

LETTER FROM THE EDITOR: PASSING THE TORCH TO THE NEXT EDITOR

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This issue of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (JCS/D&CB) will be the last one in which I serve as editor. In May of 2025, I retired from North Dakota State University and was designated professor emeritus of marketing.

I am very proud of the five years I served as the journal editor. We changed formats, added a second issue, and archived all previous issues of the JCS/D&CB online. The journal has increased in visibility, is widely cited, and researchers across the globe regularly download our articles. We also made an effort to expand the journal's global reach and worked diligently to accept papers from authors worldwide. In this, we have succeeded. In this issue, we have accepted papers from researchers from universities in Czechia, Germany, India, Ireland, Iran, Morocco, the Netherlands, Oman, Portugal, Tunisia, the United Kingdom, and the United States.

Professor Mohamed Assoud of the Institut Supérieur d'Ingénierie et des Affaires, Rabat, Morocco, will become the new editor of the JCS/D&CB. I look forward to seeing the direction Dr. Assoud will take the journal. He has published several papers on Brand Hate, including one in this issue. I will work with Dr. Assoud to ensure a smooth transition.

I want to thank Dr. H. Keith Hunt of Brigham Young University for his vision in starting this journal in 1988 and for being my primary mentor in my academic career. I recognize the contributions of all previous editors and editorial review boards to the success of the JCS/D&CB. Most especially, I thank the many researchers from around the world who have published in the JCS/D&CB since its founding. Without you, we would not have had a journal to publish.