

Special Issue on Consumer Well Being

Special Issue Editors:

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Issues of quality of life in marketing are becoming increasingly important in an increasingly changing business environment in which firms are held accountable for their behavior. Customer well being goes beyond the subjective measures of customer satisfaction, trust, and commitment by bringing in and taking account of the macro and societal aspects of marketing. This special issue is intended to encourage marketing scientists to develop new measures of customer well being at different levels of analysis, for different demographic groups, in the context of different industry sectors, for different types of organizations. Examples of specific topics on which we encourage development and submission include:

Conceptualizing and measuring customer well being at different levels of analysis:

- For countries
- For states and large geographic regions
- At the community level
- At the household level

Conceptualizing and measuring customer well being of different demographic groups:

- Of the elderly
- For children
- For women
- For the disabled
- For the poor
- For the affluent
- For college students

Conceptualizing and measuring customer well being in the context of different industry sectors:

- The healthcare industry
- The personal transportation industry
- The travel and tourism industry
- The telecommunications industry
- The food and nutrition industry
- The housing industry

Conceptualizing and measuring customer well being for different organizations:

- Consumer goods firms
- Consumer service providers
- Nonprofit organizations
- Government organizations
- Educational institutions

Please send completed manuscripts in a Word attachment to Cliff Shultz, Editor of the *Journal of Macromarketing*: jmm.abg@asu.edu; or to Joe Sirgy, Special Issue Co-editor: sirgy@vt.edu. Manuscript format should adhere to the guidelines found on the Journal's website: <http://agb.east.asu.edu/jmm>. For additional information contact any of the co-editors: Joe Sirgy (sirgy@vt.edu), Don Rahtz (don.rahtz@business.wm.edu), or Dong-Jin Lee (djlee@base.yonsei.ac.kr). Manuscripts must be received no later than **July 1, 2006**.