

## **Warrington's Alba Named ACR Fellow**

Gainesville, Fla. – Joseph (Joe) W. Alba, University of Florida Distinguished Professor of Marketing and chair of the Department of Marketing, has been selected as a Fellow of the Association of Consumer Research (ACR). This is the highest level of recognition bestowed by ACR, which acknowledges an individual's long-term contribution to the discipline.

Last year, Alba received the 2008 Sheth Foundation/*Journal of Consumer Research* Award for his article entitled "Dimensions of Consumer Expertise," which has been cited in more than 1,000 marketing research papers. Earlier in 2008, Alba was named winner of the AMA's Paul D. Converse Award, based upon the same article. In previous years, Alba has been a recipient of the *Journal of Marketing* MSI/Paul Root Award and the AMA Louis Stern Award, has twice been the recipient of the *Journal of Consumer Research* Outstanding Article Award, and has twice been a finalist for the *Journal of Marketing Research* O'Dell Award as well. Alba has also been named a Fellow of the Society for Consumer Psychology and the American Psychological Association, and he was granted the Distinguished Scientific Contribution Award from the Society for Consumer Psychology.

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The Warrington College of Business Administration is one of the world's top-rated public business programs, recognized for excellence by *U.S. News & World Report*, *The Wall Street Journal*, *Financial Times*, *The Economist*, and *Fortune*. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda, in addition to its teaching mission, from the undergraduate to the doctoral level. Warrington educates future business leaders using teamwork that provides opportunities for development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.