

Subject: Call for Nomination for Fellow of the Association for Consumer Research

ACR members are invited to send nominations for the Fellow in Consumer Behavior Award to the Fellows Nominating Committee by June 21st, 2021.

This is ACR's highest scholarly honor. The Fellow's award does not recognize mere scholarly productivity, nor one highly influential paper. Rather, the Fellow's award recognizes sustained scholarly contributions that have changed the direction of our field and led to the creation of new literatures in an area pioneered by the Fellow. Most consumer researchers, regardless of sub-field, should be able to identify the key ideas and findings contributed by the Fellow.

This is not an award for service. A separate award has been established for long-term service to ACR. As Fellows are significant leaders in our field, most have made significant service contributions in addition to their research contributions, but it was their research contributions that led to their recognition as Fellows.

The Fellows Nominating Committee consists of four persons: a Chair appointed by the current ACR President, and the three immediate Past Presidents of ACR. This year the committee consists of the three immediate past presidents (Eileen Fischer, Darren Dahl, Stacy Wood) and appointed chair John Lynch.

The Committee will consider nominations from the ACR membership and may add Committee nominees. From that list of nominees, the Committee forwards the nominations of 0-3 persons to the ACR Board. The ACR Board of Directors then makes the decision of whether any awards should be made this year.

Nominees do not have to be members of ACR, but they must still be living. Current members of ACR's Board of Directors and Fellows Nominating Committee are not eligible for the award.

Nominations should be accompanied by a letter, up to a MAXIMUM of two pages in length, outlining the major reasons why you think your nominee meets the very high standard for the award. Please keep your nomination completely confidential. Many outstanding scholars are nominated and not selected. We wish to honor those selected rather than slight nominees who are not selected. Your letter of nomination should include a statement saying that the nominee is unaware of your actions in nominating him or her for the award to ensure confidentiality, as well as your relationship to the nominee (e.g., co-author, colleague). Including a copy of the nominee's vita is strongly recommended, as long as you can provide one without the candidate's knowledge of what you plan to use it for.

Deadline: June 21st, 2021 All material should be submitted electronically through the ACR website at: <https://www.acrwebsite.org/member/nominate/fellow>

List of Fellows

1. James F. Engel (1980)
2. John A. Howard (1980)
3. George Katona (1981)
4. Sidney Levy (1981)
5. Robert Ferber (1982)
6. William D. Wells (1985)
7. Harold H. Kassarian (1985)
8. Everett Rogers (1986)
9. Gerald Zaltman (1990)
10. Joseph Newman (1991)
11. Paul Green (1991)
12. James R. Bettman (1992)
13. Richard Bagozzi (1993)
14. Russell W. Belk (1994)
15. Morris B. Holbrook (1994)
16. Jacob Jacoby (1994)
17. Elizabeth Hirschman (1995)
18. Peter Wright (1998)
19. Donald R. Lehmann (2007)
20. Kent Monroe (2007)
21. Brian Sternthal (2010)
22. Joseph W. Alba (2010)

23. John G. Lynch, Jr. (2010)
24. Eric Johnson (2013)
25. Itamar Simonson (2013)
26. Barbara Kahn (2016)
27. C.W. Park (2016)
28. Alice Tybout (2016)
29. Debbie Macinnis (2017)
30. Jagdish Sheth (2017)
31. Craig Thompson (2017)
32. Deborah Roedder John (2018)
33. Punam Anand Keller (2018)
34. Richard J. Lutz (2018)
35. Bill Bearden (2019)
36. Chris Janiszewski (2019)
37. Linda Price (2019)
38. David Mick (2020)
39. Marsha Richins (2020)