

---

## About the editors

---

**Gary L. Lilien** is Distinguished Research Professor of Management Science at the Smeal College of Business at Pennsylvania State University, University Park, PA. He is also co-founder and Research Director of the Institute for the Study of Business Markets (ISBM). Previously, Professor Lilien was a member of the faculty at the Sloan School at MIT. He received his bachelor's, master's and doctoral degrees from Columbia University. His research interests include B2B marketing, marketing engineering, market segmentation, new product modeling, marketing mix issues for business products, bargaining and negotiations, modeling the industrial buying process, the implementation of marketing science and innovation diffusion modeling.

He is the author or co-author of 12 books (including *Marketing Models* with Philip Kotler, *Marketing Engineering* and *Principles of Marketing Engineering*), as well as more than 100 professional articles. He was Departmental Editor, Marketing for *Management Science*; is on the editorial board of *International Journal for Research in Marketing*; is functional Editor for Marketing for *Interfaces*, and is Area Editor at *Marketing Science*. He was Editor-in-Chief of *Interfaces* for six years. He is the former President and Vice President/Publications for The Institute of Management Sciences. He is an Inaugural INFORMS Fellow, was honored as Morse Lecturer for INFORMS and received the Kimball Medal for distinguished contributions to the field of operations research. He is an Inaugural Fellow of the European Marketing Academy, VP External Relations for the INFORMS Society for Marketing Science (ISMS) and an Inaugural ISMS-MSI Fellow. He sits on the Board of Directors of the American Marketing Association.

Professor Lilien has received honorary doctorates from the University of Liege, University of Ghent and Aston University and received the 2008 AMA/Irwin/McGraw-Hill Educator of the Year Award. In 2010 the ISMS-MSI Practice Prize for the best applied work in marketing science globally was renamed the Gary Lilien ISMS-MSI Practice Prize in his honor.

**Rajdeep Grewal** is Irving & Irene Bard Professor of Marketing at the Smeal College of Business at the Pennsylvania State University, University Park, PA. He is also the Associate Research Director of the Institute for the Study of Business Markets at the Smeal College of Business at the Pennsylvania State University at University Park, PA. His research focuses on empirically modeling strategic marketing issues with a focus on issues related to business-to-business markets.

His research has appeared in prestigious journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Consumer Psychology*, *MIS Quarterly* and *Strategic Management Journal*, among others. Currently he serves as an Associate Editor for the *Journal of Marketing*. He is serving or has served on the Editorial Boards for the *Journal of Marketing*, *Marketing Science*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science* and *Decision Sciences*. He has received several awards for his research including a doctoral dissertation award from the Procter & Gamble Market Innovation

Research Fund. His research also received the Honorable Mention Award at the prestigious MSI/JM competition on 'Linking Marketing to Financial Performance and Firm Value', the 2003 Young Contributor Award from the Society of Consumer Psychology for his 2003 article in the *Journal of Consumer Psychology*, and his article on incentive-aligned conjoint analysis was the finalist for the 2006 Paul E. Green Award and 2010 O'Dell Award for best article published in the *Journal of Marketing Research* in 2005. His article on governance in electronic markets was also a finalist for the 2010 Maynard Award at the *Journal of Marketing* for the best theory-based article. In 2003 he was named in the Marketing Science Institute's Young Scholars (individuals with PhD after 1995 selected on the basis of research productivity in top tier marketing journals). He also received the AMA Marketing Strategy SIG Early Career Award in 2007 and was cited among the most productive scholars in marketing from 1982–2006 in terms of publication rate (ranked 15 globally) in a study by Seggie and Griffin published in the *Journal of Marketing* (2009).