Mission (Journal)

The mission of the Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior is to advance thinking in marketing on a range of satisfaction-related topics. JCSDCB is an international, refereed journal which publishes scholarly and managerially relevant articles on a broad range of satisfaction-related topics. Thus, research related specifically to consumer or organizational satisfaction/dissatisfaction and complaining behavior as well as research related to buyer choice, loyalty, and commitment are of interest. A range of disciplinary and methodological approaches are accepted and encouraged. Every article published in JCSDCB has been subject to double blind review to ensure its relevance and quality.

Mission (Conference)

The mission of the CSDCB Conference is to provide a forum for the purpose of advancing the thinking and relationships among researchers engaged in scholarship related to individual and organizational satisfaction-related experience including choice, loyalty, and commitment. The conference offers an engaging professional, collegial, and fun atmosphere in which to explore formative, innovative, and developed ideas.