



Call for Papers: International Centre for Anti-Consumption Research (ICAR)
symposium, *Journal of Consumer Affairs* Special Issue

We are pleased to announce that the 5th ICAR symposium will be hosted by the University of Kiel, Germany, on **July the 4-5th 2014**. The theme for ICAR 2014 is:

Anti-consumption and consumer wellbeing

In the last two decades of the new millennia, we have seen consumer wellbeing affected in two vastly opposing ways. On the one hand, we see an ever increasing conglomeration of corporations, leading to larger, more ubiquitous, and hegemonic companies; often resulting in a reduction of consumer wellbeing. On the other hand, with the advent of Web 2.0 and the increasing use and proliferation of social media, such as Facebook, Twitter, Pinterest, and numerous consumer advocacy and review websites; we see an augmentation of consumers' abilities to fight back, and in many cases, increase their wellbeing.

These two diametrically opposing developments (larger and more powerful companies versus increasingly empowered and connected consumers) are in a constant battle, and consumer wellbeing is the issue at the core. At ICAR 2014, we suggest anti-consumption as one lens by which scholars, practitioners, and policy makers can look at these current and on-going events. Anti-consumption centers on the reasons against consumption; relevant topics include, but are not limited to: boycotting, consumer resistance, activism, culture-jamming, dissatisfaction, complaining behavior, undesired self, organizational disidentification, voluntary simplification, and brand avoidance. When consumer wellbeing is negatively impacted by markets, corporations, or brands, anti-consumption may occur as one consequence. Likewise, when instances of anti-consumption occur, researchers should look at the possible causes from the consumers' points of view.

In line with this theme, ICAR has secured a special issue in the *Journal of Consumer Affairs (JCA)* for publication in 2015. *JCA* is the premier journal devoted to peer-reviewed, multidisciplinary research on the interests of consumers in the marketplace. According to its official [website](#) *JCA* publishes "high quality research on consumer behaviour, consumer and household decision making, and the implications of private business practices and government policies for consumers' wellbeing. Consumer markets are broadly conceived to include durable and nondurable goods and services, financial products, health and medical care, food, entertainment, energy, and housing. Research published in the journal focuses on protecting consumers' interests and is addressed from the consumers' point of view."

Consistent with these aims the *Journal of Consumer Affairs* special issue solicits papers of approximately 10,000 words, which explore the relationship between anti-consumption and consumer interests and wellbeing. Expressions of interest and inquiries can be directed to special issue editors Mike Lee (mshw.lee@auckland.ac.nz) or Stefan Hoffmann (stefan.hoffmann@bwl.uni-kiel.de), or to *JCA* editor Sharon Tennyson (joca@cornell.edu). More information about anti-consumption and ICAR can be found by visiting www.icar.auckland.ac.nz, and www.icar2014.org.

Submission process for ICAR 2014: Deadline November 1st 2013

For the symposium, participants may choose to submit either a 2000 word extended abstract, or a full length manuscript in the formatting style of JCA (word limit is 10,000 words). We hope to notify authors of the outcome in March 2014. If successful, authors will be invited to present their work at the 5th ICAR Symposium (Kiel, Germany, 4-5 July 2014). Presentations may be published as extended abstracts (2000 words) in the official ICAR 2014 proceedings.

Submit your manuscript before 1 November 2013 to Mike Lee at maw.lee@auckland.ac.nz

Submission process for JCA Special Issue: Deadline August 30th 2014

Submit an electronic copy of the manuscript (word limit is 10,000 words) in Microsoft Word format through the [JCA online submission system](#).

All manuscripts submitted to the Journal of Consumer Affairs are subject to a double-blind review process, so author(s)' name(s) must be removed from the title page and all other parts of the text. There is no submission fee.

Manuscripts not submitted to or presented at ICAR 2014 may be submitted for the special issue. However, the submission deadline permits authors of papers presented at ICAR 2014 to receive constructive feedback regarding the manuscript, thereby improving it in preparation for submission to the special issue.

We look forward to your participation and seeing everyone in Kiel!

Mike Lee and Stefan Hoffmann