

**Special Issue: Consumer Behaviour Analysis and Services
Service Industries Journal**, published by Taylor & Francis
Guest Editors: Dr Victoria James and Professor Gordon Foxall

Submission deadline for titles/abstracts: 30th November 2009

Consumer Behaviour Analysis is concerned with the intersection of behavioural psychology and marketing science, particularly in the field of consumer behaviour as a set of environmentally contingent responses. It is not coterminous with consumer behaviour in general but is largely developed from work arising from the Behavioural Perspective Model (BPM). Its scope includes the philosophical, theoretical, empirical and practical implications of viewing consumer choice as situationally determined.

Volume 31 Issue 5 of the Service Industries Journal will examine recent advances in consumer behaviour analysis especially in relation to the wider definition of services. Consumer Behaviour Analysis has gained in popularity and made both philosophical and empirical advances it is development over recent years and this special issue will reflect the growing influence of consumer behaviour analysis as an effective and wide ranging view of marketing and consumer behaviour.

The editors of this special issue would be pleased to receive articles of a theoretical nature, as well as research-based pieces, on any aspect or factor within consumer behaviour analysis and its relation to the wider service industries. This includes, but is not limited to, the following subject areas within Consumer Behaviour Analysis:

- The philosophical basis of consumer behaviour analysis
- Verbal behaviour of consumers
- Temporal discounting
- Matching and behavioural economics
- Consumer decision making
- Consumer brand choice and wider branding issues
- Elasticity of demand
- Retailing
- Consumers' emotional responses to consumption environments
- Methodological advances

Abstracts and titles for this special issue (max 500 words) should be e-mailed to Dr Victoria James (JamesVK@cardiff.ac.uk) by 30th November 2009. Important dates for submission of the manuscript will be:

Submission of abstracts by	30 th November 2009
Live peer review and comments via the CBAR International Symposium	9 th /10 th April 2010
Submission of papers by	31 st May 2010

Final revision of papers by
Publication Schedule (Vol 31(5))

30 September 2010
Late 2011

All papers will also undergo the regular double-blind review process to ensure relevance and quality after submission. Any paper that fails to meet the required revisions will be rejected unless only minor changes are needed. Please follow the guidelines detailed under 'Submission of papers' on the Service Industries Journal website (www.tandf.co.uk/journals/titles/02642069.asp). Please follow the Service Industries Journal style guidelines (see www.tandf.co.uk/journals/authors/style/layout/tf_2.pdf). A submitted paper must not be under the review of any other journal.

For further information or clarification please contact the special issue editors: Dr Victoria James (JamesVK@cardiff.ac.uk) or Professor Gordon Foxall (Foxall@cardiff.ac.uk).