

## **LETTER FROM THE EDITOR: THIRTY-FIVE YEARS OF THE *JOURNAL OF CONSUMER SATISFACTION, DISSATISFACTION AND COMPLAINING BEHAVIOR***

Newell D. Wright  
North Dakota State University

Welcome to issue number 35 of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (hereafter JCS/D&CB). This is a momentous time in the history of our journal and the biennial conference that goes along with it. Given this significant date, a part of this issue is devoted to the founder of the journal and conference, H. Keith Hunt, who spent most of his career at Brigham Young University in Provo, Utah. I, too, am a graduate of Brigham Young University and actually grew up about a mile down the street from where Keith lived, but I never knew it. I even managed to complete an MBA at Brigham Young University without ever crossing paths with Keith. It wasn't until a few years later, when I began a Ph.D. in marketing, that I kept running across Keith's name in conjunction with the Association for Consumer Research. Since I attended the annual ACR conference, I introduced myself to Keith, who immediately took an interest in my career and ultimately pointed me in the direction of my life's work. But I have already recounted this story elsewhere (see Larsen & Wright, 2017, p. 6, column 1). To celebrate our 35<sup>th</sup> year of publication, we have set aside a portion of this issue as a *festschrift*, or a collection of writings by different scholars, in honor of H. Keith Hunt. I will have more to say on this below.

This issue also marks another transition in the life of the JCS/D&CB: this will be the last year we publish the journal with a single issue. Beginning in May of 2023, we will be publishing two issues per year. We have special issues forthcoming on entrepreneurship and CS/D&CB (here is the [call for papers](#)) and senior consumers and CS/D&CB (here is the [call for papers](#)) and we have plans going forward for other special issues. Ultimately, we would like to publish three issues per year, but we will begin by publishing a second issue each year.

This coming year will also mark another first: our first international conference, in Dublin, Ireland, June 20-26, 2023. [Full information about this conference is available here.](#)

For the first time, we are recognizing reviewers who go above and beyond the call of duty in their reviews. For 2022, our two reviewers of the year are Kevin G. Celuch and Jacqueline A. Williams, two long-time members of the JCS/D&CB editorial board. Both produced many exceptional reviews, which always makes my job as editor easier. Congratulations! Going forward, we will award one or two best reviewer awards, complete with plaque, each year. Previous winners of the award will be ineligible for the award for three years.

The thirty-fifth volume of the JCS/D&CB is very international in flavor. We have papers by authors living in India, Argentina, Switzerland, South Korea, Indonesia, Canada, and the United States, which demonstrates the vitality of our subject matter across the globe.

Our lead-off article is by Dhananjay Bapat and M. Kannadhasan and examines the role of satisfaction as a mediator between brand experience and word of mouth for digital banking services. Next is an article by L. Jean Harrison-Walker that looks at organizational and customer moderators of service recovery and consumer forgiveness in health care. That article is followed by a study by Achutha Jois, Somnath Chakrabarti, Anne-Françoise Audrain Pontevia that explores the impact of satisfaction on the co-creation of a global knowledge brand. Next, we have a tight study by Michael Frechette and Nikki Wingate that focuses on sharing economy satisfaction as measured by star ratings. Following that, we have a study by Hee-yeon Kim and Sungjoon Yoon,

which examines switching behavior in the sharing economy. Fathony Rahman and Primidya K.M. Soesilo follow with a study on affective responses to consumer demotion in restaurant loyalty programs. Then we have a nice article about a Spanish language scale measuring sense of coherence, a scale associated with life satisfaction, by Cecilia Yaccarini, Hugo Simkin, Rahel Bachem, and Susana Azzollini. Our penultimate article is on reproducibility in consumer intentions research by Vaibhav Shwetangbhai Diwanji. We hope this article will signal our desire to publish studies that reproduce previous results in CS/D&CB. And finally, our last regular article, by Bala Subramanian R, Munish Thakur, and Manjula N., is the rarest of all articles: an empirical article on consumer complimenting behavior.

Our special section is a *festschrift* in honor of H. Keith Hunt and his legacy. We begin with an empirical article by Laura Egan and David Aron with examines and documents the Hunt's impact on the discipline. This is followed by remembrances of H. Keith Hunt by David Aron, Moshe Davidow, James Drew, Douglas B. Grisaffe, Jonathan Huefner, Gillian S. Naylor, and Jacqueline A. Williams. Each of these scholars have memories of the impact Keith Hunt had on their lives, and from which a common theme emerges: a life well lived that, through service, touched many people. Keith, we honor you and dedicate this issue to you and your vision for CS/D&CB.

## REFERENCE

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*, 30, 5-18.  
<https://jcsdcb.com/index.php/JCSDCB/article/view/255>