Paul, J., Lim, W. M., O’Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4), O1–O16.

Note: We have no word limit for review articles.

Submission procedure

Submissions should be made through the Scholar One submission system. Authors must clearly state in the Cover Letter that the paper submitted will be evaluated for inclusion in the Special Issue on ‘Systematic Reviews in Consumer Studies.’

Important dates

Referee reports to author(s): Within 40 DAYS.

Acceptance result: After two rounds of reviews through our fast-track review process

Contact editors

If you have any queries, please feel free to contact the Special Issue editors.

References

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- Jebarajakirthy, C., Maseeh, H. I., Morshed, Z., Shankar, A., Arli, D., & Pentecost, R. (2021). Mobile Advertising: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1258–1291. <https://doi.org/10.1111/ijcs.12728>
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- Kumar, A., Paul, J., & Unnithan, A. (2019). Masstige marketing: A review, synthesis and research agenda. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2019.09.030>
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- Pradhan, B., Kishore, K., & Gokhale, N. (2023). Social media influencers and consumer engagement: A review and future research agenda. *International Journal of Consumer Studies*, 47(6), 2106–2130. <https://doi.org/10.1111/ijcs.12901>
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Further Reading

Type 1: Theory-based review

Bölen, M. C., Calisir, H., & Özen, Ü. (2021). Flow theory in the information systems life cycle: The state of the art and future research agenda. *International Journal of Consumer Studies*, 45(4), 546–580. <https://doi.org/10.1111/ijcs.12641>

Gilal, F. G., Zhang, J., Paul, J., & Gilal, N. G. (2019). The role of self-determination theory in marketing science: An integrative review and agenda for research. *European Management Journal*, 37(1), 29–44. <https://doi.org/10.1016/j.emj.2018.10.004>

Tanrikulu, C. (2021). Theory of consumption values in consumer behaviour research: A review and future research agenda. *International Journal of Consumer Studies*, 45(6), 1176–1197. <https://doi.org/10.1111/ijcs.12687>.

Type 2: Framework-based Thematic review

2a) ADO Framework

Paul, J., & Benito, G. R. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90–115. <https://doi.org/10.1080/13602381.2017.1357316>

Pradhan, B., Kishore, K., & Gokhale, N. (2023). Social media influencers and consumer engagement: A review and future research agenda. *International Journal of Consumer Studies*, 47(6), 2106–2130. <https://doi.org/10.1111/ijcs.12901>

Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*, 45(4), 645–663. <https://doi.org/10.1111/ijcs.12651>.

2b) Theory–Context–Characteristics–Methodology (TCCM)- Based Framework

Çelik, F., Çam, M. S., & Koseoglu, M. A. (2023). Ad avoidance in the digital context: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 47(6), 2071–2105. <https://doi.org/10.1111/ijcs.12882>

Chen, Y., Mandler, T., & Meyer-Waarden, L. (2021). Three decades of research on loyalty programs: A literature review and future research agenda. *Journal of Business Research*, 124, 179–197. <https://doi.org/10.1016/j.jbusres.2020.11.057>

- Hassan, S. M., Rahman, Z., & Paul, J. (2022). Consumer ethics: A review and research agenda. *Psychology & Marketing*, 39(1), 111–130. <https://doi.org/10.1002/mar.21580>.
- Paul, J., & Rosado-Serrano, A. (2019). Gradual internationalization vs born-global / international new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830–858. <https://doi.org/10.1108/IMR-10-2018-0280>
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Type 3: Theme-based Structured Systematic Literature review

- Hao, A. W., Paul, J., Trott, S., Guo, C., & Wu, H. H. (2019). Two decades of research on nation branding: A review and future research agenda. *International Marketing Review* (in press). <https://doi.org/10.1108/IMR-01-2019-0028>
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Type 4: Review aiming for Theory Development

- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311. <https://doi.org/10.1007/s11747-016-0485-6>
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- Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis and extension. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-04-2017-0130>

Type 5: Hybrid- review

- Bubphapant, J. & Brandão, A. (2023). Content Marketing Research: A review and research agenda. *International Journal of Consumer Studies*. Ahead-of-print. <https://doi.org/10.1111/ijcs.12984>
- Dabić, M., Vlačić, B., Paul, J., Dana, L. P., Sahasranamam, S., & Glinka, B. (2020). Immigrant entrepreneurship: A review and research agenda. *Journal of Business Research*, 113, 25–38. <https://doi.org/10.1016/j.jbusres.2020.03.013>
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Type 6: Meta-analytical Review

- Barari, M., Ross, M., Thaichon, S., & Surachartkumtonkun, J. (2020). A meta-analysis of customer engagement behaviour. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12609>
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Type 7: Bibliometric Review

- Akarsu, T. N., Marvi, R., & Foroudi, P. (2023). Service failure research in the hospitality and tourism industry: a synopsis of past, present and future dynamics from 2001 to 2020. *International Journal of Contemporary Hospitality Management*, 35(1), 186–217. <https://doi.org/10.1108/IJCHM-11-2021-1441>

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