

## CALL FOR PAPERS

### The Behavioral Science of Eating

Editors: Koert Van Ittersum and Brian Wansink  
*Journal of the Association for Consumer Research*  
Volume 1, Issue 1 (January 2016)

The inaugural issue of *Journal of the Association for Consumer Research* seeks to explore

- How principles of the behavioral sciences can be used to improve consumer well-being and help them make smarter and healthier decisions about food in supermarkets, in restaurants, and at home;
- Ways in which restaurants can encourage diners to order healthier entrées and waste less; and
- How parents can entice kids to eat more vegetables and fewer starches and sweets.

The challenge for scholars is to think beyond the more cognitive drivers of choice—such as price, nutrition education, and calorie information—to uncover efficient and effective strategies to change consumer behavior. Example topics include

- Redesigning food preferences;
- Unconscious drivers of overeating;
- Reframing food shopping or food ordering experiences;
- Field studies of interventions in homes, restaurants, stores, worksites, or schools.

The editors encourage submissions of papers that will energize existing conversations or trigger transforming new conversations about consumer behaviors around choosing or consuming food, such as

- Conceptual analyses that provide a specific set of actionable implications;
- Systematic reviews offering a robust demonstration of a powerful effect or intervention relevant to policy makers; or
- Demonstrations of newly discovered powerful rules of thumb that could be used to change a person's shopping, ordering, preparing, serving, or eating behavior.

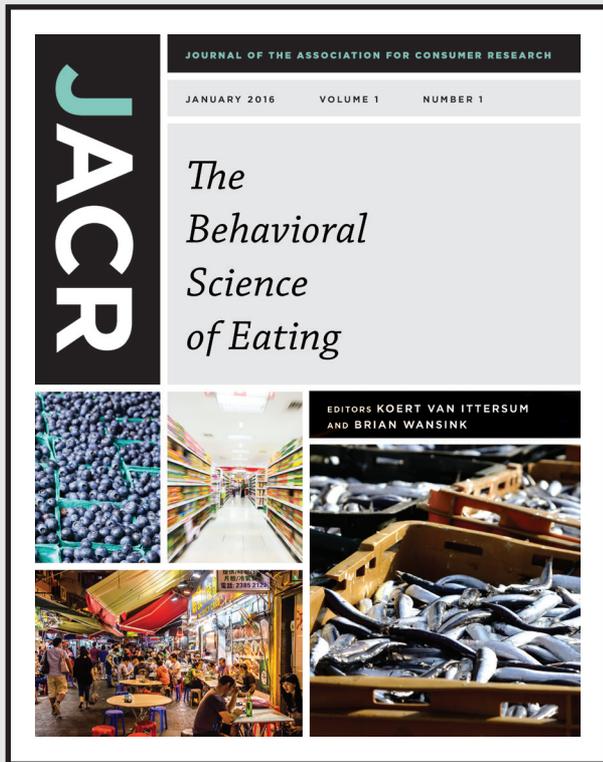
The authors of all submitted papers will be invited to attend a two-day workshop and forum on The Behavioral Science of Eating to be held April 23–24, 2015, in Ithaca, NY on the campus of Cornell University. The purpose of this event will be to share methodological and conceptual insights in this area, sharpen the potential contribution of existing work, and ignite new collaborations.

The final deadline for initial submissions is **January 1, 2015**. Submissions will be reviewed on a rolling basis; authors are encouraged to submit papers in advance of the deadline, to allow sufficient time for revisions. Final acceptance decisions will be made by August 1, 2015, and final manuscripts will be due on September 1, 2015.

**Submissions should be made via the JACR Editorial Manager portal, at [www.editorialmanager.com/JACR](http://www.editorialmanager.com/JACR).** Further details and author resources can be found at [foodpsychology.cornell.edu/JACR](http://foodpsychology.cornell.edu/JACR); issue updates and FAQs can be found at [www.facebook.com/JACREatingIssue](http://www.facebook.com/JACREatingIssue).

#### Publication Time Line for JACR Volume 1, Issue 1

<b>January 1, 2015:</b>	Deadline for initial manuscript submissions
<b>March 1, 2015:</b>	Initial decisions and reviews returned to authors
<b>April 23–24, 2015:</b>	The Behavioral Science of Eating workshop (Ithaca, NY)
<b>July 1, 2015:</b>	Deadline for revised manuscripts
<b>August 1, 2015:</b>	Final acceptance decisions for revised manuscripts
<b>September 1, 2015:</b>	Deadline for final manuscripts
<b>September 15, 2015:</b>	Final manuscripts and ordering provided to the publisher
<b>January 15, 2016:</b>	Issue is published



*Journal of the Association for Consumer Research* is a quarterly journal of thematic explorations from the Association for Consumer Research, published by the University of Chicago Press. The goal of *JACR* is to broaden the intellectual scope and interdisciplinary influence of the Association for Consumer Research.

Each issue of *JACR* has a unique, well-defined theme, chosen from the broad substantive, managerial, and methodological topics relevant to understanding consumer behavior; each issue is directed by a different team of editors who, with relevant experience and ability, are best poised to assemble outstanding articles around that theme. The contributors, reviewers, and readers of each issue of *JACR* come from the ACR membership and from related fields.

## COMING IN 2016

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