Special Issue on Consumerism Culture Research

Call for Papers

In the consumer society, the goods consumed by people not only have the use value, but also have symbolic meaning. Consumerism refers to such a way of life: the purpose of consumption is not to satisfy the actual needs, but to constantly pursue the desire to be created and stimulated. Consumerism is a kind of discourse power in guiding and controlling people's consumption concept and behavior. With the increasingly negative impact of consumerism and hedonism on environment and energy, calls for changing consumerism are rising. The rise of greenism, environmentalism and ecologism movement has also formed a social force to contain consumerism.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring consumerism culture research. Potential topics include, but are not limited to:

- Consumerism and social economy
- The cultural background of consumerism
- Capital logic and consumption consciousness
- Excessive consumption and environmental protection
- Symbolic consumption
- Hedonism
- Commercialized market
- Marketing means and consumption

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 – Consumerism Culture Research” should be chosen during your submission.

According to the following timetable:

<table>
<thead>
<tr>
<th>Submission Deadline</th>
<th>February 12th, 2020</th>
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<td>Publication Date</td>
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Guest Editor:

For further questions or inquiries
Please contact Editorial Assistant at
jss@scirp.org