



2019 AMA-Sheth Foundation Doctoral Consortium

June 13 - 16
New York, NY

AM> | Sheth Foundation
Doctoral Consortium

 **NYU** | **STERN**



CO-CHAIRS' WELCOME



Since 1966, the American Marketing Association-Sheth Foundation Doctoral Consortium has offered a wonderful opportunity for the very best doctoral students to engage and network with the world's most distinguished

marketing scholars. The Consortium provides a unique forum for the exchange of ideas, learning, and relationship building, where the focus of attention is on the leaders of today training the leaders of tomorrow. This will take place through a variety of presentations, workshops, and breakout group sessions, along with networking and social events that encourage intellectual interactions and collaboration among illustrious marketing Faculty and the doctoral Fellows.

The theme of this year's Consortium is "The Interdisciplinary Field of Marketing." We have attempted to create sessions that emphasize how problems in marketing can be attacked from different research disciplines. As a result, the session titles are topics such as "Branding" and "Innovation." Our goal is to motivate Fellows to think first about how to solve a particular research problem and then consider what methods and perspectives should be brought to bear on it. In addition, we have the usual sessions on managing your career, teaching, and meeting the editors of the major journals in the field. We have a range of social and free time activities planned as well such as an authentic Chinese dinner in Chinatown, a boat cruise down the Hudson River with fantastic views of the Statue of Liberty, and tours of historic Greenwich Village, where our school is located. There will be plenty of time to socialize and for Fellows and Faculty to meet each other and share ideas and experiences.

We hope that all of the Fellows will find the Consortium to be an inspiring and memorable opportunity for their growth and development, as they are getting ready to begin their academic careers in the exciting field of marketing. We strongly encourage each Fellow to capitalize on this unique opportunity and interact with both Faculty and other Fellows as this will not only facilitate smoother entry to the field, but will also result in richer and more meaningful discussions, fruitful research collaborations, and friendships.

Thank you for joining us, and welcome to the NYU Stern School of Business!

Tülin Erdem

Russ Winer

AMA ACADEMIC COUNCIL PRESIDENT'S WELCOME



Dear Consortium Fellow:

Welcome to the 2019 AMA Doctoral Consortium at the Stern School of Business, New York University. Congratulations on being selected for this wonderful honor, and I am delighted to have the opportunity to welcome you to the Consortium.

Since the first American Marketing Association Doctoral Consortium held in 1966, this event has come to symbolize our discipline's tradition of introducing our young marketing scholars to the very best among the established scholars in the field. This is one of the American Marketing Association's premier conferences, and a large part of the success of this effort is due to the Madhuri and Jagdish N. Sheth Foundation for their generous support and contribution over the years.

This is the second time that NYU has hosted the Doctoral Consortium (the first time was in 1987). The world today is very different from what it was then. We are facing complex and daunting issues today in many areas including invasion of privacy, polarization of our society, climate change and so on, and these trends are having a significant impact on our field. This year's Consortium is organized around thematic areas rather than by methodology sub-disciplines, giving us a unique opportunity to engage with scholars in other areas. This approach is meant to generate greater dialogue, facilitate productive collaborations, and help foster more cutting-edge research to solve the complex issues we are faced with.

The Consortium is a really great opportunity to simply build connections. Whether it is through the small group sessions with faculty mentors, or the social events that are thoughtfully planned by your hosts, this is a time for you to actively learn from others and share your ideas. You will have the opportunity to meet with faculty and connect with colleagues whose work you have read, and you will have the opportunity to link names to faces. These interactions may spur your thinking in new ways. You will potentially develop lifelong collaborations and friendships with some of the people you meet here, and these will sustain you over the course of your career.

A note of thanks to our wonderful hosts, Russ Winer and Tülin Erdem and the faculty of New York University for putting together an excellent program. They have organized thematic sessions focused on the interdisciplinary nature of marketing, but also sessions devoted to helping you navigate your career better. There are also social events planned throughout the program for fun and relaxation. I hope you have a great time throughout, and congratulations once again on being selected for this honor.

Regards,
Vanitha Swaminathan
President, American Marketing Association Academic Council
Thomas Marshall Professor of Marketing
University of Pittsburgh

AMA COMMITMENT TO CONFERENCE SAFETY

The American Marketing Association is dedicated to providing a safe, welcoming and professional conference experience for all participants. We expect all conference participants (staff, sponsors, volunteers, speakers, attendees, and other guests) to abide by this code of conduct at all events including sessions, business meetings, interviews, receptions and ancillary activities.

We do not tolerate harassment of conference participants in any form.

Harassment includes but is not limited to inappropriate actions or statements based on characteristics such as race, color, ancestry, national origin, political beliefs, religion, marital status, physical or mental disability, sex, age, sexual orientation or any other category protected by local, state or federal law. Harassing behavior includes but is not limited to:

- Suggestive or inappropriate behavior or language
- Unwelcome jokes or comments
- Harassing photography or recording
- Circulation of written or graphic material that denigrates or shows hostility toward an individual or group
- Sustained disruption of talks, presentations or other events
- Inappropriate physical contact
- Deliberate intimidation, stalking or following
- Advocating for or encouraging any of the above behavior

Anyone who feels they have been discriminated against, harassed, threatened, intimidated, has observed or witnessed violations of this code, or has other concerns is encouraged to immediately report these instances. Please contact AMA's Matt Weingarden on-site, either in person or by leaving a message at the registration desk. Alternatively, you may send a note to conduct@ama.org, which is closely monitored by AMA event managers.

The AMA may take any action to address those who violate our principles. Penalties may include verbal warning, ejection from the meeting without refund or other measures the AMA deems appropriate. Retaliation for complaints of inappropriate conduct will not be tolerated. Notifying the AMA does not constitute or replace a notification to local law enforcement and all violations of the law should be reported to local law enforcement.

ABOUT THE AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM

The AMA-Sheth Foundation Doctoral Consortium is the premiere consortium in the marketing discipline. It brings together the very best doctoral students and faculty from business schools in the United States, Canada, Europe, and the rest of the world. The AMA-Sheth Foundation Doctoral Consortium is unique because it is the only consortium that exposes doctoral students to the rich diversity of topics, methodological perspectives, and theories that exist within the marketing discipline. This exposure is designed to spark creativity and insight by challenging students to think outside of their existing paradigms and to broaden their views on what constitutes good research. The consortium is also designed to help students make a successful transition to their first faculty position by providing guidance on research, teaching, and service. Faculty scholars selected are those who have made important contributions to the field and who are dedicated to helping doctoral students establish professional linkages among themselves and with faculty.

The first consortium was held in 1966. The program was launched under the leadership of Thomas A. Staudt and from the beginning, the focus on research and relationship building was key. In 1997 the name was changed to the AMA-Sheth Foundation Doctoral Consortium in recognition of the Madhuri & Jagdish N. Sheth Foundation's commitment to finance part of the consortium on an ongoing basis with the establishment of an AMA Foundation endowed fund.

AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM HOST INSTITUTIONS

2019 – New York University

2018 – University of Leeds
2017 – University of Iowa
2016 – University of Notre Dame
2015 – London Business School
2014 – Northwestern University
2013 – University of Michigan
2012 – University of Washington
2011 – Oklahoma State University
2010 – Texas Christian University
2009 – Georgia State University

2008 – University of Missouri
2007 – Arizona State University
2006 – University of Maryland
2005 – University of Connecticut
2004 – Texas A&M University
2003 – University of Minnesota
2002 – Emory University
2001 – University of Miami
2000 – University of Western Ontario
1999 – University of Southern California
1998 – University of Georgia
1997 – University of Cincinnati

AMA DOCTORAL CONSORTIUM HOST INSTITUTIONS

1996 – University of Colorado, Boulder
1995 – University of Pennsylvania
1994 – Santa Clara University
1993 – University of Illinois
1992 – Michigan State University
1991 – University of Southern California
1990 – University of Florida
1989 – Harvard University
1988 – University of Southern California
1987 – New York University
1986 – University of Notre Dame
1985 – Duke University
1984 – Northwestern University
1983 – University of Michigan
1982 – University of Minnesota
1981 – University of Maryland

1980 – Pennsylvania State University
1979 – University of Wisconsin, Madison
1978 – University of Chicago
1977 – University of Pennsylvania
1976 – University of Houston
1975 – Cornell University
1974 – University of Oregon
1973 – Michigan State University
1972 – University of Texas, Austin
1971 – University of Illinois
1970 – University of Western Ontario
1969 – University North Carolina
1968 – Pennsylvania State University
1967 – Pennsylvania State University
1966 – Indiana University

THE CONSORTIUM SPONSORS



2019 AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM PROGRAM

THURSDAY, JUNE 13

04:00 – 06:00 pm

Registration/reception

Tisch Hall – Upper Concourse

06:00 – 07:00 pm

Welcoming remarks

Paulson Auditorium – Upper Concourse 50

07:00 – 09:30 pm

Dinner: Jing Fong

Chinatown

FRIDAY, JUNE 14

07:30 – 08:30 am

Continental breakfast

Tisch Hall - Upper Concourse

08:30 – 10:00 am

Session 1: The History of Research in Marketing

Paulson Auditorium – Upper Concourse 50

William Wilkie – University of Notre Dame

Tomas Hult – Michigan State University

David Stewart – Loyola Marymount University

Chair: Russ Winer – New York University

10:00 – 10:30 am

Break

Tisch Hall – Upper Concourse

10:30 – 12:15 pm

Session 2: The Interdisciplinary Nature of Marketing I

10:30 – 11:15 am

Concurrent Sessions

Research Methods

KMC 2-60

Rob Kozinets – University of Southern California

Avi Goldfarb – University of Toronto

Hilke Plassman – INSEAD

Carl Mela – Duke University

Chair: Tom Meyvis – New York University

Competitive Strategy

KMC 2-65

Rebecca Slotegraaf – Indiana University
Ajay Kohli – Georgia Institute of Technology
Preyas Desai – Duke University
Kinshuk Jerath – Columbia University
Chair: Leigh McAlister – University of Texas

Branding

KMC 2-70

John Roberts – University of New South Wales
Sridhar Moorthy – University of Toronto
Tülin Erdem – New York University
Lopo Rego – Indiana University
Chair: Amna Kirmani – University of Maryland

Digital Marketing/Social Networks

KMC 2-90

Oded Netzer – Columbia University
Amin Sayedi – University of Washington
Jonah Berger – University of Pennsylvania
Shuba Srinivasan – Boston University
Chair: Xinyu Cao – New York University

11:30 – 12:15 pm

Concurrent Sessions
Repeat Above

12:30 – 01:30 pm

Lunch

Tisch Hall – Upper Concourse

01:45 – 03:30 pm

Session 3: Meet the Editors

01:45 – 02:30 pm

Concurrent Sessions

Session A

KMC 2-65

Jeff Inman – University of Pittsburgh; *Journal of Consumer Research*

Wes Hartmann – Stanford University; *Qualitative Marketing and Economics*
Raj Sethuraman – Southern Methodist University; *Journal of Retailing*
Eric Anderson – Northwestern University; *Management Science*
Kelley Hewett – University of Tennessee; *Journal of International Marketing*
Chair: Anirban Mukhopadhyay – Hong Kong University of Science and Technology; *Journal of Consumer Psychology*

Session B

KMC 2-70

Christine Moorman – Duke University; *Journal of Marketing*
Raj Grewal – University of North Carolina; *Journal of Marketing Research*
Avi Goldfarb – University of Toronto; *Marketing Science*
P.K. Kannan – University of Georgia; *International Journal of Research in Marketing*
John Hulland – University of Georgia; *Journal of the Academy of Marketing Science*
Sandy Jap – Emory University; *Marketing Letters*
Chair: Scot Burton – University of Arkansas; *Journal of Public Policy & Marketing*

02:45 – 03:30 pm

Concurrent Sessions
Repeat above with the following exceptions:

Session C

KMC 2-65

Margaret Campbell – University of Colorado; *Journal of Consumer Research*

Session D

KMC 2-70

Robert Palmatier – University of Washington; *Journal of Marketing*
Sachin Gupta – Cornell University; *Journal of Marketing Research*
Yuxin Chen – New York University; *Marketing Science*

03:30 – 04:00 pm

Break

Tisch Hall – Upper Concourse

04:00 – 05:30 pm

Session 4: Professional Responsibility in Research

Paulson Auditorium – Upper Concourse 50

Stefan Stremersch – Erasmus University
Leif Nelson – University of California, Berkeley
Scott Neslin – Dartmouth College
Robert Meyer – University of Pennsylvania
Chair: Stijn van Ossalaer – Cornell University

05:30 – 09:00 pm

Free Time

Informal dinner at the Stern School starting at 7:30pm

Tisch Hall – Upper Concourse

09:00 – 11:00 pm

Social Time at Local Bars

SATURDAY, JUNE 15

07:30 – 08:30 am

Continental Breakfast

Tisch Hall – Upper Concourse

08:30 – 10:15 am

Session 5: Teaching Issues

08:30 – 09:15 am

Concurrent sessions

Teaching cases

KMC 2-60

Sunil Gupta - Harvard Business School
Stacy Wood - North Carolina State University
Andrea Bonezzi - New York University
Eva Ascarza - Harvard Business School
Chair: Klaus Wertenbroch - INSEAD

Handling Diversity in the Classroom

KMC 2-65

Tiffany Barnett White - University of Illinois
Cait Lamberton - University of Pittsburgh
Andrea Morales - Arizona State University
Koen Pauwels - Northeastern University
Chair: Minah Jung - New York University

Teaching for the First Time

KMC 2-70

Maura Scott (Florida State University)
Stephanie Tully (Stanford University)
Bobby Zhou (University of Maryland)
Eesha Sharma (Dartmouth College)
Chair: Masakazu Ishihara (New York University)

Engaging Students in the Classroom

KMC 2-90

Leonard Lee - National University of Singapore
Keisha Cutright - Duke University
Jonathan Levav - Stanford University

Baohong Sun - Cheung Kong Graduate School of Business
Chair: Alix Barasch - New York University

09:30 – 10:15 am Concurrent sessions
Repeat above

10:15 – 10:45 am **Break**
Tisch Hall – Upper Concourse

10:45 – 12:30 pm **Session 6: The Interdisciplinary Nature of Marketing II**

10:45 – 11:30 am Concurrent sessions

Customer Experience Management

KMC 2-60

VK Kumar - Georgia State University
Anders Gustafsson - Norwegian Business School
Kay Lemon - Boston College
Chair: Ryan Hamilton - Emory University

Innovation

KMC 2-65

Page Moreau - University of Wisconsin
Olivier Toubia - Columbia University
Darren Dahl - University of British Columbia
Chair: Stefano Puntoni - Erasmus University

Research for the Greater Good

KMC 2-70

Punam Anand Keller - Dartmouth College
Bryan Bollinger - Duke University
C.B. Bhattacharya - University of Pittsburgh
John Lynch - University of Colorado
Chair: Gita Johar - Columbia University

Search

KMC 2-90

Stephen Spiller - UCLA
Anindya Ghose - New York University
Itamar Simonson - Stanford University
Pradeep Chintagunta - University of Chicago
Chair: Raluca Ursu - New York University

11:45 – 12:30 pm

Concurrent sessions
Repeat above

12:30 – 01:30 pm

Lunch
Tisch Hall - Upper Concourse

01:30 – 03:00 pm

Session 7: Student/Faculty small group breakout sessions
Various locations to be assigned

03:00 – 03:30 pm

Break
Tisch Hall - Upper Concourse

03:30 – 05:00 pm

Session 8: Future Research Issues
Paulson Auditorium

Jagdish Sheth - Emory University
Don Lehmann - Columbia University
Mark Houston - Texas Christian University
Russ Belk - York University
Roland Rust - University of Maryland
Chair: Vanitha Swaminathan - University of Pittsburgh

07:00 – 10:00 pm

Hudson River Boat Cruise

SUNDAY, JUNE 16

07:30 – 08:30 am

Continental breakfast

Tisch Hall - Upper Concourse

08:30 – 10:15 am

Session 9: Managing Your Career

08:30 – 09:15 am

Concurrent sessions

Navigating the Job Market

KMC 2-60

Pinar Yildirim - University of Pennsylvania

Eric Schwartz - University of Michigan

Dean Eckles - Massachusetts Institute of Technology

Jared Watson - New York University

Chair: Xiao Liu - New York University

The Promotion & Tenure Process

KMC 2-65

Barbara Kahn - University of Pennsylvania

Ravi Dhar - Yale University

Kannan Srinivasan - Carnegie Mellon University

Rebecca Hamilton - Georgetown University

Chair: Vicki Morwitz - New York University

Maintaining Work/Life Balance

KMC 2-70

Joachim Vosgerau - Bocconi University

Yesim Orhun - University of Michigan

Junghong Chu - National University of Singapore

Selin Malkoc - Ohio State University

Chair: Daria Dzyabura - New Economic School

School Service/Student Advising Issues

KMC 2-90

Jaideep Sengupta - Hong Kong University of Science and Technology

Fred Feinberg - University of Michigan

Linda Price - University of Oregon

Susan Fournier - Boston University
Chair: Geeta Menon - New York University

09:30 – 10:15 am

Concurrent sessions
Repeat above

10:15 – 10:45 am

Break
Tisch Hall - Upper Concourse

10:45 – 12:15 pm

Session 10: Student/Faculty small group breakout sessions
Various locations to be assigned

12:15 – 12:30 pm

Final remarks and departure
Paulson Auditorium – Upper Concourse 50
Box lunch provided

CONSORTIUM FACULTY



ADAM ALTER

New York University

Adam Alter is an Associate Professor of Marketing at New York University's Stern School of Business and the Robert Stansky, with an affiliated appointment in the New York University Psychology Department. Adam's research focuses on judgment, decision-making, and social psychology, particularly on the surprising effects of subtle environmental cues on human cognition and behavior. He received his Bachelor of Science (Honors Class 1, University Medal) in Psychology from the University of New South Wales and his M.A. and Ph.D. in Psychology from Princeton University, where he held the Procter Honorific Dissertation Fellowship and a Fellowship in the Woodrow Wilson Society of Scholars. Adam is the New York Times bestselling author of two books: *Irresistible* (2017), which examines our collective addiction to screens; and *Drunk Tank Pink* (2013), which investigates how hidden forces in the world around us shape our decisions. He has also written for the *New York Times*, *New Yorker*, *Washington Post*, *Atlantic*, and *WIRED*, among other publications, and appeared on NPR's Fresh Air and at the TED 2017 conference in Vancouver.



ERIC T. ANDERSON

Northwestern University

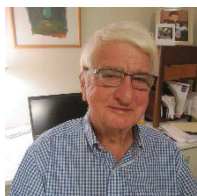
Eric T. Anderson is the Hartmarx Professor and former Chair of the Marketing Department at Northwestern University, Kellogg School of Management and Director of the Center for Global Marketing Practice. He holds a Ph.D. in Management Science from MIT Sloan School of Management. Professor Anderson's research interests include analytics, retailing, pricing strategy, innovation, new products and channel management. His articles have appeared in scholarly journals such as *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Economic Theory*, and *Quarterly Journal of Economics*. He has also published three articles in *Harvard Business Review* and an article in *Sloan Management Review*. His 2004 paper on the long-run impact of pricing and promotions was recently recognized for its enduring impact on the field of marketing. His 2014 paper on deceptive product reviews won the Paul E. Green award for the best paper in *Journal of Marketing Research*. Professor Anderson is currently marketing department editor of *Management Science* and also serves on the Board of Directors for Canadian Tire.



EVA ASCARZA

Harvard Business School

Eva Ascarza is the Jakurski Family Associate Professor of Business Administration at Harvard Business School. As a marketing modeler, she uses tools from statistics, economics, and machine learning to answer relevant marketing questions. Her main research areas are customer analytics and customer management, with special attention to the problem of customer retention. She uses field experimentation as well as econometric modeling and machine learning tools not only to understand and predict patterns of behavior, but also to optimize the impact of firms' interventions. She received the 2014 Frank Bass award, awarded to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal. Her research has been recognized as a Paul E. Green Award finalist in 2016 and 2017, awarded to the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research. She was named a MSI Young Scholar in 2017, received the Erin Anderson Award in 2019, and serves on the editorial review board of several top marketing journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, and *QME*.



HENRY ASSAEL

New York University

Professor Assael's research is primarily in the areas of media, market segmentation, advertising evaluation, and survey research methods. He directs the NYU Stern/CBS Media Analytics Initiative, the main focus of which is to forward research on cross-media issues to understand how multiple media interact in impacting purchasing behavior. Current research includes developing multi-media choice models to optimize ROI, investigating recency of exposure on purchase behavior, and estimating the effects of TV commercial placements on advertising and show engagement. He is currently working on segmenting consumers by their sensitivity to advertising stimuli. He has written over thirty articles for scholarly journals and edited a 33 volume series on the history of marketing, and a 30 volume series on the history of advertising. He is the author of three widely used texts: *Consumer Behavior: A Strategic Approach* (7 editions), *Marketing: Principles and Strategy* (3 editions), and *Marketing Management - Strategy and Action*. Professor Assael received his BA from Harvard, MBA from Wharton, and PhD from Columbia. He has consulted for AT&T, Avon, Nestle, the New York Stock Exchange, the Kennedy Center, the National Academy of Sciences, and CBS.



ALIX BARASCH

New York University

Alix Barasch is an Assistant Professor in Marketing at New York University's Stern School of Business. Alix's research examines social aspects of consumption, such as the implications of focusing on oneself versus others, judgments and inferences about others, and decisions to share information or resources. One stream of her research explores prosocial behaviors that help us signal our virtue to ourselves and others, including what motivates people to perform good deeds and how we perceive prosocial actors. A second stream of her research investigates how people decide what and when to share with others, such as the goals underlying people's photo-taking behaviors and how people communicate via word-of-mouth. Her research has been published in leading marketing and psychology journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, and the *Journal of Personality and Social Psychology*. Alix received her B.S. in psychology from Duke University and her Ph.D. in Marketing from the Wharton School at the University of Pennsylvania. Before grad school, Alix taught at the University of Macau as a Fulbright scholar.



RUSSELL BELK

York University

Russell Belk is a York University Distinguished Research Professor and Kraft Foods Canada Chair in Marketing. He has received the Paul D. Converse Award, two Fulbright Awards, and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research. He is a past president of the Society of Marketing and Development, past president and fellow in the Association for Consumer Research, and Fellow in the American Psychological Association and the Royal Society of Canada. He has over 650 publications and, together with colleagues, he initiated the Consumer Behavior Odyssey, the Association for Consumer Research Film Festival, and the Consumer Culture Theory Conference. He recently co-wrote or co-edited *Romantic Gift Giving* (Routledge 2018), *Consumer Culture Theory: Research in Consumer Behavior* (Emerald 2018), *Qualitative Consumer Research* (Emerald 2017), and *Handbook on The Sharing Economy* (2019). His research involves the extended self, meanings of possessions, collecting, gift-giving, sharing, digital consumption, and materialism. This work tends to be qualitative, visual, and cultural.



JONAH BERGER

University of Pennsylvania

Jonah Berger is a Marketing Professor at the Wharton School at the University of Pennsylvania and a world-renowned expert on word-of-mouth, social influence, consumer behavior, and how products, ideas, and behaviors catch on. He has published dozens of articles in top-tier academic journals, teaches Wharton's highest rated online course, and popular accounts of his work often appear in places like *The New York Times*, *Wall Street Journal*, and *Harvard Business Review*. Berger is the internationally bestselling author of multiple books including *Contagious: Why Things Catch On* (over half a million copies in print in over 30 languages) and *Invisible Influence: The Hidden Forces that Shape Behavior*. Berger often keynotes major conferences and events like SXSW and Cannes Lions, and consults for companies like Apple, Google, GE, Coca-Cola, Vanguard, 3M, Kaiser Permanente, and The Gates Foundation.



AMIT BHATTACHARJEE

Erasmus University

Amit Bhattacharjee is an Assistant Professor of Marketing at the Rotterdam School of Management, Erasmus University. He earned his Ph.D. in Marketing from The Wharton School, University of Pennsylvania, and has served as a visiting scholar at NYU and Dartmouth College. Amit's research examines how moral psychology shapes consumers' marketplace judgments and behaviors, including perceptions of market fairness, moralization, symbolic consumption, and well-being. He spends most of his personal and professional life in a state of confusion over which normative standard to apply in any given situation. His work has appeared several top business and psychology journals, such as *Journal of Consumer Research*, *Journal of Personality and Social Psychology*, *Behavioral and Brain Sciences*, and *Harvard Business Review*, and has been recognized with the JCR Best Article Award.



CB BHATTACHARYA

University of Pittsburgh

CB Bhattacharya, is H.J. Zoffer Chair in Sustainability and Ethics at the Katz Graduate School of Business, University of Pittsburgh. He is a world renowned expert in business strategy innovation aimed at increasing both business and social value. He is co-author of the book *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value* and co-editor of the book *Global Challenges in Responsible Business*, both published by Cambridge University Press. He has served on the Editorial Review Boards and served as Editor of special issues of many leading international publications. Prof. Bhattacharya is part of a select group of faculty that has been named twice to *Business Week's* Outstanding Faculty list and has been recognized by Thomson Reuters and Google Scholar as one of the top cited scholars in his field. He received his PhD in Marketing from the Wharton School of the University of Pennsylvania in 1993, his MBA from the Indian Institute of Management in 1984 and his Bachelors (with Honors in Economics) from St. Stephens College, Delhi in 1982. He is often interviewed and quoted in publications such as *Business Week*, *BBC*, *Forbes*, *Financial Times*, *Newsweek*, *The New York Times*, *The Economist* and on TV stations such as *Times Now*, *CBS*, and *PBS*.



ANDREA BONEZZI

New York University

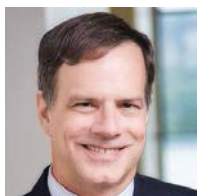
Andrea Bonezzi is an Associate Professor of Marketing at New York University's Stern School of Business. Andrea studies the psychological mechanisms that drive consumer judgment and decision-making, with a focus on what motivates goal pursuit, social transmission of information, and acceptance of artificial intelligence. Most of his ongoing research investigates the psychological mechanisms that drive consumers' attitudes, judgments and behaviors toward artificial intelligence. For example, Andrea's most recent research examines how self-uniqueness drives consumers' receptivity to medical AI (i.e., artificial intelligence for medical decision-making). Andrea's research has been published in leading marketing and psychology journals including *Journal of Consumer Research*, *Journal of Marketing Research*, and *Psychological Science*. Andrea joined New York University's Stern School of Business after completing his Ph.D. in Marketing at the Kellogg School of Management at Northwestern University.



BRYAN BOLLINGER

Duke University

Bryan Bollinger is an Assistant Professor of Marketing at Duke's Fuqua School of Business. Professor Bollinger's research portfolio aims to understand the causal effects of policymakers' decisions in sustainability domains, and the interdependent reactions by both consumers and firms. Examples include drivers of solar adoption and pricing, the role of home-automation on demand response, and the effect of nutritional labeling. His research has been supported by grants from the Department of Energy, National Science Foundation, Environmental Protection Agency, and the Canadian Institute of Health, among others. Professor Bollinger received his BA and BE in engineering at Dartmouth College and his M.A. in Economics and Ph.D. in Marketing at Stanford University. His research has appeared in multiple outlets including *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Quantitative Marketing and Economics*, and *American Economic Journal: Economic Policy*, and *Nature*; it has been highlighted in news outlets such as *The Economist*, NPR, *The New York Times*, and *The Harvard Business Review*.



SCOT BURTON

University of Arkansas

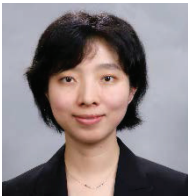
Scot Burton is Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing, Department of Marketing, Sam M. Walton College of Business, University of Arkansas. He serves as one of the Coeditors-in-Chief, *Journal of Public Policy & Marketing*, and as a special external consultant for the U.S. FDA Risk Communications Advisory Committee. His research interests include consumer health and well-being, public policy concerns, and advertising and promotion issues. He has published more than one hundred articles in a variety of journals in marketing, psychology, and health, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *American Journal of Public Health*, *Journal of Public Policy & Marketing*, *Journal of Applied Psychology*, *Journal of Retailing*, *JAMS*, *Journal of Advertising*, *Tobacco Control*, *Public Opinion Quarterly*, *Journal of Management*, *MIS Quarterly*, *OBHDP*, and others. He has received awards for his research, teaching, and service, and his research has been noted in the *Wall Street Journal*, *BusinessWeek*, *MSN*, *Newsday*, *U.S. News & World Report*, NPR, *USA Today*, and various health-related outlets.



MARGARET C. (Meg) CAMPBELL

University of Colorado, Boulder

Professor Campbell's research focuses on consumers as "intuitive psychologists" who make inferences about the marketplace. She examines when and how consumers consider the reasons for companies', brands', and other consumers' behaviors. She examines consumers' inferences about pricing, branding and persuasion efforts. Additional research explores how contextual factors influence both adults' and children's consumption decisions. Recent research shows that interpretation of their own behaviors biases consumers' perceptions of goal progress. Her research has been published in impactful journals including the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Consumer Psychology*, and the *Personality and Social Psychology Bulletin*. Professor Campbell is currently Editor of the *Journal for Consumer Research* and recently served as President of the Association for Consumer Research. She has served as an Associate Editor at the *Journal of Marketing Research* the *Journal of Consumer Research*. She has been a member of the editorial review boards of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of Retailing*, and the *International Journal of Research in Marketing*.



XINYU CAO

New York University

Xinyu Cao is Assistant Professor of Marketing at NYU Stern School of Business. She received her Ph.D. in Marketing from MIT Sloan School of Management in 2018. Her research focuses on quantitative marketing with emphasis on market research methodology, online advertising, digital marketing and social media. She conducts field experiments and structural modeling to analyze marketing phenomena, and develops game-theoretic models to optimize marketing strategies. In a recent paper, she developed a theory-based, cost-effective method to estimate the demand for new products using choice experiments. Her research has appeared in *Marketing Science*.



YUXIN CHEN

New York University Shanghai / New York University

Dr. Yuxin Chen is the Dean of Business and the Distinguished Global Professor of Business at NYU Shanghai, with an affiliation with Stern School of Business, New York University.

The primary research interests of Dr. Chen include data-driven marketing, internet marketing, pricing, retailing, competitive strategies, structural empirical models, Bayesian econometric methods, behavioral economics, and marketing in emerging markets. He has published more than 30 peer-reviewed articles at top marketing and management journals. Dr. Chen received Frank M. Bass Award and John D.C. Little Award in 2001, and the Paul E. Green Award in 2012. He was also a finalist for INFORMS Society for Marketing Science Long Term Impact Award in 2011. Currently, he serves as a Senior Editor of *Marketing Science*. Dr. Chen received his B.S. in Physics from Fudan University, a MSBA and a Ph.D. in Marketing from Washington University in St. Louis. He also studied in the Computer Science Department in the Graduate School of Zhejiang University.



PRADEEP K. CHINTAGUNTA

University of Chicago

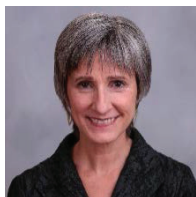
Pradeep K. Chintagunta is the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing at the Booth School of Business, University of Chicago. He is interested in empirically studying consumer, agent and firm behavior, and more recently, “development marketing” – studying the role of marketing in economic development. He graduated from Northwestern University and has also served on the faculty of the Johnson School, Cornell University. He has been a visiting professor at Harvard and Stanford universities. He is an ISMS Fellow and serves on the Board of Governors of the Indian Institute of Management, Ahmedabad.



JUNHONG CHU

National University of Singapore

Junhong Chu is a tenured Associate Professor of marketing at the NUS Business School, National University of Singapore. She joined NUS in 2006 after receiving her PhD in business administration (marketing) from the University of Chicago. Prior to that, she obtained a BA in international economics and a PhD in law (demography) from Peking University and was an Associate Professor in the Peking University's School of Economics. She also visited Harvard University as a research fellow (1998-1999) and University of Michigan as a visiting Associate Professor (2012-2013). Dr. Chu's research interests include platform markets and sharing economy, e-commerce, social media, P2P market, distribution channels, retail competition, networking, and emerging markets. Her research has appeared in top marketing journals. She was a 2011 MSI (Marketing Science Institute) Young Scholar and won NUS Business School Outstanding Researcher awards in 2008 and 2011. She is the NUS Marketing PhD program coordinator, and the academic director of the Master of Science in Marketing Analytics and Insights program.



KIM CORFMAN

New York University

Kim Corfman is Professor of Marketing and Vice Dean for Online Learning. Since joining Stern in 1985, she has served in a variety of leadership roles, including Academic Director of the MBA in Fashion & Luxury, Vice Dean for MBA Programs, Academic Director of the Langone Part-Time MBA Program, and coordinator of the doctoral program in marketing. Professor Corfman has taught courses on creativity, negotiation, brand planning, marketing management, sales management, group decision-making, and focus group moderating, to undergraduates, MBA students, PhD students, and executives. She is recipient of the NYU Stern Excellence in Teaching Award. Professor Corfman's research interests include individual and group creativity, affect, group decision-making and judgment, and social influence. Her work has been published in such journals as the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Psychological Bulletin*, the *Journal of Retailing*, *Marketing Letters*, *Motivation and Emotion*, and *Multivariate Behavioral Research*. Professor Corfman received an A.B. in Romance Languages from Princeton University and an M.B.A. and Ph.D. in Marketing from Columbia University.



KEISHA CUTRIGHT

Duke University

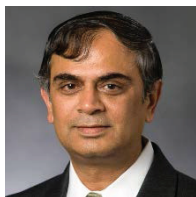
Keisha Cutright is an Associate Professor of Marketing at Duke University's Fuqua School of Business. Keisha received her Ph.D. in Marketing from Duke in 2011, and was a faculty member at The Wharton School at the University of Pennsylvania before returning to Duke. Her research explores the psychological drivers of consumer behavior, often addressing issues related to religion, personal control, culture and emotion. Her work has been published in top-tier academic journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, and *Marketing Science*. She also serves on the Editorial Boards for the *Journal of Marketing*, the *Journal of Consumer Research*, the *Journal of Marketing Research* and the *Journal of Consumer Psychology*. Popular accounts of her work have appeared in outlets such as the *Wall Street Journal*, *NewsWeek*, *Time*, and *Fast Company*. Prior to beginning her career in academia, Professor Cutright worked in brand management at Procter and Gamble. She teaches Strategic Brand Management and was previously named one of the world's best 40 b-school professors under the age of 40 by *Poets and Quants*.



DARREN DAHL

University of British Columbia

Darren Dahl is Senior Associate Dean – Faculty, Director of the Robert H. Lee Graduate School, and the B.C Council Innovation Professor at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in journals such as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is an associate editor at the *Journal of Marketing Research* and is the past editor-in-chief of the *Journal of Consumer Research*. He serves on the editorial board of the *Journal of Consumer Research*, *Journal of Marketing*, and the *Journal of Consumer Psychology* among others. Professor Dahl teaches courses in Creativity and Strategic Analysis at the MBA and executive education levels. He has won awards for both his research (e.g., Killam Research Prize) and his teaching (e.g., 3M Teaching Fellow) efforts.



PREYAS DESAI

Duke University

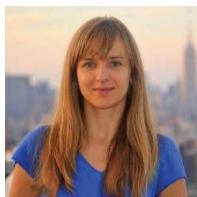
Preyas Desai is Spencer R. Hassell Professor of Business Administration and the Senior Associate Dean for Digital Education at Duke University's Fuqua School of Business. He received M.S. and Ph.D. from Carnegie Mellon University. Preyas Desai's research has examined marketing strategy questions spanning several areas. His work on distribution channels takes the literature beyond price coordination to address complex managerial problems such as the impact of demand uncertainty and coordination of cooperative advertising and customer satisfaction activities. His research on durable goods has analyzed the tradeoff between cannibalization and external competition, relative profitability of leasing and selling as two marketing options, and the coexistence of posted price and haggling in competitive markets. Preyas Desai's recent work has focused on technology-related topics such as digital-rights management, search engine strategies, pricing for wireless firms. Preyas has served as a departmental editor for *Management Science* and as the editor-in-chief of *Marketing Science*.



RAVI DHAR

Yale University

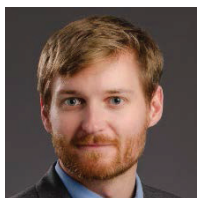
George Rogers Clark Professor of Management and Marketing, Yale School of Management; Professor of Psychology in the Department of Psychology, Yale University; Director, Center for Customer Insights. Professor Dhar has been involved in pioneering work in understanding the different factors that influence how consumers think and decide. He has also served as a consultant to dozens of Fortune 100 companies in a wide variety of industries, including CPG, health care, high tech, financial services and luxury goods on developing best practices for generating and using customer insights. Ravi has published more than 70 articles and serves on the editorial boards of several leading marketing journals. The AMA recently ranked Professor Dhar as the second most productive scholar publishing in premier marketing journals 2009-2016. His research and teaching has been honored with various awards including the Distinguished Scientific Contribution Award of the Society for Consumer Psychology, the Distinguished Alumnus Award from the Indian Institute of Management, and the Yale School of Management Alumni Association Teaching Award. His work has been frequently mentioned in *Business Week*, *The New York Times*, *The Financial Times*, *The Wall Street Journal*, *The Economist*, *USA Today*, and other popular media.



DARIA DZYABURA

New Economic School, Moscow

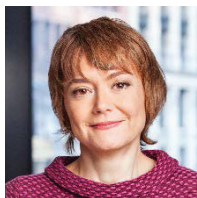
Daria Dzyabura is Associate Professor of Marketing at the New Economic School, Moscow, where she teaches applied data science and the marketing core course. She holds a PhD in Management Science from the MIT Sloan School of Management. Before joining NES, she was an Assistant Professor of Marketing at the NYU Stern School of Business. Daria's research interests are in the areas of omnichannel retail, digital marketing, and social media. She uses machine learning, preference elicitation, and analytical modeling approaches to address problems in these fields. Her recent research in retail focuses on how consumers search products across different categories, and how retailers optimally allocate different categories at more-and less-accessible locations in a store. In online channels, Daria's work focuses on how to forecast product return rates for new product using image processing, and how these forecasts can be used in optimizing product assortments across channels. In digital marketing, Daria develops methods to track consumer-generated image content to listen to brand-related conversations.



DEAN ECKLES

Massachusetts Institute of Technology

Dean Eckles is a social scientist and statistician. Dean is the KDD Career Development Professor in Communications and Technology at Massachusetts Institute of Technology (MIT), an Assistant Professor in the MIT Sloan School of Management, and affiliated faculty at the MIT Institute for Data, Systems & Society. He was previously a member of the Core Data Science team at Facebook. Much of his research examines how interactive technologies affect human behavior by mediating, amplifying, and directing social influence — and statistical methods to study these processes. Dean's empirical work uses large field experiments and observational studies. His research appears in the *Proceedings of the National Academy of Sciences* and other peer-reviewed journals and proceedings in statistics, computer science, and marketing. Dean holds degrees from Stanford University in philosophy (BA), symbolic systems (BS, MS), statistics (MS), and communication (PhD).



TÜLIN ERDEM

New York University

Tülin Erdem is the Leonard N. Stern School Professor of Business and Professor of Marketing at the Stern School of Business, NYU. Before joining Stern in 2006, she was the E.T. Grether Professor of Business Administration and Marketing at the Haas School of Business, University of California at Berkeley, where she served as the Marketing Group Chair, Ph.D. Program Director and the Associate Dean for Research. She has received best paper awards, as well as major research grants, including two major National Science Foundation grants. She has served as an Area Editor, Senior Editor and Advisory Council member at several top journals. She was the editor-in-chief of the *Journal of Marketing Research* (2009-2012). She served as the President of INFORMS Marketing Society as well. She is also an ISMS Fellow. Tülin Erdem is currently serving as the Chair of the Marketing Department at NYU-Stern.



FRED FEINBERG

University of Michigan

Fred Feinberg is Handleman Professor and Department Chair of Marketing, and Professor of Statistics, University of Michigan. He holds SB degrees in Mathematics & Philosophy, and PhD in Management, all from MIT. His research uses statistical models to explain complex decisions, particularly involving sequential choices; the interface between marketing and engineering design; optimization for charitable organizations; and multi-agent choices (e.g., in online dating), using Bayesian, machine learning, and dynamic programming methods. He was SE at *Marketing Science* (2014-2016), is presently AE at *JMR* and DE at *POMS*, been a finalist for the O'Dell and Little awards, and received the 2011 Best Paper award from *IJRM*. He is co-author of "Modern Marketing Research: Concepts, Methods, and Cases," co-Chaired the 2009 ISMS Marketing Science conference, and is President of the INFORMS Society for Marketing Science. In his spare time, he likes to play piano, fret, and bake challah, but rarely simultaneously.



SUSAN FOURNIER

Boston University

Susan Fournier joined the faculty at Boston University Questrom School of Business in 2005 as an Associate Professor of Marketing and Dean's Research Fellow. In the ensuing years, she advanced through the faculty ranks and was named Questrom Professor in Management in 2013. She has been an influential member of the community in her varied roles as an educator, researcher, and administrator. As Questrom's first academic dean in over 40 years, Susan has the benefit of an inside perspective. She brings a wealth of personal experience in academia with over 24 years in the Undergrad, MBA and Executive classrooms of Harvard Business School, Tuck School of Business at Dartmouth College, and Questrom. She is a celebrated professor who designed and delivered one of Questrom's Top 10 MBA electives. She recently served as Senior Associate Dean of Faculty & Research, and was a prior Faculty Director of the Questrom MBA and Doctoral programs.



ANINDYA GHOSE

New York University

Anindya Ghose is the Heinz Riehl Chair Professor of Business at NYU Stern where he holds a joint appointment in the IOMS and Marketing departments. He is the author of *TAP: Unlocking The Mobile Economy* which is a double winner in the 2018 Axiom Business Book Awards and has been translated into five languages. He is the Director of the Masters of Business Analytics Program at NYU Stern. In 2014, he was named by *Poets & Quants* as one of the Top 40 Professors Under 40 Worldwide and by Analytics Week as one the "Top 200 Thought Leaders in Big Data and Business Analytics". He is the youngest recipient of the prestigious INFORMS ISS Distinguished Fellow Award. In 2017 he was recognized by Thinkers50 as one of the Top 30 Management Thinkers globally. He has published more than 100 papers in premier scientific journals and conferences, and has given more than 250 talks internationally. His research has received 15 best paper awards and nominations. He is a winner of the NSF CAREER award and has been awarded 14 grants from Google, Microsoft, Adobe and several other corporations.



AVI GOLDFARB

University of Toronto

Avi Goldfarb is Rotman Chair in Artificial Intelligence and Healthcare, and Professor of Marketing, at the Rotman School of Management, University of Toronto. Avi is also Chief Data Scientist at the Creative Destruction Lab, Senior Editor at *Marketing Science*, and a Research Associate at the National Bureau of Economic Research. Avi's research focuses on the opportunities and challenges of the digital economy. He has published over 70 academic articles in a variety of outlets in marketing, statistics, law, computing, and economics. This work has been discussed in Congressional testimony, European Commission documents, the Economist, *The New York Times*, and elsewhere. Along with Ajay Agrawal and Joshua Gans, Avi is the author of the international bestselling book *Prediction Machines: The Simple Economics of Artificial Intelligence*. Avi received his Ph.D. in economics from Northwestern University.



ERIC A. GREENLEAF

New York University

Eric A. Greenleaf is a Professor of Marketing at the Stern School. He received his BS from the University of New Hampshire and his MBA and Ph.D. from Columbia University. Eric's research spans both quantitative and behavioral areas of marketing. He has investigated behavioral pricing such as reference price effects in promotions and partitioned pricing, auctions, consumer delay, response styles in surveys, and the impact of earning consumer surplus on subsequent consumer behavior. More recently he has studied how to use single-neuron studies in marketing and how early college admissions affects the decision making complexity and welfare of students applying to college. His research has been published in *Empirical Studies of the Arts*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Letters*, *Management Science*, *Marketing Science*, and *Public Opinion Quarterly*. At Stern he has taught the undergraduate and graduate introductory marketing classes. For many years Eric has also been very active in the community, working to get New York City to build needed public schools.



RAJDEEP GREWAL

University of North Carolina

Rajdeep Grewal (Ph.D. 1998 – University of Cincinnati) is the Townsend Family Distinguished Professor of Marketing at the Kenan-Flagler Business School at the University of North Carolina, Chapel Hill, NC. Currently he serves as the Marketing Area Chairperson. His research focuses on empirically modeling strategic marketing issues where he uses descriptive causal and structural models. He currently serves as the editor-in-chief for the *Journal of Marketing Research*. His research has appeared in prestigious journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, and *Strategic Management Journal*, among others. He has held tenure track faculty positions at Pennsylvania State University at University Park, PA and Washington State University, WA. He has also taught at Indian School of Business (Hyderabad and Mohali), Wharton School at University of Pennsylvania, and University of Cincinnati.



SACHIN GUPTA

Cornell University

Sachin Gupta is Henrietta Johnson Louis Professor of Marketing and Professor of Management at the SC Johnson College of Business at Cornell University. He is also Co-Editor of the *Journal of Marketing Research*, published by the American Marketing Association. Professor Gupta's research focuses on analytical models of marketing phenomena, especially in the healthcare, nonprofit, and consumer goods sectors. Professor Gupta's published papers have received the O'Dell award of the American Marketing Association in 2008, the Paul Green award of the American Marketing Association in 2003, the Cornell Hospitality Quarterly's best paper award in 2007, and five of his other published papers have been finalists for the O'Dell award, the Paul Green award, or the John D.C. Little award of INFORMS. Professor Gupta has been honored with multiple teaching awards at Cornell and at Northwestern University. At Cornell he previously served as Associate Dean for Academic Affairs, and as Director of the Ph.D. program in Management.



SUNIL GUPTA

Harvard Business School

Sunil Gupta is the Edward W. Carter Professor of Business Administration and Chair of the General Management Program at Harvard Business School. He is also the co-chair of the executive program on Driving Digital Strategy. Sunil's current research is in the area of digital technology and its impact on consumer behavior and firm strategy. His book on this topic, *Driving Digital Strategy*, was published by Harvard Business Review Press in August 2018. Sunil's previous research focused on customer management, pricing, and return on marketing investment. Sunil has published three books and over 100 articles, book chapters, cases and notes. His research has won several national and international awards. He has been invited by the Royal Swedish Academy of Sciences to nominate a scholar for the Nobel Prize in Economics for four consecutive years (2016-2019). Sunil holds a Bachelor's degree from the Indian Institute of Technology, Delhi, MBA from the Indian Institute of Management, Ahmedabad and a Ph.D. from Columbia University.



ANDERS GUSTAFSSON

BI Norwegian Business School

Anders Gustafsson is a Professor of Marketing at the Norwegian Business School. Dr. Gustafsson is conducting research on customer satisfaction and loyalty, management of customer relationships, and consumer behavior. His research focus now is staging and understanding customer experiences (eg. Acts of firms, impact of customer emotions, goals, and various senses, and ways to capture the latter using objective measures) He is the current editor in chief for *Journal of Business Research* and an area editor of *Journal of Service Research*. He is also the upcoming president for AMA's academic council and will be responsible for some of AMA's major academic events in 2019/2020. Recently he received the Christopher Lovelock Career Contributions to the Services Discipline Award.



REBECCA HAMILTON

Georgetown University

Rebecca Hamilton is Michael G. and Robin Psaros Chair in Business Administration, Professor of Marketing and Marketing Area Coordinator at Georgetown University's McDonough School of Business. She received her PhD from the MIT Sloan School of Management in 2000 and was on the faculty at the University of Maryland's Robert H. Smith School of Business from 2000-2014. Professor Hamilton's research examines the effects of contextual factors – including the social environment, stage of decision making and presentation format – on consumer decision making. Her research has been published in journals such as *the Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Harvard Business Review*. She is currently Co-Editor of the *Journal of Marketing Research*, Associate Editor for the *Journal of the Academy of Marketing Science*, and serves on the Editorial Review Boards of the *International Journal of Research in Marketing*, *Journal of Interactive Marketing*, and *Journal of Marketing*. Professor Hamilton enjoys teaching consumer behavior classes to undergraduate, MBA and executive MBA students.



RYAN HAMILTON

Emory University

Ryan Hamilton is Associate Professor of Marketing at Emory University's Goizueta Business School. He received his PhD in Marketing from Northwestern University. His research investigates shopper decision making: how brands, prices, and choice architecture influence decision making at the point of purchase. One of his research interests is retailer price image, exploring how customers form subjective store-level price impressions and how those impressions influence consumer behavior. He co-authored a book and co-hosts a podcast, both called, *The Intuitive Customer*, which apply the insights from consumer psychology to effectively managing customer experiences. Ryan is the proud father of five children, which means he spends much of his time exhausted and slightly ruffled. This also gives him some social cover for his unabashed enthusiasm for Lego and comic book movies. He has never run a marathon and has no intention of ever doing so.



WESLEY R. HARTMANN

Stanford University

Wesley R. Hartmann is a Professor of Marketing at Stanford University's Graduate School of Business. Wes joined Stanford in 2003 after completing his PhD in Economics at UCLA. Much of his recent research is in the area of advertising with a focus on its role as a competitive tool in contexts such as presidential elections and concentrated markets of branded goods. A new research stream initiated with former PhD students studies the unique ability of automation technology to help consumers respond to the frequent demand and supply shocks experienced in resource markets such as electricity and water. Other research emphasizes switching costs, price discrimination, social interactions and dynamic decision-making. Across these topics, Wes uses empirical approaches that include structural econometrics, experimentation and causal inference more broadly. He particularly enjoys the role he has been able to play in advising and mentoring many PhD students.



KELLY HEWETT

University of Tennessee

Kelly Hewett is Associate Professor of Marketing at the University of Tennessee's Haslam College of Business, and Editor-in-Chief designate for the *Journal of International Marketing*. Prior to joining UT, she worked for five years at Bank of America, where she was a senior vice president in the firm's corporate marketing group. Previously, she had a 10-year academic career, and also held prior positions in international marketing and marketing research. Kelly's research has been published in the *Journal of Marketing*, the *Journal of International Business Studies*, the *Journal of the Academy of Marketing Science*, and the *Journal of International Marketing*, among others. Kelly has received numerous awards and recognitions for her research, teaching, and service. She has served as a Corporate Trustee for the Marketing Science Institute, and as a member of the boards for the AMA's Marketing Strategy and Global Marketing Special Interest Groups. She currently leads several abroad experiences for both graduate and undergraduate students, teaches a Ph.D. seminar on marketing strategy, and teaches in the full-time, Executive, and Professional MBA programs.



MARK B. HOUSTON

Texas Christian University

Mark B. Houston (Ph.D. Arizona State, MBA University of Missouri, B.S. Southwest Baptist) is Professor and Eunice and James L. West Chair in Marketing at Texas Christian University (TCU). Mark is also affiliated with ASU's Center for Services Leadership and the University of Münster (Germany). He is coauthor of *Entertainment Science* (2019, Springer Nature), and his research on channels, movies, and innovation strategy appears in *Marketing Science*, *Journal of Marketing*, *JMR*, *JCR*, and *Journal of Financial & Quantitative Analysis*. He is Co-Editor of *Journal of the Academy of Marketing Science*, and an AE of *JM* and *Journal of Service Research*. Mark is a member of the AMA Board of Directors, was President of the AMA Academic Council (2012-2013), and co-chaired the AMA Summer Conference (2005 and 2017) and the AMA/Sheth Foundation Doctoral Consortium (2010). An award-winning teacher, Mark has conducted research, consulting, and/or executed with firms such as AT&T, Caterpillar, Dell, IBM, Marriott.com, and WellPoint. Prior to re-joining TCU in 2017, Mark served three years as department head at Texas A&M.



JOHN HULLAND

University of Georgia

John Hulland is a chaired Professor of Marketing at the Terry College of Business, University of Georgia. His research interests focus primarily on understanding how social interactions – particularly in online communities – influence attitudes and behaviors. John's research has appeared in a wide variety of leading journals, including *Journal of Consumer Research*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science (JAMS)*. He is currently the editor-in-chief for *JAMS*. Prior to joining UGA in 2011, John taught at the University of Pittsburgh for ten years, and before that at the Ivey Business School, University of Western Ontario in Canada. He received his PhD from MIT, his MBA from Queen's University (in Kingston, Ontario), and his undergraduate degree (in Chemistry) from the University of Guelph. John's personal interests include falling down ski hills in the winter and swearing at missed golf shots in the summer. He collects old video games and pinball machines, and is equally bad at both. John is married and has three adult children.



TOMAS HULT

Michigan State University

Tomas Hult is Professor, Byington Endowed Chair, and Director of the International Business Center in the Broad College of Business at Michigan State University. He is also Executive Director of the Academy of International Business, President of the Sheth Foundation, and serves on the U.S. District Export Council. Tomas is an elected fellow of the Academy of International Business and was the 2016 Academy of Marketing Science Distinguished Marketing Educator. Hult is one of the world's leading academic authorities (50,000+ citations) on marketing strategy, international marketing, strategic management, and global supply chains. Tomas has served on the AMA Academic Council, AMA program chair, AE and ERB for *Journal of Marketing*, and track chair. He will co-chair the AMA Winter 2020 conference. Hult is coauthor with Charles Hill of the market-share leading textbooks in international business: *Global Business Today* and *International Business*. He has also done popular business trade books titled *Second Shift*, *Global Supply Chain Management*, *Total Global Strategy*, and *Extending the Supply Chain*, and had op-ed works published in *Time*, *Fortune*, and *World Economic Forum*.



JEFFREY J. INMAN

University of Pittsburgh

Jeff Inman is the Albert Wesley Frey Professor of Marketing and Associate Dean of Research and Faculty at the Katz Graduate School of Business at the University of Pittsburgh. He is currently Editor-in-Chief of the *Journal of Consumer Research*. He is also sits on the Board of Directors of the American Marketing Association, is Past-President of the Society for Consumer Psychology, and is a former President of the Association for Consumer Research. His research focuses on consumer-relevant issues such as in-store choice, response to promotions, and the influence of technology on consumer behavior. He has published over 50 journal articles across a variety of journals, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Marketing Science*, and the *Journal of Marketing*. He has won the MSI/H. Paul Root, which is awarded to a *Journal of Marketing* article based on its contribution to the advancement of the practice of marketing. In his spare time, he enjoys skiing, basketball, and videogames.



MASAKAZU ISHIHARA

New York University

Masakazu Ishihara is an Associate Professor of Marketing at New York University, Stern School of Business. Professor Ishihara's research focuses on quantitative marketing and empirical industrial organization, with particular interest in the dynamic effects of marketing strategies, forward-looking decision making by consumers and firms, and marketing in the entertainment industry. In a recent paper, he used data from the Japanese video game market to study consumers' forward-looking buying and selling behavior in the video game industry, and to examine the impact of the elimination of used video game markets on new video game sales. Professor Ishihara is the recipient of the Inaugural 2010 ISMS Doctoral Dissertation Competition Award. Professor Ishihara received his B.S. and M.S. in Economics from the University of Wisconsin-Madison, and his Ph.D. in Marketing from the Rotman School of Management at the University of Toronto.



SANDY JAP

Emory University

Sandy Jap is the Sarah Beth Brown Endowed Professor of Marketing at the Goizueta Business School at Emory University and has published widely across the top academic journals in marketing and management science. Her research focuses on strategic partnering, business-to-business management, channels of distribution, and go-to-market strategies. She is currently a co-editor at *Marketing Letters*. In 2016, she received a Lifetime Achievement Award from the American Marketing Association (AMA) Interorganizational Special Interest Group (IOSIG) for her long-term contributions and service to the academy and profession as well as her sustained record of research excellence. She was also named a fellow at the Institute for the Study of Business Markets (ISBM) at Pennsylvania State University and the Direct Selling Education Foundation (DSEF). She is the author of *Partnering with the Frenemy*, and *A Field Guide to Channel Strategy*—both are how-to books on going into market strategy. In 2010 she co-launched the Marketing Analytics Center, and she is a former faculty member at the MIT Sloan School of Management and the Wharton School.



KINSHUK JERATH

Columbia University

Kinshuk Jerath is Associate Professor of Marketing at Columbia Business School. His research falls, broadly, under technology-enabled marketing, primarily in online and offline retailing, online advertising and customer management; besides this, he is also interested in salesforce management and the Marketing/Operations Management interface. He has published in top-tier marketing and operations management journals, such as *Marketing Science*, *Journal of Marketing Research* and *Management Science*, and he also serves on the editorial boards of several top-tier journals. He has been nominated by the Marketing Science Institute as a Young Scholar in 2013 and as a Scholar in 2018, and has received research award grants from Google, Amazon and Adobe. He has consulted to Fortune 500 companies, has served as an expert in legal cases, and sits on the advisory boards of multiple startups. He received a B.Tech. degree in Computer Science and Engineering from the Indian Institute of Technology Bombay and a Ph.D. degree in Operations and Information Management from the Wharton School of the University of Pennsylvania. Prior to being at Columbia, he was on the faculty of the Tepper School of Business at Carnegie Mellon University.



GITA V. JOHAR

Columbia University

Gita V. Johar (PhD NYU Stern 1993; MBA Indian Institute of Management Calcutta 1985) has been on the faculty of Columbia Business School since 1992 and is currently the Meyer Feldberg Professor of Business. She served as the school's Faculty Director of Online Initiatives from 2014 to 2017, Senior Vice Dean from 2011 to 2014 and Vice Dean for Research from 2010 to 2011. Professor Johar served as the co-editor of the *Journal of Consumer Research* from July 2014 to December 2017 and is currently an associate editor at the *Journal of Marketing* and a guest editor of a special issue of the journal on "*Better Marketing for a Better World.*" Professor Johar's expertise lies in consumer psychology and she examines the influence of consumer identity, self-control and perceptions of control on decision-making and consumption. She is currently applying psychological principles of beliefs and attitudes to design interventions to combat fake news. Professor Johar teaches the core Marketing course as well as courses on Innovation and Research Methods to MBA, EMBA and PhD students.

**MINAH JUNG***New York University*

Minah Jung is an Assistant Professor of Marketing at Leonard N. Stern School of Business. She studies judgment and decision-making. She received a Ph.D. in marketing at the Haas School of Business at the University of California, Berkeley and a BA in economics at The University of Chicago.

**BARBARA KAHN***University of Pennsylvania*

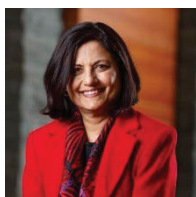
Barbara Kahn is Patty and Jay H. Baker Professor of Marketing at The Wharton School at the University of Pennsylvania. She was also the Director of the Baker Retailing Center. Barbara served as the Dean at the School of Business Administration, University of Miami (from 2007 to 2011). Before becoming Dean at UM, she spent 17 years at Wharton as a Professor of Marketing. She was also Vice Dean of Wharton's Undergraduate program. Barbara is an internationally recognized scholar on retailing, variety seeking, brand loyalty, product assortment and design, and consumer and patient decision-making. She has published more than 75 articles in leading academic journals. She co-authored *Grocery Revolution: The New Focus on the Consumer*, and authored *Global Brand Power* and *The Shopping Revolution*. Barbara has been elected president of ACR and JCR Policy Board and selected as a MSI Trustee. She is or has been an Associate Editor at *JCR*, *JCP*, *JM*, and *Marketing Science*. She is a Fellow for both ACR and SCP. Barbara received her PhD and MBA from Columbia University.



PK KANNAN

University of Maryland

P. K. Kannan (PK) is Dean's Chair in Marketing Science at the Robert H. Smith School of Business at the University of Maryland. His current research stream focuses on digital marketing and pricing - path to purchase models, social tags, attribution modeling, media mix modeling, new product/service development and freemium models. His research has won the John Little Best Paper Award (2008), the ISMS-MSI Gary Lilien Practice Prize Award (2007), and the IJRM Best Paper Award (2017), and AMA/MSI Paul Root Award (2014, 2016). PK is the editor-in-chief of *International Journal of Research in Marketing*, an Associate Editor for *Journal of Marketing Research* and serves on the editorial boards of the *Marketing Science*, *Journal of Service Research*, and *Journal of Marketing*. PK has served as the Chair for the American Marketing Association SIG on Marketing Research and as a chair of the INFORMS Service Science section.



PUNAM KELLER

Dartmouth College

Punam Keller is Charles Henry Jones Professor of Management, and Deputy Dean at the Tuck School of Business at Dartmouth College. Her general area of expertise lies in how health and wealth communication can improve message effectiveness. She serves on the Editorial Boards of the *Journal of Marketing*, the *Journal of Marketing Research*, and the *Journal of Public Policy and Marketing*, among others. She was an Area Editor for the *Journal of Consumer Research* and the *Journal of Consumer Psychology*, and past President of the Association for Consumer Research. She became an ACR Fellow in 2018. Through the years, she has served as a communication consultant to a variety of health and wealth service providers: firms (e.g., Blackrock, CVS Health), Hospitals (Dartmouth Hitchcock Medical Center, New York Presbyterian Hospitals, Mayo Clinic), and government agencies (U.S. Department of Treasury and CDC), and foundations and not-for-profits (e.g., OECD, PSI and NEFE).



AMNA KIRMANI

University of Maryland

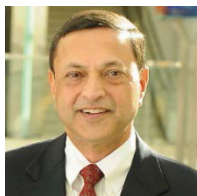
Amna Kirmani is the Ralph J. Tyser Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland and Editor of the *Journal of Consumer Research*. She received a PhD from Stanford University and an MBA from Cornell University. Her research interests include morality, persuasion knowledge, behavioral signaling, and branding. In particular, she is interested in marketplace morality, the notion that consumers behave less morally in a market rather than non-market context. Her work has been published in several journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*. Her papers have won the Paul Green Award in the *Journal of Marketing Research*, the Maynard Award in the *Journal of Marketing*, the Best Paper Awards in the *Journal of Advertising*, the *International Journal of Advertising*, the *Review of Marketing Research*, and Article of the Year at AMA TechSIG. She has been President of the Association for Consumer Research and Editor-in-Chief of the *Journal of Consumer Psychology*.



RUSS KLEIN

CEO – The American Marketing Association

An award winning five-time CMO, Russ Klein has quarterbacked teams for the world's foremost brand names—including Dr Pepper/7UP Companies, Gatorade, 7-Eleven Corporation, Arby's Restaurant Group and Burger King where he served as president. His Burger King results were recognized by ADWEEK as "The Advertiser of the Decade" for the 2000's...a distinction belonging only to Nike and Budweiser to date. Klein was once nicknamed "Flamethrower" by an industry publication for his penchant for risk-taking and provocative marketing strategies. He also held senior posts at Leo Burnett and FCB. Russ was CMO for three different major private equity acquisitions; each, at the time, shattered records for shareholder returns. Dr Pepper/7UP Burger King, and Arby's Restaurants (Now Inspire Brands). Klein is an expert on competitive strategy, advertising, and branding. His framework for 21st Century branding, "Brand = Experience Story" is the basis for teaching and training marketers about experience-driven branding. Klein is now the C.E.O transforming the American Marketing Association. Russ is a graduate of The Ohio State University and Harvard Business School Advanced Management Program.



AJAY K. KOHLI

Georgia Tech

Ajay K. Kohli is Regents' Professor and the Gary T. and Elizabeth R. Jones Chair at Georgia Tech. His research focuses on market orientation, customer solutions, sales management and B2B marketing. He worked in industry for six years (sales management and marketing strategy consulting). Professor Kohli is a former Editor-in-Chief of the *Journal of Marketing*, and currently serves as Associate Editor, *Journal of Marketing*, *Journal of Marketing Research*, and Area Editor, *International Journal of Research in Marketing*. He has received three honorary doctorates, and is an AMA Fellow, EMAC Fellow, and ISBM Fellow. His research has been cited over 34,000 times. He has received several career awards including the AMA/McGraw-Hill/Irwin award, the Paul D. Converse award, and the IIMC Distinguished Alumnus award. He is the recipient of several "best paper" awards including the Sheth Foundation / *Journal of Marketing* award (twice), the ISBM-David T. Wilson-Sheth Foundation award, the Alpha Kappa Psi award, and the AMA SERV SIG award. Dr. Kohli's undergraduate degree is from IIT-Kharagpur, PGDM (MBA) from IIM-Calcutta and Ph.D. from the University of Pittsburgh.



ROBERT V. KOZINETZ

University of Southern California

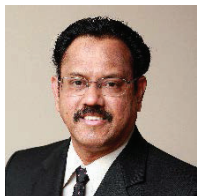
Robert V. Kozinets has developed qualitative social media research methods and theories that are widely used around the world. In 1995, in a study of fan utopian community, he invented netnography, an application of cultural anthropology to digital networks. Since that time, he has taught digital research methods combined with communication and branding theories to academics as well as to governmental agencies and companies such as Lowe's, AMEX, Nissan, TD Bank, Campbell Soup, L'Oréal, Sony, Merck, and many others. Asking questions about technology, entertainment, utopia, and desire, his research pushed the envelope to a more cultural, moral, interconnected, and passionate form of studying and theorizing the new media economy. His method changed social media research, and his works—over 100 articles and chapters as well as 6 books—have been cited over 24,000 times according to Google Scholar. His latest book, *Netnography 3e: The Essential Guide to Qualitative Social Media Research* is due out later in 2019. He currently holds the Jayne and Hans Hufschmid Chair of Digital and Business Communication at the University of Southern California's Annenberg School for Communication and Journalism and Marshall School of Business.



ARADHNA KRISHNA

University of Michigan

Aradhna Krishna virtually lives in the University of Michigan. She loves academia, and what she likes most about it, is working with doctoral students. Her students have published a lot, and with their help, she has managed to publish a fair bit as well. She was recently ranked #4 in research productivity in marketing (2005-2015) by *JBR*, and #1 among women. *HBR* recently acknowledged her as "the foremost expert in the field" of sensory marketing, an area that they highlighted as being one to watch. For her leadership role in sensory marketing, Aradhna has also been recognized as a Fellow of the Society of Consumer Psychology. In addition to sensory marketing, she does research in the areas of health and consumption, political decision making, and consumer online behavior. Aradhna has more than seventy published articles in the most prestigious outlets like *JCR*, *JMR*, *JCP*, *JM*, *Marketing Science*, *JET* (many with her doctoral students); her work is cited often in media such as *NYT*, *Chicago Tribune*, *Huffington Post*, *LA Times*, and *NPR*. She is an Area Editor for *JMR* and the Dialogues Area Editor for *JCP*.



DR. V. KUMAR

Georgia State University

Dr. V. Kumar (VK) is Regents Professor; Richard and Susan Lenny Distinguished Chair & Professor in Marketing; Executive Director, Center for Excellence in Brand and Customer Management; Director, Ph.D. program in Marketing, Georgia State University, J. Mack Robinson College of Business. VK's research focuses on both rigor and relevance. VK has been honored in multiple countries with prestigious awards and fellowships including the Chang Jiang Scholar, HUST, China; Lee Kong Chian Fellow, Singapore Management University, Singapore; Senior Fellow, Indian School of Business, India; and Fellow, Hagler Institute for Advanced Study, TAMU, College Station, Texas. VK has served as Editor-in-Chief of the *Journal of Marketing* from 2014 to 2018. In 2017, VK was recognized as a Fellow of the AMA. Finally, VK was chosen as a Legend in Marketing where his work was published in a 10 volume encyclopedia (Sage Publications) with commentaries from scholars worldwide. VK enjoys playing tennis and basketball to relieve his stress 😊.



CAIT LAMBERTON

University of Pittsburgh

Cait Lambertson is Associate Professor and Fryrar Endowed Chair in Marketing at the University of Pittsburgh. Her research has explored both individual and social effects in consumer behavior, ranging from retail choice to shared consumption and cooperative support of public goods. Most recently, Cait has supported her doctoral students as they consider questions related to dyadic decision making and the way that time can be used in experience design. Currently listed among the top 25 most productive marketing researchers in the world, Cait has received the AMA's Erin Anderson Award, ACR's Early Career Award, the Lazaridis Prize and the Journal of Marketing's Hunt/Maynard Award. In addition, Cait has taught and provided consulting services related to consumer psychology at the undergraduate, MBA, executive, Ph.D. and corporate levels. In addition to having a past life in transportation consulting and the fragrance industry, Cait holds a BA in English Literature from Wheaton College in Illinois and an MBA and Ph.D. from the University of South Carolina.



LEONARD LEE

National University of Singapore

Leonard Lee is Dean's Chair and Associate Professor of Marketing at the National University of Singapore (NUS) Business School. Prior to joining NUS in 2014, he was an Associate Professor of Marketing at Columbia Business School. He investigates how emotional and cognitive factors influence consumer judgment and decision-making. Additionally, he is interested in understanding shopping motivations and behavior in real-world environments. His research has received honors such as the Paul Green Award (Finalist) from the *Journal of Marketing Research*, the Franco Nicosia Best Competitive Paper Award from the Association for Consumer Research, and the Robert Ferber Award (Honorable Mention) from the *Journal of Consumer Research (JCR)*. He was also selected as a member of the inaugural class of MSI Scholars in 2018. Leonard is an Associate Editor of *JCR* and the *Journal of Consumer Psychology*, and a Guest Editor of the *Journal of the Association for Consumer Research*. He holds a BSc in Computer and Information Sciences from NUS, an MS in Computer Science from Stanford, and a PhD in Management (Marketing) from MIT Sloan.



DONALD LEHMANN

Columbia University

Donald R. Lehmann is George E. Warren Professor of Business at Columbia University Graduate School of Business. He has a B.S. degree in mathematics from Union College, Schenectady, New York, and an M.S.I.A. and PhD from the Krannert School of Purdue University. His research interests include modeling choice and decision making, meta-analysis, the introduction and adoption of innovations, and the measurement and management of marketing assets (customers and brands). He has taught courses in marketing, management, and statistics at Columbia, and has also taught at Cornell, Dartmouth, and New York University. He has published in and served on the editorial boards of *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, and *Marketing Science*, and was the founding editor of *Marketing Letters* and editor of the *International Journal of Research in Marketing*. In addition to numerous journal articles, he has published several books including *Market Research and Analysis*, *Analysis for Marketing Planning*, *Product Management*, *Meta Analysis in Marketing*, and *Managing Customers as Investments*. He has won best paper awards from several journals, multiple lifetime achievement awards, and is a Fellow of the Association for Consumer Research, the Informs Society for Marketing Science, and the American Marketing Association. Professor Lehmann has served as Executive Director of the Marketing Science Institute and as President of the Association for Consumer Research.



KATHERINE LEMON

Boston College

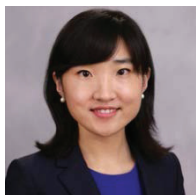
Katherine (Kay) Lemon holds the Accenture Professorship in the Carroll School of Management at Boston College. Her research and teaching focuses on key drivers of firm growth from a customer perspective, developing models of customer experience, customer loyalty and customer equity that enable firms to significantly increase return on marketing investments. On these topics, Kay has extensive speaking, training and consulting experience with leading global companies. Her research appears in a variety of journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, and the *Journal of Service Research*. She also serves on the editorial boards of the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science* and the *Journal of Service Research*. Kay is the former Executive Director for the Marketing Science Institute and now serves on its Executive Committee.



JONATHAN LEVAV

Stanford University

Jonathan Levav is a Professor of Marketing at the Stanford Graduate School of Business. His research is aimed at understanding consumer's judgments and choices by using tools from experimental psychology and behavioral economics. In particular, he studies the contextual factors that influence people's choices and judgments, as well as the intersection of technology and consumer behavior. His research is both basic and applied—from probability judgment to product customization decisions. Jonathan received his PhD in marketing from the Fuqua School of Business, Duke University, and his A.B. in public and international affairs from Princeton University. Prior to joining Stanford he was a member of the faculty at the Columbia Business School.



XIAO LIU

New York University

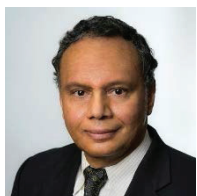
Xiao Liu joined New York University Stern School of Business as an Assistant Professor of Marketing in July 2015. Professor Liu's research focuses on quantitative marketing and empirical industrial organization, with a particular interest in consumer financial service innovations and high-tech marketing. Her current methodological approach applies parallel computing techniques to data on a large scale and multimedia tools to unstructured data. Professor Liu is the recipient of the 2014 Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition Award and the 2014 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition Award. She received her B.S. in Finance from Tsinghua University and her Ph.D. in Marketing from Carnegie Mellon University Tepper School of Business.



JOHN LYNCH

University of Colorado, Boulder

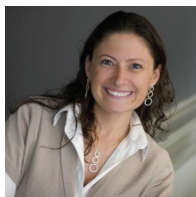
John Lynch is University of Colorado Distinguished Professor and Senior Associate Dean for Faculty and Research at the Leeds School of Business. Lynch received his BA in economics, MA in psychology, and Ph.D. in psychology from the University of Illinois. He was a member of the faculty at University of Florida from 1979-1996 and at Duke University from 1996-2009. Lynch is a Fellow of the American Marketing Association, the Association for Consumer Research, the American Psychological Association/Society for Consumer Psychology, and one of five Fellows of all three organizations worldwide. He has received the Paul D. Converse Award for Outstanding Contributions to the Science of Marketing and the Society for Consumer Psychology's Distinguished Scientific Achievement Award. Six of his papers were honored as outstanding article of the year: he has been recognized once each by the *Journal of Marketing Research* and by the *Journal of Marketing*, and four times by the *Journal of Consumer Research* for papers written in 1988, 1991, 2010, and 2015. He is a member of the Academic Research Council of the US Consumer Financial Protection Bureau.



DURAIRAJ MAHESWARAN

New York University

Durairaj Maheswaran (Mahesh) is Paganelli-Bull Professor of Marketing and International Business at Stern School of Business, New York University. His research examines consumer behavior with a main focus on information processing and persuasion. His recent work investigates cross cultural differences and country of origin effects in the globalization context. He has published widely in *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Personality and Social Psychology*. He is a Past- President of Society of Consumer Psychology. He is a past Editor of *Journal of Consumer Psychology*. He has served as Associate Editor with *Journal of Consumer Research* and *Journal of Marketing Research*. He has extensive work and consulting experience with several multinational corporations. He is a recipient of the Excellence in Teaching award at Stern. He has taught and given seminars in several countries around the world. He received a Ph. D in marketing from Kellogg School of Management, Northwestern University. He is an MBA from IIM, Calcutta and holds a B.Tech in Chemical Engineering from NIT, Trichi.



SELIN MALKOC

The Ohio State University

Selin A. Malkoc is Associate Professor of Marketing at The Ohio State University. She received her PhD from UNC-Chapel Hill. Her research examines how consumers make present and future decisions, how they make judgements about the passage of time, and how they choose to use their time. In her research, she identifies anomalies in human behavior, understands the psychological underpinnings of these anomalies, and tries to identify remedies to overcome them. Her recent research focuses on how people choose to consume their time (with an emphasis on scheduling behavior), identifying if, when, and how consumers should be organizing their time to make the most of it. Her research has appeared in all requisite marketing journals, as well as in decision-making and psychology outlets. Dr. Malkoc is the recipient of several prestigious awards like the Paul E. Green Award and the William F. O'Dell Award. Her research has appeared in numerous national and international media outlets, including *the New York Times*, *Huffington Post*, *TIME Magazine*, *CNN*, *OZY* and *The Atlantic*, among others.



LEIGH MCALISTER

University of Texas at Austin

Leigh McAlister is Ed and Molly Smith Chair in Business Administration at the McCombs School of Business, University of Texas at Austin. She received her PhD from Stanford University and she served on the faculties of University of Washington and MIT before joining University of Texas at Austin. She has won many teaching awards and research awards including *JMR's* O'Dell Award and *JR's* Davidson Award. In 2014, she received the Mahajan Award for Lifetime Achievements in Strategy Research, was named the AMA/Irwin/McGraw-Hill Distinguished Marketing Educator, and was a member of the Inaugural Class of Fellows of the American Marketing Association. In 2018, she was named a Fellow of INFORMS Marketing Science. Long associated with the Marketing Science Institute, she served there as Executive Director from 2003-2005. Currently her research focuses on the ways that marketing influences firm value. She serves as Area Editor at *Journal of Marketing* and *Journal of Consumer Research*.



CARL MELA

Duke University

Carl F. Mela is the T. Austin Finch Foundation Professor of Marketing at Duke University and the Executive Director at the Marketing Science Institute. He holds an engineering degree from Brown University, and a Ph.D. in Marketing from Columbia University. Prof. Mela applies economic and statistical models to generate insights regarding the long-term effects of marketing activity on brand equity as well as the role the Internet and new media on consumer and firm behavior. Articles along these lines appear in the *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Harvard Business Review*, the *Journal of Consumer Research* and have received or been a finalist for thirty-five best paper awards including the INFORMS John D.C. Little Award and Long-term Impact Award and the American Marketing Association's William O'Dell and Paul Green Awards. Prof. Mela serves or has served as an Associate Editor of *Marketing Science*, the *Journal of Marketing Research*, and *Quantitative Marketing and Economics*. Professional boards include or have included the Word of Mouth Marketing Association, Unilever and Information Resources, Incorporated.



GEETA MENON

New York University

Geeta Menon is Dean of the Undergraduate College at NYU's Leonard N. Stern School of Business, and the Abraham Krasnoff Professor of Global Business and Professor of Marketing. She has been a member of NYU Stern's Marketing faculty since 1990 and was Department Chair from 2004 to 2008. In 2015, she was named one of the 20 most influential global Indian women in business and the arts by *The Economic Times*. Her research in the areas of consumer psychology, context effects in decision making, survey methodology, health risk perception, and emotions has been published in the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Organizational Behavior and Human Decision Processes*. She was elected President of the Association for Consumer Research (ACR) in 2010, served on the ACR Board of Directors for four years, and was co-chair of the 2004 annual ACR conference. She has served as Associate Editor of *Journal of Consumer Research* and *Journal of Marketing Research*. She is currently serving a second term on the Policy Board of the *Journal of Consumer Research*.



ROBERT MEYER

University of Pennsylvania

Robert Meyer is the Frederick H. Ecker/MetLife Insurance Professor of Marketing and Co-Director of Wharton's Risk Management and Decision Processes Center. He is currently Senior Editor for journals of the American Marketing Association, and Associate Editor for the *Journal of Marketing*. He was former editor of the *Journal of Marketing Research* and *Marketing Letters*. He also served as an Associate Editor for the *Journal of Consumer Research*, the *Journal of Marketing*, and *Marketing Science*. Professor Meyer's research focuses on a range of topics in decision-making and communication that have appeared in a wide range of journals including the *Journal of Consumer Research*, the *Journal of Marketing Research*, the *Journal of Risk and Uncertainty*, *Marketing Science*, *Management Science*, and *Risk Analysis*. His most recent work includes the use of natural-language processing tools to study how sensationalist news stories develop and spread on social media platforms, and how warnings messages are perceived by residents faced with natural disaster threats. These ideas form the basis of his recent book, co-authored with Howard Kunreuther, *The Ostrich Paradox: Why We Underprepare for Disasters*.



TOM MEYVIS

New York University

Tom Meyvis is Professor of Marketing and the Merchants' Council Professor of Retail Management and Consumer Behavior at the NYU Stern School of Business. His research examines consumer behavior and decision making with a focus on the management of hedonic consumption experiences (ranging from movie watching to food consumption and vacation trips). He is the coordinator of Stern's PhD program in Marketing and serves on the Editorial Review Boards of *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Marketing Letters*. He received his Ph.D. in Marketing from the University of Florida and degrees in Sociology and Experimental Psychology from the Catholic University of Leuven, Belgium.



CHRISTINE MOORMAN

Duke University

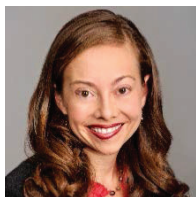
Christine Moorman is T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University. Her research examines the nature and effects of learning and knowledge utilization about marketing by consumers, managers, organizations, and financial markets. Her research has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, and *Marketing Science* and supported by grants from NSF and MSI. Christine is the Editor-in-Chief of the *Journal of Marketing* and previously served as an Associate Editor for *JM* and *JMR*. She was named the AMA-Irwin-McGraw-Hill Distinguished Marketing Educator in 2018 and an AMA Fellow in 2017, received the 2012 Paul D. Converse award for significant contributions to marketing, and the 2008 Mahajan Award. She has served on the Board of Directors and chair of the Marketing Strategy SIG for the AMA, as Director of Public Policy for ACR, and as an Academic Trustee for MSI. Christine is founder of The CMO Survey (www.cmosurvey.org) which is dedicated to improving the value of marketing in firms and in society and author of *Strategy from the Outside In: Profiting from Customer Value* (winner of the 2011 Berry Book Prize).



SRIDHAR MOORTHY

University of Toronto

Sridhar Moorthy holds the Manny Rotman Chair in Marketing at Rotman School of Management, University of Toronto, and is also a Senior Consultant at Charles River Associates. He received his Ph.D. from Stanford University, and has taught previously at Rochester, Yale, INSEAD, UCLA, and Wharton. Moorthy is an expert in the application of economics to marketing problems. His current research focuses on strategic issues in branding, advertising, and retailing, in particular the impact of the Internet on marketing practices. He is a member of the Advisory Board (and past Co-Editor) of *Quantitative Marketing and Economics*, Associate Editor of *Management Science*, member of the editorial board of *Journal of Marketing Research*, and coauthor of the textbook *Marketing Models* (Prentice Hall). Dr. Moorthy has served as a Vice President (Education) of the INFORMS Society for Marketing Science and provided expert testimony in a number of legal cases.



ANDREA MORALES

Arizona State University

Andrea Morales is Lonnie L. Ostrom Chair in Business & Professor of Marketing at the W. P. Carey School of Business at Arizona State University. She received her PhD and MS in marketing from the Wharton School at the University of Pennsylvania and a BA in Economics and Honors Liberal Arts from the University of Texas at Austin. Before joining ASU, she was Assistant Professor of Marketing at the University of Southern California. Andrea's research focuses on emotions, social influence, consumption, and contamination, and she serves on the Editorial Review Boards of the *Journal of Consumer Research* and *Journal of Consumer Psychology*, and is an Associate Editor at the *Journal of Marketing*. In 2011, she received the Society of Consumer Psychology Early Career Contribution Award and she was the 2013 recipient of the Erin Anderson Award for Emerging Female Marketing Scholar and Mentor. She was also named as one of the 40 Under 40 Most Outstanding MBA Professors 2016 by Poets & Quants and is the current President of the Society for Consumer Psychology.



PAGE MOREAU

University of Wisconsin-Madison

Page Moreau is John R. Nevin Professor of Marketing and the Executive Director of the Center for Brand and Product Management at the Wisconsin School of Business. She joined the Wisconsin faculty in 2014 after twelve years at the Leeds School of Business, University of Colorado at Boulder. Page received her Ph.D. in marketing from Columbia University, and her research focuses on creativity, consumer learning, and innovation. Professor Moreau's work has been published in the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Consumer Psychology*. She served as an Associate Editor for the *Journal of Consumer Research* from 2011 to 2018 and currently serves as an Editor at the *Journal of Marketing*.



VICKI MORWITZ

New York University

Vicki Morwitz is the Harvey Golub Professor of Business Leadership and Professor of Marketing at NYU's Stern School of Business. She received a B.S. in computer science and applied mathematics from Rutgers University, an M.S. in operations research from Polytechnic University (now NYU's Tandon School), and an M.A. in statistics and Ph.D. in marketing from the University of Pennsylvania's Wharton School. Her research interests include self-prediction, behavioral aspects of pricing, and the effectiveness of public health communication. Her work has appeared in many journals including *American Journal of Public Health*, *HBR*, *IJRM*, *JCP*, *JCR*, *JMR*, *Management Science*, and *Marketing Letters*. She is a Fellow of the Society for Consumer Psychology (SCP) and served as SCP's President (2011-2012) and as an executive board member (2010-2013). She served as co-editor of the *JCR* (2014-2017) and as an Associate Editor for *JCP* and *JMR*. She is currently on the editorial boards of *JCP*, *JCR*, *JM*, and *Marketing Letters*. She co-chaired the North American ACR conference (2006), SCP Florence (2012), and the 2016 SCP doctoral consortium.



ANIRBAN MUKHOPADHYAY

Hong Kong University of Science and Technology (HKUST)

Anirban Mukhopadhyay is Professor of Marketing and Associate Dean of Undergraduate Studies at the School of Business and Management, Hong Kong University of Science and Technology. His research examines the interplay between consumers' lay beliefs, emotions, and self-regulatory decisions, with substantive interests including food-related decision-making, field experimentation with policy implications, and the interplay of consumption and subjective wellbeing. Anirban is Editor-in-Chief of the *Journal of Consumer Psychology*, and has served as Co-Editor and Area Editor of the *Journal of Consumer Psychology*, Associate Editor at the *Journal of Marketing Research*, and on the editorial boards of the *Journal of Consumer Research* and the *International Journal of Research in Marketing*. He is a past winner of the Early Career Award of the Society for Consumer Psychology, has co-chaired the Annual Conference of the Society for Consumer Psychology, and has been recognized as a Young Scholar and an MSI Scholar by the Marketing Science Institute. He holds a PhD in Marketing from Columbia University, an MBA from IIM Bangalore, and a B.Sc. (Hons.) from St. Stephen's College, Delhi.



LEIF NELSON

University of California, Berkeley

Leif Nelson is a professor of marketing at the Haas School of Business, at the University of California, Berkeley. Trained as a psychologist, his research has considered how human judgment and decision making influences consumer preferences and choices. He has investigated how people choose to pay when given the option to not pay at all, how they judge the enjoyment of other consumers relative to themselves, and how they report willingness to pay in standard marketing research paradigms. In addition, he has worked to improve the practices and inferences of social scientists more broadly.



SCOTT A. NESLIN

Dartmouth College

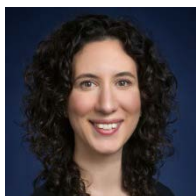
Scott A. Neslin is Albert Wesley Frey Professor of Marketing at the Tuck School of Business, Dartmouth College. He has been at Tuck since completing his Ph.D. in 1978 at MIT. He also has been a visiting scholar at the Yale School of Management, the Fuqua School of Business, Duke University as part of Duke's Teradata Center for CRM, and Columbia Business School. Professor Neslin's expertise is in statistical modeling applied to customer relationship management (CRM), sales promotion, and advertising. He has published numerous papers on these topics. He is co-author with Robert C. Blattberg and Byung-Do Kim of *Database Marketing: Analyzing and Managing Customers* (2008, Springer), and co-editor, with Kristof Coussement and Koen W. De Bock, of *Advanced Database Marketing* (2013, Gower). In the sales promotion area, he is co-author with Robert C. Blattberg of *Sales Promotion: Concepts, Methods, and Strategies* (1990, Prentice-Hall), and author of *Sales Promotion* (2002, Marketing Science Institute). Professor Neslin has served as President of the INFORMS Society for Marketing Science (ISMS) and is an ISMS Fellow.



ODED NETZER

Columbia University

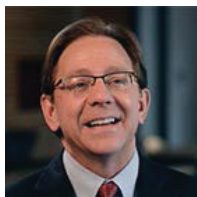
Professor Netzer's expertise centers on one of the major business challenges of the data-rich environment: developing quantitative methods that leverage data to gain a deeper understanding of customer behavior and guide firms' decisions. He focuses primarily on building statistical and econometric models to measure consumer preferences and understand how customer choices change over time. Most notably, he has developed a framework for managing firms' customer bases through dynamic segmentation. More recently, his research focuses on leveraging text-mining techniques for business applications. Professor Netzer published numerous papers in the leading scholarly journals. His research was finalist for or won multiple awards including: ISMS Long-term Contribution Award, the John Little Best Paper Award, the Frank Bass Dissertation Award, the Paul E. Green Best Paper Award, the William O'Dell Best Paper Award, and the Gary L. Lilian ISMS/MSI Practice Prize Award. He serves as an Area Editor of several leading journals. Professor Netzer has won the CBS Dean's Award for Teaching Excellence, and the Columbia University GSAC Faculty Mentoring Award for excellence in the mentoring of Ph.D. students.



YEŞİM ORHUN

University of Michigan

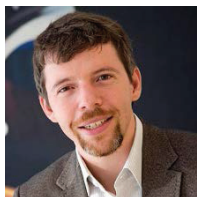
Yeşim Orhun is an empirical marketing researcher whose work draws upon theories across the fields of industrial organization, marketing and behavioral economics. She contributes to two substantive research domains. The first is the study of determinants and consequences of firms' strategic product choices. Her work provides novel solutions to identification challenges to answer two central questions in this domain: What is the impact of competition on product differentiation and product quality? What are the market consequences of vertically differentiated product lines? Prof. Orhun's second domain of research is the study of beliefs. Her work examines how beliefs are formed, characterizes individual preferences over beliefs and documents how such preferences impact information demand and long-term economic decisions. Yeşim Orhun earned her Ph.D. in Business Administration and M.A. in Economics from the University of California at Berkeley, and currently works at the Ross School of Business, University of Michigan.



ROBERT W. PALMATIER

University of Washington

Robert W. Palmatier is Professor of Marketing and John C. Narver Chair of Business Administration at the Foster School at the University of Washington where he founded and serves as the research director of the Sales and Marketing Strategy Institute (SAMSI). Prior to entering academia, Professor Palmatier held various industry positions, including president of a global electronics company. He also served as a US Navy lieutenant on board nuclear submarines. Rob's research interests focus on marketing strategy, relationship marketing, customer loyalty, channels, privacy, healthcare, and sales. His research has appeared in multiple academic journals and has been covered in *Nature*, *New York Times Magazine*, *LA Times* as well as on *NPR* and *MSNBC*. Rob's publications have received both the Harold H. Maynard and Sheth awards at *the Journal of Marketing*, and the Robert D. Buzzell and Louis W. Stern awards. He also has won multiple awards as a teacher of marketing strategy in the doctoral, EMBA, and MBA programs. Rob is a Co-editor at the *Journal of Marketing* and the past EIC of the *Journal of the Academy of Marketing Science*.



KOEN PAUWELS

Northeastern University

Koen Pauwels is Distinguished Professor of Marketing at Northeastern University and co-director of its DATA Initiative. He received his Ph.D. from UCLA, where he was chosen amongst the "Top 100 Inspirational Alumnus". After getting tenure at the Tuck School of Business at Dartmouth, Koen helped build the startup Ozyegin University in Istanbul and was a visiting scholar at Harvard Business School. His books include *Modeling Markets* and *Advanced Methods for Modeling Markets* for researchers and *It's Not the Size of the Data – It's How You Use It: Smarter Marketing with Analytics and Dashboards for managers*. Prof Pauwels published over 50 articles on marketing effectiveness, awarded by both managers academics, most recently with the 2018 Gary Lilien Practice Prize. He is Senior Editor for *the Journal of Marketing* and the *International Journal of Research in Marketing*, and Vice President of Practice at the INFORMS Association for Marketing Science. Koen serves on the Academic Council of the American Marketing Association, GfK's Digital Future Council and on the Editorial Boards of *Journal of Retailing* and *Journal of Interactive Marketing*.



HILKE PLASSMANN

Institut Européen d'Administration des Affaires (INSEAD)

Hilke Plassmann is INSEAD Chaired Professor of Decision Neuroscience and Associate Professor in INSEAD's Marketing Area, where she has built a Decision Neuroscience Group.

She is also an Affiliated Faculty at the Brain and Spine Institute (ICM) of Sorbonne University. Hilke's primary research area is judgment and decision-making in the intersection of neuroscience, psychology and economics. In recent and current research projects she investigates the neural basis of different decision-making related value signals and ways to self-regulate these signals. Hilke is also interested the influence of pricing, branding and health information on consumer decision making. Her work has implications for both, management and public policy.



LINDA PRICE

University of Oregon

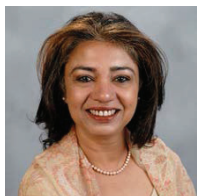
Linda L. Price is Philip H. Knight Chair and Professor of Marketing at University of Oregon. Linda combines qualitative and quantitative methodologies to examine consumer and collective identity, adaptation, social influence and network interactions with applications for services marketing, brand relationships, and customer experiences. She has published books, chapters and over 40 referred articles in leading journals such as *Journal of Consumer Research*, and *Journal of Marketing* that have garnered nearly 19,000 citations (h-index 45), over 7,000 of these citations are to work co-authored with former doctoral students. Linda has taken a leadership role in marketing and consumer research serving on numerous editorial boards, policy boards, foundations, conference program committees and has co-chaired several conferences and doctoral symposiums. She served as President of ACR, President of AMA Academic Council, and currently serves as Editor of *JCR*. She has received many honors for a lifetime of mentoring and scholarship, including ACR Fellow, AMA Fellow, AMS Cutco/Vector Distinguished Educator, and CBSIG Lifetime Achievement Award.



STEFANO PUNTONI

Erasmus University

Stefano Puntoni is a Professor of Marketing at the Rotterdam School of Management, Erasmus University (the Netherlands). Finishing high school in his native Italy, Stefano didn't know what to do. He decided to buy time by studying statistics. Few years later, he enrolled in the PhD program at London Business School and discovered his passion: the study of consumer decision-making. His research has appeared in many leading journals, including the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*, and *Management Science*. Most of his ongoing research investigates how new technology is changing consumption and society, with a focus on automation, Artificial Intelligence, and the general topic of technological unemployment. He is a former MSI Young Scholar, a current MSI Scholar, and the winner of several grants and awards. He is currently an Associate Editor at the *Journal of Consumer Research* and at the *Journal of Consumer Psychology*. Stefano teaches in the areas of marketing strategy, brand management, and decision-making. His jokes are funny but not as funny as he thinks.



PRIYA RAGHBIR

New York University

Priya Raghbir joined New York University Stern School of Business as a Professor of Marketing in July 2008. She is the Dean Abraham L. Gitlow Professor of Business. Currently, she is serving as Co-Editor (in charge of Research Reports) for the *Journal of Consumer Psychology*. Prior to joining NYU Stern, Professor Raghbir was a professor at the Haas School of Business, University of California, Berkeley. She also taught at HKUST. Professor Raghbir's teaching interests are in the areas of marketing research, consumer behavior, and marketing strategy, and her research interest are in the area of consumer psychology, including survey methods, psychological aspects of prices and money; risk perceptions; and visual information processing. She has published more than 50 articles and book chapters in leading journals as and delivered more than 100 presentations of her research at major universities, symposia and conferences around the world. Professor Raghbir received her undergraduate degree in Economics from St. Stephen's College, Delhi University; her M.B.A. from the Indian Institute of Management, Ahmedabad; and her Ph.D. in Marketing from New York University.



LOPO REGO

Indiana University

Lopo Rego is Associate Professor of Marketing, Weimer Faculty Fellow at the Indiana University Kelley School of Business. Professor Rego holds a Ph.D. from the University of Michigan and his research interests focus on understanding how marketing strategies, investments, and actions (e.g., advertising, customer relationship management, brand strategy, etc.) influence firm performance outcomes (ranging from product market performance to financial performance), and ultimately contribute to shareholder wealth creation. The main goals of his research are to identify generalizable patterns regarding how marketing strategies and actions explain differences in firm performance, and to understand the boundary conditions for these observed patterns. His research has been published in such outlets as the *Journal of Marketing*, *Marketing Science*, *Journal of the Academy of Marketing Science*, *Journal of Economic Behavior and Organization*, *European Journal of Marketing*, *Journal of Empirical Generalisations in Marketing*, *Harvard Business Review*, *Journal of Research in Marketing*, and Marketing Science Institute.



JOHN ROBERTS

University of New South Wales (UNSW)

John Roberts has degrees from MIT and University of Melbourne. He played Intervarsity Rugby, was Convenor of Australian University Chess; served as National President of the Australian Liberal Students Federation; and was a Pilot Officer in the Victorian University Squadron of the RAAF. He is a Scientia Professor at the University of New South Wales and a Fellow of the London Business School and Fudan University. John has won the American Marketing Association's John A. Howard Award for the top Doctorate in marketing, its William O'Dell Award for the most influential article in the *Journal of Marketing Research* five years previously, and its Advanced Research Techniques Forum Best Paper Award. He has been a finalist in ISMS's John Little Best Paper Award three times and in its Lilien Marketing Science Practice Award three times. He is also a recipient of the ISMS Buck Weaver Award and IJRM Best Paper Award. John has visited at M.I.T., Stanford University, University of Hamburg and HKUST. At the AGSM he received the Distinguished Teacher and Distinguished Researcher Awards.



ROLAND T. RUST

University of Maryland

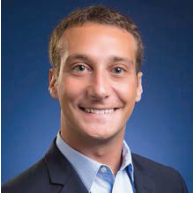
Roland T. Rust is Distinguished University Professor, David Bruce Smith Chair in Marketing and Executive Director of the Center for Excellence in Service at the Robert H. Smith School of Business at the University of Maryland. He holds a joint appointment at Erasmus University and is an International Research Fellow at Oxford. Career honors include the AMA Irwin McGraw-Hill Award, the EMAC Distinguished Marketing Scholar Award, Fellow of the INFORMS Society for Marketing Science, the Paul D. Converse Award, the top career honors in service marketing, marketing research, marketing strategy, advertising, and honorary doctorates from the University of Neuchatel and the Norwegian School of Economics. He was one of the inaugural honorees in the AMA's Marketing Legends series, and an inaugural AMA Fellow. He has won four best article awards from *JM*, as well as the Berry/AMA Book Award for the best book in marketing. He served as Editor of *JM*, founded the annual Frontiers in Service Conference, was founding Editor of the *Journal of Service Research*, and served as Editor of *IJRM*.



AMIN SAYEDI

University of Washington

Amin Sayedi is an assistant professor of marketing at the Foster School of Business, University of Washington. He received his Ph.D. from the Tepper School of Business at Carnegie Mellon University. His research interests lie in the intersection of marketing and technology. He is currently working on problems relating to online advertising and online markets. He has worked for Microsoft Research and Yahoo Research in the past and is the co-inventor of two patents on online advertising.



ERIC SCHWARTZ

University of Michigan

Eric Schwartz is an Assistant Professor of Marketing the Arnold M. and Linda T. Jacob Faculty Fellow, at the Stephen M. Ross School of Business at the University of Michigan.

Professor Schwartz's expertise focuses on predicting and understanding customer behavior and examining how firms actively manage customer relationships through interactive marketing experiments and adaptive data collection. His current projects aim to optimize firms' A/B testing and adaptive marketing experiments using a multi-armed bandit and active learning algorithms, often working with companies and organizations. His research stretches across customer analytics, including online experiments, online advertising, dynamic pricing, native advertising, streaming video binge viewing, and word-of-mouth. The quantitative methods he uses are primarily machine learning, Bayesian statistics, and field experiments. He also works on applying those methods to public policy problems focused on health and safety. His work has been recognized with awards, including John D. C. Little Best Paper, ISMS Doctoral Dissertation Proposal Competition Winner, and KDD Applied Data Science Best Student Paper. He is on the Editorial Review Board of INFORMS journal, *Marketing Science*.



MAURA L. SCOTT

Florida State University

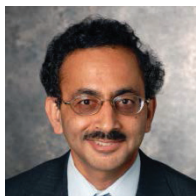
Maura Scott is the Madeline Duncan Rolland Associate Professor of Business Administration at Florida State University. Her research examines over-consumption behavior and consumer wellbeing. Her research has been published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy & Marketing*, and *Journal of Service Research*. Maura serves as Area Editor at the *Journal of the Academy of Marketing Science* and Associate Editor at the *Journal of Public Policy & Marketing*. She also serves on the ERB for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Journal of Retailing*. She is a member of the AMA's Academic Council. In recognition of her research, Maura received an honorable mention for the Robert Ferber Award, was named an MSI Young Scholar, and has won multiple MSI grants. Maura's industry background includes marketing management positions at 3M Company, Dial Corporation, and Motorola. She enjoys incorporating her research and her industry background in the classroom.



JAIDEEP SENGUPTA

Hong Kong University of Science and Technology (HKUST)

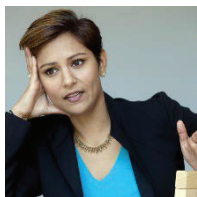
Jaideep Sengupta is Synergis-Geoffrey Yeh Professor of Business and Chair Professor of Marketing at HKUST. He holds a PhD in Management from UCLA. Jaideep's research adopts an information processing perspective to examine the effects of marketing communications and the mechanisms underlying these effects. His early work contributed to an understanding of theoretical issues relating to consumer persuasion; some of his later research continues to build on those themes while examining the efficacy of a variety of communication tactics ranging from flattery to the use of sex in advertising. His recent work uses information processing insights to obtain an understanding of consumer behavior in several other domains as well, such as impulsivity and self-control, product anthropomorphism, perceptions of health risks, and word-of-mouth behavior. Many of these investigations represent collaborative effort with current and ex- PhD students, with whom Jaideep particularly enjoys working. Jaideep's research has been published in *JCR*, *JMR*, and *JCP*. From 2010 onwards, he has served as an Associate Editor at *JCR*. He also serves on the Editorial Boards at *JMR*, HKUST, and *JCP*.



RAJ SETHURAMAN

Southern Methodist University

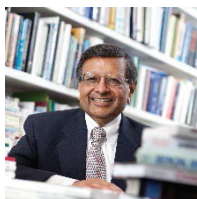
Raj Sethuraman is the Harold Simmons Distinguished Professor and chair of Marketing at the Cox School of Business at Southern Methodist University. He received his Ph.D. in marketing from Kellogg School at Northwestern University. He is also the Executive Director of the Center for Marketing Management Studies. Sethuraman's research focuses on national brand-store brand competition, price-advertising strategies, and brand equity. He has published articles in leading journals and won many research awards, including the John Little award for best paper in Marketing Science, the Jagdish Sheth award for best paper in the *Journal of the Academy of Marketing Science*, the O'Dell award for best paper in the *Journal of Marketing Research* (Runner-up), the William Davidson Award for the best paper in *Journal of Retailing* (2nd place), and the Paul Green award for best paper in *Journal of Marketing Research* (Finalist). He is currently joint Editor-in-Chief of the *Journal of Retailing*, and has served as editorial/advisory board member for other journals including *Journal of Marketing Research*, *Marketing Science* and *Journal of Modeling in Management*.



EESHA SHARMA

Dartmouth College

Eesha Sharma is Associate Professor of Business Administration at the Tuck School of Business at Dartmouth College. Professor Sharma's research revolves around consumer financial wellbeing, and how psychology and marketing can be used to understand and improve it. She is particularly interested in how people react to perceived scarcity, poverty, and deprivation—both in their own lives and in the lives of others. Using behavioral experiments and field studies, she examines topics such as: how people behave when they feel poor, why people give to charity, and what factors may improve and/or worsen consumer financial decision making. Her work has been published in journals including *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Organizational Behavior and Human Decision Processes*. She earned a BSc in Finance and Marketing, an MPhil, and a PhD in Marketing at the NYU Stern School of Business. Prior to academia, she worked as an investment banking analyst in the Financial Institutions Group (FIG) at Goldman Sachs.



JAGDISH SHETH

Emory University

Professor Jagdish Sheth is the Charles Kellstadt Professor of Marketing at Emory University. Over 50 years, he has been on the faculty of Columbia University, MIT, University of Illinois, and USC. He is the recipient of all top academic awards from the American Marketing Association and over the last 3 decades has received over 30 awards as a thought leader in marketing, consumer behavior, and emerging markets. He is also the Fellow of American Psychological Association as well as AMA and AMS. He is the Founder of the Sheth Foundation which supports the AMA – Sheth Foundation Doctoral Consortium. Dr. Sheth has published more than 350 research papers and books in various areas of marketing, including consumer behavior, multivariate methods, competitive strategy, relationship marketing and more recently, marketing for emerging markets.



ITAMAR SIMONSON

Stanford University

Itamar Simonson is Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. Itamar has published numerous articles in leading marketing and decision-making journals, primarily in the areas of buyer decision making, marketing research, consumer choice, surveys, and marketing management. He has won many awards for his research, including the Best Article published in the *Journal of Consumer Research*, twice the *Journal of Marketing Research* O'Dell Award, the Best Article in the *Journal of Public Policy & Marketing*, the Society for Consumer Psychology Distinguished Scientific Achievement Award, the Association for Consumer Research Ferber Award, an Association for Consumer Research Fellow, and the American Marketing Association award for the Best Article on Services Marketing. He also received an Honorary Doctorate of the University of Paris II (Sorbonne Universities). He is a coauthor (with Emanuel Rosen) of *Absolute Value: What Really Influences Customers in the Age of (Nearly) Perfect Information*. Itamar's doctoral students are currently on the marketing faculties of leading universities.



VISHAL SINGH

New York University

Vishal Singh joined New York University Stern School of Business as an Associate Professor of Marketing in July 2007. Before joining NYU Stern, Professor Singh was Assistant Professor of Marketing at the Tepper School of Business, Carnegie Mellon University. Professor Singh's general research interests lie in the domain of Data Driven Business Strategies, with a focus on retail competition, competitive pricing, database marketing, customer management, and empirical industrial organization. His more recent work focuses on leveraging large databases to generate psychological insights and guide policies in public health. He has published articles in several scholarly journals including *Marketing Science*, *Journal of Marketing Research*, *Psychological Science*, and *Quantitative Marketing and Economics*. His work has been highlighted in several popular press articles such as *The Wall Street Journal*, *Slate*, *Huffington Post*, *Forbes*, *Salon*, and *The San Francisco Chronicle*. Professor Singh received his Ph.D. in Marketing from Northwestern University's Kellogg School of Management in 2003.



REBECCA J. SLOTEGRAAF

Indiana University

Rebecca J. Slotegraaf is the Conrad Prebys Professor of Marketing and Chairperson of the Doctoral Programs at the Kelley School of Business, Indiana University. Rebecca's research focuses broadly on new product introduction and design, brand strength, and marketing assets and capabilities. Her work has appeared in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Product Innovation Management*, and other top marketing and management journals. Rebecca serves as an Area Editor for the *Journal of Marketing* and the *Journal of Product Innovation Management* and serves on the editorial review boards of *JMR*, *JAMS*, *IJRM*, and *Journal of International Marketing*. She has received several awards, including the Jagdish N. Sheth Award for best paper published in *JAMS*, the IU Trustees Teaching Award, and a Kelley School of Business Innovative Teaching Award. She teaches new product development at the undergraduate, MBA, and PhD levels.



STEPHEN SPILLER

University of California, Los Angeles

Stephen Spiller is an Associate Professor of Marketing and Behavioral Decision Making at the UCLA Anderson School of Management, where he has been on the faculty since 2011. In his research, he examines the psychology of fundamental economic concepts. This includes how and when people consider their opportunity costs, how they plan for the future, how they reason about product differentiation, and how they think about stocks versus flows. He also works to translate and disseminate best practices in data analysis for behavioral researchers. Stephen's work has been published in leading journals including *Journal of Consumer Research*, *Journal of Marketing Research*, *Management Science*, *Psychological Science*, and *Journal of Consumer Psychology*. He was named a 2017 MSI Young Scholar and was a finalist for the *Journal of Marketing Research*'s William F. O'Dell Award in 2018. Stephen received his PhD in marketing from Duke University and his BA in psychology and economics from the University of Virginia.



KANNAN SRINIVASAN

Carnegie Mellon University

Kannan Srinivasan's research interests are broad, model agnostic and substantive problem driven. He has been an early contributor to structural models, asymmetric information game theory models especially signaling, and marketing/operations interface. He has extensively published in leading management and statistics journals. His recent interest is on substantive marketing problems and issues enabled or disrupted by technology. A number of recent work draws upon emerging Computer Science methods such as deep learning, vision analytics and voice analytics. He uses them to extract information from unstructured data and embed them in rigorous econometric analysis of structured data. He is working on a stream of papers on potential bias created by adoption of AI algorithms. He has chaired over twenty doctoral students and has greatly benefitted from guiding them.



SHUBA SRINIVASAN

Boston University

Shuba Srinivasan is the Norman and Adele Barron Professor of Management and Professor of Marketing at BU Questrom School of Business. Her research focuses on strategic marketing problems, in particular linking marketing to financial performance, to which she applies her expertise in time-series analysis and econometrics. She has authored or co-authored over forty publications in academic journals/books. Shuba received her PhD in Marketing at the University of Texas at Dallas, where she worked with Dr. Frank Bass. Shuba, with her co-authors, received the 2018 Lilien ISMS-MSI Practice Prize and her research has won the Google-WPP research grant, the EMAC and the WITS best paper awards, and has been finalist for the O'Dell and Paul Green Awards. She has published in *Marketing Science*, *JMR*, *Management Science*, *JM*, and *JAMS*, among others. She is an AE at *IJRM* and she serves on editorial boards for *Marketing Science*, *JM*, and *JMR*. Professor Srinivasan is also a strong contributor to the BU's teaching and programmatic efforts. She is currently the Chair of the Marketing Department and has served on a variety of school- and university-wide committee.



JOEL STECKEL

New York University

Professor Steckel is a Professor of Marketing at New York University (NYU). He is currently the Vice Dean for Doctoral Education at NYU's Stern School of Business. Professor Steckel's areas of expertise include marketing and branding strategy, marketing research, and management decision making. Professor Steckel has published extensively. He is the author of four books on marketing research and marketing strategy, including the recent *Shift Ahead: How to Stay Relevant in a Fast Changing World*. He has published in leading journals, such as the *Journal of Marketing Research*, *Marketing Science*, *Management Science*, the *Journal of Marketing*, the *Journal of Consumer Research*, the *University of Chicago Law Review*, and the *University of Pennsylvania Journal of Business Law*. He was the founding president of the INFORMS Society on Marketing Science. Professor Steckel holds a Ph.D. in Marketing/Statistics, an M.A. in Statistics, and an MBA from the Wharton School at the University of Pennsylvania. He also has a B.A. in Mathematics from Columbia University.



DAVID W. STEWART

Loyola Marymount University

David W. Stewart is President's Professor of Marketing and Business Law at Loyola Marymount University, Los Angeles. He is a past editor of the *Journal of Marketing*, the *Journal of the Academy of Marketing Science* and the *Journal of Public Policy and Marketing*. He currently serves as Vice President for Publications for AMA. He has previously served as a member of the faculty and in various administrative roles at Vanderbilt University, the University of Southern California, and the University of California, Riverside. He is founding chair of the Marketing Accountability Standards Board and editor of the book series, *Palgrave Studies in Marketing, Organization and Society*. His most recent book is *Financial Dimensions of Marketing Decisions*, published by Palgrave in 2019. He is the author of more than 250 published articles, chapters, and proceedings contributions and has authored or edited more than a dozen books. His published work has focused on consumers' use of information and shopping behavior, effective marketing communications, marketing strategy, research methodology and public policy.



STEFAN STREMERSCH

Erasmus University Rotterdam; IESE Business School

Stefan Stremersch holds the Desiderius Erasmus Distinguished Chair of Economics and Chair of Marketing, at Erasmus School of Economics, Erasmus University Rotterdam, the Netherlands and is professor of Marketing at IESE Business School, Barcelona, Spain. His main research interests are innovation, marketing of technology and science, and pharmaceutical marketing. Stremersch has won several awards, such as the Harold H. Maynard Best Paper Award of *the Journal of Marketing* (2002), the *IJRM* Best Paper Award (2012 & 2014), the JC Ruigrok Prize for the most productive young researcher in the Netherlands (2005; awarded only once every 4 years to an economist), the Rajan Varadarajan Early Career Award of the American Marketing Association (2008), and the American Marketing Association's Award for Global Marketing (2006). In 2015, he was awarded the honorary International Francqui Chair (Belgium), selected across all sciences. He is an Associate Editor at *Journal of Marketing*, and serves on the Editorial Review Boards of *Journal of Marketing Research* and *Marketing Science*, as well as *IJRM*, for which he was the Editor-in-Chief from 2006 to 2009.



K. SUDHIR

Yale University

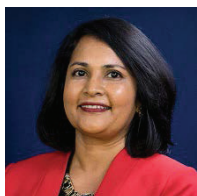
K. Sudhir is James L. Frank Professor of Marketing, Private Enterprise and Management and director of the Yale China India Insights Program. He leads the data-driven consulting and research collaborations with a range of Fortune 500 companies at the Yale Center for Customer Insights. He is currently editor-in-chief of *Marketing Science*. Sudhir's research has received many best paper awards across all leading marketing journals, with two of his dissertation papers nominated among the final ten for most long-term impact for three consecutive years in 2009-11. His research has pioneered structural econometric modeling in multiple areas of inter-organization and intra-organizational behavior: pricing in marketing channels, sales force compensation and organizational buying. His research on data intermediaries provides structural underpinnings to evaluate the business-efficiency enhancing and consumer privacy tradeoffs in selling data to businesses. He has published and serves as an evangelist for research on emerging markets. He has recently begun a research agenda around machine learning and natural language processing for marketing applications.



BAOHONG SUN

Cheung Kong Graduate School of Business (CKGSB)

Baohong Sun is the Dean's Distinguished Chair Professor of Marketing at Cheung Kong Graduate School of Business, where she also serves as Director of the New Media Marketing and Commerce Center. Before joining CKGSB, she was the Carnegie Bosch Chair Professor of Marketing at Tepper School of Business of Carnegie Mellon University. She holds a Ph.D. in economics from University of Southern California. She develops dynamic structural models to investigate consumer response to cross-selling campaigns, loyalty programs, service allocation, new service channels, optimal design of pricing structures in subscription industry. Her recent research interest focuses on modeling dynamic and inter-dependent consumer decisions on e-commerce and social media platforms. She serves on the editorial boards of *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, etc. She has been nominated for John Little Best Paper Awards, MS Long-Term Impact Award by Informs and won CART Research Frontier Award for Innovative Research at CMU. Her book with Ravi R on data-driven marketing and business intelligence *Customer-Centric Marketing: A Pragmatic Framework* was published by MIT press in 2016.



VANITHA SWAMINATHAN

University of Pittsburgh

Vanitha Swaminathan is Thomas Marshall Professor of Marketing at the University of Pittsburgh and the director of the Katz Center for Branding. Her research focuses on branding strategy and the conditions that foster consumer-brand relationships. Professor Swaminathan has published in various leading marketing and management journals including *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, and *Strategic Management Journal*. She is currently serving as Area Editor of *Journal of Marketing*. She has won awards for her research including the Lehmann award for the best Dissertation-based article, Journal of Advertising's Best Paper Award, and has been selected as Marketing Science Institute's Young Scholar. Professor Swaminathan is currently serving as President of American Marketing Association's Academic Council (2018-19). Professor Vanitha Swaminathan has recently co-authored the Fifth Edition of the world-renowned textbook *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, along with Professor Kevin Lane Keller.



OLIVIER TOUBIA

Columbia University

Olivier Toubia is the Glaubinger Professor of Business at Columbia Business School, where he also serves as Faculty Director for the Lang Entrepreneurship Center. His research focuses on various aspects of innovation, including preference measurement and idea generation. Specifically, he combines methods from social sciences and data science, in order to study human processes such as motivation, choice, and creativity. He teaches a course on Customer-Centric Innovation, a course on the commercialization of research (Research to Revenue), and the core marketing course. He received his MS in Operations Research and PhD in Marketing from MIT.



YAACOV TROPE

New York University

Yaacov Trope is a Professor of Psychology and Marketing NYU. He received his Ph.D. from the University of Michigan and held academic positions at the Hebrew University, University of Toronto, Princeton University, and Tel Aviv University. He is a member of the American Association for Arts and Sciences, Fellow of the Association for Psychological Science, recipient of the Association for Psychological Science Mentor Award for Lifetime Achievement, the Society for Personality and Social Psychology Career Achievement Award, and the Tom Ostrom Award in Social Cognition. He served as an editor of *Psychological Review* and the *Journal of Experimental Social Psychology* and has edited several books including *Dual-Process Theories in Social Psychology* (1998), *Self control in society, mind, and brain* (2010), and *Dual-Process Theories of the Social Mind* (2014). His general areas of interest are social cognition, motivation, and self-regulation. His current research emphasizes self-control processes, social judgment, and the cognitive, motivational, and social processes that enable people to focus on the “here-and-now” and those that enable them to transcend the “here-and-now” and traverse psychological distance.



STEPHANIE TULLY

Stanford University

Stephanie Tully is an Assistant Professor of Marketing at Stanford University. She holds a Ph.D. in Marketing from New York University's Stern School of Business. She examines financial decision making and the influence of consumers' financial situation on their preferences and decisions. In addition, she explores how and why consumers purchase experiences as well as factors that influence consumers' evaluation of their experiences. Much of her research examines the intersection of these two research areas. Her research has been published in the *Journal of Consumer Research*, *Journal of Experimental Psychology: General*, *Journal of Personality and Social Psychology*, and the *Journal of Retailing*. Her research has been awarded honorable mention for the Robert Ferber Award and winner of the Society for Consumer Psychology's dissertation proposal competition. She is an ad hoc reviewer for several journals including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *International Journal of Research in Marketing*.



RALUCA URSU

New York University

Raluca Ursu is an Assistant Professor of Marketing at New York University Stern School of Business since 2016. Her research tries to understand how consumers search for product information and make choices in markets where they are faced with an overwhelming number of product options. In particular, she studies the effect of ranked lists of products, or rankings, on consumer choices, as well as proposes methods of improving these rankings to allow consumers to find matching products more quickly. She also studies how to model consumers' decision to spend time searching for products and how retail decisions, such as how to allocate products within the store, need to take into account consumer search. Methodologically, she uses a combination of both structural modeling and applied theory to study how consumers search. Her empirical work is guided by rigorous economic theory and supplemented by large data sets capturing real-world consumer behavior. She received her B.A. in Economics and Mathematics from Mount Holyoke College and her M.A. and Ph.D. in Economics from the University of Chicago.



STIJN VAN OSSELAER

Cornell University

Stijn van Osselaer is the S.C. Johnson Professor of Marketing and Associate Dean for Academic Affairs at the Johnson Graduate School of Management at Cornell. Stijn works on a broad range of research topics including connecting customers with product producers, consumers with low self-esteem, and consumer decision making. His work has appeared in, e.g., the *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Marketing*. Stijn was an Associate Editor at the *Journal of Consumer Research* for eight years and serves on the editorial review boards of the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *International Journal of Research in Marketing*. Stijn previously taught at Chicago Booth, London Business School, and Rotterdam School of Management. In 2012-2013, he was a visiting research scholar at the University of Colorado. In 2015, Stijn served as the President of the Society for Consumer Psychology. He has also co-chaired the 2010 annual conference of the Association for Consumer Research (ACR) and served as a member of this organization's Board of Directors.



JOACHIM VOSGERAU

Università Bocconi

Joachim Vosgerau earned his diploma in Psychology from University of Konstanz, Germany, and his Ph.D. in Marketing from INSEAD, France. From 2005 to 2013 he served on the marketing faculty at the Tepper School of Business at Carnegie Mellon University, where he was also co-director of the Center for Behavioral and Decision Research (CBDR). From 2013 to 2015 Joachim was on faculty of the Marketing Department at Tilburg University's School of Economics and Management, Netherlands. Since 2015, he is on the marketing faculty of Bocconi University in Milan and serves as director of Bocconi's Experimental Laboratory for the Social Sciences (BELSS). Joachim's research interests are in the realm of consumer behavior, with a specific interest in decision-making and preferences under uncertainty, food consumption, and moral judgments. He has published in top-tier journals such as *Science*, *Marketing Science*, *JMR*, *JCR*, *JEP:G*, *JPSP*. Joachim is an Area Editor at *JCP*, and is on the editorial board of *JCR*.



JARED WATSON

New York University

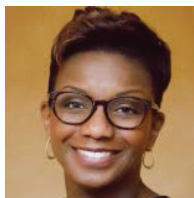
Jared Watson joined New York University this past fall (2018) as an Assistant Professor of Marketing in the Stern School of Business. He received his B.A. in Business Administration from the University of Washington and his Ph.D. in Marketing from the University of Maryland. His research interests primarily involve internet-mediated communication. He is very keen on understanding the consumer and managerial implications that can be derived from leveraging the internet. To that end, his research explores topics such as the differential impact of various aspects of online reviews in consumer decisions, sender/receiver effects in social media, and how information can be best be organized to reduce biased processing. His work has been published in the *Journal of Marketing* and he serves as an ad-hoc reviewer for several journals. During his time at the University of Maryland, Jared received a Distinguished Teaching Award (2015-2016), Marvin A. Jolson Outstanding Marketing Doctoral Student Award (2017), and the Outstanding Doctoral Student Award (2018).



KLAUS WERTENBROCH

Institut Européen d'Administration des Affaires (INSEAD)

Klaus Wertenbroch is the Novartis Chaired Professor of Management and the Environment and Professor of Marketing at INSEAD in Singapore and the launching editor-in-chief of the European Marketing Academy's (EMAC) *Journal of Marketing Behavior*. He is a consumer and behavioral decision researcher, studying self-control problems, precommitment strategies, and the normative analysis of behavioral policy intervention. He has contributed to financial education initiatives by the public and the private sector (e.g., OECD, U.S. Treasury Department). His current research explores the effects of income inequality and of automation on consumer choice. He holds a Ph.D. and an M.B.A. from the University of Chicago and an M.Sc. (Diploma) in Psychology from the Darmstadt University of Technology. Before joining INSEAD, he was a faculty member at Duke University and at Yale University. Klaus also held appointments as Visiting Professor of Marketing at UC Berkeley, and at the University of Pennsylvania's Wharton School, where he was also the Judith C. and William G. Bollinger Visiting Professor. Klaus won the 1995 American Marketing Association Dissertation Award and the 2005 O'Dell Award.

**TIFFANY BARNETT WHITE***University of Illinois*

Tiffany Barnett White is Associate Professor of Business Administration and Advertising and Bruce and Anne Strohm Faculty Fellow in the Gies College of Business at the University of Illinois. She received a Ph.D. in marketing from Duke University and BS and MS degrees in Advertising from the University of Illinois. Her research addresses affective and behavioral aspects of consumer-brand relationships with a particular emphasis on the drivers and outcomes of consumer (dis)trust. Professor White has presented on the topic of branding and brand strategy to national and international audiences. Her research on the “Brand Connected Consumer” is a featured TEDx presentation. She is an award-winning teacher and is consistently featured on the university-wide list of faculty rated as excellent by their students. Professor White served as Secretary-Treasurer for the Society for Consumer Psychology, At-Large Director for the Association for Consumer Research and as ACR Co-Chair. She is a member of the Editorial Board for the *Journal of Consumer Psychology*, the *Journal of Service Research* and the *Journal of the Academy of Marketing Science*.

**WILLIAM L. WILKIE***University of Notre Dame*

William L. Wilkie is Nathe Professor of Marketing, University of Notre Dame. He has been named in several studies as a “Thought Leader” in academic marketing, and is author of a “Citation Classic in the Social Sciences” article (Institute for Scientific Information). Professor Wilkie has served as President of ACR, MSI Academic Advisory Board member, and on numerous journal Editorial Boards. He has received the AMA’s highest honor, the “Distinguished Marketing Educator Award,” the Pollay Prize for Intellectual Contributions to the Public Interest, MASSIG’s Lifetime Achievement Award, and was named an inaugural AMA Fellow. His “Legends in Marketing” interview is on the AMA website, and the AMA Foundation annually awards its “William L. Wilkie ‘Marketing for a Better World’ Award.” He previously served as a faculty member at Harvard, Purdue, and Florida, as an in-house consultant at the FTC’s Bureau of Consumer Protection, and as Visiting Research Professor at the Marketing Science Institute. Professor Wilkie’s undergraduate degree is from Notre Dame, and his Sloan, MBA and PhD degrees are from Stanford University.



RUSSELL S. WINER

New York University

Russell S. Winer is the William Joyce Professor of Marketing and Deputy Chair of the Department of Marketing at the Stern School of Business, New York University. He received a B.A. in Economics from Union College and an M.S. and Ph.D. in Industrial Administration from Carnegie Mellon University. He has been on the faculties of Columbia and Vanderbilt universities and the University of California at Berkeley. He has written three books, *Marketing Management*, *Analysis for Marketing Planning* and *Product Management*, a research monograph, *Pricing*, and has co-edited *The History of Marketing Science*. He has authored over 80 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the *Journal of Marketing Research*. He is a past Executive Director of the Marketing Science Institute in Cambridge, Massachusetts. Professor Winer is a founding Fellow of both the INFORMS Society for Marketing Science and the American Marketing Association and is the 2011 recipient of the American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator award.



STACY WOOD

North Carolina State University

Stacy Wood is the Langdon Distinguished University Professor of Marketing, NC State, and the Executive Director of the Consumer Innovation Collaborative. Her research explores the psychology of innovation—how people learn about, adopt, adapt to, or reject new things—from high tech products to societal trends. Dr. Wood is a multi-methodologist with published work in top journals using behavioral experiments, qualitative ethnography, quantitative econometric models, and physiological metrics (e.g., fMRI). She co-chaired the 2014 ACR North American conference and served as ACR President in 2018. Dr. Wood (Ph.D., UF, 1998) has also taught at USC, MIT, and Duke, where her classes at the Duke School of Medicine have won multiple awards. Her awards in research include the 1997 MSI–H. Paul Root Award for the JM paper that made the most significant contribution to marketing practice and the 2005 AMA–Louis W. Stern Award for best paper in marketing and channels. At NC State, Dr. Wood founded the Consumer Innovation Collaborative to partner with top corporations and tackle their most challenging consumer issues of the future.



PINAR YILDIRIM

University of Pennsylvania

Pinar Yildirim is Assistant Professor of Marketing at the Wharton School and Senior Fellow at the Leonard Davis Institute at the University of Pennsylvania. At Wharton, Pinar is teaching in the MBA and undergraduate programs and is a frequent contributor to Knowledge@Wharton and Wharton's Sirius XM Business Radio. Pinar's research focuses on digitization, information economics and political marketing and economy. She focuses on theoretical and empirical analyses of online platforms, advertising, networks, media, and politics. Her research appeared in top management and marketing journals including *Marketing Science*, *Journal of Marketing Research*, *Management Science*, and *Journal of Marketing*. She has received grants and honors from Mack Institute, NET Institute, and Royal Economic Society. She was named a Marketing Science Institute Young Scholar and received the Seenu Srinivasan Award for junior scholar in Marketing in 2018. She is on the Editorial Board of *Marketing Science*, the leading academic journal in marketing. She completed her PhD degree in Marketing and Business Economics simultaneously to her PhD degree in Industrial Engineering at the University of Pittsburgh.



BO "BOBBY" ZHOU

University of Maryland

A former Sheth Consortium Fellow in 2012, Bobby Zhou received his Ph.D. in Marketing from Duke University in 2014. His research focuses on competitive marketing strategies, in particular, pricing and promotion. In his research, he uses analytic models as well as experimental approaches. His work has been published in the *Journal of Marketing Research* and *Marketing Science*. His paper on exchange promotions has been selected as a Finalist for John D.C. Little Best Paper Award in 2016. At the University of Maryland, he has won the distinguished teaching award multiple times; one instance included being awarded the Most Valuable Professor (MVP) by the Men's Soccer Team (fortunately, this was not based on his soccer skills). He was also recognized as one of Marketing Science Institute (MSI) Young Scholars in 2019.

CONSORTIUM FELLOWS



NUKHET AGAR

York University

Nukhet is a doctoral candidate in marketing at Schulich School of Business in York University. Her research focuses on people's experiences with uncertainty, and what marketers can do to spur consumption in uncertain environments. She finds uncertainty to be an interesting and fruitful research domain because it allows her to explore a wide range of marketing relevant contexts; from probabilistic promotions (e.g., campaigns that offer "1 in 6 chances to win a prize with each purchase!") to really new products, which often blur the boundaries of their category and can be difficult to make sense of. In her dissertation, where she explores consumers' reactions to really new products, she uses a variety of physiological measurement techniques, such as galvanic skin response and eye tracking, to complement common experimental techniques. Overall, her research has substantive implications including, but not limited to, what public policymakers need to be wary of when it comes to excessive food consumption, and how marketers can improve consumers' acceptance of innovative products.



BITTY BALDUCCI

University of Missouri

Bitty Balducci is a 3rd year PhD candidate in the Marketing Department at the University of Missouri. Her research interests include behavioral marketing strategy that addresses managerially relevant questions in the frontline employee and salesforce management domains. She is particularly interested in understanding how such interactions unfold and influence performance. Her research aims to provide practitioners with insights that would enable more effective frontline employee training, management, and evaluation. To answer these questions, she uses unstructured data (acoustic and text) to explore naturalistic frontline interactions dyadically and dynamically through text mining, natural language processing, acoustic analysis, machine learning, and econometric modeling. In her free time she enjoys eating good food with her fiancé, exploring nature with her dog, and spending time with friends and family. Random fact: She's lived in the three least populated states in the union (Alaska, Montana, Wyoming). At the top of her bucket list: To visit the Amazon Rainforest.



SHRABASTEE BANERJEE

Boston University

A PhD student in the Department of Marketing at Questrom School of Business, Boston University, Shrabastee specializes in the quantitative marketing track. She is broadly interested in digital marketplaces and e-commerce. Particularly, aiming to look at how consumers make use of various cues in an e-commerce setting, and how these cues might have an impact on decision-making. Examples include user-generated content such as reviews/ratings and consumer questions about a product, as well as non-focal prices advertised by the platform on the product page. The primary methodologies she uses are causal inference, experiments/ quasi experiments and applied machine learning.



AARON BARNES

University of Illinois at Urbana-Champaign

Aaron Barnes is a doctoral candidate at the University of Illinois at Urbana-Champaign. His research broadly addresses cross-cultural consumer behavior, attitudes, and consumer–brand relationships. For instance, one essay of his dissertation shows that cultural self-construal predicts whether having readily accessible preferences makes people feel more vs. less ready to make choices, predicting choice deferral and other actions. The second essay aims to understand cultural differences in the effectiveness of consensus cues (e.g., “Top Rated” or “Best Seller”) in online and offline retail contexts. Aaron has published in *Consumer Psychology Review* and presented his research at major conferences including the Association for Consumer Research, American Marketing Association, and Marketing Science. Prior to entering the Ph.D. program, Aaron studied marketing at Indiana University, studied psychology at New York University, and gained work experience as a market research associate for a consulting firm. In his free time, Aaron enjoys spending time with his family, traveling, and running his men’s subscription business.

**JONATHAN BECK***Michigan State University*

Jonathan Beck is a doctoral candidate in marketing at Michigan State University. His research focuses on marketing strategy, specifically involving customer experience management and relationship marketing. His dissertation contributes to the online engagement literature by exploring the role of effort in word of mouth generation, how firms can proactively manage positive online sentiment, and provide a more holistic assessment of the dollar value of online reviews. He also has papers in advanced stages of review about loyalty program design and effectiveness, the consequences of service variability, and the need for interdisciplinary in services research. Other working papers include research on the role of customer orientation in mitigating employee burnout, how firms can more effectively market convenience services, and how sympathy for poorly-treated employees affects consumer behavior. Prior to entering the Ph.D. program, Jonathan received his M.S. in Marketing from the University of Rochester, as well as his MBA and B.A. from the University of Central Florida.

**MALEK BEN SLIMAN***Columbia University*

Malek Ben Sliman is a fourth-year doctoral candidate in Marketing at Columbia University. He is interested in research problems related to social networks such as the design of efficient targeting strategies to enhance word-of-mouth and the diffusion of information. For his dissertation, he focuses on the fine arts market by collecting information from images of paintings and auction data to construct an interconnected network of art. His objective from this research is to leverage the network information to measure the creativity of paintings, predict current and future auction prices, and design optimal assortments of paintings that maximize auctions profits. To address his research questions, Malek utilizes graph theory, econometrics, machine learning, and optimization techniques. Malek studied Mathematics and Physics at Lycée Louis Le Grand, France and received an M.S. in Industrial Engineering from École Centrale Paris, France and an M.S. in Operations Research from Columbia University. He was awarded an Excellence-Major Scholarship by the French Government for his studies in France and an IEOR Outstanding Service Award at Columbia University during his master's.



SUZANNE BIES

Tilburg University

Suzanne Bies is a doctoral candidate at Tilburg University (advisors: B.J. Bronnenberg, E. Gijsbrechts). She obtained all her degrees at Tilburg University, which include a bachelor in International Business Administration, a master Marketing Analytics, and the Research Master in Marketing. Suzanne's current research focuses on evaluating the effectiveness of different activation tools used during temporary loyalty programs. She aims to determine heterogeneous treatment effects for these tools using household panel data. Specifically, the activation tools include mobile marketing techniques (e.g. mobile push messaging), in-store activation, etc. In the broader sense, her research interests include, but are not limited to, loyalty programs, consumer-shopping behavior in the retail setting, and mobile marketing.



BENJAMIN BORENSTEIN

University of Miami

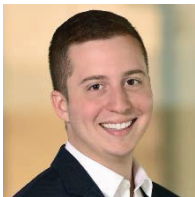
Benjamin Borenstein is a third-year doctoral candidate in the Marketing Department at the University of Miami, where he studies consumer behavior. His specific research interests include prosocial behavior, human-computer interaction, and decision-making under uncertainty. In particular, his research primarily focuses on two areas. First, he examines the antecedents of prosocial behavior. For example, he investigates how interacting with mobile (vs. stationary) computing devices influences perceptions of psychological distance and consumer giving. Second, he examines the consequences of prosocial behavior. For instance, he investigates how prosocial actions affect risk-taking behavior through karmic- beliefs. He has presented his research at conferences for the Association for Consumer Research and the Society for Consumer Psychology.



MOLLY BURCHETT

University of Kentucky

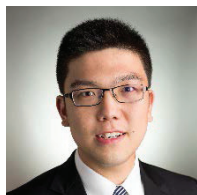
Molly Burchett is a third-year doctoral candidate in the department of Marketing and Supply Chain at the University of Kentucky. Her research interests include business-to-business sales strategy (particularly focusing on salespersons' decision-making and social influence) as well as business-to-government buying and selling. Prior to pursuing her PhD, Molly worked for four years as a sales representative and marketing director in the financial services industry and for one-year managing strategic initiatives for a manufacturing company. Molly has been named a fellow at the ISBM Business Marketing Doctoral Consortium, and she received the Luckett Fellowship in 2016-2018 from the University of Kentucky. Molly currently holds a B.A. in Business Administration from Transylvania University and a M.A. in Communication from the University of Kentucky.



CHRISTOPHER CANNON

Northwestern University

Christopher Cannon is a Ph.D. Candidate in Marketing at the Kellogg School of Management, Northwestern University. Prior to joining Kellogg, he received his B.S. and M.S. in Psychology from the University of Michigan. Christopher's research examines consumers' social motives—that is, how consumers are motivated toward both self- and other-focused goals. In one stream of research, he develops a new framework conceptualizing four distinct social motives and a corresponding psychological instrument measuring these consumer motives. He has applied this framework to predict a range of consumer behaviors from advertising persuasion to product choice. Christopher also researches numerous marketing and consumer-related topics, including luxury consumption, resource scarcity, social hierarchy, and gift giving. In his dissertation, he explores the interplay between gift givers' social motives and gift recipients' interpersonal needs. His publications have appeared in leading academic journals—for example, "A Self-Regulatory Model of Resource Scarcity," published in *Journal of Consumer Psychology* (2019), and "The Dark Side of Luxury: Social Costs of Luxury Consumption," published in *Personality and Social Psychology Bulletin* (2019).



JINGCUN CAO

Indiana University

Jingcun is an empirical modeler with substantive interests in mobile app monetization, search behavior, mobile app market, movie market, and brand equity. He likes to work closely with companies to collect data and run field experiments, which motivate him to solve questions of managerial relevance and importance in the real business world. His work broadly focuses on (1) exploring content monetization strategy of ad-free mobile apps; (2) investigating high-ticket items search behavior on the mobile app; (3) examining the policy change on market structure in an emerging market; (4) studying the dynamic impact of opening outlet stores on brand equity; (5) understanding the ecosystem of app markets. Jingcun's research provides managerial insights into ad-free app monetization strategies, mobile marketing, dynamic movie exhibition strategy, brand equity management, and app developers' products launch strategies. He approaches investigations of these interests with appropriate, rigorous methods, aiming to improve knowledge of consumer behavior in the face of rapid changes in the era of mobile internet.



RHIA CATAPANO

Stanford University

Rhia Catapano is a fourth-year doctoral student in behavioral marketing at the Stanford Graduate School of Business. She is broadly interested in how consumer research can be leveraged to improve societal outcomes. Her dissertation—the first essay of which is forthcoming in *Psychological Science*—examines how individuals can be shifted away from entrenched views. Other current projects include understanding the role of meaning in the consumer domain, and how individuals may over- or under-value physical goods relative to digital goods. Prior to joining Stanford GSB, Rhia worked as a teacher and curriculum designer in South Korea. She received her Bachelor of Science in Psychology from Yale University.



ASHLEY (DEUTSCH) CERMIN

University of Arkansas

Ashley (Deutsch) Cermin is a doctoral candidate at the University of Arkansas. Ashley's primary area of interest lies in consumer well-being based on marketplace interactions through mixed methodological research. Specifically, she is interested in vulnerable consumers' experiences in education and healthcare. Ashley has presented her work at various conferences and is an active participant in the Transformative Consumer Research special interest group of ACR. Her work has been published in the *Journal of Business Research* and is currently under review at the *Journal of Public Policy & Marketing*. Her paper, "Thirty-five Years of Contributions" to the *Journal of Public Policy & Marketing*, was runner up for Best Paper with Doctoral Student as First Author at the 2018 Marketing and Public Policy Conference and she won the DRS award at the 2018 Southeast Marketing Symposium, which is awarded to a SMS participating school whose doctoral students demonstrate productivity, collegiality and fun.



REBECCA CHAE

University of Michigan

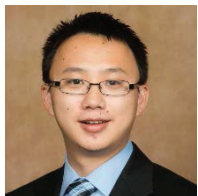
Rebecca Chae is a Ph.D. candidate in marketing at University of Michigan. Her research explores how perceived distance of factors in one's decision environment influences consumers' prosocial behavior. The first essay of her dissertation investigates effects of implicit temporal boundaries on the goal gradient effect. Theorizing that perceived temporal distance influences the curvature of the value function, she demonstrates how a naturally bounded time period (e.g., month) contracts perceived temporal distance and strengthens consumers' motivation to complete a volunteering cycle. In her second essay, she examines the influence of different reference groups on prosocial behavior. In particular, she uncovers how socially versus physically proximate reference groups elicit different levels of self-identification and conformity. This work received the ACR/Sheth Foundation Dissertation Award in 2017. Other projects investigate effects of AI's voice on consumers' self-perception and ways to increase awareness of biodiversity via collaboration with *National Geographic*. Prior to joining Michigan, Rebecca received her M.S. in Marketing from Columbia University and B.S. in Economics with majors in marketing and finance from University of Pennsylvania.



LAGNAJITA CHATTERJEE

University of Illinois at Chicago

Lagnajita is a fourth-year doctoral student in Marketing at University of Illinois at Chicago (UIC). She is interested in the study of consumer emotions and identities. Using an experimental approach, her dissertation explores the impact of envy on consumption and the associated antecedents. Her other projects include work on consumer embarrassment, nostalgia and bragging. Lagnajita is also interested in how people engage with social media platforms for image management, emotion regulation and participation in access-based consumption. Other than consumer-emotion, she has also worked on projects exploring intra-group dynamics and consumer involvement in product development. Prior to joining the doctoral program at UIC, she received a Bachelor's degree in Psychology from University of Calcutta and a Master's degree in Cognitive Science from University of Allahabad in India.



JINJIE (J.J.) CHEN

University of Minnesota

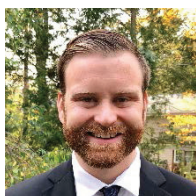
J.J. Chen is a Ph.D. candidate in marketing at the Carlson School of Management, University of Minnesota. He is interested in studying and understanding consumer experience over a wide range of situations. His research strives to help consumers enjoy different experiences more and longer by directing different types of attention onto different aspects of the experience. His work also contributes to the field's understanding of types of attention and their subsequent effect on experiences. For example, his work has examined how the ability to choose, the sequence of a series of experiences, and emotional arousal affects attention and consumer enjoyment. In addition to the theoretical contributions, his work also provides practical suggestions to consumers for more enduring happiness and well-being. J.J. received his B.S.B. in Marketing from Miami University and M.S. in Marketing from Texas A&M University. He is also a certified Scuba rescue diver and airplane private pilot.



YIXING CHEN

Texas A&M University

Yixing Chen is a fourth year Ph.D. student in Business Administration (Marketing) in the Mays Business School at Texas A&M University. His research examines the role of evidence-based marketing interventions in improving societal outcomes. From a strategic perspective, his research quantifies the impact of interventions in heretofore-neglected domains such as educational attainment, oncology care, safety, and technology adoption in sectors such as energy, K-12 education, and healthcare. Yixing uses econometric models to empirically address these issues with a variety of identification strategies. His research has been published in the *Journal of Marketing* and featured in *Harvard Business Review*. Yixing holds an MBA from University of New Mexico and a bachelor's degree in Finance from Southwestern University of Finance and Economics in China.



JOHN COSTELLO

The Ohio State University

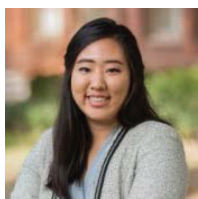
John Costello is a third year doctoral candidate at The Ohio State University. John's research primarily focuses on prosocial behaviors and consumer response to new promotions, particularly in digital contexts. John's research related to prosocial behaviors investigates both consumers' perceptions of when and why certain marketplace behaviors are prosocial, and how charitable organizations can increase prosocial behaviors like giving. For example, ongoing projects examine the conditions under which consumers perceive peer-to-peer purchases as helping behaviors, and how charities can leverage psychological differences between time and money to create effective donation appeals that increase giving. Current projects related to consumer response to promotions examine why promotions involving rivalry lead to risky behaviors, how reposting of user-generated content by brands can lead to negative social comparisons, and when touting product awards can lead to negative product inferences by consumers. John holds a BS and an MBA from Villanova University and prior to his doctoral studies worked in a number of corporate roles at Saks Fifth Avenue and American Eagle Outfitters.



CHU (IVY) DANG

The Chinese University of Hong Kong

Chu (Ivy) Dang is a Ph.D. candidate in quantitative marketing at CUHK Business School, The Chinese University of Hong Kong. She holds a B.S. degree in applied physics from Beijing Jiaotong University and a M.S. degree in economics from CUHK. She combines dynamic structural models and machine learning methods to study online consumer search behaviors. Her dissertation chapter one studies consumer search and learning behavior with individual clickstream data on Groupon ("Search and Learning at a Daily Deals Website", forthcoming at *Marketing Science*). She is now working on the second chapter which focus on the cross-site search behavior. She is also interested in applying machine-learning techniques to large-scale, fine-grained digital traces of consumers. For example, one of her working projects studies consumer mobility patterns by analyzing more than three million people's mobile location data.



JENNIFER D'ANGELO

University of Southern California

Jennifer D'Angelo is a doctoral candidate at the University of Southern California's Marshall School of Business. Her research interests focus on customization, interpersonal relationships, and identity. Her dissertation examines the choices consumers make to configure their custom products as well as the psychological processes that influence these choices. One part of her dissertation examines how examples of products customized by previous consumers affects one's own customization choices. Her research finds that when individuals encounter such examples, they infer that the consumer who created the example was motivated to express uniqueness. After making this inference, individuals are also motivated to express uniqueness. This is particularly true when the example creator is a close relation (i.e., a friend). Subsequently, to express uniqueness, individuals end up choosing less similarly to the example, sometimes even paying a monetary cost or sacrificing preferred choices. In another stream of research, Jennifer investigates the benefits and pitfalls of having close interpersonal relationships. Jennifer holds a B.S. in Business Administration from USC and worked in market research prior to entering the doctoral program.

**KIMBERLY DUVAL***Concordia University*

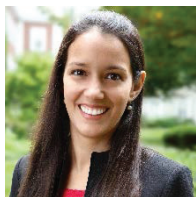
Kimberly Duval (BA Hons, Psychology; MSc, Marketing) is a fourth year PhD student and part-time faculty member in the Marketing Department at Concordia University. Her doctoral research investigates the role of unconscious perception (i.e., visual inattention) and subsequent unconscious processing (i.e., implicit formation of memories, attitudes, or affect) of marketing stimuli on conscious decision making and downstream consumer behavior. Her behavioral research is interdisciplinary, combining theory and approaches from social, cultural, and cognitive psychology and marketing. Her primary methodology is experimental design in lab and field settings. Her research incorporates the use of physiological measures, such as electrodermal activity and eye tracking. Her research interests include the areas of social marketing, socially responsible consumption, normative influences on consumer behavior, impact of culture on marketing efficacy, online marketing, product assortments, and visual attention in marketing. She is currently teaching undergraduate Marketing Research Methods.

**TOJIN THOMAS EAPEN***University of North Carolina*

Tojin Thomas Eapen is a Ph.D. candidate in Marketing at UNC Kenan-Flagler Business School. Tojin's research interest lies in studying the nature and significance of creativity in marketing management tasks such as idea-generation, new product development, and advertising. He uses statistical and computational methods including causal modeling, text analysis, natural language processing, and agent-based modeling to model, analyze, and derive insights from creative content such as patents, new product ideas, and online advertising. His dissertation encompasses two essays focused on creative new product design. In the first essay of his dissertation, Tojin defines, and elucidates the property of attribute dynamics, a property increasingly seen in innovative new products. Based on an examination of USPTO patents published in the period 2001-2017, he develops a typology of attribute dynamics that provides a framework to guide future research, and managerial decision-making. In the second essay, he examines the role of local and global novelty in crowdsourced new product idea challenges. Previously, Tojin has worked as a new product development engineer in the energy management industry, and as an innovation consultant.

**JIA (PHYLISS) GAI***Erasmus University*

Phyliss Gai is a fourth-year PhD candidate in marketing management at Rotterdam School of Management (RSM), Erasmus University. She studies the contextual influence on consumer behavior. Her recent work examines how different explanations of recommendations—keeping the actual recommendation constant—impact recommendation acceptance. She also investigates the influence of language (foreign versus native) on consumers' cheating behavior and self-regulation at large. She uses a variety of approaches to address these questions, including laboratory experiments, online surveys, field studies (e.g., within mobile applications), and archival data (e.g., from Google Correlate). Phyliss received her MA in social science from the University of Chicago and her Bachelor degree with highest honors in psychology from the Chinese University of Hong Kong. She is currently visiting Columbia Business School, where she researches on the effect of mobile devices on consumer vulnerability to misinformation.

**XIMENA GARCIA-RADA***Harvard Business School*

Ximena Garcia-Rada is a Doctoral Candidate in the Marketing Unit at Harvard Business School. She studies consumer behavior in the context of close relationships using laboratory experiments, field studies, and archival data. Specifically, she examines how consumers make decisions about products and experiences that they'll share with close others (e.g., choosing experiences to share with their romantic partners or selecting products to take care of family members) and assesses the emotional and relational consequences of such decisions. Taken together, her work elucidates a deeper understanding of interpersonal consumption in the context of close relationships with the goal of understanding how to help consumers have better relationships and lead happier lives. Before joining Harvard, she worked as a research associate at Duke University, where she studied how social and cultural factors impact decision-making and dishonest behavior. Ximena received a Bachelor of Business Administration from Universidad de Lima and an MBA from INCAE Business School.

**DANIEL GROSSMAN**

University of Cincinnati

Daniel was raised in Buffalo, New York, and has a passion for hockey, basketball, all things Buffalo, and research. In terms of research, he has two streams of work. The first lies at the crossroads of death and consumer behavior. A manuscript currently under review at the *Journal of Consumer Psychology* falls within this stream and explores the process of bequeathing possessed objects through generations and the types of sentimental associations that lead an object to be passed down as a family heirloom. His secondary stream of research deals with how seemingly incidental and peripheral factors can surprisingly guide consumer behavior and affect the decisions that consumers make. One project in this area investigates how incidental exposure to brands causes subsequent decisions to feel easier by initiating a broad readiness for preferential decision-making — even in completely unrelated choice domains. This project is currently under revision for the 2nd round of revise and resubmit at the *Journal of Consumer Research*.

**KELLEY GULLO**

Duke University

Kelley Gullo is a marketing Ph.D. candidate at Duke. Her research examines factors that influence consumer choice. In her primary stream of research, she explores both how social relationships affect consumers' choices (e.g., in goal pursuit) and how consumption choices can then influence the relationship. In another stream of research, she explores how time and the perception of time shape consumer choice (e.g., variety-seeking). Her research has been published in the *Journal of Consumer Research*, and she has presented her research at the Association for Consumer Research, the Society for Consumer Psychology, and the Society of Personality and Social Psychology conferences. Prior to joining the marketing program at Duke, Kelley received bachelor degrees in marketing and economics and a minor in anthropology from Arizona State University.



DEBJIT GUPTA

Virginia Tech

Debjit Gupta is a PhD candidate in marketing in the Pamplin School of Business at Virginia Tech. His dissertation research uses Bayesian methods to examine how firm actions impact market response in a various contexts. One project uses converging evidence from a natural experiment (using a large custom created dataset) and a laboratory study to show that although incentivized crowdsourcing contests increase UGC levels, higher incentives have little incremental effect. Moreover, controlling for answer quality, higher monetary incentives may taint peer assessments of the contribution. A second project examines optimal tier structure in matching markets using empirical Bayesian models. Since both low participant variety (too many tiers) or mismatched participants (too few tiers), hurt customer experience, we identify the optimal tier structure using market data from the Ultimate Fighting Championship (UFC). In other work, Debjit examines behavioral mappings between time and money; and the correspondence of Bayesian updating norms with behavioral intuition. He holds an MS (Quantitative Economics) from the Indian Statistical Institute and a BA (Economics) from Jadavpur University and has worked in India with Hewlett-Packard.



NAZLI GURDAMAR OKUTUR

London Business School

Nazli Gurdamar Okutur is a fourth-year PhD student in Marketing at London Business School. She conducts research in judgment and decision-making and consumer behavior, with a particular emphasis on consumer decisions regarding personal finances and health. One of her research streams focuses on understanding how consumers manage their personal finances, their judgments of other people's finances and the psychological factors underlying inferior investment decisions. Another of her research streams explores how information about future health outcomes influence consumers' perceptions about the outcome and their current satisfaction and wellbeing. Nazli additionally holds an M.A. in Economics from Duke University, and a B.A. in Economics from Bogazici University, Istanbul. Prior to her PhD studies, Nazli worked as an assistant brand manager at Procter & Gamble in Turkey.

**MATTHEW HALL***University of Nebraska - Lincoln*

Matthew Hall is a fourth-year PhD candidate in marketing at the University of Nebraska. Matthew's primary research focus is understanding the effects of social influence on consumer behaviors and perceptions, primarily in the domains of experiential sharing and word-of-mouth marketing (WOM). His dissertation focuses on how the receipt of attention from others following experiential sharing can shift experiential satisfaction. He also has active projects examining the marketplace consequences of consumer effort and the outcomes of WOM exchanges. Matthew has presented his research at numerous conferences and symposia including the Association for Consumer Research and the Society for Consumer Psychology conferences, as well as the Mittelstaedt Symposium at the University of Nebraska.

**CHENG HE***Georgia Institute of Technology*

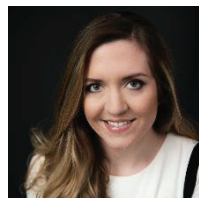
Cheng He is a PhD candidate of Marketing in Georgia Institute of Technology with a concentration in Empirical Marketing. Before joining this program he earned a bachelor degree of Mathematics from Nankai University in China, and a master degree of statistics from University of Chicago. He worked for Merkle Inc as a marketing analyst for two years. His research interest includes sustainability marketing, and consumer search behavior. Regarding sustainability marketing, he is interested in consumers' response as well as dealer' reaction to government incentives on green vehicles. For example, he investigates how the pass-through of manufacture debate and monetary incentive was affected by the termination/launch of government new policy. In terms of consumer search behavior, he looks at how offline channel exit affects consumers' online search. Meanwhile he also studies the impact of search cost on price sensitivity by examining how consumers behave differently under the usage of mobile data and WIFI.



DONGJIN HE

Honk Kong Polytechnic University

Dongjin is a Ph.D. candidate in marketing at the Hong Kong Polytechnic University. Her research interests are in the area of consumer psychology. Specifically, Dongjin is interested in how social exchange (e.g., the interpersonal exchange of money, goods, information, and other types of resources) shapes consumer behavior. Dongjin received the Honorable Mention in the 2017 SCP Dissertation Proposal Competition. In her dissertation, Dongjin looks at the interpersonal and intrapersonal impacts of keeping secrets on consumer behavior. The first essay explores the effect of secrecy on people's tendency to engage in nonconforming consumption; and the second essay examines how secrecy affects consumers' post-purchase attitude toward consumption decisions they made within the period of secret-keeping. In addition to her dissertation research, Dongjin is also working on several other social exchange related projects, covering topics such as gratitude, favor, and brand anthropomorphism. Several of Dongjin's papers have received revision invitations from the *Journal of Consumer Research*.



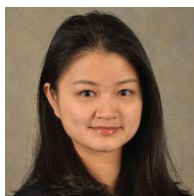
JILLIAN HMUROVIC

University of Pittsburgh

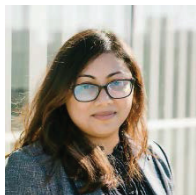
Jillian Hmurovic is a fourth-year doctoral candidate in Marketing at the Joseph M. Katz Graduate School of Business, University of Pittsburgh. She investigates how time architecture—the temporal design of consumer experiences—can be systematically constructed and communicated in ways that meaningfully shape consumer psychology and decision making. Her research examines topics such as: whether traditional assumptions underlying offline time scarcity promotions generalize to modern online retail contexts, when to optimally implement planning prompt nudges in dual-deadline tasks, and how the temporal structure of initial charitable contributions influences subsequent support. Jillian additionally conducts research exploring consumer signaling and inference-making, both regarding the self and others. Her recent article in the *Journal of Marketing* demonstrates how retailers can effectively mitigate consumers' devaluation of “ugly” fruits and vegetables using marketing interventions that target the negative self-inferences consumers make when they imagine consuming unattractive produce. Prior to her PhD, Jillian obtained a bachelor's degree in Psychology from Purdue University and a master's degree in Organizational Psychology from Michigan State University.

**CHUCK HOWARD***University of British Columbia*

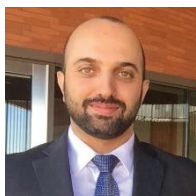
Chuck studies the psychological causes of consumer financial misprediction and designs practical interventions that help consumers improve their prediction accuracy. His “Prototype Theory of Consumer Expense Misprediction” demonstrates that consumer expense predictions are shaped by prototype attributes that represent average spending, where “average” is akin to the mode of a consumer’s expense distribution. This leads to an expense prediction bias in which consumers under-predict their expenses because the distribution of consumer expenses is positively skewed with $\text{mode} < \text{mean}$. His field work in this area has also shown that simply prompting consumers to consider reasons why their expenses might be different than usual dramatically increases expense prediction accuracy. Chuck’s research has received awards from the Society for Consumer Psychology, the Society for Judgment and Decision Making, and the Behavioral Insights Group at Harvard University, as well as major research grants from ING’s Think Forward Initiative and the Social Sciences and Humanities Research Council of Canada. Chuck will complete his PhD in Marketing at the University of British Columbia in 2020.

**BINGYAN HU***University of Iowa*

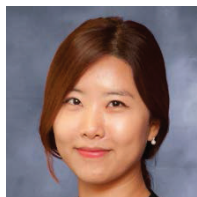
Bingyan Hu is a Ph.D. candidate in Marketing at the Tippie College of Business, University of Iowa. Bing received her bachelor’s degree in Business Administration from Fudan University, Shanghai, China. Her research primarily focuses on social influences. Specifically, she studies how social crowding and social connections influence consumer behaviors in a variety of contexts (i.e., product preferences, disposition decisions, and prosocial behaviors). Her dissertation (chaired by Jing (Alice) Wang) examines how social crowding affects consumers’ self-expressing behaviors. In preliminary studies, she finds that when consumers experience social crowding, they are less likely to express themselves by adopting personalized products/services due to the perceived threats in crowds. In addition to social influences, she also studies topics related to marketplace morality and consumer engagement. She has taught an online section of Marketing Research.

**NAHID IBRAHIM***University of Alberta*

Nahid Ibrahim is a doctoral candidate in Marketing at the University of Alberta. She studies judgment and decision making with a specific interest in improving people's well-being. In her dissertation, she examines how experiencing effort in the decision process influences people's preference construction, decision appraisal, and consumption experience. This research helps design choice architectures and decision agents that are consistent with people's valuation of effort and improve decision quality. Another stream of her research focuses on understanding mindsets that help people persist in the face of adverse comparative outcomes, such as – underperformance. This research is broadly applicable to the settings where goals are pursued in shared contexts and underperformance arises as an inevitable consequence (e.g., work, education, sports, fitness, etc.). Nahid also studies how behavioral and situational interventions, such as – rating one's consumption experience, operate via memory processes and influence one's retrospective evaluation of that consumption experience. She received her B.B.A. in Marketing and Finance from North South University in 2012 and her M.Sc. in Marketing and Consumer Studies from the University of Guelph in 2015.

**SAEED JANANI***Arizona State University*

Saeed Janani is a fourth-year doctoral candidate at the W. P. Carey School of Business, Arizona State University. His research interests focus primarily on quantitative marketing strategy, product design and innovation, firm capabilities, and corporate social responsibility. His dissertation examines the impact of product design and firm capabilities on firm outcomes, contingent upon market conditions. In another project, he also explores the relationship between functional backgrounds of chief executive officers and corporate social performance. Saeed received a Bachelor's degree in electrical engineering from Tehran University and a MBA from Sharif University of Technology. Prior to joining the doctoral program, he worked four years as a product and brand manager. Besides research, he enjoys outdoor sport activities, cooking, and teaching.



EUN-YOUNG JANG

Oklahoma State University

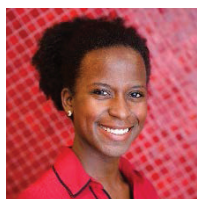
Eun-Young Jang is a third-year Ph.D. student in Marketing at Oklahoma State University. She is interested in how negative emotions influence consumers' preference and whether consumptions can help their coping behaviors. Her dissertation focuses on multidimensional loneliness and its impacts on brand connections. She examines that two-dimensions of loneliness have distinct effects on brand number and loyalty. Her ongoing projects include researching self-gifting, product destruction behavior, and consumption adjustments by God's image. Before her doctoral studies, Eunyoung was a researcher in the Korean Female Entrepreneurs Center. There she managed national statistics and collaborated with government to develop public policies for female entrepreneurs. She enjoys learning and sharing new knowledge to contribute to society.



ELICIA JOHN

University of California, Los Angeles

Elicia John is a PhD candidate at the UCLA Anderson School of Management in the Marketing Area. Her research investigates human motivation, identity, and goals with a particular interest in how behavioral insights from marketing can enable healthier, happier, and more purposeful living. Her current work explores how perceptions of the past self and psychological distance from the past can enable successful goal pursuit and maintenance. Prior to attending UCLA, Elicia worked as a data scientist and science and technology analyst for both public and private sector organizations. She holds a Master of Science degree in Management from UCLA, a Master in Public Policy degree from Harvard University, and a Bachelor of Science degree from the University of Maryland, College Park in engineering.



AZIZA JONES

Rutgers University

Aziza Jones is a PhD candidate in marketing at Rutgers University. She received her B.S. degree in marketing, management, and entrepreneurship from the University of Wisconsin—Madison in 2013. After her graduation, she spent time as a project manager for a construction company, a paraprofessional educator, and a research assistant for a professor at Georgia State University. Aziza's experience as a research assistant helped her discover a passion for consumer research, prompting her to apply to Rutgers University. After joining Rutgers in 2015, she began studying the various ways that parenthood impacts consumer behavior. Her dissertation investigates whether and why salient parenting identities increase desire for conspicuous luxury goods and increase generosity. In addition to progressing her research, she has served on the planning committee for the PhD Project Marketing Doctoral Student Association and as a junior reviewer for the *Journal of Consumer Research*. Apart from academics, Aziza, enjoys snowboarding, running, and playing chess.



SRIHARSHA KAMATHAM

The University of Texas at Dallas

SriHarsha Kamatham is a doctoral candidate in Marketing Science at The University of Texas at Dallas. Harsha received a master's degree in marketing from IIT, Madras (India) and Bachelor of Technology (Mechanical Engineering) from NIT, Kozhikode (India). Harsha works in the field of Quantitative Marketing, with specific focus on consumer choice models, structural models in marketing and application of machine learning methods in marketing. His research papers explore consumer behavior in the context of multiple goods and quantity choices from an array of goods and understand the role of satiation and state-dependence on variety-seeking. In his current research project, he investigates the effect of new technologies and methods of fundraising on prosocial behavior of individuals. His other areas of interest include application of machine learning methods to text, audio and video data to understand consumer choice behavior. He has worked in the industry as a marketing and sales analyst for 10 years.



MUSTAFA KARATAŞ

Koç University

Mustafa Karataş is a PhD Candidate at the Graduate School of Business, Koç University. His research interests involve three different streams. His primary research focuses on consumers' evaluation of product bundles. Specifically, he examines situational and psychological factors that enhance the favorability of vice-virtue bundles and bundles with non-complementary items. In an additional area of research, he investigates the drivers of consumer behavior in the domains of social welfare including donation, recycling, health, and attitudes against ethnic and gender minorities. In a third stream of research, he studies how thinking in a foreign—rather than native—language influences fundamental decision making regularities such as the endowment effect and the sunk cost fallacy.



DANNY JM KIM

University at Buffalo

Danny JM Kim is a third-year doctoral student studying consumer behavior at the University at Buffalo. He received a B.S. in psychology from the University of Michigan, Ann Arbor and an M.A. in quantitative methods from Columbia University. Kim's research focuses on prosocial consumption, based on his philosophy that research should illuminate the path to social justice. Building on his prior research on corporate social responsibility, he is primarily interested in cruelty-free consumption—consuming products that do not involve testing or abuse of animals in the manufacturing process. His interest is driven by the discrepancy between consumers' concerns about animal welfare and their disregard for cruelty-free products that do not reflect such concerns. His research explores that discrepancy and looks for factors that nudge consumers towards caring for animals despite potential concerns about perceived risks, changing habits, and forgoing pleasures. Prior to joining the academia, Kim has worked in the public sector, receiving a Certification of Appreciation and Certification of Achievement from the United States Air Force for his service.

**MIN KIM***University of Maryland*

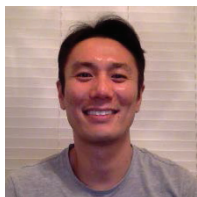
Min Kim is a marketing Ph.D. candidate at the University of Maryland. He holds a B.A. and a M.A. from Virginia Tech. His research interests are competitive marketing strategies and empirical industrial organization. His article that examines the effects of vertical integration on screening decisions in the movie industry has appeared in *Economics Letters*. He also empirically investigates the return to second-degree price discrimination (seat-pricing) in movie theaters and how it is affected by competition. The overarching theme of his dissertation is strategic merchant decisions and shopper behaviors in the platform economy, under which he explores merchants' key decisions on a retail deal platform by taking into account their strategic considerations of competitors' decisions and indirect network effects on the platform. In the dissertation, he identifies several growth opportunities that could benefit all players in the ecosystem by conducting a series of counterfactual simulations that examine the profit/revenue implications for merchants and the platform. He has presented research at the INFORMS Marketing Science Conference. He also likes blues music and playing guitar.

**YEWON KIM***University of Chicago*

Yewon Kim studied Art History at Washington University in St. Louis and completed an M.S. in Marketing at Seoul National University. She is currently pursuing a Ph.D. in quantitative marketing at the University of Chicago Booth School of Business. She studies how consumers learn under various types of information frictions and what relevant interventions can facilitate their learning process. She is particularly interested in markets involving experiential goods in which information frictions play a critical role in both supply and demand. Her previous research includes how brand collaboration can serve as a quality signal to consumers with heterogeneous information on the collaborating brands in the context of art museum membership. Her dissertation studies how consumers use few initial trials of different individual products to update their beliefs on a broader category when the sampling cost is high, which creates a strong path dependence in consumer learning. The paper discusses the welfare effects as well as the optimal marketing interventions under this specific learning pattern in the context of classical music concerts.

**YIJIN KIM***Carnegie Mellon University*

Yijin Kim is a doctoral candidate in Marketing at the Tepper School of Business, Carnegie Mellon University. Her research interests lie in sharing economy, digital marketing, and competitive strategy with the method of empirical modeling. In one stream of research, she examines how the sharing economy affects other traditional industries, in the context of Airbnb and the housing market. In another stream, she explores how machine learning facilitates transactions and, in turn, reshapes the competitive landscape in the sharing economy, in the context of Airbnb's smart pricing algorithm. These researches are enabled by various quantitative methods, including structural modeling, machine learning, and quasi-experimental methods. Prior to joining the doctoral program, Yijin received her BS in Industrial and Systems Engineering from KAIST and MS in Business Administration from Seoul National University.

**YONGSEOK KIM***University of Texas at San Antonio*

Yongseok Kim is a third-year marketing Ph.D. candidate at the University of Texas at San Antonio. He received a bachelor's degree in Industrial Engineering and master's degree in Marketing at Korea University. After graduation, until re-joining academia, he worked for about nine years in Telecommunication and Internet industries as a marketing strategist, nation-wide logistics marketer, and product manager. During this time, he founded his own start-up, developed, and launched mobile applications, and experienced real business world first-hand. Due to his prior work experience, he is genuinely interested in the concept of "connectivity." Therefore, Yongseok's research interest lies under the question of "how does this hyper-connected environment affect our marketing context?" Drawing from his work experience, he is currently working on research projects such as investigating the impact of the sharing economy, exploring extended roles of the new product development process in modern environments, identifying firm's new globalization strategy in digitalized space, etc. As a Marketing Ph.D. candidate, he finds himself truly enjoying research and hopes to contribute to marketing theory and practice.

**SONA KLUCAROVA-TRAVANI***University of Central Florida*

Sona Klucarova-Travani is a third-year Ph.D. student at the University of Central Florida. Her research focuses on consumer behavior, namely status consumption and prosocial behavior. Ms. Klucarova-Travani's work has been published in *Marketing Letters*. She has taught international marketing and consumer behavior courses to undergraduate students at the University of Central Florida. Ms. Klucarova-Travani received her B.S. in Business Administration and M.B.A. from Webster University in Vienna, Austria. Prior to starting her Ph.D. program, she worked as a congress project manager at European Crohn's and Colitis Organization in Vienna, Austria.

**PENG-YAM (ALFRED) KOH***Singapore Management University*

Peng-Yam (Alfred) Koh is a third-year doctoral candidate in quantitative marketing, at the Lee Kong China School of Business, Singapore Management University. He obtained his Masters in Managerial Economics and Strategy from Northwestern University, Kellogg School of Management. Alfred's substantive research interests lie at the intersection of digital marketing and the consumer's online purchase funnel. Specifically, he examines consumers' online information search via information intermediaries, and how consumers' motivations affect search. Methodologically, he is passionate about areas such as Bayesian modeling, field experiments, and causal inference tools such as instrumental variables, differences-in-differences, and regression discontinuity design. In his most recent paper, Alfred examines how consumers' motivations affect their timing of visiting comparison sites during their information search. This project has a unique dataset that observes consumers' pre-search motivations and their online search behavior over several months. A Bayesian probit model with endogenous selection is used to estimate the timing of comparison site visits based on consumers' pre-search motivations, conditional on consumers' decision to search. This project is currently invited for resubmission at *Management Science*.



CHRISTINA KUCHMANER

Kent State University

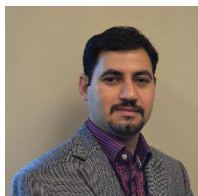
Christina Kuchmaner (cperry6@kent.edu) is a Ph.D candidate who will be on the job market this summer. Christina has an MBA from Youngstown State University, as well as a BSBA from Youngstown State University, where she double-majored in Marketing Management and Advertising and PR. She has worked as an in-house brand manager and as an account executive and copywriter at an advertising agency. She has experience in both the nonprofit and for-profit sectors. Christina's research interests include psychological ownership, brand authenticity, and how consumer-brand relationships and consumer brand communities withstand threats. Her dissertation focuses on the role that consumers play in constructing and altering perceptions of brand authenticity, particularly when they are facing an identity threat from other consumers. She also has a standalone project that examines how network embeddedness affects brand community members' responses to brand transgressions. Christina's research has been presented at the ACR North American Conference in a special session and working paper sessions and at the Kent State Graduate Research Symposium, where she won an award.



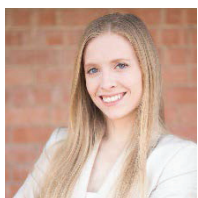
SMRITI KUMAR

University of Massachusetts - Amherst

Smriti Kumar Currently a third year PhD student in Marketing at University of Massachusetts, Amherst, expected to graduate in May 2021. She received her MBA degree from Great Lakes Institute of Management, India and an undergraduate degree in engineering in Information Technology from MDU, India. Smriti have worked in the IT industry for 5 years before pursuing a PhD. Her primary research interest is in examining the impact of artificial intelligence on consumer judgement and decision-making, and information sharing. She is also interested in investigating the role of consumer curiosity in information processing, persuasion and decision-making. Other research projects of hers focus on intersectionality, consumer ageing and stereotypes, and stigma in market places. She presented her working papers on *Consumer Agency in the Face of Intersectionality of Caste and Class* in 2018 and *Designing Problem Recognition Ads to Educate About Climate Change* in 2017 at the Marketing and Public Policy Conference. Smriti received the Moonshot Idea Award at the Marketing and Public Policy Doctoral Student Consortium in 2018. She has taught marketing research and fundamentals of marketing (online) at UMASS, Amherst.

**AVISHEK LAHIRI***Georgia State University*

Avishek Lahiri is a 4th year doctoral researcher in the field of marketing strategy, both theoretical and empirical. His research interest lies in the effect of new technologies and ecosystems such as the sharing economy, alternative work arrangements on traditional profit and non-profit organizations. He is part of Center for Excellence in Brand and Customer Management at Georgia State University. He seeks to apply customer relationship management (CRM) & Engagement principles in digital two-sided platforms. His first paper (conceptual) in mobile marketing investigates strategies to engage customers and retain them in the realm of apps. The framework suggests revenue models and metrics to use followed by recommendations for implementation. His second paper (qualitative) proposes a strategic framework for sharing economy firms to develop a strong customer and service provider base to become profitable. His current working paper (field experiment) develops and tests a performance-metric to enhance service provider effectiveness in the sharing economy. Additionally, he is working on an empirical paper on strategies to develop multi-stakeholder reputation and connecting it with higher educational outcomes.

**KRISTEN LANE***University of Arizona*

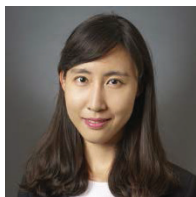
Kristen utilizes experimental methods to investigate motivations underlying consumer information behavior and puzzling information phenomena (e.g., “Fake News”). She is interested in contributing to a deeper theoretical understanding of information seeking and sharing, while simultaneously providing practical solutions for consumer well-being in tumultuous and increasingly digital information environments. Her stream of research argues that consumers may often interact with information in order to simply affiliate or bond with another person, ironically, with little regard for the accuracy of the information. The prevalence of technology that enables consumers to readily and constantly communicate with other people has resulted in online environments where motivations for affiliation and for accuracy may coexist. When these motives conflict, consumers may sacrifice accuracy in order to maintain social connections and reinforce important bonds. Kristen has investigated this conflict primarily in the context of identity-connected information, including consumer-brand relationships and strong political affiliations.

**HSIN-YI LIAO***University of Texas at Arlington*

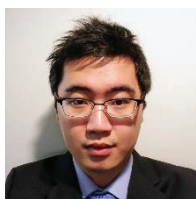
Hsin-Yi Liao is a Ph.D. candidate in Business Administration with a Marketing concentration at the University of Texas at Arlington. She has an academic background in both Marketing and Management Information Systems (MIS). Skilled in behavioral research, survey/experiment design, and statistical analysis, she is primarily interested in Cross-Cultural Consumer Behavior, especially in the domain of Power Distance. Her research focuses on how an individual's power distance belief influences their decision-making. She is also interested in a consumer's perception of products bundling in relation to pricing those products and bundling-pricing relations. In addition, she has a developing stream of research on the impact of ambiguous situation on consumer's receptiveness to advice. As an instructor of Consumer Behavior at the University of Texas at Arlington, she has been teaching more than 120 undergraduate students. She always tries to help her students apply concepts from a textbook to their real life work experiences. Her teaching interest includes the Principles of Marketing, Consumer Behavior, Social Media Marketing, and Marketing Research.

**ALLIE LIEBERMAN***University of California, San Diego*

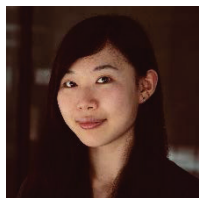
Allie Lieberman is a Ph.D. candidate in Marketing at UC San Diego's Rady School of Management. Allie's research focuses on judgment and decision making with an emphasis on self-control, motivation, and behavior-change. In one stream of research she examines the psychological mechanisms underlying behavior-change failures—unpacking why people maintain inferior behaviors even when preferred alternatives are easily available. In other work she examines the role of incentives in motivating positive behavior-change. For example, Allie and her colleagues found that the framing of an incentive can leak information about social norms, influencing consumer behaviors both in-the-moment and downstream. Additional research includes several large randomized controlled trials testing the use of incentives to improve health behaviors, such as cancer screening and medication adherence. Allie is passionate about interdisciplinary research and committed to harnessing social and behavioral research to impact policy and improve health outcomes in society. She received her MPH with a Health Behavior concentration from the University of North Carolina at Chapel Hill and her BA in International Relations from The George Washington University.

**SARAH LIM***Cornell University*

Sarah Lim is a 4th year Ph.D. student in Marketing at Cornell University, focusing on consumer behavior research. Before her Ph.D. program, at Seoul National University Sarah received a B.A in Psychology and a B.M. in Instrumental Music, and then a Masters in Psychology. Her research centers on social dynamics in the market place, namely social relationships between consumers and companies, as well as between consumers themselves. In one of her projects, she examines conditions under which identifying customers' names has a positive or negative effect on their satisfaction and preferences. In another project, she explores how social distance affects gift givers' preferences for experiential gifts (vs. material gifts).

**YIZHE LIN***University of Calgary*

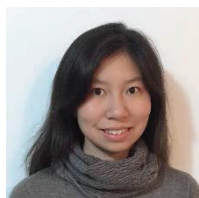
Yizhe Lin is a doctoral candidate in the Department of Marketing at the Haskayne School of Business, University of Calgary. Prior to his PhD study at Haskayne, he completed a MS (University of Texas at Dallas) and a BA (Xiamen University) in Business. Yizhe is primarily interested in “marketers’ headaches” – issues that are pervasive and ineliminable yet have significant impacts, such as waits, negative eWOM, privacy, etc. His work aims at providing applicable insights for practitioners to resolve these headaches with the help of most appropriate research methodologies (experimental, quantitative, and qualitative). His dissertation tackles the wait in the purchase and the service, attempting to understand customers’ perceptions and responses to a wait, customers’ decisions to wait, and customers’ commitment to the wait. He is also interested in the cultural difference and is working on a multi-country project on corporate reputation. Besides researching, Yizhe also teaches the undergraduate course MKTG 341 – Introduction to Marketing. In the teaching, he also wants to provide his student practical and applicable tools to solve problems in business.



JESSIE Z. LIU

University of Pennsylvania

Jessie Z. Liu is a PhD candidate in Economics at the University of Pennsylvania. Her research interest lies primarily in Media and Political Economics, particularly in online platforms, networks and the dynamics of information control. In this stream of research, she has built and estimated structural models on the strategic interactions between online platforms and how consumers dynamically update their preferences over time. In her second stream of research, her interest lies in the pricing and portfolio choice in markets with conspicuous consumption, where she has built theoretical models to analyze the optimal managerial strategies in response to changes in market conditions.



JOYCE (JINGSHI) LIU

Hong Kong University of Science and Technology (HKUST)

Joyce (Jingshi) Liu is a Ph.D. candidate in Marketing at Hong Kong University of Science and Technology. Her dissertation focuses on the relationship among income inequality, material possessions, and consumers' subjective well-being. She employs laboratory experiments, multi-country surveys, and consumer interventions to examine this relationship. Briefly, her research suggests that high-income inequality, focusing on a special possession, as opposed to the many possessions one owns, attenuates consumers' sense of deprivation and increases their subjective well-being. In addition, her research interests include emotions, self-authenticity, and self-control. She and co-authors examine the consequence of self-inauthenticity for consumers' product disposal decisions, the impact of utilitarian products on self-control behaviors, and the implication of consumer experience in counterfeit consumption on anti-counterfeit strategies. She also has research related to ironic consumption and participation in sharing economy. Prior to her Ph.D. studies, Joyce worked at the Nielsen Company for two years. She received a Master of Management Studies from the Fuqua School of Business at Duke University and a B.A. in Economics and Behavioral Science from Drew University.



XUEYING LIU
Rice University

Xueying is currently a doctoral student in marketing at the Jones Graduate School of Business, Rice University. She is a quantitative researcher employing game theory and econometric techniques to gain insights into marketing problems. Her research focuses on pricing, competitive marketing strategies, product customization, and co-creation. Specifically, her primary research examines the impact of firms' choice of the range of customized products offered and its impact on optimal pricing and profits in a competitive environment. She also studies the impact of the presence of gray markets on firms' choice of product quality and pricing in different channel structures and shows that all participants may benefit from the gray markets. Her recent project explores the rich interaction between consumers, developers, and technology platforms for the co-creation of digital goods under various possible revenue extraction mechanisms. Prior to joining the PhD program, Xueying completed a master degree in statistics at the University of Illinois Urbana-Champaign. In her spare time, she enjoys playing tennis and violin.



JENNIFER LOCANDER
University of Mississippi

Jennifer Locander is a third-year doctoral candidate at the University of Mississippi and is Chair-Elect for the American Marketing Association's Doctoral Special Interest Group (DocSIG). Jennifer's research interests include consumer behavior and decision-making, frontline employee-customer interactions, and sales and sales management. Her research has been published in the *Journal of Business Research* and the *Journal of Marketing Behavior*. She has presented at the Southeast Marketing Symposium and the Society for Marketing Advances (SMA) conferences. In 2018, Jennifer was selected to participate in the SMA doctoral consortium. She also received a doctoral student fellowship, sponsored by Baylor's Center for Professional Selling, to participate in the New Horizons in Selling and Sales Management Consortium at the 2018 Summer AMA Conference. In 2017, she co-authored and received the best paper award at the National Conference of Sales Management. Currently, Jennifer serves as an ad-hoc reviewer for the *European Journal of Marketing* and teaches Consumer Behavior and Principles of Marketing courses at the University of Mississippi.



LUCAS LUNT

Texas Tech University

Lucas graduated from Texas A&M University in 2014 where I studied Agricultural Development. He always been interested in overarching societal issues, such as hunger and antimicrobial resistance, and believes that agriculture has much to offer in solving these issues. The global nature of these problems led him to pursue a Master's degree in Global Management from Thunderbird School of Global Management. There he discovered the potential of Marketing as a way to help speed progress in the solving of these societal issues. Now, Lucas is a doctoral student at Texas Tech University. His research primarily focuses on macro-marketing issues. He is involved with a USDA funded grant focused on developing a new antibiotic stewardship program to combat antimicrobial resistance and is using work in service adoption, alliances, and motivation to develop a model to maximize voluntary compliance of new stewardship policies and to maximize program adoption. His secondary program of research concerns non-profit donations, specifically the biases that affect the decision making of potential donors.



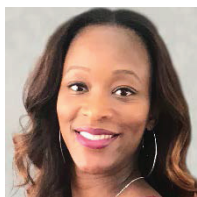
BOWEN LUO

University of Rochester

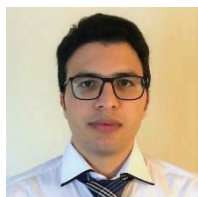
Bowen Luo is a fourth year Marketing PhD student at Simon Business School, University of Rochester. Her research focuses on quantitative marketing, with a special interest in advertising and retailing. Her first project looks at the causal impact of positive and negative political ads and the strategic implications for candidates. They propose a method that combines machine learning with instrumental variable approach to address multiple endogenous advertising variables problem in this setting. Empirical findings suggest candidates should use different ad tone strategy in places with different share level. Bowen's second project is about the heterogeneous effects of advertising on home improvement store visits. They look at how the advertising effect changes with customer demographics and convenience, and the corresponding implications for ad targeting. Bowen received her BS in Mathematics from University of Hong Kong and her Research Master in Economics from Tilburg University, in the Netherlands.

**ALICAN MECIT***HEC Paris*

Alican Mecit is a third-year Ph.D. candidate in marketing (consumer behavior) at HEC Paris. His research studies how syntactic categories such as pronouns affect the degree to which individuals attribute humanlike characteristics to nonhumans. More specifically, he studies languages such as French, Turkish, and Hungarian, which treat humans and nonhumans on the same level, and question if anthropomorphism can be the default state of mind for speakers of such languages. Related to cognitive linguistics again, in his second paper, he looks at how time metaphors affect people's self-speed judgements. To be precise, he looks at the effects of spatial and cultural metaphors on the extent to which people infer and adjust their speed from the speed of time and whether this inference has any consequences for consumers such as accuracy in decision-making and impulsivity.

**BUFFY MOSLEY***Emory University*

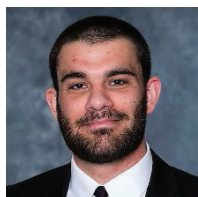
Buffy Mosley is originally from Fort Worth, Texas. She obtained a B.S. in Computer Science from Spelman College and an M.B.A. from Georgia State University with a concentration in Marketing. Her interest in research began while interning at NASA Johnson Space Center during her undergraduate years. She was a high school math teacher before returning to pursue my PhD. Her research interests surround digital marketing, user generated content, social media and brand equity. Buffy's dissertation aims to link brand equity to social media by developing a taxonomy to assess the extent to which social media posts from brands align with its brand equity. Additionally, her research explores both text and images of firm generated content to evaluate its effects consumer responses, engagement and brand perceptions.



JAVAD MOUSAVI

University of Kansas

Javad Mousavi is a second year Ph.D. student in marketing at the University of Kansas. He holds an MBA degree from the University of Tehran and a B.S. degree in Petroleum Engineering from Sharif University of Technology, Tehran. Javad's research investigates the effect of user-generated contents on consumer's choice. He mainly focuses on online product reviews, ratings, and the impact of different attributes such as average star rating, variance, and the number of ratings on product evaluation. Specifically, his goal is to understand what makes those attributes salient, how people process those attributes, and how/why they decide to give more weight to an attribute than to others. Also, he is interested in investigating motives that encourage consumers to leave online ratings and reviews. Whether an individual's motives to leave a star rating/review affect his/her own interpretation of reviews/ratings submitted by other people and how different scales of online ratings (two, three, five, or ten points scales) impact consumers product evaluation are among other topics that he is interested in.



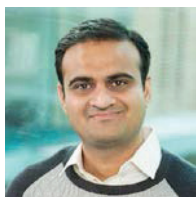
SOTIRES PAGIAS

University of South Carolina

Sotires ("Sotos") is a fourth-year doctoral candidate at the Darla Moore School of Business at the University of South Carolina. Prior to joining the doctoral program, he graduated from the University of North Carolina at Chapel Hill in 2015 with a B.S. in Business Administration, receiving the Undergraduate Business Excellence in Marketing Award. Sotos' primary research interests focus on consumer reactions to product and service failures, "offline" processes that are becoming increasingly digitized. His dissertation research examines the effectiveness of marketing interventions initiated by regulatory agencies on product recall compliance. Currently, that research is under second review at the *Journal of Marketing*. To study the effect of government initiatives over time, Sotos uses econometric techniques such as interrupted time series analysis. Additionally, Sotos is exploring how consumers collaborate to create service-related user-generated content online. Using Python to amass over 800,000 user-to-user interactions, he examines how these social networks dynamically evolve over time and how the content of users' posts maps onto firm-level outcomes. In his free time, Sotos loves (passionately) watching and (poorly) playing soccer.

**SUNG-HEE WENDY PAIK***University of Oregon*

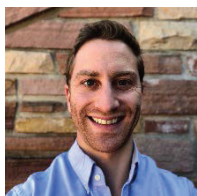
Sung-Hee Wendy Paik is a Ph.D. candidate at the University of Oregon in Eugene, USA. Using experimental approaches, she studies how consumer behavior is influenced by visual information processing in packaging, advertising and inference making. Her recent work has explored the impact of visual cues on consumers' information processing related to charitable donations. For instance, she has examined how color, as a peripheral cue in donation appeal, can affect prospective donors' willingness to contribute by influencing their perspective of the characteristics of a charitable cause, such as the number and nationality of the victims. She also is interested in the backfire effect of using high-definition (HD) images in advertising. In the donation context, she has studied how the sharpness of a victim's image in a charitable appeal negatively influences prospective donors' willingness to donate. In addition, she has been exploring the impact of temporal orientation and nostalgia on certain consumers' preferences of less clear images versus those in HD.

**SHIRISH PANCHAL***Wilfrid Laurier University*

Shirish is a doctoral student at Lazardis School of Business and Economics at Wilfrid Laurier University. His broad research interest lie in application of evolutionary principles to marketing. More specifically, he is interested in understanding how ultimate evolutionary motives (especially status motive) drive present day consumer behaviors. Using dominance-prestige account of rank attainment in evolutionary psychology, his research focusses on how different strategies to achieve status differentially affect status signaling behavior via consumption. Using economic games as methodological tool, he is also interested in understanding the effect of status asymmetry on social behaviors important for marketing such as trust and fairness. Shirish received a Bachelor of Engineering from Dharmsinh Desai University, India and his M.B.A. from Gujarat University, India.

**YI PENG***University of Alabama*

Yi Peng is a third-year candidate at the University of Alabama. Yi earned her bachelor's degree in economics at Hohai University (China) and got a master's degree at the University of Alabama in Huntsville. She also worked as an international sales manager in a biochemical company for three years. Her research centers on the areas of cross-cultural consumer behavior, international marketing strategy, and services. She has presented her research at the American Marketing Association Conference, the AMA Global Marketing SIG Conference, the Society for Marketing Advances, the CIMar Consortium for International Marketing Research, the Academy of International Business U.S. Southeast Chapter, among others. She has won several awards for her research, including a 2018 CIMar S. Tamer Cavusgil 2018 Best Paper Award, 2018 Summer Ph.D. Student Summer Research Grant, University of Leeds Best Doctoral Paper Award, and William J.Ziegler Best Ph.D. Student Award Nominee. She also received the Bill Bennet Award for Excellence in International Business Studies in 2017 and 2018. Yi is an avid badminton player and has served as the president of the badminton club since 2017.

**JUSTIN POMERANCE***University of Colorado, Boulder*

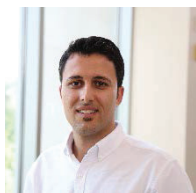
Justin Pomerance is a doctoral candidate in marketing at the Leeds School of Business at the University of Colorado, Boulder. He is broadly interested in financial self-regulation, the process by which consumers adjust their financial decision making based on changes to their finances. His research investigates why people experience the pain of paying, a negative affective reaction to spending money. This work ties the pain of paying to research on (i) financial slack and (ii) cognitive appraisal theory. Other work investigates when and why people hold positively biased views of their progress toward financial goals. While Justin uses predominately laboratory-based studies, he is broadly interested in diverse methods including analysis of secondary data, natural experiments, and field experiments, and he attempts to incorporate mixed methods into his research whenever possible.



OMID RAFIEIAN KOOPAEI

University of Washington

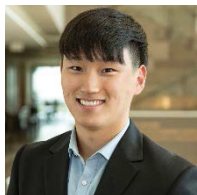
Omid's research interests broadly encompass topics related to mechanism design, digital marketing, targeting and privacy. He is mainly interested in looking into these topics through two complementary lenses – 1) how we can utilize recent advancements in data science to create value in a market, and 2) how we can study the marketing and economic implications of such developments. These two main themes inform his methodological interests. He is interested in using machine learning methods to flexibly exploit high-dimensional data and create value in the market. To further study the marketing and economic implications of this value creation process, he uses well-established frameworks from the microeconomic theory to develop structural models that allow him to examine market outcomes and run counterfactual analysis. His passion to incorporate these two themes in a unifying framework brings him closer to the recently developed methods on contextual bandits and the intersection of machine learning and causal inference.



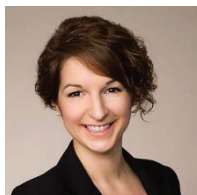
AMIN ROSTAMI

Iowa State University

Amin Rostami is a marketing PhD candidate at Ivy College of Business, Iowa State University. He holds an M.B.A. in Marketing from IKIU University and a bachelor's degree in Mechanical Engineering. His research areas align with his interests in professional selling domain and his love for technology. These interests specifically converge around sales technology, post-sales service behaviors, time pressure, creativity, and salesforce integrity. Amin instructed sales management and principles of marketing courses.

**JOSEPH RYOO***University of Western Ontario*

Joseph Ryoo is a third-year marketing PhD candidate from Ivey Business School at the University of Western Ontario. His main research involves unstructured data analysis using machine learning in order to study the value and impact of user-generated content for firms in the entertainment industry. His work has been published in *Customer Needs and Solutions* and his working paper, which examines the diagnostic content of movie reviews using topic modeling, won best paper for the Big Data track at the 2018 AMA Winter Academic Conference and is being revised for invited resubmission to *Journal of Marketing*. Prior to his doctoral studies, Joseph graduated with an undergraduate degree in Business Administration from Ivey Business School.

**DANIELA SCHMITT***University of Mannheim*

Daniela Schmitt acquired both her Bachelor's and Master's Degrees in Business Administration with a focus on Marketing at the University of Mannheim. She spent two semesters abroad, one at EDHEC Nice in France and one at HEC Montréal in Canada. During her studies, Daniela gained practical experience in online marketing, pricing, e-commerce and business development at well-known, international companies in the industries of fast-moving consumer goods, consulting, retail and automotive. Furthermore, she experienced the research environment as a student research assistant at the Chair of B2B Marketing, Sales & Pricing at the University of Mannheim. Since December 2013, Daniela is a research assistant at the Chair of Quantitative Marketing and Consumer Analytics at the University of Mannheim. Since September 2014, she is following the Marketing Track in the structured doctoral program offered by the Center of Doctoral Studies in Business at the University of Mannheim. Her research focuses on digital marketing. She is particularly interested in the application of advanced econometric methods to analyze the pricing and consumption of digital products.



ILANA SHANKS

Florida State University

Ilana is a Florida State University doctoral candidate in the Department of Marketing. Ilana's research has been published in the *Journal of Marketing Research*. In addition, Ilana has presented at the *Association for Consumer Research Conference*, the *AMA Winter Academic Conference*, and the *Marketing and Public Policy Conference*. Ilana's research interest includes the influence of advanced service technology on consumer well-being, the effects of visual information on consumer behavior, consumer well-being, over-consumption behavior, and transformative consumer research. Prior to attending Florida State University, she worked in private wealth management for twelve years. Ilana is a member of the American Marketing Association, the Association for Consumer Research, the Society for Consumer Psychology, and The Ph.D. Project Marketing Doctoral Students Association.



SEONG KYOUNG SHIN

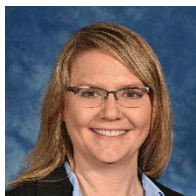
Purdue University

Seong Kyoung Shin is a Ph.D. student at Purdue University. Her interests focus on customer engagement, competitive marketing strategy, dynamic structural models and empirical IO. She is currently working on two projects: the different effect of daily deal and store own promotion, and value of referral program. Before starting the Ph.D. program, she worked for Deloitte Consulting Korea as a data analyst and has consulting experience for several industries. She holds a BS in statistics from Korea University and a MA in statistics from Columbia University.

**ALEXEY SINYASHIN**

University of California, Berkeley

Alexey is a third year marketing PhD student at UC Berkeley Haas School of Business. Before coming to Berkeley Alexey earned his Master's degree in economics from New Economic School, Moscow, Russia. His research interests include quantitative marketing, empirical industrial organization and media economics. In one of his projects, he studies how coverage of Amazon.com related news in the *Washington Post* had changed after the journal was acquired by Jeff Bezos. He is also interested in studying the effect of reputation systems on online platforms on advertising decisions of the firms and search behavior of consumers.

**LEAH SMITH**

University of Tennessee

Leah Smith joined the doctoral program at the University of Tennessee in 2015. Leah received a BA from Indiana University in 2001. She worked in non-profit program management with the YMCA before getting an MBA from Wake Forest University in 2008. Prior to entering the doctoral program Leah worked for seven years in marketing and consumer research at consumer goods companies. Currently she uses experimental methods to study consumer behavior. Leah's research interests focus on emotions, communication, and the impact of technology. Her dissertation examines marketing relationship dynamics in digitally mediated environments.



RUSTY STOUGH

University of Wisconsin-Madison

Rusty is a fifth year PhD student from the University of Wisconsin-Madison. He earned his MS in Marketing from the University of Denver and holds two Bachelor's of Science degrees; one in Chemistry and one in Biology. Before returning to graduate school, he spent his career in the pharmaceutical industry working on new product research and development and eventually moving into international marketing. His research interests deal with experiences and how consumers use and interact with the products they buy. In his dissertation, he studies experiential satisfaction in access-based consumption situations. He examines the effects of trait transfer from previous users on experiential satisfaction. In another line of research, he studies how people interact with visual entertainment. In this research, he uses eye tracking technology to look at underlying assumptions about attention and information processing of product placement. More specifically, he looks at subconscious and conscious attention to product placement in TV shows and the downstream effects of this attention on commercial viewing.



MINJEE SUN

University of Toronto

Minjee Sun is a fourth year marketing PhD student in Rotman School of Management, University of Toronto. For her thesis project, Minjee investigates the adoption of data-driven decision making by sales agents and the impact of the adoption on agents' sales productivity under the supervision of Avi Goldfarb and Mengze Shi. Recent technology development enables massive data storage and data analytics. Yet, when investigating the return of investments in data and analytics, actual usage should be considered since sales agents may neglect new analytics and stick to their own stabilized way. She first examined what drove an agent to adopt new analytics and given that an agent adopted, whether they had higher performance. Her primary research interest is in the area of digitization, technology adoption, and sales force management. Yet, she is also interested in general adoption/usage behaviors and hence works on several other projects such as to what extent accepting and reflecting consumers' opinion results in success and whether customers are more likely to show a satisfied behavior after the satisfaction even under the negative previous results.

**TEODÓRA SZABÓ-DOUAT**

The City University of New York, Baruch

Teodóra Szabó-Douat is a doctoral candidate in marketing in the Allen G. Aaronson Department of Marketing and International Business at Baruch College's Zicklin School of Business at The City University of New York. Her main research interests include consumer ownership and sharing, sustainable consumption, consumer responsibility, and extraordinary consumer beliefs. Prior to joining the PhD program, she worked at the Fundação Getulio Vargas (FGV) University in Rio de Janeiro, Brazil. She holds an MS in economics from Corvinus University of Budapest, an Masters in Philosophy from The Graduate Center, CUNY, and a MBA from the Zicklin School of Business, Baruch College, CUNY.

**NGOC (RITA) TO**

University of Houston

Rita To is a doctoral student in Marketing at the Bauer College of Business. Her research interests focus on aesthetics and design issues in marketing. Currently, she is investigating how different aesthetic elements influence consumer narrative transportation and ad engagement. She's also interested in how hidden meanings behind logo designs can influence consumer behaviors and brand perceptions.



SILIANG (JACK) TONG

Temple University

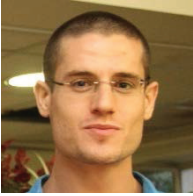
Siliang (Jack) Tong joined the Fox School in 2016 with the concentration of Big Data Analytics and Mobile marketing. He is one of the competitive recipients of Presidential Fellowships and a research fellow of the Global Center on Big Data in Mobile Analytics. Prior to joining the Fox School, Siliang (Jack) Tong completed his MBA from the University of Wisconsin-Madison. He has six years working experience in digital marketing and eCommerce fields with management positions at Hilton Worldwide China Corporate Office and Wynn Macau Resort. Siliang is an empirical modeler who is interested in the substantive areas of digital marketing such as mobile app marketing, sharing economy, and the applications of Artificial Intelligence in marketing. He is very active in research as his works were presented on multiple occasions such as at the AMA Conference and the ISMS Marketing Science Conference.



MARTON VARGA

Institut Européen d'Administration des Affaires (INSEAD)

In one of Maron Varga's research projects he proposes a structural model that captures the inter-relatedness of product search, review reading and purchase behavior, and estimates its parameters using click-stream data. Among others, the results are informative about how consumers update their beliefs regarding product quality. The calibrated model can be used as a recommendation system by retailers for optimal dynamic pricing. In another project, he estimates how much a single negative consumer review impacts online search and purchase behavior, using a quasi-natural experiment created by how retailers update consumer-generated reviews in product pages. The identification comes from comparing choices of consumers who searched for a product while there was a negative review on its product page with consumers who searched for the same product when the same review moved to a second page due to the arrival of additional reviews. By focusing on where the review is shown instead of whether or not it is submitted, this strategy tackles concerns of spurious correlation between reviews and unobserved demand shocks. Research interest: *Empirical IO, eWOM, Applied Econometrics*

**GUY VOICHEK***Yale University*

Guy Voichek is a doctoral student in behavioral marketing at the Yale School of Management. His research focuses primarily on affective forecasting errors, positive and negative hedonic experiences, and the pervasive consequences of self-expression for voting behavior in the public domain. Before coming to Yale, Guy studied economics at the Hebrew University of Jerusalem.

**GABRIELA ALVES WERB***Goethe-Universität Frankfurt*

Gabriela Alves Werb studied Production Engineering at the PUC-Rio University in Brazil. She worked four years at IBM, where she dedicated herself to B2B financial sales, financial planning, pricing, and process improvement. In 2011 she joined the consulting firm Hays, where she worked for more than three years as a consultant. She conducted projects in the Engineering & Manufacturing and later led and restructured the Oil & Gas business division in Brazil. In October 2015 Gabriela joined the Ph.D. program at the Graduate School of Economics, Finance, and Management within the Goethe-University Frankfurt. Her research interests lie in the interface between marketing and finance, with focus on empirical research on digital marketing and firm risk. In her most recent research project, she investigates the relationship between a firm's visibility in organic search and the value it delivers to its shareholders.



JULIAN WICHMANN

University of Cologne

Julian Wichmann's interest in academic research was sparked when working on his bachelor thesis in Economics at the Utrecht School of Economics. He programmed and ran behavioral economic studies in the University's computer laboratory. After completing his bachelor, he spent a year on internships in the marketing departments of various companies. Here, he found his passion for developing data driven insights into the complex nature of consumers. This led Julian to supplement his master studies in marketing at the University of Cologne with a minor in economic psychology. For his master thesis, he worked together with an online advertising company specialized in predictive targeting. Using machine-learning methods, he assessed the quality of their predictions for different target groups. In his research, he looks to combine "soft", psychological measures with "hard" KPIs such as sales numbers. His main PhD project deals with households' heterogeneous adjustment behaviors to personal as well as countrywide crises. In further projects, he is currently setting up a field experiment on a new type of online advertising and works conceptually on platforms.



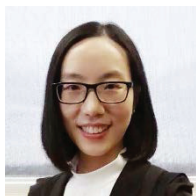
GRETCHEN WILROY

Pennsylvania State University

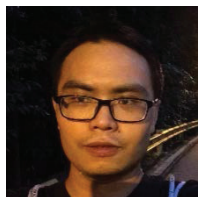
Gretchen Wilroy is a fourth-year doctoral candidate in Marketing at The Pennsylvania State University. She conducts research in the area of consumer behavior, with interests in judgment and decision-making, preferences, sensory marketing, and financial constraints. Several of her projects focus on preference changes during times of loss (e.g., financial loss and downsizing). Her work has been presented at various conferences including ACR and BDRM. Gretchen received her B.A. in Economics and Sociology from the University of Virginia and her Master of Accounting from the College of William and Mary. She worked as a CPA for five years before joining academia.

**MAN XIE***University of Florida*

Man Xie is a PhD student specializing in quantitative marketing research from the Department of Marketing, University of Florida. She holds a B.S. in psychology, a B.A. in economics and an M.A. in economics from Peking University, China. Her research interests include pricing, promotion, online marketing, social interaction, consumer perceptions and decisions. In her current research, she investigates how consumers perceive information from list price and make decisions in online marketplaces. She also studies consumer behaviors in the C-to-C resell market. In general, she concentrates her research on substantial marketing questions mainly with empirical modeling, as well as some analytical modeling and lab experiments. Outside of marketing research, she spends the leisure time going to theaters, concerts and Disney Parks.

**LI YAN***Monash University*

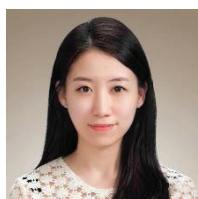
Li Yan is a PhD candidate in Marketing at Monash Business School, Monash University, Australia. Her current research examines consumer psychology in the contexts of sustainable marketing, services marketing, and ethical decision making. Specifically, her primary research interest is sustainable or green consumption, with a focus on how different facets of social hierarchy (e.g., social class, status and power) influence consumers' sustainable behaviors (e.g., buying green products, recycling and energy conservation). She also examines the roles of discrete positive emotions (e.g., awe) in promoting behavioral change for green consumption. Her secondary research interest is services marketing. Her research explores factors affecting customer participation, co-creation and customers' reactions to incongruous service providers. In addition, she is passionate about understanding consumers' unethical decision-making process from moral psychology perspectives, such as exploring the roles of varied mindsets, thinking styles, and emotions in unethical behaviors.



ERICH (ZHESHUAI) YANG

National University of Singapore

Erich (Zhesuai) Yang is a Ph.D. candidate in the Department of Marketing at NUS Business School. He received his Bachelor's and Master's degrees in Marketing from the Renmin University of China. His research interests can be categorized into two main streams, one of which examines how social influence affects consumers' prosocial behaviors. His dissertation research falls into this category. In his second research stream, he studies how the identification of a business entity shapes consumers' reactions toward a company.



HEEYOUNG YOON

New York University

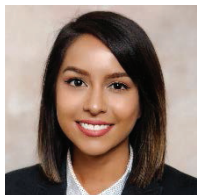
Heeyoung Yoon is a doctoral candidate in Marketing at Stern School of Business. She is broadly interested in judgment and decision-making, prediction bias, and hedonic experience. In particular, her research focuses on understanding how consumers' predictions about their consumption are often systematically biased. In her dissertation project, she examines how adding extra inferior items in an assortment affects consumers' predicted consumption amount and enjoyment, and why these predictions are often inaccurate. Specifically, this research shows that consumers erroneously predict to consume less when additional inferior items are added as they intuit a negative assimilation effect. Before joining the Marketing Ph.D. program at Stern, she received an M.S in Marketing and B.A in Economics and Business Administration from Yonsei University, South Korea.

**SHUYI YU***Massachusetts Institute of Technology*

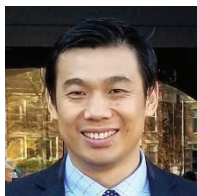
Shuyi Yu is a fourth-year Ph.D. student in Marketing at the MIT Sloan School of Management. Her research interests lie in empirical quantitative marketing. She is particularly interested in using insights from economics to improve digital marketing strategies. Her current projects focus on refining purchase prediction models by inferring real-time demand from the competitor's dynamic pricing strategy in an imperfectly competitive market. Her research also explores solutions to strategic consumer behavior facing algorithm-driven promotions. In addition, she is interested in the socio-economic effects of marketing digitalization, with a specific focus on how mobile technologies affect social inequality. Prior to pursuing her Ph.D., she received her A.M. in Statistics from Harvard University, her B.A. in Economics and B.S. in Statistics from Peking University.

**GRACE F. YU-BUCK***University of Utah*

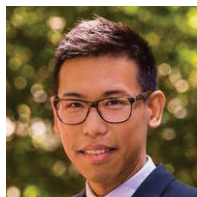
Grace F. Yu-Buck is a fourth-year Ph.D. student in the Department of Marketing, David Eccles School of Business, University of Utah. She holds two masters' degrees: MS in Marketing from City University of Hong Kong and MS in Management (specialization in marketing) from Brock University. She is interested in the domains of paralanguage, foreign language, brand personality, and brand scandal. Methodologically, she uses the experimental design or predictive analytics.

**MARIELLA C. ZAVALA***University of California, Irvine*

Mariella C. Zavala is a Doctoral Candidate in Marketing at the University of California, Irvine's Paul Merage School of Business. Prior to joining the doctoral program, she obtained a B.B.A in marketing with a second major in philosophy from the University of Texas-Pan American (Now University of Texas-Rio Grande Valley). Her research interests include consumer culture theory, transformative consumer research, social media, service experiences, marginalized consumers, place, and consumer-object relationships. Her dissertation work examines consumer experiences of place and the disruptive capacity of marketplaces to affect perceptions of social order. For this work, she was awarded the Ray Watson Fellowship, which is based on the scholarly contribution of the submitted research paper and overall academic achievement by the Paul Merage School of Business and the Wayne Bian Research Achievement Fellowship for outstanding research. In addition, she received first prize at the 10th Annual Merage Doctoral Student Research Fest. She is also a member of the Ph.D. Project's Marketing Doctoral Student Association.

**JUNZHOU (JONAS) ZHANG***Old Dominion University*

Junzhou (Jonas) Zhang's research interests focus on loyalty programs, digital marketing and marketing analytics. His research projects usually highlight the intersection among marketing, technology, and consumer psychology. His expertise lies in integrating consumer psychology theory with consumer big data to bring forward useful customer insights and actionable marketing strategies. He earned a bachelor's and a master's degree in Computer Science, giving him an advantage in digital marketing and marketing analytics. He has strong data processing and analytic skills using SQL, R, and Stata and also has been developing his skills in machine learning and big data topics such as Spark and Tensorflow. These skills are highly relevant to his current and future research projects.

**PENG (VINCENT) ZHANG***University of Georgia*

Peng (Vincent) Zhang is a third-year doctoral student from the University of Georgia. His research interests are around empirical modeling and marketing strategy. More specifically, he is interested in internet marketing, information systems and innovation, and product innovation. Methodologically, he is proficient with machine-learning-based topical analysis, sequence-to-sequence model, natural language processing – NLP, and image processing analysis; panel data econometrics; survival models; functional data analysis (FDA); event studies; and time series analysis. Before his doctoral study, Mr. Zhang had been working in the advertising industry for eight years in both the U.S. and China. Back then, he used to concentrate on data analytics, new business development, and advertising strategy deployment and evaluation. Clients he used to serve include Procter & Gamble Co., AT&T Inc., Microsoft Corporation, among others.

**JIANQING (FRANK) ZHENG***University of Texas at Austin*

Jianqing (Frank) Zheng is a fifth year PhD candidate in Consumer Behavior at the University of Texas at Austin. His research mainly explores how social media sharing affects sharers' own psychology and behavior. In one of his dissertation essays, he investigates how sharing information on social media can lead to increased subjective knowledge about the information, even when consumers do not read the information at all. Another project explores how sharing consumption experience with different size of social media audience affects consumer's memory of the experience. He is also interested in consumer interaction with new technology (e.g. AI, robots, IoT), especially the dark side of new technology on consumers. One of his papers proposes a conceptual framework on when and how anthropomorphized smart technology will hurt consumer wellbeing.

At Stern, we strive towards marketing excellence by pioneering research in the industry and tackling real-world matters in the classroom. Ranked as one of the top five departments in the world based on research productivity, our department boasts over 100 publications in the last three years, about two-thirds of which are in top-tier scholarly journals.

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Stern Marketing's faculty consists of 29 full time professors, 4-affiliated faculty, and 50+ adjuncts hailing from all corners of the globe; our countries of origin include Australia, Belgium, China, India, Japan, Romania, Russia, Turkey, and more. In addition, ten of our full-time professors are female-identified and tenure-track (five are Full Professors and four are in the Quantitative Marketing area).

The wide variety of our faculty's substantive, theoretical and methodological research interests run the gamut from traditional perception, memory, attitudes, and context effects to JDM, econometrics, machine learning, text mining, stochastic modeling, neuroscience, empirical I-O, and social networks. Faculty engage in cross-disciplinary research using a mix of experiments and secondary data, blurring boundaries between traditional "CB" and "Marketing Science" research.

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CAMPUS MAP



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