

CALL FOR PAPERS

Market Research in a Recession

Economies around the world are moving into recession following the global financial crisis. This is not the first recession that there has been since *IJMR* was first published in the late 1950s, but this will be the first time that we have issued a Call for Papers on this specific theme.

Possible questions to address:

- **What does this economic turmoil mean for the market research industry?**
- **What will be/is the impact on methodologies, applications, structure etc?**
- **How will the industry look once the economic cycle starts to turn from down to up?**
- **What are the lessons from recessions of the past?**

We would like to cover as wide a range of sectors and countries as possible – but always looking for the international, or wider, implications from research in any particular country or market wherever possible. We would particularly welcome submissions that include case studies in order to provide examples to other researchers of how issues have been addressed from a practical perspective.

Submissions might be formal papers (up to 5,000 words),
Forum articles (1,500–2,500 words) or Viewpoints (500 words).

Please see **www.ijmr.com** for submission details and our Guidelines to Authors.

Please submit your paper at **www.editorialmanager.com/i-j-m-r**,
ensuring that you mark your submission 'Market Research in a Recession'.

We look forward to receiving your submissions.