

2012 Winners	Affiliations	Topics	Country
Julie A. Ruth	Rutgers University	Consumer Dignity	USA
Stacey Menzel Baker	University of Wyoming	same	USA
Kristen Smirnov	University of Alberta	Anonymous and Pseudo-Anonymous Behaviors Online	Canada
N. Meenakshi	NIILM Centre for Management Studies	An Analysis of Intergenerational Differences in Materialism in India	India
Ram M. Vikas	Indian Institute of Management	Ethnography of Identity of the Elderly Poor Consumers in an Indian Village	India
Jenny Olson	University of Michigan	Created Equal? The Morality of Food and the People Who Eat It	USA
Anthony Patino	University of Baltimore	Gaining Insight into Consumers' Food Literacy and Motivations in a Food Desert	USA
Matthew T. Kachura	BNIA-Jacob France Institute	same	USA
Velitchka D. Kaltcheva	Loyola Marymount University	same	USA