

The Next Challenge For The Journal of Consumer Psychology

As most of you have probably learned by now, JCP has been officially chosen as one of the top 45 academic journals in business by the Financial Times (FT). This decision was based on the votes of deans, vice deans, or associate deans of 171 prominent universities throughout the world. In marketing we now have five journals listed on FT's list. They are the *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Marketing Science*. This great recognition by the academic community has been made possible only through the dedicated commitment and hard work of my predecessors whom I formally acknowledge at the end of this editorial.

Having achieved this milestone, JCP should strive to achieve even greater recognition and prestige. So what is JCP's next goal? This question is of critical importance and must be discussed. As I indicated in my inaugural editorial (October 2008), the goal of JCP is to acquire extraordinary knowledge in the area of consumer psychology in a timely manner, and to widely disseminate it to the academic and business community, and general public. To accomplish this goal, not only should JCP institute innovative policies and execution plans for encouraging new high quality manuscript submissions, but it should also employ reliable measurement standards to gauge progress with fulfillment of its goal. In this editorial I would like to share with JCP subscribers and readers the journal's current policies and plans as well as the measurement criteria that will allow us to at least partially assess and monitor JCP's progress toward fulfilling its goal.

JCP has been currently employing and executing several noteworthy policies to accelerate the high quality manuscript submission rate. They are listed below:

1. In 2009 JCP adopted a policy to review short manuscripts (less than 5,000 words excluding references, tables, and figures). It welcomes manuscripts that either contain novel and interesting ideas with preliminary empirical findings or novel and interesting findings with tentative theoretical explanations (see the 2009 JCP, editorial for more information). The number and the quality of the new manuscripts submitted in the short article format have been rapidly increasing and several of them have already been published in JCP since last year's announcement.
2. Through the special issue format JCP actively engages in publishing articles in several newly emerging areas of research or in currently expanding research areas. In 2009 it formally announced four special issues, which center on the following topics: (1) aesthetic and hedonic experiences (Patrick and Peracchio as the editors of this special issue), (2) non-conscious processing (Chartrand and Fitzsimon as editors), (3) behavioral decision-making (Hubert and Payne as editors), and (4) insights about brands from psychological and neuro-physiological perspectives (Shiv and Yoon as editors). More specific information about each special issue is available in the October 2009 JCP issue. The review

process for manuscripts in the first two special issues has already been completed. Considering the good quality and the large number of manuscripts submitted for these two special issues, I expect strong interest in these special issues from readers in the academic and business communities. The other two special issues are currently in progress, and I also expect them to attain the same success that the first two special issues garnered.

3. JCP has been planning on publishing a series of highly noteworthy review manuscripts by leading researchers in areas that are particularly interesting and critically relevant to consumer psychology. The topics include (1) food consumption and overconsumption, (2) hedonic consumptions (3) sensory marketing, (4) the influence of goals on consumer behavior, (5) de-biasing procedures for improving judgment and decision making, and (6) the psychological underpinnings of customer-brand relationships. I am optimistic that review manuscripts on these topics would generate great deal of interest among readers in the academic and business communities.
4. JCP adopted the two-step interactive review process in 2009. This process reflects my belief that the editor's role is to facilitate the negotiation process between the manuscript author(s) and reviewers so as to create highly interesting and useful knowledge. According to this policy, when a manuscript has the potential to make a contribution, I share the JCP review team's feedback (reviewers' comments and the area editor's recommendation) with the author(s) before making a final decision about the manuscript (see the April 2010 JCP editorial). I believe that this new policy greatly enhances the spirit of collaboration between knowledge contributors (authors) and the knowledge disseminator (JCP).
5. Last but not least, JCP has been noted for its unique contribution to the marketing field through its *Research Dialogue* section. This section has significantly enhanced the communication between scholars in psychology and marketing and has undoubtedly contributed to JCP's current success. I have continued to offer this section (albeit every other issue, as opposed to every issue) and this year I also introduced another, similarly structured section – called the *Method Dialogue* – that focuses on statistical and methodological issues.

So what would be the most relevant way to measure and monitor JCP's progress? While one may consider several alternative criteria, I would like to discuss two criteria in particular. The first criterion is the impact ratings based on self-citations (i.e., the frequency of previously published JCP articles cited by recently published JCP articles). The second criterion is the impact ratings based on the frequency of previously published JCP articles cited by recently published articles in *other* academic (marketing) journals. While these two criteria are meaningful in their own ways, I consider the second criterion to be a more objective and accurate reflection of JCP's contribution to the creation and dissemination of highly interesting and useful knowledge, which I previously referred to

as extraordinary knowledge. Therefore, during my tenure as editor of JCP, I will pay close attention to this second criterion.

Publishing high impact articles in JCP has been my foremost goal since I assumed the JCP editorship. This is precisely the reason why I have instituted a number of new initiatives, as indicated above. I have already witnessed a very strong increase in the number of new high quality manuscript submissions. Moving forward with these new initiatives while maintaining JCP's previous innovative policies is likely to help us achieve this very important goal of JCP.

Finally, I must emphasize that JCP's present success would not be possible without the tremendous commitment and devotion of my predecessors, whom I would like to acknowledge one more time:

-Past Editors

- Tom Srull, Dipankar Chakravarti, Paul Herr, John Lynch, Frank Kardes, Dawn Iacobucci, Robert Wyer, and Durairaj Maheswaran

- Past Associate Editors

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C. W. Park

Editor of the Journal of Consumer Psychology