Contributors

**Greg M. Allenby** is the Helen C. Kurtz Chair in Marketing at Ohio State University. He is a Fellow of the American Statistical Association, and a co-author of *Bayesian Statistics and Marketing* (Wiley, 2005). He is an associate editor of *Marketing Science*, the *Journal of Marketing Research, Quantitative Marketing and Economics* and the *Journal of Business and Economic Statistics*. His research has appeared in these and other leading journals.

**Wilfred Amaldoss** is Associate Professor of Marketing at the Fuqua School of Business of Duke University, Durham, NC. He holds an MBA from the Indian Institute of Management (Ahmedabad), and an MA (Applied Economics) and a PhD from the Wharton School of the University of Pennsylvania. His research interests include behavioral game theory, experimental economics, advertising, pricing, new product development, and social effects in consumption. His recent publications have appeared in *Marketing Science, Management Science, Journal of Marketing Research, Journal of Economic Behavior and Organization* and *Journal of Mathematical Psychology*. His work has received the John D.C. Little award and the Frank Bass award. He serves on the editorial boards of *Journal of Marketing Research* and *Marketing Science*.

**Eric T. Anderson** is the Hartmarx Research Associate Professor of Marketing at Northwestern University, Kellogg School of Management, Evanston, IL. He holds a PhD in Management Science from MIT Sloan School of Management and previously held appointments at the University of Chicago Graduate School of Business and the W.E. Simon Graduate School of Business at the University of Rochester. Professor Anderson’s research interests include pricing strategy, promotion strategy, retailing and channel management. He has conducted field experiments with numerous retailers to investigate customer price perceptions, segmented pricing strategies, long-run effects of promotions and cross-channel effects. He is an area editor for *Operations Research* and on the editorial board of *Marketing Science* and *Quantitative Marketing and Economics*.

**Tat Chan** is an Associate Professor of Marketing at the Olin Business School, Washington University in St Louis, MO. He received a PhD in Economics at Yale University in 2001. His research interests are in modeling consumer demand and firms’ strategies using econometric methodologies. His recent research also includes analyzing the optimal non-linear pricing strategies (e.g. three-part tariff and product bundling) for firms, identifying consumer strategies in making in-store purchase decisions, evaluating the impacts of channel strategies on manufacturers’ and retailers’ pricing decisions and market share, and using expectations data to infer managerial objectives and choices.

**Rabikar Chatterjee** is Professor of Business Administration and the Katz Faculty Fellow in Marketing at the University of Pittsburgh, PA. His teaching, research and consulting interests are in the area of customer-focused marketing and product/service strategies, particularly in high-tech and/or engineered products and services. His research has focused on models of market response to new products, with applications in forecasting, product design and pricing, and in methods for measuring and representing customers’ perceptions of and
preferences for competing products. His articles have appeared in various academic journals, including the *Journal of Marketing Research*, *Management Science* and *Psychometrika*. He has served as an associate editor in the marketing department of *Management Science* and is currently a member of the editorial board of *Marketing Science*.

**Yuxin Chen** is an Associate Professor of Marketing at New York University. He holds a PhD in Marketing from Washington University in St Louis, MO. His primary research areas include database marketing, Internet marketing, pricing, Bayesian econometric methods and marketing research. His research has appeared in top academic journals such as *Management Science*, *Management Science*, the *Journal of Marketing Research* and *Quantitative Marketing and Economics*. His paper, ‘Individual marketing with imperfect targetability’, won the Frank M. Bass Outstanding Dissertation Award for Contributions to the Discipline of Marketing Science and the John D.C. Little Best Paper Award for Marketing Papers Published in *Marketing Science* and *Management Science*.

**Pradeep K. Chintagunta** is the Robert Law Professor of Marketing at the University of Chicago Booth School of Business, IL. He is interested in studying strategic interactions among firms in vertical and horizontal relationships. His research also includes measuring the effectiveness of marketing activities in pharmaceutical markets; investigating aspects of technology product markets and analyzing household purchase behavior.

**Sumon Datta** is a PhD candidate in the Doctoral Program in Marketing at the Yale School of Management, New Haven, CT. Starting in July 2009, he will join Purdue University’s Krannert School of Management as an Assistant Professor of Marketing. His research interests include competitive marketing strategy, consumer demand in emerging markets, empirical industrial organization methods, pricing and advertising. His dissertation investigates the market entry and location decisions of retailers. He considers the tradeoff between the benefit of spatial differentiation (lowering competition) and the benefit of agglomeration (increasing the number of consumers who visit a store), as well as the effects of zoning regulations. He is one of the winners of the 2008 Alden G. Clayton Doctoral Dissertation Proposal Competition. He has recently begun to analyze the evolution of consumer demand in emerging markets and its influence on firms’ entry decisions.

Contributors

Teck H. Ho is the William Halford Jr Family Professor of Marketing at the University of California, Berkeley. He is the chair of the marketing faculty group. Teck’s professional leadership includes roles as departmental editor of Management Science, area editor of Journal of Marketing Research and Marketing Science and editorial board member of Quantitative Marketing and Economics. Teck has published in American Economic Review, Econometrica, Journal of Economic Theory, Journal of Marketing Research, Marketing Science, Management Science, Psychological Science and Quarterly Journal of Economics, and has been funded by the National Science Foundation for his innovative research in experimental and behavioral economics since 1995. He won the Best Teacher of the Year Award three years in a row at Haas School of Business, University of California, Berkeley from 2004 to 2006.

Raghuram Iyengar is Assistant Professor of Marketing at the Wharton School of the University of Pennsylvania in Philadelphia, PA. He has an undergraduate degree in engineering from IIT Kanpur, India, and has a PhD in Marketing from Columbia University, New York. His research interests are in pricing, structural models and Bayesian methods.

Sharan Jagpal is Professor of Marketing at Rutgers Business School, Rutgers University, Newark, NJ. He has published widely in top-tier journals in marketing, economics, econometrics and statistics, and is the author of two multidisciplinary books, Marketing Strategy and Uncertainty (Oxford University Press, 1998) and Fusion for Profit: How Marketing and Finance Can Work Together to Create Value (Oxford University Press, 2008). His theoretical research focuses on developing marketing models for the multiproduct firm under uncertainty, the marketing–finance interface, measuring advertising effectiveness, designing sales force compensation plans, measuring performance in the multiproduct firm, new product models, consumer behavior, forecasting, channels of distribution, strategic alliances, mergers and acquisitions, Internet marketing and pharmaceutical marketing. His methodological research focuses on developing new empirical methods for the multiproduct firm under uncertainty.

Jagpal is president of Strategic Management and Marketing Consultants, a consulting company that focuses on developing customized models for decision-making in the firm. He holds a BSc (Economics Honours) degree from the London School of Economics and MBA, MPhil and PhD degrees from Columbia University.

Sanjay Jain is the Macy’s Foundation Professor of Marketing at the Mays Business School, Texas A&M University, College Station, TX. Sanjay’s research interests are in the area of product innovation, pricing, competitive strategy, behavioral economics and experimental game theory. His research has been published in Journal of Marketing Research, Marketing Science and Management Science. He has been a finalist for the Paul Green Award in 2001 and won the 2007 ISMS practice prize competition. He serves on the editorial review board of Decision Sciences, Journal of Marketing Research and Marketing Science.

Kamel Jedidi is the John A. Howard Professor of Business and Chair of the Marketing Division at Columbia Business School, Columbia University, New York. He holds a bachelor’s degree in Economics from the Faculté des Sciences Economiques de Tunis, Tunisia, and Master’s and PhD degrees in Marketing from the Wharton School, University of
Pennsylvania. He has published extensively in leading marketing and statistics journals, the most recent of which have appeared in the Journal of Marketing Research, Marketing Science, Management Science, the International Journal of Research in Marketing and Psychometrika. His substantive research interests include pricing, product design and positioning, diffusion of innovations, market segmentation, and the long-term impact of advertising and promotions. His methodological interests lie in multidimensional scaling, classification, structural equation modeling, and Bayesian and finite-mixture models. He was awarded the 1998 International Journal of Research in Marketing Best Article Award and the Marketing Science Institute 2000 Best Paper Award.

Vrinda Kadiyali is Professor of Marketing and Economics at Cornell’s Johnson School of Management, Ithaca, NY. Her research interests are in empirical models of competition and consumer choices. She has worked with structural and reduced-form econometric models, and laboratory studies. Her interests span various industries, such as residential real estate, movies, Internet bidding, hotels, higher education etc. She has published in journals, including the Journal of Law and Economics, Rand Journal of Economics, Journal of Marketing Research, Marketing Science and Quantitative Marketing and Economics. She also serves on the editorial boards of the last three.

Benjamin Kartono is an Assistant Professor of Marketing at the Nanyang Technological University in Singapore. He received his BS degrees in Chemical Engineering and Economics from the University of Michigan in 1996 and his PhD from the Johnson Graduate School of Management at Cornell University in 2006. Before entering academia, he worked in the oil and petrochemicals industry. His research focuses on various issues pertaining to branding and pricing.

Sheryl E. Kimes is the Singapore Tourism Board Distinguished Professor of Asian Hospitality Management at the Cornell University School of Hotel Administration, Ithaca, NY. From 2005 to 2006, she served as interim dean of the Hotel School and from 2001 to 2005, as the school’s director of graduate studies. She specializes in revenue management with a particular emphasis in the hotel, restaurant, golf and spa industries. She has published in a number of journals including Interfaces, Journal of Operations Management, Journal of Service Research, Decision Sciences and the Cornell Hotel and Restaurant Administration Quarterly. Kimes earned her doctorate in Operations Management in 1987 from the University of Texas at Austin.

Samuel H. Kina is a doctoral candidate in Health Policy at Harvard University, Boston, MA. He previously held a position at the Congressional Budget Office where he served as an analyst focusing on legislation influencing the pharmaceuticals industry. Mr Kina’s research interest is in health economics and includes pricing and strategy in the pharmaceutical industry and physician organization and decision-making.

Aradhna Krishna does research on pricing and promotion policies, sensory marketing and socially relevant marketing. Her work within the area of pricing and promotion focuses on both consumer promotions and trade promotions, e.g. bundling issues, loyalty programs, coupons, price cuts and trade deals. She examines consumer response to promotions, consumers’ perceptions of promotions, behavioral pricing issues (e.g. reference price formation, promotion presentation effects), and also builds analytical models for
managerial (retailer and manufacturer) promotion policies. Within the area of sensory marketing, she has done a great deal of work on visual stimuli (package design, mall layout, store layout, shelf allocation), haptics (e.g. how the feel of product can affect perceived taste), smell (e.g. whether smell enhances long-term memory for a brand) and taste (e.g. if an advertisement can affect perceived taste). Her research on socially relevant marketing mostly concerns cause marketing. Her research methodology combines experimental techniques with quantitative modeling approaches. She has written numerous articles and her work is cited in NPR, New York Times, Wall Street Journal and other publications. She is on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Management Science, Marketing Science and Marketing Letters.

Hongju Liu is Assistant Professor in Marketing at the University of Connecticut, Storrs, CT. His research interests include empirical industrial organization, dynamic pricing, technology markets and network effects. He received a PhD from the University of Chicago.

Qing Liu is Assistant Professor of Marketing at the University of Wisconsin–Madison. Her research focuses on the application and development of statistical theories and methodology to help solve problems in marketing and marketing research. Areas of interest include conjoint analysis, consumer choice, experimental design and Bayesian methods.

Yong Liu is Assistant Professor of Marketing at the Eller College of Management, University of Arizona, Tucson, AZ. He received a PhD degree in Marketing from the University of British Columbia, Vancouver, Canada. Yong was on the faculty at the Whitman School of Management, Syracuse University, before moving to Tucson, Arizona. His current research interests include social interactions and network effects in the media/entertainment markets, positioning strategies for business and nonprofit organizations, and managing product-harm crisis. His research has been published in journals such as Marketing Science, Journal of Marketing, Journal of Public Policy and Marketing, Marketing Letters and Journal of Cultural Economics. Yong has served on the editorial boards of Marketing Science (2002–05 and 2005–07) and Canadian Journal of Administrative Sciences (since 2009), and was selected as a Marketing Science Institute (MSI) Young Scholar in 2007. He was a Fellow at the Center for the Study of Popular Television at the S.I. Newhouse School of Public Communication, Syracuse University.

Vijay Mahajan, former Dean of the Indian School of Business, holds the John P. Harbin Centennial Chair in Business at the McCombs School of Business, University of Texas at Austin. He is a recipient of the American Marketing Association’s (AMA) Charles Coolidge Parlin Award for visionary leadership in scientific marketing. The AMA also instituted the Vijay Mahajan Award in 2000 for career contributions to marketing strategy. Mahajan is author or editor of nine books including his recent book on developing countries, The 86% Solution (Wharton School Publishing, 2006), which received the 2007 Book-of-the-Year Award from the AMA. He is currently working on a book on Africa, to be released by Wharton School Publishing in 2008. He is a former editor of the Journal of Marketing Research. Mahajan received a BTech in Chemical Engineering from the Indian Institute of Technology at Kanpur, and his MS in Chemical Engineering and PhD in Management from the University of Texas at Austin.
Anna S. Mattila is a professor at the School of Hospitality Management at Pennsylvania State University, Philadelphia. She holds a PhD in services marketing from Cornell University. Her research interests focus on service encounters, with a particular interest in service failures and service recovery and cross-cultural research. Her work has appeared in the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, Journal of Consumer Psychology, Psychology & Marketing, Journal of Services Marketing, International Journal of Service Industry Management, Cornell Hotel & Restaurant Administration Quarterly, Journal of Travel Research, International Journal of Hospitality Management, Tourism Management and in the Journal of Hospitality & Tourism Research. Anna has written several book chapters and currently serves on 13 editorial boards in journals specializing in services management. She is also the Chief Editor of Journal of Hospitality & Tourism Research. Anna is a recipient of the John Wiley & Sons Lifetime Research Award and The University of Delaware Michael D. Olsen Lifetime Research Achievement Award.

Vicki Morwitz is Research Professor of Marketing at the Stern School of Business, New York University. She received a BS in Computer Science and Applied Mathematics from Rutgers University, an MS in Operations Research from Polytechnic University, and an MA in Statistics and a PhD in Marketing from the Wharton School at the University of Pennsylvania. Her research interests include behavioral aspects of pricing, the relationship between purchase intentions and purchase behavior, and the effects of responding to and exposure to market research surveys on attitudes, intentions and behavior. She teaches the marketing core, marketing research, and doctoral classes in judgment and decision-making. Her work has appeared in Harvard Business Review, International Journal of Forecasting, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Management Science, and Marketing Letters. She has worked at IBM, Prodigy Services and RCA.

Chakravarthi Narasimhan is the Philip L. Siteman Professor of Marketing and Director of the PhD Program in the Olin Business School at Washington University, in St Louis, MO. His current research interests are in modeling demand in pharmaceutical and telecommunication markets, examining interaction of multiple marketing strategies and supply chain contracts, especially supply chain strategies under uncertainty. He has published in Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Journal of Business, Journal of Econometrics and Harvard Business Review, among others. He is an area editor of Marketing Science and an associate editor of Management Science and Quantitative Marketing and Economics.

Thomas Otter is Professor of Marketing at Johann Wolfgang Goethe University Frankfurt, Germany. His research focuses on Bayesian modeling with application to marketing. He uses Bayesian statistics and MCMC techniques to develop and refine quantitative marketing models by incorporating psychological and economic theory. His research has been published in Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics, Journal of Business & Economic Statistics, International Journal of Research in Marketing, Psychometrika and Marketing Letters.

Young-Hoon Park is Associate Professor of Marketing at the Johnson Graduate School of Management, Cornell University, Ithaca, NY. He holds a PhD in Marketing at
the Wharton School of the University of Pennsylvania. His research interests include Bayesian and statistical modeling with application to business problems. His research has been published in *Marketing Science*, *Management Science*, and *Journal of Marketing Research*, among others. He has been a finalist for the John D.C. Little Award from the INFORMS in 2008. He serves on the editorial board of *Marketing Science*.

**Koen Pauwels** is Professor of Marketing at Özyeğin University in Istanbul, Turkey, and Associate Professor at the Tuck School of Business at Dartmouth in Hanover, NH, where he teaches and researches return on marketing investment. He won the 2007 O’Dell award for the most influential paper in the *Journal of Marketing Research*, and built his research insights in industries ranging from automobiles and pharmaceuticals to business content sites and fast-moving consumer goods. Current research projects include the predictive power of market dashboard metrics, the impact of brand equity on marketing effectiveness, retailer product assortment, price wars, the dynamics of differentiation and performance turnaround strategies. Professor Pauwels received his PhD in Management from UCLA, won the EMAC 2001 Best Paper Award and publishes in *Harvard Business Review*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Statistica Neerlandica* and *International Journal of Forecasting*.

**Vithala R. Rao** is the Deane W. Malott Professor of Management and Professor of Marketing and Quantitative Methods, Johnson Graduate School of Management, Cornell University, Ithaca, NY. He received his Master’s degree in Mathematical Statistics from the University of Bombay and in Sociology from the University of Michigan, and a PhD in Applied Economics/Marketing from the Wharton School of the University of Pennsylvania. He has published over 110 papers on several topics, including conjoint analysis and multidimensional scaling for the analysis of consumer preferences and perceptions, promotions, pricing, market structure, corporate acquisition and brand equity. His current work includes bundle design and pricing, product design, diffusion and demand estimation of pre-announced products, competitive issues of pre-announcement strategies, Internet recommendation systems, linking branding strategies of firms to their financial performance. His research papers have appeared in the *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *Decision Science*, *Management Science*, *Journal of Marketing*, *Multivariate Behavioral Research*, *Journal of Classification*, *Marketing Letters*, *Applied Economics* and *International Journal of Research in Marketing*.


He currently serves on the editorial boards of *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing* and *Journal of Business to Business Marketing*. He received the 2000–01 Faculty Research Award of the Johnson Graduate School of Management at Cornell University and other awards for his papers. He received the 2008 Charles Coolidge Parlin Marketing Research Award presented by the American Marketing
Association and the American Marketing Association Foundation recognizing his ‘outstanding leadership and sustained impact on advancing the evolving profession of marketing research over an extended period of time’.

**Brian T. Ratchford.** Since 2006 Brian T. Ratchford has been Charles and Nancy Davidson Professor of Marketing, University of Texas at Dallas. From 1999 to 2006 he was Pepsico Chair in Consumer Research, University of Maryland. From 1971 to 1999 he held various academic positions at State University of New York at Buffalo. He has MBA and PhD degrees from the University of Rochester. His research interests are in economics applied to the study of consumer behavior, information economics, marketing productivity, marketing research and electronic commerce. He has published over 70 articles in marketing and related fields, including articles in *Marketing Science, Management Science, Journal of Consumer Research* and *Journal of Marketing Research*. He was editor of *Marketing Science* from 1998 to 2002, is currently an associate editor of *Journal of Consumer Research*, and is currently on the editorial review boards of *Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Interactive Marketing* and *Journal of Service Research*.

**P.B. (Seethu) Seetharaman** is Professor of Marketing at the Jesse H. Jones Graduate School of Management, Rice University, Houston, TX. As a marketing researcher, Seethu’s interests lie primarily in the area of demand estimation, which aids marketing decision-making. In the area of pricing in particular, Seethu’s research deals with understanding both consumers’ responses and competitors’ reactions to firms’ pricing tactics, with particular attention paid to dynamic interdependencies that arise (on account of inertia, variety seeking, reference prices etc.) in consumers’ demands for brands over time. Seethu currently serves as the Director of Asian Business Research and Education, and is also the marketing area advisor for the doctoral program in Management at Rice University. He received his PhD at Cornell University and has previously taught at Washington University in St Louis.

**Stowe Shoemaker** is the Donald Hubbs Distinguished Professor at the University of Houston’s Conrad Hilton College of Hotel and Restaurant Management, Houston, TX. He is also on the executive education faculty at the Cornell University School of Hotel Administration. He holds a PhD from Cornell University. He has written numerous academic and popular articles, and is the co-author of a Harvard Business School Case Study on Hilton HHonors. He is the senior author of *Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for a Competitive Advantage* (2007) and senior author of *Marketing Essentials in Hospitality and Tourism* (2008), both published by Prentice-Hall.

**Steven M. Shugan**, the Russell Berrie Foundation Eminent Scholar and Professor at the University of Florida, Gainesville, FL, teaches multivariate statistics, marketing models and advanced marketing management. His PhD in Managerial Economics is from Northwestern University. Formerly a full professor at University of Chicago (13 years), an assistant professor at the University of Rochester (two years) and an instructor at SDA Bocconi, Milan, he has taught marketing, econometrics (Chicago), statistics (Florida) and computer science (Northwestern). He was editor-in-chief of *Marketing Science* (six years), editor of *Journal of Business* and associate editor of *Management Science*, and served on many editorial boards (including *Journal of Consumer Research, Journal of Marketing*)
and Journal of Marketing Research). He has numerous publications and presentations in over 22 countries, and won several best paper awards, including Marketing Science (twice), Journal of Marketing, Journal of Retailing, Journal of Service Research (finalist), Journal of Marketing Research (finalist), and best teaching awards. He has consulted for over thirty different firms. Website: http://bear.cba.ufl.edu/shugan/.

Duncan I. Simester is a professor at MIT’s Sloan School of Management, Cambridge, MA, where he holds the NTU Chair in Management Science. The chapter presented in this volume is one of a series of studies that uses field data from retail settings. These include several studies that focus on evaluating the long-run effect of marketing decisions, together with a stream of work investigating the role of price cues. Duncan edits the marketing science section of Operations Research, is on the editorial board of Journal of Marketing Research, and serves as an area editor for Marketing Science and Management Science.

Shuba Srinivasan is Associate Professor of Marketing at Boston University’s School of Management. She obtained her MS in Physics from the Indian Institute of Technology and an MBA in Marketing at the Indian Institute of Management. She obtained her PhD in Marketing from the University of Texas at Dallas, where she worked with Dr Frank M. Bass. She was awarded the M/A/R/C Award for Outstanding Doctoral Student from the University of Texas at Dallas in 1998. She has also been a visiting research scholar at UCLA and HEC, Paris. Professor Srinivasan’s research focuses on strategic marketing problems, in particular long-term marketing productivity, to which she applies her expertise in econometrics and time-series analysis. She has built her research insights in industries ranging from automobiles to pharmaceuticals and fast-moving consumer goods. Her current research focuses on marketing’s impact on financial performance and firm valuation, marketing metrics, and decomposing demand effects of radical innovations, and managing brand equity. Her research won the 2001 EMAC best paper award and her papers have been published in the Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, Harvard Business Review, the International Journal of Research in Marketing, Journal of Advertising Research, and Journal of Economics and Management Strategy, among others. Prior to joining Boston University, she served as Associate Professor at the University of California, Riverside. In 2005, the University of California named her a University Scholar for a three-year period. Professor Srinivasan serves on the editorial boards of Marketing Science, Journal of Marketing Research, and International Journal of Research in Marketing, and also actively reviews for journals such as Management Science and the Journal of Marketing. She has consulting experience in market-response modeling on customer and marketing databases with a wide spectrum of companies.

Xuanming Su is Assistant Professor at the Haas School of Business at University of California, Berkeley. His areas of research include operations management, revenue management and behavioral decision-making. His recent work studies the impact of consumer behavior on dynamic pricing strategies and supply chain management.

K. Sudhir is Professor of Marketing at the Yale School of Management and Director of the China–India Consumer Insights Program at the Yale Center for Customer Insights, New Haven, CT. After receiving his PhD from Cornell, he was an assistant professor at NYU’s Stern School from 1998 to 2001. His research covers a number of substantive and
methodological areas, and he is best known for his contributions to empirical industrial organization. He has recently begun a research agenda focused on emerging markets such as China and India. He serves as an area editor at *Marketing Science* and *Management Science*, an associate editor at *Quantitative Marketing and Economics* and is on the editorial board of the *Journal of Marketing Research*. He has received several research awards including the Bass Award at *Marketing Science* (2003), the Lehmann award at the *Journal of Marketing Research* (2007) for best dissertation-based paper, and honorable mentions for the Wittink best paper ward at *Quantitative Marketing and Economics* (2006), and the best paper award in the *International Journal of Research in Marketing* (2001). He was also a finalist for the 2001 Little award at *Marketing Science* (2001) and the Green award at the *Journal of Marketing Research* (2006).

**Manoj Thomas** is Assistant Professor of Marketing at the S.C. Johnson Graduate School of Management, Cornell University, Ithaca, NY. He received an MBA from the Indian Institute of Management Calcutta and a PhD in Marketing from Stern School of Business, New York University. His current research interests include the role of fluency and nonconscious processes in consumer judgments, mental representation and processing of numerical stimuli, behavioral pricing, and the effects of construal level on judgments. His work has been published in *Journal of Consumer Research* and *Journal of Marketing Research*. He teaches strategic brand management and product management at the S.C. Johnson Graduate School of Management, Cornell University.

**R. Venkatesh** is Associate Professor of Marketing at the University of Pittsburgh’s Katz School of Business, PA. His research interests include pricing, product bundling, co-branding, eCommerce and sales force management. His articles on these topics have appeared or are forthcoming in the *Journal of Business, Journal of Marketing, Journal of Marketing Research, Management Science* and *Marketing Science*. He serves on the editorial review board of the *Journal of Marketing*. Venkatesh has a PhD in Marketing from the University of Texas at Austin, an MBA from the Indian Institute of Management, Ahmedabad, and a BEngg (Honors) degree in Mechanical Engineering from the University of Madras, India.

**Xin Wang** is Assistant Professor of Marketing at International Business School, Brandeis University, Waltham, MA. Her research interests include online pricing, service quality and consumer learning. Her research investigates consumer behavior under various pricing formats, and helps managers make pricing decisions based on empirical and theoretical analysis. She has published in *Quantitative Marketing and Economics, Marketing Letters, the Economic Journal, Medical Care* and also book chapters on these topics. Before joining the faculty at Brandeis, she was on the faculty at the Krannert School of Management, Purdue University. Her prior professional work experience also includes working as a research fellow and instructor at the Tepper School of Business, Carnegie Mellon University, as well as a research associate at the Wharton School, University of Pennsylvania. She received her PhD in Marketing from Carnegie Mellon University.

**Charles B. Weinberg** is the Presidents of SME Vancouver and Professor of Marketing at the Sauder School of Business, University of British Columbia, Vancouver, Canada. In 2008, he was selected as one of the first ten fellows of the INFORMS Society for Marketing Science. His research focuses on analytical marketing, services, and public and
nonprofit marketing and management. His work in the nonprofit sector includes pricing, the marketing of safer sex practices, portfolio management and competition among nonprofit organizations. For more than 30 years, he has studied the arts and entertainment industries. His early work focused on live entertainment and included the ARTS PLAN model for marketing and scheduling performing arts events for a nonprofit organization. More recently, he has focused on the movie industry in which he has studied such issues as competitive dynamics, scheduling of movies into theaters, sequential release of movies and DVDs, and contract terms. He is a former editor of *Marketing Letters* and area editor of *Marketing Science*. He grew up in New Jersey, but has lived in Vancouver for 30 years. He hopes that all who attended the 2008 Marketing Science conference in Vancouver, which he chaired, will see why he has chosen to make ‘Beautiful British Columbia’ his home.

**Marta Wosinska** is the Acting Director for Analysis Staff in the Office of Planning and Informatics at the Food and Drug Administration’s Center for Drug Evaluation and Research. Prior to joining FDA, she taught marketing strategy and healthcare marketing at Harvard Business School and Columbia Business School. Her academic research focuses on the impact of various marketing interventions, such as direct-to-consumer advertising and pricing, on patient and physician behavior. Her work has been published in leading marketing and health policy journals.

**Ping Xiao** is Assistant Professor of Marketing at the Business School at the National University of Singapore. She received a PhD in Marketing at Washington University in St Louis in 2008. Her research focuses on examining the strategic use of nonlinear pricing (e.g. three-part tariffs) and product bundling, both empirically and theoretically.

**Jinhong Xie** is J.C. Penny Professor of Marketing at the Warrington College of Business Administration, University of Florida, Gainesville, FL. She has taught at a number of universities within and outside of the United States, including the University of Rochester, Carnegie Mellon University, the International University of Japan, Tsinghua University, and Cheung Kong Graduate School of Business. She served as associate editor of *Management Science* and area editor of *Marketing Science*. She is a recipient of INFORMS’ John D.C. Little Best Paper Award, the Marketing Science Institute’s Research Competition Award, the Product Development and Management Association’s Research Competition Award, and the University of Florida’s Best Teaching Award. Her research interests include pricing, technology innovation, network effects and standards competition, and consumer social interactions. She has published in *Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Journal of Product Innovation Management* and *Journal of Service Research*. She holds a PhD in Engineering and Public Policy from Carnegie Mellon University, an MS in Optimal Control from the Second Academy of the Ministry of Astronautics (China), and a BS in Electrical Engineering from Tsinghua University.

**Z. John Zhang** is Professor of Marketing and Murrel J. Ades Professor at the Wharton School of the University of Pennsylvania, Philadelphia. He earned a Bachelor’s degree in Engineering Automation and Philosophy of Science from Huazhong University of Science and Technology (China), a PhD in History and Sociology of Science from the University of Pennsylvania, and also a PhD in Economics from the University of Michigan.
Before joining Wharton in 2002, John taught pricing and marketing management at the Olin School of Business of Washington University in St Louis for three years and at Columbia Business School for five years. John’s research focuses primarily on competitive pricing strategies, the design of pricing structures and channel management. He has published numerous articles in top marketing and management journals on various pricing issues such as measuring consumer reservation prices, price-matching guarantees, targeted pricing, access service pricing, choice of price promotion vehicles, channel pricing, price wars and the pricing implications of advertising. He has also developed an interest in the movie and telecom industries in recent years.

He currently serves as associate editor for Quantitative Economics and Marketing. He is also an area editor for Marketing Science and Management Science. He won the 2001 John D.C. Little Best Paper Award and 2001 Frank Bass Best Dissertation Award, along with his co-authors, for his contribution to the understanding of targeted pricing with imperfect targetability.