Call for Papers

Economia agro-alimentare / Food Economy

Innovative Methods and Approaches in Consumer Behaviour Research in the agri-food sector

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Understanding consumer behaviour is essential to addressing the challenges and seizing the opportunities for the development of the agri-food sector. The current context is marked by rapid changes in consumer values and demands in the food sector, the emergence of new technologies, and growing attention to sustainability, health, ethics, and information transparency. Researchers are, therefore, called upon to adopt innovative methodologies and approaches to investigating consumer attitudes, preferences, and choices.

This special issue of the journal *Economia agro-alimentare / Food Economy*, dedicated to the memory of Prof. Maurizio Canavari, aims to collect original contributions that propose or apply advanced methods, innovative and, when possible, interdisciplinary perspectives in the study of consumer behaviour. The goal is to promote a scientific dialogue that highlights emerging tools such as data analytics techniques, neuroscience, behavioural experiments, innovative qualitative methods, digital approaches, and predictive models—capable of offering a deeper, more dynamic, and context-sensitive understanding of decision-making processes.

Through this special issue, we aim to stimulate critical reflection on the limitations of traditional approaches and to encourage the experimentation of methodologies that can improve the quality of analyses, increase relevance for public and private decision-makers and businesses, and contribute to the sustainable development of the agri-food system.

Topics of interest include, but are not limited to, the following:

- Experimental methods for the analysis of consumer behaviour in the agri-food sector
- Neuroscientific and biometric approaches to evaluating consumer choices
- Big data, machine learning, and AI applied to forecasting agri-food demand
- Digital technologies and online interactions in consumer decision-making
- Innovative qualitative and quantitative research techniques
- Cross-cultural and cross-country analyses of the drivers of food choices

- Sustainability, ethics, and conscious consumption: new methodological perspectives

We invite researchers, academics, and professionals to contribute original articles offering empirical evidence, theoretical reflections, or methodological advancements relevant to the agri-food sector. All submissions will undergo peer review in accordance with the journal's standards.

Keywords

Consumer behaviour; Agri-food sector; Innovative methods; New technologies; Sustainability; Data analytics.

Key deadlines

- First submission: by September 30, 2025
- First **Reviewers' feedback**: by November 30, 2025
- Second submission (after revisions): by January 31, 2026
- Second **Reviewers' feedback** (if needed): by February 28, 2026
- Final article version due: by March 31, 2026
- Planned publication: Volume 28, Issue 1 (April 2026)

How to submit

Finally, all manuscripts will have to be submitted via the [Journal's submission system](#).

When submitting, select the section code MAURIZIO_CANAVARI to ensure the manuscript is sent to Guest Editors.

Article Publication Charge

The regular APC for accepted papers applies. The APC fee is waived for SIEA members.