

Janiszewski Models Research Excellence, Brings Along New Generation

Gainesville, Fla. – Chris Janiszewski, J.C. Penney Professor of Marketing at the Warrington College of Business Administration, has previously been recognized for excellence in consumer research. The latest acknowledgments come as a consequence of him mentoring a new generation of UF-trained marketing scholars.

UF doctoral candidate Dan King, along with Janiszewski, was named winner of the Association for Consumer Research's (ACR) Nicosia Award for Best ACR Competitive Paper. The paper was selected as the best among the 250 papers presented at the conference.

Recent UF graduate, Juliano Laran (PhD 2008), received this year's Ferber Award, for Best *Journal of Consumer Research (JCR)* Interdisciplinary Article Based on a Dissertation. Laran, currently an Assistant Professor of Marketing at University of Miami, did his dissertation under the guidance of Janiszewski, who helped author the paper. Janiszewski received an Honorable Mention for the Ferber award in 1989.

In the midst of his demanding research agenda, Janiszewski has also found time to serve as president of the ACR, delivering his Presidential Address on October 23 to great acclaim. Janiszewski said it was a great day for the Gators.

"Our Association has 1,700 members; 1100 that attend the conference," Janiszewski noted. "Gators won best competitive paper (King), best dissertation (Laran), and best published paper in *JCR* (Professor Emeritus Joel Cohen). It truly was a great day to be a Florida Gator."

Chris Janiszewski has played a key role in the development of a number of doctoral students, whether as model or mentor. He received the University of Florida Doctoral Dissertation Advisor/Mentoring Award and has served three times as Faculty Fellow of the AMA Doctoral Consortium. In addition, *JCR* has also granted him its Best Reviewer Award three times. Other honors include the *Journal of Marketing* MSI/Paul Root Award, Warrington College of Business Administration Teacher of the Year, and UF Teaching Improvement Program (TIP) Teacher of the Year Award (twice). Janiszewski serves on the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and the *Journal of 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.