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Manuscript Guide for Authors

ABOUT THE JOURNAL

The International Journal of Consumer Research (IJCR) aims to publish high quality research on all aspects of consumer behaviors and consumptions. As an international academic journal, IJCR provides a global and multidisciplinary forum to understand consumers from psychology, sociology, anthropology, marketing and consumption economics perspectives. All submissions will go through a strict double-blind peer-reviewed procedure based on strong theoretical conceptualization and rigorous research methods. Short research notes and commentary, with innovative approach and insightful ideas are also welcome.

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References to other publications must be in Harvard style and authors must carefully check for completeness, accuracy and consistency. All author names and initials and full journal title must be included. You should cite publications in the text: (e.g., Wang 2010) using the first named author's name. At the end of the article a reference list in alphabetical order should be supplied.

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