Special Issue on Utility Theory Research

Call for Papers

Utility theory is a theory used in economics that means the real or fancied ability of a commodity or service to satisfy a human want, which provides a methodological framework for the evaluation of alternative choices or decisions made by individuals, companies and organizations.

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

- Cardinal utility
- Ordinal utility
- Expected utility
- Indirect utility
- Utility theory in consumer behavior
- Utility theory and demand
- Assumptions on preferences
- Marginal rate of substitution
- Multi-attribute utility theory

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 specify the “Special Issue” under your manuscript title. The research field “Special Issue - Utility Theory Research” should be selected during your submission.

Special Issue Timetable:

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Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at tel@scirp.org.