

American Council on Consumer Interests

30th Annual Conference

April 11-14, 1984

Atlanta, Georgia

THE PROCEEDINGS

Conference Theme

CONSUMER RESPONSIBILITY/CORPORATE RESPONSIBILITY

Karen P. Goebel

Editor

PROCEEDINGS

30th Annual Conference
of the
AMERICAN COUNCIL ON CONSUMER INTERESTS

April 11-14, 1984
Atlanta, Georgia

Conference Theme
Consumer Responsibility/Corporate Responsibility

Edited by

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AMERICAN COUNCIL ON CONSUMER INTERESTS
30th Annual Conference
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Consumer Responsibility/Corporate Responsibility

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Wednesday, April 11, 1984

PRELIMINARY SESSION

Panel on Career Challenges for Consumer Professionals

Presiding: Norleen Ackerman - University of Wisconsin

Speakers: Peggy Haney - American Express Company
"Defining Your Role as a Consumer Affairs Professional in Business"
John Burton - University of Utah
Sally Hatfield - Food and Drug Administration

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NMS*
NMS

Student discussant: Carla Hendricks - University of Missouri

Thursday, April 12, 1984

OPENING GENERAL SESSION

COLSTON E. WARNE LECTURE

Presiding: Jean Kinsey - University of Minnesota
President, ACCI

Welcome: Wanda Grogan - University of Georgia
Local Arrangements Chairman

Introduction:
William Fasse - University of Arizona

Speaker: Mark Green - Democracy Project
"Corporate Structure and Consumer Welfare"

NMS

CONCURRENT SESSIONS

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Presiding: Donna Iams - University of Arizona

Speaker: Lewis Mandell - University of Connecticut
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*NMS - no manuscript submitted

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Presiding: Jean Kinsey - University of Minnesota
ACCI President

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FROM THE EDITOR

The 30th Annual Conference of the American Council on Consumer Interests reflected the changes in consumer interests over time. The conference theme -- Consumer Responsibility/Corporate Responsibility -- brought a central focus to sessions on finance, regulation, consumer education, insurance and the evolving consumer movement. The papers from these sessions are assembled in this Proceedings issue.

In addition to the papers presented as part of the annual meeting, two other major items are included in this publication. An annotated bibliography of literature related to the Consumer Responsibility/Corporate Responsibility theme follows the conference papers. This bibliography was provided to participants and is included here as supplementary reading. A second item included in this publication is a set of indexes (by subject and author) of all issues of the Journal of Consumer Affairs and ACCI Conference Proceedings through 1983. This document was developed by an ACCI committee chaired by Gordon Bivens. The conference papers and these related materials will provide excellent opportunities for study and reflection by consumer science professionals and students.

All speakers on the annual conference program -- those presenting refereed papers, participating in panels and symposia, invited speakers, and the Colston Warne lecturer -- were invited to submit camera-ready manuscripts, typed to Proceedings specifications for inclusion here. The cooperation of presentors and support staff has been excellent.

The program chair, Colien Hefferan, provided us with an excellent program and is to be congratulated for that effort. Appreciation is extended to the speakers, manuscript reviewers, and local arrangements committee. Special appreciation is extended to Sandra Hunter, Barbara Froah, and Anna Bender for their technical assistance in the preparation of the Proceedings.

Karen P. Goebel
University of Wisconsin

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