

# International Journal of Consumer Studies

International Journal of  
**Consumer Studies**

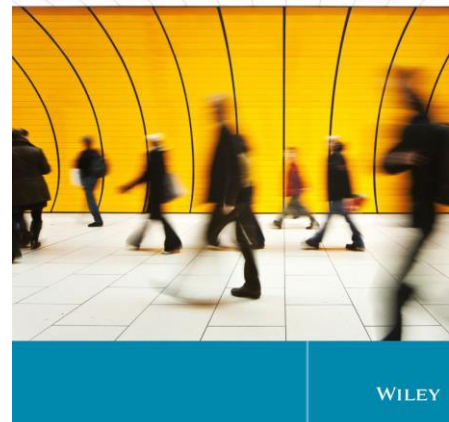
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Edited by Justin Paul

## Call for Papers - Annual Special Issue: 'SYSTEMATIC LITERATURE REVIEWS IN CONSUMER STUDIES'

**Submission period:**  
**May 15 - August 31, 2021**

**Fast Track Review.**  
**A Ranked Journal (ABDC Australia)**



## Special Issue Editors

### Justin Paul

Professor, University of Puerto Rico, PR, USA & Distinguished Scholar- IIM- K, India.  
(Editor in Chief, International Journal of Consumer Studies)

Email: [profjust@gmail.com](mailto:profjust@gmail.com), [justin.paul@upr.edu](mailto:justin.paul@upr.edu)

### Bernadett Koles, Ph.D

Associate Professor, IESEG School of Management, France  
&

Associate Editor, International Journal of Consumer Studies

Email: [b.koles@iesege.fr](mailto:b.koles@iesege.fr)

### Rodoula H. Tsiotsou

Professor of Services Marketing

Director of Marketing Laboratory MARLAB

University of Macedonia, Greece

(Associate Editor, Journal of Services Marketing)

Email: [rtsiotsou@uom.edu.gr](mailto:rtsiotsou@uom.edu.gr)

### Sandra Maria Correia Loureiro

Professor at ISCTE-Instituto Universitário de Lisboa, Lisbon, Portugal

(Coordinating Editor, International Journal of Hospitality Management)

Email: [sandramloureiro@netcabo.pt](mailto:sandramloureiro@netcabo.pt), [sandra.loureiro@iscte-iul.pt](mailto:sandra.loureiro@iscte-iul.pt)

## About IJCS

The *International Journal of Consumer Studies (IJCS)* is a 45-year-old journal ranked as A category (Australian Business Deans Council) with a rich history of publishing leading consumer research. *IJCS* is delighted to announce the call for papers for its second annual special issue on ‘Systematic Reviews in Consumer Studies’.

## Call for papers

After twenty years in the 21<sup>st</sup> 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 findings, identifying research gaps, and suggesting avenues that will meaningfully advance theory, method, policy, and practice (Hao et. al, 2019; Kumar, Paul & Unnithan, 2019). We wish to frame the next wave of consumer studies by means of 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 given area of study in order to set future agenda with reference to theory, methods, constructs and context (Paul & Rosado-Serrano, 2019; Lim, Yap & Makkar, 2020).

Challenges in scholarship (e.g., lack of novelty, poor understanding of theory) emerge when we do not have a systematic understanding of the underlying body of knowledge (Dhaliwal et .al, 2020; Singh & Koles, 2020). The theory and research design of future consumer studies will benefit from state-of-the-art insights revealed by systematic reviews. Hence, through this special issue, we aim to enhance our understanding of consumer studies and its underpinnings; to drive novel and provocative consumer research; and to discourage replete and recycled research that yields poor returns in consumer studies.

Systematic reviews can be approached in myriad ways (Paul & Criado, 2020). We highly recommend using a well-grounded methodological approach to conduct systematic reviews, which may include, but not limited to, the following types of systematic reviews: *theory-based reviews* (e.g., Gilal, Zhang, Paul, & Gilal, 2019; Hassan, Shiu, & Parry, 2016), *theme-based reviews* (e.g., Hao et al., 2019; Kahiya, 2018; Canabal & White, 2008; Paul, Parthasarathy, & Gupta, 2017; Rana & Paul, 2017; Rosado-Serrano, Paul, & Dikova, 2018), *framework-based reviews* (e.g.; Paul & Benito, 2018; Lim, Yap & Makkar, 2020), *theory-context-characteristics-methodology (TCCM)-based reviews* (e.g., Canabal & White III, 2008; Paul & Rosado-Serrano, 2019; Paul & Singh, 2017), *theory development reviews* (e.g., Paul, 2019; Paul & Mas, 2019; Pansari & Kumar, 2017), *hybrid-narrative reviews* (e.g., Dabić et al., 2020), *bibliometric analysis* (e.g., Ruggeri, Orsi, & Corsi., 2019; Randhawa, Wilden, & Hohberger, 2016;), *meta-analysis* (e.g., Rana & Paul, 2020; Barrari et .al, 2020), and *text mining approach* (Lorreiro , 2020).

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

- Consumer behavior
- Consumer culture
- Consumer economics
- Consumer ethics
- Consumer marketing
- Consumer psychology
- Consumer policy
- Consumer protection
- Consumer psychology
- Consumer and family
- Consumer and gender
- Consumer and globalization
- Consumer and sustainability
- Consumer, technology and innovation
- Consumer services such as financial services, retailing etc.
- Consumer engagement
- Consumer experience
- Consumer emotions
- Consumer vulnerability

### **Suggestions:**

*IJCS*'s reputation as a leading consumer studies journal is built upon the rigor, novelty, and impact of the papers it publishes. To this end, we offer a few tips that we hope will be useful to scholars who are interested to submit to this special issue: Paul & Criado (2020) has set thumb rules for developing an impactful Systematic Literature review article. Some of them include.

- Avoid systematic reviews of topics that have been reviewed by other scholars within the past three years—if such a review is available in an SSCI listed journal.
- Focus on a topic that speaks relevantly to a broad global audience—that is, avoid narrow topics related to one country, single industry etc.
- Adopt a well-grounded methodological approach to conduct the systematic review and follow its respective convention. For example, systematic reviews should consider reviewing widely used theories / models / frameworks, constructs, contexts, and methods of the topic reviewed.
- Be comprehensive and transparent in reporting the methodological approach used to conduct the systematic review.

- Use the highest standards of inclusion criteria for the systematic review (e.g., journal selection criteria etc, review period).
- Offer meaningful takeaways from the systematic review, wherein existing findings are consolidated, and conflicting findings are reconciled.
- Dedicate a significant portion of the paper (at least 20%) for developing a future research agenda with reference to 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

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.

### ***Submission procedure***

New submissions should be made via the Research Exchange submission portal: [submission.wiley.com/journal/ijcs](https://submission.wiley.com/journal/ijcs)

You are encouraged to follow the author guidelines at <https://onlinelibrary.wiley.com/page/journal/14706431/homepage/forauthors.html>. You are also required to clearly state in your Cover Letter that the paper you submit is to be evaluated for inclusion in the special issue on ‘Systematic Reviews in Consumer Studies.’

Submitting Authors should select **Review Paper** as the article type and answer ‘Yes’ when prompted *Is this submission for a special issue?*

If you have any queries regarding the submission system, please contact the Editorial Office at [ConsumerStudies@wiley.com](mailto:ConsumerStudies@wiley.com).

### ***Important dates***

Submission can be made during anytime during 15 May 2020 to 31 August 2021

Referee reports to author(s): Within one month

Acceptance result: After one to two rounds of reviews through our fast-track review process (Maximum 5 months for acceptance).

### ***Contact editor***

If you have any queries, please feel free to contact Professor Justin Paul, Editor in Chief, *IJCS* at [justin.paul@upr.edu](mailto:justin.paul@upr.edu) or [profjust@gmail.com](mailto:profjust@gmail.com).

## References

- Canabal, A., & White III, G. O. (2008). Entry mode research: Past and future. *International Business Review*, 17(3), 267-284. <https://doi.org/10.1016/j.ibusrev.2008.01.003>
- 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>
- 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>
- 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>
- Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188. <https://doi.org/10.1016/j.ibusrev.2018.04.008>
- 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>
- Lim, W. M. (2016). Understanding the selfie phenomenon: Current insights and future research directions. *European Journal of Marketing*, 50(9/10), 1773-1788. <https://doi.org/10.1108/EJM-07-2015-0484>
- 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>
- 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>
- 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>
- 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., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing*. <https://doi.org/10.1080/0965254X.2019.1569111>

Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342.  
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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>

Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *The World Economy*, 40(11), 2512-2527.  
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Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.  
<https://doi.org/10.1016/j.jretconser.2017.06.004>

Rana, J., & Paul, J. (2019). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*. 44(2), 161-172  
<https://doi.org/10.1111/ijcs.12556>

Randhawa, K., Wilden, R., & Hohberger, J. (2016). A bibliometric review of open innovation: Setting a research agenda. *Journal of Product Innovation Management*, 33(6), 750-772. <https://doi.org/10.1111/jpim.12312>

Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257.  
<https://doi.org/10.1016/j.jbusres.2017.12.049>

Ruggeri, G., Orsi, L., & Corsi, S. (2019). A bibliometric analysis of the scientific literature on Fairtrade labelling. *International Journal of Consumer Studies*, 43(2), 134-152.  
<https://doi.org/10.1111/ijcs.12492>

## Further Reading

### Type 1: Theory-based review

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>

### 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>

Lim, W. M., Yap, S. F., & Makkar, M. (2020). Home sharing in marketing and tourism at a tipping point: What do we know, how do we know, and where should we be heading?. *Journal of business research*, 122, 534-566.

#### 2b) Theory-Context-Characteristics-Methodology (TCCM)- Framework

Canabal, A., & White III, G. O. (2008). Entry mode research: Past and future. *International Business Review*, 17(3), 267-284. <https://doi.org/10.1016/j.ibusrev.2008.01.003>

Paul, J., & Feliciano-Cestero, M. M. (2020). Five decades of research on foreign direct investment by MNEs: An overview and research agenda. *Journal of business research*. <https://doi.org/10.1016/j.jbusres.2020.04.017>

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>

### Type 3: Theme-based Structured Systematic Literature review

Kahiya, E. T. (2018). Five decades of research on export barriers: Review and future directions. *International Business Review*, 27(6), 1172-1188. <https://doi.org/10.1016/j.ibusrev.2018.04.008>

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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<https://doi.org/10.1111/ijcs.12617>

Mamun, M. A. A., Strong, C. A., & Azad, M. A. K. (2020). Islamic marketing: A literature review and research agenda. *International Journal of Consumer Studies*.  
<https://doi.org/10.1111/ijcs.12625>

Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327-342.  
<https://doi.org/10.1016/j.jwb.2017.01.003>

Rana, J., & Paul, J. (2017). Consumer behavior and purchase intention for organic food: A review and research agenda. *Journal of Retailing and Consumer Services*, 38, 157-165.  
<https://doi.org/10.1016/j.jretconser.2017.06.004>

Rosado-Serrano, A., Paul, J. & Dikova, D (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238-257.  
<https://doi.org/10.1016/j.jbusres.2017.12.049>

#### **Type 4: Review aiming for Theory Development**

Paul, J., & Mas, E. (2019). Toward a 7-P framework for international marketing. *Journal of Strategic Marketing* (in press). <https://doi.org/10.1080/0965254X.2019.1569111>

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>

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**

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>



## **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>

Rana, J., & Paul, J. (2020). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*. 44(2), 161-172  
<https://doi.org/10.1111/ijcs.12556>

## **Type 7: Review with a Text Mining Approach**

Loureiro, S. M. C., Guerreiro, J., & Ali, F. (2020). 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. *Tourism Management*, 77, 104028 <https://doi.org/10.1016/j.tourman.2019.104028>

Loureiro, S.M.C., Guerreiro, J., & Tussyadiah, I. (2020). Artificial Intelligence in Business: State of the Art and Future Research Agenda. *Journal of business research*  
<https://doi.org/10.1016/j.jbusres.2020.11.001>

Bilro, R.G. and Loureiro, S.M.C. (2020). A consumer engagement systematic review: synthesis and research agenda. *Spanish Journal of Marketing - ESIC*,  
<https://doi.org/10.1108/SJME-01-2020-0021>