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C.T. Bauer College of Business*

Michael Ahearne is professor of marketing and C.T. Bauer Chair in Marketing at the University of Houston. He is also executive director of the Sales Excellence Institute. Mike's research has primarily focused on improving the performance of salespeople and sales organizations. He has published more than 40 articles in leading journals and was recently recognized by the AMA as one of the 10 most research-productive scholars in the field of marketing. Mike's textbook *Selling Today: Partnering to Create Customer Value* is the highest grossing professional selling textbook in the world, with copies being distributed in over forty countries. Paired with the many teaching awards he has won at the MBA and undergraduate levels, Mike has a proven track record of excellence when it comes to disseminating knowledge. He was recently honored as the inaugural winner of the SEF Research Dissemination Award for the impact of his research on business practice. Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and PCS Healthcare. He actively consults on sales force effectiveness. He received his doctorate degree from Indiana University.


Jennifer Argo

*University of Alberta
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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 as an associate editor at both the *Journal of Consumer Research* and the *Journal of Consumer Psychology*. She has won the Erin Anderson Award for an emerging female marketing scholar and mentor and was the co-winner of the inaugural ACR Early Career Award. She teaches principles of marketing and marketing strategy to undergraduates and consumer behavior to PhD students.


Jim Bettman

*Duke University
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Jim Bettman is Burlington Industries Professor at the Fuqua School of Business and professor of psychology and neuroscience at Duke University. His bachelor's degree in mathematics and economics and PhD in 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, adaptive decision making, effects of emotion and construction of identity. His publications include two books, a monograph, and over 120 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 has been 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.


Bryan Bollinger

NYU Stern School of Business

Bryan Bollinger is an assistant professor of marketing at New York University Stern School of Business. Bollinger's research interests lie at the intersection of marketing, empirical industrial organization and economic policy, and include technology adoption decisions by consumers and firms, demand and supply side spillover effects, and the effectiveness of marketing mix variables and policy tools in affecting consumer and firm behavior. Current research includes work on solar PV adoption, learning-by-doing in solar PV installations, green technology adoption by dry cleaning firms, heterogeneous effects of smart meter technologies, nutritional labeling and multiple projects on advertising and pro-social marketing. Bollinger received bachelor's degrees in engineering from Dartmouth College and a master's degree in economics and PhD in marketing from Stanford University. He will be starting as an assistant professor of marketing at Duke's Fuqua School of Business in the summer of 2014.



Simona Botti

*University of London
London Business School*

Simona Botti is London Business School Term Associate Professor of Marketing. She joined London Business School in 2007 after two years as assistant professor at the Johnson Graduate School of Management, Cornell University. Simona received a bachelor's degree from Bocconi University in Milan, Italy, and a MBA and PhD in marketing from the University of Chicago. Simona teaches marketing and brand management. Her research is on consumer behavior and decision making, with a focus on the psychological processes underlying perceived personal control and how different ways of providing and exercising control, including choice, power and information, influence well-being. She has published in the main psychology and consumer behavior journals, is associate editor at International Journal of Research in Marketing and in the editorial boards of Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, and Journal of Marketing Behavior. She co-chaired the 2012 SCP Conference in Florence, Italy, the 2013 SCP Doctoral Symposium in San Antonio, Texas, the 2013 ACR Conference in Chicago, Ill., and the 2014 BDRM Conference in London.



Susan Broniarczyk

University of Texas at Austin McCombs School of Business

Susan M. 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's Early Career Award, AMA Howard-Sheth Dissertation Award, JMR O'Dell Award and JR Davidson Award and has been featured in the media including TIME, Bloomberg Businessweek and U.S. News & 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 of the Society for Consumer Psychology and has served the Association for Consumer Research in roles including advisory board member, treasurer and conference co-chair.



Pradeep Chintagunta

*University of Chicago
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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 empirically studying consumer, agent and firm behavior. He graduated from Northwestern University and has also served on the faculty of the Johnson School, Cornell University. This is the 25th anniversary of his doctoral consortium and is at the institution he graduated from. Pradeep is also proud of his vintage electronics collection and he invites anyone visiting the University of Chicago to stop by for a look.



June Cotte

Western University Ivey Business School

June Cotte is the R.A. Barford Professor in Marketing at the Ivey Business School. From 1998-2001, she was assistant professor of marketing at the Darla Moore School of Business at the University of South Carolina. She earned her doctorate from the University of Connecticut. Professor Cotte's research interests focus on behavioral issues, including how people perceive time and how that influences their behavior at work and at leisure, family influence on behavior and consumption issues in gambling. She is on the editorial review board of the Journal of Consumer Psychology. In summer 2014, she will serve as guest editor for a special issue of JBR dealing with problem drinking, gambling and smoking. Her work has appeared in the Journal of Consumer Research, Journal of Consumer Psychology, MIT/Sloan Management Review, Journal of Business Research, Journal of Strategic Marketing, Journal of Services Marketing and the Journal of Managerial Psychology, as well as in the Wall Street Journal and other journals and books. June currently serves as PhD program director at Ivey and teaches executive MBA students at Ivey's Toronto and Hong Kong campuses.



Darren Dahl

University of British Columbia Sauder School of Business

Darren Dahl is the senior associate dean for faculty/research and the B.C. Council Innovation Professor at the University of British Columbia. His current research interests are in the areas of new product design, 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 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 the incoming editor of the *Journal of Consumer Research* and serves on the editorial boards of the *Journal of Marketing Research*, *Journal of Marketing* and the *Journal of Consumer Psychology*. 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, including the Sauder School of Business Senior Research Award, and his teaching efforts, including being named a 3M Teaching Fellow and The Economist Business Professor of the Year.



Rohit Deshpande

Harvard Business School

Rohit Deshpande is Sebastian S. Kresge Professor of Marketing at Harvard Business School, where he currently teaches in the Program for Leadership Development, Owner/President Management Program and in other executive education offerings. He has also taught global branding, international marketing and first-year marketing in the MBA program as well as a doctoral seminar in marketing management. He is the faculty chair of the Global Colloquium for Participant-Centered Learning, Leadership and Corporate Accountability China and India programs and coordinator for marketing faculty recruiting. He has previously been coordinator for marketing doctoral program admissions, and faculty chair of the strategic marketing management executive program. In addition to teaching marketing, he was a part of the design and delivery team that created the leadership and corporate accountability MBA required course at HBS focusing on ethics and corporate governance. In 2008-2009, Deshpande was the Henry B. Arthur Fellow for Business Ethics.



Kristin Diehl

University of Southern California Marshall School of Business

Kristin Diehl's research focuses on how consumers search for and use product information, particularly in environments where search costs are low, assortments are large and recommendation tools may be available. She also studies how people anticipate, experience and remember events that unfold over time. Diehl has published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Behavioral Decision Making* and *Psychological Science*. In 2010, she received the Early Career Award from the Association for Consumer Research. Diehl serves as associate editor for the *Journal of Consumer Research* and the *International Journal of Research in Marketing*.



Aimee Drolet Rossi

Anderson School at UCLA

Aimee Drolet Rossi has been a faculty member at the UCLA Anderson School since 1997. She is a psychologist who studies consumer decision making, particularly the decision processes underlying consumers' choices. Much of her recent research focuses on habits and meta-rules, and the decision-making of older consumers. She was born and raised in Chicago. She received her bachelor's degree in classical history and a master's degree in public policy from University of Chicago, and a master's degree in cognitive psychology and a PhD in business from Stanford University.



Amber Epp

*University of Wisconsin-Madison
Wisconsin School of Business*

Amber Epp is an assistant professor of marketing at the University of Wisconsin-Madison's School of Business. Her research focuses on understanding collective phenomenon including the interplay of family and relational identities, collective goals, network agency and group decision-making. Her work has been published in the Journal of Consumer Research and the Journal of Marketing. She has co-authored book chapters on qualitative data analysis and family consumption behavior. Epp's dissertation received the inaugural Sidney J. Levy Award for outstanding consumer culture theory research. Her research has been funded by the Marketing Science Institute. She also serves on the editorial review board for Journal of Marketing and Journal of Consumer Research. Epp currently teaches consumer behavior at both the undergraduate and MBA levels. In addition, she has taught services marketing, marketing management and honors introductory marketing.



Tulin Erdem

*NYU
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Tulin Erdem joined New York University Stern School of Business as a Leonard N. Stern School Professor of Business and professor of marketing in 2006. Before joining Stern, Erdem was the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley, where she served as the associate dean for academic affairs, the marketing group chair and the PhD director. Her research interests include advertising, branding, consumer choice, decision-making under uncertainty, econometric modeling and pricing. 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 grants. She has held editorial posts at Marketing Science, Quantitative Marketing and Economics and Journal of Consumer Research, and has been an editorial board member of several journals. She was also the editor-in-chief of Journal of Marketing Research in 2009-2012. She served as the president of INFORMS Marketing Society.



Fred Feinberg

*University of Michigan
Ross School of Business*

Fred M. Feinberg is Handleman Professor of Marketing at the Ross School of Business and professor of statistics at the University of Michigan. He holds undergraduate degrees in math and philosophy, and a PhD in marketing, all from MIT, and was previously on the marketing faculties at Duke and the University of Toronto. His research uses statistical models to explain complex decision patterns, particularly sequentially. His more recent work addresses questions in choice theory, like why people diversify or overseek variety, how categorical scales "attract" responses, and models of dyadic choice, as in online dating. He also works in Bayesian econometrics, dynamic programming, and the interfaces between marketing, psychology, and engineering. He served as senior editor for marketing at POM, AE at Marketing Science and JMR, and became co-editor of Marketing Science in January, 2014. Along with Tom Kinnear and Jim Taylor, he is author of Modern Marketing Research: Concepts, Methods, and Cases. In his spare time, he attempts piano pieces that will remain forever beyond his capabilities, and is terrorized by his 7-year-old.



Ayelet Fishbach

*University of Chicago
Booth School of Business*

Ayelet Fishbach is interested in the processes of self-regulation, specifically in the simultaneous pursuit of multiple goals. In most real-life situations, people hold and intend to pursue several concomitant goals, for example enjoying various culinary delights while also wanting a slim figure, pursuing career objectives while also wanting to spend time with family and friends. Additionally, environmental cues, social opportunities and personal factors can activate these different and potentially inconsistent motivations. Fishbach's ongoing research is set to explore the regulation of multiple goals in multiple goal systems.



Shankar Ganesan

*University of Notre Dame
Mendoza College of Business*

Shankar Ganesan is a professor of marketing and chair of the marketing department at the Mendoza College of Business, University of Notre Dame. Ganesan's research interests focus on the areas of interorganizational relationships, customer relationship management, buyer-seller negotiations, service failure and recovery, product recalls and new product innovation. He is the author of several articles that have appeared in leading academic journals including Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Personal Selling and Sales Management, Journal of Academy of Marketing Science, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes and MIT Sloan Management Review. Recently, he edited the Handbook of Marketing and Finance published by Edward Elgar. He is currently the editor-in-chief of the Journal of Retailing. Ganesan has received numerous awards and honors for his research: including the Lou Stern Award, the Davidson Award, Robert Buzzell Award, and the 2012 William O'Dell Award finalist; teaching including outstanding module in the EMBA program; and editorial service, including outstanding ERB member for JM and JR.



Hubert Gatignon

INSEAD

Hubert Gatignon is the Claude Janssen Chaired Professor of Business Administration at INSEAD. He joined INSEAD in 1994 from the Wharton School of the University of Pennsylvania, where he was professor of marketing. He holds a PhD in marketing from the University of California, Los Angeles. His research interests involve the marketing of innovations including modeling the factors influencing the adoption and diffusion of innovations, marketing strategy including explaining and econometrically measuring how the effects of marketing mix variables change over conditions and over time, and statistical analysis of management data. ISI web of knowledge identifies Hubert Gatignon as a highly cited researcher and he is the recipient of the 2014 EMAC Distinguished Marketing Scholar Award. His publications have appeared in scientific journals in marketing, strategy and Economics. He is the author of Statistical Analysis of Management Data and a co-author of MARKSTRAT3: The Strategic Marketing Simulation. He recently edited New Products and Services Development, and has co-edited The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses.



Markus Giesler

*York University
Schulich School of Business*

Markus Giesler is an associate professor of marketing at York University's Schulich School of Business. His research on market and consumer systems has been supported by the Social Sciences and Humanities Research Council of Canada and the European Research Council, published in top-tier academic journals such as the Journal of Consumer Research and the Journal of Marketing, covered by a wide range of media outlets such as The New York Times, TIME and Businessweek, recognized by numerous awards such as Poets & Quants' 40 Under 40, and adopted by companies such as Allergan, Apple, BMW, Google and Nestle. In addition to teaching and advising several doctoral students, Giesler serves on the editorial review board of the Journal of Consumer Research, the editorial advisory board of Consumption, Markets, and Culture, and on the board of the Consumer Culture Theory Consortium. He has also initiated the Sidney J. Levy Award, given to the best dissertation article on a culturally oriented marketing or consumer research topic published in the preceding year.



Rebecca Hamilton

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Robert H. Smith School of Business*

Rebecca Hamilton is associate professor of marketing at the University of Maryland's Robert H. Smith School of Business. She has been on the faculty at the University of Maryland since 2000, when she received her PhD from the MIT Sloan School of Management. Hamilton's research focuses on consumer decision making and the effects of consumers' information processing strategies on their attitudes and choices. Her research has been published in journals such as the Journal of Consumer Research, the Journal of Marketing Research, the Harvard Business Review and the MIT Sloan Management Review. She received the Erin Anderson Award for an emerging female scholar and mentor in 2011 and she was recognized by the Marketing Science Institute as a young scholar in 2007. She currently serves as an associate editor for the Journal of Consumer Research and on the editorial review boards of the Journal of Marketing, Journal of Marketing Research, the International Journal of Research in Marketing and the Journal of Interactive Marketing. Hamilton teaches consumer behavior, brand management and research methods to undergraduate, MBA and doctoral students.



Ryan Hamilton

*Emory University
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Ryan Hamilton is an associate professor of marketing at Emory University's Goizueta Business School. He received a bachelor's degree in applied physics from Brigham Young University and a PhD in marketing from Northwestern University. His research examines how brands, prices, and choice architecture influence customer decision making at the point of purchase. His research has been published in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Management Science and Organizational Behavior and Human Decision Processes, and featured in The New York Times, The Wall Street Journal, TIME, USA Today, CNN Headline News, Reuters and The Financial Times. Hamilton has received awards for both his teaching and scholarship, including being named an MSI Young Scholar in 2013 and one of the World's Best 40 Business School Professors Under the Age of 40 in 2011. He is the proud father of five young children, which means he spends much of his time exhausted and slightly ruffled.



Dominique Hanssens

*UCLA
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Dominique Hanssens is the Bud Knapp Distinguished Professor of Marketing at the UCLA Anderson School of Management. From 2005 to 2007 he served as executive director of the Marketing Science Institute. A Purdue University PhD graduate, Hanssens' 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. He has served or is serving in various editorial capacities with Marketing Science, Management Science, Journal of Marketing Research and International Journal of Research in Marketing. Five of his 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. The second edition of his book with Leonard Parsons and Randall Schultz, Market Response Models, was published in 2001 and translated into Chinese in 2003. In 2010, he was elected a fellow of the INFORMS Society for Marketing Science. He is a founding partner of MarketShare, a global marketing analytics firm headquartered in Los Angeles.



Bruce Hardie

London Business School

Bruce Hardie is professor of marketing at London Business School. He holds bachelor's and master's degrees from the University of Auckland, New Zealand, and master's and doctorate degrees from the University of Pennsylvania. His primary research interests lie in the development of data-based models to support marketing analysts and decision makers, with a particular interest in models that are easy to implement. Most of his current projects focus on the development of probability models for customer-base analysis.



John Hauser

MIT Sloan School of Management

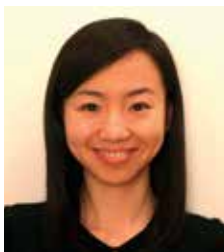
John R. Hauser is the Kirin Professor of Marketing at MIT's Sloan School of Management. He has co-authored textbooks on product development and is a former editor of *Marketing Science*. His awards include the Converse Award for contributions to the science of marketing, the Parlin Award for contributions to marketing research, the Churchill Award and the Buck Weaver Award for combining practice and theory. He has won many best-paper awards and his students have won major dissertation prizes. 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 and president of the INFORMS Society of Marketing. He serves on many editorial boards.



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Jan B. Heide is the Irwin Maier Chair in Marketing at the University of Wisconsin-Madison. His research, primarily focused 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*, *Strategic Management Journal* 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*, *Academy of Management Review*, *Journal of Retailing*, *Customer Needs and Solutions*, *Journal of the Academy of Marketing Science* and *Managerial and Decision Economics*. Jan is also an associate editor for the *Journal of Marketing*, and 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 PhD students. He has won several teaching awards, including a University of Wisconsin system-wide award.



Jiewen Hong

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Jiewen Hong is associate professor of marketing at the Hong Kong University of Science & Technology. She received her PhD at Kellogg School of Management at Northwestern University. She was selected as a MSI young scholar in 2013. Her research focuses on consumer information processing, affect and consumer judgment, and subjective experience in consumer judgment. Her research has been published in the *Journal of Consumer Research*, the *Journal of Marketing Research* and *Journal of Experimental Social Psychology*.



Mark Houston

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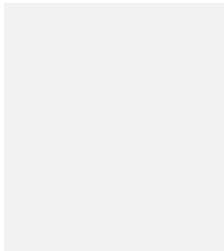
Mark B. Houston is department head, professor of marketing, and the Blue Bell Creameries Chair of Business at Texas A&M University. Mark also maintains active research affiliations with ASU's Center for Services Leadership and the University of Muenster. His award-winning research on channels, movie, 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 associate editor of Journal of Service Research. Mark served as president of the AMA Academic Council in 2012-2013 and has co-chaired the AMA Summer Educators' Conference in 2005 and the AMAñSheth Foundation Doctoral Consortium in 2010. His teaching has received awards at the national level from the Academy of Marketing Science), university level from the University of Missouri and college level from TCU's Neeley School of Business and Saint Louis University's Cook School of Business. He has conducted research, consulting and executive education activities with many firms, including AT&T, Caterpillar, Dell and IBM. He holds a PhD from Arizona State, an MBA from the University of Missouri and a bachelor's degree from Southwest Baptist University.

Ganesh Iyer

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Ganesh Iyer is the Edgar F. Kaiser Professor of Business Administration at the Haas School of Business, University of California at Berkeley. He received his PhD from the University of Toronto. He served as the associate dean for academic affairs and chair of faculty of the Haas School of Business from 2008-2010, and as the chair of the Haas Marketing Group from 2010-2011. He is currently a senior editor for Marketing Science and has been an associate editor for Marketing Science, Management Science and Quantitative Marketing and Economics. He is also a member of the board of the Informs Society for Marketing Science. His research uses economic theory to study marketing strategy problems. His areas of research are the coordination of product distribution, marketing information, Internet strategy, strategic communication and bounded rationality. His research won the Little Award in 2000 for the best paper published in Management Science and Marketing Science and he has been a finalist for this best paper award on four other occasions ñ in 1998, 2003, 2005 and 2012. Two of his papers were finalists for the 2012 ISMS Long Term Impact Award.



Sandy Jap

*Emory University
Goizueta School of Business*

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, 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.



Barbara Kahn

*University of Pennsylvania
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Barbara Khan 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. 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 consumer and patient decision-making. She has published more than 60 articles in the leading academic 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 an AE at JCR and is currently an AE at Marketing Science and Journal of Marketing. She is or has been on the editorial boards of JMR, Marketing Science, JM, JCR, JBDM, and Marketing Letters.





Kevin Lane Keller

*Dartmouth College
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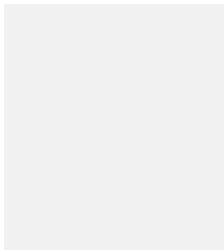
Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Keller's academic resume includes degrees from Cornell, Duke and Carnegie-Mellon universities, award-winning research and faculty positions at Berkeley, Stanford and UNC. His textbook, *Strategic Brand Management*, has been adopted at top business schools and leading firms around the world. He is also the co-author with Philip Kotler of the all-time best-selling introductory marketing textbook, *Marketing Management*. From July 1, 2013 to July 1, 2015, he is serving as the executive director of the Marketing Science Institute.



Punam Keller

*Dartmouth College
Tuck School of Business*

Punam A. Keller is the Charles Henry Jones Third Century Professor of Management at the Tuck School of Business at Dartmouth College, where she teaches social marketing to the MBA students and strategic marketing to health practitioners studying toward a master's in the science of health care delivery. Her general area of expertise lies in consumer decision-making and choice behavior. She serves on the editorial boards of the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Public Policy and Marketing*. She was also president of the Association for Consumer Research. Her work focuses on two areas of well-being: wealth and health. She has worked with the U.S. Department of Treasury, Financial Industry Regulatory Authority, Consumer Financial Protection Bureau, National Endowment for Financial Education, AARP and SSA to improve financial fitness for Americans. As a member of the Behavioral Consumer Research Group and Adherence Panel at CVS/Caremark, she leads a variety of projects to increase prescription drug adherence. She is a board member of PSI, the largest NGO providing health products and services to the poorest most isolated people in the world.



Amna Kirmani

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Amna Kirmani is director of doctoral programs and professor of marketing at the Robert H. Smith School of Business at the University of Maryland. Her research interests include persuasion knowledge, behavioral signaling, social influence and branding. Her work has been published in several journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing* and *Journal of Consumer Psychology*. Her papers have won the Paul Green Award in the *Journal of Marketing Research*, the Maynard Award in the *Journal of Marketing*, the Best Paper Award in the *Journal of Advertising* and Article of the Year at AMA TechSIG. She is an associate editor at the *Journal of Marketing* and the *Journal of Consumer Psychology* and serves on the editorial board of the *Journal of Marketing Research*, the *Journal of Consumer Research* and the *Journal of Interactive Marketing*. She is president-elect of the Association for Consumer Research.



Ajay Kohli

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Ajay K. Kohli is the Gary T. and Elizabeth R. Jones Chair at Georgia Tech. He has previously taught at Emory University, Harvard Business School and The University of Texas at Austin. Kohli's research focuses on market orientation, sales management and B2B marketing. He has received the Alpha Kappa Psi award, the inaugural Sheth Foundation/*Journal of Marketing* award, and the Sheth best paper award. He is one of three recipients of the 25-year AMA Doctoral Consortium Fellow Excellence award for his year. He is an ISBM Fellow, a recipient of the Mahajan award for marketing strategy research and the Jack G. Taylor Teaching Excellence Award at UT at Austin. 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. Kohli has served as the editor-in-chief of the

Journal of Marketing. He has served as the founding associate dean and director of doctoral programs at the Goizueta Business School, Emory University. Kohli's undergraduate degree is from IIT-Kharagpur, his PGDM (MBA) from IIM-Calcutta and PhD from the University of Pittsburgh.



Manfred Krafft

*University of Muenster
School of Business and Economics*

Manfred Krafft is director of the Institute of Marketing and professor at University of Muenster, Germany. Prior to his current position, he was the Otto Beisheim Endowed Chair of Marketing at WHU. He earned his PhD from the University of Kiel, Germany. Currently, he serves as editor of Journal of Personal Selling & Sales Management. Manfred is known for his academic contributions in CRM, direct marketing and sales management. His papers have been published in journals including Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science and Journal of Service Research. Manfred was the winner of the inaugural Practice Prize of the INFORMS Society for Marketing Science. His books on international direct marketing and retailing in the 21st century have appeared in French, English, German and Korean.



V Kumar

*Georgia State University
Robinson College of Business*

V. Kumar (VK), the Regents Professor and Chang Jiang Scholar at Georgia State University, has been recognized with seven lifetime achievement awards in various areas of marketing. He has also received the Paul D Converse Award, Sheth Foundation/JM Award, Robert Buzzell Award, Davidson Award, Paul H. Root Award, Don Lehmann Award and Gary L Lilien ISMS-MSI Practice Prize Award. He has published more than 200 articles in scholarly journals in marketing including the JM, JMR, Marketing Science, Management Science, OR, HBR and SMR. VK has written more than 15 books, including Managing Customers for Profit, CRM, CLV, Marketing Research, Profitable Customer Engagement, Statistical Methods in CRM and International Marketing Research. VK spends his (free) time visiting business leaders to identify challenging problems to solve. VK has worked with Global Fortune 1000 firms including IBM, P&G, Prudential, ING, HSBC, Comcast and Polo Ralph Lauren to maximize their profits. Recently, VK has been chosen as a Legend in Marketing, so his work will be published in a 10-volume encyclopedia with commentaries from scholars worldwide. VK is the incoming editor-in-chief of the Journal of Marketing.



Cait Lamberton

*University of Pittsburgh
Katz Graduate School of Business*

Cait Lamberton is Fryrear Fellow and associate professor of marketing at the University of Pittsburgh's Katz School of Business. Her consumer behavior classes at the undergraduate, MBA and PhD levels have earned Professor of the Year and best teacher in the marketing major honors in numerous years. In 2013, she was named an MSI Young Scholar and received ACR's Early Contribution award for contributions to consumer research. She is also an affiliated researcher with the White House's Social and Behavioral Science team, working primarily on projects at the Department of Education.



Don Lehmann

*Columbia
Columbia Business School*

Donald R. Lehmann is George E. Warren Professor of Business at Columbia University Graduate School of Business. He has a bachelor's degree in mathematics from Union College, Schenectady, N.Y., and a master's degree 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. 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*.



John D.C. Little

*Massachusetts Institute of Technology
MIT Sloan School*

John D.C. Little is an Institute Professor at MIT and professor of management science in the Sloan School. His career spans five decades and several fields. He has published papers in operations research, decision support systems and especially marketing science. In operations research, he is best known for his proof of the queuing formula, $L=(\lambda)W$, commonly known as Little's Law. A pioneer in marketing science, Little has done research on a broad set of modeling and decision support issues, including models of choice behavior, adaptive control of promotional spending and marketing mix models for consumer packaged goods. When the Internet burst on the scene, Little was quickly attracted and co-taught the first course on e-commerce at MIT. Among Little's honors, he has received the Parlin and Converse Awards of the AMA and several honorary degrees. He has been active in professional societies, having been president of ORSA and later TIMS and chaired the committee that led to their merger into INFORMS. Little was its first president. He is a fellow of INFORMS, AAAS and the INFORMS Society for Marketing Science. He was elected to the National Academy of Engineering in 1989.



Mary Frances Luce

*Duke University
Fuqua School of Business*

Mary Frances Luce is the Thomas A. Finch Jr. Professor of Business Administration at the Fuqua School of Business at Duke University. She is a member of the marketing area and has recently taught the marketing core. She is currently a co-editor of the *Journal of Consumer Research*. Her research interests lie in consumer behavior, medical decision-making and the effects of negative emotion on decision behavior. Her recent research has appeared in *American Journal of Bioethics*, *Emotion*, *Journal of Consumer Research* and *Health Psychology*. She was recently Fuqua's senior associate dean for faculty.



Alan Malter

*University of Illinois at Chicago
Liautaud Graduate School of Business*

Alan Malter (Ph.D. University of Wisconsin-Madison) is associate professor of marketing at the University of Illinois at Chicago, and coordinator of the marketing PhD program. Alan's research examines the changing role of marketing, global marketing, knowledge transfer and innovation, tacit-embodied-process knowledge in managerial and consumer decision-making, and measurement issues. His research has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, *Journal of International Marketing*, *International Journal of Research in Marketing*, *Journal of Product Innovation Management*, and *MIT Sloan Management Review*, among others. He has received a number of grants and awards, including the 2005 Buzzell Best Paper Award from the Marketing Science Institute, and was a finalist for the 2012 JMR O'Dell Award.

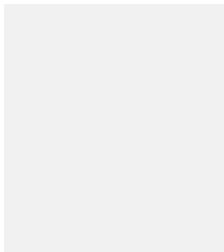
Alan teaches courses on marketing strategy, marketing research, marketing analytics, and consumer psychology. He was previously on the faculty at the University of Arizona, and has been a visiting faculty member at the University of Maryland and Tel Aviv University. He is currently a member of the AMA Academic Council and serves on the editorial boards of the *Journal of International Marketing* and *Journal of Business-to-Business Marketing*.



Murali Mantrala

*University of Missouri, Columbia
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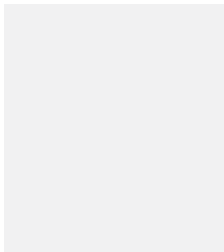
Murali K. Mantrala is Sam M. Walton Distinguished Professor of Marketing and Chair, Marketing Department, at U. of Missouri (MU). Previously, he was J.C. Penney Assoc. Prof. of Marketing at U. of Florida. Murali holds a PhD in Marketing from the Kellogg School, NU, and MBAs from UMinn and IIM Calcutta. Murali was a Manager at ZS Associates between 2000 and 2003. Earlier in his career, he managed the Tamil Nadu sales force of Sandoz Pharmaceuticals, India for several years. His current research interests fall in the areas of media economics, retailing, and B2B sales management. He has published several papers in JMR, JM, and Marketing Science among other journals. Two of these were finalists for the O'Dell Award, and a third won the Bass Award. Murali currently serves as an Assoc. Editor of the Journal of Retailing and on the editorial boards of JM and JPSSM. In 2010, he received the prestigious Humboldt Research Award, from the Alexander von Humboldt Foundation, Germany. Murali has co-chaired the John A. Howard/AMA Doctoral Dissertation Award Competition in 1995, and the 43rd AMA-Sheth Foundation Doctoral Consortium at MU in 2008.



Leigh McAlister

*University of Texas at Austin
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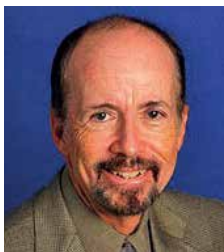
Leigh McAlister is the Ed and Molly Smith Chair in Business Administration at the McCombs School of Business, University of Texas at Austin. She received her PhD from Stanford University and she served on the faculties of University of Washington and MIT before joining University of Texas at Austin. 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 as executive director from 2003-2005. Her research currently focuses on determinants of firm value and implications of web communications. She serves as area editor for these topics at Journal of Marketing and Marketing Science. In 2014, she was named the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator.



Ann McGill

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Ann L. McGill is Sears Roebuck Professor of Marketing and Behavioral Science at the University of Chicago's Booth School of Business, joining the school as a faculty member in 1997. She served as the deputy dean for full-time MBA programs at Chicago Booth from 2001 to 2003. She received her doctorate from the University of Chicago in 1997, subsequently holding positions at New York University and Northwestern University. She has also been a visiting professor at the Graduate School of Business Stanford University, Sasin Graduate Institute of Business Administration (Thailand), and INSEAD. She is the 2005 recipient of the McKinsey Award for Excellence in Teaching and the 2006 recipient of the Provost's Teaching Award. Her research focuses on consumer and manager decision making with special emphasis on product and brand anthropomorphism, causal reasoning, shared consumption, imagery and freedom of choice. She presently serves as editor of the Journal of Consumer Research.



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Robert Meyer is the Gayfryd Steinberg Professor and co-director of Wharton's Risk Management and Decision Processes Center. He is also currently editor-in-chief of the Journal of Marketing Research. He is a noted scholar whose research focuses on consumer decision analysis, sales response modeling and decision making under uncertainty. Meyer's work has appeared in a wide variety of professional journals and books, including the Journal of Consumer Research, Journal of Marketing Research, Marketing Science and Management Science. In addition to his current position at JMR, he has previously served as co-editor of Marketing Letters and associate editor of the Journal of Consumer Research, JMR and

Marketing Science. He also serves on the editorial review board of several major journals. At Wharton, Meyer has served as chair of the marketing department and vice dean of Wharton's doctoral programs. Meyer joined the marketing faculty in 1990 after spending eight years on the faculty of the Anderson Graduate School of Management at UCLA and two years at the Graduate School of Industrial Administration at Carnegie-Mellon University.



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Joan Meyers-Levy is the Holden-Werlich Professor of Marketing at Carlson School of Management, University of Minnesota. Her research interests encompass a variety of consumer-related issues, including persuasion, people's processing of visual, verbal and other sensory information, and how contextual or environmental factors such as music or architectural elements, as well as various individual difference factors like gender or self-construal, affect people's processing and responses. In addition to publishing a large and highly cited body of work, being actively involved in numerous professional organizations and conferences, and serving on a number of editorial boards, she has received several awards for her distinguished research contributions, including the Society for Consumer Psychology Fellow Award, the Carlson School of Management Distinguished Research Award, and the American Marketing Association's 25-year Consortium Fellow Research Excellence Award.



Kanishka Misra

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Kanishka Misra is an Assistant Professor of Marketing at the University of Michigan. He has an undergraduate degree in mathematics from the University of Cambridge and a doctorate from Northwestern University. Kanishka's research focuses on considering policy-relevant marketing questions. His research has been published in Marketing Science, the Journal of Econometrics, the American Economic Journal: Macroeconomics 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.



Natalie Mizik

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Natalie Mizik is J. Gary Shansby Associate Professor of Marketing at the University of Washington Foster School of Business. Natalie's research centers on examining financial performance consequences of marketing strategies and activities, developing new metrics for marketing assets and building empirical models for assessing the value of intangible marketing assets. Natalie has published research in a broad set of substantive areas including branding, strategy, managerial myopia, customer satisfaction and direct-to-physician pharmaceutical marketing. Her current work explores myopic management practices and consequences of earnings inflation through real activity versus accounting accrual manipulation, corporate branding, and applications of natural language processing tools in marketing. Her research has appeared in top academic marketing and management journals. An award-winning teacher and researcher, Mizik served on the faculty of the Columbia Graduate School of Business, UNC Kenan-Flagler Business School and as a visiting professor at the MIT Sloan School of Management before she joined UW.



Wendy Moe

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Wendy Moe is professor of marketing and director of the masters of science in marketing analytics at the University of Maryland's Robert H. Smith School of Business. She is an expert in online and social media marketing with a focus on analytics and intelligence. Moe is a highly published academic with her research appearing in numerous leading journals. She is also the author of Social Media Intelligence (Cambridge: 2014). Moe has been recognized by

the American Marketing Association and the Marketing Science Institute as a leading scholar in her field with the Howard Award, the Young Scholar Award, the Erin Anderson Award and the Buzzell Award. She serves on the advisory board of the Wharton Customer Analytics Initiative as well as on the editorial boards of Journal of Marketing, Journal of Marketing Research and Journal of Interactive Marketing. Moe has been on the faculty at the University of Maryland since 2004. Prior to that, she was on the faculty at the University of Texas at Austin. She holds a PhD, master's and bachelor's degrees from the Wharton School at the University of Pennsylvania as well as an MBA from Georgetown University.



Cassie Mogilner
University of Pennsylvania
Wharton

Cassie Mogilner is an assistant professor of marketing at Wharton. She earned her PhD in marketing from Stanford and her undergraduate degree in psychology from Columbia. Cassie is an award-winning teacher, and currently teaches strategic brand management to Wharton MBAs and undergrads. Cassie's research focuses on happiness, highlighting the role of time. She has examined such questions as how focusing on time ñ rather than money ñ increases happiness, how the meaning of happiness changes over the course of one's lifetime and how much happiness people enjoy from extraordinary versus ordinary experiences. Cassie's research has been published in such top-tier academic journals as Psychological Science and the Journal of Consumer Research. Her work has been featured on NPR and in such publications as The Economist, The New York Times, The Wall Street Journal and the Huffington Post.



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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, Administrative Science Quarterly and Harvard Business Review and supported by grants from MSI, ISBM, and NSF. Chris is founder of The CMO Survey 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 as 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 currently an associate editor for JM and JMR. Chris received the 2012 Paul D. Converse award for significant contributions to the field of marketing and the 2008 Mahajan Award for career contributions to marketing strategy.



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Andrea Morales is the J. Willard and Alice S. Marriott Foundation Professor of Marketing at the W. P. Carey School of Business at Arizona State University. She received her PhD and master's degree in marketing from the Wharton School at the University of Pennsylvania and a bachelor's degree in economics and honors 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. 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. She currently serves on the editorial review boards of the Journal of Marketing and Journal of Consumer Psychology and is an associate editor at the Journal of Consumer Research.



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Page Moreau is a professor of marketing at the Leeds School of Business, University of Colorado at Boulder. She received a PhD in marketing from Columbia University in 1998. Her research focuses on creativity, consumer learning and innovation. Moreau's work has been published in the Journal of Marketing Research, the Journal of Consumer Research, the Journal of Marketing, and the Journal of Consumer Psychology. She currently serves as an associate editor at the Journal of Consumer Research and is a member of the editorial review boards at the Journal of Marketing Research, the Journal of Marketing, the Journal of Consumer Psychology and the Journal of Product Innovation Management. Moreau was recognized as a Marketing Science Young Scholar in 2003 for her contributions to the field of marketing.



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Stern School of Business*

Vicki Morwitz is the Harvey Golub Professor of Business Leadership and professor of marketing at the Stern School of Business, NYU. She received a bachelor's degree in computer science and applied mathematics from Rutgers University, a master's degree in operations research from Polytechnic University, and a master's degree in statistics and a PhD 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, JCP, JCR, JMR, Management Science and Marketing Letters. She served as president of the Society for Consumer Psychology from 2011-12 and as a member of SCP's executive board from 2010-13). She served as an associate editor for JCP and JMR, is on the editorial board of JCR and Marketing Letters, and is the incoming co-editor of JCR. She co-chaired the annual North American ACR conference in 2006 and SCP's first international conference in 2012.



Chakravarthi Narasimhan

*Washington University in St. Louis
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Chakravarthi Narasimhan is the Philip L. Siteman Professor of Marketing at the Olin Business School. His 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 and a former associate editor at Management Science. Narasimhan's research papers have won many awards. His papers have been voted best paper of the year twice, finalist to the best paper twice, finalist for the long term impact award once and the Paul H. Root/MSI award. He is an avid sports fan and enjoys sports, hiking, travel, good food and wine.



Elie Ofek

Harvard Business School

Elie Ofek is the T.J. Dermot Dunphy Professor of Business Administration in the Marketing unit at the Harvard Business School. His research focuses on new product strategies in technology-driven business environments as well as in consumer-oriented companies in general. He explores interactions between R&D and marketing decisions, and is particularly interested in how companies integrate marketing input when formulating innovation strategy at the new product/service planning phase. He also examines the implications of information technology and digital media on firms' product and content offerings and on their marketing

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At HBS he has taught the first year MBA required course in marketing (also served as the course head), FIELD courses that require students to build new businesses and work with companies abroad, an MBA elective and Executive-Education course on the relationship between Marketing and Innovation, and participated in a number of executive programs on digital marketing strategy.

He received his Ph.D. in Business from Stanford University, holds an M.A. in Economics from Stanford University and earned his B.Sc. degree in Electrical Engineering from the Technion.

Connie Pechmann

*University of California Irvine
The Paul Merage School of Business*

Cornelia “Connie” Pechmann is professor of marketing at The Paul Merage School of Business, University of California, Irvine. She specializes in conducting lab and field experiments to study controversial forms of marketing communications, including pro- and anti-tobacco advertising, fast food advertising, drug advertising and labeling, and comparative price advertising. She has received several grants to study adolescents’ response to tobacco-related advertising and has an NIH grant to study the use of social media for self-help quit-smoking groups. Pechmann has published numerous articles in leading marketing journals (JCR, JCP, JMR, JM and JPPM) and public health journals (AJPH, NTR) and her work has received national and international news coverage. She is the editor-in-chief of the Journal of Consumer Psychology, a Top 50 Marketing Scholar and a Who’s Who in Economics. She received the 2009 Pollay Prize for Research in the Public Interest and the 2005 JCR best article award. Pechmann has a master’s degree in psychology, an MBA, and a PhD in marketing, all from Vanderbilt University.

Laura Peracchio

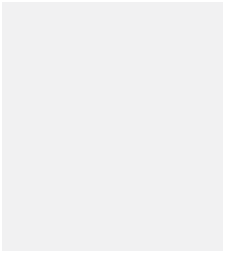
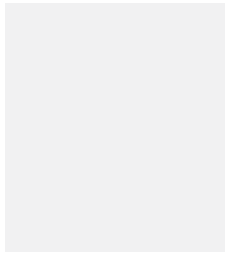
*University of Wisconsin – Milwaukee
Lubar School of Business*

Laura A. Peracchio is editor of the Journal of Consumer Research and professor of marketing at the University of Wisconsin Milwaukee. Laura received her PhD from Northwestern University and a dual bachelor’s degree from the Wharton School and the College of Arts and Sciences at the University of Pennsylvania. Laura’s areas of research interest are focused on consumer information processing including food and nutrition issues, visual persuasion and language and culture. Her work has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Public Policy and Marketing and Journal of Advertising. Laura has served as an associate editor of the Journal of Consumer Research and the Journal of Consumer Psychology and as president of the Society for Consumer Psychology. She was awarded the Society for Consumer Psychology’s inaugural Distinguished Service Award and research awards from the American Marketing Association, the Marketing Science Institute and the Journal of Consumer Research. Laura’s teaching focuses on nonprofit marketing, social and public policy issues and consumer behavior.

Michel Tuan Pham

*Columbia University
Columbia Business School*

Michel Tuan Pham is the Kravis Professor of Business in Marketing at Columbia University’s Graduate School of Business. He has a licentiate degree in applied economics from the Catholic University of Louvain-Mons, Belgium, and MA and PhD degrees in business administration from the University of Florida, Gainesville. His research focuses primarily on the role of affect – moods, feelings, and emotions – in judgment and decision-making, resulting in more than 35 widely cited articles in outlets such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Psychological Science, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Review and Review of



General Psychology. He is a past president of the Society for Consumer Psychology and the current area editor of the research dialogue section of the *Journal of Consumer Psychology*. In his recent JCP article titled “The Seven Sins of Consumer Psychology,” he explains how consumer research needs to be fundamentally re-thought in order to achieve greater substantive relevance and theoretical impact.



Anastasiya Pocheptsova

*University of Maryland
Robert H. Smith School of Business*

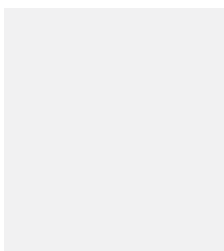
Anastasiya Pocheptsova is an assistant professor of marketing at Robert H. Smith School of Business, University of Maryland. She received her doctorate in marketing from the Yale School of Management and a master’s degree in advertising from the University of Texas. Her research explores decision-making and focuses on the influence of goals, affect and context on consumer choices. Her recent work was published in the *Journal of Marketing Research*, *Journal of Consumer Research* and was presented at the Association of Consumer Research, Judgment and Decision Making and Society for Consumer Psychology conferences. Her dissertation on the influence of context on memory-based consumer judgments has won the SCP-Sheth Doctoral Dissertation Award. At University of Maryland, Pocheptsova teaches integrated marketing communications to undergraduate and MBA students.



Linda Price

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Eller College of Business*

Linda L. Price is Underwood Family Professor of Marketing at University of Arizona. Linda is current president of the Association for Consumer Research, serves on the AMA Academic Council, the Consumer Culture Theory board, the advisory board for *Journal of Consumer Research*, Academy of Marketing Science board of governors, the Sheth Foundation and other editorial boards. She is research faculty of Center for Services Leadership Network. Linda has received many marketing honors 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. Linda’s theory and research, published in leading journals, 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. She received her bachelor’s degree and MBA from the University of Wyoming and a PhD from the University of Texas at Austin.



Jagmohan Raju

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The Wharton School*

Jagmohan Raju is the Joseph J. Aresty Professor and chair of the marketing department at the Wharton School. His research has been published in *Marketing Science*, *Management Science*, *Journal of Marketing Research* and other major journals. He is a past president of the INFORMS Society for Marketing Science, a past departmental editor of *Management Science* and serves on the advisory board of *Marketing Science*. His research has won the John D.C. Little award twice as well as the Frank Bass award twice.



Akshay Rao

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Carlson School of Management*

Akshay R. Rao holds the General Mills Chair in Marketing at the Carlson School of Management, University of Minnesota. His PhD in marketing is from Virginia Tech. He has also held visiting professorships at MIT and at HKUST. A winner of the 1987 Robert Ferber Award from ACR/JCR, and a winner of the 2000 Maynard award from JM, Rao’s research has appeared in various journals including the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of Marketing Research*, *Marketing Science* and *Organizational Behavior and Human Decision Processes*. A past president of the *Journal of Consumer Research*’s policy board and a former editorial review board member of the *Journal of*

Marketing, he currently serves on the editorial review boards of the Journal of Consumer Psychology, the Journal of Consumer Research and as an associate editor for the Journal of Marketing Research. At Carlson, Rao has received several awards for teaching excellence including the Curtis Cup for Outstanding Teaching in the executive MBA program. His opinions and research have been featured in several media outlets including Businessweek, The Economist, The New York Times, TIME and The Wall Street Journal.

Vithala R. Rao

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Vithala R. Rao is the Deane Malott Professor of Management and Professor of Marketing and Quantitative Methods at the Johnson Graduate School of Management, Cornell University. He is well known for his scholarly contributions to several topics including conjoint analysis and multidimensional scaling, trade promotions, pricing, market structure, corporate acquisition, brand equity, Internet recommendation systems and experience products. His numerous papers have appeared in such journals as Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Consumer Research and Management Science. He serves on the editorial boards of various top journals in marketing. Rao received the 2008 Charles Coolidge Parlin Marketing Research Award presented by the American Marketing Association Foundation. In 2012, he was elected fellow of the INFORMS Society of Marketing Science. He is the co-author or editor of six books in marketing including Pricing Research in Marketing and a recently published book, Applied Conjoint Analysis. He has worked for several corporations in the U.S. and abroad as an advisor and seminar leader. He has been a visiting professor at several universities.



Americus Reed II

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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. An avid fitness enthusiast, part-time drummer and tireless educator, Americus' primary research and consulting areas are in brand equity and identity loyalty in the study of creating and fostering brand communities that transcend the utilitarian aspects of products to actualize iconic levels of symbolic identity and self-expression, connect to deep levels of emotional and social affiliation and cultivate lifelong relationships 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 and in 2009 he received JCR's Best Paper Award. Americus has authored more than 40 articles and book chapters on the topic. He teaches customer analysis, branding and consumer psychology to undergraduate, graduate, doctoral and executive students.

Dave Reibstein

*University of Pennsylvania
Wharton*

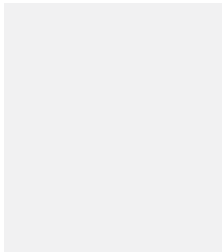
Dave Reibstein is the William S. Woodside Professor and professor of marketing at The Wharton School, University of Pennsylvania. He was the vice dean of the Wharton School and director of the Wharton Graduate Division. He is the former executive director of the Marketing Science Institute and former chairman of the American Marketing Association. He previously taught at Harvard, and was a visiting professor at Stanford, INSEAD and ISB in India. Dave has worked with more than 300 companies in more than 30 countries. He has written eight books. His key research interests center on product line management and marketing metrics.



Deborah Roedder John

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Deborah Roedder John is the Curtis L. Carlson Chair in Marketing at the Carlson School of Management, University of Minnesota. She holds a PhD in marketing from the Kellogg School at Northwestern University. She is an expert in the area of consumer behavior, and is well-known for her work in consumer branding and children's consumer behavior. Her work appears in leading marketing journals, including the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing and Journal of Consumer Psychology, and has been cited in national media including Businessweek, U.S. News & World Report, The New York Times, MSN, TIME, and AOL News. John is a past president of the Association for Consumer Research and a past associate editor of the Journal of Consumer Research. She currently serves as a member of the editorial boards of the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology and Journal of Public Policy & Marketing. She teaches, or has taught, at the undergraduate, MBA, PhD, and executive education levels. Her consulting activities include providing firms with strategic guidance for branding issues.



Lisa Scheer

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Lisa K. Scheer is the Emma S. Hibbs Distinguished Professor and marketing doctoral program coordinator. She has published in Journal of Marketing Research, Journal of Marketing, Academy of Management Journal, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of International Marketing and other journals. She serves on editorial boards for Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of International Marketing and other journals. Dr. Scheer is director of ISBM PhD Camp and co-chaired AMA's Summer Educators' Conference, Winter Educators' Conference and the AMA-Sheth Doctoral Consortium. Dr. Scheer serves on ISBM's B2B leadership board and previously was on AMA's academic council. She has been a featured scholar, thought leader or keynote speaker at conferences and universities in the United States, Germany, the United Kingdom, Switzerland, Netherlands and Turkey. Research interests include relationships, implementation of strategy, services, innovation, trust, dependence, fairness and dysfunctional behavior. She received her PhD from Northwestern University.



Venkatesh Shankar

*Texas A&M University
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Venky Shankar is Coleman Chair Professor of Marketing and Director of Research, Center for Retailing Studies at Mays Business School, Texas A&M University. His specialties include marketing strategy, innovation, digital/e-business, international marketing and retailing. His research has been published in Journal of Marketing Research, Marketing Science, Management Science and Journal of Marketing. He is winner of the Lifetime Achievement in Retailing Award, Mahajan Award for lifetime contributions to marketing strategy, IIMC Distinguished Alumnus Award, Clarke Award for outstanding direct marketing educator, Green Award for the best article in JMR and the Lehmann Award for the best dissertation-based article in an AMA journal. He is editor emeritus of Journal of Interactive Marketing, associate editor of JMR, ex-associate editor of Management Science and is on the editorial boards of Journal of Marketing and Marketing Science. Direct Marketing Association's Shankar-Spiegel Award is named in his honor. He is an ex-president of the Marketing Strategy SIG and an ex-academic trustee of the Marketing Science Institute. He is a three-time winner of the Krowe Award for outstanding teaching.



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Emory University
Goizueta Business School

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University of Washington
Michael G. Foster School of Business

Jeffrey D. Shulman is an associate professor of marketing and Michael G. Foster faculty fellow at the Michael G. Foster School of Business at the University of Washington. His research is focused in the areas of pricing, product returns, and decisions under uncertainty and has appeared in *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *Quantitative Marketing & Economics* and *Manufacturing & Service Operations Management*. He serves on the editorial board of *Marketing Science* and as a senior editor at *Production and Operations Management Journal*. His amazing wife Stephanie and daughters Olivia and Audrey bring a smile to his face every day.



David Soberman
University of Toronto
Rotman School of Management

David Soberman is a professor of marketing at the Rotman School of Management and the Canadian National Chair of Strategic Marketing. Soberman was previously at INSEAD and joined Rotman in 2008. He is a licensed engineer, holds a PhD in management from the University of Toronto and an MBA and a bachelor's degree in chemical engineering from Queen's University. Soberman's research consists of using applied microeconomics and game theory to analyze 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. His co-authored article in the *International Journal of Research in Marketing*, "The Economics of Quality-Equivalent Store Brands," was the 2006 recipient of its 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. Soberman is an area editor for the *International Journal of Research in Marketing* and a member of the *Marketing Science* editorial board.



Dilip Soman
University of Toronto
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Dilip Soman is a behavioral scientist and does research on interesting human behaviors and applications to choice architecture, consumer welfare, policy and financial literacy. He is a professor at the Rotman School of Management and the Munk School of Global Affairs at the University of Toronto, the director of the university's India Innovation Institute and the coordinator of the Behavioral Economics in Action research cluster. He has degrees in engineering and management, worked in sales and advertising, consulted for several organizations and taught at Colorado and in Hong Kong. When not working, he spends time on photography, reading, taking weekends seriously and agonizing over successive Indian cricket teams.

Kannan Srinivasan

*Carnegie Mellon University
Tepper School of Business*

Kannan Srinivasan is the Rohet Tolani Distinguished Professor of International Business and the H.J. Heinz II Professor of Management, Marketing and Business Technologies at Carnegie Mellon University's Tepper School of Business. He has published more than 70 papers in leading marketing, management and statistics journals. He owns several patents. His research spans across areas including marketing, information systems, operations and accounting. He has examined a number of research issues using a diverse set of methods and models including classical statistics, Bayesian statistics, reduced and structural econometrics, game theoretic models including asymmetric information models, data mining and crowdsourcing. His most recent research interests are in the area of technology disruptions of marketing. He has chaired about 20 doctoral dissertations and has served in a number of editorial positions in various journals. He is a current fellow and past president of the Informs Society of Marketing Science.

**Raji Srinivasan**

*University of Texas at Austin
Red McCombs School of Business*

Raji Srinivasan is professor of marketing at the Red McCombs School of Business, University of Texas at Austin. Raji received her PhD from Pennsylvania State University and an MBA from the Indian Institute of Management, Ahmedabad, India. Her papers have appeared in the Journal of Marketing, International Journal of Research in Marketing and Management Science. Raji's research interests are in the areas of organizational innovation and marketing metrics. She was the inaugural winner of the Erin Anderson Award for an emerging female marketing scholar and mentor in 2009 and the American Marketing Association's Varadarajan Award for early career contributions in the area of marketing strategy and management in 2010.

**Shuba Srinivasan**

*Boston University
School of Management*

Shuba Srinivasan is a professor in marketing, Dean's Research Fellow, and academic co-lead of the Digital Technology Sector 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 her 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 and services. Her current research focuses on marketing's impact on financial performance, marketing metrics, customer mindset metrics, customer equity reporting and marketing dashboards. Her papers have been published in Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Harvard Business Review, International Journal of Research in Marketing, Journal of Advertising Research and Journal of Economics and Management Strategy, among others.

Richard Staelin

*Duke University
The Fuqua School of Business*

Richard Staelin is the Edward and Rose Donnell Professor of Business Administration at the Fuqua School of Business, Duke University. He graduated from the University of Michigan and taught at Carnegie-Mellon University for 13 years, the University of Chicago and the Australian Graduate School of Management prior to his arrival at Duke in 1982. Since then he has been deputy dean twice, associate dean of executive education, executive director for the Teradata Center for CRM and the initial managing director of GEMBA at Duke. He has served on more than 40 PhD committees and published more than 80 papers in academic journals. Staelin has received best paper awards at JMR, JM and Marketing Science and the Outstanding

Educator award and the Converse award from the AMA. He was elected an inaugural fellow in ISMS and a fellow in INFORMS. He was the president of ISMS, the INFORMS Society of Marketing Science. He was the editor of Marketing Science for three years and the consulting editor for JM's special issue on CRM. He is chairman of the board of directors for BioElectronics, a small biotech firm, and serves on the board for the startup Bivarus.



Karunakaran Sudhir

*Yale University
Yale School of Management*

K. Sudhir is James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the China India Insights Program at the Yale School of Management. He also leads the quantitative academic-industry research partnerships at the Yale Center for Customer Insights. While his primary contributions are in the structural empirical industrial organization literature in marketing, his research spans a range of substantive topics and methodological approaches. He is currently pursuing a research agenda on emerging markets. Sudhir's papers have received the Little award, the Bass award and the Lehmann award; and have been finalists/honorable mentions for the Green, Wittink and IJRM Best Paper awards. Two of his dissertation papers were nominated to the final ten for the ISMS Long-Term Impact Award from 2009-11. Sudhir currently serves as senior editor at Marketing Science. He has previously served as an associate editor at Marketing Science, Journal of Marketing Research, Management Science and Quantitative Marketing and Economics and on the editorial boards of the Journal of Marketing and Journal of Retailing. He received his doctorate from Cornell University.



Gerard Tellis

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Marshall School of Business*

Gerard J. Tellis is professor of marketing and management, Neely Chair of American Enterprise, and director of the Center for Global Innovation at the USC Marshall School of Business. He specializes in innovation, new product diffusion, emerging markets and advertising. He has published five books and more than 100 papers that have won more than 20 awards. He is a distinguished professor of marketing, Erasmus University and research professor at the Judge Business School, Cambridge University. He is an associate editor at Marketing Science and Journal of Marketing Research and VP of external relations for INFORMS Society of Marketing Science. He received his PhD from the University of Michigan.



Jacquelyn Thomas

*Southern Methodist University
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Jacquelyn Thomas is an Associate Professor of Marketing at the Cox School of Business of Southern Methodist University. Her research is in the areas of CRM, direct marketing, multi-channel retailing and marketing communications. She has published in the Journal of Marketing Research, Journal of Marketing, Marketing Science, Harvard Business Review, Journal of the Academy of Marketing Science, Journal of Retailing, International Journal of Research in Marketing, Journal of Service Research, and the Journal of Interactive Marketing. She has won the Marketing Science Institute/ H. Paul Root Award and the Journal of Interactive Marketing best paper award. She is on the editorial board of the Journal of Marketing. Currently she teaches Marketing Management, Business Metrics, and Marketing implementation. She has served on the faculty of Stanford University, Emory University, Northwestern University and at Southern Methodist University. She has won several teaching awards and an Innovative teaching award. She holds a Ph.D. and M.S. in Marketing, and a B.A. in Mathematics all from Northwestern University.


Stijn van Osselaer

Cornell University

Samuel Curtis Johnson Graduate School of Management

Stijn van Osselaer is professor of marketing at Cornell's Johnson Graduate School of Management. His research focuses on branding, customer loyalty and the influences of learning, memory and cognition in consumers' decisions. Stijn's work has appeared in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing* and several other scientific journals. He is an associate editor at the *Journal of Consumer Research* and serves on the editorial review boards of the *Journal of Marketing*, *Journal of Consumer Psychology* and *International Journal of Research in Marketing*. At Johnson, Stijn teaches the core marketing course. He previously taught at the University of Chicago's Booth School of Business, London Business School and Rotterdam School of Management. In 2012-2013, he was a visiting research scholar at the University of Colorado's Leeds School of Business. Stijn is the president-elect of the Society for Consumer Psychology, co-chaired the 2010 annual conference of the Association for Consumer Research, and served as a member of ACR's board of directors. He has won awards for research, teaching and service.


Alice Wang

University of Iowa

Henry B. Tippie College of Business

Jing (Alice) Wang is associate professor of marketing and Henry B. Tippie Research Fellow in the Tippie College of Business at the University of Iowa. She received a PhD in marketing from the Kellogg School of Management at Northwestern University. Her research focuses on the effectiveness of marketing communications. She seeks to improve marketing communication effectiveness by understanding how consumers may differ on personality traits, processing styles, motivational orientations and individual differences. She also studies how media strategies can enhance the effectiveness of marketing communications. Her research has appeared in the *Journal of Marketing Research*, the *Journal of Consumer Research*, and the *Journal of Consumer Psychology*.


Kate White

University of British Columbia

Sauder School of Business

Kate White is associate professor and division chair of Marketing and Behavioral Science at the Sauder School of Business, University of British Columbia. Kate holds a professorship in consumer insights, prosocial consumption and sustainability, where she teaches courses in consumer behavior and sustainability marketing at the bachelor's, master's and doctorate levels. Kate's research is focused on how social influence impacts consumer decisions and choices. In addition, she is interested in sustainability marketing and encouraging ethical consumer behaviors. Kate has received the Dean's Award for Research Excellence and has been identified as Young Scholar by the Marketing Science Institute. She currently serves as associate editor for the *Journal of Marketing Research* and is on the editorial review board of the *Journal of Consumer Research* and the *Journal of Consumer Psychology*. Her research has been presented at numerous national and international conferences. Kate's published work has appeared in top tier journals including *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology* and *Journal of Personality and Social Psychology*.


David Wooten

University of Michigan

Stephen M. Ross School of Business

David Wooten is the Alfred L. Edwards Associate Professor of Marketing at the University of Michigan's Ross School of Business. He previously served on the faculties of Columbia University and the University of Florida. David's research focuses on social influences on consumption, self-presentation and consumer culture. His work has been published in leading outlets for consumer research and has been cited in such outlets as *The New York Times* and *CNN.com*. His article on ridicule as a mechanism for consumer socialization was a finalist for the JCR Best Paper award in 2009 and his research on knowledge signaling in

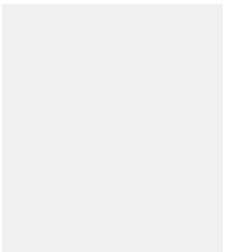
word-of-mouth communications, with Grant Packard, won the best paper award at the 2011 SCP Conference. He is on the editorial review boards of the Journal of Consumer Research, Journal of Consumer Psychology and Journal of Sport Management. He has served as co-chair for the 2013 AMA-Sheth Doctoral Consortium, co-chair of the 2013 ACR Forums, co-chair for the 2009 ACR Doctoral Symposium, co-chair of the 2009 CCT Conference, chair of the SCP Ethnic Minority Affairs Committee and as a member of the program committee for multiple ACR and SCP conferences.



Sha Yang

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Sha Yang is a professor of marketing at Marshall School of Business at the University of Southern California. She received her bachelor's degree in international economics from Renmin University of China, master's degrees in economics, statistics and marketing, and a PhD in marketing from The Ohio State University. Her research focuses on developing models and making inferences on consumer purchase behavior and market competition. Her recent research interests include Internet advertising and word of mouth. Yang has published more than 20 articles and serves on the editorial board of Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics and Marketing Letters. Yang has collaborated with companies such as Visa, Miller Brewing Company, PepsiCo, CBS, Nielsen Media Research, Kantar Group, Taobao.com and CCTV.



Carolyn Yoon

*University of Michigan
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Carolyn Yoon is an associate professor of marketing at the Stephen M. Ross School of Business. She is also affiliated with the department of psychology and the Institute for Social Research at the University of Michigan. Her research interests are focused on understanding psychological and neural mechanisms underlying judgment and decision processes across the lifespan in socio-cultural and consumer-related contexts. Her recent projects include examining how contextual factors influence consumption and decision-making among older consumers and exploring the neural bases of consumers' judgments. She is an expert in cultural neuroscience, an emerging research discipline that investigates cultural variation in psychological, neural and genomic processes as a means of understanding the relationship among these processes and their effects on behavioral outcomes. She is an associate editor at the Journal of Marketing Research, and serves on the editorial boards of numerous journals including the Journal of Consumer Research and the Journal of Consumer Psychology. She is a fellow of the Association for Psychological Science.



Jie Zhang

*University of Maryland
R. H. Smith School of Business*

Jie Zhang is associate professor of marketing and the Harvey Sanders Fellow of Retail Management at the Smith School of Business at the University of Maryland. She received her doctorate in marketing from the Kellogg School of Management at Northwestern University. Her research applies advanced econometric and statistical models to study consumer purchase behaviors and various retail strategies. Her recent projects focus on online promotion customizations and shopping behavior, loyalty programs and innovative promotion strategies in the digital and multichannel retail environments. Jie has published articles in top marketing and management journals such as Marketing Science, the Journal of Marketing Research and Management Science, and has won several prestigious research awards. She serves on the editorial review board of the Journal of Marketing and the International Journal of Research in Marketing, has been appointed as an associate editor for Customer Needs and Solutions and has won the Journal of Marketing Outstanding Reviewer Award. Jie teaches advanced marketing analytics models and retail management at the Smith School and has won many teaching awards.

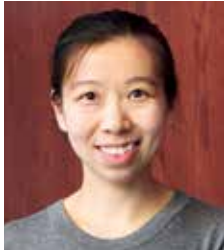


Juanjuan Zhang

MIT

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Juanjuan Zhang is associate professor of marketing at the MIT Sloan School of Management. She holds a PhD in business administration from the University of California Berkeley and a bachelor's degree from Tsinghua University. Zhang studies social interactions and marketing strategies. Her research covers industries such as consumer goods, social media and healthcare, and functional areas such as product development, pricing and sales. Her work combines theoretical and empirical methods, aiming to understand the root cause of market phenomena and derive optimal strategy recommendations. Zhang is a winner of the Frank Bass Award for the best marketing thesis, a two-time finalist for the John Little Award for the best marketing paper and a Marketing Science Institute Young Scholar. She is an associate editor of *Management Science* and *Quantitative Marketing and Economics*. She also serves as the vice president of membership of the INFORMS Society for Marketing Science. Zhang teaches marketing management at MIT Sloan. Among other recognitions, she has received the MIT Arbeloff Fund for Excellence in Education and the Jamieson Prize ñ the most prestigious of MIT Sloan's teaching awards.



Rui Juliet Zhu

Cheung Kong Graduate School of Business

Rui (Juliet) Zhu is professor of marketing at Cheung Kong Graduate School of Business, Beijing, China. She has done extensive research on consumer behavior, creativity and advertising. Juliet has published in leading journals including *Science*, *JCR*, *JMR* and *JCP*. She currently serves as an associate editor at *JCP* and on the editorial board at *JCR*. Juliet received her PhD from the University of Minnesota. Prior to joining CKGSB, she was on the faculty at UBC and Rice University.

CONSORTIUM FACULTY MISSING BIOS AND PHOTOS

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Joel Huber, Duke University

Ashlee Humphreys, Northwestern University

George John, University of Minnesota

Aradhna Krishna, University of Michigan

Subrata Sen, Yale University

Sharon Shavitt, University of Illinois at Urbana-Champaign

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