

Editorial Note

## Journal of Consumer Psychology celebrates its 20th Anniversary

The year 2012 marks the 20th anniversary of the Society of Consumer Psychology's flagship journal, the *Journal of Consumer Psychology (JCP)*. Since the lead article in its first issue (1992), "On the Development and Strength of Category-Brand Associations in Memory: The Case of Mystery Ads," by Fazio, Herr, and Powell, *JCP* has published research that has advanced our knowledge and thinking in the field of consumer psychology. Over the course of these 20 years, and with the help of the many individuals who served *JCP* as authors, reviewers, and editors, *JCP*'s reputation has grown. In recognition of this, in 2010, *JCP* was named one of the top 45 academic journals in business by the *Financial Times*.

SCP will be honouring the 20th anniversary of *JCP* in several ways. First, we published a special electronic issue of *JCP* that reprinted 20 of the most impactful articles in *JCP*, one from each of the past 20 years. These articles not only reflect *JCP*'s outstanding research impact but also its distinctive diversity in terms of publishing *Research Articles*, shorter *Research Reports*, *Research Dialogues*, *Research Reviews*, and *Special Issues*. In addition, we will acknowledge *JCP*'s 20 years of knowledge creation and dissemination on the cover of this current issue and every other issue in 2012. Finally, later this year, we will unveil a completely new cover design and logo for the journal that we hope will further inspire scholarship in consumer psychology for decades to come.

We also want to take this opportunity to (1) highlight some of *JCP*'s innovations that we feel helped create a unique identity for *JCP* and helped establish and strengthen its reputation, and (2) thank some of the many people who have contributed to making *JCP* what it is today.

*JCP*'s innovations over the past 20 years include the following.

1. In 2004, *JCP* instituted the *Research Dialogue* section which significantly enhanced communication between scholars in the areas of social, cognitive, and consumer psychology. Each *Research Dialogue* begins with an invited article written by a leading scholar and discusses a body of research with significant implications for consumer psychology. That article is accompanied by short commentaries by leading consumer researchers who do related work.
2. In 2009, *JCP* began publishing *Research Reports*. These shorter manuscripts either contain novel and interesting

ideas with preliminary empirical findings or novel and interesting findings with tentative theoretical explanations. We have seen rapid increases in submissions of *Research Reports* and we feel these reports provide a new vehicle for introducing and disseminating important ideas that we hope will spur considerable new research.

3. In 2009, *JCP* adopted its current two-step interactive review process. For submissions that the *JCP* review team determines to have potential to make significant contributions, the Editor shares the review team's feedback with the authors and asks the authors to submit a Revision Plan before making a final decision about the manuscript. This new policy greatly enhances the spirit of collaboration between the knowledge contributors (authors) and the knowledge disseminator (*JCP*).
4. Over the years, *JCP* has actively developed (1) special issues in several newly emerging or currently expanding research areas and (2) a series of highly noteworthy Research Reviews by leading researchers in areas that are particularly interesting and relevant to consumer psychologists.

*JCP* would not be where it is today without the support of many people. First and foremost, we owe a tremendous debt of gratitude to John Cacioppo for having the vision and leadership to establish *JCP* during his 1989-1990 term as SCP President. We are also indebted to our many colleagues and friends who have supported *JCP* by writing, reviewing, reading, citing, and talking about *JCP* articles. We would like to take this opportunity to extend special thanks to *JCP*'s past and current editors and area editors. *JCP*'s present success would not be possible without their tremendous commitment and devotion.

• Past and Current Editors

- Tom Srull, Dipankar Chakravarti, John Lynch, Paul Herr, Frank Kardes, Dawn Iacobucci, Robert Wyer, Durairaj Maheswaran, C. Whan Park, and Connie Pechmann

• Past Associate Editors

- Dan Ariely, Gerald Gorn, Zeynep Gurhan-Canli, Curtis Haugtvedt, Eric Johnson, Barbara Kahn, Deborah MacInnis, Diane Mackie, Anthony Pratkanis, Norbert Schwarz, Sharon Shavitt, Terry Childers, Valerie Folkes, Dawn

Iacobucci, Aradhna Krishna, Vicki Morwitz, Stephen Nowlis, Richard Petty, Steven Posavac, Joseph Priester, Sanjay Sood, Mita Sujan, Vanitha Swaminathan, Klaus Wertenbroch, and Youjae Yi

- Special Issue Guest Editors

- Julie R. Irwin, Dawn Iacobucci, Durairaj Maheswaran, Sharon Shavitt, Vanessa Patrick, Laura Peracchio, Tanya Chartrand, Gavan Fitzsimons, Joel Huber, John Payne, Baba Shiv, and Carolyn Yoon

As we celebrate the last 20 years and look forward to the next 20, we are confident that *JCP* will remain a powerful catalyst for new knowledge creation and dissemination. We hope that you will join us in celebrating *JCP*'s 20th anniversary and that you will continue to work with us to ensure *JCP*'s bright and promising future.

C. Whan Park, Editor *JCP*, 2008–2011

Connie Pechmann, Editor *JCP*, 2012–2014

Vicki Morwitz, President, Society for Consumer Psychology, 2011–2012