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Brenda Cude Named Executive Editor of Journal of Consumer Affairs

Belleair Bluffs, FL – October 12, 2023. The American Council on Consumer Interests (ACCI) announced today that Brenda Cude, Ph.D., Professor Emerita, Graduate Faculty of the University of Georgia Department of Financial Planning, Housing and Consumer Economics, has been selected as executive editor of the *Journal of Consumer Affairs*. Dr. Cude will assume her duties effective January 1, 2023, for the 2023 volume year. She replaces Ron Paul Hill, of American University, who has served as editor since 2018.

Dr. Cude earned a Ph.D. in Consumer Economics at Purdue University. As a professor at the University of Georgia, she taught undergraduate and graduate courses and supervised undergraduate and graduate student researchers. She continues to have an active research program. Her primary research interests are in consumer decision-making, with an emphasis in personal financial literacy. Her publications include articles in the *Journal of Consumer Affairs*, *Journal of Insurance Regulation*, *Journal of Financial Counseling and Planning*, *International Journal of Consumer Studies*, *Journal of International Consumer Marketing*, *Journal of Extension*, *Journal of Financial Services Marketing*, *Journal of Consumer Education*, and *Family and Consumer Sciences Research Journal*. She also has presented more than 100 papers at professional conferences, including American Council on Consumer Interests, Marketing and Public Policy, and Financial Counseling and Planning Education conferences. A majority of her recent publications are co-authored with Ph.D. students or graduates, junior faculty, and/or undergraduate researchers. Dr. Cude is a past Associate Editor of the JCA.

She has served as a funded consumer representative to the National Association of Insurance Commissioners since 1994 and on the Board of Directors for that organization's Consumer Participation Program since 1996. In this role, she has presented testimony from the consumer perspective on a variety of insurance topics. She frequently edits NAIC publications that are designed to be consumer-facing to use plain language. In 2014, she was named a member of the Federal Advisory Committee on Insurance. She was a member of the Direct Selling Education Foundation Board from 2011 to 2017 and continues as a member of the Foundation's Academic Advisory Committee.

Dr. Cude is a UGA College of Family and Consumer Sciences (FACS) 100 Centennial Honoree. She was the outstanding teacher in that college in 2007. She has received numerous other teaching recognitions as well as outstanding alumni awards from both the University of Tennessee at Martin and Purdue University. She is an American Council on Consumer Interests Distinguished Fellow.

The *Journal of Consumer Affairs (JCA)*, founded in 1967 by the American Council on Consumer Interests, is the premier journal devoted to peer-reviewed, multidisciplinary research on the interests of consumers in the marketplace. *JCA* publishes high-quality research on consumer behavior, consumer and household decision-making, and the implications of private business practices and government policies for consumers' wellbeing. Consumer markets are broadly conceived to include durable and nondurable goods and services, financial products, health and medical care, food, entertainment, energy, and housing. The Journal is owned by the American Council on Consumer Interests (ACCI) both having origins in the consumer movement. Research published in the Journal

focuses on protecting consumers' interests and is addressed from the consumers' point of view. It is published by Wiley.

ACCI is the leading consumer policy research and education organization consisting of a worldwide community of researchers, educators and related professionals dedicated to enhancing consumer well-being. ACCI promotes the consumer interest by encouraging, producing and communicating policy-relevant research. More than 350 members from the United States and other countries belong to the association.

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