

Call for Papers
Journal for Social Economy and Common Welfare (Z'GuG)

Special Issue 3/2027
„Consumer Policy between Empowerment and Structural Changes“

During crisis economic targets trump ecological or social issues. Policies focus on improving market conditions and raising competitiveness. Consumer policy is supposed to support the European internal market, too. Generally, consumer policy aims at protecting consumers which helps to maintain trust. It shapes our ways of consumption, leaving a mark on people's life courses. Yet in times of crisis, consumer policy as well as environmental or social policy are facing pressure. Transformation policies are considered to restrict choices and enact paternalism instead of shaping the future. Consumers can be reassured of spending money; tax policies and social policies can increase their purchasing power. On the other hand, there are issues of market failure or state failure in providing goods and services, especially for needs such as mobility, food, or housing. During crisis, meeting those needs is an even bigger challenge. In this respect, consumer policy can contribute to changing structures instead of changing behavior.

This special issue focuses on recent trends in consumer policy, both in Germany and the EU. It is about ambiguous policies: Is there a boost for consumer policy in some fields, whereas we can see rolling back in other areas? Is consumer policy redirected to raise competitiveness? Do policies aim at empowering individual consumers? Can we identify strategies to strengthen the common good, e.g. by providing public goods such as housing or affordable groceries? We welcome contributions that analyze realms which are relevant to consumer policy, for example digital fairness, consumer education, green deal policies, housing, mobility, or welfare markets.

Deadline for double-blind peer-review is March 31, 2027.

Publication modalities and schedule

Notes on formatting and submission	https://www.nomos.de/zeitschriften/zgug/#autorenhinweise
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