



ASSOCIATION FOR CONSUMER RESEARCH

Rajiv Vaidyanathan, Executive Director

30 West College Street, 115 CHPK, Duluth, MN 55812

To: Kristin Diehl, ACR President-Elect
From: Rajiv Vaidyanathan, Executive Director
Re: 2023 ACR Long Term Contribution Award
Date: March 22, 2023

As President-Elect of ACR, one of your responsibilities is to chair the ACR-Sheth Foundation Long Term Contribution Award in Consumer Research Committee. I have outlined below, the procedure the committee will follow in identifying the winner of the award. For this year, the Committee will consist of yourself (Chair) and the immediate past four Presidents (including the current President).

Long-Term Contribution Award in Consumer Research

Purpose: This award is presented once every three years to honor the long-term contribution of an article that has had the greatest impact on the discipline. This used to be called the “JCR Long-Term Contribution Award” but was changed (effective 2017) with the approval of the Sheth Foundation to recognize articles in other journals that could have had a major impact on the field. The award goes to the article that has made the most significant impact on consumer behavior and must have been published at least ten years ago. The ACR-Sheth Foundation Long-Term Contribution Award was first awarded in 2002.

Award: The award is funded by the Sheth Foundation and includes a cash award of \$2,000 (increased in 2017 from \$1,000 previously). Each year, the Sheth Foundation provides \$715. After three years, the accumulated \$2,145 is used by giving \$2,000 to the winner(s) of the award with the remaining \$145 covering the costs of the plaque.

Process: In the year in which the award is given, a committee is formed to determine the winner of the award. The Committee is chaired by the President-Elect and includes the previous four ACR Presidents, for a total of five members.

Although the exact process for determining the winner of the award is documented by each committee chair, historically the committee examined citation counts, sought recommendations from editorial boards of major journals, went through several rounds of voting, and read the final set of papers deemed worthy of the award. Once a set of finalists is determined, the winner is chosen through a process of discussion. The Chair writes a memo to the ACR Executive Director summarizing the process used to select the winner and announcing the winner (see sample appended).

Award History:

- 2002:** Huber, Joel, John W. Payne, and Christopher Puto (1982), "Adding Asymmetrically Dominated Alternatives: Violations of Regularity and the Similarity Hypothesis," *Journal of Consumer Research*, 9 (June), 90-98.
- 2005:** Belk, Russell W. (1988), "Possessions and the Extended Self," *Journal of Consumer Research*, 15 (September), 139-68.
- 2008:** Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13 (March), 411-454.
- 2011:** Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-373.
- 2014:** Muniz, Albert M, Jr. and Thomas C. O'Guinn (2001), "Brand Community," *Journal of Consumer Research*, 27 (March), 412-432.
- 2017:** Morris B. Holbrook and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun" *Journal of Consumer Research* (September), 132-140
- 2020:** Marian Friestad and Peter Wright. "The Persuasion Knowledge Model: How People Cope with Persuasion Attempts." *Journal of Consumer Research* 21, no. 1 (1994): 1-31.

SAMPLE MEMO TO BOARD ON PROCESS

To: ACR Executive Director
From: Tina Lowrey, President Elect
Re: 2020 JCR Long-term Contribution Award Process
Date:

The ACR – Sheth Foundation Long-term Contribution Award in Consumer Research is presented once every three years. The purpose of the award is to recognize an article that has had the most significant impact on consumer behavior, published at least ten years ago.

According to ACR guidelines, the committee for deciding the award is chaired by the President Elect and consists of the current and three immediate past presidents of ACR. Thus, I chaired the committee, whose other members were Eileen Fischer, Darren Dahl, Stacy Wood, and Meg Campbell. The process used to determine the winner is outlined below.

Since this is an award for significant impact, we first made a list of articles that were published in JCR, JCP, and other major consumer research journals at least ten years ago and that had over 1000 Google citations. Thirty-six articles qualified. Each member of the committee then nominated five papers from this list. Thirteen articles received at least one nomination. The four articles that received more than one nomination were chosen as the finalists.

Each member of the committee then independently ranked the four finalist articles. The top-ranked article won the award.