



JCMR Calls for Manuscript Submissions

Journal of Consumer and Marketing Research (JCMR) is a peer-reviewed open-accessed journal, which is quarterly published by [todayscience.org](http://www.todayscience.org) on behalf of Science and Education Centre of North America (SECNA).

The **JCMR** aims to address the latest research and development in the fields of consumer and marketing. The scopes of **JCMR** include, but not limited to, the following topic areas: marketing management and strategy, marketing research and practice, business marketing, social marketing, internet marketing, advertising, branding, consumer psychology, customer service, consumer and customer behavior analysis, human behavior, behavioral economics and behavioral finance, sociology, economics, communications, anthropology, and policy making. **JCMR** is currently published in both printed and online versions. The full texts are free access and download from online database.

We are seeking submissions for forthcoming issues. All papers should be written in professional English. The length of 2500-9500 words is suggested. A paper template of accepted submission is available on our website <http://www.todayscience.org/authorguide.html>. All manuscripts should be prepared in MS-word format, and submitted via email: jcmr@todayscience.org in **one way ONLY**.

Please well record your date and way of paper submission.

If your article is rejected after reviewing, the correspondence author will know this result within **7 weeks** from the date of paper submission; if your article is qualified and finally published, it is expected to be published within **7 months** from the date of paper submission.

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- a) Upon receipt of paper submission, the Editor sends an E-mail of acknowledgement to the correspondence author within **7 days**. If you fail to receive such a confirmation, your email/submission may be missing. Please contact the Editor in charge, at your first convenience.
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- c) Notification of the results of review by e-mail.
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The journal publishes both theoretical debates and empirical analyses in a wide range of consumer and marketing, from marketing management and strategy, marketing research and practice, business marketing, social marketing, internet marketing, advertising, branding, consumer psychology, customer service, consumer and customer behavior analysis, human behavior, behavioral economics and behavioral finance, sociology, economics, communications, anthropology, policy making and other relevant topics. Both theoretical and empirical works are welcome.

List of relevant subjects:

Marketing management and strategy

Marketing research and practice Cultural studies

Business marketing

Social marketing

Internet marketing

Advertising

Branding

Consumer psychology

Customer service

Consumer and customer behavior analysis

Human behavior

Behavioral economics and behavioral finance

Sociology

Economics

Communications

Anthropology

Policy making