
Contributors

Lerzan Aksoy, Associate Professor of Marketing, Fordham School of Business, Fordham University, USA.

Eric T. Anderson, Hartmarx Professor of Marketing, Kellogg School of Management, Northwestern University, Illinois, USA.

Ruth N. Bolton, Professor of Marketing, W.P. Carey School of Business, Arizona State University, USA.

Angeliki Christodouloupoulou, PhD Student, J. Mack Robinson College of Business, Georgia State University, USA.

Yue Dong, PhD Student, Robert H. Smith School of Business, University of Maryland, USA.

Maik Eisenbeiss, OBI Assistant Professor for Marketing and Retailing, Department of Retailing and Customer Management, University of Cologne, Germany.

Peter S. Fader, Frances and Pei-Yuan Chia Professor, Professor of Marketing, Co-Director – Wharton Customer Analytics Initiative, The Wharton School, University of Pennsylvania, USA.

Michael Haenlein, Professor of Marketing, ESCP Europe Business School, France.

Dominique M. Hanssens, Bud Knapp Distinguished Professor of Marketing, Anderson School of Management, UCLA, USA.

Bruce G.S. Hardie, Professor of Marketing, London Business School, UK.

Timothy L. Keiningham, Global Chief Strategy Officer and Executive Vice President, IPSOS Loyalty, USA.

James Kim, PhD Student, Robert H. Smith School of Business, University of Maryland, USA.

Tom J. Kim, PhD Student, Robert H. Smith School of Business, University of Maryland, USA.

George Knox, Associate Professor of Marketing, The Tilburg School of Economics and Management, Tilburg University, the Netherlands.

Yuliya A. Komarova, Associate Professor of Marketing, Fordham School of Business, Fordham University, USA.

Manfred Krafft, Director and Professor of Marketing, Institute of Marketing, University of Münster, Germany.

Nandini Krishnamoorthy, Research Associate, J. Mack Robinson College of Business, Georgia State University, USA.

V. Kumar, PhD, Regents Professor, Chang Jiang Scholar, Huazhong University of Science and Technology, Richard and Susan Lenny Distinguished Chair and Professor of Marketing, Executive Director, Center for Excellence in Brand and Customer Management, and Director of the PhD Program in Marketing, J. Mack Robinson College of Business, Georgia State University, USA.

Seoungwoo Lee, PhD candidate, Robert H. Smith School of Business, University of Maryland, USA.

Donald R. Lehmann, George E. Warren Professor of Business, Chair of the Marketing Division, Columbia Business School, Columbia University, USA.

Robert P. Leone, Wilson Chair and Professor of Marketing, Neeley School of Business, Texas Christian University, USA.

Michael Lewis, Associate Professor of Marketing, Goizueta Business School, Emory University, USA.

Anita Luo, Assistant Professor of Marketing, J. Mack Robinson College of Business, Georgia State University, USA.

Mohammad Nejad, Associate Professor of Marketing, Fordham School of Business, Fordham University, USA.

Scott A. Neslin, Albert Wesley Frey Professor of Marketing, Tuck School of Business, Dartmouth College, USA.

Anita Pansari, PhD student, J. Mack Robinson College of Business, Georgia State University, USA.

Kay Peters, Professor of Marketing, Institute of Marketing, Hamburg, Germany.

J. Andrew Petersen, Assistant Professor of Marketing, Assistant Director of the Center for Integrated Marketing and Sales (CIMS), Kenan-Flagler Business School, University of North Carolina at Chapel Hill, USA.

Girish Ramani, formerly Assistant Professor of Marketing, Lebow College of Business, Drexel University, USA.

Werner Reinartz, Professor of Marketing, University of Cologne, Germany.

Roland T. Rust, Distinguished University Professor, David Bruce Smith Chair in Marketing, Executive Director of Center for Excellence in Service, Executive Director of Center for Complexity in Business, Robert H. Smith School of Business, University of Maryland, USA.

Donald E. Sexton, Professor of Marketing and of Decisions, Risk, and Operations, Faculty Director, Center for International Business Education and Research, Columbia Business School, Columbia University, USA.

Denish Shah, PhD, Assistant Professor of Marketing, Assistant Director, Center for Excellence in Brand and Customer Management, J. Mack Robinson College of Business, Georgia State University, USA.

Gayatri Shukla, Research Associate, J. Mack Robinson College of Business, Georgia State University, USA.

Bernd Skiera, Chaired Professor of Electronic Commerce, Department of Marketing, Faculty of Business and Economics, University of Frankfurt, Germany.

Raji Srinivasan, Professor of Marketing, Department of Marketing, McCombs School of Business, University of Texas at Austin, USA.

Shuba Srinivasan, Professor of Marketing, Dean's Research Fellow, Boston University School of Management, Boston University, USA.

Crina O. Tarasi, Assistant Professor of Marketing, College of Business Administration, Central Michigan University, USA.

Rajkumar Venkatesan, Bank of America Research Associate Professor of Business Administration, Darden Graduate School of Business, University of Virginia, USA.

Peter C. Verhoef, Professor of Marketing, Faculty of Economics and Business, Department of Marketing, University of Groningen, the Netherlands.

Julian Villanueva, Professor, Head of the Marketing Department, IESE Business School, University of Navarra, Spain.

Thorsten Wiesel, Professor of Value-Based Marketing, Marketing Center Münster, University of Münster, Germany.

Shijin Yoo, Associate Professor of Marketing, Business School, Korea University, South Korea.