



Announcement

Call for papers for a special issue in *Journal of Consumer Psychology*:  
“Emotion, self, and identity: Implications for and consequences of  
consumer behavior”

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Recent research in psychology, consumer behavior and neuroscience highlights the close links between accessible identities, ways of construing the self, emotions and consumer behavior in terms of both choice and information processing. A number of different, but not mutually exclusive, conceptualizations have been offered for these links. They include the suggestion that emotions, identities, and selves are dynamically created in contexts and then influence behavior; the suggestion that people are mental time travelers and make predictions about the effects of consumer behavior on later emotions, identities, and selves; the suggestion that early experiences structure emotional profiles, identities and self-concepts and that these stably predict behavior over time; and the suggestion that culturally and situationally cued or chronic ‘hot’ or associative and ‘cold’ or systematic mindsets are the key drivers of consumer behavior; and the suggestion that consumer behavior itself affects emotion, self and identity. There has been much excitement about identifying new and often counterintuitive phenomena, but this has sometimes been a distraction from

understanding important conceptual issues regarding the role that emotion, self and identity play in consumer choice and information processing. This special issue of JCP aims to focus on these fundamental conceptual questions. The list of topics that fit this special issue is vast given above identified breadth of ways in which the links to consumer behavior can be understood. Thus, the special issue is open to a broad range of topics associated with keywords such as identity, social identity, self, self-concept, self-construal, emotion, culture and/or cultural mindsets, but with an emphasis on research making conceptual and theoretical contributions. We are also open to papers documenting interesting and important effects with a plausible theory to explain these effects in consumer behavior contexts. As with the regular issues of JCP, we welcome Research Articles, Research Reports and Research Reviews.

Articles for this special issue should be submitted by January 1, 2014. Manuscripts should be submitted using the regular JCP online system, but specify the submission is for this special issue.