



## Call for Papers

Special Issue of *Journal of Consumer Affairs* on  
“Consumer Well-being in Asia”

**Submission Deadline of Extended Abstract: Oct. 10<sup>th</sup>, 2018**

**The Journal of Consumer Affairs (JCA)** (SSCI) will publish a special issue on “*Consumer Well-being in Asia*” with selected papers presented in the track named “*Consumer Well-being in Asia*” in **2018 KSMS International Conference** (<http://www.kams.org/main.html>).

Consumer well-being refers to safety, fairness, satisfaction, sustainability, emotional positivity, and healthfulness which may be sought through consumer products and services obtained from marketplaces. Consumer well-being can be measured in various dimensions such as economic, financial, physical, psychological, social, and culture. This special issue will focus on consumer issues in fast changing Asia as many important consumer issues in Asia are under-studied in comparison to literature from the West. With Asia having a large, 60% of the world population and Asian countries highly diverse in terms of economic developments, social systems, and cultural traditions, many important issues related to consumer spending, health, and finance need be investigated and studied. Such research will enrich the global literature of consumer affairs and inform public policies to advance consumer interests.

JCA, a journal of the American Council on Consumer Interests (ACCI), and consistent with ACCI’s origins in the consumer movement, research published in the journal focuses on protecting consumers’ interests and is addressed from the consumers’ point of view.

Researchers in all relevant fields are encouraged to submit their work. Suggested topics within the Asian landscape for the special issue include, but are not limited to, the following:

- Global issues and sustainable consumer well-being
- Sustainable and innovative consumer well-being management
- Corporate social responsibility, legal issues, and consumer well-being
- Consumer well-being and consumer value
- Sustainable consumer well-being value chains
- Digital consumer well-being for sustainability
- Sustainable fashion, food, design and consumer policy
- Ethical issues and safety issues
- Health promotion communications
- Traditional and culture-specific approaches to health
- Nutrition, food and well-being
- Consumer financial capability and well-being
- Consumer financial education and well-being
- Consumer financial protection and well-being
- Consumer borrowing and well-being
- Consumer saving and well-being
- Consumer risk management and well-being
- Fintech and consumer well-being
- Changing lifestyles and spending, health, and/or financial behaviors
- Cross-cultural comparisons of spending, health, and/or financial issues
- Behavioral change in consumer spending, health, and/or finance

- Demographic sub-groups (e.g. elderly populations) and well-being  
Authors should submit their extended abstracts to the track chair of the track called “Consumer Well-being in Asia” of **2018 KSMS International Conference** (Sogang University, Seoul, Republic of Korea, Nov. 10-11, 2018) and express their intentions to publish their papers in a special issue of JCA on Consumer Well-being in Asia.

**2018 KSMS International Conference:**

- <http://www.kams.org/main.html>

**For More Information for Journal of Consumer Affairs:**

- <https://www.consumerinterests.org/about-jca>

- <https://onlinelibrary.wiley.com/journal/17456606>

*Full Papers Submission Deadline: October 31, 2019*

**Submission to the Track Chair of “Consumer Well-being in Asia”:**

**Prof. Eunju Ko**

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