

# Enrichment report ( marketing)



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Journal of Consumer Behavior Consumers today have unique and diverse needs which are becoming increasingly important to businesses in order for them to be able to survive in a successful manner. Rising global competition and the advancements in technology have created increased pressures for companies. They are now increasingly realizing the fact that their growth and survival highly depends on staying ahead of the emerging trends and in understanding and influencing consumers' behaviors in an effective manner. (Journalseek. net)

The Journal of Consumer Behavior (JCB) published by John Wiley & Sons is an international academic journal having a basis in the social sciences. This journal contains original, peer-reviewed briefings on the practical problems and available solutions in the field of consumer behavior marketing. The aim of this journal is to support and assist in the understanding of consumer behavior for its readers and share the latest research and applications related to this field.

The JCB publishes double-blind peer-reviewed and high quality theoretical and pragmatic research (derived from experiment and observation). This is one of the best features of this journal. It has a foundation in the social sciences and has a diverse and multidisciplinary view point which looks for sharing information related to consumer behavior. (Wiley:: Journal of Consumer Behaviour) The JCB also showcases alternative, modern and contested representations of consumer behavior along with the latest developments that have been taking place in established traditions of consumer research.

Being an international journal, the JCB offers the latest thinking, new developments and cutting-edge techniques in all aspects of consumer

behavior in an international forum. Since the editorial perspective of this journal is international, it does not reflect the interests of any specific country.

The research that the JCB communicates is in a forum that includes case studies, research reports and forecasting trends as well as articles. The articles are reviewed by international experts on the Editorial Board, emphasizing on the latest applied research and theoretical thinking in the field. The journal includes:

1. Analysis: The analysis provided in the JCB is original and peer reviewed. It is strongly supported by conceptual frameworks but also links to those which are in practice.
2. Cutting-edge Practice Papers: These papers explore the key international issues facing practitioners today and presenting case studies which are relevant. They also illustrate contemporary application techniques and forecasting reviews.
3. Book reviews: These reviews summarize content and assess the relevance, and each of these submissions is again subjected to peer reviews, enhancing the authenticity of the material, and to ensure that the journal is reliable, accessible and relevant.

JCB is published every two months (6 issues per year) and can be accessed online. The individual subscription of the journal costs around \$200, where the subscription or membership price includes print issues and delivery is to the recipient's address. An online version of this journal is available through visiting subscription-based content service on Wiley InterScience website. Online articles, table of contents, Editorial Board, Author Guidelines, and Subscription Information is also provided on the journal's webpage.

<https://assignbuster.com/enrichment-report-marketing/>

All papers sent to JCB must be submitted via the online system. They should include an abstract of no more than 250 words and a list of between 3 and 5 key words or phrases. (JCB - Wiley InterScience, 2010) As mentioned above, this journal manages a double blind (and in some cases even a triple blind) reviewing process whereby the reviewer is not aware of the authors identity. The Editors in Chief of this Journal are Dr. Peter Nuttall and Dr Simon Pervan, both from the School of Management, University of Bath, UK. (Journal of Consumer Behaviour - Wiley InterScience, 2010)

In a nutshell, having the best people on the editorial board and with the best selection of papers from the Interpretive Consumer Research (ICR) workshop, this journal is definitely a good source of information and for learning the best techniques and approaches in consumer behavior.

#### References

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Wiley:: Journal of Consumer Behaviour. (n. d.). Retrieved May 31, 2010, from <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-CB.html>