

LETTER FROM THE EDITOR EMERITUS: THE PASSING OF H. KEITH HUNT

I am saddened to report that H. Keith Hunt, the founding editor of the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, passed away on March 21, 2026, at the age of 87. He was a friend and a true giant in the field. A complete obituary of H. Keith Hunt can be found at <https://www.walkersanderson.com/obituaries/harold-hunt>.

I first met Keith in 1990, and in 1992, he invited me to attend the biennial conference on Consumer Satisfaction, Dissatisfaction, and Complaining Behavior in Knoxville, Tennessee, USA. I was a doctoral student at the time, and knowing that money was tight, he waived the conference registration fee. That experience started me down a path that only recently ended with my retirement. It is an understatement to say that Keith had a huge impact on my career. The paper I presented at the Knoxville conference was later accepted for publication in the *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior* (JCS/D&CB), and it was my first professional publication. Keith worked with me to get the manuscript into publication shape and became one of my most important mentors. I can truthfully state that had I not met Keith in 1990, my career would have taken a very different direction.

And I am not alone in my respect for Keith. He mentored an entire generation of CS/D&CB scholars. In the 2022 volume of the journal, several researchers whom Keith had mentored honored him with articles or essays (see <https://jcsdcb.com/index.php/JCSDCB/issue/view/51>). Keith was very moved by this tribute and later told me in an email that founding the JCS/D&CB was the best thing he had ever done. During the five years of my JCS/D&CB editorship, I always strived to respect Keith's legacy in all my actions and decisions. It is my sincere hope that the new editor, Dr. Mohamed Assoud, will continue Keith's legacy in the journal he founded.

Farewell, my friend. You have made a lasting impact on many people's lives.

Newell Wright
Editor Emeritus
Idaho Falls, Idaho, USA
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