

**Dawn Iacobucci, Society of Consumer Psychology, APA Div.23, President
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Dawn Iacobucci's Thoughts:

A number of us involved with SCP and JCP were working to make sure that other people and constituencies understood the excellent quality and well-deserved status of JCP. Frank Kardes and Paul Herr had just gotten the journal into a major citation index, which was hugely important for the journal's status (the index requires a journal to be at least some years established before its admittance), and a few years after that, several of us submitted the journal to the Financial Times, which of course oversees one set of business school rankings.

But the most vivid memory of SCP for me that year (2005) was my presidential address during which I tried to get across two main ideas. First, I tried to bolster the collective self-esteem to the consumer psychologist who need not feel intimidated either by a (non-consumer) psychologist nor by a quant colleague (the latter being expressed by the now infamous equation offered in reactance to someone boasting that they know math: $\beta iG \Phi' g D\epsilon\alpha L!$). Second, I had an entire ballroom full of consumer psychology researchers chanting, not once, but three times (3 times so it must be true!): "JCP's an 'A'!!!" That was awesome. It was an honor and truly a joy to serve both SCP and JCP.