

Jagdish Sheth, APA Division 23 Consumer Psychology President, 1980

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

Great group of practicing psychologists interested in advertising and communication, most of them working for market Research companies or Ad agencies or Heads of Marketing departments in Consumer goods companies. At that time, there were very few from the Marketing academic discipline. The exceptions were Robert Perloff, Stewart Henderson Britt and Jack Jacoby. Perloff was eventually elected as President of APA which was a good boost for the Division.

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

A very vibrant atmosphere. However, the Division 23(Consumer Psychology) was considered too applied and relatively too small for the larger APA annual conference. There was also a negative connotation about the profit motive associated with marketing and business.

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

To invite and attract more members who qualified as APA members and to ensure that good number were accepted as APA Fellows. Another initiative was to invite non psychologists such as George Katona, and Robert Ferber to be speakers at the Annual conference.

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?

Since I was also a member of the Division 5(psychometrics), we tried to invite across APA divisions who were all interested in consumer behavior.

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

The Journal, of Advertising Research (JAR) was the premier journal at that time and it was more an academic journal edited by Charles Raymond who was also the Executive Director of Advertising Research Foundation (ARF) by that time, Association of Consumer Research (ACR) was on a takeoff and had started to publish Journal of Consumer Research (JCR). Around that time, APA was in serious discussion whether to reduce the number of divisions and especially those which were practice oriented (consumer psychology, consulting psychology, industrial psychology, Etc.). This led to the decision to spin off APA Division 23 into a separate SCP organization with no restriction that you had to be admitted as APA Member which required background in psychology.