

Journal of Consumer Behavior and Digital Market Dynamics

Published by: Willóh Publications

Discipline: Consumer Psychology; Digital Marketing; Behavioral Economics; Data Analytics

About Us & Executive Overview

1. Our Mission & Vision

At **Willóh Publications**, we recognize that the rapid proliferation of algorithmic commerce, shifting digital touchpoints, and predictive ecosystems has fundamentally rewired how individuals engage with markets. The **Journal of Consumer Behavior and Digital Market Dynamics (JCBDMD)** is an independent, peer-reviewed global platform dedicated to publishing pioneering scholarship at this critical intersection.

Our core mission is to bridge the gap between deep psychological consumer theory, advanced marketing technologies, and actionable business strategies. In an era defined by AI-driven personalization, decentralized social commerce, immersive virtual spaces, and evolving digital privacy regulations, this journal serves as a premier scholarly repository for evidence-based frameworks that decode consumer intent and optimize digital market performance.

2. What the Journal is Up To: Advancing the Behavioral and Digital Frontier

The journal is committed to pushing the boundaries of marketing science and behavioral research through three distinct objectives:

- **Pioneering Interdisciplinary Synergy:** We dissolve traditional boundaries by explicitly uniting foundational behavioral sciences (cognitive psychology, sociology, decision-making theory) with cutting-edge digital market mechanics (machine learning personalization, platform economics, omnichannel tracking).
- **Enforcing Absolute Analytical Rigor:** JCBDMD is a sanctuary for high-impact empirical research. We curate and publish advanced quantitative modeling, multi-method experimental designs, large-scale field studies, and rigorous qualitative analyses that redefine consumer insights.
- **Driving Actionable Corporate Value:** Every study published in JCBDMD is evaluated not just for its conceptual novelty, but for its *strategic utility*, providing chief marketing officers (CMOs), brand architects, e-commerce practitioners, and

consumer policy advocates with clear frameworks to build sustainable engagement in a digital-first economy.

3. What the Publisher Will Do: The Willóh Commitment to Quality

As the parent publishing house, **Willóh Publications** provides the high-fidelity digital infrastructure, ethical oversight, and distribution network necessary to elevate our authors' work. To fulfill this mandate, we execute a continuous four-fold operational strategy:

Absolute Integrity & COPE Governance

We enforce a zero-tolerance policy regarding academic malpractice and text recycling. Operating under the **Committee on Publication Ethics (COPE)** guidelines, we guarantee an uncompromised double-blind peer review process. We protect the sanctity of the scientific record so that institutions and corporate boards worldwide can fully trust our published findings.

High-End Digital Infrastructure

We ensure that every article is parsed into clean, machine-readable formats (HTML, XML, and high-fidelity PDF) and assigned a permanent **Crossref Digital Object Identifier (DOI)** to guarantee long-term global tracking, indexing, and citation visibility.

Building Towards Future Indexing

While JCBDM is a newly launched journal and currently **not indexed in Scopus, Web of Science (WoS), or ABDC**, our daily operations are structurally aligned to meet their strict criteria. This includes maintaining strict quarterly publication timelines and curating an international board of distinguished behavioral economists and marketing PhD scholars, ensuring a seamless transition into major databases during future review cycles.

Championing Open Science & Global Equity

We offer authors flexible, hybrid pathways to disseminate their research, supporting both traditional publication and Gold Open Access (CC BY 4.0). To ensure that financial constraints never act as a barrier to groundbreaking science, we provide automated 100% APC waivers and 50% discounts for researchers originating from low-income and developing economies.

Author Guidelines

Thank you for choosing the **Journal of Consumer Behavior and Digital Market Dynamics (JCBDM)** as a potential venue for your behavioral or marketing scholarship.

As an independent, peer-reviewed journal, we are committed to providing a transparent, constructive, and highly professional publishing experience. Please review the comprehensive preparation and submission guidelines below to ensure your manuscript meets our structural, ethical, and empirical criteria prior to submission.

1. Submission Checklist

Before uploading your manuscript to our digital tracking portal, please ensure you have prepared the following separate files to maintain our strict double-blind standards:

- **Anonymous Manuscript:** The main text file containing the title, abstract, keywords, body text, references, tables, and charts. **This file must contain no author names, institutional affiliations, or identifying acknowledgments.**
 - **Title Page:** A separate document containing the full manuscript title, names of all co-authors, institutional affiliations, contact emails, verified ORCID iDs, and any necessary funding or conflict of interest disclosures (including corporate sponsorships, university grants, or lab credits).
 - **Supplementary Materials & Replication Files (Strongly Encouraged):** Anonymized experimental stimuli, consumer survey questionnaires, raw quantitative datasets, or statistical processing scripts (SPSS, R, Stata, Python) intended for open-science verification and replication.
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2. Online Submission Process

The journal utilizes a fully digital peer-review tracking platform managed by Willóh Publications. Email, postal, or faxed submissions will not be accepted for evaluation.

Step-by-Step Submission Workflow

1. **Account Registration:** Visit the Willóh Publications Editorial Portal and click **[Register]**. Create an account using your official institutional email address.
2. **ORCID Authentication:** The corresponding author is required to link a verified **ORCID iD** during registration to ensure authentic tracking across global citation networks.
3. **Entering Metadata:** Copy and paste your finalized manuscript title, the 250-word structured abstract, and your selected keywords into the specified system fields.
4. **Uploading Component Files:** Upload your files individually, ensuring they are categorized accurately within the drop-down menu (*Title Page, Main Anonymized Manuscript, Supplementary Data Files*).

5. **Co-Author Registry:** Input the full names, institutional affiliations, and email addresses of all co-authors exactly as they appear on your Title Page. The system will automatically generate a confirmation email to all listed parties upon successful submission.
 6. **Ethical Declarations:** Complete the mandatory digital verification check-boxes confirming that the work is original, not concurrently under review elsewhere, and free of undisclosed corporate or market conflicts of interest.
 7. **Final Submission:** Review the system-generated HTML/PDF proof of your submission packet and click "**Submit Manuscript**" to finalize the process and receive your permanent tracking serial number (e.g., *JCBDMD-2026-0019*).
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3. Manuscript Formats & Structural Limits

Manuscripts must be written in clear, concise academic English (British or American spelling is acceptable, but must be consistent throughout) and submitted in Microsoft Word (.doc or .docx) formats matching the following specific profiles:

Original Empirical Research Articles

- **Word Count:** 6,000–9,000 words (inclusive of tables, figures, and references).
- **Core Expectation:** Must present original quantitative, qualitative, or mixed-methods behavioral data, advanced experimental designs, or large-scale digital field studies that advance consumer theory or marketing practice.

Conceptual & Systematic Review Articles

- **Word Count:** 10,000–12,000 words.
- **Core Expectation:** Comprehensive literature reviews, meta-analyses, and conceptual frameworks that synthesize, critique, and advance existing theories within digital market dynamics and consumer psychology.

Short Communications & Field Briefs

- **Word Count:** 2,500–3,500 words.
 - **Core Expectation:** Highly focused, accelerated papers detailing a significant new empirical finding, a minor replication study, a rapid evaluation of an emerging technology's market impact, or a practical proof-of-concept.
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4. Style, Structure, and Layout

Document Settings

- **Font & Layout:** 12-point Times New Roman or Calibri. Double-spaced text with 1-inch (2.54 cm) margins on all sides.
- **Line Numbering:** Continuous line numbers must be activated across the entire document to assist peer reviewers during evaluation.

The Structured Abstract Requirement

Every submission must include a **Structured Abstract** of no more than **250 words**, organized under the following mandatory headings (matching Emerald's signature framework):

1. **Purpose:** State the precise consumer behavior issue, digital market challenge, or behavioral hypothesis addressed.
2. **Design/Methodology/Approach:** Detail the empirical dataset, experimental design, field survey, netnographic approach, or statistical modeling utilized.
3. **Findings:** Summarize the primary empirical results, behavioral insights, or market dynamics discovered.
4. **Practical/Managerial Implications:** Explicitly state how these findings can be practically applied by chief marketing officers (CMOs), brand strategists, e-commerce platforms, or consumer policy architects.
5. **Originality:** State the unique, definitive contribution this paper makes to existing consumer behavior and digital marketing literature.

Keywords

Provide **4 to 6 precise keywords** directly below the abstract (e.g., *Algorithmic Commerce; Consumer Psychology; Omnichannel Marketing; Platform Economics*) to optimize search engine discoverability.

Figures and Tables

- Tables, graphs, and behavioral flowcharts must be embedded directly within the text where they are mentioned, rather than grouped at the end of the file.
- All tables must be fully editable (not inserted as static images) and include descriptive, numbered titles (e.g., *Table 1: Structural Equation Modeling Fit Indices*).

5. Citations and References

The *Journal of Consumer Behavior and Digital Market Dynamics* strictly enforces the **APA 7th Edition (American Psychological Association)** referencing style.

- **In-Text Citations:** Follow the author-date format: (*Watson & Miller, 2024*) or *According to Watson (2024)*... For three or more authors, use the first author followed by *et al.* from the very first citation.
- **Reference List:** Alphabetized by the first author's surname. Every reference should ideally include an active **DOI URL** link (e.g.,

<https://doi.org/10.xxxx/xxxxx>)
to guarantee accurate citation tracking.

6. Peer Review & Evaluation Workflow

To guarantee absolute academic neutrality and data validity, the journal enforces a rigorous, multi-tiered review pipeline.

1. **Technical Desk Screening:** The Managing Editor evaluates all submissions for baseline format compliance, clear English usage, empirical presentation, and absolute anonymity.
 2. **Plagiarism Prevention:** All papers are run through **Turnitin/iThenticate**. Submissions displaying a total similarity index **above 12%**, or **more than 2% from a single source**, will be instantly desk-rejected without right of appeal.
 3. **Double-Blind Review Phase:** An Associate Editor routes the fully anonymized manuscript to a minimum of **two external, independent PhD peer reviewers**. Reviewers are selected from international institutions outside the authors' native region to eliminate geographic bias.
 4. **Editorial Verdict:** The Editor-in-Chief executes the final publication decision (Accept, Minor Revision, Major Revision, or Reject) based on reviewer scorecards evaluating theoretical depth, methodological rigor, and managerial utility.
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7. Publishing Integrity & Research Ethics

Willóh Publications adheres strictly to the core principles established by the **Committee on Publication Ethics (COPE)**.

- **Authorship Integrity:** Every listed author must have made a definitive intellectual contribution to the research based on the ICMJE Attribution Framework. Ghost, guest, or gift authorship is strictly prohibited.
- **Human Subjects and Institutional Review:** Research utilizing human participants—including online consumer tracking, eye-tracking experiments, neuromarketing testing, lab experiments, or field surveys—must explicitly state within the methodology section that proper informed consent was obtained and that clearances were granted by an Institutional Review Board (IRB) or independent institutional ethics committee.
- **Data Availability & Transparency:** In alignment with modern behavioral and open-science standards, authors are strongly encouraged to make their anonymized raw datasets, experimental stimuli material (e.g., ad mockups, brand prompts), or qualitative interview guides accessible via trusted public repositories (such as Zenodo, Figshare, Harvard Dataverse, or the Open Science Framework) upon official manuscript acceptance to allow for community verification.

Author Support Desk

For technical support regarding the submission portal, profile authentication issues, or structural layout queries, please contact our administrative team at:
editorial-jcbdm@willohpublications.com.

Editorial Team

The structural integrity and academic excellence of the *Journal of Consumer Behavior and Digital Market Dynamics* are upheld by an independent, international board of distinguished consumer psychologists, quantitative marketing scientists, and behavioral economists.

Our editorial governance follows a tiered system to manage incoming manuscripts objectively, oversee the double-blind peer-review workflow, and ensure strict compliance with publication ethics.

Leadership

Editor-in-Chief

- **[Name, PhD]**
Institutional Affiliation, Country
Research Focus: Consumer Psychology, Digital Interface Behavior, Decision-Making Theory.
Editorial Role: Oversees the ultimate strategic and intellectual direction of the journal, executes final publication verdicts, and ensures full operational alignment with the Committee on Publication Ethics (COPE) guidelines.

Editorial Board

The Editorial Board acts as the primary steering committee for the journal. Board members provide expert peer-review oversight, nominate external reviewers, handle regional manuscript routing, and assist in maintaining the journal's strict quarterly publication schedule.

Regional Associate Editors

To eliminate geographic bias and coordinate a truly global double-blind evaluation framework, our associate editors manage submissions across specific geographic divisions:

Americas Portfolio (Focus: Algorithmic Commerce, Social Platform Dynamics, Neuromarketing)

- **[Name, PhD]** – *University/Institution, USA*
Expertise: Big Data Analytics in Marketing, Eye-Tracking Experimentation, Predictive Modeling.
- **[Name, PhD]** – *University/Institution, Canada*
Expertise: E-Commerce Trust Frameworks, Brand Identity in Virtual Spaces.

Europe & UK Portfolio (Focus: Consumer Privacy Regulations, Omnichannel Retail, Sustainable Choice)

- **[Name, PhD]** – *University/Institution, UK*
Expertise: Cognitive Psychology, Choice Architecture, Digital Nudging Strategies.
- **[Name, PhD]** – *University/Institution, Netherlands*
Expertise: Mobile Commerce Interactions, Automated Personalization Metrics.

Asia-Pacific & Middle East Portfolio (Focus: Mobile-First Markets, Cross-Border E-Commerce, Social Commerce)

- **[Name, PhD]** – *University/Institution, India*
Expertise: Conversational AI Commerce, Consumer Acculturation, Digital Payment Behaviors.
- **[Name, PhD]** – *University/Institution, Singapore*
Expertise: Platform Economics, Live-Stream Shopping Dynamics, Gamification Architecture.

Advisory Council & Corporate Panels

In alignment with modern commercial and marketing science publishing standards, our board includes a dedicated panel of senior behavioral researchers and corporate strategy leaders to ensure that published empirical research translates into actionable utility for industry practitioners.

Strategy & Corporate Advisory Board

- **[Name, PhD]** – *Director of Consumer Insights / Chief Marketing Officer, [Global Enterprise / Tech Platform]*
Focus: Translating Academic Behavioral Models into High-Velocity Corporate Strategy.
 - **[Name, PhD]** – *Principal UX/UI Behavioral Analyst, [Digital Design Lab / Consulting Firm]*
Focus: Algorithmic Personalization Ethics and Consumer Retention Engineering.
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Editorial Office & Support

For operational, technical, or submission-related inquiries, the central administrative office can be reached directly via the following channels:

- **Managing Editor:** *[Name/Editorial Desk]* – managingeditor-jcbdm@willohpublications.com
(Handles initial technical desk screening, iThenticate plagiarism verification, citation style alignment, human ethics documentation checks, and layout formatting queries.)
 - **Production & XML Layout Team:** production@willohpublications.com
(Manages post-acceptance typesetting, APA 7th referencing compliance, digital asset attachment, HTML/XML galley parsing, and Crossref DOI assignments.)
 - **General Publisher Inquiries:** Willóh Publications – info@willohpublications.com
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Website Back-End Setup Note:

To replicate the top-tier "Emerald look," hyper-link each editor's name directly to their institutional faculty page or their verified **ORCID / Google Scholar profile**. This provides visiting behavioral economists and digital marketing researchers with immediate proof of the board's authentic academic credentials, accelerating the journal's reputation and credibility during its crucial launch phase.

News & Announcements

Stay informed about the latest academic updates, upcoming special collections, and collaborative events hosted by the *Journal of Consumer Behavior and Digital Market Dynamics*.

Special Issues

There are currently no active Special Issues open for submission. When a new call for papers is launched, full submission guidelines, scope requirements, and guest editor details will be posted here.

Conference Alerts & Academic Partnerships

There are currently no upcoming conference alerts or official forum partnerships scheduled. Upcoming marketing science event alignments and fast-track submission opportunities will be listed here.

 Journal Newsletter & Consumer Insights Briefs

Get the latest open-access behavioral research summaries, executive briefs, and editor insights delivered straight to your inbox every quarter.

Join Our Academic Mailing List

Join a global network of consumer psychologists, data analysts, and marketing researchers.

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(We strictly enforce a no-spam policy. Your email will only be used for official Willóh Publications announcements and journal alerts).