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Call for Papers

**The *Journal of Consumer Affairs* Announces a Special Issue
on Transformative Consumer Research
Accruing from the 2021 TCR Conference, Hosted by:**



UNIVERSITY
of VIRGINIA

McINTIRE SCHOOL
of COMMERCE

Special Issue Co-editors: Richard G. Netemeyer and David Glen Mick (McIntire School)

The *Journal of Consumer Affairs* (JCA) invites papers accruing directly from meetings and discussions held in varied sessions at the 2021 conference on Transformative Consumer Research.

Submissions from authors who did not participate in the 2021 TCR conference will not be processed for this special issue. Manuscripts must be submitted online through ScholarOne Manuscripts at <https://mc.manuscriptcentral.com/joca>. Style guidelines and publishing requirements can be viewed online at <https://onlinelibrary.wiley.com/page/journal/17456606/homepage/forauthors.html>.

Manuscripts should be at maximum 8,000 words all inclusive. Please contact the special issue co-editors for further information about the issue (TCR2021@virginia.edu) or the Editorial office at joca@consumerinterests.org for questions about the submission system.

Submission deadline: October 15, 2021

The *Journal of Consumer Affairs* is owned by the American Council on Consumer Interests (ACCI), www.consumerinterests.org.