Within recent years, gender has been the focal point of conversations across the globe, from the discrimination facing transgender individuals in the American military, to the global #metoo movement highlighting sexual predation on women and men. The aim of this special issue is to harness the energy of these conversations and to advance academic research on genders, markets, and consumers. We call for cutting-edge work and welcome various perspectives and topics. We seek to encourage scholarship that explores gender as a psychological and/or sociocultural construct (re)produced through multiple and intersecting levels of gender relations. We particularly encourage work addressing issues highlighted by Hein et al. (2016) including: (1) symbolic representations and discourses or “durable cultural expressions of gender differences” (McCall 1992, p. 837), (2) identities and experiences that arise from the embodiment of gender, and (3) the organizations and institutions that create sociocultural and economic structures that privilege some gender(s) while discriminating against others. We seek scholarship from across disciplines, and methodological and theoretical dispositions that advance an evidence-based understanding of consumers, markets, and genders. In particular, we encourage (but are not limited to) research with implications for consumer welfare, including gender justice and gender equality.

Submission may explore:

- Gender Identity and Consumption
- Gender Fluidity and the Marketing of Consumer Goods or Experiences
- The Role of Feminist Theory in Marketing and Consumer Behavior
- Masculinity in Marketing and Consumer Research
- Queer/ing Consumption and Marketing
- Families and Gendered Consumption
- Visual Consumption and Gender
- Historical Inquiries, Gender, and Consumer Research
- Intersectionality
- Gender and Transformative Consumer Research
- The Social Impact of Gender and Market Choices
- Gendered Brands and Product Marketing
- Gender Equality and Family Welfare
- Gender, Politics, and Consumer Research
- Transgender and Agender Identities and Consumption

Innumerable headlines in recent years demonstrate clearly that gender issues are complex, widespread, and critical to human well-being. The need for scholarship that advances our understanding of what “equity” and “equality” can mean for people of all genders, in all geographic regions, and in all markets, has never been more vital. We believe that consumer researchers have much to contribute to these conversations and we look forward to advancing consumer well-being through this issue of JACR.