



Special Issue on Utility Theory Research

Call for Papers

Utility theory is a theory used in economics that means the real or fancied ability of a commodity or service to satisfy a human want, which provides a methodological framework for the evaluation of alternative choices or decisions made by individuals, companies and organizations.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on exploring **Utility Theory Research**. Potential topics include, but are not limited to:

- Cardinal utility
- Ordinal utility
- Expected utility
- Indirect utility
- Utility theory in consumer behavior
- Utility theory and demand
- Assumptions on preferences
- Marginal rate of substitution
- Multi-attribute utility theory

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly specify the “**Special Issue**” under your manuscript title. The research field “**Special Issue - Utility Theory Research**” should be selected during your submission.

Special Issue Timetable:

Submission Deadline	May 27th, 2016
Publication Date	June 2016

Guest Editor:

For further questions or inquiries, please contact Editorial Assistant at tel@scirp.org.