

Journal of Consumer Psychology

- First issue 1992
- Sponsored by American Psychological Association (APA)
- AACSB ranked “A” journal in psychology
- Cornelia (Connie) Pechmann, Current Editor
- Amna Kirmani, Editor Elect 1/1/15



Who publishes in JCP?

- Psychologists and consumer psychologists
- Attracted by author friendly policies

Publication criteria:

- Use psychological theory
- Make novel theoretical contributions
- Methodologically sound: Lab or field studies, post-positive methods or surveys



JCP

JOURNAL OF
CONSUMER
PSYCHOLOGY

**JCP
Author
Friendly
Policies**



Author Friendly Article Types

1. Research Articles (50 pages)
2. Research Reports (4,000 words in main text)
3. Research Reviews (50 pages)
 - Meta-analyses or conceptual frameworks
4. Research Dialogues (invited)
5. Special Issues



Author Friendly Review Process

- Authors of promising manuscripts submit 2 page revision plans
- The AE and editor read and comment on each plan
- Reviewers are given the plan with the revision
- 90% of JCP authors support revision plans
 - Gives authors a voice
 - Gets authors on the right track
 - Minimizes the number of revisions