

Announcement – Annual Review of Consumer Psychology

The *Society for Consumer Psychology* is pleased to announce the founding of a new scientific journal, the *Annual Review of Consumer Psychology*.

Society Goals for *Annual Review of Consumer Psychology*

The Society's goals for the journal are to 1) increase the visibility of current research in consumer psychology, 2) provide a convenient, recurring research reference for consumer psychologists, and 3) highlight the programmatic nature of the latest research.

Editorial Mission and Scope

The mission of the *Annual Review of Consumer Psychology* is to provide systematic and periodic examinations of scholarly advances in consumer psychology through critical authoritative reviews. The general mission is modeled on *Annual Reviews of Psychology*, which is the most highly cited publication in psychology. The editorial team will determine review topics and invite leading authorities to serve as authors, which will then undergo peer review. A typical article would provide a short context of the area (e.g., brief review of dominant theories), followed by a review of the latest research in the area, and ending with future directions and unanswered questions.

Volume Specifications

The *Annual Review of Consumer Psychology* will be an annual publication with a single issue per year. The target publication date for the first issue is January 2018. It will be published on paper and electronically. Articles will be posted on-line as soon as they are accepted. The average length for an article will be 25 print pages. The initial number of articles per annual volume is expected to be 6-12.

Editing Structure and Administration

The Editor(s) will serve for a fixed 3-year term and will be supported by a Scientific Advisory Committee. The Scientific Advisory Committee will assist the Editor(s) in choosing topics for the annual volumes. Members will be chosen who have clear expertise in consumer psychology or the theoretical domains central to consumer psychology. Articles will be invited based on the expertise and productivity of the author(s) in each topic area.

Editor and Scientific Advisory Committee Members

The inaugural Editor and Scientific Advisory Committee for the *Annual Review of Consumer Psychology* are:

Editor:

L. J. Shrum
Professor of Marketing
HEC Paris

Scientific Advisory Committee:

Joseph Alba
Lanzillotti-McKethan Eminent Scholar Chair, Distinguished Professor of Marketing
University of Florida

Richard Bagozzi
Dwight F. Benton Professor of Behavioral Science in Management

James Bettman
Burlington Industries Professor of Marketing
Duke University

Susan Broniarczyk
Susie and John L. Adams Endowed Chair in Business
University of Texas at Austin

Chris Janiszewski
Leonard M. Miller Chair of Marketing
University of Miami

Frank Kardes
Donald E. Weston Professor of Marketing
University of Cincinnati

Angela Y. Lee
Mechthild Esser Nemmers Professor of Marketing
Northwestern University

Vicki Morwitz
Harvey Golub Professor of Business Leadership, Marketing
New York University

Richard Petty
Distinguished University Professor, Psychology
Ohio State University

Michel Pham
Kravis Professor of Business, Marketing
Columbia University

Americus Reed
The Whitney M. Young, Jr. Chair of Marketing
University of Pennsylvania

Norbert Schwarz
Provost Professor of Psychology and Marketing
University of Southern California

Itamar Simonson
Sebastian S. Kresge Chair of Marketing
Stanford University

Robert S. Wyer, Jr.
Professor of Marketing
Chinese University of Hong Kong
Professor Emeritus, University of Illinois, Psychology