

**Call for Papers**  
**Journal of Service Management (JoSM)**  
**Special Issue on “The Health-Food-Marketing Triangle”**

The *Journal of Service Management* (JoSM) is calling for submissions for a special issue on the Health-Food-Marketing Triangle. This issue of health and nutrition has been identified as one of the big challenges for consumer research (Mick 2008) at the same time the topic of improving well-being, has been identified as one of ten research priorities for service research (Ostrom et al 2010). Among other areas such as the amount of exercise or health care, awareness of food consumption issues reflects an increased orientation of consumers towards health. This trend not only affects consumer decision making, but also retail assortments and public policy. Other disciplines, e.g. life sciences, agriculture, psychology, and public policy, have long been investigating this topic, yet their findings have thus far travelled very little into the field of service research. Yet better understanding and reacting to this health trend is necessary for retailers, service providers and society.

This special issue aims to address “health aspects in consumption” by sharing knowledge and discussing research priorities for this topic. Papers that include empirical, analytical, and conceptual approaches that develop or extend theory are welcome. Topics of interest include, but are not limited to:

- consumer perspectives on (un)healthy choices in food consumption, e.g. consumer segments;
- implications for consumers and society of unhealthy food consumption, e.g. obesity;
- industry’s perspective on supporting health in food consumption, e.g. food labeling, responsibility regarding marketing for unhealthy products;
- service providers’ perspective on supporting health in food consumption, e.g. healthy versus unhealthy offerings;
- public policy makers’ efforts to foster health considerations in food consumption, e.g. enhancing health knowledge.

This special issue is aimed to lead to significant cross-fertilization across the above-mentioned perspectives and disciplines.

Specified timelines:

- October 2011: Call for Papers
- 15<sup>th</sup> of February 2012: Submission of a 5-page single spaced extended abstract to [sabine.moeller@ebs.edu](mailto:sabine.moeller@ebs.edu)
- 15<sup>th</sup> of March 2012: Decision to authors, which are invited to submit a full paper which will enter a double blind review process
- 15<sup>th</sup> of July 2012: Submission of the full paper to [sabine.moeller@ebs.edu](mailto:sabine.moeller@ebs.edu)
- 15<sup>th</sup> of September 2012: Transfer of the guest editor letter and the reviews to the authors
- 15<sup>th</sup> of December 2012: Resubmission of the revised paper
- January 2013: Second round of reviews
- March 2013: Final acceptance
- Autumn 2013: Expected publication (Issue 3 or 4)

For more information, please contact:

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