


Ajay Abraham

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

Ajay Abraham is a doctoral candidate at the University of Maryland. His interests include pricing, attention and morality, and his dissertation proposal won the 2012 Behavioral Pricing Dissertation Award from Fordham University's Pricing Center. Ajay uses meta-analytic and experimental evidence to identify new conditions under which surcharges help marketers. He also uses eye-tracking experiments to study the role of attention in the effects of surcharge magnitude and a new moderator, typicality, the degree to which surcharges are a category norm. Ajay was awarded best discussant at the 2013 Haring Symposium, and his work has appeared in *Sloan Management Review* and been presented at the annual conferences of the Association for Consumer Research, the Society for Consumer Psychology, the Academy of Management and the Society for Industrial and Organizational Psychology. His prior jobs have spanned marketing, research, teaching, teaching assistance and technology at Microsoft, Indian School of Business, Wipro Technologies, UST Global and Mahatma Gandhi University. He is a computer science engineer from MGU, and his graduate studies in management were at ISB.


Mehdi Akhgari

*University of Manitoba
Asper School of Business*

Mehdi Akhgari is a third-year PhD student in marketing, working under the supervision of Dr. Ed Bruning. Mehdi's research interests are in the area of marketing strategy and consumer behavior, specifically loyalty, relational exchange, consumer attitudes, consumer well-being and religious commitment. Mehdi has presented his research at major conferences such as ACR and ASAC. It is expected that he defend his proposal in the summer 2014. His work for PhD dissertation is about consumer loyalty, its components and its predictors. Mehdi holds a master's degree in textile management and a bachelor's degree in textile engineering.


Gizem Atav

*State University of New York at Binghamton
School of Management*

Gizem Atav is a PhD candidate in marketing at State University of New York at Binghamton. Her main research interests are focused on consumers' commitment to self-regulation goals such as saving money, losing weight and recycling. Her dissertation is centered on the differences between attainment and maintenance goals and how different strategies can increase commitment to these different types of goals. In addition to her dissertation, Gizem is working on projects in judgment and decision-making. She is also teaching undergraduate courses in marketing at SUNY Binghamton. Prior to pursuing her PhD, Gizem earned her bachelor's degree in global and international affairs from Bogazici University in Turkey and SUNY Binghamton. She also earned her MBA from SUNY Binghamton.


Ana Babic

HEC Paris

Ana Babic is a fourth-year doctoral candidate in marketing at HEC Paris, France. Her research focuses on interpersonal communication. In her dissertation, Ana investigates the impact of electronic word of mouth on business performance and the role of consumers' visual attention in eWOM evaluation. Ana has other projects where she explores consumer deviance, nostalgia and social identity in several online communities. The research methods Ana uses range from meta-analysis to eye-tracking and netnography. Ana currently has a paper under review at *Journal of Marketing Research*. She also presented her research at leading marketing conferences including EACR and EMAC in 2013 and Marketing Science in 2014. She has served as a reviewer for EMAC and ACR. Ana's teaching interests include new media marketing and marketing management, which she already taught at the

undergraduate level. She co-authored marketing case studies and high school marketing textbooks. Prior to joining the doctoral program, Ana earned an MBA in marketing in 2010 and a bachelor's degree in economics and management in 2007, both from Zagreb School of Economics and Management, Croatia. She anticipates receiving her PhD in June 2015.

Charan Bagga

*"Western University, Canada"
Ivey Business School*



Charan Bagga is currently a PhD candidate in marketing at Ivey Business School, Canada. His research interests are in the domains of branding, innovation, competitive strategy and alternate market exchange formats. Charan is particularly interested in examining how consumers' cognitive beliefs about brands and product markets interact with extreme manifestations of innovation – trivial innovation at one end and radical innovation at the other end. His dissertation examines whether the first-mover advantage provided by trivial attribute differentiation sustains in the event of competitive retaliation. Charan has presented his research at the ACR, Marketing Science and other international conferences. He is also interested in international business and has co-authored a chapter in a 2012 book titled, *Global Strategies for Emerging Asia*. Prior to academia, Charan has had eight years of industry experience as a senior manager in sales and consulting at global corporations including CSC, Progressive, Standard Chartered and HCL in the United States, Singapore and India. He holds an MBA from the Indian Institute of Management, Bangalore, and has an undergraduate degree in industrial engineering.

Sara Bahnson

*University of Oregon
Lundquist College of Business*



Sara Bahnson is a PhD candidate in marketing at the University of Oregon. Her research focuses on group influences on consumer behavior in online communities. Sara's dissertation research examines how status presentation influences participation in the online community context and uses a variety of methods including experiments, secondary data analysis, and survey research to address the question, does status presentation matter? Before entering the PhD program, Sara worked in account management for clients such as Hewlett-Packard, Cisco and Kohler.

Aditi Bajaj

*Georgia Institute of Technology
Scheller College of Business*



Aditi Bajaj is a doctoral candidate at the Scheller College of Business, Georgia Institute of Technology. Aditi's research deals with psychological aspects of design and visual branding. Her primary interests include the role of visual brand elements—logos, packaging, promotional material—in conveying brand meaning, and the processes by which discrete design characteristics influence consumer judgment. In other research, she examines how consumers utilize visual cues to form brand evaluations and the role of individual traits such as interpersonal orientation and contextual factors such as product category in the integration of visual information. Prior to joining the PhD program, Aditi worked as an insights manager at Landor Associates, the world's leading brand consulting and design firm. She received her master's degree in integrated marketing communications from the Medill School at Northwestern University, and her bachelor's degree in business management from Mohanlal Sukhadia University, India.


Somnath Banerjee

*University of Central Florida
College of Business Administration*

Somnath Banerjee is a fourth-year PhD candidate in marketing at University of Central Florida. His research interests include sales management, internet marketing, distribution channels, marketing strategy and analytic models. Somnath is studying incentives in sales force management in his dissertation. More specifically, as part of the first dissertation essay he studies why and how sales organizations design forced ranking policies. In another essay, he looks at how firms choose between hunter-farmer and hybrid sales account management models. In the third essay of his dissertation, Somnath provides an alternative explanation for the phenomenon of Peter Principle in sales managerial promotions. He has presented some of his research at the Marketing Science conferences. Somnath has taught courses in marketing strategy and international marketing at UCF. He also received the Graduate Dean's Fellowship and the Research Excellence Fellowship at UCF. Prior to joining the PhD program, he worked for five years in management of sales and distribution of banking and financial services. He has an honors bachelor's degree in physics from Patna University and an MBA from IMI Delhi, India.


Kate Barasz

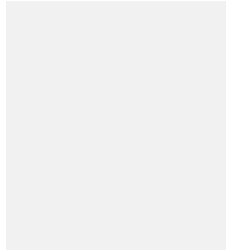
*Harvard University
Harvard Business School*

Kate is a fourth-year doctoral student in the marketing unit at Harvard Business School. Her broad research interests are in judgment and decision-making. She is currently focusing on the mistaken inferences we make after observing other people's choices. In one working paper, Kate and her co-authors look at the incorrect conclusions we draw after seeing someone choose between two dissimilar goods. They find that observers erroneously assume that the unchosen, dissimilar item was disliked and actively rejected; in contrast, these same observers readily acknowledge their own ability to simultaneously like dissimilar things, and do not systematically reject dissimilar things for themselves. This mistaken belief — that dissimilarity equals dislike — leads to a distinct self-other gap in preference predictions. Kate is also interested in presentation and framing effects that alter choice and behavior. More generally, she hopes to apply some of her research to a medical decision-making context. Kate received her bachelor's degree in economics and public policy studies from Duke University in 2006. After graduating, she worked at Bain & Company as a management consultant.


Ernest Baskin

*Yale University
Yale School of Management*

Ernest Baskin is a doctoral candidate at Yale University's School of Management. His research focuses on consumer behavior and judgment and decision-making. Some representative projects include looking at how people mispredict their future choices in areas such as gift-giving and gambling. His research has been published in both the *Journal of Consumer Research* and the *Journal of Marketing Research*. Prior to Yale, Ernest worked professionally as a healthcare and marketing consultant at ZS Associates. Ernest graduated Summa Cum Laude with a bachelor's degree in Economics with concentrations in finance, statistics and OPIM from the Wharton School and a bachelor's degree with honors in anthropology from the College of Arts and Sciences at the University of Pennsylvania.



Taylor Bentley

*Washington University in St. Louis
Olin Business School*

After receiving his undergraduate degree, Taylor Bentley worked in Hollywood producing movie trailers and TV spots. From 2008 to 2010, he worked on an MBA with a focus on marketing at Washington University in St. Louis. Working with professor Tat Chan, Bentley earned the Milford Bohm Prize in marketing and the designation as a Knight Scholar. In 2010, he began work in the PhD program at Washington University. His focus has been on sponsored search advertising, testing the theoretical signaling model as it applies to search advertising, finding not only significant evidence of signaling behavior but also that a positive information externality exists that often outweighs the standard competitive substitution effect. His second paper examined the role of organic links as a source of information and their impact on sponsored link clicks. He has authored two papers with Professor Seetharaman; one in which they analyze \bar{n} and propose a solution to \bar{n} the mathematical source of the number-levels-effect in conjoint, and one in which they adapt the EBA model to both handle continuous variables and be estimable on scanner panel data.



Jeffrey Boichuk

*University of Houston
C.T. Bauer College of Business*

Jeff is a doctoral candidate at the University of Houston, interested in strategy and empirical modeling research. In particular, he enjoys working with companies to solve real-world problems in the areas of business-to-business marketing and sales force effectiveness. For his research on earnings management practices in the sales force, Jeff was named an ISBM Business Marketing Doctoral Fellow. He has published in the Journal of Marketing and Journal of Retailing.



Inyoung Chae

*INSEAD
INSEAD*

Inyoung Chae is a doctoral candidate in the marketing department at INSEAD. Her research interests focus on the effectiveness of the Internet marketing \bar{n} viral marketing, hybrid online content strategy and online advertising \bar{n} that has garnered enormous attention since its introduction. In particular, beyond conventional studies leaning on the positive impact of these strategies, she pays attention on their hindsight effects by investigating whether the strategies hurt the focal brand's own other products, benefitted its competitors, or overwhelmed its consumers with abusive use. Her selected stream of works includes the diverse roles of user-generated content in content marketing to contribute to and compete with publisher-generated content, the viral marketing campaign's spillover effects across heterogeneous populations, brands, and categories of viral marketing, and the potential negative consequences of online advertising volume and timing. To address her research questions, she applies econometric and statistical approaches, mainly Bayesian methodology, to large-scale secondary data sets that have been harvested through online cookies and web-crawling methods.



Charlene Chen

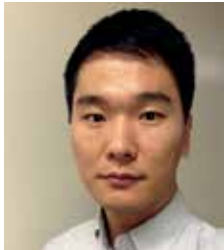
*Columbia University
Columbia Business School*

Charlene Chen is a fourth year PhD candidate in marketing at Columbia Business School. Her research investigates how consumers regulate their internal psychological states through consumption behavior. In particular, she examines how different emotions and motivational needs such as the fundamental desire for control influence consumers' judgment and decision-making. Originally from Singapore, Charlene received a bachelor's degree with first class honors in psychology from the National University of Singapore before moving to the United States, where she received a master's degree in clinical psychology from Teachers College, Columbia University.


Rocky Peng Chen

*The University of Hong Kong
School of Business*

Rocky Peng Chen is a third-year PhD candidate in marketing at the University of Hong Kong. He studies consumer behavior and is particularly interested in anthropomorphism and consumer decision making. In Rocky's dissertation, he examines how anthropomorphism of products and brands influences consumer preference and choice from both a motivation perspective and an information processing perspective. He has been invited to present his research at the Association for Consumer Research North American Conference. Prior to his doctoral studies, Rocky received a bachelor's degree in management from Sun Yat-sen University and a master's degree in economics from the University of Hong Kong.


Yongbum Choi

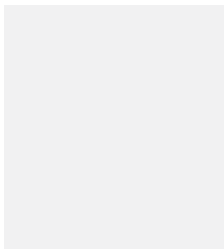
*Syracuse University
Whitman School of Management*

Yongbum Choi is a third-year doctoral candidate in the department of marketing at the Whitman School of Management, Syracuse University. His main research interests are in multi-channel distribution, Internet channel, product assortment decisions and network analysis. More specifically, he develops a game-theoretic model of multi-channel retailer within various channel structures and examines the economic incentives and the underlying strategic forces that shape the channel player's product assortment strategies and the resulting pricing decisions. In another project, he investigates the impacts of manufacturer's Internet channel entry decision on the entire channel's profitability. He taught brand management using Markstrat simulation at the undergraduate level. Prior to joining the program, Yongbum received a master's degree and a bachelor's degree in business administration from the Korea University.


Sokiente Dagogo-Jack

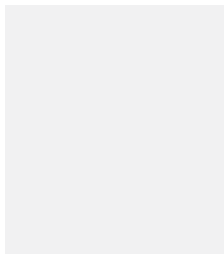
*University of Washington
Michael G. Foster School of Business*

Sokiente Dagogo-Jack is a fourth-year doctoral candidate at the University of Washington. His main research interests concern the effects of temporal self-comparisons, or comparing the present self to the past self. For example, in one project, he investigates the conditions under which temporal decline will increase self-improvement motives and purchases made to that end. In related work, he explores the effects of merely engaging in temporal self-comparisons on consumers' perceptions of product differentiation. In other research, Sokiente examines the contexts in which health messaging inadvertently undermines healthy behavior. One project views this issue through the lens of emotions and demonstrates the anxiety-driven effects of consumers' responses to high-risk health messages. A second project approaches this topic from a social norms perspective and explores the moderating influence of dynamic information in normative health messages. Sokiente currently has a paper invited for revision at the Journal of Consumer Psychology. Prior to entering the program, Sokiente was an undergraduate at Harvard University, where he received an bachelor's degree in economics.


Ilgim Dara

*UMass, Amherst
Isenberg School of Management, UMass, Amherst*

Ilgim completed her MBA at Bogazici University as the top student. She was a brand manager of Hyundai Turkey for two years, where she enhanced brand power of Hyundai in Turkey by organizing and coordinating image enhancement activities utilizing market research, which ultimately allowed Hyundai to become the most-improved in the market according to the 2011 Ipsos and Synovate Brand Attitude Survey and the 2011 Integration and Ipsos Market Contact Audit. She started her marketing PhD at Isenberg School of Management, UMass, Amherst in 2012. Her main research interests are information processing and decision making, creativity perception in advertising, role of discrete emotions in marketing and consumer culture theory.


Cassandra Davis

*University of Arkansas
Sam M. Walton College of Business*

Cassandra Davis is a third-year doctoral candidate at the Sam M. Walton College of Business, University of Arkansas. Her main research interests include social influence, consumer well-being, emotion and information processing. Cassandra's dissertation examines the impact of negative identity and consumer behavior and is funded by a grant from the Walton College of Business. She was selected as the doctoral student in residence for Villanova University's Center for Marketing and Public Policy Research and has presented her work at leading conferences including the American Marketing Association, Marketing and Public Policy and the Association for Consumer Research. Cassandra holds bachelor's degrees in marketing and international relations from the University of Missouri-Columbia and a master's degree in finance from Rockhurst University. Prior to pursuing her doctoral degree, Cassandra worked for seven years as a sales manager for Philip Morris USA and Altria Group, Inc.


Keyvan Dehmamy

*Goethe University Frankfurt
Department of Marketing*

Keyvan Dehmamy was born in Tehran, Iran. He completed a bachelor's degree with majors in biomedical engineering and economics, and a master's degree in quantitative economics with concentrations in macroeconomics and finance at Goethe University Frankfurt, Germany. He is currently a PhD student in marketing under supervision of Thomas Otter, and this year is on the job market. His main research interests are Bayesian modeling in marketing and economics, elicitation of subjective probabilities and choice modeling.


Florian Deutzmann

*University of Navarra
IESE Business School*

Florian Deutzmann is a PhD candidate in marketing at IESE Business School, Barcelona. His main research interests focus on strategic marketing decisions such as new product introductions and phenomena with potential for market-wide impact. To study related topics, Florian builds on modern econometric modeling approaches. He applies his research to entertainment products, with a special interest in the video game industry. During his graduate studies, he researched as a scholar at IESE Business School and as a visiting researcher at Erasmus School of Economics, Rotterdam, The Netherlands. Florian studied business administration at the University of Cologne, Germany, and at Dublin City University, Ireland, and holds a Diplom-Kaufmann degree (master's equivalent). He graduated from the international CEMS program with a master's degree in international management from HEC Paris and the University of Cologne. He is a recent master's of research in management graduate from IESE Business School.


Pierre-Yann Dolbec

*York University
Schulich School of Business*

Pierre-Yann Dolbec, a Vanier Canada Graduate Scholarship recipient, is completing his PhD at the Schulich School of Business, York University. His research program is focused on the dynamics underlying changes in markets and culture, with an emphasis on the role of space, consumers' practices and institutions. In his current research projects, he relies on a variety of methods, including in-depth interviews, ethnography, netnography, content analysis and archival research, to theorize how consumers unintentionally bring about market-level changes, how taste changes and how markets are spatially structured. His article published in the *Journal of Retailing* is one of its 20 most-downloaded articles since January 2013. He has also published a book chapter in the *SAGE Handbook of Qualitative Data Analysis*, ed. Uwe Flick, on netnographic analysis. He has presented at the Association for Consumer Research, the European Association for Consumer Research and the Consumer Culture Theory conference.



Ceren Ekebas

*Old Dominion University
College of Business and Public Administration*

Ceren Ekebas-Turedi is a doctoral candidate in marketing at Old Dominion University, Norfolk, Va. She earned her master's degree from Rochester Institute of Technology in engineering management-systems engineering. Her main research interests can be categorized into these broad areas: sensory marketing, consumer emotions, neuromarketing and green marketing. Her dissertation focuses on sensory marketing and investigates how its applications to products influence consumers in the context of co-branding. She was selected as the recipient of Old Dominion University Outstanding Doctoral Student in Marketing award in 2013. She worked as a strategic planning specialist for several years in a multinational glass packaging company. She teaches consumer behavior, advertising and other marketing courses. She is the current president of the ODU Business Administration Doctoral Student Association.



Ioannis Evangelidis

*Erasmus University Rotterdam
Rotterdam School of Management*

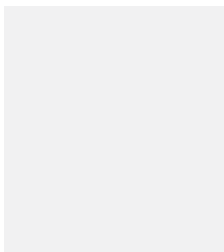
Ioannis Evangelidis is a fourth-year PhD candidate in the department of marketing management at the Rotterdam School of Management, and a visiting research scholar at the Stanford Graduate School of Business. He holds a bachelor's degree in marketing and communication from Athens University of Economics and Business and a master's degree cum laude in business administration from Rotterdam School of Management. Ioannis investigates judgment and decision-making in the context of choices that affect societal welfare. Specifically, he is interested in identifying heuristics pertaining to how individuals process information about attributes and their numerical values. His research has been published in the Journal of Marketing Research and in Psychological Science, and has received worldwide media coverage in the Boston Globe, Huffington Post, Chicago Tribune, Die Welt, Stanford Social Innovation Review and Nation's Health. In his spare time, Ioannis plays rhythm guitar for a metal band.



Tatiana Fajardo

*University of Miami
School of Business Administration*

Tatiana Fajardo is interested in how the symbolic \bar{n} as opposed to sensory \bar{n} value of design choices influences the effectiveness of brand assets. The first essay of her dissertation examines the impact of brand logo frames. She argues that the effect of a logo frame is twofold: A logo frame can reduce perceptions of purchase risk, or generate feelings of confinement. Therefore, the effect of a logo frame can be positive or negative depending on the purchasing context. The second essay of her dissertation examines the effect of brand name length, finding that longer brand names are perceived as more unique. Conversely, shorter brand names are preferred when a need for efficiency is activated. The third essay of Fajardo's dissertation examines the effect of perceived motion in brand logos. She finds that logos which imply movement are more effective when they are paired with "vice" products. This effect is moderated by the direction of movement.



Kristopher Floyd

*University of Texas at Arlington
College of Business*

Kristopher Floyd received a bachelor's degree in education from Appalachian State University and an MBA from the University of Texas at Arlington. His work experience includes retail sales as an undergraduate, teaching for 10 years following his bachelor's degree and financial advising following his MBA. He is currently a PhD student at UTA in the department of marketing. Floyd's research interests center on communication strategies that influence decision-making to enhance pro-social behavior. His dissertation research focuses on branding in the nonprofit domain, by investigating the opportunity to ease

donor decision-making through nonprofit brand knowledge. In addition, he is investigating communication strategies that differentially influence nonprofit brand knowledge and donor decision-making outcomes. He recently published a paper in the *Journal of Retailing* on electronic word-of-mouth and sales. He has a paper under advanced review at *Journal of Business Research* focusing on impersonal and interpersonal communication and their influence on smoking intent in adolescents.



Beth Fossen

*Emory University
Goizueta Business School*

Beth Fossen is a PhD student in marketing in the Goizueta Business School at Emory University in Atlanta, Georgia. Her primary research interest lies in branding and focuses on investigating digital and social media strategy. Her work has explored issues of assessing the direct and spillover effects of brand scandals using the sentiment of social media conversation and investigating how calls to action in television advertising drive online social media mentions about brands. Her work has also explored the concept of human brands including issues of modeling brand value in the human brand context. She is an empirical modeler and uses a variety of methodological techniques to address research questions. Most frequently, she utilizes Bayesian statistics in her research. Prior to joining the doctoral program at Goizueta, she worked as a political consultant running new media, telecommunication and print media campaigns for political candidates.



Alexa Fox

*University of Memphis
Fogelman College of Business & Economics*

Alexa is a marketing PhD candidate who recently completed her third year at the Fogelman College of Business & Economics, University of Memphis. She serves as chair of DocSIG, the American Marketing Association special interest group for marketing doctoral students. Alexa's research interests include digital marketing, online consumer reviews, neuromarketing, and online privacy. Her dissertation seeks to gain a better understanding of the linkage between textual characteristics of online consumer reviews and company performance as well as how reviews influence consumers' information processing. Alexa's work has appeared or is forthcoming in various journals including the *Journal of Advertising*, *Journal of Current Issues & Research in Advertising* and *Journal of Transportation Security*, as well as at various national conferences. She was recently named a winner of a research grant in the MSI Research Competition on Social Interactions and Social Media Marketing. Alexa holds a bachelor's degree in international business and a master's degree in strategic marketing from the University of Akron.



Wesley Friske

*Texas Tech University
Rawls College of Business*

Wesley Friske is a doctoral candidate in the Rawls College of Business at Texas Tech University. His research area is marketing strategy. He has published papers on the topics of retailing, supply chain management, and electronic commerce in various journals, including the *Journal of Brand Management*, the *Journal of Business Logistics and Electronic Commerce Research and Applications*, among others. He has also taught at the university level, most recently consumer behavior and marketing research. He is currently working on his dissertation, "From Strategy to Performance: Factors Affecting Marketing Plan Implementation." In his spare time, he enjoys fly fishing, fly tying and reading.



Huachao Gao

*University of Texas at San Antonio
College of Business*

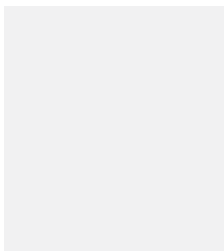
Huachao Gao is a third-year doctoral candidate in the marketing department at the University of Texas at San Antonio. Before joining UTSA, he received a master's degree in marketing from Nanjing University, China. His primary research interest is status consumption, which is about how consumers approach appropriate status symbols through their consumption activities. He is also interested in the effect of cross-cultural differences and local-global identity on a variety of consumer behaviors.



Vanessa Gartmeier

*University of Cologne
University of Cologne - Faculty of Management, Economics and Social Sciences*

Vanessa Gartmeier is a fourth-year doctoral student at the department of retailing and customer management, University of Cologne, Germany. Her research interest focuses on consumer behavior under conditions of psychological distance. Vanessa's dissertation, to be completed in fall 2015, examines how a consumer's psychological distance, especially a consumer's perceived product distance, influences buying decisions and decision-making processes at the point of sale. As part of her doctoral training, Vanessa successfully completed several quantitative PhD courses, including state space models and Kalman filtering, structural equation modeling and causal analysis. Before joining the PhD program, Vanessa earned a master's degree in management and marketing and a bachelor's degree in business administration from University of Duisburg-Essen, Germany. In 2011, she was awarded as best graduate of master studies in the faculty of business administration. During her studies, she gained practical experience as an intern in the steel industry, energy sector and grocery retailing. In her spare time, Vanessa enjoys playing tennis, skiing, reading and traveling.



Aaron Gleiberman

*University of Oklahoma
Price College of Business*

Aaron Gleiberman received his bachelor's degree and MBA from Tulane University in New Orleans. After graduation, Aaron served as the program coordinator of a nonprofit aimed at rebuilding the city after Hurricane Katrina. He went on to the University of Oklahoma to pursue a PhD in marketing under the direction of Dr. Rajiv P. Dant. Aaron's research interests include channels and B2B issues, specifically the dark side of business relationships and conflict resolution, particularly in franchise systems. Additionally, Aaron has received grants for projects investigating issues in corporate social responsibility. He has published works in the Journal of Marketing Management and the European Journal of Marketing. Aaron has presented at numerous conferences where he has won multiple best paper awards. The Price College of Business at the University of Oklahoma has recognized Aaron with both the Outstanding Graduate Teaching and Outstanding Graduate Research awards. He will be defending his dissertation, "Essays in Conflict Resolution: A Comprehensive Model Approach for the Study of Asymmetrical Relationships," in the fall of 2015. Aaron lives in Oklahoma City with his wife, Jamie.



Arun Gopalakrishnan

*University of Pennsylvania
Wharton School*

Arun Gopalakrishnan is a doctoral candidate at the Wharton School, University of Pennsylvania. Arun is interested in how firms and regulators can gain new insights and make better decisions using models of individual-level customer behaviors. He uses a range of techniques including Bayesian methods and dynamic structural models to analyze field and experimental data to characterize behavioral regularities, enable prediction of customer lifetime value and optimize targeted marketing decisions. His dissertation work examines dynamics in customer behavior from two perspectives. In his job market paper,

he introduces a dynamic “goodwill” model of customer relationship lifecycles that drives customer retention and usage. In a separate essay, he introduces a methodology to capture underlying dynamics in latent customer goodwill that jointly drives repeated measures of responsiveness and survey ratings over time. Arun received a bachelor’s degree in electrical engineering from the University of Auckland, an MBA from Penn State University, and a master’s degree in marketing from the University of Pennsylvania. Arun has worked for Motorola Labs as a research engineer and for DuPont as a marketing manager.



Indranil Goswami

*University of Chicago
Booth School of Business*

Indranil Goswami is a PhD student in marketing at the Booth School of Business, University of Chicago. Goswami’s research interests lie at the intersection of Economics and Psychology, including behavioral research that has implications for Public Policy. Apart from controlled laboratory experiments, Goswami uses field experiments and exploits natural experiments in observational data as research methods. His recent projects are focused on designing optimal ask-menus for charitable solicitations, understanding when and how calorie disclosures work in affecting behavior and studying the role of incidental deadlines on judgment and decision making. He is also interested in the role of marketing in social programs in development contexts such as India. At present, he is studying the psychology of incentives, particularly for non-interesting but useful tasks, with a focus on arresting post-reward drop in engagement while ensuring a significant net impact of rewards. In another project, Goswami is trying to run field experiments in India to examine the effect of resource scarcity on trust, and its subsequent effect on the uptake of social programs.



Aditya Gupta

*The Pennsylvania State University
Smeal College of Business*

Aditya Gupta is a PhD candidate in marketing at Pennsylvania State University. His research interests are in the area of inter-firm relationships, sales management, key account management, business-to-business markets and marketing strategy, with special interest in application of social network analysis to business-to-business market problems and empirical modeling. Aditya, in his dissertation, uses network theory to study how the structure of relational ties network within the selling team, within seller network, and the structure of relational ties network with customer representatives, the buyer-seller interfirm network, drive the seller’s profitability from the account. He finds that aligning the networks and teams structure can improve profitability by 10-12%. Aditya won Institute for the Study of Business Markets dissertation proposal competition award and was named as ISBM Doctoral Fellow. He holds a MBA in marketing from Indian Institute of Management Bangalore, India, and undergraduate degree in computer science from Delhi University, India. Prior to joining the PhD program, Aditya worked for nine years in the Indian telecom and software industry.



Jacob Hiler

*Louisiana State University
E.J. Ourso College of Business*

Jacob Lee Hiler is a fourth-year doctoral student in the department of marketing, E. J. Ourso College of Business. He received a bachelor’s degree in 2007 and an MBA in 2009 from Xavier University. Prior to joining academia, his work experience included market research and providing consultative consumer insights in new product development, ad-testing and product testing for Fortune 500 companies. His research focuses on consumer experiences across various contexts including retailing, relationship marketing and consumer culture. His work has appeared at various conferences including ACR, AMA and AMS. His dissertation examines the role of consumer motives and decision rules in

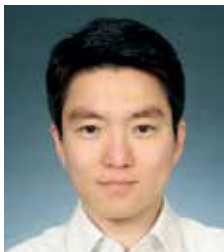
the context of restaurant tipping. Utilizing social norms and equity theories, this research provides insights into how consumers' motives ñ combined with judgments of service quality ñ impact tipping behaviors. Hiler's teaching interests include principles of marketing, consumer behavior, retailing management and marketing research. Hiler was honored with the 2013 Daryl McKee Memorial Award from LSU in recognition of his collegiality and mentoring, and received the 2013 Outstanding Service Award from the Southeast Marketing Symposium.



Stefan Hock

*Virginia Tech
 Pamplin College of Business*

Stefan J. Hock is a third-year doctoral candidate in the department of marketing at Virginia Tech. His research focuses on the financial impact of marketing-related events and consumer well-being. Stefan's dissertation deals with the financial impact of celebrity endorsement scandals and how firms can minimize the financial losses associated with them. His research has been published in Marketing Letters and some of his other work is currently under review at Journal of Marketing, Marketing Letters and Journal of Business Research. Prior to coming to Virginia Tech, he worked as an accountant for Deloitte in Munich and as a strategy consultant for Aon Hewitt in Chicago. Stefan holds a master's degree in accounting and strategic management from Ludwig-Maximilians University in Munich, Germany. In his free time, Stefan enjoys running, hiking, fishing and playing soccer.



Sungtak Hong

London Business School

Sungtak Hong is a PhD candidate in marketing at London Business School. His research interest lies in the inter-related decisions made by manufacturers, retailers and consumers with respect to product variety in the market. As a methodology, his work applies mostly microeconomic models and Bayesian inferences. The first essay of his dissertation looks at retailers' assortment of goods from multiple product categories and examines how consumers' perceptions of such assortment influence their category purchase decisions. In addition, he has ongoing projects that investigate firms' brand portfolio strategies when faced with new market entrants and supply side shocks such as tax hikes. Prior to joining the PhD program, Sungtak worked as a research fellow at the International Growth Centre, London, and as an account manager at Nieslen Company, Seoul. He holds a master's degree in economics from the London School of Economics and a bachelor's degree in economics from Sogang University.



Yufeng Huang

*Tilburg University
 School of Economics and Management*

Yufeng Huang is a PhD student in the department of marketing at Tilburg University, advised by Bart Bronnenberg and Tobias Klein. Huang obtained a research master degree in economics and joined department of marketing in 2011. Huang will be on the AMA job market this summer. Huang's primary area of interest is consumer demand estimation in quantitative marketing. He is also interested in other areas of industrial organization and applied structural econometrics. In his job market paper, "Learning by doing and the demand for advanced products," he measures and characterizes the evolution of consumer skills, or human capital, in product usage. In a dynamic discrete choice framework, this paper then empirically studies the implication of learning by doing on consumer demand for entry- and advanced- digital cameras. Jointly with Bart Bronnenberg, Huang is also working on multiple discrete choice models with consumer decision costs. In one project, using a search framework, they study the implication of per-product costs of attention on the demand for consumer packaged goods.



Nima Jalali

*University of Wisconsin-Milwaukee
Lubar School of Business*

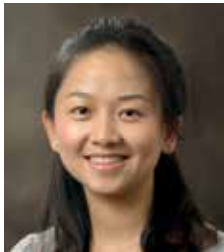
Nima Jalali is a PhD candidate in marketing at the Lubar School of Business, University of Wisconsin-Milwaukee. He completed his bachelor's degree in engineering, and he holds an MBA in marketing from University of Tehran. His primary research interest lies in the area of digital and internet marketing. In his dissertation, he explores virality of brand's communication on social networks by employing quantitative models. Specifically, he empirically studies the effect of brand and product category on transmission of the content originated from brands by individuals. He also teaches internet marketing, international marketing and introduction to business statistics at the undergraduate level.



Anna Jansson Vredevelde

*University of Connecticut
School of Business*

Anna Jansson Vredevelde is a doctoral candidate in marketing at University of Connecticut. Her research explores consumption of experiences, including how consumers organize their experiential motives and how consumers use brands to construct their desired experiences. For example, one of her projects explores how traveling consumers purposefully and proactively use brands when constructing their cultural experiences. Other research interests include the consequences of moral identity for consumer-brand engagement and moral framing of counterfeit consumption by genuine-item consumers. She has presented her research at several conferences, including ACR and AMA. Anna has taught both introduction to marketing management and strategic brand management at University of Connecticut. Before entering the doctoral program at University of Connecticut, she earned an MBA from the University of North Carolina at Greensboro and a master's degree in marketing from Lund University, Sweden.



Duo Jiang

*University of Illinois at Urbana Champaign
Business Administration*

Duo Jiang is a fourth-year doctoral student in marketing at University of Illinois at Urbana-Champaign. She has two main research interests: power and choices, action/inaction states and decision-making. For example, in one of her projects, she investigates how feelings of power shape consumers' variety seeking tendency in choices involving different relationships. In another project, she explores how action/inaction state of consumers makes an impact on their responses to promotional messages employing the time limits strategy. She mainly uses lab experiments, field experiments and meta-analysis as her methodology. Prior to joining in the doctoral program, she earned a bachelor's degree in psychology and a master's degree in marketing from Peking University, and a master's degree in social science from the University of Chicago.



Li Jiang

*University of California, Los Angeles
Anderson School of Management*

Li Jiang is a PhD Candidate in marketing at the Anderson School of Management at UCLA. Li's research interests include experiential purchases, consumption experience and coping. Her research examines how the endowment effect differs between experiential and material products and the role of mental imagery in this process. She is also interested in how consumers cope with stress, embarrassment and lack of control. She plans to examine how experiential purchases can serve as a better coping mechanism compared to traditional retail therapy. Li's work has been presented at ACR, SCP, SPSP and APA conferences. Prior to entering the PhD program, Li earned her bachelor's degree in neuroscience from the Beijing Normal University and her master's degree in neuroscience from the University of Pennsylvania.



Catherine Johnson

*University of Alabama
Culverhouse College of Commerce and Business Administration*

Catherine (Katy) Johnson is completing the third year of her PhD program in marketing at the Culverhouse College of Commerce and Business Administration at the University of Alabama. As a doctoral student, her primary research interest is in sales, including management control systems, salesperson individual differences as predictors of behaviors and performance, and salesperson negotiations. Her dissertation focuses on the implications of emotional intelligence in salespeople. Katy earned her bachelor's degree, summa cum laude, in German at the University of Kentucky, and her MBA from Minnesota State University, Mankato. She speaks English natively and is also proficient in German. She spent one year studying history and German language at the University of Heidelberg, Germany, took a study tour of Greece during her MBA studies, and participated in an international panel and conference in Rouen, France. Katy spent several years in the banking industry at a community bank, where she worked in various capacities including branch management, customer service, credit analysis and marketing coordination.



Brett Josephson

*Washington State University
College of Business*

Brett's research focuses on marketing/channel strategy, financial performance and relationship marketing. His research pays special attention to the interaction between firms and government, interfirm networks and relational effects, innovation and pricing. His work has appeared to peer-reviewed marketing journals and conferences. Before starting his PhD, Brett worked in commodity trading and the high-tech industry as a marketing and business management director. He developed market-entry strategies for new products, managed CRM activities and interfaced with media members, business leaders and venture capitalists.



Jin Ho Jung

*Oklahoma State University
Spears school of Business*

Jin Ho Jung is a third-year doctoral student in the department of marketing at Oklahoma State University. Jung holds a bachelor's degree in business administration from Chung-Ang University in South Korea, and a master's degree in statistics from The Ohio State University. Jung's main research interests are employee motivation, justice and boundary-spanning roles of service/sales employees. In addition, Jung has a wide range of data-mining techniques. Jung's dissertation topic deals with an understanding of how customer demands or requests influence frontline employees' attitudes and behaviors. Jung's works have appeared in the conference proceedings for American Marketing Association and SAS Global Forum. Jung enjoys playing sports and reading books.



Minah Jung

*University of California, Berkeley
Haas School of Business*

"Minah is a fourth-year doctoral student at the Haas School of Business, University of California, Berkeley. She studies judgment and decision-making, persuasion and consumer social preferences. Minah's research has been supported by the National Science Foundation Graduate Research Fellowship Program and the Gratitude Dissertation Research Fellowship. In her recent paper, "Paying More When Paying for Others," forthcoming in *Journal of Personality and Social Psychology*, she investigated how information about others' kind behavior increased consumers' generosity by comparing behavior under two consumer elective pricing schemes, pay-what-you-want and pay-it-forward. Minah collaborates with for-profit and nonprofit companies and conducts field experiments to investigate behavior in real-world settings. Her two recent papers, "Signaling Virtue: Charitable Behavior under Consumer Elective Pricing" and "Anchoring

Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings,”” are currently under review at the Journal of Marketing Research. Minah received an MBA at the Stern School of Business, New York University and a bachelor’s degree in economics at the University of Chicago. “



Elizabeth Keenan

*University of California, San Diego
Rady School of Management*

Elizabeth Keenan is a PhD candidate in behavioral marketing at the Rady School of Management at UC San Diego and an NSF-IGERT fellow in the global change, marine ecosystems and society program. Elizabeth investigates the antecedents and consequences of prosocial behavior, including elucidating drivers of charitable giving. A subset of her research focuses on topics related to sustainability such as green product preference and choice, recycling, hotel towel reuse and the underlying psychology involved in climate change judgments. With a focus on consumer behavior, she approaches research questions using field, laboratory and online experimental methods. Her research has been published in the Journal of Consumer Research and Nature Climate Change. Elizabeth has a master’s degree in marine biodiversity and conservation from UC San Diego and a bachelor’s degree in biology from Loyola Marymount University. She spent ten years in nonprofit management and education at the Aquarium of the Pacific in Long Beach, Calif., including as the assistant director of education. Elizabeth also worked as a marine educator and divemaster in Roatan, Honduras, and as a high school biology teacher in Lake Elsinore, Calif.



Kihyun Hannah Kim

*Georgia State University
J. Mack Robinson College of Business*

Kihyun Hannah Kim is a doctoral student at the Center for Excellence in Brand and Customer Management, Georgia State University. Her research interests are in empirical marketing strategy, where she solves business problems using econometrics models and Bayesian methods. Substantively, she seeks to understand the purchase decision process and examine the effect of marketing on buyer behavior in customer relationship management and business-to-business marketing domains. She has a forthcoming article in Marketing Science where she, along with the coauthors, studied how the state of economy moderates the effects of service failures and recoveries on customers’ service purchase behaviors. In another forthcoming article in Journal of Marketing Research, she and the coauthors worked on finding the temporal impact of marketing on the formation of different customers’ habits and the impact of these habits on firm performance. Currently, she explores the synergy between marketing and sales efforts to provide optimal resources allocation strategy over the dynamic business life cycles. Hannah received her master’s degree in marketing from Georgia State University and MBA and bachelor’s degrees from Ewha Womans University.



Saejoon Kim

*Drexel University
Lebow College of Business*

Saejoon “Patrick” Kim is a doctoral candidate in the department of marketing in the Lebow College of Business at Drexel University. Broadly, Patrick’s research interests are in global branding strategy. More specifically, he is interested in global branding and firms’ governance structure interaction in internationalization contexts, and the impacts of firms’ differing global branding strategies on firm performance. He currently has working papers concerning these topics. One of his researches on global branding strategy won the best paper award for Global & Cross-Cultural Marketing Track at 2013 AMA Winter conference. His current teaching interest and experience is in new product development and global marketing. Prior to entering the Drexel doctoral program, Patrick earned a master’s degree in marketing with a concentration in marketing research from Temple University.



Sunah Kim

*Purdue University
Krannert School of Management*

SunAh Kim is a PhD candidate at Purdue University's Krannert School of Management. She has a master's degree in statistics from University of Iowa and a bachelor's degree in management from Korea University. Her research interests include consumer dynamic choice, consideration and search models, firm's promotion strategy and empirical I.O. Before joining Krannert School of Management, she worked for Samsung Tesco Co. at club card team as a database marketer.



Robert King

*University of Mississippi
School of Business Administration*

Robert is a doctoral candidate from the University of Mississippi. He has an MBA in marketing and a master's degree in finance and economics from West Texas A&M University. His main research interests lie in the area of marketing strategy, but he has several other projects involving marketing ethics, eWOM, technology embeddedness and engagement and consumer behavior. Outside of Ole Miss, Robert is the vice chair of technology and website content for the AMA DocSIG. Professionally, Robert has worked in marketing as a purchasing agent and event coordinator and outside of marketing as a data analyst and a golf professional. In his personal life, his hobbies include reading, food and spending time with his wife and dogs. His work has appeared or is forthcoming in AMS Review, Journal of Interactive Marketing, Journal of Global Business Management, Journal of Business & Economic Research and Empirical Economic Letters, as well as several presentations at national and regional conferences.



Pianpian Kong

*University of Rochester
Simon Business School*

Pianpian Kong is a Ph.D. student in marketing at the Simon Business School, currently finishing her third year. Her research interests include structural models and estimation, as well as empirical industrial organization, and in particular firms' strategic interaction and optimal decision making in the retail industry. Before joining the Simon School, Pianpian received her Bachelor's degree in economics and mathematics from Shanghai University of Finance and Economics.



Kirk Kristofferson

*University of British Columbia
Sauder School of Business*

Kirk Kristofferson a fourth-year PhD candidate in marketing at the University of British Columbia. His primary research interest is in the area of consumer behavior, with a focus on social influence and prosocial behavior. Investigating the prevalent issues of slacktivism and charitable support allocation, his dissertation examines the motivations of providing initial support for a social cause and the consequences for future prosocial behavior. In addition to his dissertation, his research explores factors that can lead to negative consumer interpersonal interactions, such as envy and scarce consumption environments. Prior to his PhD studies, he spent seven years working in industry in both brand marketing and international sales.


Katina Kulow

*University of South Carolina
Darla Moore School of Business*

Katina Kulow is a fourth-year doctoral candidate at the Moore School of Business at The University of South Carolina. Her research interests are centered on factors that influence consumer decision making, with a focus on peculiar and irrational beliefs and consumer prosocial behavior. Katina's dissertation explores how an individual's belief in karma impacts prosocial behavior and its moderating role on effectiveness of the framing of charitable appeals as self-gains vs. other-gains. In another project, Katina investigates how perceptions of charity incompetence affect donation intentions when taking into consideration individuals' motivations for engaging in prosocial behavior. Her research has been published in the *Journal of Consumer Research*. In addition, she has several working papers that have been presented at conferences such as the Association of Consumer Research and the Society for Consumer Psychology.


Jaehwan Kwon

*University of Iowa
Tippie College of Business*

Jaehwan Kwon is a fourth year PhD student in marketing at the Tippie College of Business, University of Iowa. His research primarily focuses on consumer evaluative judgments and decisions using various experimental methods, from traditional self-reporting data to eye-tracking and on-line game data. His dissertation examines the role of attitude strength on the context effect: specifically, how differing magnitudes and directions of the context effects depending on strength associated with pre-existing attitudes result in distortion of the evaluative space of a product category. His dissertation proposal won the Ballard and Seashore Dissertation Award 2014, which included a fellowship of \$20,000. Before joining the PhD program, he earned his master's degree in marketing at New York University, an MBA from Yonsei University, Korea, and bachelor's degree in environmental sciences at Korea University. He has built his professional career in a construction and development company and in a strategic marketing consulting firm. He considers teaching an important part of his career. He has taught introduction to marketing strategies at the University of Iowa and was awarded Murthy Prize for excellence in teaching.


Hyojin Lee

*The Ohio State University
Fisher College of Business*

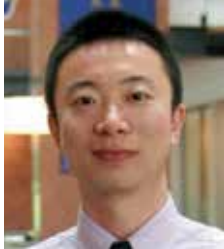
Hyojin Lee is a third-year doctoral student in marketing at the Ohio State University. She holds bachelor's and master's degrees in business administration from Seoul National University. Prior to beginning her graduate studies, she worked for several years as a marketer at Samsung Electronics in South Korea. Her research interests include psychological distance, information processing and visual perception. Drawing from construal level theory, she examines how black-and-white vs. color imagery impacts the way people process information, and how this change in information processing influences feature evaluation and choice in consumer behavior contexts. She also researches how people's visualization of immediate vs. distant future is different in terms of color. Her research has been presented at ACR, SCP and Haring conferences.


Jiaoyang Li

*Texas A&M University
Mays Business School*

"Jiaoyang "Krista" Li is a PhD student of marketing at the Mays Business School of Texas A&M University. She holds a master's degree in international relations and economics from Yale University and a bachelor's degree in marketing from Lingnan University in Hong Kong. Li uses analytical and empirical methods to study marketing strategies in product design and dynamic pricing, accounting for consumers' behavioral bias and bounded rationality. Her research covers industries such as frequently purchased consumer goods,

durable products, vice goods, automobile and pharmaceutical industries. Her research methods are behavioral industrial organization, game theory and Bayesian modeling. Li has taught marketing research to undergraduate students at the Mays Business School of Texas A&M University and four sessions of business statistics to MBA and EMBA students at the Business School of University of Alberta. Prior to joining the doctoral program, Li was a senior statistician for Revonet Inc. and manager of analytical consulting for Symphony Marketing Solutions.



Xingbo Li

*University of Washington
Foster School of Business*

Xingbo Li is a doctoral candidate in marketing at the Foster School of Business, University of Washington. His research interests include consumers' ideologies, motivations and prosocial behaviors. His dissertation focuses on the effect of attachment-related motivations on consumers' empathic emotions and evaluations of brands that are socially responsible. His work has appeared in the *Journal of Consumer Research* and has been presented at the annual conferences of the Association of Consumer Research, Society of Consumer Psychology and Society for Judgment and Decision Making. He is also a doctoral fellow at the 44th Haring Symposium. He received his bachelor's degree in economics from Nankai University in China, and master's degrees in economics and marketing from Virginia Tech. He has taught electronic marketing and introduction to marketing at the undergraduate level.



Tyrha M.Lindsey

*Rutgers, The State University of New Jersey
Rutgers Business School*

Tyrha M. Lindsey is a doctoral student in marketing at Rutgers Business School. She has more than 13 years of experience working in marketing and communications in corporate America, entertainment and nonprofit arenas for such firms as Quincy Jones/David Salzman Entertainment, NBC, Creative Artists Agency, Alvin Ailey American Dance Theater and UniWorld Group. She is currently the vice-president/president-elect for the PhD Project's Marketing Doctoral Students Association. Having received numerous awards including *Network Journal* magazine's 40 Under Forty, YWCA's People To Watch and the Cincinnati Herald's Nefertiti Award, Lindsey speaks nationally on the topics of cross-cultural marketing and communications, multicultural fundraising and leadership. Her research streams are rooted in health edutainment and its effects on Millennials' attitudes and behaviors; emotional contagion (word-of-mouth) for millennials and movies; and embodied cognition. Lindsey received her bachelor's degree in radio/TV/film and a certificate in musical theater from Northwestern University and an MBA in marketing from the Peter F. Drucker School of Management at Claremont Graduate University.



Peggy Liu

*Duke University
Fuqua School of Business*

Peggy Liu is a third-year doctoral student in marketing at Duke University's Fuqua School of Business. Prior to joining the doctoral program, she received a B.S. in psychology from Yale University. Her research primarily falls under two streams within the broader area of consumer behavior. In her first stream of research, she examines marketing actions and consumer actions that lead people to feel offended and how the desire to avoid offending other people can alter consumers' choices and behaviors. In her second stream of research, she examines factors that shape the healthiness of people's choices and consumption, primarily in the food domain. In this second stream of research, she focuses particularly on developing choice-architecture to increase healthy food choice and on improving information-based public policy interventions, for example through menu-labeling.



Xiao Liu
Carnegie Mellon University
Tepper School of Business

Xiao Liu is a PhD candidate at Tepper School of Business, Carnegie Mellon University. Her research interests include quantitative marketing, empirical industrial organization and applied game theory, with specific interests in high-tech marketing, consumer financial decision making and cloud computing.



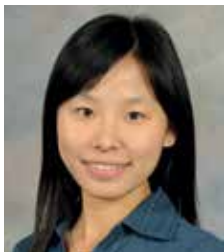
Shijie Lu
University of Southern California
Marshall School of Business

Shijie Lu is a marketing PhD candidate at Marshall School of Business, University of Southern California. He received bachelor's degrees in mathematics and economics from Peking University, and a master's degree in economics from University of Southern California. His research interests include Internet advertising, online auctions and empirical industrial organization. His recent projects focus on understanding the rich interactions among consumers and advertisers in online advertising market. His work has been published in Marketing Science.



Jingjing Ma
Northwestern University
Kellogg School of Management

Jingjing Ma is a doctoral candidate in marketing at the Kellogg School of Management. Her research interests fall within the area of judgment and decision making. She combines laboratory and field experiments as well as eye-tracking techniques and secondary data analysis in order to study people's decision-making processes and their post-decision affective and behavioral responses. Her primary research focus and her dissertation are on the impact of maximizing on decision making and post-decision satisfaction. She also studies the impact of numerical information on judgment and decision making, self-identity and consumer behavior, and sex in advertising. Her research in marketing and consumer behavior has appeared in leading scholarly journals including the Journal of Consumer Research and has been featured in media outlets including The Wall Street Journal, The Atlantic, Scientific American, Psychology Today and Quartz.



Minghui Ma
University of Kansas School of Business

Minghui Ma is a doctoral candidate in marketing at the School of Business, University of Kansas. Her research interests include sales force compensation, pricing, marketing-operation interface and marketing strategy. Her dissertation examines the compensation of marketing agents in two distinct contexts: sales force and top marketing executives. Some of her other working papers include coupon design, bundling in distribution channel, CMO compensation and educational background of top marketing executives. Minghui has also presented her work at conferences such as AMS, MS and AMA. Before joining the PhD program, she earned a master of economics from University of Kansas and a master of international business from Shanghai University of Finance and Economics, China.



Ranjit Magendraraj

*Arizona State University
W. P. Carey School of Business*

Ranjit is a third year doctoral student at the department of marketing at the W. P. Carey School of Business, Arizona State University. His research interests are in new product development, sustainable product development and the role of marketing in corporate financial and social performance. He uses both standard econometric models and custom-made tools to test theoretical predictions. He holds an undergraduate degree in computer science and engineering from the University of Madras. Ranjit started his career as a software programmer for manufacturing firms and later moved onto project management and account-based marketing for IT and engineering services firms before taking up full-time research. He teaches undergraduate courses in marketing research and marketing strategy.



Sarah Magnotta

*University of Kentucky
Gatton College of Business and Economics*

Sarah Magnotta is a doctoral candidate in the department of marketing, Gatton College of Business and Economics, University of Kentucky. Sarah's research focuses on personal selling, more specifically in the area of the recommendation behavior of multi-manufacturer salespeople. She is interested in how manufacturers influence a downstream salesperson's recommendations, how those recommendations alter with organizational change such as mergers, acquisitions or restructuring, and the alignment of salesperson recommendations with customer interests. Sarah's projects include both qualitative and quantitative methods, with an emphasis on multi-level modeling. Her work has appeared at various conferences including the American Marketing Association Summer Educators' Conference and the National Conference of Sales Management. Sarah has been named the 2014 NCSM Doctoral Fellow and was recently presented with the 2014 William O. Bearden Research Award. Sarah has taught courses in marketing research, services marketing and personal selling.



Geraldo Matos

*University of Rhode Island
College of Business Administration*

Geraldo "Gerry" Matos is a PhD candidate at the University of Rhode Island's College of Business Administration. His research interests are primarily brand related, including self-brand connection, brand attachment, cool brands and lifestyle brands. His dissertation focuses on producer perspectives regarding what makes and keeps brands cool. Gerry organized a special session on cool that was presented at the SCP 2014 conference. He has presented on lifestyle brands at the ACR 2013 conference and on cool brands at the 2013 European ACR conference. Gerry has extensive private sector experience. His last position was senior vice president of marketing for New Era Cap. He has worked on other leading brands including Dr. Scholl's, Coppertone and Fisher-Price. Gerry received a URI Alumni Association Fellowship (Diversity) Award, a university-wide fellowship awarded on a competitive basis. He also received an American Marketing Association Foundation Valuing Diversity Award. Gerry's teaching was recognized with the URI College of Business Administration PhD Student Teaching Award. He has a bachelor's degree from the University of Pittsburgh and an MBA from the University of Wisconsin-Madison.



Todd McClure

*Southern Illinois University Carbondale
College of Business*

Todd McClure is a fourth-year doctoral candidate at Southern Illinois University Carbondale. Prior to pursuing his PhD, Todd earned a bachelor's degree in marketing with a concentration in professional golf management from New Mexico State University. In June 2005, he completed the necessary requirements for his membership into the Professional Golfers' Association of America. Todd also received an MBA from New Mexico

State University. Todd's professional work experience includes serving as director of golf operations at Sycamore Ridge Golf Course in Spring Hill, Kansas, assistant professor of marketing at the University of Central Missouri, and a golf instructor at Keth Memorial Golf Course. His teaching experiences include principles of marketing, business communications and retail management at the undergraduate level. His primary research interests lie in services marketing, sports marketing and customer relationship management. In his free time, Todd enjoys playing golf, reading and spend time with family and friends.



Hamed Mehrabi

*Wilfrid Laurier University
Laurier School of Business and Economics*

Hamed Mehrabi is a third-year doctoral candidate at the Laurier School of Business and Economics at Wilfrid Laurier University in Waterloo, Ontario, Canada. His doctoral research interests integrate market-based capabilities, inter-organizational relationships and institutional pressures. This work addresses the antecedents and performance consequences of capability configurations at two different levels: the firm and the alliance. Hamed holds an master's degree in information technology management from the University of Tehran and a bachelor's degree in industrial engineering from the Iran University of Science and Technology. Work completed in his doctoral courses has appeared at various conferences and his master's research is published in *Industrial Marketing Management*. Hamed is an Ontario Trillium Scholarship winner and a core member of Laurier's Project on Research in International Business, Marketing and Entrepreneurship team.



Adam Mills

*Simon Fraser University
Beedie School of Business*

Adam Mills is a PhD candidate in marketing in the Beedie School of Business, Simon Fraser University. He holds a bachelor's degree in sociology from the University of British Columbia and an MBA from Simon Fraser University. His doctoral research investigates the roles of stories and narratives in branding, and the influences of brand storytelling on consumer expectations and perceptions of product and service quality. He has published a number of papers in scholarly journals, including *Business Horizons*, *Journal of Marketing Education*, *Journal of Public Affairs* and his 2012 paper on the readability of wine brand websites in *The International Journal of Wine Business Research* was awarded the best paper award in that journal for the year. Adam is also an enthusiastic teacher who features regularly on the Dean's Teaching Honor Roll at SFU and who has won a number of international teaching awards, including the Marketing Management Association's Outstanding Teacher-Scholar Doctoral Student Award and the American Marketing Association's Best Education Paper Award for 2013.



Alec Minnema

*"University of Groningen, The Netherlands"
University of Groningen*

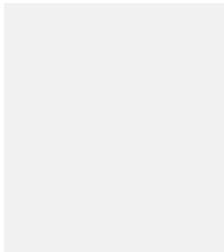
Alec Minnema is a PhD student at University of Groningen, The Netherlands. Alec's research focuses on product returns. Product returns are a severe problem in online retailing and have substantial profit impact. He examines the effects of product reviews and Q-and-A written by customers on return propensity. This research uses large transactional databases from an online retailer and econometric methods to test for empirical relations. Alec has presented his work at Marketing Science, EMAC and Marketing Dynamics and currently has papers at various stages of the review process at leading journals in the field. His PhD research is supervised by Tammo Bijmolt at the University of Groningen and Sonja Gensler at the University of Muenster. Alec received his master's degree with honors in marketing research and his bachelor's degree in industrial engineering and management, both from the University of Groningen."



Oscar Moreno

*University of Utah
David Eccles School of Business*

Oscar Moreno is a fourth-year PhD candidate at the University of Utah David Eccles School of Business. Oscar's research focuses on consumer behavior, specifically the effects of perceptual biases. His work exploring biases on spatial risk-taking has been accepted for publication in *Management Science*. Oscar's dissertation explores how non-linear sequences are perceived and the downstream effects of such perception. He has a variety of projects on perception, including how stress biases the perception of products. He holds a bachelor's degree and a master's degree in engineering from the University of Utah. Before joining the doctoral program, Oscar ran a consulting firm leveraging his experience as an engineer and marketing manager.



Todd Morgan

Kent State University

Todd Morgan is a doctoral candidate with a focus on marketing strategy and corporate entrepreneurship at Kent State University. Todd's primary research areas focus on new product development and innovation, strategic alliances between large corporations and SMEs, and strategic orientation of the firm. Todd recently had manuscripts accepted for publication in the journals *International Small Business Journal* and *Advances in International Management*. He has also presented at numerous conferences including the American Marketing Association Summer Educator's Conference, Atlanta Competitive Advantage Conference, Academy of Marketing Science Conference and the Global Research Symposium on Marketing and Entrepreneurship, among others. He currently has research under review at the *Journal of Business & Industrial Marketing*, *Strategic Entrepreneurship Journal*, *Industrial Marketing Management* and *Academy of Management Journal*.

Over the course of his doctoral program, Todd's teaching assignments include courses such as strategic dilemmas in entrepreneurship, international marketing, advertising and promotion, and principles of marketing. He has also initiated a new course for his department titled "New Product Development and Innovation." In addition to research and teaching, Todd has been active in academic service for both the marketing field and Kent State University.



Kirsten Mrkwicka

*University of St.Gallen
Institute of Marketing*

Kirsten Mrkwicka is a fourth-year doctoral candidate at the University of St. Gallen in Switzerland and currently a visiting scholar at the Kelley School of Business, Indiana University. Her research interests are in marketing capabilities, digital customer interactions and innovation management. In her dissertation, she aims to determine how firms can develop absorptive capacity to make use of the rich customer knowledge that has become more easily accessible through digital media. She has already presented her research at AMA Winter Educators' Conference, AMCIS and MKWI as well as co-publishing several papers and book chapters. Her projects have gained recognition from the Horizon Foundation, Swiss National Science Foundation and Product Development and Management Association. Prior to joining the PhD program, Kirsten completed a master-level degree in communication research and business administration at the University of Göttingen in Germany. In her leisure time, she enjoys all sorts of sports, cultural events and traveling.



Shantanu Mullick
ESSEC Business School

Shantanu Mullick is a PhD candidate in marketing at ESSEC Business School, Paris. Shantanu's research areas include obesity and snack consumption, pricing of seasonal goods and cost of financial services. Shantanu uses structural models and descriptive models, with Bayesian inference, to explore his research questions. He has presented his research in Marketing Science, EMAC and in a joint seminar of INSEAD, HEC and ESSEC. Shantanu has taught international marketing and has been the coordinator for a course on digital transformations. He is an electronics and communications engineer, and also has an MBA. Prior to joining his PhD, Shantanu worked as a brand manager for three years in a leading pharmaceutical organization.



Jungim Mun
State University of New York at Buffalo School of Management

Jungim Mun is a PhD candidate at State University of New York at Buffalo, concentrating in consumer behavior. Mun's research focuses on creativity, social networking, culture, and the impact of consumers' price cognition and shopping behavior on preferences for and purchases of healthy vs. unhealthy food. Mun's dissertation examines the effect of games on creativity — specifically how game type, goal orientation, and game difficulty-level affect subsequent creative outcomes.



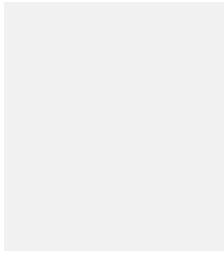
Aidin T. Namin
The University of Texas at Dallas

Aidin Namin is a fourth-year marketing PhD student at Naveen Jindal School of Management at The University of Texas at Dallas. His research interests include pricing, product availability and product adoption of short life-cycle goods. His dissertation specifically examines pricing of fashion goods in the fashion industry. In his job market paper, Aidin studies price markdowns for fashion products, where he finds the optimal timing and depth of markdowns to maximize revenues for a fashion retailer. Prior to joining the PhD program, Aidin worked in the industry as an analyst and market researcher for four years. Aidin received a bachelor's degree in industrial engineering and an MBA from Sharif University of Technology. He anticipates receiving his PhD in spring 2015.



Russel Nelson
University of California, Irvine Paul Merage School of Business

Russ is a doctoral candidate in marketing at the Paul Merage School of Business, University of California, Irvine. His research examines market creation processes, where he models entrepreneur behavior using state-of-the-art social network and statistical techniques. Digital platforms like Twitter have created new opportunities for competing firms to interact. Understanding entrepreneur behavior and the dynamics of alliances, location decisions and product differentiation in such settings become critically important to core issues in marketing management. Supported by a Kauffman Foundation fellowship, his dissertation uses a unique dataset consisting of 1.2 million Tweets from the Southern California gourmet food truck market. He is also interested in consumer financial decision-making and is involved in research which seeks to understand processes underlying consumer debt repayment. Before UC Irvine, Russ received an undergraduate degree from Northwestern University in cultural anthropology. Prior to pursuing graduate studies, Russ worked as a marketing and strategy consultant for clients including McDonald's, Yahoo!, Kraft, Intuit and Merck.

**Atanas (Nik) Nikolov***University of Georgia**Terry College of Business*

Atanas “Nik” Nikolov is a third-year doctoral student in marketing at the University of Georgia, Terry College of Business. His research focus is on marketing strategy, with an emphasis on marketing-finance interface related issues such as payoffs to innovation and marketing investments, institutional ownership and corporate governance. He holds bachelor’s and master’s degrees in finance from the University of Georgia and Georgia State University respectively. Prior to entering the doctoral program, Nik worked as an institutional trader for a hedge fund and as a small business marketing and finance consultant.

**Mike Palazzolo***University of Michigan**Ross School of Business*

Mike Palazzolo is a choice modeler interested in consumers’ intertemporal trade-offs. His dissertation revolves around consideration set construction and consumers’ trade-offs between short-term search costs and the potential longer-term payoffs that might be derived from a larger consideration set. He has developed a new estimation methodology that allows latent search costs to be estimated. Giving explicit form to consumers’ cost-benefit trade-offs can better and more flexibly model consideration-set substitution when a consumer chooses to include one alternative in his or her consideration set at the expense of another. This allows for better estimation of consumer substitution patterns and better measurement of the effectiveness of marketing actions such as increased advertising expenditure or changes in product lines. His two other current projects include one focused on how certain consumer costs such as search and storage costs affect the degree to which those consumers take advantage of sales by stockpiling or buying larger sizes and a second project which aims to use a new survey methodology to improve forecasting of consumer technology adoption.

**Joowon Park***Cornell University**Johnson Graduate School of Management*

Joowon is a fourth-year doctoral candidate in marketing at Johnson Graduate School of Management, Cornell University. He likes to identify interesting psychological effects, particularly in the domains of unhealthy food consumption and sports, and use those effects to study everyday judgment and decision making. For example, he shows that people who estimate amount of calories consumed from unhealthy food experience less regret than those who do not do so. He uses this effect to argue that cold calculated regret based on reflection is fundamentally different from hot spontaneous regret that is reflexive. In another project he shows that sporting events can influence brand preferences; Red Sox fans preferred hedonic brands such as Cadillac over Ford, more than Cardinals fans when the Red Sox had a momentum over Cardinals during the World Series. He uses this effect to explore momentum spillover effect. Joowon’s work has been presented at ACR, SCP, and TADC. Joowon was born in South Korea and holds a bachelor’s degree in business from KAIST.

**Rebeca Perren***University of Central Florida**College of Business*

Rebeca Perren is a fourth-year marketing PhD student at the University of Central Florida. Her professional experiences are very diverse, spanning from managing marketing activities for several firms in the skydiving industry to providing service and expert advice to financial advisors in the brokerage industry. Perren is the recipient of multiple fellowships and awards, including the McKnight Doctoral Fellowship and the AMA Foundation Valuing Diversity Scholarship. She has been awarded the Dean’s Presentation Award for

outstanding accomplishments and exemplary contribution to the graduate fellowship community at UCF. Perren serves as the ex-officio president of the Marketing Doctoral Student Association for the PhD Project, an organization that fosters increased diversity in doctoral education in the business field. Her research interests are in interpersonal interactions among consumers such as collaborative consumption, consumption communities, influential consumer behavior and sustainable consumption.



Matthew Philp

*Queen's University
Queen's School of Business*

Matthew Philp is a third-year PhD candidate in marketing at the Queen's School of Business, Queen's University. Matthew's research interests revolve around how consumer behavior is influenced by impression management concerns. His dissertation, "Consumer Incompetence," examines how consumption experiences can influence perceptions of incompetence and how the fear of appearing this way can influence downstream consumer behavior. Prior to his doctoral studies, Matthew received his honors bachelor's degree from Brock University and his master's degree in marketing from Queen's University. In his spare time, he enjoys camping and hiking, as well as playing the guitar.



Eleanor Putnam-Farr

*MIT
Sloan School of Management*

Eleanor "Nell" Putnam-Farr is a fourth-year doctoral student in marketing at MIT Sloan. Her research uses field experiments to examine the short-term and long-term effects of message framing on motivation and behavior. She has tested the effects of yes/no response formats on enrollment and participation in health programs and charitable donations. In ongoing work, she is investigating the effects of rewards framing on duration and frequency of health behavior, and on perceptions of the reward giver. Nell earned her bachelor's degree with honors in economics from Williams College and her MBA from MIT Sloan. Before coming to Sloan, she was an associate partner at a technology-focused hedge fund, covering consumer internet and video game companies. She is also actively involved in Social Venture Partners in Boston.



Arilova Randrianasolo

*Saint Louis University
Cook School of Business*

Arilova A. Randrianasolo is a doctoral candidate at Saint Louis University's Cook School of Business in the marketing and international business program. His research interests include bottom-of-the-pyramid consumer research, corporate social responsibility and consumer legitimacy. He has presented his research at conferences held by the American Marketing Association, the Academy of Marketing Science and the Academy of International Business. His collaborative research has been published in the Journal of International Marketing and he has several projects targeted for the Journal of International Business Studies as well as Psychology and Marketing. He has experience teaching courses such as introduction to marketing management as well as introduction to international business. Aside from teaching and research, he volunteers as a basketball and soccer coach for sixth grade boys at St. Margaret of Scotland parish in south Saint Louis.



Tracy Rank-Christman

*Rutgers University
Rutgers Business School*

Tracy Rank-Christman is a doctoral candidate in the marketing science department at Rutgers University and the PhD behavioral lab coordinator at Rutgers Business School. Tracy's research currently focuses on how threats to the self-concept and identity impact consumers' self-regulation, tendency toward immoral and moral consumption and responses to attempts at persuasion. Some of Tracy's work has been published in Journal

of Consumer Behavior and has been presented at ACR, SBE, and APS Annual Convention. Tracy received her bachelor's degree in psychology and honors sociology from Indiana University and her master's degree with distinction in interdisciplinary studies with a focus in consumer psychology from DePaul University.



Ryann Reynolds-McInay

*Temple University
Fox School of Business*

Ryann Reynolds-McInay is a marketing PhD candidate at Temple University Fox School of Business. She expects to graduate in May 2016. Her research interests include consumer behavior, shopper marketing, atmospherics and sensory marketing. She conducts research investigating the effects of retail environment stimuli on shopper behavioral and affective responses. She is a member of the American Marketing Association, Association for Consumer Research, Society for Consumer Psychology and the Consumer Sensory Innovation Lab at Fox. Before pursuing her PhD, Ryann was a sales manager with JCPenney and a product manager with Victoria's Secret. She opened the first off-mall concept JCPenney store in the Northeast region and a PINK store in conjunction with a Victoria's Secret store remodel. She earned her MBA and bachelor's degrees in marketing from the Pennsylvania State University.



Marisabel Romero

University of South Florida

Marisabel Romero is a third-year Ph.D. candidate in Marketing at the University of South Florida. Her research interests include visual information processing, numerical cognition and experiential consumption. Moreover, her dissertation examines how visual cues influence the manner in which consumers process quantitative information, and subsequently affect product evaluations and behavior. Marisabel has presented her work at several conferences, including the American Marketing Association, the Association of Consumer Research, the Society of Consumer Psychology, and the Academy of Marketing Science. Currently, Marisabel has a paper under revision at the Journal of Consumer Research. Prior to joining the doctoral program, Marisabel worked for the global beverage company SABMiller where she was in charge of the development and management of The Coca-Cola Company brands, Del Valle® and Nestea®, in the Honduran market. She holds an MBA from Baylor University and a B.S. in Industrial Engineering from the Catholic University of Honduras.



Alexander Rose

*University of Arkansas
Sam M. Walton College of Business*

Alexander "Alex" S. Rose is a doctoral candidate in marketing at the Sam M. Walton College of Business at the University of Arkansas. Prior to joining the doctoral program, he completed bachelor's and master's degrees in sociology at the University of South Carolina, where he took three semesters of doctoral coursework in management. This training exposed to him a plethora of methods, theories and perspectives in social science. His research draws on this background, bringing a sociological framework to bear on marketing phenomena with an eye for managerial applicability in what he calls marketing edgework. His dissertation focuses on a specific form of this edgework: the gift economy as a sociological system within the market. This is accomplished through an ethnographic exploration of craft beer festivals. He currently has work being revised or reviewed for publication in Journal of Consumer Research, Marketing Theory and Journal of Public Policy and Marketing. Alex has taught a variety of courses at the University of Arkansas, including capstone business strategy and introduction to marketing strategy. In the future, he hopes to hold doctoral seminars on issues in consumer culture. "



Geetanjali Saluja

*Hong Kong University of Science and Technology
HKUST Business School*

Geetanjali Saluja is a PhD candidate in marketing at the Hong Kong University of Science and Technology, Hong Kong. She has an MBA from the Indian School of Business, India. She worked with TNS in Hong Kong and Hershey's in India in branding prior to her admission into the doctoral program. Her dissertation, under the supervision of Prof. Rashmi Adaval, focuses on morality and moral judgments. She studies this using a traditional information accessibility paradigm that is applied to understand how judgments of others' morality influence one's own moral turpitude. She uses similar information-processing principles to examine how cultural mindsets triggered by language and other cultural norms influence how severe a moral transgression is perceived to be and how these perceptions could impact one's own behavior. Her other research interests include imagery, automatic social behavior and stereotyping. She has presented some of her research at the Association for Consumer Research and the Society for Consumer Psychology conferences.



Eda Sayin

*Koc University
Graduate School of Business*

Eda Sayin is a doctoral candidate in marketing at Koc University, Graduate School of Business. Her research interests fall under branding and sensory marketing. Her research on branding examines unintuitive consumer reactions toward strong brands following specific brand behaviors. Eda has other projects where she identifies types of brand transgressions or explores consumers' shifting standards after a product failure. Within sensory marketing, she focuses on the effect of odors and sounds on consumer perceptions. Eda has published her work at the Journal of Consumer Research, and has manuscripts under review at the International Journal of Research in Marketing and Review of Marketing Research. Her work is cited at Chicago Tribune, Science Week and other media. She has presented her research at the ACR, EMAC and SCP conferences. She was a visiting scholar at the University of Michigan for a year and a member of the Behavioral Lab in the Ross School of Business. Previously, Eda worked in the cosmetics industry as a marketing manager. She received her bachelor's degree in international relations from Marmara University, and MBA from Bilgi University, both in Turkey.



Richard Schaefer

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

Richard Schaefer is a PhD candidate in marketing at the University of Texas at Austin. His research utilizes game theory and behavioral economics to study both intrapersonal influences such as bounded rationality and interpersonal influences such as social interactions on decision making. His dissertation examines short-term impulses for immediate gratification, analyzing the relationship between marketing policy and impulsive consumer behavior. His work has been published in Marketing Science. Prior to entering the PhD program, Richard earned a bachelor's degree in economics from Trinity University and worked as an actuarial analyst for a supplemental health insurer.



Julie Schiro

*University of Colorado Boulder
Leeds School of Business*

Julie Schiro began with an interest in atmospheric, but quickly realized this interest stemmed from a broader question: how do people make sense of what they see? Presently, her research investigates heuristics and biases in people's interpretation of visualized data such as graphs and scatterplots.

Wyatt Schrock*Michigan State University*

Wyatt Schrock is a third-year doctoral student in marketing at Michigan State University. His research interests center on personal selling, sales management and brands. Wyatt has 10 years of sales and marketing experience, working for companies such as Procter & Gamble, Gannett and Ryder. Wyatt received his bachelor's degree in marketing from the University of Michigan, Ann Arbor. He received an MBA in finance from the University of Miami.

**Michael Sciandra***University of Pittsburgh
Katz Graduate School of Business*

Mike is a fourth-year PhD student at the University of Pittsburgh. His research focuses on consumer and marketer communications and includes topics such as consumer advice utilization, word-of-mouth, social media and mobile device use. Before beginning his PhD at Pitt, Mike received an MBA from John Carroll University and worked in public accounting.

**Tejvir Sekhon***Boston University
Boston University School of Management*

Tejvir Sekhon is a PhD candidate in marketing at Boston University School of Management. He is interested in understanding how consumers use brands for self-presentation on social media. Currently, he is investigating different strategies used by consumers to mention their brands on social media and the impact of these brand mentioning strategies on both perceptions of target consumers and the brands mentioned and behavior of other consumers exposed to such brand mentions. Tejvir holds a bachelor's degree in computer engineering from Delhi University and an MBA from Indian Institute of Management-Lucknow. Before joining BU, he worked as a brand manager in the telecom sector.

**Matthew Shaner***University of Tennessee
College of Business*

Matt Shaner is a third-year doctoral student in the department of marketing and supply chain management at the University of Tennessee. His research interests include new product and service development, the cocreation of innovation with customers and innovation strategy. He has a forthcoming article in the Journal of Business Research and has presented his research at the Product Development and Management Association conference and Southeast Marketing Symposium. Matt has taught courses in marketing management and global marketing strategy, and guest-lectured for undergraduate and MBA new product development courses. Prior to coming to Tennessee, Matt worked for 10 years in marketing consulting, public relations and IT management.

**Nithya Shankar***Rensselaer Polytechnic Institute
Lally School of Management*

Nithya Shankar is a fifth-year doctoral student at the Lally School of Management, Rensselaer Polytechnic Institute. Her current research focuses on the impact of cognitive biases and compensation structure on marketing decisions. Her other research interests include brand management and consumer behavior. She holds a bachelor's degree in computer science and engineering from Anna University, Chennai, India, and a master's degree in information technology from the Rensselaer Polytechnic Institute. Prior to joining the doctoral program, Shankar worked as a project manager with eBay Inc. and PayPal Inc. in their product development and global operations divisions, respectively.


Stacey Sharpe

*Rensselaer Polytechnic Institute
Lally School of Management*

Stacey is a doctoral student in marketing at Rensselaer Polytechnic Institute's Lally School of Management. With research interests in advertising competition, the marketing-finance interface and brand crisis response, her work aims to evaluate the firm's use of marketing activities to achieve strategic objectives. In particular, her dissertation examines enduring concerns specific to the explanation and implications of firm-level variation in marketing expenditures. Additionally, she has ongoing research in the area of managerial response to online consumer feedback. Prior to joining the PhD program at Lally, Stacey received a master's degree in applied social research and a bachelor's degree in marketing. She was also employed in marketing research roles at NPD Group, The Weather Channel, Tribune Broadcasting and Mintel International Group Ltd.


Sunil Singh

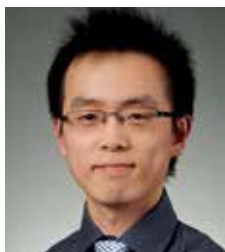
*University of Missouri, Columbia
Robert J. Trulaske, Sr. College of Business*

Sunil K. Singh is a doctoral candidate in marketing at the University of Missouri, Columbia. His research is in the area of marketing strategy, with an emphasis on customer-firm interactions. His primary focus is understanding the dynamic role of language used in customer-firm interactions across mediated and non-mediated channels and their financial consequences. In one of his projects, Sunil is studying how customer service employees' dynamic use of verbal and non-verbal cues during problem solving interactions impacts customers assessment of the encounter. In his dissertation, Sunil, is working with a B2B firm to study salespersons' email communication in contract negotiations to delineate the dynamic effectiveness of textual cues as influence strategies. Both his research projects have been funded by MSI. He has presented his ongoing work at several conferences, including AMA Winter, Nebraska Symposium and the Thought Leadership on Sales Profession Conference at Columbia University. Prior to joining the PhD program, he worked for five years, with the last three as a strategy consultant, with McKinsey and Company at their Delhi office.


Jenifer Skiba

*University of Nebraska-Lincoln
College of Business Administration*

Jenifer Skiba is a second-year marketing PhD student at the University of Nebraska - Lincoln. Her research interests include marketing management, B2B relationships and sales management. Before pursuing a PhD, Jen spent 14 years working in manufacturing and nonprofit hospital accounting. Her corporate experience included projects related to inventory control, purchasing, software implementations, data management, cost accounting and clinical pharmaceutical trials. Jen received her bachelor's degree and MBA from Western Michigan University.


Ding (Allen) Tian

*University of Alberta
School of Business*

Ding Tian is a PhD candidate in marketing at the University of Alberta. Ding's research interests include self-control, judgment and decision making, and psychological and behavioral consequences of consumption. He currently focuses on how exposure to a self-control strategy affects consumers' self-control. In his dissertation, he investigates the influence of anticipated effort associated with a self-control strategy on consumers' subsequent self-control. In another project, he examines the impact of perceived effectiveness of a self-control strategy on consumers' motivation to pursue their long-term goals. In his spare time, he enjoys watching movies, swimming and hanging out with friends.


Stephanie Tully

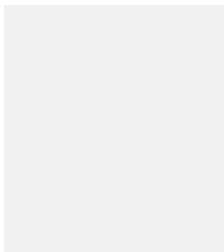
*New York University
Stern School of Business*

Stephanie M. Tully is a fifth-year doctoral candidate at New York University Stern School of Business and is expected to receive her PhD in marketing in May 2015. Stephanie's research can be broadly categorized into two areas of interest: consumer experiences and financial decision making. She examines consumer experiences at three levels: how consumers decide to purchase experiences, how experiences are evaluated and the downstream consequences of purchasing experiences. Her interest in financial decision making is currently encapsulated in her research on consumers' purchasing decisions for experiential purchases. As an example, in her dissertation work with Hal Hershfield and her advisor Tom Meyvis, she examines how feeling financially constrained influences consumers' relative preference for material goods versus experiences. She demonstrates that financial constraints sensitize consumers to the longevity of their purchase, resulting in an increased preference for material purchases. This work was selected as the winner of the 2013 SCP dissertation proposal competition.


Vincent van Buul

*Maastricht University
School of Business and Economics*

Vincent van Buul is a PhD candidate at the School of Business and Economics, Maastricht University, the Netherlands. He has an entrepreneurial, enthusiastic, interdisciplinary spirit and a keen interest in food consumption behavior. In his research, he examines the malleability of the consumer's capacity for being aware of the future, chronesthesia, and how this affects the valuation of delayed rewards. As such, he focuses on consumer choices where there is a large time between consumption and the benefits of that consumption, like choices about the quantity and quality of food. In current field experiments, he looks at how in-store advertising can elicit spontaneous episodic future thoughts that enhance the perceived value of healthy foods. Vincent successfully completed his master's degree in health food innovation management at Maastricht University after an internship at The Coca-Cola Company in Brussels, Belgium. Prior to starting a PhD program in marketing, he published nutritional research in peer-reviewed journals including Nutrition Research Reviews, Critical Reviews in Food Science and Nutrition, the Journal of Cereal Science and the European Journal of Clinical Nutrition.


Jing Wan

*University of Toronto
Rotman School of Management*

Jing is a PhD candidate in marketing at the Rotman School of Management, University of Toronto. She received her bachelor's degree in psychology from the University of Toronto. Her research interests include moral regulation, charitable giving, and time and money. Her dissertation examines how donating money versus volunteering time can differentially impact how consumers view their past immoral behaviors. She finds that, following a transgression, consumers who are given the opportunity to donate their money, rather than time, to a charitable cause feel less guilty and tend to evaluate their past transgression less negatively. Her work has been invited for revision at the Journal of Consumer Research and the Journal of Experimental Psychology, and her research has been presented at the Association of Consumer Research and the Society for Judgment and Decision Making.


Jessie J. Wang

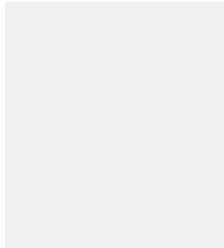
*Indiana University
Kelley School of Business*

Jessie J. Wang is a doctoral candidate in marketing at the Kelley School of Business, Indiana University. She is also a Dean's Fellowship recipient at Kelley. Jessie's primary research focus is on cross-cultural consumer research. She has worked on projects including those that examine the interactive effect of cultural self-construal and social exclusion on consumers' impression management goal pursuit, the effect of cultural self-construal on consumers' coupon usage and the effect of power distance on consumers' brand preferences of generic vs. premium brands. The two essays in her dissertation examine the effect of power distance on several consumption behaviors. She has served as a trainee reviewer for the Journal of Consumer Research. In her spare time, Jessie volunteers at the local animal shelter as a dog walker.


Wei-Lin Wang

*McGill University
Desautels Faculty of Management*

Wei-Lin Wang is a fourth-year PhD candidate in quantitative marketing at Desautels Faculty of Management, McGill University. His research focuses on the development and application of Bayesian statistical methods in marketing. Recently, Wei-Lin developed a threshold regression model to study the relationships between time-varying marketing variables and households' purchase timing behaviors in a utility framework. He also applied a dynamic linear model to investigate the value creation process of the evidence-based strategy from product test, public scientific evidence of product quality, to new product sales in the pharmaceutical industry. For his dissertation, Wei-Lin is estimating threshold regression models and multiple discrete choice models to explore the influence of product proliferation on product lifetime, new product trial, and brand preference in the CPG industry. Wei-Lin earned an MBA from National Taiwan University, where he worked as a teaching assistant for several marketing courses at the graduate and undergraduate levels. He has taught marketing management at the undergraduate level at McGill University and received an excellence in teaching award in 2014.


Xin Wang

*University of Cincinnati
Carl. H. Lindner College of Business*

Xin "Shane" Wang is a PhD student in the Carl. H. Lindner College of Business, University of Cincinnati. His research focuses on choice modeling with implications for marketing and cognitive psychology, Bayesian statistics, machine learning and textual analysis on user-generated contents and new product development. His dissertation involves analytic modeling of human judgment and choice processes, operationalizing the analytic model in a form suitable for statistical estimation and testing the model using both simulated and empirical data.


Yajin Wang

*University of Minnesota
Carlson School of Management*

Yajin Wang is a fourth-year PhD candidate at the University of Minnesota. Her current research interests include luxury brands and conspicuous consumption, social influence and brands, and interpersonal relationships. Her research has been published in the Journal of Consumer Research and Psychological Science, and has been covered in The New York Times, Wall Street Journal and Harvard Business Review. Her dissertation examines the psychological and behavioral consequences of the consumption of luxury products. Prior to entering the PhD program, Yajin received a bachelor's degree in journalism and sociology from Peking University in China, and a master's degree in mass communication from the University of Minnesota. Her industry experience includes a position as an associate consultant at Bain & Company.


Yang Wang

Rice University

Jones Graduate School of Business

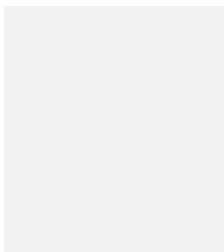
Yang Wang is a fourth-year doctoral student at Rice University. His current research includes investigations in empirical dynamic pricing in the presence of competition and word of mouth, supply chain effects in asset pricing and analytical modeling of self price-matching grantees. Yang is also part of Cangrade, a Cambridge-based startup that develops psychometric-based employee selection and training platforms. In his spare time, Yang enjoys playing ice hockey and the violin.


Sara Williamson

CUNY - Baruch College

Zicklin School of Business

Sara Williamson is a doctoral student in marketing at the Zicklin School of Business, Baruch College, CUNY. Her research interests are largely focused on external cues that influence wastefulness and over-consumption. For example, one of her projects explores how food waste is affected by perceived disposability of cutlery and dinnerware. In another project, she is investigating how considerations of food shareability may increase consumption. Sara teaches undergraduate business and marketing courses, as well as an MBA marketing management course, in the health care administration program at Baruch College. She offers over a decade of professional experience in sales and marketing within both private and public sectors. Before joining the PhD program at Zicklin, Sara worked as an OTC product manager for the growing biotech company Neogen Corporation, a marketing supervisor with the Kentucky Department of Agriculture, and a senior extension specialist with the University of Kentucky USDA Cooperative Extension Service. Sara earned her bachelor's degree in agriculture from Murray State University and master's degree in agricultural economics, with a minor in statistics, from the University of Kentucky.


Yazhen (Sophie) Xiao

University of Illinois at Chicago

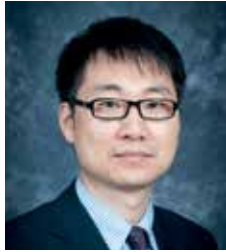
Yazhen (Sophie) Xiao is a third-year PhD student in marketing at the University of Illinois at Chicago. Sophie is interested in innovation research, broadly defined, including both firm and consumer perspectives on innovation. Her dissertation topic is about negative consumption experiences in the context of innovation adoption. Other research projects include medication adherence experiences in chronically ill consumers, the influence of digital media on new product adoptions and cultural effects in sustainable innovation. Prior to entering the doctoral program in fall 2011, she received her MBA from Vanderbilt University and worked as a consultant for an international education agency.


Shan Yu

University of Arizona

Eller Management School

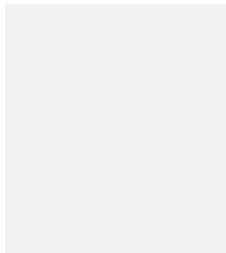
Shan Yu joined the marketing doctoral program of the University of Arizona in 2010. Her research interests lie in information asymmetry and new product development. Focusing on these two substantive areas, she is doing empirical studies in technology, entertainment and healthcare markets. She has presented her research projects at the Marketing Science Conference, the University of Houston Doctoral Symposium and the Brown Bag Seminar at the University of Arizona. In 2014, she received the Lisle & Roslyn Payne Outstanding Doctoral Student Award. Prior to pursuing the academic career, she worked as a consultant at Ernst & Young Advisory Ltd.



Xing Zhang

*National University of Singapore
NUS Business School*

Xing Zhang is a doctoral student in marketing at National University of Singapore. His primary research focus relates to pro-social behavior. Combining laboratory data and simulation methods, he and his collaborators investigate how the underlying heterogeneity in the population would predict the success of a certain pro-social mechanism. He is an avid fan of the vast advances in molecular biology. As a consequence, he is also interested in examining the impact of hormones and genes on consumer behavior.



Yanmei Zheng

*University of Florida
Warrington College of Business Administration*

Yanmei Zheng's main research interest is intrinsic motivation and its relation and implications to consumer behavior. Zheng studies factors that can increase the intrinsic enjoyment of consumption: of products, activities and experiences. Enhanced enjoyment can be induced by changing the inherent properties of the consumption object to make it more interesting, as in the difference between watching a movie and doing laundry; by shifting one's perception of the consumption object, as in the difference between doing laundry for a stranger to get paid and doing laundry for loved one; and by changing people's interaction with the consumption object. This aspect of intrinsic motivation focuses on the motivation part and considers the absolute contribution of intrinsic motivation as a source of value to consumers. Another aspect focuses on the intrinsic part and considers the relative contribution of intrinsic motivation as opposed to extrinsic sources of motivation, which is in close connection with the causal reasoning literature. Zheng studies the antecedents leading consumers to attribute their motivation of purchase decisions or consumption to their internal preferences or extrinsic incentives.

CONSORTIUM FELLOWS MISSING BIOS AND PHOTOS

Kirsten Cowan, University of North Texas

Oystein Daljord, Stanford University