



Call for Papers

Special Section of Asia Pacific Journal of Marketing and Logistics (APJML) on
“Product Innovation & Consumer Behaviors”

Deadline of Extended Abstract: Jan. 15, 2020

Product innovation is a sustainable method that guarantees the core competences of enterprises. However, between 50% and 90% of new products fail in the market (Castellion & Markham, 2013; Andre & Sirkin, 2003). The failure of new product innovation creates significant economic loss for firms. For example, firms in the United States lose a potential profit of 135 million dollars each year because of the failure to market new products while many other companies around the world are in debt as a result of similar problems (Clancy et al, 2006). In such situations, it is imperative that firms should spend substantial time and effort for product innovation.

In terms of research, product innovation is a broad field, which cannot only focus on the innovation performance or innovation adoption. It needs to associate with other dimensions, e.g., brand (Liao & Cheng, 2014), design (Moon, Park, & Kim, 2015), social media (Muninger, Hammedi, & Mahr, 2019), business ethics (Xie, Qi, & Zhu, 2018), service and sustainable issues (Tseng, Wu, Chiu, Lim, & Tan, 2018). Current research in innovation has considered the success factors for innovation from the company side. However, both innovation adoption and resistance researches lack of the study on the consumer psychology and behavioral perspectives (Duke, 2002; Mani & Chouk, 2018; Heidenreich & Kraemer, 2016). The critical factor that leads to the failure of innovation is consumer resistance to innovation (CRI) (Heidenreich & Spieth, 2013). Thus, studying innovation in consumers’ psychology and habits is vital at this time.

Consumer behavior is one of the most important parts in innovation research (Woodside, 1996). Thus, this special section aims to contribute to the evolution of theories in consumer behaviors toward innovation. Potential research topics in Product Innovation & Consumer Behaviors may include (but are not limited):

- Consumer psychology in active/passive innovation resistance
- Antecedents of consumer innovation adoption and resistance
- Overcome strategies for consumer resistance to innovation
- The role of demographic features in consumer innovation study
- Social influence on consumer innovation study
- Medias (traditional or new) on consumer behavior toward innovation
- The difference consumer attitude toward innovation adoption/resistance based on cross-culture context
- Multi-methodology in consumer innovation research
- Product innovation strategy and analytics
- Product innovation and brand management
- Product design management in consumer behaviors
- Product innovation and consumer behaviors in digital era
- Privacy, public policy and legal issues in product innovation
- Sustainability in product innovation and consumer behaviors
- Product innovation and business consumer behaviors
- The role of advertising in product innovation and consumer behaviors
- The role of social network service (SNS) in product innovation and consumer behaviors

Submission Deadline: January 15, 2020

Authors should submit their extended abstracts to the co-chairs of the track called “Product Innovation & Consumer Behaviors” and express their intentions to publish their papers in a special section of APJML on Product Innovation & Consumer Behaviors.

Full papers submission deadline will be notified to the authors after the 2020 Global Marketing Conference at Seoul.

Guest Editors:

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