

Asia Pacific Journal of Marketing and Logistic (APJML)

Call for Papers

Special Section of Asia Pacific Journal of Marketing and Logistic (APJML) on ‘Marketing to Aging Consumers’

Deadline: 31 July 2020

The Asia Pacific Journal of Marketing and Logistic (APJML) (SSCI) will publish a special section on ‘Marketing to Aging Consumers’ with preference given to papers presented in the track of the same name at the 2020 Global Marketing Conference in Seoul.

Aging consumers are an important and growing market in many nations as people live longer and birth rates diminish—yet the systems, marketing and narrative around older consumers demeans them as being a burden on society; doesn’t recognize their sovereignty as legitimate consumers who deserve to have their needs met; and doesn’t legitimize them as ongoing contributors to society. Yet in some cultures older consumers are viewed with a different narrative and societal structure where they are still active and valued within their community. This reduces isolation by connecting older consumers to society in general, giving them a role and encouraging independence.

For marketers it is important to recognize that older consumers are comprised of individuals with unique needs that often transition as they age—cognitively or physically. This opens up challenges and opportunities to recognize and fulfil their needs in ways that enhance their wellbeing.

This special section in the APJML aims to share research that either reveals the different needs and wants of older consumers; focuses on societal, government, service provider or market mechanisms required to better meet the needs of older consumers; or focuses on better understanding how to market to older consumers.

This special section strongly encourages papers from across multiple disciplines and different country contexts (with an Asia Pacific bias), which contribute to mainstream international marketing knowledge. Conceptual and empirical (quantitative and/or qualitative) works which offer significant new insights both to academia and managerial practice, are all welcomed.

Potential research topics in the section may include (but are not limited to):

- Understanding older consumer needs
- Understanding older consumer well-being
- Exploring changes in consumer needs over time
- Exploring the effects of consumer ageing – cognitive or physical
- Marketing to older consumers
- Marketing communications to older consumers
- Marketing to older consumers: Imperatives for the value delivery network
- Changing societies narrative about older consumers
- Cross-Cultural views of older consumers
- Government and market structures for older consumers
- Market opportunities for older consumers

- Educating marketers to better market to older consumers

Pre-submission Conference

Authors considering submitting to the Special Issue have the opportunity to present their work in the track, Marketing to Aging Consumers, to be held at the **2020 Global Marketing Conference at Seoul** (<https://2020gamma.imweb.me/>). Paper presented at the conference will be given early feedback, and have the opportunity to build on that feedback, from the co-editors of the special section. Authors should submit their extended abstracts (5 pages) or full manuscripts (20 pages) via <https://2020gamma.imweb.me/22> to the track called 'Marketing to Aging Consumers' by **15 January 2020**; and submit their full manuscript to APJML (as per the details below) by **31 July 2020**. Conference submissions should follow the manuscript submission guidelines as per the conference website.

Submission Direct to the Journal

The deadline for submission to APJML is **July 31st, 2020**. Submitted manuscripts should follow the format as indicated in the author guidelines on the manuscript central at <http://mc.manuscriptcentral.com/apjml>. All papers will go through a double-blind peer review process to meet APJML standards.

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