



## WHERE HAVE ALL THE PAPERS GONE?

### Reflections on the Decline of Conceptual Articles

Debbie MacInnis, University of Southern California

Scientific progress proceeds through an iterative process with conceptual ideas spurring empirical observation, which in turn give rise to more conceptual ideas. It matters not where one starts in this process, or whether the empirical/conceptual components comprise a single published academic paper. In fact, one might categorize the field of consumer behavior or any scientific discipline for that matter into the types of papers shown in Figure 1.

#### Types of papers

**Blends.** As shown in Figure 1, a number of papers offer a blend of the conceptual and empirical: (a) hypothesis development/testing papers; (b) ethnographic studies; or (c) meta-analyses. Most common is type (a) which reflects a hypothetico-deductive, falsificationist perspective. Extant theory is used to develop predictions about the world that are in turn tested through empirical data. Observations of the data are used to modify, extend, support, or refute the theory or hypotheses. Ethnographic studies begin with an empirical component—usually observations—and use these observations to inductively build theory. The objective here is less theory testing than theory development. Meta-analyses papers also begin with an empirical component—observations from other studies. Based on the collective set of findings, generalizations to a theory at large are made.

**Non-Blends.** Not all papers blend the conceptual with the empirical. Some are best characterized as "data mining." The objective here is to look for patterns within a set of data. Though they are not common to academic consumer behavior researchers, such papers are gaining popularity among a set of empirically oriented modelers and managers. Also characterizing "non-blends" are papers described as purely conceptual. Such papers have no empirical component. Rather than testing theory, their aim is to develop new ideas or synthesize ideas or prior findings in a way that builds theory. Literature reviews and integrative frameworks, for example, are aimed at synthesizing existing ideas in a way that provides novel insights. Propositional inventories, purely analytical/mathematic models, and purely theoretical papers are aimed at specifying new ideas, relationships, and ways of thinking that have yet to be empirically tested.

#### The Importance of Conceptual Papers

One might argue that purely conceptual papers are, as all types of papers are, critical to the development of the discipline. They allow us to move from a more micro perspective to a more macro one, one that focuses on ideas that may not currently allow empirical testing yet offer new ways of looking at the world. As evidence of the value of purely conceptual papers to the field, witness the number of papers that have received some of the most powerful and prestigious awards from the marketing and consumer behavior field. Since 1975, many of the non-dissertation related papers that have received awards by our journals have been conceptual. Moreover, I would hazard to guess that purely conceptual papers have the highest citation rates, suggesting they are widely read and valuable in subsequent empirical efforts.

*[O]ur field may be developing an empirical bias, with authors, reviewers, and/or editors believing that conceptual papers are less "scientific" or "rigorous" than empirical papers.*

#### The Precipitous Decline in the Number of Conceptual Papers

Interestingly, the percentage of purely conceptual papers has been rapidly declining (see Figure 1). A content analysis of all articles published in JCR since its inception through 2003 reveals that the correlation between the percentage of conceptual papers published in the journal and year is both strong and negative ( $r = -.64$ ;  $p < .001$ )! Thus, as we age, we are publishing fewer and fewer conceptual papers. While one might argue that other journals have become the repositories for conceptual papers, the data do not support this notion. For JM, the percentage of conceptual papers in a given year ranges from 55% in 1973 to 4% in 2001. The correlation with time is  $-.66$ ,  $p < .001$ . For JMR, the correlation with time is less strong ( $r = -.35$ ,  $p < .05$ ), though JMR has never been known as the repository for purely conceptual papers. Indeed, the percentage of conceptual papers in that journal ranges from 0% (the modal response) to 8% in 1977 and 1985.

#### Why the Decline?

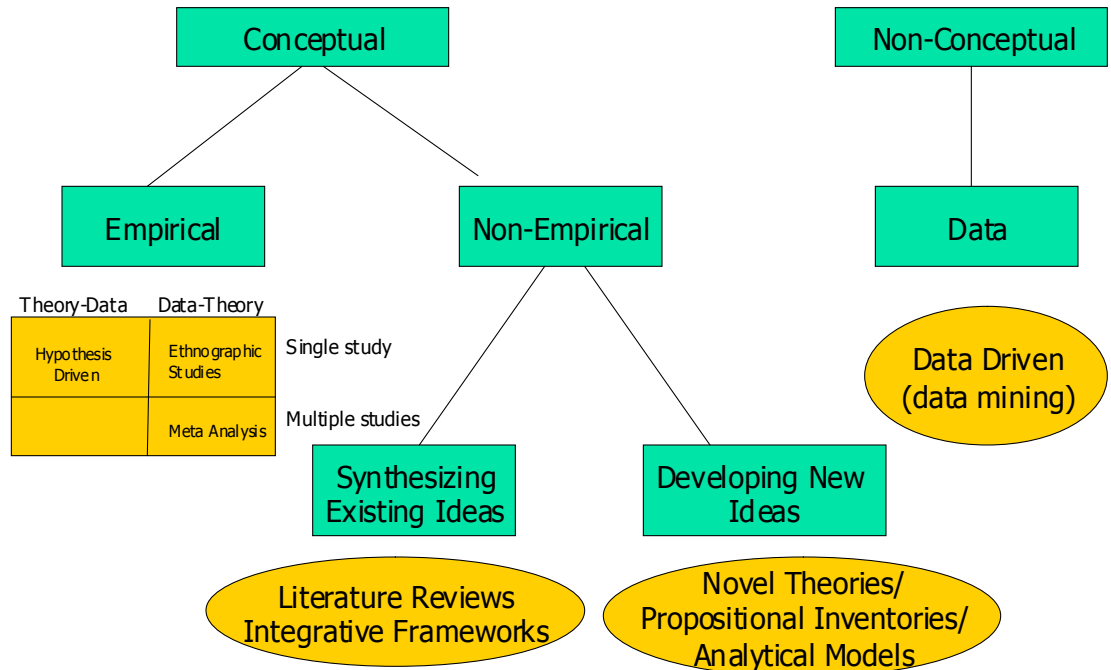
I personally find this decline curious and cannot help but wonder why these papers comprise a smaller and smaller percentage of our academic knowledge base. I have identified several candidate hypotheses and have

**Association for  
Consumer  
Research**

P.O. Box 2310  
Valdosta, GA 31604



Figure 1  
Types of Papers Appearing in the Marketing/Consumer Behavior Literature



begun to search for evidence that supports or refutes the validity of such hypotheses. I am sure there are other hypotheses, and I encourage you to think about them too. Rather than present these hypotheses in paragraph form, I present them in tabular form in Table 1, along with potential counterarguments regarding the validity of each hypothesis. Of all of the potential hypotheses, one that seems particularly interesting yet also somewhat disconcerting is hypothesis 9.

Specifically, I suspect our field may be developing an empirical bias, with authors, reviewers, and/or editors believing that conceptual papers are less "scientific" or "rigorous" than empirical papers. Indeed, my own personal experiences with writing concep-

tual papers has led to both reviewers and editors saying such things as "the reviewers certainly would like to see an empirical test of these ideas, and I admit that this is my bias as well" and "The author has identified a concept that has potentially path-breaking potential and has revealed many ways in which it could be relevant to consumer behavior.... However, the paper is too broad. The author should be advised to take one of the hypothesized relationships and test it empirically".

If it exists, this bias has some relatively important consequences. First, it discourages big ideas-- grand or mid-range theories that can explain or predict consumer behavior. A number of our past ACR presidents have

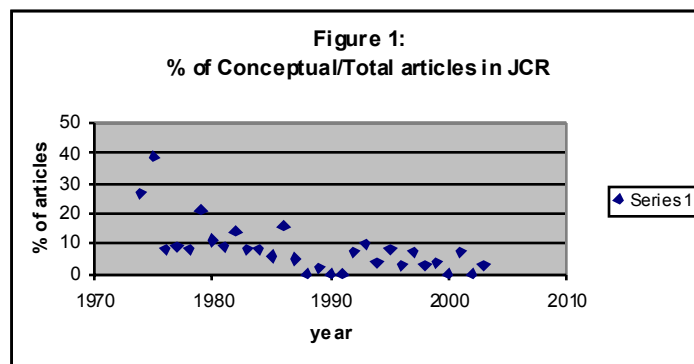
identified big topics and issues about which there is no consumer research. Beginning an entrée to understanding these big issues first requires thinking, conceptualizing, and developing theoretical approaches that may not yet exist. Second, it focuses our attention on those topics in consumer behavior for which data exist or can be readily accessed. However, some of the most interesting questions may exist about topics for which

we have no data. Where, for example, would theoretical physics (i.e., the theory of relativity; string theory) be if empirical data were required for published papers? Third, it encourages our Ph.D. students and Assistant Professors, the future leaders of our field,

to focus on topics that seem "safe" by virtue of their smaller scope and likely publication potential.

It would be interesting to further understand the source of this bias, if it indeed exists, by reading the editorial statements of the journal editors, querying editors as to whether reviewers seem to be disinclined to accept conceptual papers or whether authors are simply submitting fewer conceptual papers over time. I have not done this analysis.

It would also be interesting to think about why such a bias might exist. There may be any number of reasons. One that I find plausible is that we are insecure as a discipline about our scientific status. We surely



have had our share of articles regarding our scientific status (e.g., Arndt 1985; Bass 1993; Taylor 1965; ). In light of this insecurity, we operate in a prototypic "scientific" mode and focus on empirical research (or blends) as the standard against which good research should be judged.

Ironically, one might wonder whether our insecurities about the field's scientific status may be the very thing that leads other disciplines to see us as less theoretically oriented (and hence less able to make a contribution to the social sciences). The field of consumer behavior is already known for borrowing heavily from allied disciplines. Perhaps one reason why allied disciplines view us as applied is that we have structural mechanisms in place that make theoretical contributions unlikely.

Mind you, I am not suggesting that our field can develop in the absence of empirical efforts or that papers that are "blends" are not valuable. Such papers are critical to the development of our discipline. However, the balance of such papers relative to those that are conceptual in nature is an issue that deserves further consideration, particularly in light of evidence of their decline.

## Notes:

1. A conceptual article was defined as an article that introduces and/or discusses a theoretical concept (i.e., construct, theory, etc.), or presents a comprehensive, analytical review of what is known about such concept to advance new and testable propositions. Conceptual articles **\*do not\*** contain any empirical evidence or analysis of data gathered in connection with the article. An empirical article was defined as an article that presents and empirically tests a series of hypotheses or as an econometric/analytical model that was subsequently tested using data. A third category of articles was also identified—methodological articles. These articles a) present and test a new method for the collection and/or analysis of data; or b) propose an econometric analytical model that is solved analytically (i.e., no data) from which conclusions are derived. These articles are not represented in Figure 1 since they are geared not to theory development per se but rather developing analytical methods that facilitate theory testing.

2. These data for JM and JMR may not be 100% accurate because a few issues were missing.

3. Arndt, Johan (1985), "On Making Marketing Science more Scientific: Role of Orientation, Paradigms, Metaphors and Puzzle Solving," *Journal of Marketing*, 49 (Summer), 11-23; Frank Bass (1993), "The Future of Research in Marketing: Marketing Science," *Journal of Marketing Research*, 30 (February), 1-6. Taylor Weldon (1965), "Is Marketing a Science?," *Journal of Marketing*, 29 (July), 49-53.



**Table 1:**

### Potential Hypotheses and Refutations for the Decline in Conceptual Papers in Marketing and Consumer Behavior

Hypothesis	Logical or Empirical Support for the Hypothesis
H1: Conceptual papers are hard, and marketing academics today are not as smart as they used to be.	As admission standards increase, our field is supposedly attracting more highly qualified people <i>and</i> academic training is becoming more rigorous with time.
H2: Marketing academics resist paradigm shifts or novel ways of looking at the world.	This is certainly possible, but if it were true, why would we reward and cite papers that reflect new ways of thinking?
H3: Conceptual papers require a build up o knowledge and our field is young.	But, the most conceptual papers appear early in our discipline when our knowledge base was more limited. Hypothesis would be evidenced by a <i>positive correlation</i> between conceptual papers and time.
H4: Conceptual papers are best suited to books.	This may be true in some instances. But if conceptual papers are valued and more conceptual papers are to appear in books, <i>why does our field not value books as a publication outlet?</i>
H5: We are becoming so narrow, we can't see a bigger picture.	I believe we are becoming narrow, but I don't think this explains the phenomenon at hand. <i>Conceptual papers don't have to be grand ideas</i> . One could write a conceptual paper on a very narrow topic.
H6: We are not trained on how to write or evaluate conceptual papers because we are not trained in philosophy of science any more.	Perhaps this is true. But, philosophy of science courses were big in the 1980s and early 1990s. <i>Those people who are best trained in philosophy of science are likely people who are now Associate and Full Professors</i> (i.e., those who should be the most productive in the field and those who are most likely to be reviewer).
H7: Our standards for the acceptance of conceptual papers have increased, making it less likely that conceptual papers will make it through the review process.	Maybe. But the <i>standards for empirical papers have increased, too</i> , and we are only seeing a decline in the former.
H8: Advances in methodology and the availability of data allow for more empirical efforts.	Definitely a viable hypothesis. If so, we would find fewer submissions of conceptual papers to the journals, but has there really been a huge increase in the number of papers published in <i>JCR</i> and other journals that make use of existing datasets? <i>Perhaps this is truer of modeling than behavioral papers</i> .
H9: There is an empirical bias in our field. Papers are only viewed as "scientific" if they have an empirical component. This bias could be revealed by (a) editors who encourage fewer conceptual papers, (b) reviewers who are less likely to accept conceptual papers, and (c) authors who are reluctant to write them.	Interesting. Our field has had its share of discomfort with its status as revealed by the popularity of articles in the 1980s devoted to whether the field of marketing had "scientific status."



# CONFERENCE CALLS

*Editors Note: Look here for the complete text of ACR conference calls. Calls for non ACR conferences may be abstracted. Please send conference calls to Susan Kleine (skleine@cba.bgsu.edu).*

## Society for Consumer Psychology (SCP) Winter Conference

*When: February 24-26, 2005*

*Where: Trade Winds Resort – St. Pete Beach, FL*

*Submission Deadline: August 16, 2004*

Co-Chairs:

Anne M. Brumbaugh, Wake Forest University  
Geraldine R. Henderson, University of Virginia

The Society for Consumer Psychology (SCP) will be holding its Twelfth Annual Winter Conference in St. Pete Beach, FL. The SCP conference remains a relatively intimate forum, providing opportunities for a high level of interaction among participants interested in the integration of psychology and consumer research. The conference also seeks to explore the broader issues of psychology and its relationship with marketing, cultural and area studies, applied psychology, integrated marketing communications, business-to-business forums and customer behavior. The conference will begin with an evening reception on Thursday, February 24<sup>th</sup> and sessions will run on Friday, February 25<sup>th</sup> and Saturday, February 26<sup>th</sup>.

Original papers and special topic sessions are sought for presentation at the conference. In order to encourage a diverse set of ideas and approaches to consumer psychology, the topic areas are not limited by a particular theme or application. Competitive papers and special session proposals are welcomed whether they focus on experimental research, conceptual and/or theoretical developments, survey research, participant observations, or other topics of interest to Society members.

### Competitive Paper and Ph.D. Student Poster Session Proposals

Submissions should be no longer than 12 pages, double-spaced, in 12 point font (including bibliography and tables). This limit is to encourage authors to describe their research to the reviewers in a succinct manner. Proposals should be submitted via electronic mail as attachments in Microsoft Word format. In the case of the Poster Proposals, a Ph.D. student must be first author. Authors must agree, if the submission is accepted, to publish either the complete paper or an abstract in the Conference Proceedings. At least one author of each submitted paper must agree to register and present the paper at the conference, if it is accepted.

**Submissions must be received by Monday, August 16<sup>th</sup> 2004.**

**E-mail Competitive Paper and Ph.D. Student Poster Proposal submissions to:** Professor Geraldine R. Henderson, Darden Graduate School of Business Administration, The University of Virginia, 100 Darden Boulevard, Charlottesville, VA 22903; Phone: (434) 924-7326; **email: hendersong@darden.virginia.edu.**

### Special Topic Session Proposals

Submissions should include (a) the rationale for the session,

(b) a list of participants, and (c) no longer than a two-page abstract of each paper. Submissions should be double-spaced in 12 point font. As the goal of the conference is to stimulate intellectual discussions, there should only be three papers per session and no discussant. A moderator/chair of each session should be selected in order to engage the audience in conversation about the research ideas and how to forward the research in this stream. This person is to guide a discussion rather than review the papers presented. Special topic session presenters are required to publish at least an abstract of their presentations (or entire papers if they prefer) in a Proceedings volume. Proposals should be submitted via electronic mail as attachments in Microsoft Word format. At least one author of each presentation in the proposal must agree to register and present at the conference, if it is accepted. **Submissions must be received by Monday, August 16<sup>th</sup>, 2004.**

**E-mail Special Topic Session Proposal submissions to:** Professor Anne M. Brumbaugh, Babcock Graduate School of Management, Wake Forest University, 3134 Worrell Professional Center, P. O. Box 7659, Winston-Salem, NC 27109-7659; Phone: (336) 758-3499; **e-mail: anne.brumbaugh@mba.wfu.edu.**

**Hotel Information:** Trade Winds Resort, 5500 Gulf Blvd., St. Pete Beach, FL 33706. Come join us at the newly renovated location of the 1997 SCP conference (<http://www.tradewindsresort.com>).

## 12<sup>th</sup> Conference on Historical Analysis and Research in Marketing (CHARM)

### The Future of Marketing's Past

*When: April 28 – May 1, 2005*

*Where: Aboard the Queen Mary, Long Beach, CA*

*Submission Deadline: November 15, 2004*

Co-Chairs: Eric H. Shaw and Terrence H. Witkowski

Papers on all aspects of marketing history and the history of marketing thought in all geographic areas and all time frames are welcome at this friendly, informal, and collegial gathering. Methodological, pedagogical, and historiographic submissions are also invited. *This 12<sup>th</sup> biennial meeting celebrates 22 years of CHARM.*

The venue will be aboard the historically renowned Queen Mary luxury liner (securely moored to the pier and conveniently located near downtown Long Beach). The Queen Mary began service in 1936 as the largest and most luxurious liner ever built. Used as a troop ship during WWII, she came to Long Beach in 1967 and immediately became an icon of the City. Today, the QM is not only a hotel, but also an outstanding example of high art deco style known for its beautiful woods. In addition to the staterooms, restaurants, bars, and gift shops, the ship boasts museum exhibits, a "Ghosts and Legends" show, and fabulous views of the harbor. For further informa-

tion, visit [www.queenmary.com](http://www.queenmary.com).

Other sights in the immediate vicinity include a Russian submarine, Scorpion, the Carnival Cruise Terminal Dome, and an "English Village" retail development. Not far away are the Aquarium of the Pacific, Catalina Landing, the Pike at Rainbow Harbor (named after a former roller coaster), Shoreline Village (more festival retailing), downtown Long Beach's Pine Avenue, and Bertrand Smith's Acres of Books.

All paper submissions will be double blind reviewed and a proceedings volume will be published. Full papers (25 page maximum) or extended abstracts (750-1000 words plus references) may be submitted. We also invite proposals for special sessions which should include a one page description of each presentation. Authors may choose to publish either full papers or extended abstracts in the proceedings. **The deadline for paper submissions is November 15, 2004.** Acceptances will be sent by the end of January, 2005.

*Outstanding full papers may be invited for publication in the Journal of Macromarketing. The Stanley C. Hollander Best Paper Award will be presented to the full paper judged the best overall. The David D. Monieson Best Student Paper Award will be presented to the full paper by a graduate student judged the best.*

For paper submission guidelines and additional information about the conference please check the conference web page, <http://faculty.quinnipiac.edu/charm/> which will be updated periodically. Or, for more information contact:

Program Chair:

Eric H. Shaw  
Department of Marketing  
Florida Atlantic University  
Boca Raton, FL 33431  
[shaw@fau.edu](mailto:shaw@fau.edu)

Arrangements Chair:

Terrence H. Witkowski  
Department of Marketing  
California State University  
Long Beach, CA 90840  
[witko@csulb.edu](mailto:witko@csulb.edu)

## SERVSIG Research Conference 2005

*When: June 2-4, 2005*

*Where: Singapore*

*Submission Due Date: November 15, 2004*

[www.servsig2005.org](http://www.servsig2005.org)

We are delighted to announce that The Fourth SERVSIG conference will be held June 2-4, 2005 in Singapore. The conference will be hosted by the NUS Business School, National University of Singapore, and chaired by Jochen Wirtz. The topics include:

- Services Marketing
- Service Operations Management
- Human Resource Management in Services
- Service Leadership
- Service Quality
- Customer Relationship Management
- E-service
- Technology in Services
- Globalization of Services
- Management of public and non-profit services
- Case Studies in Services-marketing and Management-related

Prospective authors are invited to submit abstract(s) electronically via the conference website at [www.servsig2005.org](http://www.servsig2005.org). The deadline for abstracts is 15 November 2004.

## Consumer Personality and Research 2005 (CPR 2005)

*When: September 20-24, 2005*

*Where: International Center of Croatian Universities (ICCU), Dubrovnik, Croatia*

*Submission Deadline: January 31, 2005*

*Website: <http://www.cpr2005.info>*

CPR 2005 aims at offering an opportunity for scientific exchange among researchers from all over the world working in the revitalized field of consumer personality and related areas. Accordingly, the thematic scope is on theoretical, methodological, and

practical advances to relate the psychology of personality and individual differences to the content area of consumer behavior and advertising research.

In addition, special attention shall be devoted to innovative approaches to measure consumer personality, individual differences, and behavior, e.g. by means of Internet-based assessment strategies. Last but not least, works accounting for the economic sectors most prominent at the events' location, namely tourism research, are also very welcome. Visit the conference website (above) for complete information.

*Conference calls cont'd on page 8*





# JOURNAL CALLS

## International Journal of Internet Marketing and Adver- tising

### Special Issue: "Cross-Cultural Issues in e-Advertising"

Submission deadline: December 15, 2004

The International Journal of Internet Marketing and Advertising (IJIMA) is pleased to announce a special issue addressing cross-cultural issues in e-Advertising. The target publication date for this special issue is Spring 2006.

#### Background Information

Thanks to the advances in communication technologies, the world is becoming increasingly boundary-less. In the virtual world, physical distances no longer matter, and consumers from around the globe share their view points more commonly than ever before. As we change the way we communicate with one another, we will also need to change the way persuasive messages are composed and delivered. This transformation makes it an exciting time for advertising academics and practitioners to re-think how electronic communication can be used to not only reach Americans, but consumers throughout the world. The purpose of this special issue is to stimulate interest and research on the practices and theory of e-Advertising in a global community. Conceptual work or manuscripts based on empirical studies are welcome.

IJIMA encourages both academics and practitioners from diverse disciplines interested in expanding the body of knowledge of this intriguing area to submit manuscripts. Topics that would be appropriate for this special issue include, but are not limited to:

- *Definition issues of e-Advertising*
- *The role of e-Advertising in cross-cultural marketing communication*
- *E-Advertising and horizontal segmentation across cultures*
- *Culture and its impact on the acceptance of technologies and e-Advertising*
- *Consumer response and attitudes toward e-Advertising across cultures*
- *The effectiveness of specific creative cross-cultural e-Advertising techniques*
- *Role of cross-cultural e-Advertising in building brand equity and/or loyalty*
- *Legal and regulatory concerns of e-Advertising in different countries*

#### Submission Instructions

Original manuscripts that have not been published, accepted for publication, or presently under review for publication elsewhere may be submitted electronically to either of the guest editors by December 15, 2004. A complete submission must include three separate MS-Word files: (1) the cover letter, (2) the title page, and (3) the manuscript without authors' names. See <http://www.inderscience.com/catalogue/i/ijima/ijima.html> for further information.

#### Guest Editors

Wei-Na Lee, Ph.D.  
weina@mail.utexas.edu

and

Terry Daugherty, Ph.D.  
terry.daugherty@mail.utexas.edu

Department of Advertising  
College of Communication  
The University of Texas at Austin  
1 University Station  
A1200  
Austin, TX 78712

For more information please visit the IJIMA *web site*:

<http://www.inderscience.com/catalogue/i/ijima/indexijima.html>

## Journal of Advertising (2)

### 1. Special Issue on Integrated Marketing Communication

Submission Deadline: November 15, 2004

Manuscripts are being solicited for an upcoming special issue of *The Journal of Advertising* devoted to integrated marketing communication (IMC). The objective of the issue is to extend the theoretical foundation of IMC as well as its practical application. Further development of IMC can, and should, benefit by adapting ideas, practices and concepts from other academic disciplines. Authors are encouraged to submit theoretical papers that use these other areas to better articulate the concept and practice of IMC. Papers should have significant managerial implications. A major criterion for evaluating submissions will be to what extent they provide new insights into IMC theory and/or practice.

Questions to be addressed for the Special Issue include, but are not limited to:

- The practice of IMC has focused on tactical coordination, media neutrality, and the attempt to achieve "one sight, one sound." What should be the scope of IMC in the future and what is its theoretical support?
- IMC is a young discipline. To what extent is IMC a new concept, or is it a revision, extension, or amalgamation of existing concepts and theories of social and behavioral sciences? What is/should be the role of IMC role in building brands and brand equity?
- What is the impact of new communications systems on IMC? What IMC challenges will emerge from the addition of interactive, two-way communication systems to traditional, one-way mass media?
- Many organizational structures are not designed to accommodate integration. What type and form of organizational structures are needed to implement IMC programs in the future—either

in existing organizations or in organizations of the future? Of particular interest are manuscripts that address this topic by exploring the application of theories and concepts from organizational behavior.

- How can the impact and effects of IMC be evaluated—using theories and concepts from consumer behavior or new financial models?
- What is the relationship and interaction between IMC and other existing marketing and marketing communication practices, such as brand management, customer relationship management (CRM), and services marketing?
- What can be borrowed from semiotics and reader response theory, learning theory, cognitive and perceptual psychology, and newer advances in such areas as neurobiology and neurophysiology, to better explain the impact of integration?
- What are the teaching and learning issues within IMC? Is IMC an over-arching concept that encompasses existing marketing communication research and teaching, or is it an aggregation of existing disciplines? What is the best academic environment for teaching and research in IMC (marketing, communication, advertising, journalism)? At what level (undergraduate and/or graduate) should IMC be taught?

### Submission Information

Manuscripts are due by Nov. 15, 2004. Authors should send five (5) copies of their manuscript (electronic versions are preferred) to any one of the three editors:

Tom Duncan, Director, IMC Graduate Program  
Department of Marketing  
Daniels College of Business  
University of Denver  
2101 S. University Blvd.  
Denver, CO 80208 USA  
E-mail: tduncan@du.edu

Don E. Schultz  
Professor Emeritus-in-Service  
Integrated Marketing Communications Department  
Room 3-103 McCormick Tribune Center  
Northwestern University  
1870 Campus Drive  
Evanston, IL 60208 USA  
Email: dschultz@lulu.acns.nwu.edu

Charles H. Patti  
Professor and Head,  
School of Advertising, Marketing and Public Relations  
Queensland University of Technology  
2 George Street  
Brisbane, Qld 4001 Australia  
Email: c.patti@qut.edu.au

## 2. Special Issue on Advertising Media Audiences

Submission Deadline: January 15, 2005

The objective of the special issue is to contribute to an improved understanding of audiences as the central

product in the economics of advertising-supported media. Advertisers are buyers in an audience marketplace in which media firms function as the producers of audiences. The value of audiences varies for advertisers as different audience members have diverse propensities to purchase advertised brands. Understanding the economic and managerial dimensions of dealing with audiences will offer a new strategic lens for media, advertising and media planning professionals, and it also will help contextualize the relevance of more traditional types of advertising research on audience responses to ads and ad campaigns. The value of media audiences to advertisers is the theme of this special issue, and the primary criterion for assessing fit with the special issue is whether the paper provides new insight into the value of media audiences for advertisers and value maximization strategies, approaches and technologies.

Suggested topics include but are not limited to:

- The dynamics of audience members' media consumption patterns and the impact of new technology on these patterns
- The factors such as demographics, purchase patterns, and audience structures that affect the advertising value of media audiences
- Commercial avoidance behavior of audiences and its impact on the advertising value of media audiences
- Assessment of advertising value of audiences in competitive media markets
- Strategies and tactics for managing audience behavior and delivering value to advertisers in a changing media environment
- The indirectness and error inherent in predicting audience members' preferences for consumer goods from their demographic, psychographic and lifestyle profiles
- The inherent difficulty in audience production and techniques to facilitate audience prediction and measurement

### Submission Information

Email a complete copy of the manuscript-- in JA style, PDF format, with personal identifiers including the lead author's email only on the cover page--to the special issue editor or associate editors. The subject of submission email should indicate JA special issue to ensure timely processing.

Steven S. Wildman, Editor  
Quello Center  
Michigan State University  
Email: swildman@msu.edu

Hairong Li, Associate Editor  
Department of Advertising  
Michigan State University  
Email: hairong@msu.edu

Philip M. Napoli, Associate Editor  
Graduate School of Business  
Fordham University  
Email: pnapoli@fordham.edu





# LET'S GET PROJECTIVE ...

---

Most people think ACR members are \_\_\_\_\_.

ACR members that color their hair green are \_\_\_\_\_.

Coloring an ACR member's hair green makes their ACR conference presentation \_\_\_\_\_.

## HAIRE'S SHOPPING LISTS

---

Updated for the New Millenia

### List A

- .. 1 1/2 lb. bag nacho chips
- .. 2 boxes Mud 'n Bugs Pop Tarts
- .. bunch Tiki Lights
- .. Nescafe instant Margareta mix
- .. 1 can sterno
- .. 2 cans Red Bull
- .. 5 lbs. ice

### List B

- .. 1 1/2 lb. bag nacho chips
- .. 2 boxes Mud 'n Bugs Pop Tarts
- .. bunch Tiki Lights
- .. Nescafe instant Beer mix
- .. 1 can sterno
- .. 2 cans Red Bull
- .. 5 lbs. ice

---

*Conference Calls Cont'd from page 5 ...*

Department of Agriculture will share their knowledge, as well as people from non-profit organizations such as AARP, the American Enterprise Institute, National Association of Health Data Organizations, and the Utah Clean Energy Alliance.

Some sessions of special interest cover:

- Privacy Issues and HIPPA
- Recent Regulatory Developments in the Mortgage Market
- Corporate Cause Marketing and Social Marketing
- Internet Security and Privacy
- Renewable Energy Development
- Consumer Responses to Risks of Natural Disasters
- Tobacco and Youth

The preliminary program is available at:  
[http://www.business.utah.edu/updir/826\\_marketing\\_MPPC2004PreliminaryProgram.pdf](http://www.business.utah.edu/updir/826_marketing_MPPC2004PreliminaryProgram.pdf)



# CALLING PHD STUDENTS



## **The ACR/Sheth Foundation Dissertation Grant Application and Selection Process for 2004**

1. The purpose of these grants is to support the data collection efforts of new dissertations or those in the preliminary stages of development. Awards are designed for dissertation projects initiated in academic year 2003-04 and designed for completion in 2004-05.

2. **Eligible dissertation topics** can deal with any aspect of (1) **cross-cultural, global, or comparative consumer behavior**, or (2) the **public purpose of consumer research as broadly defined** to include studies of social marketing issues, “bright-side” consumer behaviors (e.g., voluntary simplicity, environmentally efficacious behavior) and “dark-side” behaviors (addictions, crime, homelessness, and so forth).

3. Ph.D. candidates at the post-comprehensive, dissertation stage should **submit proposals after June 1, 2004 but no later than June 21, 2004**.

4. Proposals must be submitted as Word attachments via e-mail to Professor Richard J. Lutz (Dept. of Marketing, 212 Bryan Hall, PO Box 117155, University of Florida, Gainesville, FL 32611) at [rjlutz@ufl.edu](mailto:rjlutz@ufl.edu)

5. There is a firm limit for proposals of 12 double-spaced pages, including references and all tables/figures (12-point font and one-inch margins).

6. The proposal should describe the research objectives, overview the proposed methodology, and specify anticipated contributions.

7. Proposals are to be e-mailed with a cover letter from the applicant’s dissertation advisor. Please include e-mail and regular mail addresses for both the applicant and advisor. Also, the cover letter must specify the track in which the proposal is to be judged—either the cross-cultural/global/comparative track or the public purpose track.

8. A committee of consumer behavior scholars will evaluate the proposals and make selection decisions. Standard selection criteria will be invoked (importance, sophistication, rigor, etc.). Particular emphasis will be placed on whether the proposed research addresses important and exciting questions about either of the two general topic areas described above.

9. Awardees will be selected by early August 2004. Funds will be discharged shortly thereafter.

10. The only stipulation in accepting this award is that the recipients acknowledge the financial contribution of the Sheth Foundation in any forthcoming publications extending from the grant.

11. Please address questions to Richard Lutz by phone (352-392-0161 X1235#) or e-mail [rjlutz@ufl.edu](mailto:rjlutz@ufl.edu).

## **ACR Doctoral Symposium 2004**

*When: October 6th-7th, 2004 (immediately preceding ACR conference)*

*Where: Portland, Oregon, USA*

The fifth annual ACR doctoral symposium will be held October 6<sup>th</sup> -7<sup>th</sup>, 2004 at the Hilton Portland and Executive Tower in Portland, Oregon, USA. This yearly event

is held before the ACR conference and has turned into a tradition with students returning for multiple events. Portland should be an attractive location for ACR, so register early!

This year’s symposium has the following objectives:

- to expose young researchers to a range of interesting research ideas and approaches;
- to provide insight into how consumer researchers think about the research process;
- to enable meaningful exchanges among and between Ph.D. students and faculty with similar interests;
- to socialize new members into the organization of ACR and the field of consumer research; and
- to enable participants to have a fun experience that contributes to both community building and personal growth opportunities.

We will begin with a plenary session on Wednesday afternoon at 3:00 p.m. that you won’t want to miss! This will be followed by “consumer” games, a reception and “Dutch treats” dinner with two symposium faculty (an annual favorite among students). Thursday activities will include plenary sessions in the morning that overview the field and uncover opportunities for future research. Breakout sessions in the afternoon will provide more interactive opportunities for research discussions among and between faculty and students. None of the sessions will repeat from past years and so prior attendees should register again!

This year’s symposium will have over 50 faculty attending to teach and interact with students. Ph.D. students at all levels are invited to attend and there are no limits on the number of students that can attend from a particular university.

Registration details will be available at the time of ACR registration. There is a small fee charged (~\$50) to cover costs. More information on registration and specifics about the schedule will be available soon. Plan now to get to Portland early so you won’t miss any of the fun. The symposium co-chairs for 2004 are Christine Moorman ([moorman@duke.edu](mailto:moorman@duke.edu)), Duke University and Linda Price ([lprice2@unl.edu](mailto:lprice2@unl.edu)), University of Nebraska. Email us if you have questions.

## **Society for Marketing Advances (SMA) Doctoral Dissertation Research Proposal Award**

The Society for Marketing Advances (SMA) will once again sponsor a Doctoral Dissertation Research Proposal Award at its annual conference, November 2-6, 2004 at the Trade Winds Resort, St. Pete Beach, FL. We encourage doctoral students to submit proposals. Deadline for entry is August 09, 2004. For more information please contact Tracy Suter ([tsuter@okstate.edu](mailto:tsuter@okstate.edu)) or visit: [http://www.marketingadvances.org/newsletters/2004sp/index\\_files/Page1919.htm](http://www.marketingadvances.org/newsletters/2004sp/index_files/Page1919.htm)



# STAMP OUT BOOK JACKET REVIEWS

**Charlie Wood, University of Tulsa, Book Review Editor**

*New materials related to consumer research hit the market every day. One of our colleagues agreed to look over a new book and offer his candid assessment. If you know of a new resource that you would like to see reviewed, or if you are interested in serving as a book reviewer, please contact Charles Wood at the University of Tulsa at [charles-wood@utulsa.edu](mailto:charles-wood@utulsa.edu).*

## Thinkback: A User's Guide to Minding the Mind

*Jack Lochhead, Lawrence Erlbaum Associates, 2001, 140 pages*

*Reviewed by: Judy Graham, Ph.D., St. John Fisher College*



Most professors are looking for pedagogical tools that will enhance our students' learning and critical thinking skills. Research has consistently supported the superiority of an active learning format over a lecture-based format in promoting student mastery of a subject area. Giving students the opportunity to integrate information by discussing their thought processes with others in a team-based format encourages critical thinking, facilitates learning, and results in superior retention of content. In addition, the use of hands-on, collaborative activities provides professors with targeted assessment tools designed to measure student comprehension of content and critical thinking skills. This book proposes the use of a pedagogical tool that purports to do all of the above. The text contains two parts: Part I describes the Thinkback process and presents information regarding how one might use this process in a teaching format. Part II discusses how the process may be used in specific learning contexts. The Thinkback process, as described by the author, is a modification of the previously established Thinking Aloud strategy described in Problem Solving and Comprehension (Whimbey and Lochhead, 1979-1999). The Thinkback process pairs a student problem solver with a student listener, and is designed to "slow down thinking so that we can see it." The problem solver is expected to articulate each step of the problem solving thought process, and the listener is expected to check the accuracy of the problem solver and demand constant vocalization. In this way, the two are able to analyze the problem solving process and develop a "thought image" of the mind in action, thereby enhancing the critical thinking skills of both. Support provided for the effectiveness of this process is for the most part anecdotal.

One of the great strengths of this book is its comprehensiveness. Over two-thirds of the book is dedicated to providing the reader with specific examples of the Thinkback process at work, and the transcripts of these specific applications allow the reader to grasp the potential benefits of using the Thinkback process. However, this reader was struck by the likely inefficiency of the process as it might be implemented in a learning environment encountered by the typical reader of ACR News. The Thinkback process is time-consuming, and the benefits to college students, over and above other more traditionally implemented critical thinking activities, are not apparent. Most contemporary

students have ample opportunities for collaborative learning, and are expected to clearly articulate to their teammates the thought processes and logic of the strategies that they propose as solutions to content-based case studies and critical thinking exercises. In sum, the Thinkback process appears to be somewhat tedious, and this reader fails to see the benefit of this process, especially for those students who have ready access to the more challenging case studies and critical thinking exercises that are an integral part of existing pedagogy.

## Time, Space, and the Market: Retrosapes Rising

*Stephen Brown and John F. Sherry, Jr, editors, M.E. Sharpe, 2003, 350 pages*

*Reviewed by: Eric J. Arnould, University of Nebraska*

This marvelous book is written as if a post-Wittgensteinian theory of memory (Anderson 1989) reflecting the results of recent neurological and psychological study (Schacter 1996, 2001; Schacter and Coyle 1995) suffused consumer research. The authors demonstrate that memory is not something individuals have, locked away in a biological memory chip, but something that we do organoleptically and proprioceptively. Further, memory is the outcome of social doing. And "retrosaping...the recreation of place-related memories" (Holbrook, p. 176) always and everywhere takes place in particular spaces and times, i.e., retrosapes (Costa and Bamossy).

Contributions to this volume show that landscapes of memory may unfold at micro-personal narrative, meso-sociological, and/or macro-cultural levels. Commercial settings, products and services are the props of the doing of memory on these different scales, ranging accordingly from family photos (Holbrook), a childhood hometown (Schau), a failed research project (Brown) and a piano (Maclaran), to socially consumed theme parks (Aherne, Troester) and temporary communities (Goulding, Kozinets), and on to cultural retrosapes (Belk, Hetzel, Bergerson and Schroeder).

Authors also teach us about the production and marketing of memory (especially, Costa and Bamossy, Sherry, and Ventkatesh). They show that this marketing varies in its explicit reference to collective memory from highly self-conscious but always-selective uses (Goulding, Hetzel, Patterson and Brown, Schau) to relatively unconscious ones (Venkatesh), and that retrosaping is a major current of commercial postmodernity (Schau, Sherry). Further commercial retrosapes have attributes consumers value such as tradition (Hetzel), authenticity (Goulding; Kozinets), and kitsch (Bergerson and Schroeder, Goulding). They distribute emotional benefits, notably transcendence (Holbrook, Sherry, Kozinets) and nostalgia (Goulding; Holbrook; Patterson and Brown), and may be usefully categorized for managerial purposes (Costa and Bamossy).

If you've never read this volume's authors, start here; meet our field's literary stars and starlets. By almost every page, I was delighted and entertained, moved and provoked. Unlike many academic volumes the authors wear their learning lightly. Several chapters provide overviews that should stimulate further research (Costa and Bamossy; Sherry).

Three complaints: first as my reclassification suggests, articles could be better placed relative to the volume's tripartite micro, meso, and macro division; second, a lack of cross-referencing; and, third, I looked in vain for a chapter that emplaces this work relative to conventional consumer memory research.

#### References

Anderson, Paul F. (1989), "On Relativism and Interpretivism—with a Prolegomenon to the 'Why' Question, in *Interpretive Consumer Research*, Elizabeth C. Hirschman, ed. Provo, UT: Association for Consumer Research, 10-23

Schacter, Daniel L., (2001), *The Seven Sins of Memory: How the Mind Forgets and Remembers*, Boston: Houghton Mifflin.

— (1996), *Searching for Memory: The Brain, the Mind, and the Past*, New York, NY: Basic Books.

— and Joseph T. Coyle, eds. (1995), *Memory Distortion: How Minds, Brains, and Societies Reconstruct the Past*, Cambridge, MA: Harvard University Press.

## Contemporary Consumption Rituals: A Research Anthology,

Cele Otnes and Tina Lowrey, editors

Reviewed by David Aron, DePaul University.

You might be sure you have stories that would fascinate others, such as unique family holiday traditions or incomparable wedding stories of your own. *Contemporary Consumption Rituals: A Research Anthology*, edited by Cele Otnes and Tina Lowrey, includes several chapters focusing on rituals comprising a set of insightful and enlightening stories. This book goes well beyond weddings and holiday stories to include traditions ranging from the sacred (e.g., Christmas, Kwanzaa) to the hedonic (college drinking, Mardi Gras disrobing). Chapters discuss how traditions evolve, differ, and conflict between genders, across generations, and among the substrata of a culture. Other chapters are written with appropriate intimacy and presented in a way to depict the logic behind what might otherwise be difficult to understand. Research paradigm differences might lead some readers to dislike the qualitative nature of the research or its narrow scope (e.g., four women's Christmas fairy tales, Turkish dowry rituals). However, the stories presented by the authors are fascinating, digging deep beneath the surfaces of heterogeneous cultures and societies. The authors represent a formidable line-up of scholars, making this book suitable for both experienced researchers and newer students of qualitative studies. The book succeeds as a teaching tool and as a source of ideas for further research. The global nature of this edition makes the book suitable for international marketing studies, too.





# CALL FOR NOMINATIONS

## Editor, Journal of Consumer Research

**Term: July 1, 2005 to June 30, 2008**

*Professor Dawn Iacobucci, the present editor of the Journal of Consumer Research, will end her term on June 30, 2005. In preparation for the transition to the next JCR editor, the JCR Policy Board is now opening a call for nominations for editorship of the journal. The editor, who serves a three-year term (plus approximately six additional months for revisions at the end of the term), is responsible for appointing an editorial review board, choosing associate editors, selecting manuscript reviewers, accepting articles for publication, and supervising the managing editor. The next editor's term will begin on July 1, 2005.*

### **NOMINATIONS MUST BE RECEIVED BY AUGUST 1, 2004**

*JCR is one of the most prestigious publications in the field of social science research today. The editor not only plays an important role in the day-to-day operation of this journal, but also significantly affects the range of topics discussed in the area of consumer behavior.*

Readers are asked to send in nominations of those who wish to be editor, and qualified individuals are encouraged to apply. Nominees need not identify potential associate editors at this time. All nominations should be submitted to the President of the Policy Board:

Professor Barbara Kahn  
[kahn@wharton.upenn.edu](mailto:kahn@wharton.upenn.edu)



# NEW PUBLICATIONS

Have you published a new monograph or book that would interest ACR members? Get it listed here! Submit a brief synopsis of your publication (i.e., Title, Author(s), table of contents, publisher) to Susan Kleine (skleine@cba.bgsu.edu).



## **The Commodification of Childhood: The Children's Clothing Industry and the Rise of the Child Consumer.**

**by Daniel Thomas Cook.**  
[www.dukeupress.edu](http://www.dukeupress.edu)

This social history explores the roots of children's consumer culture—and the commodification of childhood itself—by examining at the rise, growth, and segmentation of the children's clothing industry. Drawing upon a variety of trade and consumer publications, the book illustrates how the industry created a market by deploying new understandings of the “nature,” needs and motivations of the child consumer. The author provides a compelling argument that any consideration of “the child” must necessarily take into account how childhood came to be understood through and structured by a market idiom.

## **The Effect of Advertising and Display: Assessing the Evidence**

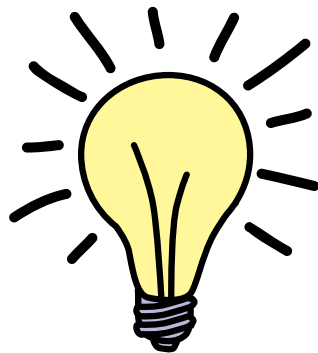
**by Robert East**

ISBN: 1-4020-7514-6 Price: \$70, published August, 2003  
Kluwer Academic Publishers, Tel: 781-871-6600, E-mail:  
[Kluwer@wkap.com](mailto:Kluwer@wkap.com)

Research findings on the effects of advertising are assembled and critically reviewed in this clearly written book, which is designed for both advanced students and practitioners.

Robert East presents evidence on successful advertising campaigns and describes how advertising can sometimes reduce the cost of doing business. The effect of repeated exposure is examined. The focus then moves to a model of ad response that covers the evidence on repeated ad exposure and explains how advertising may work over both short-term and long-term periods. The processes that could produce the long-term effect are discussed and new evidence is presented. There is a chapter on the psychological processes that are used to explain ad effect and brief sections on the point of purchase and online advertising.

Discussion includes the importance of long-term effects, the customer segments that respond most to advertising and the role of advertising compared to direct marketing.





# TEACH A CB SEMINAR? YOUR HELP IS NEEDED!

CB Seminar instructors: Your Help is Needed! Rajiv Vaidyanathan is working on a story about Consumer Behavior seminar content for the Winter issue of ACR News.

If you teach a doctoral level consumer behavior seminar, please email your syllabus and reading list to Rajiv at [rvaidyan@umn.edu](mailto:rvaidyan@umn.edu).

## ACR NEWS SUBMISSION GUIDELINES

### Purpose

The ACR News is a vehicle for building community among the internationally distributed ACR community and to share information of common interest among ACR members.

### What would you like to see in ACR News?

Your suggestions for making the ACR News more useful would be most appreciated. Do you have an article idea? Is there a topic you would like to see addressed?

All ACR members are encouraged to help make the ACR News useful, informative, and fun. Forward paper calls, grapevine news, humor (please!!), news, and other information you think is of interest to, or helpful for building community among, the ACR membership.

Please send your suggestions to coeditor Susan Kleine ([skleine@cba.bgsu.edu](mailto:skleine@cba.bgsu.edu)).

### Publication Schedule

ACR News is published 3 times per year:

- Fall (Submissions due by 15 August)
- Winter (Submissions due by 15 December)
- Spring (Submissions due by 15 April)

### Paper, Conference, & Competition Calls/Announcements

#### Format Guidelines

Please follow this format when submitting calls or announcements for a journal, conference, or competition. Adjust according to the type of event you are announcing:

- Name of Conference, Journal, or Competition
- When: Conference dates
- Where: Conference location
- Due Date: Date by which submissions are due
  
- Brief description, including themes or topics.
  
- Details regarding where and how to submit.
  
- URL at which the complete call is available

#### How to Submit

Submit calls/announcements electronically to Susan Kleine ([skleine@cba.bgsu.edu](mailto:skleine@cba.bgsu.edu)). Either embed the call in the body of your email message or as an attachment in MS Word

format.

### Book Reviews

Have you published a book that you would like to see reviewed in ACR News? Would you like to review a book for ACR News? If you answered "YES!" (or even "yes") to either of these questions, please contact Book Review Editor Charlie Wood ([charles-wood@utulsa.edu](mailto:charles-wood@utulsa.edu)).

### Editorial License

Our editorial intent to be as inclusive as possible. That said, your coeditors will evaluate submissions for appropriateness to the goals of the ACR News. Submissions inconsistent with those goals will be returned to the author. We also reserve the right to edit each ACR News submissions if necessary to accommodate space limitations and/or to enhance presentation.

### Copyright

With the RIAA busy suing U.S. based music lovers, copyright issues are top of mind these days. Accordingly, it is probably appropriate to be clear about copyright issues related to ACR News submissions. When you submit materials to ACR News, we will make the following assumptions:

1. That you own the copyright to the material you submit. Here's a simple rule of thumb: if you wrote the submission, you own the copyright. Copyright comes into existence the instant you create a "work." If you didn't write the submission, please let us know that the author has granted permission to publish the submission in the ACR News.

2. That you grant ACR a nonexclusive right to publish the material in the ACR News print and electronic editions.

### Questions or Comments?

We'd love to hear from you! Send your questions or comments to either coeditor:

Susan Schultz Kleine  
[skleine@cba.bgsu.edu](mailto:skleine@cba.bgsu.edu)

Rob Kleine  
[r-kleine@onu.edu](mailto:r-kleine@onu.edu)

# NEWS FROM THE GRAPEVINE

ACR members share your news of moving and shaking around the consumer research universe. Help fill this space. Send your grapes for the grapevine to Susan Kleine (skleine@cba.bgsu.edu).



## Arizona State University

The WP Carey School of Business at Arizona State University is very happy to announce that Ruth Bolton, current editor of the *Journal of Marketing*, will be joining our group as the WP Carey Chair and Professor of Marketing this fall.

## Bilkent University, Ankara, Turkey

John W. Schouten visited Bilkent University in Ankara, Turkey in March 2004. Together with Diane M. Martin, he gave a presentation titled, "Discovering Hyperorganization Theory." The talk drew from the consumer behavior and organizational communication literatures to argue that the activities of hyperorganizations blur the boundaries between consumption and production.

## Boston College

Arch Woodside and Elizabeth Wilson's article, "Case Study Research for Theory-Building," received the 2004 Award for Best Article Published in 2003 in the *Journal of Business & Industrial Marketing*. The article relates to several ethnographic studies in consumer research. Contact either author for a complimentary copy.

The citation: Woodside, Arch G., and Wilson, Elizabeth J. (2003), "Case Study Research for Theory-Building," *Journal of Business & Industrial Marketing*, 18 (6/7), 493-508.

## Indiana University – Kelley School of Business

Anthony and Dena Cox, in collaboration with colleagues in the IU School of Medicine, have been awarded two large research grants from the National Institutes of Health. The first study (total award \$3.4 million over five years) is a field experiment examining the effects of message framing and personal influence interventions on the adoption of hepatitis B vaccinations in STD clinics. The second study (\$1 million over four years) uses conjoint analysis to forecast market acceptance of a new category of product (called microbicides) that would allow women to independently protect themselves from HIV and other sexually-transmitted diseases.

## University of Cincinnati

Daniel Laufer, UC assistant professor of marketing, was quoted in a *Wall Street Journal* article on the fallout from Mad Cow Disease in North America. Laufer is an expert on consumer reactions to product harm crises and has conducted research in both the United States and overseas.

## University of Georgia

The American Academy of Advertising has selected George M. Zinkhan to be the 2004 recipient of its "Out-

standing Contribution to Research Award." George is the Coca-Cola Company Chair of Marketing in the Terry College of Business (University of Georgia) and is currently serving a three-year term as Editor of the *Journal of the Academy of Marketing Science*. The Outstanding Contribution to Research Award honors individuals who have made sustained and systematic contributions to advertising research.



## University of Saskatchewan

Barbara J. Phillips has been promoted to Full Professor of Marketing at the University of Saskatchewan effective July 1, 2004.

## University of South Florida

Andrea Scott currently is completing a Fulbright teaching/research grant for six months at the University of Technology in Kingston, Jamaica. She will receive her PhD from the University of South Florida and will join the faculty at Pepperdine University, in Malibu, CA.

Andrea strongly encourages consumer researchers to consider a Fulbright experience. To learn more, go to: [www.CIES.org](http://www.CIES.org).

## Vanderbilt University

The Marketing Group at Vanderbilt University is delighted to announce that Jenny Escalas will be joining their group this Fall 2004 from the University of Arizona.

Donna Hoffman and Tom Novak received two citations from the ISI Web of Science. Their 1996 *Journal of Marketing* paper received an ISI citation for the most rapid increase in the number of citations over a two-month period in the *entire field* of Business and Economics and their 2000 *Marketing Science* paper, which is an empirical test of their *Journal of Marketing* paper, received an ISI citation as the most cited paper in a set of papers identified by ISI as an "emerging research front," again in the entire field of Business and Economics.

In other news, according to a new survey from Academic Assessments Services (AAS), an independent research organization specializing in citation analyses and performance evaluations for business school faculty, Vanderbilt's marketing group ranked second in research impact per faculty member. MIT ranked #1, followed by Vanderbilt, Northwestern, Duke, Wharton, Oregon, USC, Michigan, Illinois and Columbia in the top 10.

## Journal of Advertising Awards

"Outstanding Reviewer" Awards honorees for 2003: Mariea Grubbs Hoy (University of Tennessee), Louisa Ha (Bowling Green State University), Michael J. Barone (Iowa State University), Charles R. Taylor (Villanova University).

"Best Article" Award honorees for 2003: Julie A. Ruth (Rutgers University); Bernard L. Simonin (Tufts University); for "Brought to You by Brand A and Brand B," Fall 2003.

## ACR Elected Officers

---

### President

Deborah MacInnis  
Univ. of Southern California

### Executive Director

Jim Muncy  
Valdosta State University

### Director-Academic

Kim Cormfan  
New York University

### President Elect

David Glen Mick  
University of Virginia

### Treasurer

Dennis Rook  
Univ. of Southern California

### Director-Government

Christine Moorman (2003-2005)  
Duke University

### Past President

Wesley Hutchinson  
University of Pennsylvania

### Director-Industry

Martin Horn (2002-2004)  
DDB

## ACR Appointments

---

### Advisory Council Members

#### 2001-2003

Sonya Grier  
Stanford University  
Youjae Yi  
Seoul National University  
Kent Grayson  
Northwestern University

#### 2002-2004

Dennis Rook  
Univ. of Southern California  
Patricia West  
The Ohio State University  
Gavon Fitzsimmons  
University of Pennsylvania

#### 2003-2005

Amitava Chattopadhyay  
INSEAD  
Susan Fournier  
Dartmouth University  
Frank Kardes  
University of Cincinnati

### 2004 Annual Conference

#### Co-Chairs

Akshay Rao  
University of Minnesota  
Geeta Menon  
New York University

### Newsletter Co-Editors

Susan Schultz Kleine  
Bowling Green State University  
Rob Kleine  
Ohio Northern University

### Associate Director

Doug Hausknecht  
University of Akron

### ListProc Managers

Terri Bristol  
Arizona State Univ.-West  
Goutam Chakraborty  
Oklahoma State Univ.

### Webmaster

Rajiv Vaidyanathan  
Univ. of Minnesota-Duluth



### Association for Consumer Research

Jim Muncy  
Executive Director  
P.O. Box 2310  
Valdosta, GA 31604

Presorted  
Standard  
U.S. Postage  
Paid  
Valdosta, GA  
Permit No. 324

Letter Post