

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

**MINUTES OF THE BOARD OF DIRECTORS MEETING  
VIA TELECONFERENCE  
SEPTEMBER 17, 2020, 1:00 P.M.**

**BOARD MEMBERS:**

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

**Non-Board Members:**

Adam Craig  
**Anne Hamby**  
Carolyn Yoon  
Ana Valenzuela  
Tina Lowrey  
Brennan Davis  
Sharon Shavitt  
Tonya Bradford  
Hope Schau  
Anat Keinan

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 (CST).

**2. REVIEW AND APPROVAL OF PREVIOUS MINUTES**

**On a motion made by June Cotte, seconded by Rebecca Reczek, it was resolved to approve the minutes of the Board meeting held on October 17, 2019, as presented. Motion carried.**

**On a motion made by June Cotte, seconded by Maura Scott, it was resolved to approve the minutes of the business meeting held on October 18, 2019, as presented. Motion carried.**

3. **ACR REPORTS**

**Early Career Award:** Sharon Shavitt presented the early career award. A call for nominees was sent out. Jordan Etkin was selected as the winner from 15 nominees. A virtual award presentation will occur. There are recommendations to clarify the nominee requirements within the package. The Board discussed if the Association for Consumer Research Early Career Award nominator should be a member and nominee membership requirements. Rajiv will work with Eileen to redo the call for nominations as appropriate for 2021.

**JCR Update:** Carolyn Yoon presented the JCR Report. Most of the work over the last nine months has been addressing the ethics policy. The JCR editor selection process will be evaluated in the future. Kristin Diehl asked if there was potential for a staff position to check data integrity and quality and reduce the stress on reviewers. These additional steps would protect the reputation of the Journal. Carolyn Yoon noted that these have not been issues. Also, it would be a budgetary decision.

Currently, the authors' burden is heavy as they must keep their data for seven years instead of five. They must provide access to the original source files early in the process, as well as other aspects. The Board discussed penalties on authors. The enforcement of penalties is not open to the public, but the guidelines and rules are on the website. It was noted that there is no formal line of communication to the JCR.

*ACTION — Carolyn Yoon will establish a formal way for members to communicate with the JCR.*

**Membership Committee:** Adam Craig presented the active membership numbers. As of August 31, 2020, there were approximately 1,400 members. It has increased to 1,700 as of September 17, 2020. In September 2019, membership was at 1,900.

The Committee has created three goals: (1) engage newcomer membership, (2) develop resources to facilitate community dialogue, and (3) reduce costs for early career members. Comparative associations have different fee structures. It was suggested that the early career membership have a 30% price reduction. Additional research regarding the financial impact would be needed.

Adam Craig noted that there has been discussion to have short form research curation for social media and the website. This could also extend into teaching material. The Board discussed if publishers could be invited. Concern was voiced about curation oversight for a program such as this. It was requested that the membership committee continue to investigate this program and prepare a formal proposal for the Board.

**Communications Manager Report:** Anne Hamby presented the activities of the Communications Committee. The website has been updated and social media has been reinvigorated. Most of the website changes were aesthetic. This has been very successful. The next steps are to improve social media engagement.

**Sheth Foundation:** Ana Valenzuela presented the Sheth Foundation's work. The number of submissions for the dissertation awards has doubled from 2019 to 2020. The Sheth Foundation has allocated funds for the Association's Sheth Foundation Doctoral Symposium this year.

**Paris Conference:** The Paris conference is now virtual and will span across multiple time zones. There will be some live content, such as award presentations. Due to the virtual nature of the conference, there are nine receptions to reschedule. This is three per day, which are in different time zones.

**Next Year's Co-Chairs:** Tonya Bradford, Anat Keinan, and Matt Thomson made a brief presentation as the 2021 conference co-chairs. The conference logo has been designed and the theme is "What the World Needs Now." This is reflected in the call for papers. Efforts have been put into diversity and representation for the leadership roles. The co-chairs would like to survey membership to understand the diversity baseline. For the 2021 conference, guidelines on what needs to be in place for a live meeting was discussed. Metrics and a timeline to meet these metrics would need to be established. It was suggested that the decision be made when submissions are due or even before. Travel budgets of institutions could be challenging.

**Working Group Proposal Revisions:** Darren Dahl noted that the subcommittee's mandate was to review the election process, the mandate and charter. There has been interest in the officer positions, but not the president position. Kristin Diehl noted that the community is unaware of what the Board does, feels that there is a "clubhouse" element to it. The competitiveness reduces potential members' interest to run a second time. The Board discussed the number of candidates that can run. Darren Dahl noted that due to the changes to the voting process, candidates would not be vetted, which is democratic.

**On a motion made by Darren Dahl, seconded by Kristin Diehl, it was resolved to modify the Association's voting process to be consistent with the recommendations of the subcommittee. Motion carried.**

To act on this motion, the verbiage for the changes need to be addressed. There is significant work that needs to be done to move forward. Changes to the constitution need to be voted on by the full membership.

The Board discussed whether it needs a diversity officer. This will be considered before the next meeting.

#### **4. ADJOURNMENT**

There was no further business of the Association to transact; the meeting was closed at 4:50 p.m (CST).

#### **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.