Minutes
2023 Annual Business Meeting
Association for Consumer Research
Seattle WA

OCTOBER 26, 2023, 1 PM

ACR Executive Director Rajiv Vaidyanathan welcomed members to the Seattle conference.

Membership

Vaidyanathan reported that ACR had 2,200 members at the time of the conference. Conference attendance was at 1309 and there were over 300 first-time attendees at the conference. He recognized first time attendees, long-time attendees, ACR conference chairs, ACR Presidents, ACR Fellows and ACR Distinguished Service award winners. He reminded the members that ACR remains primarily a volunteer organization with many members expending considerable time voluntarily to keep the organization running smoothly.

Vaidyanathan then recognized members of the community who had passed away this year: Josh Beck (University of Oregon), John O'Shaughnessy (Columbia University), Michael J. Houston (University of Minnesota), and Howard Kunreuther (University of Pennsylvania).

ACR October Conferences

Rajiv reminded the membership about upcoming ACR conferences:
2024: Paris, France (Marriott Rive Gauche), September 26-29
2027: Anaheim, California

Joe Goodman, Hilke Plassmann and Cristel Russell were introduced as co-chairs of the 2024 ACR conference. The conference theme will be “Stronger Together.” The Chairs introduced the conference and encouraged members to send their work to the 2024 conference.

International Conferences

The 2024 Asia-Pacific ACR Conference will take place in Bali, Indonesia. The conference chairs will be Tom Allard, Daiane Scarabato, and Shane Wang. The chairs introduced their conference and encouraged members to submit their work for the Asia-Pacific ACR conference.

Rajiv reminded the membership that proposals for the 2025 Latin-America conference are invited by the Board and they need to be submitted by December 1, 2023.

ACR Financial Report

Rajiv Vaidyanathan reported that our financial position is satisfactory with 2022 net assets of $1,162,733. ACR has issued over $45,000 in grants and awards in the last year and over $20,000 in Sheth-Foundation-supported doctoral student grants. We have had a full audit done recently.

Election Results

Vaidyanathan announced the results of the election for the 2023 Board of Directors:

President Elect: **Rebecca Ratner**
At Large Director: **Leonard Lee**
Academic-Non-Profit-Government Director: **Aziza Jones**

ACR Awards

Rajiv announced the winners of various ACR awards.

Dissertation Awards

On behalf of dissertation award chair, Sharon Ng, Rajiv announced the winners of the 2023 ACR Dissertation awards who will each receive a plaque and $200.

Public Policy

Nitisha Tomar (Advisor: Amber Epp) “Ludic Publics - Exploring Ludic Consumption’s Potential for Civic Engagement” University of Wisconsin-Madison

Cross-Cultural

Mengchen Zheng (Advisor: Anat Keinan) “Failing at Leisure: Pursuing Hobbies in an All-or-Nothing Culture” Boston University

Inclusivity

Musa Essa (Advisor: Marco Visentin, Gabriele Paolacci and Johannes Boegershausen) “Marketplace inclusivity and accessibility for people with disabilities” University of Bologna, Rotterdam School of Management

Public Policy and Inclusivity

Annie Ding (Advisor: Shane Wang) “Fact or Opinion: Investigating the Effect of Headlines on

Online Engagement for Racial Justice" Ivey Business School-Western University

Best Working Paper

On behalf of the working paper chairs, the winner of the Best Working Paper was announced as:

Lagging Behind: The Insidious Effects of Brief Internet Delays on Consumer Engagement
Asaf Mazar, The Wharton School
Geoff Tomaino, University of Florida
Ziv Carmon, INSEAD
Angela Duckworth, University of Pennsylvania
Wendy Wood, University of Southern California

On behalf of the videography co-chairs, the winners of the Best Film Awards were announced as follows.

Judge's Best First-Time Film

A Death Like No Other: The Lived Experience of COVID-19 Bereavement
Lynn Sudbury-Riley, University of Liverpool

Judge's Best Film

Face Value
Russell Belk, York University
Lena Cavusolglu, Pacific University

Nicosia Best Competitive Paper Award

Value-creating processes of past-themed marketing and consumption
Christian Dam, University of Gothernberg
Benjamin J. Hartmann, University of Gothenberg
Katja H. Brunk, Europa-Universitat Viadrina

Early Career Award

Alixandra Barasch, University of Colorado

ACR-Sheth Foundation Long-Term Award in Consumer Research

The award is given only once every three years and goes to

Valarie Zeithaml, Leonard L. Berry, and A. Parasuraman for their 1996 JM paper "The behavioral consequences of service quality."

ACR Simonson Mentorship Award

This is a new award instituted this year in honor of Itamar Simonson with an endowment created by several of his former students. The inaugural Simonson Mentorship Award goes to:

John G. Lynch, University of Colorado

2024 ACR Fellow

Rajiv announced that based on the recommendation of the 2024 ACR Fellows Committee Chair, Dr. Melanie Wallendorf, the ACR Board had voted in favor of naming the following individual 2024 ACR Fellow:

Robert V. Kozinets, University of Southern California

These winner will present at the Fellows session at ACR 2024 in Paris, France.

2024 ACR Distinguished Service Award

Rajiv reminded the membership about the Distinguished Service Award which is only given once every five years and is for extraordinary service to the ACR community and broader consumer research community. The award is as prestigious as the ACR Fellow, but focused on service rather than scholarship.

Rajiv announced that based on the recommendation of the 2024 ACR Distinguished Service Award Committee Chair, Dr. Cele Otnes, the ACR Board had voted in favor of naming the following individual 2024 ACR Distinguished Service Award winner:

Julie Ozanne, University of Melbourne

These winner will present at the Distinguished Service Award session at ACR 2024 in Paris, France.

JCR Awards

Rajiv introduced Stacey Wood to present the JCR awards.

Closing Remarks

The 2023 conference chairs ended the meeting with some conference reminders and looked forward to seeing everyone next year in Paris.

The meeting adjourned at 1:45 PM.