Adaval, Rashmi
Hong Kong University of Science & Technology

Rashmi Adaval is Associate Professor of Marketing at the Hong Kong University of Science & Technology (HKUST). She received her PhD at the University of Illinois at Urbana Champaign. She has held faculty positions at both her alma mater and HKUST.

Her research uses an information processing approach and focuses on how information that varies in type and structure influences people’s memory, judgment and decisions through the specific processing goals that they have. She has used this perspective to examine issues such as the impact of imagery and narratives on memory and judgments, the use of sensory inputs and subjective feelings (e.g., metacognitive feelings, moods and emotions) in judgment and the use of numerical information in magnitude and price perceptions. She is particularly interested in how these effects are spontaneous and occur without participants’ awareness of the inputs that influence them.

Her work has appeared in academic journals such as Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research and the Journal of Experimental Social Psychology. She is the associate editor of the Journal of Consumer Research and is on the Editorial Review Boards of the Journal of Consumer Psychology and Basic and Applied Social Psychology.

Ahluwalia, Rohini
University of Minnesota

Rohini Ahluwalia is the Curtis L. Carlson Trust Professor of Marketing at the Carlson School of Management at the University of Minnesota and also serves as the Director of the Doctoral Program in Marketing. She is known for her expertise in consumer psychology. Ahluwalia’s research focuses on understanding how people process, resist, and are influenced by persuasive information relating to brands, political candidates and issues. She is also interested in consumer wellbeing research. Her work has been published in leading journals such as the Journal of Marketing Research, Journal of Consumer Research, and Journal of Marketing, and received American Marketing Association’s John A. Howard Dissertation Award. She recently co-edited the book, Brands and Brand Management: Contemporary Research Perspectives. Her work been reported in several media outlets including the National Public Radio, CBS, and The New York Times. Ahluwalia served as an Associate Editor of the Journal of Consumer Research and is an editorial board member for the Journal of Consumer Research and the Journal of Consumer Psychology. She co-chaired of the 2011 Association for Consumer Research North American Conference and has previously served as member of ACR’s Advisory Board and co-chaired the ACR Doctoral Symposium.
Ailawadi, Kusum
Dartmouth University

Kusum Ailawadi is the Charles Jordan 1911 TU’12 Professor of Marketing at the Tuck School at Dartmouth. She is an empirical researcher who examines the impact of store brands and promotion on the performance of manufacturers and retailers, and studies consumer, competitor, and retailer response to major marketing policy changes. Her newest research interest is in understanding what drives consumers’ food choices in the marketplace and how those choices are affected in the face of exogenous shocks versus changes in health status.

Kusum is a recipient of the Davidson, Maynard, and Little best paper awards, the winner of the Marketing Science Institute/Journal of Marketing Research competition for academic-practitioner collaborative research, and a finalist for the O’Dell and Green awards and the ISMS Practice Prize. She serves on the editorial boards of JMR, Marketing Science, JAMS, and Journal of Retailing and is an area editor for JM and IJRM. She is on the board of trustees of the Marketing Science Institute, Southern New Hampshire University and AiMark, a European organization that brings together academics, senior practitioners, and data providers to facilitate research and idea exchange.

Kusum lives with her husband, Anand, and their two golden retriever kids, Taddy and Toffee, in Manchester, NH. She enjoys hiking, reading about old and different cultures, traveling, tasting international cuisines, and (sometimes) cooking.

Argo, Jennifer
University of Alberta

Jennifer Argo is the Cormie Professor of Marketing at the University of Alberta. Her research primarily focuses on the impact of social influences on consumers’ thoughts, feelings, and behaviors. She has published in leading journals including Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, and Psychological Science. She currently serves on the editorial board at the Journal of Consumer Research and is an Associate Editor at the Journal of Consumer Psychology. She was a co-winner of the inaugural ACR Early Career Award. She teaches Principles of Marketing and Marketing Strategy to undergraduates and Consumer Behavior to the Ph.D students.
Aribarg, Anocha  
*University of Michigan, Ross School*

My research focuses on developing econometric and statistical models to study challenging marketing problems that are of practical relevance. My research is interdisciplinary in that the development of my quantitative models is guided by theories from consumer behavior, psychology, and sociology. For instance, some of my work uses theories from psychology to inform how a multiattribute-utility model could be augmented to capture the intricacy in consumers’ decision processes. By developing econometric and statistical models that better capture consumers’ decision patterns at the individual level, I provide marketing practitioners with new modeling frameworks that offer fresh insights into and predictive capability for important marketing issues such as product portfolio management, promotions, and advertising.

Arora, Neeraj  
*University of Wisconsin, Madison*

Neeraj Arora is John P. Morgridge Chair in Business Administration at University of Wisconsin-Madison where he also serves as Chair of the marketing department and Executive Director of the A.C. Nielsen Center for Marketing Research. He has an undergraduate degree in engineering from Delhi University, and an MBA and Ph.D. from The Ohio State University.

Professor Arora’s research focuses on marketing problems that require statistical models of consumer choice—typical contexts for his research include brand choices made by individuals and families in the marketplace. Most of this research relies on choice experiments or behavioral data and builds upon psychological/microeconomic theories and Bayesian statistics. His research has appeared in the *Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Consumer Research, Journal of Retailing, International Journal of Research in Marketing* and *Marketing Letters*. He currently serves on the editorial board of *Journal of Marketing Research, Marketing Science, Journal of Marketing* and *Journal of Retailing.*

Professor Arora’s teaching interests include marketing research, brand analytics, mathematical models of consumer behavior and marketing strategy. He has served as a consultant in the areas of survey design, legal matters, marketing mix models, market segmentation and new product design using conjoint methodologies.
Bagozzi, Richard P.
University of Michigan, Ross School
Professor Bagozzi does basic research into human emotions, decision making, social identity, ethics, and action. This work has been applied to the study of consumers, patients, doctors, salespersons, managers, military officers, and organizations. He also does research into multivariate statistics and its relationship to measurement, construct validity, theory, hypotheses testing, and the philosophy of science. The methods he uses include experimentation, survey research, and qualitative research. Recently he has investigated biological bases of manager and consumer behavior by use of fMRI analyses to study neuroscience processes, genetic, and hormonal methods.

Batra, Rajeev
University of Michigan, Ross School
Rajeev Batra's research interests include the strategy and tactics of brand-building; global branding and advertising; marketing issues in emerging markets; emotional advertising: processes, role, measurement and effects; consumers' attitude structure toward brands and brand personality; repetition effects; and advertising budgeting.
Belk, Russell
York University

Russell Belk is past president of the International Association of Marketing and Development and is a fellow and past president of the Association for Consumer Research. He initiated the Consumer Behavior Odyssey, the Association for Consumer Research Film Festival, and the Consumer Culture Theory Conference. His awards include the Paul D. Converse Award, two Fulbright awards, and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research. His research involves the meanings of possessions, extended self, collecting, gift-giving, materialism, sharing, and global consumer culture. He is currently Professor of Marketing and Kraft Foods Canada Chair in Marketing at the Schulich School of Business, York University in Toronto, Canada and holds honorary professorships in North America, Europe, Asia, and Australia. His work is often cultural, qualitative, and visual.

He has published approximately 550 articles, books, chapters, and videos. Most recently he co-wrote or co-edited the books: Qualitative Consumer and Marketing Research (2013), Research in Consumer Behavior (2012), The Routledge Companion to Digital Consumption (2013), and The Routledge Companion to Identity and Consumption (2012).

Bettman, James
Duke University

Jim Bettman is Burlington Industries Professor at the Fuqua School of Business and Professor of Psychology and Neuroscience at Duke University. His BA (mathematics-economics) and PhD (administrative sciences) are from Yale University. He directs the doctoral program at the Fuqua School and has been the chair/co-chair for 39 marketing doctoral students.

Professor Bettman’s research focuses on consumer choice, particularly constructive preferences, adaptive decision making, effects of emotion, integrating conscious and nonconscious processing, and construction of identity. His publications include two books, a monograph, and over 115 research papers. He is an editorial board member for the Journal of Consumer Research and Journal of Consumer Psychology and an associate editor for the Journal of Marketing Research. He was co-editor of the Journal of Consumer Research, president of the Association for Consumer Research, and is a Fellow of the American Psychological Association, the American Psychological Society, and the Association for Consumer Research.
Bharadwaj, Sundar
University of Georgia

Sundar Bharadwaj is the Coca Cola Company Chair Professor of Marketing and serves as the Ph.D. Program coordinator and teaches in the graduate programs. His research focuses on the Marketing-Finance interface, innovation, solutions, and marketing strategy. His research has been published in the *Journal of Marketing, Journal of Marketing Research, Management Science, Journal of the Academy of Marketing Science, and Information Systems Research*. He has received an Early Career Award from the Marketing Strategy SIG, the Marketing Science Institute/Paul Root Award, Howard/Sheth Dissertation Award, the JAMS Best Paper Award, Best Research award by the Services SIG and finalist for the Maynard Award. He has chaired the AMA Educators’ Conference, Informs Marketing Science Conference and the AMA Doctoral Consortium. He joined UGA in 2011 from Emory University where he served as the Founding Director of the Marketing area’s doctoral program and has chaired a number of doctoral student dissertations. He has been a visiting faculty member at the Wharton School, University of Pennsylvania, HEC (Paris), Indian School of Business and Singapore Management University. Prior to becoming an academic, he held brand management and sales management positions in multinational firms.

Block, Lauren G.
Baruch College

Lauren G. Block is the Lippert Professor of Marketing at the Zicklin School of Business, Baruch College. She received her Ph.D. in marketing from Columbia University and her MBA from Emory University. Prior to Baruch, Dr. Block was on the faculty of New York University’s Stern School of Business. Dr. Block’s work is primarily in areas of health-persuasion, health-goal achievement and food well-being. Her research examines how integrated communications can be most effectively utilized to change consumer health-related attitudes and behavior. Current research focuses on how best to use marketing tools, like food labeling and product packaging, to facilitate healthier food and lifestyle decisions. Her work in these areas has been published in our field’s major journals, such as *Journal of Public Policy & Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology*, and *American Journal of Public Health*. Dr. Block is a current Associate Editor for the *Journal of Public Policy & Marketing*, and the *Journal of Consumer Research*. She also serves on the Ad Council Research Committee. She was the recipient of the 2008 Richard W. Pollay Prize for Intellectual Excellence of Research on Marketing in the Public Interest.
Broniarczyk, Susan M.
University of Texas, Austin

Susan Broniarczyk is the Sam Barshop Centennial Professor of Marketing Administration at the McCombs School of Business, the University of Texas at Austin. She received her PhD from the University of Florida. Her research interests center on consumer decision-making as it relates to brand and product assortment, goal pursuit, gift-giving, and the influence of product recommendations and advice. Her work on these topics has been published in journals including JCP, JCR, JMR, JPPM, JPSP, JR, and OBHDP. Her research has been recognized with the inaugural SCP Early Career Award, AMA Howard-Sheth Dissertation Award, JMR O’Dell Award, and JR Davidson Award and featured in the media including Time Magazine, Bloomberg Business Week, and U.S. News and World Report. Susan is a current Associate Editor at JMR, a former Associate Editor at JCR, and current editorial board member at JCP and JCR. She is the President-Elect at SCP and has served ACR in roles including advisory board member, Treasurer, and conference co-chair. She enjoys mentoring doctoral students and has had the privilege of serving as Marketing PhD advisor at McCombs and participating in doctoral symposia.

Burson, Katherine
University of Michigan, Ross School

Katherine Burson explores judgment and decision making in consumer behavior, specifically examining systematic biases in self assessment such as over- and under-estimation of ability and the effects of such biases on product choice. She also studies self-other differences in these biases as well as antecedents of the biases.
Margaret C. Campbell is professor of marketing at the Leeds School of Business, University of Colorado Boulder.

Margaret Campbell received her A.B. in psychology and economics, with honors, at Stanford University, where she earned entrance to Phi Beta Kappa. She later returned to Stanford to earn her Ph.D. in marketing at the Graduate School of Business. She was a member of the faculty at the Anderson Graduate School of Management at UCLA from 1992-2000. Professor Campbell’s research focuses on questions of social influence in the marketplace, how consumers interpret the marketplace, and how their interpretations influence their responses to companies and brands. Her research has been published in several journals including the Journal of Consumer Research, the Journal of Marketing Research, and the Personality and Social Psychology Bulletin. She currently serves as an Associate Editor for the Journal of Consumer Research, and serves on the editorial review boards of the Journal of Marketing, Journal of Retailing, and the International Journal of Research in Marketing.

One current area of research focuses on consumers’ goals and how environmental factors impact consumers’ interpretation of their goal pursuit. Her research shows that people (for adults) and characters (for kids) can influence consumers’ consumption behaviors. Additionally, her research examines potential biases that impact goal pursuit.

Professor Campbell teaches in the undergraduate, MBA, and Ph.D. programs. She has taught classes on advertising and promotion, integrated marketing communications, brand management, consumer behavior/psychology, and principles of marketing.

Rajesh Chandy (Ph.D., University of Southern California) holds the Tony and Maureen Wheeler Chair in Entrepreneurship at London Business School, where he is a Professor of Marketing and serves as Academic Director of the Deloitte Institute for Innovation and Entrepreneurship. Chandy’s research has received several awards, including the JM Harold Maynard Award, the AMA StrategySIG Early Career Contributions Award, and the MSI Alden Clayton Dissertation Award. His papers have also been named as finalists for the JMR William O’Dell Award, the JMR Paul Green Award, and the INFORMS Practice Prize.

Chandy serves as an Area Editor for the Entrepreneurship and Innovation area at Management Science, and is on the editorial boards of several journals. During 2006-2008, Chandy served as a member of the US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21st Century Economy.

Chandy’s teaching awards include the Outstanding Professor of the Year Award, the Award for Excellence in Teaching, and the Outstanding Faculty Dedication Award.
### Chattopadhyay, Amitava
INSEAD

Amitava Chattopadhyay is The INSEAD Chaired Professor in Marketing and Innovation at INSEAD.

Amitava Chattopadhyay is an expert on branding and innovation and the author of *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands*. His research has appeared in leading international journals such as the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *International Journal of Research in Marketing*, and *Long Range Planning*. Professor Chattopadhyay is an Associate Editor for *the Journal of Consumer Psychology* and an Area Editor for the *International Journal of Research in Marketing*. He is on the editorial review boards of the *Journal of Consumer Research* and *Long Range Planning*. He is currently serving on the Board of the Association for consumer research. For his research, he has been the recipient of several awards, including the Robert Ferber Award. He is a Fellow of the Institute on Asian Consumer Insights and the Ernst & Young Institute for Emerging Market Studies.

Aside from teaching in degree programs, Professor Chattopadhyay has taught in executive programs in Europe, The Americas, Australia, Asia, and Africa. He is on the advisory boards of several organizations and a consultant to multinational firms.

---

### Chitagunta, Pradeep K.
University of Chicago

Pradeep K. Chintagunta is the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing at the Booth School of Business, University of Chicago. He is interested in studying consumer, agent and firm behavior. In particular, he is interested in measuring the effectiveness of marketing activities in pharmaceutical markets; investigating aspects of technology product markets; studying online and offline purchase behavior; and analyzing household purchase behavior using scanner data. He graduated from Northwestern University and has also served on the faculty of the Johnson School, Cornell University. He was a consortium fellow in 1989.
Cotte, June  
University of Western Ontario

June Cotte is R.A. Barford Professor of Marketing and PhD Program Director at the Ivey Business School, Western University. She has undergraduate, masters and PhD degrees in Business Administration, focused on marketing. She currently teaches marketing in Ivey’s EMBA programs in Toronto and Hong Kong, as well as on Ivey executive programs in Hong Kong and Canada. June’s interests focus on behavioral issues, including why and when people will pay more for ethically produced products, how people perceive time and how that influences their loyalty and buying behavior, and why people gamble. Her research has appeared in the Journal of Consumer Research, Journal of Consumer Psychology, MIT/Sloan Management Review, the Wall Street Journal, as well as in other academic journals. One of her favorite things about her job is working with doctoral students.

Coughlan, Anne T.  
Northwestern University

Dahl, Darren  
University of British Columbia

Darren Dahl is the Senior Associate Dean – Faculty/Research and the Fred H. Siller Professor in Applied Marketing Research at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science, and Journal of Consumer Psychology. He currently is associate editor of the Journal of Consumer Research and serves on the editorial board of the Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology. Professor Dahl teaches courses in Consumer Behavior, Marketing Research, and Strategic Marketing Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Sauder School of Business Senior Research Award) and his teaching (e.g., 3M Teaching Fellow, CGA Graduate Teaching Award) efforts.
Darke, Peter  
York University

Peter Darke is a Professor of Marketing in the Schulich School of Business, York University, Toronto, Canada. He received his Ph.D. in Experimental Social Psychology from the University of Toronto in 1993 and was awarded the J.S. Tanaka prize for the Best Dissertation in Personality Psychology for his research on irrational beliefs in luck. He has held previous positions at University of British Columbia and Florida State University. Broadly speaking, Peter’s research focuses on consumer behavior, especially as it relates to attitudes and decision-making. Most recently his research has focused on the role of defensive suspicion in consumer judgment, especially in terms of its causes and cures. His work has been published in premier journals in both Marketing and Psychology, including *Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, and Journal of Applied Psychology*. Peter has also received best paper awards in the *Journal of Consumer Psychology*, as well as conference awards. Finally, he is a current Associate Editor at *Journal of Consumer Psychology* and a past Marketing Area Editor for the *Canadian Journal of Administrative Sciences*.

Deighton, John  
Harvard Business School

John Deighton is Harold M. Brierley Professor of Business Administration at Harvard Business School. He was editor of the Journal of Consumer Research, and founding co-editor of the Journal of Interactive Marketing. He is the Executive Director of the Marketing Science Institute, a Director of the Berkman Center for Internet and Society at Harvard University, and on the Advisory Council of the Direct Marketing Educational Foundation.

Recent research includes “Adding Bricks to Clicks: The Effects of Store Openings on Sales Through Direct Channels,” in Journal of Marketing, and "Interactivity’s Unanticipated Consequences for Marketers and Marketing," in Journal of Interactive Marketing. Applied case studies include the use of social media in the Dove "Real Beauty" campaign, Twitter’s acquisition of Bluefin Labs, the business models of Demand Media and Cheezburger.com, online marketing in the Obama/Clinton campaign, blogging’s role in the Ford Fiesta launch, and how Coca-Cola manages its Facebook presence. See also his Twitter feed @HBSmktg.

He was course head of Harvard’s first year MBA Marketing course, teaches the elective MBA course in Digital Marketing Strategy, and executive education programs in digital marketing. He has been a visiting scholar at the University of Tokyo, Duke’s Fuqua School of Business, and the Judge School, Cambridge University.
Desai, Preyas
Duke University

Preyas Desai is the Spencer R. Hassell Professor of Business Administration at the Fuqua School of Business, Duke University. Professor Desai received M.S. and Ph.D. from Carnegie Mellon University.

Preyas Desai’s research covers a wide range of topics in marketing strategy, distribution channels, and marketing of durable products. His research analyzes strategic interactions such as those between competing manufacturers, and between manufacturers and their retailers. He is also interested in examining strategic behavior by consumers when they evaluate complex choices. His articles on these topics have appeared in top tier academic journals such as *Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research*, and *Quantitative Marketing and Economics*. Preyas Desai is currently the editor-in-chief of *Marketing Science*, the premier quantitative marketing journal. Preyas Desai has taught Marketing Management, Marketing of High-technology Products, and Healthcare Marketing to MBA students.

Dhar, Ravi
Yale University

Ravi Dhar is the George Rogers Professor of Management and Marketing in the Yale School of Management, Professor of Psychology and Director of the Center for Customer Insights at Yale University.

Professor Dhar is an expert in consumer behavior and branding, marketing management, and marketing strategy. He has consulted to companies in a wide variety of industries, including financial services, high tech and luxury goods. His research involves using psychological and economic principles to identify successful consumer and competitive strategies in the offline and online marketplace. He has been involved in pioneering work in understanding the different factors that influence consumer choice and his research has received several major awards.

His work has been mentioned in *Business Week, The New York Times, The Financial Times, The Wall Street Journal, The Economist, USA Today,* and other popular media. He has been a visiting professor at HEC Graduate School of Management in Paris, Erasmus University in the Netherlands, and the Graduate School of Business, Stanford University.

He has written more than 50 articles and serves on the editorial boards of several of leading marketing journals, such as *Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research,* and *Marketing Science*. He has led marketing seminars for senior executives in Asia, Europe, and North and South America.
Scholarly Connections

Adam’s primary research interests emphasize two distinct themes. One research stream focuses on understanding the nature of consumer coping processes, including specifying the role of consumption emotions and identifying a diverse set of consumer coping strategies and studying their effects on consumer behavior. The other addresses various issues of consumer health and welfare, including improving the effectiveness of health messaging. His research has been published in a number of leading scientific journals, including Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Journal of Applied Psychology, Journal of Consumer Psychology, Journal of Retailing, Journal of Service Research and Journal of Contemporary Ethnography.

Tülin Erdem is the Leonard N. Stern Professor of Business Administration and Professor of Marketing at the Stern School of Business, New York University. She served there as the Co-Director of Center for Digital Economy Research and the Director of Stern Center for Measurable Marketing.

Before joining Stern in 2006, Tülin Erdem has also been the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley, where she served also as the Associate Dean for Academic Affairs and the Marketing Group Chair, and the Ph.D. Director at the Haas School of Business.

Her research interests include advertising, brand management and equity, consumer choice, decision-making under uncertainty, econometric modeling and marketing mix effectiveness. She has published several papers in top field journals. She has received best paper awards, as well major research grants, including two major National Science Foundation (NSF) grants. She has served as an Area Editor at Marketing Science, Associate Editor at Quantitative Marketing and Economics and Journal of Consumer Research. She has been on the editorial boards of Journal of Marketing Research, International Journal of Research in Marketing, Journal of the Academy of Marketing Science and Marketing Letters.

Tülin Erdem served as the President of INFORMS Marketing Society (ISMS). She was also the editor-in-chief of Journal of Marketing Research during 2009-2012.

Tülin Erdem has a BA (Boğaziçi University) and MA in Economics and Ph.D. in Business Administration (University of Alberta).
Feinberg, Fred
University of Michigan, Ross School

Prof. Feinberg’s research examines how people make choices in uncertain environments. His work focuses on using statistical models to explain complex decision patterns, particularly involving sequential choices among related items (e.g., brands in the same category). He also works in mathematical psychology, Bayesian econometrics, dynamic programming, as well as models of advertising and consumer variety-seeking. He is Senior Editor for Marketing at Production and Operations Management, Associate Editor at Marketing Science and Journal of Marketing Research, and, with Tom Kinnear and Jim Taylor, is author of Modern Marketing Research: Concepts, Methods, and Cases.

Fisher, Robert
University of Alberta

Robert Fisher is the Alberta School of Business Professor at the University of Alberta. Prior to joining the University of Alberta, Fisher was on the faculty at the Richard Ivey Business School at the University of Western Ontario from 1998-2007, and the University of Southern California from 1991-1998. Fisher’s research emphasizes the effects of social expectations on managerial and consumer decision making. He is particularly interested in the use of marketing to encourage positive social behaviors such as charitable giving, healthy eating, volunteering, and conservation. Fisher’s research is published in the leading journals including the Journal of Consumer Research, Journal of Marketing, Journal of Applied Psychology, Journal of Consumer Psychology, and the Journal of Product Innovation Management. He has been on the editorial board of the Journal of Consumer Research since 1999, and has served as editor for a special issue on social desirability bias in Psychology & Marketing. His 1996 Journal of Marketing article with Jakki Mohr and John Nevin received the Stern Award in 2003. Fisher has been a marketing strategy consultant and educator for major firms in North America and Asia including the Royal Bank, HSBC, Bank of China, Canadian Tire, Allied Signal, Hutchison Port Holdings, and London Life.
Frazier, Gary
University of Southern California

Gary is the Richard and Jarda Hurd Professor of Distribution Management in the Marshall School of Business at USC. He has been at USC since June of 1984. Between Fall of 1979 and Spring of 1984, Gary served on the business faculty of the University of Illinois, Urbana-Champaign. He received his DBA in marketing from Indiana University, Bloomington in 1979.

Gary has focused his academic research on channels of distribution and marketing strategy. He has published in either the *Journal of Marketing* or the *Journal of Marketing Research* over five different decades. He received a Lifetime Achievement Award from the AMA in 2010 for significant contributions to inter-organizational research. Gary is currently Editor of the *Journal of Marketing*.

Gary has won several awards for his teaching, including at Indiana University, the University of Illinois, Urbana-Champaign, and USC. He has been a consultant and expert witness for many major corporations over the course of his academic career.

Ganesan, Shankar
University of Arizona

Greenleaf, Eric A.
New York University

Eric A. Greenleaf is Professor of Marketing at the Stern School of Business, New York University. He received his B.S. from the University of New Hampshire and his MBA and Ph.D from Columbia University. Eric’s research has focused on behavioral pricing, auctions, response styles in survey data, consumer delay, and consumer aesthetics. More recently, along with other colleagues at NYU, he has conducted research on the visual and neural correlates of emotion and involvement, including single-neuron studies in humans, supported by a $1.1 million grant from the National Institute of Health. He has published in *Empirical Studies of the Arts, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Letters, Marketing Science, and Public Opinion Quarterly*. In the past few years, Eric has also been very active working to alleviate school overcrowding in Manhattan, and using data analysis to make the case for building more new schools and help create appropriate new school zones.
Grewal, Rajdeep
Penn State University

Rajdeep Grewal (Ph.D. 1998 – University of Cincinnati) is Irving & Irene Bard Professor of Marketing and Associate Research Director of the Institute for the Study of Business Markets at the Smeal College of Business at the Pennsylvania State University, University Park, Pa. His research focuses on empirically modeling strategic marketing issues and has appeared in journals such as Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Quantitative Marketing and Economics, and Strategic Management Journal, among others. Currently he serves as an Associate Editor for the Journal of Marketing Research and Area Editor for the Journal of Marketing. He has received several awards for his research that include: (1) 2003 Young Contributor Award from the Society of Consumer Psychology for his 2003 article in the Journal of Consumer Psychology, (2) finalist for the 2006 Paul E. Green Award and 2010 O’Dell Award for 2005 article published in the Journal of Marketing Research and for 2010 Maynard Award at the Journal of Marketing for the best theory-based article, (3) 2003 Marketing Science Institute’s Young Scholars, (4) 2007 AMA Marketing Strategy SIG Early Career Award, and (5) Seggie and Griffin (2009, Journal of Marketing) cited him top 50 marketing scholars from 1982-2006 based on publication rate.

Gupta, Sachin
Cornell University

Sachin Gupta is Henrietta Johnson Louis Professor of Management and Professor of Marketing at the Samuel Curtis Johnson Graduate School of Management at Cornell University. Currently he also serves as Associate Dean for Academic Affairs.

Sachin’s research focuses on analytical models of marketing phenomena, including discrete choice models of consumer behavior, marketing mix models, measurement of returns on marketing investments, pricing, promotions, and advertising decisions, channel relationships, and so forth. He is especially interested in the prescription drug and consumer goods industries.

In 2008 one of Sachin’s papers received the O’Dell award of the American Marketing Association. This award is given to the authors of the best article published in the Journal of Marketing Research five years before. Sachin also received the Paul Green award of the American Marketing Association in 2003. In 2007, he received the Cornell Hospitality Quarterly's best paper award for his article on customer satisfaction in the restaurant industry. Sachin serves on the editorial boards of Marketing Science and the Journal of Marketing Research.

Sachin is the recipient of multiple teaching awards at Johnson and at the Kellogg School of Management at Northwestern University, where he previously taught.
Zeynep Gürhan-Canli is Migros Professor of Marketing at Koç University, Istanbul, Turkey. She completed her Ph.D. in marketing at New York University Stern School of Business. Prior to joining Koç University, she was a tenured faculty member at Ross School of Business, University of Michigan. Her current research focuses on consumer information processing in relation to branding and corporate image (brand relationships, co-branding, brand extensions, corporate responsibility) and consumer spending under financial constraints. She has published several articles in leading academic journals such as Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Marketing Research. She is on the Editorial Review Boards of the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, and Journal of International Marketing. She is an area editor for the International Journal of Research in Marketing. She served as a faculty fellow at several doctoral consortia and is the director of the graduate school of business at Koç University.

Dominique Hanssens is the Bud Knapp Distinguished Professor of Marketing at the UCLA Anderson Graduate School of Management. He has served as the school's faculty chair, associate dean, and marketing area chair. From 2005 to 2007 he served as Executive Director of the Marketing Science Institute in Cambridge, Massachusetts.

Dr. Hanssens studied econometrics at the University of Antwerp in his native Belgium. He then obtained an M.S. and Ph.D. in marketing from Purdue University. His research focuses on strategic marketing problems, in particular marketing productivity, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis. Professor Hanssens serves or has served as an area editor for Marketing Science and an associate editor for Management Science and the Journal of Marketing Research. His papers have appeared in the leading academic and professional journals in marketing, economics and statistics. Five of these articles have won Best Paper awards, in Marketing Science (1995, 2001, 2002), Journal of Marketing Research (1999, 2007) and Journal of Marketing (2010), and eight were award finalists. In 2003 he was awarded the UCLA Anderson School’s Neidorf ‘decade’ teaching award, in 2007 he was the recipient of the Churchill Lifetime Achievement Award of the American Marketing Association, and in 2010 he was elected a Fellow of the INFORMS Society for Marketing Science.
Hauser, John R.
MIT

John R. Hauser is the Kirin Professor of Marketing at M.I.T.’s Sloan School of Management. He has co-authored textbooks on product development and is a former editor of *Marketing Science*. He has published over seventy scientific papers. Among his awards include the Converse Award for contributions to the science of marketing, the Parlin Award for contributions to marketing research, and the Churchill Award. He has won the MSI award for the most significant contribution to practice, the AMA’s Explor award for contributions to on-line marketing research, and four ISMS Little best-paper awards. Multiple finalist for the Little, Green, O’Dell, and JPIM awards. He has received awards for outstanding teaching. His students have won major dissertation awards including the Zennetos’ Prize, the AMA Howard award, and the INFORMS Bass Award. He has consulted on product development, sales forecasting, marketing research, voice of the customer, defensive strategy, and R&D management. He is a founder and principal at Applied Marketing Science, Inc., a former trustee of the Marketing Science Institute, a fellow of INFORMS, a fellow of the INFORMS Society of Marketing, President-elect of ISMS, and serves on many editorial boards.

Heide, Jan B.
University of Wisconsin, Madison

Jan B. Heide is the Irwin Maier Chair in Marketing at the University of Wisconsin-Madison. His research, whose primary focus is on inter-organizational relationships, has been published in the Journal of Marketing Research, Journal of Marketing, Management Science, Academy of Management Journal, Academy of Management Review, and Journal of Law and Economics. He has served or is currently serving on the Editorial Review Boards for the Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Retailing, and Managerial and Decision Economics. Jan is also a former Associate Editor for the Journal of Marketing Research. He is a previous winner of the Harold Maynard award from the Journal of Marketing, and a three-time winner of the Louis W. Stern Award. Jan teaches courses to Undergraduate, Masters, Executive and Ph.D students. He has won several teaching awards, including a University of Wisconsin system-wide award.
| Herr, Paul M.  
<table>
<thead>
<tr>
<th>Virginia Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul M. Herr is the Virginia Carolinas Professor of Purchasing Management and Professor of Marketing in the Pamplin College of Business at Virginia Tech. Professor Herr earned an AB in psychology from Oberlin College and a PhD in Social Psychology from Indiana University. He is past president of the Society for Consumer Psychology, a Fellow of the American Psychological Association and the Society for Consumer Psychology, past co-editor of the <em>Journal of Consumer Psychology</em>, and co-editor of the <em>Handbook of Consumer Psychology</em>. His research interests include memory and judgment, consumer decision-making, attitude theory, and issues surrounding brand strategy and management. His work has appeared in the <em>Journal of Consumer Research</em>, the <em>Journal of Consumer Psychology</em>, the <em>Journal of Personality and Social Psychology</em>, the <em>Journal of Experimental Social Psychology</em>, <em>Organizational Behavior and Human Decision Processes</em>, and others. He serves on numerous editorial review boards including the <em>Journal of Consumer Research</em>, the <em>Journal of Experimental Psychology: Applied</em>, the <em>Journal of Consumer Psychology</em>, and others. His consulting activities include expert witness testimony for the State of New York, The Department of Justice, and others, as well as new product design and forecasting work for Fortune 500 firms, and general consulting for non-profit agencies.</td>
</tr>
</tbody>
</table>

| Hill, Ronald Paul  
<table>
<thead>
<tr>
<th>Villanova University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ronald Paul Hill, Ph.D. in business administration from the University of Maryland is the Richard J. and Barbara Naclerio Endowed Chairholder, Villanova School of Business. He has authored nearly 200 journal articles, book chapters, and conference papers on topics that include impoverished consumer behavior, marketing ethics, corporate social responsibility, and public policy. Outlets for this research are <em>Journal of Marketing Research</em>, <em>Journal of Consumer Research</em>, <em>Business and Society</em>, <em>International Journal of Research in Marketing</em>, <em>Human Rights Quarterly</em>, <em>Journal of the Academy of Marketing Science</em>, <em>Harvard Business Review</em>, and <em>Journal of Public Policy and Marketing</em>. His term as Editor of the <em>Journal of Public Policy and Marketing</em> extended from July 2006 until June 2012. His recent awards include: 2012 Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, 2012 Villanova University Outstanding Faculty Research Award, and 2010 Pollay Prize for Excellence in the Study of Marketing in the Public Interest.</td>
</tr>
</tbody>
</table>
Houston, Mark B.
Texas Christian University

Mark B. Houston (Ph.D. Arizona State, MBA University of Missouri, B.S. Southwest Baptist University) is the Eunice and James L. West Chair of American Enterprise and Professor of Marketing at Texas Christian University. His award-winning research on channels, movies, and innovation strategy has been published in *Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research*, and *Journal of Financial and Quantitative Analysis*, among others. He is President of the AMA Academic Council (2012-2013), and has co-chaired the AMA Summer Educators’ Conference (2005) and the AMA/Sheth Foundation Doctoral Consortium (2010). His teaching has received awards at the national (Academy of Marketing Science), university (University of Missouri), and college levels (TCU’s Neeley School of Business; Saint Louis University’s Cook School of Business). He has conducted research, consulting, and/or exec education activities with many firms, including AT&T, Caterpillar, Dell, IBM, INGAA, Marriott.com, and WellPoint.

Hui, Sam
New York University

Sam Hui joined New York University Stern School of Business as an Assistant Professor of Marketing in July 2008. His research interests focus on in-store shopper marketing, the entertainment industry (movies, gambling, games), online retailing, and Bayesian models.

Sam Hui received a Ph.D. in Marketing from the Wharton School of the University of Pennsylvania in 2008. He has been selected as a MSI young scholar in 2013. He is also the recipient of the 2008 George B. Dantzig Award (2nd prize), 2008 John Howard Dissertation Award; the 2007 AMA EXPLOR Award, recognizing the most innovative use of technology in advancing marketing research. Professor Hui’s academic research has been published in *Marketing Science, Management Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Annals of Applied Statistics, Quantitative Marketing and Economics*, and *Bayesian Analysis*. Mashwork.com, a commercialization based on Professor Hui’s research on social media listening has been named a finalist in the 2011 NYU Technology Venture Competition.
Hult, Tomas
Michigan State University

Tomas Hult (hult@msu.edu) is Byington Endowed Chair and Professor of Marketing and International Business in the Eli Broad College of Business at Michigan State University. At MSU, he also serves as Director of the International Business Center (MSU-CIBER). Tomas Hult is Editor of the Journal of the Academy of Marketing Science (2009-2015), Executive Director of the Academy of International Business, and President of the Sheth Foundation. He has published 50 articles in premier journals across international business, marketing, strategic management, and supply chain management. He has served AMA in roles such as vice president of international activities, program chair of the AMA summer conference, review board member of Journal of Marketing since 2000, and track chair on several occasions. He has also been responsible for raising about $13 million for Michigan State University toward international business initiatives. A native of Sweden, Hult is the 75th most-cited "scientist in economics and business" for 1997-2007 (Thomson Reuters), 6th most influential management scholar who received their degrees since 1991 (Aquinas et al. 2012), and an Elected Fellow of the Academy of International Business. More information about Tomas Hult can be found at http://global.broad.msu.edu/hult.

Hung, Iris
National University of Singapore

Iris Hung is an Assistant Professor of Marketing at the National University of Singapore. She received her PhD in Marketing from HKUST in 2008. Her research considers how cognitions and feelings impact consumer decision making, self-control and prosocial behavior. She has published in leading Marketing journals including Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Marketing Research. She taught undergraduate and PhD level courses in Marketing.
Inman, J. Jeffrey  
University of Pittsburgh

Jeff Inman joined the faculty of the Katz Graduate School of Business at the University of Pittsburgh in 2000 and in 2008 assumed the position of Associate Dean of Research and Faculty. He is Past-President of the Association for Consumer Research and an academic trustee at the Marketing Science Institute. His research focuses on consumer decision-making. He is on the editorial board of several of the leading marketing journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Marketing, Marketing Science*, the *Journal of Consumer Psychology*, and the *Journal of Retailing*. He is also an associate editor at JMR and JM. He has taught classes in marketing research, advanced research methods, scanner data, and marketing management. He recently developed a new course on shopper marketing. Jeff received his BS degree in mechanical engineering from General Motors Institute (now Kettering University), his MBA from Indiana University, and his Ph.D. from the University of Texas.

Janiszewski, Chris  
University of Florida

Chris Janiszewski is the Russell Berrie Eminent Scholar Chair and Professor of Marketing at the Warrington College of Business Administration, University of Florida. His current research focuses on how people pursue goals, how they derive utility from experience, and how experienced utility associates with product features. Professor Janiszewski has published in the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of Consumer Research*. He is a member of the editorial review boards of the *Journal of Consumer Research* and *Journal of Consumer Psychology*. Professor Janiszewski is Past-President of the Association for Consumer Research. He was the marketing Department Ph.D. program coordinator at the University of Florida from 1993 to 2005 and has been the coordinator for the College's Ph.D. program since 2009. His hobbies include travel, hiking, food & wine, and home renovation.
Jap, Sandy
Emory University

Sandy Jap’s research focuses on the development and management of interorganizational relationships, multichannel management and design, and e-procurement processes such as online, reverse auctions. This research has been published in a variety of books and journals, including: the Journal of Marketing Research, Journal of Marketing, Marketing Science, Management Science, and Organization Science. She has received numerous awards and distinctions, including the Lou Stern Award, an MSI Young Scholar award and an O’Dell award finalist. Currently, she is President-elect for the AMA Academic Council, and an editorial board member at the Journal of Marketing Research and Marketing Letters and an Area Editor for the International Journal of Research in Marketing. Prior to Goizueta, she was on the faculty at the Sloan School of Management at MIT and has been a visiting faculty at the Wharton School. She received her PhD from the University of Florida (Go Gators!).

Johar, Gita
Columbia University

Gita Johar (PhD: NYU; MBA: Indian Institute of Management) has been on the faculty of Columbia Business School since 1992 and is currently the Senior Vice Dean and Meyer Feldberg Professor of Business. Professor Johar’s expertise lies in consumer psychology, focusing on how consumers react to marketing efforts, especially advertising, promotions and sponsorship. She also examines the influence of consumer self-control and perceptions of control on decision making and consumption. This research has implications for the design of effective communication strategies. She has published several influential articles in the areas of consumer persuasion and decision making in leading marketing journals such as the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research, Journal of Advertising, Journal of Experimental Psychology, Psychological Science and Organizational Behavior and Human Decision Processes. Professor Johar currently serves as the Associate Editor of the Journal of Consumer Research and sits on the Editorial Review Board of the Journal of Consumer Psychology and the Journal of Marketing Research. She served as co-chair of the 2010 Association for Consumer Research conference. Professor Johar teaches courses on Advertising and Branding, Global Marketing Consulting for Social Enterprise, Research Methods, and Consumer Behavior to MBA, Executive MBA and PhD students.
John, George
University of Minnesota

Professor George John earned his B.Tech. from IIT, Madras in 1974, his MBA from the University of Illinois at Urbana-Champaign in 1976 and his Ph.D. from Northwestern University in 1981. From 1981-1987, he worked at the University of Wisconsin, Madison. In 1987, he moved to the Carlson School of Management, University of Minnesota, where he currently holds the General Mills-Gerot Chair in Marketing and serves as the Associate Dean for Faculty and Research. His research interests include channels of distribution and business-to-business marketing, and he has published work on these topics in the Journal of Marketing Research, Journal of Marketing, Marketing Science, Organization Science and the Journal of Law, Economics and Organization. He is a “Highly Cited Researcher” in the Economics/Business category of the Web of Science at http://www.isihighlycited.com.

Kahn, Barbara
University of Pennsylvania

Barbara is Baker Professor of Marketing and the Director of Baker Retailing Center at The Wharton School at the University of Pennsylvania. Prior to rejoining Wharton in 2011, Barbara served as the Dean and Schein Professor of Marketing at the School of Business Administration, University of Miami (from 2007 to 2011). Before becoming Dean at UM, she spent 17 years at Wharton as Silberberg Professor of Marketing. She was also Vice Dean of the Wharton Undergraduate program.

Barbara is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment, and patient decision-making. She has published more than 55 articles in leading academic journals. Between 1982 and 2006, Kahn was the world’s seventh most published author of articles in the most prestigious marketing journals. She co-authored Grocery Revolution: The New Focus on the Consumer and recently published Global Brand Power: Leveraging Branding for Long-Term Growth.

Barbara has been elected president of ACR, elected president of JCR Policy Board and selected as a MSI Trustee. She was also AE at JCR and JM. She is currently an AE at Marketing Science. She is or has been on the editorial boards of the JMR, Marketing Science, JM, JCR, JBDM, and Marketing Letters.

Barbara received her PhD, MBA and MPhil from Columbia University, and a BA from University of Rochester.
Scholarly Connections

**Keller, Kevin Lane**
Dartmouth University

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Keller's academic resume includes degrees from Cornell, Duke, and Carnegie-Mellon universities, award-winning research, and faculty positions at Berkeley, Stanford, and UNC. Through the years, he has served as brand confidant to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi-Strauss, L.L. Bean, Procter & Gamble, Samsung, and Starbucks. His textbook, *Strategic Brand Management*, in its 4th edition, has been adopted at top business schools and leading firms around the world and has been heralded as the “bible of branding.” He is also the co-author with Philip Kotler of the all-time best selling introductory MBA marketing textbook, *Marketing Management*, now in its 14th edition. From July 1, 2013 to July 1, 2015, he will serve as the Executive Director of the Marketing Science Institute. He also serves on the Board of Directors for The Doug Flutie, Jr. Foundation for Autism and the Montshire Museum of Science. He lives in Etna, NH with his wife, Punam (also a Tuck marketing professor), and his two daughters, Carolyn and Allison.

---

**Kinnear, Thomas (Tom) C.**
University of Michigan, Ross School

Thomas C. Kinnear is Eugene Applebaum Professor of Entrepreneurial Studies, Executive Director of the Samuel Zell and Robert H. Lurie Institute for Entrepreneurial Studies, and Professor of Marketing at the Ross School of Business at the University of Michigan. He was formally Senior Associate Dean of the Business School and former Vice President for Development and Executive Officer for the University. He headed the $1.4 billion Campaign for Michigan in the 1990s. At Michigan, he has received awards for teaching excellence and service to the University. He holds an undergraduate degree and LLD (honoris causa) from Queen's University at Kingston, Ontario, an MBA from Harvard University, and a Ph.D. in Business Administration from the University of Michigan.

He has previously held a faculty appointment at the University of Western Ontario Ivey School, and visiting appointments at Harvard University, Stanford University, and the European Management Institute (INSEAD) at Fontainebleau, France. His teaching and research interests are in the areas of entrepreneurial studies, strategic marketing planning, marketing and public policy, and market-based management. His Ph.D. dissertation examined the economic concept of "market failure" as it relates to ecological issues, especially pollution externalities. His research activity has resulted in publications in numerous scholarly journals including: the Journal of Marketing, the Journal of Marketing Research, the Journal of Consumer Research, the Journal of Public Policy and Marketing, and the Journal of Business Research. He is former editor of the Journal of Marketing and former founding editor of the Journal of Public Policy and Marketing. This latter journal publishes scholarly articles related to public policy and the marketplace, including issues of FTC and FDA regulations, and environmental dynamics of consumption.
Kohli, Ajay K.
Georgia Tech

Ajay K. Kohli is the Gary T. and Elizabeth R. Jones Chair at Georgia Tech. Among other positions, Dr. Kohli has served as the founding Associate Dean and Director of doctoral programs at the Goizueta Business School, Emory University. He has previously taught at Emory University, Harvard Business School and The University of Texas at Austin. Dr. Kohli’s undergraduate degree is from IIT-Kharagpur, PGDM (MBA) from IIM-Calcutta and Ph.D. from the University of Pittsburgh.

Dr. Kohli is one of three recipients of the 25-year (AMA doctoral) Consortium Fellow Excellence award in his year. He is an ISBM Fellow, a recipient of the Mahajan award for career contributions to the field of marketing strategy, and of the Jack G. Taylor Teaching Excellence Award at UT-Austin.

Dr. Kohli is the immediate past editor-in-chief of the Journal of Marketing.

His research has received several awards including the Alpha Kappa Psi award, the inaugural Sheth Foundation / Journal of Marketing award, and the Sheth best-paper award.

He is among the 100 most cited authors in Business and Economics combined in a decade. Two of his articles are among the 10 most cited Journal of Marketing articles in a quarter century.

Kopalle, Praveen
Dartmouth College

Praveen Kopalle is Professor of Marketing at the Tuck School of Business at Dartmouth College. Praveen received his Ph.D. from Columbia University, New York, PGDM from IIM, Bangalore, and B.E. from Osmania University, Hyderabad. His research interests include pricing, new products.

Krishna, Aradhna
University of Michigan, Ross School

Dr. Aradhna Krishna received her Ph.D. from New York University, her M.B.A. from the Indian Institute of Management, Ahmedabad and her B.A. in Economics from Delhi University. Besides the Ross school, she has also spent time at Columbia University, New York University, the National University of Singapore and Hong Kong University of Science and Technology.

She is considered one of the 50 most productive marketing professors in the world. In particular, she is considered the pioneer of the field of sensory marketing. She defines sensory marketing as sub-conscious triggers that affect how people make purchase and consumption decisions. She also runs a sensory marketing research laboratory. In addition to sensory marketing, she works on designing winning cause marketing and corporate social responsibility programs, and on constructing engaging pricing and promotion policies. In recognition of her contributions to consumer psychology, she was awarded as a Fellow of the Society for Consumer Psychology, the organization’s highest honor.

She has more than fifty published articles which have appeared in the most prestigious academic outlets. She has been a featured guest on NPR (Morning Edition and Marketplace) and WGN Radio and her research has been covered by media such as New York Times, Chicago Tribune, Huffington Post, LA Times, Economic Times India, Globe and Mail, Telegraph UK. She is a lead Area Editor for the Journal of Consumer Psychology, an area editor for Management Science and serves on the editorial boards of Journal of Marketing Research, Journal of Consumer Research, and Marketing Science.

Krishnan, Shanker
Indiana University

Shanker joined the faculty of the Kelley School of Business in 1991 after completing his Ph.D. from the University of Arizona. He teaches courses on Consumer Insights for MBAs, Brand Management for undergraduates, and a Consumer Behavior seminar for PhD students. His executive education experiences over the last 15 years have involved developing, coordinating, and teaching in programs for 3M, Ingersoll-Rand, IBM, Firestone, Eli Lilly, Diebold, Carlisle, SPX, and Manitowoc.

Kumar, V.
Georgia State University

V. Kumar (VK) has been recognized with seven lifetime achievement awards in Marketing Strategy, Inter-Organizational Issues, Retailing, Business to Business Marketing, and Marketing Research from the AMA and other professional organizations, the Paul D Converse Award, the Sheth Foundation/Journal of Marketing Long term Impact Award, and the Gary L Lilien ISMS-MSI Practice Prize Award. He has published over 200 articles in many scholarly journals in marketing including the Harvard Business Review, Sloan Management Review, Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Service Science and Operations Research. His books include Managing Customers for Profit, Customer Relationship Management (CRM), Customer Lifetime Value, Marketing Research, Statistical Methods in CRM, Valuing Profitable Customer Engagement, Essential of Marketing Research, and International Marketing Research. He has won several awards for his research publications in scholarly journals and has been recognized with a number of outstanding education and teaching awards worldwide. VK leads the marketing science to marketing practice initiative at the IINFORMS Society for Marketing Science (ISMS) and has worked with Global Fortune 1000 firms to maximize their profits. VK spends his “free” time visiting business leaders to identify challenging problems to solve. He plays Tennis and Basketball to relieve his stress arising out of being in academics. Finally, VK has been chosen as a Legend in Marketing where Dr. Kumar’s work is published in a 10 volume encyclopedia with commentaries from scholars worldwide.

Labroo, Aparna
University of Toronto

Aparna is the Patricia C. Ellison Professor of Marketing at the Rotman School of Management, University of Toronto. Her research investigates how feelings influence judgment and decision making, including consumer choices, self-control trade-offs between immediate pleasure and long-term benefits, self-regulation and healthy choices, pro-social actions including charitable giving, creativity and cognitive performance. In these contexts, she investigates how feelings (incidental feelings that arise outside of the decision process, feelings that arise from the decision process itself, or sensory-motor physiological experiences) play a functional role in helping people accomplish their goals. Her research has appeared in the Journal of Consumer Research, the Journal of Marketing Research, Journal of Personality and Social Psychology, Marketing Science, Motivation & Emotion, and Psychological Science.

Aparna is recipient of the Society for Consumer Psychology’s prestigious Early Career Award (2009), and Marketing Science Institute's Young Scholar Award (2007). She is Associate Editor at Journal of Consumer Psychology and part of the Editorial Review Board of the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of Retailing.

Aparna has an undergraduate degree in economics and an MBA from the Indian Institute of Management, Ahmedabad. Her PhD (2004) is in marketing from Cornell University.
Laran, Juliano
University of Miami

Juliano Laran is an assistant professor of Marketing at the University of Miami. He obtained a PhD degree in Marketing at the University of Florida in 2008 and a Master’s degree in Marketing at Federal University of Rio Grande do Sul, Brazil, in 2003. Professor Laran’s research focuses on the cognitive properties of goals and consumers’ self-control. He has published papers investigating phenomena in these areas in the Journal of Consumer Research, Journal of Marketing, Journal of Personality and Social Psychology, Psychological Science, and Management Science.

Lehmann, Donald R.
Columbia University

Donald R. Lehmann is George E. Warren Professor of Business at Columbia University Graduate School of Business. He has a B.S. degree in mathematics from Union College, Schenectady, New York, and an M.S.I.A. and PhD from the Krannert School of Purdue University.

His research interests include modeling choice and decision making, meta-analysis, the introduction and adoption of innovations, and the measurement and management of marketing assets (customers and brands). He has taught courses in marketing, management, and statistics at Columbia, and has also taught at Cornell, Dartmouth, and New York University. He has published in and served on the editorial boards of Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, and Marketing Science, and was the founding editor of Marketing Letters and editor of the International Journal of Research in Marketing. In addition to numerous journal articles, he has published several books: including Market Research and Analysis, Analysis for Marketing Planning, Product Management, Meta Analysis in Marketing, and Managing Customers as Investments. He has won best paper awards from several journals, multiple lifetime achievement awards, and is a Fellow of both the Association for Consumer Research and the Informs Society for Marketing Science.

Professor Lehmann has served as Executive Director of the Marketing Science Institute and as President of the Association for Consumer Research.
Lemon, Katherine (Kay)  
Boston College

Katherine (Kay) Lemon holds the Accenture Professorship at Boston College’s Carroll School of Management and is the Chair of the Marketing Department. Lemon’s main areas of research are customer management, customer equity, and the dynamics of customer-firm relationships. She has published over 50 articles in journals and books including the Journal of Marketing Research, Journal of Marketing, Marketing Science, Management Science, and the Journal of Service Research. She has received several best article awards, including the Sheth Foundation/Journal of Marketing Award (2009), and several marketing career awards. She just completed her Editorship of the Journal of Service Research, and serves on the editorial boards of the Journal of Marketing Research, Journal of the Academy of Marketing Science, and the Journal of Interactive Marketing. She is an Academic Trustee for the Marketing Science Institute, an Academic Fellow for the Center for Services Leadership, and a former member of the American Marketing Association Board of Directors. Kay received her Ph.D. from University of California, Berkeley. Prior to her academic career, she held senior level marketing positions in high technology and health care. For fun, Kay enjoys travel to interesting new places, good food and good wine. She can be reached at kay.lemon@bc.edu.

Levav, Jonathan  
Stanford University

Jonathan Levav is an Associate Professor of Marketing and the Fletcher-Jones Scholar for 2012-2013 at the Graduate School of Business, Stanford University. Jonathan’s research interests are focused on judgment and decision-making, and in particular on sequential decisions and the effects of context on consumer choice. He obtained his Ph.D. from Duke University in 2003 and spent 8 years as a faculty member at the Columbia Business School before moving to Stanford in 2011.
Lenk, Peter J.
University of Michigan, Ross School
Peter Lenk studies Bayesian inferential and forecasting models. He has applied these models to marketing, finance, and information science. In addition, he has contributed to nonparametric Bayesian models. This class of models relaxes some of the assumptions, such as pre-specified functional forms or distributions, of standard models.

Luce, Mary Frances
Duke University

Lynch, John
University of Colorado, Boulder
John Lynch is the Ted Anderson Professor at the University of Colorado-Boulder and Director of the Center for Research on Consumer Financial Decision Making. Lynch received his BA in economics and MA and PhD in psychology, all from the University of Illinois at Urbana-Champaign. He was a faculty member at University of Florida from 1979-1996 and at Duke University 1996-2009. Lynch is past president of the Association for Consumer Research, past associate editor for the Journal of Consumer Research and past associate editor and co-editor for the Journal of Consumer Psychology. He is a Fellow of the Association for Consumer Research, the American Psychological Association, and the Society for Consumer Psychology, and a recipient of the Converse Award for contributions to the science of marketing. He received outstanding article of the year awards from the Journal of Consumer Research (twice), Journal of Marketing Research, and Journal of Marketing. He is a member of the editorial boards of JCR, JCP, and JM and of the JMR Advisory Board, past President of the JCR Policy Board and guest Editor-in-chief of the 2011 JMR special interdisciplinary issue on Consumer Financial Decision Making.
Manchanda, Puneet  
University of Michigan, Ross School

Puneet Manchanda’s main research interest is in building empirical models to solve strategic marketing problems such as resource allocation, launch planning, word-of-mouth marketing and CRM. His most recent work has focused on marketing strategy problems in social media and the pharmaceutical, hi-technology, gaming and insurance industries. His papers have appeared in Marketing Science, Journal of Marketing Research, Quantitative Marketing and Economics & Marketing Letters. He is an Area Editor at Marketing Science, an Associate Editor at Management Science and at Quantitative Marketing and Economics, and is on the editorial board of the Journal of Marketing Research and the International Journal of Research in Marketing. A recent Journal of Marketing article noted that he was one of the top 50 most productive researchers in marketing during the 1982-2006 period. He was awarded the Ross School of Business Researcher of the Year award in 2011. He teaches in the MBA, Executive MBA, Weekend MBA, Global MBA and Executive Education programs at Ross. He has been nominated for multiple teaching awards at Ross and won the 2012 Global MBA and the 2011 Part Time MBA Teaching Excellence Awards. His research and commentary on current topics has been published in business media outlets such the New York Times, Sloan Management Review, Detroit Free Press, Investor’s Business Daily, Forbes.com and CIO Magazine. He is also active as a board member for companies in different industries such as high-technology and promotional products.

Mandel, Naomi  
Arizona State University

Naomi Mandel is State Farm Professor of Marketing at the W. P. Carey School of Business. Her research examines the social-cognitive factors that influence consumption and overconsumption. She is an associate editor of the Journal of Consumer Psychology, and chaired the Society for Consumer Psychology Conference in Atlanta in 2011. She serves on the editorial review boards for the Journal of Consumer Research, Journal of Marketing Research, and Marketing Letters. She earned the W. P. Carey Outstanding Doctoral Faculty Award in 2012.
McAlister, Leigh
University of Texas, Austin

Leigh McAlister is the Ed and Molly Smith Chair in Business Administration at the McCombs School of Business, University of Texas at Austin. She received her PhD from Stanford University and she served on the faculties of University of Washington and MIT before joining University of Texas at Austin. She has won many teaching awards and research awards, recently including JMR’s O’Dell Award and JR’s Davidson Award. Long associated with the Marketing Science Institute, she served there most recently as Executive Director. Currently she serves as Associate Editor at Journal of Marketing and at Marketing Science and her research focuses on determinants of firm value and implications of web communications.

McFerran, Brent
University of Michigan, Ross School

Brent McFerran’s research examines social and interpersonal influences in consumer behavior. He examines how the presence and actions of other consumers affect the choices we make ourselves. In addition, his work examines how social identity shapes consumption. His research has been published in leading outlets in both marketing and psychology and covered by many major media outlets worldwide.

Meyer, Robert
University of Pennsylvania
Kanishka Misra’s research focuses on considering Policy relevant Marketing questions. His research has been published in Marketing Science, the Journal of Econometrics and Psychological Science. Kanishka’s research has been cited by the President's Council of Economic Advisers; and has been referenced in leading popular press outlets including the Wall Street Journal, the Washington Post, Yahoo News, Slate, and the AtlanticWire.

Vikas Mittal is the J. Hugh Liedtke Professor of Marketing at the Jones Graduate School of Business. Prior to joining Jones, he was the Thomas Marshall Professor of Marketing at the Katz Graduate School of Management. Dr. Mittal holds a Bachelor’s in Business Administration from the University of Michigan and a Ph.D. in Management from Temple University. Before joining Katz, he was on the faculty at Kellogg Graduate School at Northwestern University.


In 2006 Professor Mittal was awarded the William F. O’Dell Award for making the most significant, long-term contribution to the theory, methodology, and practice of marketing. In 2001 his research was recognized with the FedEx Excellence in Service Research award at the Journal of Service Research. At Katz, he won the excellence in teaching award at the Katz Graduate School three years running, and was voted the best professor by the executives in the 2003- IEMBA program in Brazil.
Moorman, Christine
Duke University

Christine Moorman is the T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University. Chris’ research examines the nature and effects of learning and knowledge utilization by consumers, managers, organizations, and financial markets. It has been published in the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, JPP&M, International Journal of Research in Marketing, Academy of Management Review, and Administrative Science Quarterly and supported by grants from MSI, ISBM, and NSF.

Chris is founder of The CMO Survey (www.cmosurvey.org) and author of Strategy from the Outside In: Profiting from Customer Value—winner of the 2011 Berry Book Prize. Chris has served on the Board of Directors and chair of the Marketing Strategy SIG for the AMA, as Director of Public Policy for ACR, and as an Academic Trustee for MSI. Chris is an Associate Editor for JM and JMR.

Chris received the 2012 Paul D. Converse award for significant contributions to the field of marketing, the 2008 Mahajan Award for Career Contributions to Marketing Strategy, the 2008 Distinguished Marketing Educator from the Academy of Marketing Science, and the 2006 Bank of America Faculty Award from Fuqua.

Morales, Andrea
Arizona State University

Andrea Morales is Associate Professor of Marketing at the W. P. Carey School of Business at Arizona State University. She received her PhD and MS in marketing from the Wharton School of Business at the University of Pennsylvania and a BA in Economics and Liberal Arts from the University of Texas at Austin. Before joining ASU, she was Assistant Professor of Marketing at the Marshall School of Business at the University of Southern California. Her research focuses on emotions and social influence in retail and service environments. Her work has been published in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, and Journal of Retailing. In 2011, she received the Society of Consumer Psychology Early Career Contribution Award and she was the 2013 recipient of the Erin Anderson Award for Emerging Female Marketing Scholar and Mentor.
<table>
<thead>
<tr>
<th>Name</th>
<th>University</th>
<th>Role</th>
<th>Research Focus</th>
<th>Publications</th>
<th>Other Achievements</th>
</tr>
</thead>
</table>

Maureen (Mimi) Morrin is a graduate of Thunderbird, the American Graduate School of International Management (MBA) and Georgetown University (BSFS). Her background includes five years of corporate work experience in advertising (at Ted Bates) and brand management (at James River Corp and Playtex Family Products).
Vicki Morwitz is Harvey Golub Professor of Business Leadership and Professor of Marketing at the Stern School of Business, New York University. She received a B.S. in computer science and applied mathematics from Rutgers University, an M.S. in operations research from Polytechnic University, and an M.A. in statistics and a Ph.D. in marketing from the Wharton School at the University of Pennsylvania. Her research interests include self prediction, behavioral aspects of pricing, and the effectiveness of public health communication. She teaches the marketing core, marketing research, and judgment and decision-making. Her work has appeared in many journals including *American Journal of Public Health, Harvard Business Review, International Journal of Forecasting, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Management Science*, and *Marketing Letters*. She served as President of the Society for Consumer Psychology (2011-2012) and as a member of SCP’s executive board (2010-2013). She is an Associate Editor for *JCP* and *JMR* and is on the editorial board of *JCR* and *Marketing Letters*. She co-chaired the annual North American ACR conference (2006) and SCP’s first international conference (2012).

Anirban Mukhopadhyay is Associate Professor of Marketing at the Hong Kong University of Science and Technology. His research focuses on consumers’ lay theories, goal-directed behavior, and emotions, and has been published in the *Journal of Consumer Research, the Journal of Consumer Psychology, Marketing Letters, and Psychological Science*. He is currently on the editorial boards of the *Journal of Consumer Research, the Journal of Consumer Psychology, and the International Journal of Research in Marketing*. Anirban is a recent winner of the SCP Early Career Award (2011), was recognized as an MSI Young Scholar (2009), and co-chaired the SCP Annual Winter Conference (2012). He received his PhD in Marketing from Columbia University in 2004, and was previously on the faculty of the University of Michigan. Anirban spends his home time classically conditioning his two young children with cricket, American football, jazz, Hindustani classical, and the legacy of Jerry Garcia.
Harikesh Nair is interested in marketing analytics. His research brings together applied economic theory and econometric tools with Marketing data to better understand consumer behavior and to improve the strategic marketing decisions of firms. His recent research is in the area of pricing, sales-force compensation design, social media and social interactions, network effects, diffusion of technologies and empirical industrial organization, especially in contexts in which marketing activities have dynamic implications for the behavior of consumers and firms.

Chakravarthi Narasimhan is the Philip L. Siteman Professor of Marketing at the Olin School of Business and the Director of the Ph.D. program. Dr. Narasimhan’s research interests are in the economic and econometric analysis of strategic problems in marketing. His work has covered topics in pricing, promotions, sales force compensation, new product entry, supply chain management, issues of power in channels, competitive strategies under uncertainty, the strategic role of private labels, customer relationship strategies, and expanding the standard economic model of consumer behavior. His current research is focused on empirical demand models and analytical strategic models dealing with consumer choice and firm strategies in different markets. He is currently an Area Editor of Marketing Science, and an Associate Editor at Quantitative Marketing and Economics.

Dr. Narasimhan's research papers have won many awards. His papers have been voted as the "Best Paper of the Year" twice, "Finalist to the Best Paper" twice, and awarded the Paul H. Root/MSI award for having made "the most significant contribution to the advancement of the practice of marketing".

Dr. Narasimhan is an avid sports fan. He enjoys sports, hiking, travel, and good food and wine.
Nowlis, Stephen M.
Washington University, St. Louis

Stephen M. Nowlis is the August A. Busch Jr. Distinguished Professor of Marketing in the Olin School of Business at Washington University in St. Louis. He received his B.A. in Economics, with Distinction, from Stanford University in 1986, and his MBA in 1990 and Ph.D. in 1994 from the University of California at Berkeley.

His research focuses on consumer behavior, decision making, branding, choice, and consumption. He is the winner of the 2008 Emerald Management Reviews Citation of Excellence Award, the 2001 William F. O’Dell Award, and the 2001 Early Career Contribution Award from the Society for Consumer Psychology.

He has published numerous papers in top-tier marketing and consumer behavior journals. He is on the editorial review boards of the Journal of Consumer Research, Journal of Consumer Psychology, and Marketing Letters, and is an associate editor at the Journal of Marketing Research and Journal of Marketing.

Orhun, Yesim
University of Michigan, Ross School

Yesim Orhun studies optimal product decisions in retail competition and strategic consumer behavior. Thus, her research interests span and combine two main areas: empirical quantitative marketing / industrial organization and experimental economics. Her empirical research is mostly concerned with retailers' non-price strategies such as advertising, product assortment and location choice in a competitive environment. She is also interested in the role of contractual incentives on retailer performance. Her experimental research focuses on the impact of consumers' beliefs about others and future events on their strategic behavior. She combines these two areas of research by investigating how retailer strategies shape consumer beliefs and by showing the importance of consumer belief heterogeneity for designing optimal strategies. She brings new insights from research to the classroom. When searching for a better strategy in complex business situation, she encourages students to employ critical thinking about possible strategies by identifying the relevant questions for the problem at hand, collecting and analyzing data to answer them while considering competitors' and consumers' reactions.
Oyserman, Daphna
University of Michigan

My research interests focus on the contextualized nature of individuals’ self-construals and their role in self-regulation. I investigate these theoretically related issues in four domains that are usually treated as independent areas of psychological research.

One line of research focuses on racial identity and social cognition, particularly how social and cultural contexts influence self-concept, judgment, reasoning, attribution and important everyday behaviors (e.g. school persistence and academic attainment) and the effect of self-concept and racial identity on motivation, reasoning and behavior.

A second line of research focuses on cultural and cross-cultural psychology and multiculturalism and their implications for how we think. Specific application of this research agenda includes a series of preventive interventions in Detroit Public Schools, an NIMH-funded Prevention Research.

Palmatier, Robert W.
University of Washington

Robert W. Palmatier holds a Bachelors and Masters in Electrical Engineering from Georgia Institute of Technology, an MBA from Georgia State University, and a Ph.D. from the University of Missouri. He is a Professor of Marketing and holds the John C. Narver Chair of Business Administration at the University of Washington’s Foster School of Business. Prior to academia, he held numerous positions in industry including President & Chief Operating Officer of C&K Components, European General Manager, and Sales & Marketing Manager at Tyco-Raychem Corporation. He has also served as a Lieutenant onboard nuclear submarines in the United States Navy. His research is focused on relationship marketing, channels, and marketing strategy. His research has appeared in Journal of Marketing, Journal of Marketing Research, Marketing Science, and Journal of Consumer Psychology. He is an Area Editor for the Journal of Marketing. His research has received the Harold H. Maynard and Lou W. Stern awards. He teaches marketing strategy in both the EMBA and MBA programs.
Park, C. Whan  
University of Southern California

C. Whan Park is Joseph A. DeBell Professor of Marketing. Prior to joining the Marshall School of Business, Professor Park was Albert Wesley Frey Distinguished Professor of Marketing at the Katz School of Business at the University of Pittsburgh (1979-1997). He holds a B.A. degree in German language and literature from Seoul National University in Korea, and an M.S. and Ph.D. in Business Administration from the University of Illinois.


In 1987 he was the recipient of the Alpha Kappa Psi award for his article which appeared in the *Journal of Marketing*. He is also a recipient of the 2012 Fellow of Society of Consumer Psychology.

Professor Park was Editor of *Journal of Consumer Psychology* (2008-2012) and is currently Director of Global Branding Center at Marshall School of Business, University of Southern California (2008-present).

Pechmann, Connie (Connie)  
University of California, Irvine

Cornelia (Connie) Pechmann is Professor of Marketing at The Paul Merage School of Business, University of California Irvine. She conducts controlled experiments to study policy-related issues related to marketing communications. She has received several grants to study adolescents’ response to smoking-related messages and has an NIH grant to study virtual quit-smoking groups on Twitter. Prof. Pechmann’s work appears in top marketing journals (JCR, JCP, JMR, JM and JPPM) and has received extensive news coverage. She is the editor-in-chief of the *Journal of Consumer Psychology* (2012-2015). She is a Top 50 Marketing Scholar and Who’s Who in Economics. She received the 2009 Pollay Prize for Research in the Public Interest and the 2005 JCR best article award. Her research has been presented to the U.S. Congress, California State Legislature and National Association of Attorneys’ General. Prof. Pechmann has an M.S. in Psychology, an MBA, and a PhD in marketing from Vanderbilt University.
Peck, Joann
University of Wisconsin, Madison

Joann Peck is an associate professor in the marketing department at the Wisconsin School of Business, University of Wisconsin-Madison. She received her undergraduate degree from the University of Michigan, her MBA from the University of Wisconsin-Madison and her PhD from the University of Minnesota—all schools with furry little mascots. Her primary research focus is on haptics (the sense of touch) and consumer behavior. She started off working on product touch and specifically the individual differences in motivation to touch, product category differences and situations that either encouraged or discouraged pre-purchase touch by consumers. This research has numerous implications for on-line retailers. Her most recent project focuses on interpersonal touch (with Andrea Webb) and examines comfort with both initiating and receiving touch. Somewhat surprisingly, people may say they are uncomfortable with touch, but the effects are not as negative as expected. Her research has been published in the Journal of Consumer Research, the Journal of Marketing, the Journal of Consumer Psychology, the Journal of Business Research, and the Journal of Retailing. Peck’s research has been cited in U.S. News and World Report, Time.com, the Canadian Broadcast Company and others. After finishing her undergraduate degree, Joann Peck taught high school math for five years. She has also taught at every level from preschool (a cooking class at the YMCA) to executive education.

Price, Linda L.
University of Arizona

Linda L. Price (BA, MBA University of Wyoming, Ph.D. University of Texas at Austin) is Department Head and the Underwood Family Professor of Marketing in the Eller College of Management, University of Arizona. Linda has been on the faculty at several universities including University of Pittsburgh, University of Colorado, University of South Florida, and University of Nebraska. She has received many marketing honors and awards including the 2013 College of Business Distinguished Alumni Award from University of Wyoming and the 2013 Academy of Marketing Science Cutco/Vector Distinguished Educator Award for Lifetime Contributions to Marketing Scholarship. She currently serves as President Elect of the Association for Consumer Research as well as serving on the American Marketing Association Academic Council, the Consumer Culture Theory Board and as Vice President of the Advisory Board for the Journal of Consumer Research. Linda has approached research based on what she finds unusual and surprising in the world around her. Each piece of published research is in part a personal journey. Linda’s theory and research is published in leading marketing and social science journals including Journal of Marketing, Journal of the Academy of Marketing Science and Journal of Consumer Research, and combines qualitative and quantitative methodologies to examine consumer identity and adaptation, social influence and network interactions, and how consumers’ emotions and imaginations enrich, distinguish and give agency to their lives. Her research has been and is currently funded by a variety of agencies including USDA, and Marketing Science Institute. She has published books, chapters and over 70 articles that have collectively garnered over 7,000 citations. She has mentored many PhD students who are now leading marketing scholars in Universities around the world.
Putoni, Stefano  
Erasmus University

Stefano Puntoni is an Associate Professor of Marketing at the Rotterdam School of Management, Erasmus University. He received a PhD in Marketing from London Business School and an MSc in Statistics from Padua University in Italy. Stefano’s research interests are in the area of consumer behavior, with a focus on social influence, identity, and language. His work has been published in *Journal of Marketing Research, Journal of Consumer Research*, and *Organizational Behavior and Human Decision Processes*, among others. He serves on the editorial board of *International Journal of Research in Marketing* and has been a Visiting Professor at London Business School and Bocconi University.

Raghubir, Priya  
New York University

Priya Raghubir joined New York University Stern School of Business as a Professor of Marketing and Mary C. Jacoby Faculty Fellow in 2008. She was appointed the Research Professor of Marketing in 2012.

Prior to joining NYU Stern, Priya was a professor at the Haas School of Business, UC-Berkeley. She also taught at the Hong Kong University of Science and Technology. Prior to her academic career, she worked in the financial industry with Jardine Fleming and Citibank in Hong Kong and India.

Priya’s research interests are in the areas of consumer psychology, including survey methods, psychological aspects of prices and money; risk perceptions; and visual information processing. She has published more than 50 articles in such journals as the *JMR, JCR, JCP, OBHDP*, and *Marketing Science*. She is an AE for three journals, on the editorial boards of three others journals, and has delivered more than 100 presentations of her research at major universities, symposia and conferences around the world. Her work has been cited over 900 times in academic articles.

Priya received her undergraduate degree in Economics from St. Stephen’s College, Delhi University; her M.B.A from the Indian Institute of Management, Ahmedabad; and her Ph.D. in Marketing from NYU.
### Ramaswamy, Venkatram
**University of Michigan, Ross School**

Venkat Ramaswamy is Hallman Fellow of Electronic Business and Professor of Marketing at the Ross School of Business, University of Michigan, Ann Arbor, USA. He is a globally recognized thought leader, idea practitioner, and eclectic scholar with wide-ranging interests in innovation, strategy, marketing, branding, IT, operations, and the human side of the organization.


His previous award-winning book in 2004, The Future of Competition (with C. K. Prahalad), introduced co-creation as a revolutionary business concept. Venkat is also a sought-after speaker and a mentor to global firms seeking to become a co-creative enterprise. He has helped several organizations across the United States, Europe, Asia, and Latin America conceive and execute new business ideas through co-creation, and build management capabilities for co-creation inside their organizations.

### Rao, Ram C.
**University of Texas, Dallas**

Ram C Rao is Founders Professor and Professor of Marketing at The University of Texas at Dallas, Naveen Jindal School of Management. His research examines competitive strategy with emphasis on pricing, promotions and advertising. A major thrust of his research has been to develop a game-theoretic foundation for analyzing retailing strategies such as EDLP and HI-Lo strategies, double coupons, assortment, unadvertised specials, equilibrium promotions under stockpiling and loyalty programs. Current research investigates the effectiveness of banner ads in digital media, optimal advertising in the presence of social networks, just-in-time advertising, and product pre-announcements. Ram is founder editor of the Internet journal Review of Marketing Science and serves on the editorial boards of Marketing Science and JMR and advisory boards of QME and Marketing Research Network. His primary teaching interest is Competitive Marketing Strategy. He is also a regular visitor at the Indian School of Business (ISB) where he offers an MBA elective on Retailing.
Ratner, Rebecca  
University of Maryland

Rebecca Ratner is Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. She received her PhD from Princeton University in social psychology. Her research focuses on learning, motivation, and the impact of social norms on behavior. Ratner has published in leading consumer behavior, psychology, and decision making journals including Journal of Consumer Research, Organizational Behavior and Human Decision Processes, and Journal of Personality and Social Psychology. She currently is associate editor of the Journal of Consumer Research and Journal of Marketing Research. She teaches MBA courses on Consumer Behavior and Marketing for Social Value and is Academic Director of the undergraduate business program at the University of Maryland.

Ratneshwar, S. (Ratti)  
University of Missouri

Reed, Americus
University of Pennsylvania

Americus Reed, II, is the Whitney M. Young Jr., Professor of Marketing at the Wharton School, University of Pennsylvania, where he has served on faculty since 2000. He received a Ph.D. (Consumer Behavior and Social Psychology) from the University of Florida’s Warrington College of Business after receiving two master’s degrees (Organizational Behavior and Market Research Methods) and a B.B.A (Strategy) from Georgia State University. Professor Reed’s primary research and consulting areas are in brand equity and specifically identity driven marketing – the study of creating and fostering “brand communities” that transcend the utilitarian aspects of products; connect to deep levels of emotional and social affiliation, and cultivate lifelong loyalty with consumers. In 2005, his academic work in this area received honorable mention for the prestigious Robert Ferber Award for academic impact in the Journal of Consumer Research (JCR) and in 2009 he received JCR’s Best Paper Award. Professor Reed has authored more than 30 articles and book chapters on the topic. He teaches courses in customer analysis, branding and consumer psychology to undergraduate, graduate, doctoral and executive students.

Reibstein, David J.
University of Pennsylvania

Dr. David J. Reibstein is the William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania. Dave has been on the Wharton Faculty for more than two decades. He was the Vice Dean of the Wharton School, and Director of the Wharton Graduate Division. In 1999-2001, Dave took a leave of absence from academia to serve as the executive director of the Marketing Science Institute. He previously taught at Harvard, and was a Visiting Professor at Stanford, INSEAD, and ISB (in India).

Dave has written six books and dozens of articles, and has been featured in Fortune and Business Week magazines. Dave has run executive programs in over 300 companies around the world. He was a co-founder of Bizrate.com (Shopzilla) and on the founding board of And1, the basketball apparel company. He has also served on the board of The Fleisher Art Institute, American Marketing Association (AMA) where he is the chairperson, And1, Shopzilla, XMPie, SeniorHomes.com, and several other companies.
Rick, Scott  
*University of Michigan, Ross School*

Scott Rick’s research focuses on understanding the emotional causes and consequences of financial decision making. Rick is particularly interested in understanding the behavior of “tightwads,” who tend to spend less money than they would ideally like to spend, and “spendthrifts,” who tend to spend more money than they would ideally like to spend.

Rick has published in marketing, psychology, neuroscience, and economics journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Consumer Psychology*, and *Neuron*. His research has been covered by many media outlets, including the *New York Times*, the *Wall Street Journal*, the *Financial Times*, the *Washington Post*, *NPR*, and *Time Magazine*. He blogs for *Psychology Today*.

---

Rucker, Derek  
*Northwestern University*

Professor Rucker is a Professor at the Kellogg School of Management, *Northwestern University*. His primary research focuses on the study of attitudes, persuasion, and consumer behavior. This work seeks to ask questions regarding what makes for effective advertising communications and seeks to understand the motives underlying consumer consumption. Professor Rucker draws on his rich training in social psychology and evokes constructs of certainty, power, and human emotion. His work has appeared in numerous leading journals in psychology and marketing such as the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Consumer Psychology*. In addition, his research has been covered in major media outlets such as *The New York Times*, *Time Magazine*, and *ABC News*.
Russell, Gary J.
University of Iowa

Gary J. Russell is Henry B. Tippie Research Professor of Marketing at the Tippie College of Business, University of Iowa. He holds a Ph.D. in Marketing from the University of Chicago, and has taught previously at University of California (Berkeley), Vanderbilt University and University of Toronto. His primary research interest is the application of scanner-data-based choice models to substantive marketing issues. His work has addressed sales response to advertising, market structure definition, brand equity measurement, and brand price competition. Recent work is concerned with multiple category promotion response, product recommendations derived from spatial models, reference price formation, social influence in online communities, and determinants of the satisfaction-loyalty relationship. His work appears in *Journal of Consumer Research, Marketing Science, Marketing Letters, Journal of Marketing Research, Journal of Retailing, International Journal of Research in Marketing* and *Management Science*. He has served on the editorial boards of *Journal of Marketing and Journal of Marketing Research*, and is a former Associate Editor at *Management Science*. Currently, he is an Associate Editor at *Marketing Science*.

Schwartz, Eric
University of Michigan, Ross School

Eric Schwartz joined the University of Michigan Stephen M. Ross School of Business as an Assistant Professor of Marketing in 2013. His research interests focus on how firms can best learn to manage their customer relationships and acquire customers through interactive marketing and optimized adaptive experiments. He works with a range of methodologies, including, Bayesian statistics, machine learning, dynamic programming, field experiments, and multi-armed bandit algorithms. His prior work centered on predicting customer behavior and understanding its drivers, addressing questions in data science (e.g., when to use which model) and interactive marketing (e.g., what drives immediate and ongoing word-of-mouth). He received ISMS Doctoral Dissertation Proposal Award and honorable mention in MSI Clayton Dissertation Proposal Competition in 2012. Professor Schwartz received a PhD in Marketing from the Wharton School of the University of Pennsylvania and a BA in Mathematics and in Hispanic Studies from the College of Arts and Sciences of the University of Pennsylvania.
Schwarz, Norbert  
University of Michigan, Ross School  
My research interests focus on social cognition, in particular the interplay of feeling and thinking; conversational influences on judgment and reasoning; and applications of social cognition theorizing to consumer behavior, public opinion research, and social science methodology.

Sengupta, Jaideep  
Hong Kong University of Science & Technology  
Jaideep Sengupta is Joseph Lau Professor of Business at HKUST. He received a PhD in Management from UCLA and an MBA from the Indian Institute of Management, Calcutta. Jaideep’s research adopts an information processing perspective to examine the effects of marketing communications and the mechanisms underlying these effects. His prior work has contributed to an understanding of theoretical issues relating to persuasion and attitude strength; much of his later research continues to build on those themes while examining the efficacy of a variety of communication tactics ranging from flattery to the use of sex in advertising. His recent work also uses information processing insights to obtain an understanding of consumer behavior in several other domains, such as impulsivity and self-control, the antecedents and consequences of optimistic behavior, perceptions of health risks etc. Much of this work is in collaboration with current and ex-PhD students, with whom Jaideep particularly enjoys working.

Jaideep’s research has been published in *Journal of Consumer Research, Journal of Marketing Research*, and *Journal of Consumer Psychology*. He serves as an Associate Editor at *JCR*, and on the Editorial Boards at *JMR* and *JCP*. 
Scholarly Connections

Shankar, Venkatesh (Venky)
Texas A & M

Venkatesh (Venky) Shankar is Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University. His areas of specialization include Marketing Strategy, Innovation, Digital/e-Business, International Marketing, and Retailing. His research has been published in the Journal of Marketing Research, Marketing Science, Management Science, Strategic Management Journal, Journal of Marketing, and Harvard Business Review. He is a winner of the Mahajan Award for Lifetime Contributions to Marketing Strategy, Clarke Award for Outstanding Direct Marketing Educator, Green Award for the Best Article in Journal of Marketing Research, Lehmann Award for the Best Dissertation-based Article in an AMA journal. He is editor emeritus of Journal of Interactive Marketing, ex-associate editor of Management Science and is on the editorial boards of Journal of Marketing, Journal of Marketing Research, and Marketing Science. The Shankar-Spiegel Award from the Direct Marketing Association is named in his honor. He is a Past President of the Marketing Strategy SIG, AMA and is an Academic Trustee of the Marketing Science Institute. He is a three-time winner of the Krowe Award for Outstanding Teaching. He has been a visiting faculty at MIT, INSEAD, Singapore Management University, SDA Bocconi, Nanyang Technology University, the Indian School of Business, and the Chinese European International Business School.

Shavitt, Sharon
University of Illinois, Urbana-Champaign

Dr. Sharon Shavitt is Walter H. Stellner Professor of Marketing, and Professor in the Department of Psychology and at the Survey Research Laboratory at the University of Illinois. She received her Ph.D. in social psychology from the Ohio State University. Shavitt has published extensively on topics related to culture, consumer information-processing, and persuasion. She is Past-President of the Association for Consumer Research, was co-chair of the ACR2008 North American conference, and was formerly the associate editor of Journal of Consumer Psychology (2002-2005). Her current research focuses on the cross-cultural factors affecting consumer judgments, self-presentation, and survey responding, and this research has been supported by NSF, NIH, and other funding organizations. Shavitt is on the Editorial Boards of the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and Psychology & Marketing.
Sherry, John F.
University of Notre Dame

John F. Sherry, Jr. is the Raymond W. & Kenneth G. Herrick Professor of Marketing and Department Chair at the University of Notre Dame. He is an anthropologist who studies holistic branding, experiential consumption and placeways. Sherry is President of the Consumer Culture Theory Consortium, and past President of the Association for Consumer Research. He is a Fellow of the American Anthropological Association as well as the Society for Applied Anthropology. His work appears in numerous journal articles and book chapters; he has edited eight books. Sherry has won awards for his scholarly work and poetry. He is an avid flat water paddler and wilderness camper, and is still trying to perfect his seventeen foot jump shot when his five dogs allow him to share the driveway.

Sheth, Jagdish
Emory University

Dr. Jagdish (Jag) N. Sheth is the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School at Emory University. His research interests include demographics, consumer psychology, relationship marketing, competitive strategy and geopolitics.

Dr. Sheth is a highly sought after keynote speaker at many industry, academic and public forums. He has been advisor to many industries, governments and companies all over the world.

He has been the recipient of numerous awards, including the top three awards from The American Marketing Association. Dr. Sheth is also a Fellow of The American Psychological Association.

A prolific author, Dr. Sheth's books include Clients for Life, Rule of Three, Firms of Endearment, The Self-Destructive Habits of Good Companies...And How to Break Them, Tectonic Shift, Chindia Rising: How China and India Will Benefit Your Business, and 4 A's of Marketing. Many of these have been translated into numerous languages.

Published in 1967, his book, The Theory of Buyer Behavior (with John A. Howard) is a classic in marketing.
Shugan, Steve M.
University of Florida

Steven M. Shugan is the McKethan-Matherly Eminent Scholar & Professor at the University of Florida. His Ph.D. in Managerial Economics is from Northwestern University. He was formerly a full professor at University of Chicago (13 years), an assistant professor at the University of Rochester (2 years) and an instructor at SDA Bocconi, Milano. He has taught marketing, econometrics (Chicago), statistics (Florida) and computer science (Northwestern). He was editor-in-chief of Marketing Science (6 years), editor of Journal of Business and associate editor of Management Science and served on over 10 editorial boards including the Journal of Consumer Research, Journal of Marketing & Journal of Marketing Research. He has numerous publications (including 27 editorials & commentaries), made over one hundred professional presentations in over 22 countries. He is an INFORMS fellow as well as an Inagural Fellow of the Society for Marketing Science. He won several best paper awards (including twice-Marketing Science, Journal of Marketing, Journal of Retailing, finalist-Journal of Service Research, finalist-Journal of Marketing Research) and best teaching awards. He has consulted for over twenty (30) different firms. He has written commercial software including a simulation game. He has served on numerous committees including the tenure and promotion committees at both the University of Chicago and the University of Florida (chair).

Soberman, David
University of Toronto

David Soberman is a Professor of Marketing at the Rotman School of Management and the Canadian National Chair of Strategic Marketing. Professor Soberman joined the Rotman School in September 2008 after spending 12 years at INSEAD in Fontainebleau, France. He is a licensed Professional Engineer (Ontario), holds a Ph.D. (Management) from the University of Toronto and an MBA and a B.Sc. in Chemical Engineering from Queen’s University in Kingston.

Professor Soberman’s research consists of using applied microeconomics and game theory to analyse a number of marketing phenomena. He uses this approach to examine how the operation of markets is affected by the exchange of information between firms and customers, relationships within the distribution channel and the introduction of innovations to markets. Professor Soberman's research has appeared in Marketing Science, Management Science, the Journal of Marketing Research, the Journal of Marketing and the California Management Review. His co-authored article in the International Journal of Research in Marketing "The Economics of Quality-Equivalent Store Brands" was the 2006 recipient of the Best Paper Award. His co-authored paper in Marketing Science "Markets for Product Modification Information" was the 2000 recipient of the John DC Little Best Paper Award. Professor Soberman is an Area Editor for the International Journal of Research in Marketing and a member of the Marketing Science editorial board.

Before his doctoral studies, Professor Soberman held a number of positions in marketing management, sales, and engineering with Molson Breweries, Nabisco Brands Ltd. and Imperial Oil Ltd.
Scholarly Connections

Srinivasan, Shuba
Boston University

Shuba Srinivasan is Associate Professor, and will be Professor effective September 1, 2013, in marketing at Boston University School of Management. Her research focuses on strategic marketing problems, in particular long-term marketing productivity, to which she applies her expertise in time-series analysis and econometrics. The central theme of Srinivasan’s research has been to bring analytical rigor and insight to strategic marketing questions, in particular the question of long-run impact of marketing on firm performance. She has built her research insights in industries ranging from automobiles to pharmaceuticals and consumer goods. Her current research focuses on marketing’s impact on financial performance and firm valuation, marketing metrics, customer mindset metrics, marketing dashboards, and decomposing demand effects of radical innovations. Her papers have been published in the Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Harvard Business Review, International Journal of Research in Marketing, among others. Her research has won eight awards including the Syntec Best Paper Award from the French Professional Consultants Association, the EMAC Best Paper Award, the Google-WPP Marketing Research Award, a Finalist for Paul Green Award for the Best Paper in JMR and Honorable Mentions in Research Competitions of the Marketing Science Institute. She serves on editorial boards for Marketing Science, Journal of Marketing Research, and International Journal of Research in Marketing.

Srinivasan, Kannan
Carnegie Mellon University

Sriram, Srinivasaraghavan (S)
University of Michigan, Ross School

Sriram’s research interests are in the area of brand and product portfolio management. On the issue of brand management, he has studied topics such as measuring and tracking brand equity and optimal allocation of resources to maintain long-term brand profitability. His recent research on product portfolio management encompasses topics such as inferring complementary/substituting relationships between products, cannibalization, and consumer adoption of related technology products. Substantively, his research has spanned several industries including consumer packaged goods, technology products and services, retailing, and newspapers. Sriram’s research has been published in journals such as Marketing Science, Management Science, Journal of Marketing, Journal of Consumer Research, and the International Journal for Research in Marketing.
Sudhir, K.
Yale University

Tellis, Gerard J.
University of Southern California

Gerard J. Tellis (PhD Michigan) is Professor, Neely Chair of American Enterprise, and Director of the Center for Global Innovation, at the USC Marshall School of Business. Dr. Tellis is an expert in innovation, advertising, pricing, new product growth, emerging markets, and global market entry. He has published 5 books and over 100 papers (http://www.gtellis.net) that have won over 20 awards, including the Long Term Marketing Science, Frank M. Bass, William F. Odell, Harold D. Maynard (twice), and Converse award for lifetime contributions to research. His new book, *Unrelenting Innovation*, explains how transforming culture can enable firms to stay relentlessly innovative. His book *Will and Vision* (co-authored with Peter Golder) was cited as one of the top 10 books by the *Harvard Business Review* and was the winner of the AMA Berry Award.

Dr. Tellis is a Distinguished Professor of Marketing Research, Erasmus University, Rotterdam, a Senior Research Associate at the Judge Business School, and a Fellow of Sidney Sussex College, Cambridge University, UK. He is an Associate Editor of *Marketing Science* and *Journal of Marketing Research* and has been on the editorial review boards of the *Journal of Marketing Research, Journal of Marketing*, and *Marketing Science* for several years. He was a Trustee of the Marketing Science Institute and the Treasure of ISMS for two terms.

Toubia, Olivier
Columbia University

Olivier Toubia is the Glaubinger Professor of Business at the Columbia Business School. He is a graduate from Ecole Centrale Paris (Paris, France), and holds a M.S. in Operations Research and a Ph.D in Marketing, both from M.I.T. His research focuses on innovation, preference measurement, social networks and behavioral Economics.
van Osselaer, Stijn  
Erasmus University

Stijn van Osselaer is Professor of Marketing at Erasmus University’s Rotterdam School of Management (RSM). He works on the influences of learning, memory, and cognition in consumers' decisions. Stijn's work has appeared in, for example, the Journal of Consumer Research (JCR), Journal of Marketing Research, Journal of Marketing (JM), and Journal of Experimental Psychology: LMC. He is an Associate Editor at JCR and serves on the Editorial Review Boards of JM and the International Journal of Research in Marketing. He also served on the executive board of the Association for Consumer Research and co-chaired this organization's annual conference.

Stijn has taught Marketing, Branding, Consumer Behavior, Decision Making, and Managerial Decision Making & Negotiation in undergraduate, MSc, MBA, Executive MBA, Exec Ed, and PhD programs.

Stijn received his PhD from the University of Florida and previously served as Assistant and Associate Professor at the University of Chicago’s Booth School of Business. He was a Visiting Professor at Booth and at London Business School. Stijn chaired RSM’s Marketing Department in 2008-2012 and is currently a Visiting Research Scholar at the University of Colorado. Stijn received the Ferber Award for best dissertation-based article in JCR and the Best Reviewer Award from JM.

Venkatesan, Rajkumar  
University of Virginia

Rajkumar Venkatesan is the Bank of America Research Associate Professor of Business Administration at the Darden Graduate School of Business, University of Virginia. Raj's research focuses on identifying profitable customer-centric marketing strategies. He has published articles in the Journal of Marketing, Journal of Marketing Research, Marketing Science, and the Harvard Business Review. His research publications have been recognized with awards such as the Don Lehmann Award for the best dissertation-based article published in the Journal of Marketing and Journal of Marketing Research, the MSI Alden G. Clayton Award for the best marketing dissertation proposal, and the ISBM Outstanding Dissertation Proposal Award. He was selected as one of the top 20 rising young scholars in marketing by the MSI in 2009, and was listed as one of the top 40 business school professors under 40 in 2011 by Poets and Quants magazine.

He has consulted with firms in the technology, insurance, industrial, retailing, and pharmaceutical industries. His work with IBM, he was recognized as one of the finalists worldwide for the Informs Practice Prize Competition. He received his PhD in Marketing from the University of Houston and his BE in Computer Engineering from the University of Madras.
Scholarly Connections

Villas-Boas, J. Miguel
University of California, Berkeley

J. Miguel Villas-Boas is the Chair of the Marketing Group and the J.Gary Shansby Professor of Marketing Strategy at the Haas School of Business, University of California, Berkeley. He earned his Ph.D. in Applied Economics at M.I.T. in 1991 and has taught at Berkeley since then. Villas-Boas is a Department Editor in Marketing at Management Science, an Associate Editor at Marketing Science and at Quantitative Marketing and Economics, and is in the Editorial Board of the Journal of Marketing Research and the International Journal of Research in Marketing. He has received the ISMS Long Term Impact award and the Cheit best teaching award at Haas, among other honors.

Villas-Boas has published extensively in competitive strategy, design of marketing organizations, customer relationship management, customer recognition, product line design, and industrial organization. His research has appeared in several journals, including Marketing Science, Management Science, Journal of Economic Theory, RAND Journal of Economics, Journal of Marketing Research, and Journal of Economics and Management Strategy. His current research interests include competitive strategy, pricing in the digital economy, choice, information, and assortment decisions with evaluation costs, industry dynamics, and corporate social responsibility.

Winer, Russell S.
New York University

Russell S. Winer is the William Joyce Professor and Chair of the Department of Marketing at the Stern School of Business, New York University. He received a B.A. in Economics from Union College and an M.S. and Ph.D. in Industrial Administration from Carnegie Mellon University. He has been on the faculties of Columbia and Vanderbilt universities and the University of California at Berkeley. He has written three books, Marketing Management, Analysis for Marketing Planning and Product Management, and a research monograph, Pricing. He has authored over 70 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the Journal of Marketing Research, he is an Associate Editor of the International Journal of Research in Marketing, and he is on the editorial boards of the Journal of Marketing, the Journal of Marketing Research, and Marketing Science. He is a past Executive Director of the Marketing Science Institute in Cambridge, Massachusetts. Professor Winer is a founding Fellow of the INFORMS Society for Marketing Science and is the 2011 recipient of the American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator award.
Wooten, David Brian
University of Michigan, Ross School

David uses qualitative and experimental methods to examine the consumer behavioral implications of the self in social contexts. His previous work and current projects can be categorized into three overlapping streams: (1) consumer culture, (2) self-presentation, and (3) social influences on consumption.

His research has been published in the Journal of Consumer Research, the Journal of Consumer Psychology, and Advances in Consumer Research.

Yalch, Richard
University of Washington

Richard Yalch is Professor of Marketing at the Foster School of Business at the University of Washington, where he joined in 1974. He earned B.S. and M.S. degrees from Carnegie-Mellon University and a PhD from Northwestern. His teaching and research are primarily in the area of consumer behavior with an emphasis on the psychological aspects. Much of the research involves consumer responses to persuasive communications (e.g., verbal versus numerical attribute descriptions, social labeling, jingles, self-referencing and polysemous slogans). Another area involves implicit processing of brand-related information and rumors. He has served as Associate Editor for the Journal of Consumer Research and is currently on the Editorial Review Board of the Journal of Consumer Psychology. He co-chaired SCP conferences on Online Consumer Psychology in 2001 and Social Media in 2013. On the professional side, Richard has been providing expert testimony in cases involving trademark infringement and deceptive advertising.
Yoon, Carolyn
University of Michigan, Ross School

Carolyn Yoon’s current research interests are in consumer neuroscience, decision neuroscience, cultural neuroscience, cognitive aging in consumer contexts, implicit memory for consumer information and cross-cultural differences in memory and cognition.