

Call for Papers

Theme: Decolonizing Social Psychological Theories in Asia: Reclaiming Culture, Context, and Collective Meaning

The *Asian Journal of Social Psychology (AJSP)* invites submissions for a special issue titled “**Decolonizing Social Psychological Theories in Asia: Reclaiming Culture, Context, and Collective Meaning.**” While social psychology has made profound contributions to understanding human behavior and social interaction, much of its conceptual and methodological foundation remains rooted in Euro-American assumptions about the self, agency, and social relations. As Asia undergoes unprecedented social, cultural, and technological transformations, there is a pressing need to interrogate how these imported theories translate—or fail to translate—within Asian contexts.

This special issue seeks to advance decolonial agenda for social psychology by repositioning Asia not merely as a site of data collection, but as a *source* of theoretical innovation and epistemic leadership. It calls for new frameworks, methods, and interpretations that reflect Asia’s diverse sociocultural systems, moral traditions, and relational worldviews.

Rationale

Decolonizing social psychology entails more than replacing Western theories with local ones. It involves questioning the epistemic assumptions that define what counts as valid knowledge, theory, and method. Across Asia, communities negotiate identity, hierarchy, and harmony through culturally embedded logics that differ markedly from the individualistic, autonomy-based paradigms dominant in mainstream social psychology.

Asian societies—whether Confucian, Buddhist, Islamic, Christian, mono- or multi-cultural—embody alternative moral orders that foreground interdependence, reciprocity, and relational obligations. Yet these remain peripheral in global theory-building. By foregrounding these perspectives, scholars can illuminate how concepts like *agency*, *morality*, *justice*, and *harmony* are reconstituted through indigenous, hybrid, and transnational forms of knowledge.

This special issue invites empirical, methodological, and conceptual contributions that challenge the uncritical application of Western social-psychological constructs in Asia, while articulating locally grounded, globally resonant alternatives. Our goal is to cultivate theoretical pluralism—one that recognizes Asia’s intellectual traditions as vital sources for the renewal of global social psychology.

Scope of Contributions

We invite papers that address the following areas:

- **Theoretical Decolonization:** Empirical examinations of how Western psychological constructs (e.g., self-construal, agency, emotion, morality) obscure or misrepresent Asian lived experiences.
- **Epistemic Alternatives:** Indigenous or hybrid frameworks rooted in Asian philosophies, histories, and languages that challenge dominant paradigms in social psychology.

- **Relational Ontologies and Ethics:** Analyses of interdependence, harmony, and obligation as foundational social-psychological processes across Asian cultures.
- **Social Identity and Postcolonial Memory:** Studies of collective identity, historical trauma, or reconciliation in postcolonial and transnational Asian societies.
- **Decolonial Methodologies:** Approaches that rethink measurement, experimentation, and interpretation from culturally situated perspectives.
- **Global South–North Dialogues:** Comparative work that positions Asian insights as generative for global theory and policy.
- **Structural and Digital Contexts:** Research examining how social media, migration, and global inequalities reproduce or resist colonial patterns of knowledge and identity.
- **Applied Transformations:** Community-based, participatory, or policy-oriented studies linking decolonial theory to social justice, equity, and peace in Asian settings.

We welcome empirical articles, both quantitative and qualitative, innovative empirical designs, and theoretical papers that advance explanatory depth and cultural authenticity.

This special issue aims to reposition Asia as a theoretical frontier for social psychology, expanding the discipline’s moral and epistemic imagination. We encourage submissions that demonstrate rigorous scholarship, cultural reflexivity, and theoretical creativity. By bridging decolonial critique with empirical insight, this special issue seeks to contribute to a more inclusive, plural, and contextually grounded global psychology.

Keywords

decolonization, Asian social psychology, indigenous psychology, cultural epistemology, relationality, interdependence, social identity, cultural values, collective meaning, social justice, global South–North dialogue, community well-being.

Editorial Policy

Submissions should move beyond descriptive accounts to offer explanatory (quantitative) or interpretive (qualitative) insights that advance current theories of social psychology. Manuscripts that report only cross-sectional or self-report data will be considered if they demonstrate theoretical breakthroughs, propose novel frameworks, or include multiple studies.

Important Dates (Target: Late 2026 Online Publication)

- Full manuscript submission deadline: March 31, 2026

Submission Guidelines

Manuscripts must be prepared according to AJSP submission guidelines and submitted via the journal’s online submission system:

<https://submission.wiley.com/submission/dashboard?siteName=AJSP>. Please indicate clearly

that your manuscript is intended for the **Special Issue on: Decolonizing Social Psychological Theories in Asia: Reclaiming Culture, Context, and Collective Meaning**

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