

ACR Board Meeting Minutes 2018 (Dallas, Texas)

Association for Consumer Research
Board of Directors Meeting Minutes
Hilton Anatole, Dallas, TX (Room Fleur-De Lis A)
Thursday, October 11, 2018, 11 AM-5:00 pm

This meeting is the formal Annual Board of Directors Meeting of the Association for Consumer Research. All ACR members are welcome and encouraged to attend. Anyone present can add items to the agenda for discussion. ACR traditionally welcomes comments from everyone present and often asks for informal votes from everyone in attendance. Because ACR is a nonprofit corporation, only members of the Board of Directors have voting power; thus, on formal matters, only Board member votes determine the outcome.

Presiding: Stacy Wood, President

Board Members Present: President-Elect-Darren Dahl, Past President-Meg Campbell, Treasure-Carolyn Yoon, Perspectives Director (International)-Simona Botti, At-large Director-Tiffany White, At-large Director-Andy Gershoff and Executive Director-Rajiv Vaidyanathan

Board Members Not Present: Perspectives Director (Industry)-Donna Hoffman and Perspectives Director (Government)-Cait Lamberton

Guests and Members Present: Eileen Fischer, Rebecca Reczek, Stefano Puntoni, Joel Huber, Elizabeth Cowley, Ekank Veer, Angela Lee, Rob Zozinets, Ron Paul Hill, Mansur Khamitov, Andy Seagram, James Ellis, Kristin Diehl

Introductions: The 2018 ACR Board of Directors was called to order by Stacy Wood, 2018 President at 10:09. Stacy welcomed everyone and introductions were made.

Minutes:

- 2017 ACR Board Minutes were approved (with corrections) during an email meeting of the Board.
- 2017 ACR Business Minutes were approved during an email meeting of the Board.

Sheth Foundation/TCR:

- In the absence of Prashant Malaviya, Rajiv presented the Sheth Foundation report. As indicated in the letter included with the supporting materials the Sheth Foundation for 2018 was \$12,715. This amount was divided as follows: Nicosia – Best Paper award \$2,000, Dissertation awards \$10,000 and Long Term Contribution award \$715.
- Stacy Wood agreed to help find a new Sheth Foundation liaison as Prashant Malaviya finishes his 3-year term this year. It was suggested that the new liaison be charged with looking for additional opportunities to leverage Sheth Foundation funds to meet our mission.
- TCR committee chair, Ron Hill gave an update on the TCR initiatives. (see report included in supporting materials)
 - TCR funded 12 research projects for a total of \$35,000.

- The 2019 TCR Conference will be held in Florida at the Florida State University and will be chaired by Martin Mende and Maura Scott. An anonymous donor made it possible for TCR to provide twelve travel grants of \$1,500 each to fund non-academic stakeholders (such as people working for nonprofits or government agencies).
- The 2021 TCR Conference will be held at the University Of Virginia McIntire School Of Commerce and will be co-chaired by David Mick and Rick Netemeyer.

ACR Community:

- Election Results report given by past-President Meg Campbell
 - President-Elect: Eileen Fischer
 - At-large Director: Kristin Diehl
 - Perspectives Director (International): Stefano Puntoni
 - Treasurer in Training: Rebecca Walker Reczek
- Meg Campbell suggested a wording change to the policy expecting Board members to nominate individuals:
 - Currently: each Board member to come up with 5 nominees for each position.
 - Change to: every board member should come up with 5 nominees total for the slate.
- Mansur Khamitov gave a detailed report on the ACR-L Listserv (see report in supporting materials)
 - Ideas - Quarterly ACR Newsletter, to keep hashtags consistent #acr-year-city (#acr2019atlanta), collaborate and support other associations, add multimedia to ACR's updates etc. (see report)
- Proceedings and Membership Reports were presented by Rajiv Vaidyanathan (see reports in supporting materials)
 - Looking for ways to reduce shipping proceeding costs
 - ACR memberships are consistent and stable

Conference Reports:

- The 2018 North American Conference Co-chairs, Tiffany White, Robert Kozinets & Andrew Gershoff, highlighted some information from their report, see report in supporting materials for more details.
 - Theme – “Trust in Doubt: Consuming in a Post Truth World”
 - \$25,900 was given in travel stipends to 20 PhD students
 - Twitter #acr2018Dallas
 - All Academic's response time was sometimes lacking.
 - 2018 Conference Chairs had to write their own instructions for Associate Editors (AE) since the All Academic system does not have a program for this aspect.
 - An abbreviated program was printed for attendees with all information made available on the ACR website and the Whova mobile app
 - There were 587 accepted submissions with an overall acceptance rate of 61.53%
 - There were 443 competitive paper submissions with 54% (242) accepted
 - There were 371 working paper submissions with 71.97% (267) accepted
 - There were 116 special session submission with 52.5% (61) accepted

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- The 2018 European ACR Conference Co-chairs Maggie Geunes, Iris Vermeir, Michel Pham and Mario Pandelaere, was held June 21-23, 2018 in Ghent, Belgium. (see their report in supporting materials)
- The 2019 Conference Co-Chairs were introduced: Lauren Block, Leonard Lee and Rajesh Bagchi.
 - Theme – 50 Year's Becoming Wise
- It was agreed that International conferences should pay \$50 each attendee per typesetting, All Academic and credit card processing fees. Total typesetting costs \$6,000-8,000 and AA costs \$4,000

Financials Statements and Taxes:

- The 2018 financial statements and taxes were presented by Rajiv Vaidyanathan and Carolyn Yoon.

Motion: A motion was made to accept the financial statements and taxes as presented.

M/S/P: Darren Dahl/Stacy Wood/Passed

All the following reports were reviewed and voted on through email meeting: 2017 Financial Statements, 2006-2018 Cash Balance Summary, 2018 Mid-year Financial Summary, 2017 ACR Conference Taxes and Finances – Final, and 2019 Budget.

JACR Update:

- Joel Huber, Kari, Andrew Andy Segram and James Ellis presented the JACR updated, see report for details

ACR Operational Issues:

- **Early Career Award:** Elizabeth Cowley gave the Early Career Award report with the following suggested changes
 - o The letter from the nominator(s) was not considered to be useful. If there is still a nominating process (see point #2 for an alternative) then the committee does not need the identity of the nominator(s). Discussion focused on whether eliminating the nomination process could perpetuate an insider bias. It could be seen by the broader membership as a way of nominating “insiders.”
 - o One option might be to change the process to eliminate the need to be nominated. Candidates could nominate themselves, provide their CV, three papers that are representative of their contribution to the field, and possibly a brief statement of their contribution. Discussion focused on whether depending solely on self-nominations may bias the award towards those who are greater self-promoters. However, the point is taken that nomination letters should be reconsidered, or made more factual just asking for a list of representative publications.
 - o As an alternative to the suggestion in point #2, top selected candidates could be asked to present the committee with a longer (up to ten?) list of nominating colleagues (including, perhaps, a mix of both junior and senior colleagues as well as a mix of national and international colleagues and perhaps even doctoral students). Discussion focused on whether this would be too burdensome for both the committee and the nominee.
 - o Remove the carry forward process. Each year nominations are submitted through an EOI for that particular year's award. Candidates can nominate for multiple years as long as they adhere to the PhD graduation year window. The Board agreed that if we simplify the nomination process, there

is no need to have a carryforward process. It was determined that there would be no carry forward in future years and nominees would need to be re-nominated each year that they are eligible. The call for nominations will also ask for a brief (one-page) letter.

- Rajiv Vaidyanathan gave a summary report of the 2018 Board Votes, see report in supporting materials for details
- Simona Botti gave an update report on ACR NA Travel Stipends, see report in supporting materials for details
- Rajiv Vaidyanathan gave an update report on ACR Assistant Tasks, see report in supporting materials for details
- Rajiv Vaidyanathan requested all Board members who haven't signed the Conflict of Interest Policy, to please go online and complete the form as soon as possible.
- Upcoming ACR Conferences
 - 2019 – Atlanta (Hyatt Regency) October 17-20 2020
 - 2020: International – negotiating with Marriott Paris Rive Gauche very close to signing.
 - 2021: West USA – Rajiv will do visits in Fall/Spring

JACR Policy Board

- Angela Lee gave the JACR Policy Board report
 - Policies and guidelines will be sent out as soon as they are complete
 - The JACR Policy Board will be meeting this Saturday (10-13-18) to discuss issues, timely publications, impact of survey results and how to make sure editors are viewed with more transparency
 - A revised contract was signed with University Chicago Press
 - Included in the revisions was the page limit number for payment
 - UCP has incurred costs of pages over contracted amount over all four issues.
 - ACR has agreed to a payment to UCP for page overages of \$100 per page (for all pages over 504 pages per volume).

JCR Update:

- ACR's Representative on the JCR Policy Board, Debbie Macinnis, presented a brief report on JCR. It continues to grow and the journal has undertaken several new initiatives such as author workshops, reviewing workshops, and webinars.

Special Task Force Reports:

- Ekant Veer, Stacy Wood and David Cocket gave a report on the ACR Code of Conduct/Harassment Policy
 - It was suggested that ACR elected an Ombudsmen team to provide safety and recommendations and advise actions (choice to report or have ombudsmen report for them)
 - It was also suggested that an individual could report directly to the dean at their university
 - After some discussion, it was decided that ACR should pursue an Ombudsman team and other measures to ensure ACR supports an environment of safety and inclusiveness at its conferences. Rajiv will work with Stacy to put together a team to examine this issue.

Update on TCR Initiatives:

- Ron Hill gave the TCR update report, see report in supporting materials for details

ACR Board of Directors only special meeting:

These meetings were held immediately following the main ACR Board meetings and was only be open to the members of the ACR Board of Directors.

- **ACR 2019 Fellows Award Winners presented to the Board by Craig Thompson**

Craig Thompson discussed the process used by the Committee and the Board voted on the nominees. The following three individuals were elected ACR Fellows for 2019 based on a secret ballot of eligible voting members of the Board of Directors.

- Bill Bearden
- Chris Janiszewski
- Linda Price

- **ACR 2019 Distinguished Service Award (Ron Hill)**

Ron Hill discussed the process used by the Committee and the Board voted on the nominees. The following individual was chosen as the ACR Distinguished Service Award winner for 2019 based on a secret ballot of eligible voting members of the Board of Directors.

- Harold Kassarian will be presented with the 2019 Distinguished Service Award at the 2019 ACR Conference.

Adjourn:

- **5:00 pm – proceed to ACR Fellows Talk (Imperial Ballroom)**