

# Notices and Announcements

## CALL FOR PAPERS

*Journal of Business Research* Special Issue

“Interpersonal Buyer Behavior in Marketing—from Purchase Pals to Product Champions”

The *Journal of Business Research* is inviting papers to be considered for publication in a special issue entitled “Interpersonal Buyer Behavior in Marketing—from Purchase Pals to Product Champions.” Linda Price, University of Colorado, and Cathy Hartman, Utah State University, will serve as coeditors for the issue. Interested authors are encouraged to contact either of the coeditors at the phone numbers listed below for details. Completed papers are due by December 31, 1992. Areas for consideration include (but are not restricted to) the following:

- roles performed by interpersonal sources (e.g., purchase pals, opinion leaders, market mavens, surrogate consumers, product champions)
- interpersonal influence in specific contexts (e.g., internal diffusion of high technology, hedonic consumption, services, international channels)
- nature of interpersonal influence (e.g., initiators; flows, normative and informational; antecedents of influence; nonverbal influence; other models for understanding influence such as narrative, agency, self-efficacy; intergenerational influence; cultural variables and cross-cultural comparisons)
- relationship of interpersonal influence to other market phenomena and environmental factors (e.g., how has new communication technology altered flows of interpersonal influence in organizations; what is the relationship between channel effectiveness and interpersonal influence; how do interpersonal influence and media interact in post-structuralist terms; what is the role of interpersonal influence on discontinuing a product; can public policy manage interpersonal influence; what is the relationship between sales strategy and interpersonal influence?)
- methodologies for understanding interpersonal influence (e.g., case studies; participant observation; auto driving with photos; in-depth interviews; elaboration, combinations, and refinements of more commonly used techniques)

Both theoretical and empirical papers are welcome. An interdisciplinary treatment of research topics is invited. Complete manuscripts, ranging from 20 to 25 double-spaced typed pages (including tables and references), can be sent to either coeditor at the addresses listed below. Authors should consult recent JBR issues for style guidelines.

Linda L. Price  
Campus Box 419  
College of Business and  
Administration  
University of Colorado  
Boulder, Colorado 80309-0419  
Office phone (303) 492-7052  
Fax (303) 492-5962

Cathy L. Hartman  
Business 812  
Department of Business  
Administration  
Utah State University  
Logan, Utah 84322-3510  
Office phone (801) 750-4062  
Fax (801) 750-2634