

## **Susan Broniarczyk, Society of Consumer Psychology, APA Div.23, President 2014**

### **1. What is your most enduring SCP or APA Division 23 memory?**

My most enduring memory is the wonderful people and their commitment to the organization and journal. Your first task as President is to secure conference co-chairs and I was fortunate to have an amazing team of conference chairs: Andrea Morales & Patti Williams for 2015 SCP conference, Kristin Diehl & Joe Goodman for 2015 Doctoral Symposium, Katherine Burson & Andy Gerhsoff for 2014 APA conference, and Rajeev Batra for the last Advertising & Consumer Psychology (ACP) conference on product design in 2014. The executive team across my three years was a dream team (Michel Pham, Darren Dahl, Tina Lowrey, Stijn van Osselaer, Jen Argo, Joey Hoegg, and Larry Compeau) and all accomplishments a team endeavor.

### **2. How would you describe the state of the organization during your presidency? (Size, formality, organization, characteristics of members, etc.).**

Membership averaged 750 members comprised of approximately 60% faculty, 30% doctoral students, and 10% practitioners with 35% international representation. We commissioned a membership taskforce headed by Mimi Morrin and Antonia Mantonakis that resulted in a multi-year membership option for member convenience.

Larry Compeau, SCP's inaugural Executive Director who celebrated his 15<sup>th</sup> anniversary in 2016, is the backbone of the organization and the primary reason for its continued success. He is SCP's institutional knowledge and sets the tone for its collegiality and integrity.

### **3. Were there any key initiatives or accomplishments during your presidency?**

Key initiatives included membership taskforce, JCP taskforce, hiring freelance PR writer to promote JCP research on EurkeAlert!, compiling this SCP history and reflections, and conception of Annual Review of Psychology.

### **4. Were there any significant developments or activities related to the main conference during your presidency? Other conferences such as Advertising and Consumer Psychology or APA?**

The major change was the institution of an annual SCP Boutique conference heading forward to replace the Advertising and Consumer Psychology (ACP) conference. The ACP conference was reflective of earlier SCP collaboration between academia and the advertising industry. After surveying past ACP conference chairs, the executive team decided to broaden the scope of the conference in order to accommodate the range of current interests of SCP

constituents. The SCP Boutique conference would be a small, premium conference organized around a special topic theme. Historically, each ACP conference had also produced an associated book of conference material. Past ACP chairs reported challenges with the book as conference participants preferred submitting their presented research to journals rather than participate in the book. Consequently, we decided to discontinue the book series associated with the conference.

**5. Were there any significant developments or activities related to the journal (*Journal of Consumer Psychology*) during your presidency? Other publications?**

Unbeknownst to me prior to being elected, the SCP executive team serves a dual role both as leadership for the organization and SCP publications including JCP. I served as chair of the Publications Committee for 2 years and had the pleasure of working with both Connie Pechmann and Anna Kirmani as JCP editors, being their intermediary with publisher Elsevier. We had a terrific taskforce (Simona Botti, Kelly Haws, Anirban Mukhopadhyay, and Michel Pham) make recommendations on how to continue JCP on its upward trajectory.

The other significant journal activity was starting the ball rolling on a new journal, Annual Review of Consumer Psychology, to provide systematic and periodic examinations of scholarly advances in consumer psychology through critical authoritative reviews. My presidential address advocated for such a journal to highlight the programmatic nature of consumer research, provide a convenient research reference for consumer psychologists, doctoral students, and researchers in other fields, and to enhance the visibility of consumer psychology. I am thrilled that L.J. Shrum is the inaugural editor who will shape the journal and bring it to fruition.