

CALL FOR PAPERS FOR A SPECIAL ISSUE OF *PSYCHOLOGY & MARKETING*

Marketing Biodiversity: Promoting Species Conservation and Reversing the Damage Already Done

Urbanization and infrastructure development have produced record extinction rates for native species. The damage has been compounded by numerous factors ranging from illegal poaching to habitat loss as a result of farming, recreational activities, and climate change. This Special Issue will focus on how marketing expertise can be applied to the cause of preserving biodiversity. A partial listing of sample questions that contributors may wish to address in this regard would include:

- * How can marketers assist in stopping the urban sprawl that endangers native species?
- * How can marketing expertise be applied to the challenge of making the general public more ecologically informed and aware?
- * How do certain marketers (or industries) benefit from initiatives involving biodiversity preservation and species conservation?
- * How are certain marketers (or industries) negatively impacted by the lack of effective initiatives involving biodiversity preservation and species conservation?
- * Do “green” vacations really help biodiversity?
- * What are the market conditions under which biodiversity can thrive?
- * How can social marketing be used to promote biodiversity and species conservation?
- * What theories can inform biodiversity and species conservation marketing?
- * What market-based instruments (e.g., taxes, eco-labeling) can be used to aid in preserving biodiversity and species conservation?

All manuscripts directed to answering these and related questions will be considered by the Executive Editor and the Special Issues Editor of this *Journal*, Rajan Nataraajan (pmeditor@auburn.edu), and Richard Harnish (rjh27@psu.edu), respectively.

To submit a manuscript, please follow the manuscript submission guidelines as detailed under "Instructions to Authors" on the Wiley *Psychology & Marketing* website (<https://onlinelibrary.wiley.com/page/journal/15206793/homepage/forauthors.html>). Address your cover letter to Richard Harnish, *Psychology & Marketing* Special Issues Editor, and note in your cover letter that your manuscript is being submitted for publication consideration in the "Biodiversity" Special Issue. **The deadline for submitting manuscripts for this Special Issue is January 15, 2019.**