

# JOURNAL OF CONSUMER RESEARCH

The logo for the Journal of Consumer Research features the title in a blue, serif font. The text is arranged in three lines: 'JOURNAL OF' on the top line, 'CONSUMER' on the middle line, and 'RESEARCH' on the bottom line. The 'J' in 'JOURNAL' is significantly larger than the other letters. Below the text is a thick blue horizontal bar, and a thin white line runs just below that bar.

**John Deighton  
Editor, JCR  
AMA Summer Educators Conference  
July 31, 2005**

**[www.ejcr.org](http://www.ejcr.org)**

# What is JCR?

A journal with 12 sponsoring organizations, covering statistics, economics, psychology, anthropology.

Interdisciplinary - JCR does not ask what a single perspective can say about many topics, but what many perspectives can say about a single topic.

Its readers are united by common interest in a slice of life, not a slice of science.

# What is JCR Not?

JCR has shown a principled wish over the years not to be a marketing journal.

Why? Because that's been tried and it's not a good way to study consumers.

You get better insights if you don't assume that the consumer is prey and the scholar has been hired by the predators.

**Economics**

**Psychology**

**Sociology**

**Anthropology**

**Humanities**



**Disciplines**

Literary criticism

History

Reader response

Semiotics

**Methods of inquiry**

Hermeneutics

Textual interpretation

**Methods of modeling and testing**

Micro-economics

Judgment, choice, decision-making

Behavioral decision theory

Econometrics

Game theory

Linear models

Logit

Stochastic models

Cognitive processes

Information processing

Experimental design

Categorical data analysis

Affective processes

Motivation

Latent class analysis

Social psychology

Persuasion

Field experiments

Natural experiments

Psychometrics

Structural equation models

Social psychology

Persuasion

Quantitative sociology

Archival data

Surveys

Scaling

Network analysis

Culture studies

Ethnography

Long interviews

Content analysis

**Disciplines**

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History

Reader response

Semiotics

**Methods of inquiry**

Hermeneutics

Textual interpretation

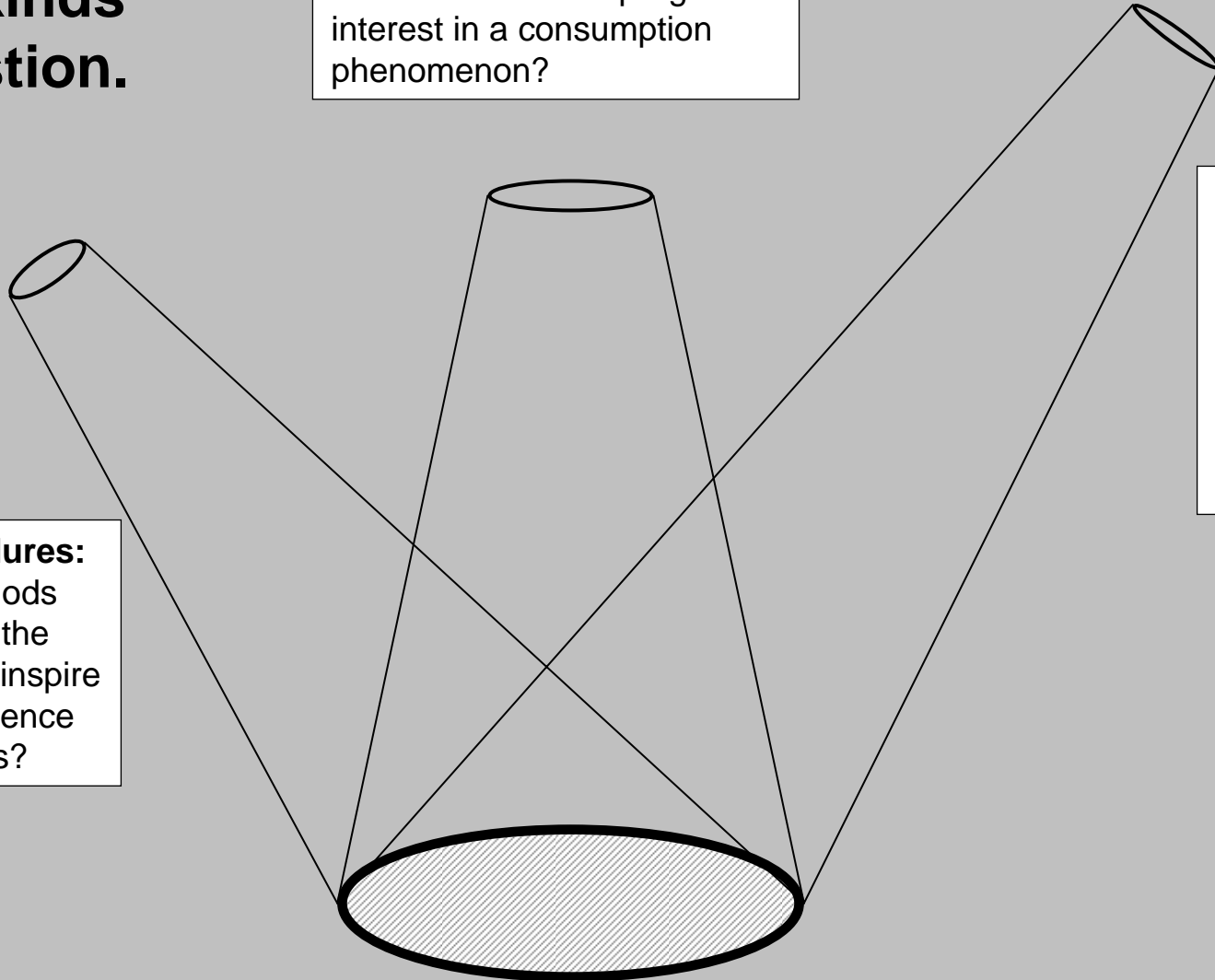
**Methods of modeling and testing**

# A Paper Should Survive Three Kinds of Question.

**The Results:** Are they useful to someone with a pragmatic interest in a consumption phenomenon?

**The Theory:** Does the explanation of the results conform to and extend theory within a discipline?

**The Procedures:** Do the methods used to test the explanation inspire some confidence in the results?



Ad hoc Reviewers  
350+ people

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100 people

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# Why Send Your Best Work to JCR?

1. The most selective journal  
in consumer research.

	2001	2002	2003	2004	2005
Acceptance Rate	11.9%	10.6%	14.4%	17.1%	12.0%

2. The fastest turnaround  
time.

	2001	2002	2003	2004	2005
Turnaround exc desk rej.	71 days	71 days	52 days	41 days	42 days

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