

Closing General Session: Meet with Journal Editors

We are fortunate to have the Editors or Associate Editors from several of the top consumer and public policy journals of interest to our scholarly community. They include Amna Kirmani - *Journal of Consumer Research*; Lauren Block - *Journal of Consumer Psychology*; and Joshua Weiner - *Journal of Public Policy & Marketing*. Their outlets cut cross every methodology, theoretical paradigm, and substantive issue that involves consumer well-being. Also joining the panel will be David Kim, Associate Editor Society Services and Research, at Wiley, the publisher of the *Journal of Consumer Affairs*, ACCI's Journal. Please come, listen, and interact formally or informally with them!



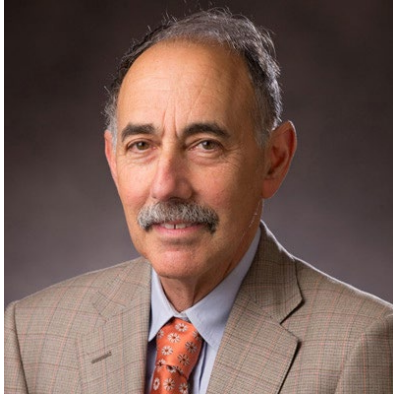
Lauren Block, *Journal of Consumer Policy*

Lauren G. Block is the Lippert Professor of Marketing. She received her Ph.D. in marketing from Columbia University. Dr. Block's work is primarily in areas of food well-being, health-persuasion, and perceptions of product efficacy. Her research includes how best to use marketing tools, like food labeling and product packaging, to facilitate healthier food and lifestyle decisions. Current research also focuses on understanding the product-related and contextual influences that drive consumer judgments of the efficacy of pharmacological products. Her work in these areas has been published in our field's major journals, such as *Journal of Marketing*, *Journal of Marketing Research* and the *Journal of Consumer Research*.



Amna Kirmani, *Journal of Consumer Research*

Amna Kirmani is the Ralph J. Tyser Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. Her research interests include morality, persuasion knowledge, online communication, and branding. Her work has been published in several journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*. Her papers have won the Paul Green Award in the *Journal of Marketing Research*, the Maynard Award in the *Journal of Marketing*, and the Best Paper Award in the *Journal of Advertising*. She is Editor of the *Journal of Consumer Research* and former Editor-in-Chief of the *Journal of Consumer Psychology*.



Joshua L. Weiner, *Journal of Public Policy & Marketing*

Joshua L. Wiener (Ph.D., University of North Carolina at Chapel Hill, economics) is Tom and Edna Mae Carson Centennial Chair in Business Administration and head of the Department of Marketing in the Spears School of Business at Oklahoma State University. His research interests are primarily focused in the area of marketing and public policy and his research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Public Policy and Marketing* and other scholarly journals. Josh is

currently an associate editor of the *Journal of Public Policy and Marketing*; he has been primary investigator (or co- PI) on millions of dollars of research grants over the years. He teaches business and the external environment (including ethics, politics, and regulation) to MBA students.



David Kim, Wiley

David C. Kim is Associate Editor of Social Science journals at Wiley, specializing in partnerships with associations, societies and learned organizations. Wiley is the publisher of the *Journal of Consumer Affairs*, the *ACCI Journal*.



Ron Hill, Journal of Consumer Affairs, Moderator

Ronald Paul Hill, Ph.D. in business administration from the University of Maryland, is a Visiting Professor of Marketing and holds a Dean's Excellence Faculty Fellowship at the American University, Kogod School of Business. He has authored over 200 journal articles, books, chapters, and conference papers on topics that include impoverished consumer behavior, marketing ethics, corporate social responsibility, human development, and public policy. Outlets for this research are Journal of Marketing Research, Journal of Consumer Research, Business and Society, International Journal of Research in Marketing, Human Rights Quarterly, Journal of the Academy of Marketing Science, and Harvard Business Review. His

term as Editor of the Journal of Public Policy & Marketing extended from July 2006 until June 2012, and he began editing Journal of Consumer Affairs in 2018. His recent awards include: 2012 Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, 2012 Villanova University Outstanding Faculty Research Award, 2010 Pollay Prize for Excellence in the Study of Marketing in the Public Interest, 2013 AMA Marketing and Society Special Interest Group Lifetime Achievement Award, 2013 Alan N. Nash Distinguished Doctoral Graduate Award, and VSB 2104 McDonough Family Faculty Award for Research Excellence. His 2014 article won the Journal of Public Policy & Marketing Thomas Kinnear Award in 2016, his 2015 Journal of Consumer Affairs article won the best paper award in 2016, and his 2015 Journal of Macromarketing article won the Slater Award in 2016, and he received the 2017 Marketing Management Association Master Scholar Award.