

## **LETTER FROM THE EDITOR: FUTURE DIRECTIONS FOR THE *JOURNAL OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR***

Newell D. Wright, Ph.D.  
North Dakota State University

In April of 2021, I took over the editorship of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. I want to publicly thank the previous editor, Gillian S. Naylor, for all of the help, encouragement, support, and knowledge she gave to me as we made the transition. I would have had a very different editorial experience this year had it not been for her generosity in terms of time and helpfulness. I am still in contact with her regularly, though I have had to rely on her less and less as time goes by. This makes me the fifth editor to take over the reins of the journal since its inception in 1988 (Larsen and Wright 2017). I truly stand on the shoulders of the giants in the field who have gone before me.

A new editor brings about new directions and changes. The first thing you may notice is that the journal is no longer published in two columns per page, but as a single, wide column. Historically, two columns made reading densely packed paper pages easier without resorting to large fonts or small page sizes. But on screens, readers can handle as many as 100 characters per line (CPL) instead of the 40 CPL for dual columns (Dyson and Kipping, 1998). On a normally formatted page of the journal, we have an average of 100 CPL. Since there are no longer print copies of this journal, we are adopting the single column format. Readers with poor eyesight have the ability to zoom in or out to make the screen larger or smaller (an advantage absent in print journals).

We have also started adding “direct object indicators” (DOI) to references and will expect that future journal submissions include all available DOIs in the references section of each paper. A DOI is a permanent, clickable link that goes directly to the article in question, assuming your institution has access to that journal. If not, it defaults to the abstract of the article. And while we do not yet assign DOIs to articles published in this journal, we hope to by our next publication.

Another change pertains to copyrights. As of this volume, we explicitly allow authors of published papers to submit their research published in our journal to research aggregators, such as researchgate.net and academia.edu. You have our permission, indeed, our encouragement, to post the published PDF file containing your article to these aggregators. This increases our exposure, and the articles will be indexed on Google Scholar. For example, my 2017 article cited above has been read over 2,000 times as of this writing, thanks to its listing under my profile at researchgate.net.

As we move forward, we will likely make additional changes to enhance and strengthen the positioning and impact of the journal. Future improvements may include adding a second, or perhaps even a third issue of the journal to each volume; special issues on various topics (e.g., life satisfaction and quality of life; extended service encounters and satisfaction/dissatisfaction, etc.); targeting younger and more globally oriented researchers, etc. As we embark on our 35<sup>th</sup> year of publication, we want to remain relevant well into the future.

Speaking of our 35<sup>th</sup> year of publication, in our December 2022 issue, we wish to include a section of essays on the impact H. Keith Hunt had on both the discipline and our careers. Has he influenced your academic career or your life in any way? If so, we would love to hear about it.

Please send an essay of no more than 2,500 words to [newell.wright@ndsu.edu](mailto:newell.wright@ndsu.edu) by September 1, 2022. These essays will not be peer reviewed but will be published as a *Festschrift* in his honor.

In this volume of the journal, we are publishing 11 articles from scholars across the globe. Our lead-off article, by Clay Routledge, Taylor A. FioRito, John D. Bitzan, and Andrew A. Abeyta, examines whether existential wellbeing (life satisfaction) promotes positive attitudes about entrepreneurs. Our next article, by four researchers from Europe, Norbert Meiners, Elmar Reucher, Hafiz T.A. Kahn, and Lukas Spille, analyzes the complaint behavior of senior consumers in Germany. Given that there is very little research on elderly complaining behavior, this article makes an important contribution. Our third article, by Swapan Deep Arora, Devashish Das Gupta, and Gillian S. Naylor, is a comprehensive review and research agenda about negative word of mouth. Our fourth article, by Onnolee Nordstrom and Laura Egan, uses a qualitative methodology to expand the theory on combatting and decaying consumer grudges.

Interestingly, some of these articles in this volume cluster around various topics. For example, we have three articles that explore the various attributes of brand love or hate, and four articles that discuss the impact of human resources on customer satisfaction.

The first of three brand love/hate articles is a comprehensive model of brand love and hate by Rozbeh Madadi, Ivonne M. Torres, and Miguel Ángel Zúñiga. The second article, by Komal S. Karani, examines forgiving loved brands in the face of a transgression. The third article, by Vivek Pani Gumparthi, Mala Srivastava, and Devjani Chatterjee, uses turning point analysis to examine the trajectories of loved brands from first contact to the present moment.

The first of four articles discussing the impact of human resources on consumer satisfaction is by Kim K. Smith and focuses on employee rapport and relationship-building to produce customer satisfaction. The second article, by Alexandra Aguirre-Rodriguez, Patricia L. Torres, and Stella Tavallaei, examines how service encounters with frontline Hispanic employees enhance Hispanic customers' satisfaction. The third article, by Amit Jain Chauradia, Chad Milewicz, Raj Echambadi, and Jaishankar Ganesh, studies how investments in frontline human capital, or the lack thereof, relate to consumer dissatisfaction. The final article, by Charles D. Stevens and Ronald A. Ash, looks at how compensation plans can lead to increased or decreased employee satisfaction and how that impacts overall customer satisfaction.

Newell D. Wright, Ph.D.

Editor, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*

Professor of Marketing and International Business

North Dakota State University College of Business

NDSU Dept. 2420, P.O. Box 6050

Fargo, ND 58108-6050, USA

Phone: +1-701-231-6532

E-mail: newell.wright@ndsu.edu

## REFERENCES

- Dyson, M. C., & Kipping, G. J. (1998). "The effects of line length and method of movement on patterns of reading from screen." *Visible Language*, 32(2), 150-181.
- Larsen, V. and Wright, N.D. (2017). "Impact on and of the Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior: A 30-year retrospective," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, Vol. 30, 5-18.