

## **TAKING OVER THE REINS**

**Gillian Naylor, University of Las Vegas Nevada**

With this issue, I begin my tenure as Editor of the *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior's*. I am excited at the opportunity to take the reins of this unique publication. *The Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior's* primary objective is to publish cutting-edge research related to the concept of satisfaction, as well as those constructs which serve as antecedents and/or outcomes of satisfying experiences. The journal seeks to promote theory development in these areas via reporting quantitative and/or qualitative inquiries, as well as conceptual studies within the B2C or B2B environments. Established in 1988, the *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior* has been the recognized leader in its field.

I first became involved with the journal through my attendance at their biennial conference which was held in Las Vegas in 2000. The mission of the CSD&CB Conference is to provide a forum for the purpose of advancing the thinking and relationships among researchers engaged in scholarship related to individual and organizational satisfaction-related experience including choice, loyalty, and commitment. The conference offers an engaging professional, collegial, and fun atmosphere in which to explore formative, innovative, and developed ideas. It was the best conference I had ever attended. I was surrounded by collegial individuals from across the country and around the world who were interested in topics of interest to me.

Dr. H. Keith Hunt, founding editor, was an exceptional conference organizer who strongly believed in creating an experience that would enhance knowledge sharing and satisfaction. He devoted time and energy to nurturing young scholars.

When it came time to step down, he found an excellent replacement in Dr. Stephen

Goodwin from Illinois State. Steve was named Editor for the *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior* in January, 2005. Steve rose to the challenge. Through his hard work and dedication the journal and conference lived up to their respective mission. Steve has worked tirelessly over the last ten years to maintain the traditions. I owe a big debt of gratitude to Steve for all the help and support he has given me over the years. Now that I have assumed the role I am especially appreciative of all the hard work he put into maintaining the journal and organizing conferences.

As editor my aim is to maintain the original vision of H. Keith Hunt that has been admirably sustained by Steve Goodwin. Moshe Davidow of Carmel Academic Center and Stephen Taylor of Illinois State University have agreed to serve as Associate Editors as we move forward. Both men have a long and rich history of publishing in the journal.

Looking back, the *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior* has published many articles that have been well cited by other researchers. In this inaugural issue, under my editorship, I am re-publishing three articles which have contributed to the field and are still topics of interest. The authors have provided updates and directions for further research.

In the future, we look forward to including research that reflects technological and societal shifts. Smart phone usage in many parts of the world, including the US, now overtakes PC Web usage. How we experience products and services and how we communicate our experiences are both rapidly evolving. The opportunities to research in the domain of satisfaction and word-of-mouth are growing.

We welcome your input and interest in our journal. I look forward to working with you as we move forward.

- Gillian