

**ASSOCIATION FOR CONSUMER RESEARCH  
115 CHESTER PARK BUILDING  
31 WEST COLLEGE STREET, DULUTH, MN 55812**

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
VIA TELECONFERENCE  
OCTOBER 14, 2020, 3:00 P.M.**

**BOARD MEMBERS:**

Rajiv Vaidyanathan  
Darren Dahl  
Kristin Diehl  
Eileen Fischer  
June Cotte  
Rebecca Reczek  
Stefano Puntoni  
Maura Scott  
Nitika Garg

**Non-Board Members:**

Jennifer Argo  
Samantha Cross  
Nailya Ordabayeva  
Selin Malkoc  
Angela Lee  
Andrew Seagram  
James Ellis  
Brennan Davis  
David Glen Mick  
Vicki Morwitz

Minutes were prepared from an audio recording by Mary-Margaret Scrimger of Minutes Solutions.

**1. CALL TO ORDER**

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 3:00 p.m. Central Time USA.

**2. FINANCIALS**

Rajiv Vaidyanathan presented the audited financials. The Association retained new auditors to a larger firm with more experience in the not-for-profit sector. No major concerns were brought to the Board's attention. The investments have helped the Association's financial profile. The hotel in Paris confirmed that it will refund the €30,000 deposit for the hotel rooms.

Each year, there is a calendar year budget based on the year before. This is challenging as there are ebbs and flows in invoices and revenues. The budget does indicate expenses and revenue sources.

The Ph.D. Project sponsorship has not been included in the budget. There was only approval for sponsorship programs in 2020 and needs to be reevaluated. Rajiv Vaidyanathan will add these programs to the document.

**On a motion made by Rajiv Vaidyanathan, seconded by June Cotte, it was resolved to approve the audit prepared by Adbo, Eick & Meyers LLC for the years ended December 31, 2019, and 2018. Motion carried.**

**On a motion made by Rajiv Vaidyanathan, seconded by June Cotte, it was resolved to approve the tax returns (Form 990). Motion carried.**

**On a motion made by Rajiv Vaidyanathan, seconded by Rebecca Reczek, it was resolved to approve the 2021 fiscal year budget, subject to the addition of the Ph.D. Project sponsorship. Motion carried.**

### **3. 2020 CONFERENCE REVIEW**

Rajiv Vaidyanathan presented a review of the 2020 conference. There was an increase in paper submissions from 2019 to 2020, especially with competitive paper submissions. The submission deadlines were before it was known that the conference would be online. Registration, especially student registrations, increased. There is a continual increase in registration from year to year.

Statistics on the WHOVA app were presented. It appears it was successful for scheduling and networking. Access to presentations was extended until October 31, 2020. Continuing with a virtual format should be considered in the future. Another option is to host live conferences every few years. It was suggested that the price for virtual conferences be increased to \$99, as it is unlikely that it would impact registrations at that price point.

It was suggested that a survey be sent to attendees for more concrete data on the user experience. It was suggested that a better guide be provided on the platform to make it easier to find relevant presentations.

### **4. NEW OFFICER ELECTION REPORT**

Election winners were as follows:

- Selin Malkoc, Treasurer-in-training
- Samantha Cross, Academic Government Perspective Director
- Nailya Ordabayeva, At-Large Director
- Jennifer Argo, President-Elect

### **5. JACR UPDATE**

Andy Seagram presented the Journal of the Association for Consumer Research update. Institutional circulation increased slightly from 2019 to 2020. Significant work was done to determine what users access the JACR to provide the sales team information on institutions and individuals to target for subscriptions and up-selling. It was noted that the JACR has entered the Chinese market without censorship.

Two articles, “Brain Drain” and “The Risk of Prostitution”, are standout cases for usage. These articles have given the JACR wide visibility in the mainstream media.

JACR submitted its application to Clarivate Analytics in 2018 and resubmitted the application in April 2019. There have been minimal responses from Clarivate Analytics and there is very little the Board can do to resolve this matter. JACR was accepted into Elsevier’s SCOPUS.

The Association receives 20% of top-line revenue from the JACR in the 2020 fiscal year. The JACR paid \$24,362 to the Association, which is 45% of the payment back to the press for subscriptions for Association members. This is the fifth year of a 10-year contract between the JACR and the Association. The contract contains a clause requiring a mid-year review, which needs to be done soon.

## **6. JACR POLICY BOARD UPDATE**

Angela Lee presented the JACR policy board update. The policy board is comprised of three independent members as well as ACR officers. Previously, the president-elect was on the Board but is now an observer. Editor-in-chief Angela Lee’s term is coming to an end in 2020. Vicki Morwitz will be the new editor-in-chief with a term of 2021-2024. With the new editor-in-chief and the current Board, the JACR policy board is in good hands. The calendar has been established until 2022 for issue topics.

The COVID-19 flash issue had so many submissions that it has been changed from only a supplement issue to adding a full issue. The COVID-19 call for papers was wildly successful. There were 138 submissions, 62 desk rejects. There were 20 articles that were accepted with an acceptance rate of 14.5%.

The Policy Board approved an increase in the annual subscription cost in 2021 by 4% for institutional subscribers.

Highlights for 2020 were as follows:

- Incredible commitment from the policy board
- JACR dedication to fields of societal relevance such as COVID-19, healthcare and medical decision-making, racism and racial discrimination in the marketplace, and political ideology consumption
- JACR has a strong standing including SCOPUS approval, top and junior scholars submitting, and diversity in authors’ affiliations

Angela Lee noted that racism and racial discrimination in the marketplace is not being widely researched. This is a cutting-edge and extremely sensitive topic for the Association to address. It was noted that the issue editors were organizing a workshop on “How to Approach Doing Racism and Discrimination Research.”

University Chicago Press has been an excellent partner. This has been a learning process for the JACR and they have been extremely helpful. Part of JACR’s success is due to the support of the community, University Chicago Press, and the issue editors. It is extremely difficult to receive top scholar submissions for a new journal, which has not been problematic for JACR.

The Board gave a special acknowledgment to Angela Lee for her exceptional commitment as editor-in-chief.

## **7. ICR**

Brennan Davis is the incoming president of the Transformative Consumer Research (TCR) group. The 2019 TCR conference was successful. The 2021 TCR conference, which will be virtual, has called for submissions. The Executive Leadership and Social Impact Council have worked to connect academic researchers with social impact organizations. The group has worked to provide tools to secure external funding. Additionally, the digital outreach facet has worked to develop strong digital engagement.

The TCR has given out \$42,000 in grants, funding 20 research projects. There is also an anonymous donor that is providing \$20,000 in funding. TCR would like additional funding from the Association. The Board needs time to contemplate the amount and will decide via email.

## **8. ACR DIVERSITY, EQUITY, AND INCLUSION INITIATIVES**

Diversity, equity, and inclusion initiatives have been a priority for the Association for some time. Mary Gilly and the other Ph.D. project representatives accepted the proposal submitted by the Association. Eileen Fisher noted that this is one step but many more are needed. It was noted that the Ph.D. proposal only functions in the US. As the Association is an international organization, this is not ideal.

Eileen Fischer proposed that a voting Board member be added to the Association as the diversity, equity, and inclusion coordinator. This would require a change to the bylaws. The mandate of this role would be to keep diversity, equity, and inclusion at the forefront. Without a driver behind the initiative, it is likely that it will fall to the wayside. It was noted that being a voting member requires the member to be elected. The Board discussed the impact of the role not being a voting member would signal to the community.

Also, since this role requires a specific skill set, it should not be a popularity contest. It was suggested that the role begin as an appointment for expediency's sake that can be modified over time. The Board discussed the appointment's duration.

**On a motion made by Eileen Fischer, seconded by Maura Scott, it was resolved to create a non-voting Board position with the title of Diversity, Equity, and Inclusion champion for an undefined term. Motion carried.**

## **9. ADJOURNMENT**

There was no further business of the Association to transact; the meeting was closed at 4:45 p.m.

## **DISCLAIMER**

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Board of the Association for Consumer Research. This document shall not be considered to be a verbatim copy of every word spoken at the meeting.