



Special Issue on Consumer Behavior, Business and Marketing Call for Papers

Consumer behaviors are all the aspects that affect consumers' search, selection, purchase of products, and post-purchase behaviors. Consumer behavior is an area of research within the business field of marketing. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Consumer Behavior, Business and Marketing**. Potential topics include, but are not limited to:

- Consumer decision making
- Consumer trust, perceptions and satisfaction
- Customer value and word of mouth
- Consumer preferences analysis
- Consumer behavior in market
- Advertising and marketing strategy
- Resource management & consumer studies
- Online shopping
- Consumption patterns
- Business policy
- Price and pricing
- Risk assessment
- Consumer's influence and effects in business

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Consumer Behavior, Business and Marketing**” should be chosen during your submission.

According to the following timetable:



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OJBM Editorial Office
ojbm@scirp.org