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## Editors and contributors

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### ABOUT THE EDITORS

**Peter N. Golder** is Professor of Marketing at the Tuck School of Business at Dartmouth College. Golder's research focuses on innovation, brand leadership, and global marketing strategy. His research on market entry timing, new products, long-term market leadership, and quality has received widespread acclaim, including the William F. O'Dell Award (*Journal of Marketing Research*); the Harold H. Maynard Award (*Journal of Marketing*); the INFORMS Long Term Impact Award (*Marketing Science*); the Frank M. Bass Award (*Marketing Science*); the Berry Book Prize (American Marketing Association); and recognition from the *Harvard Business Review* for co-authoring one of the Top Ten Business Books of the Year. His recent research includes an examination of how economic conditions affect long-term brand leadership persistence and how consumers learn to use multi-feature products like smartphones and social media. He has recently developed an integrated framework of quality encompassing produced quality, experienced quality, evaluated quality, customer expectations, and customer satisfaction; and explored the historical origins of radical innovations including how they are developed and commercialized. Prior to joining Tuck, he was Professor of Marketing, George and Edythe Heyman Faculty Fellow, and Marketing Department doctoral program coordinator at New York University's Stern School of Business. He has also held one-year faculty appointments at UCLA and Peking University's Guanghua School of Management. Golder has six years of professional experience in the aerospace and oil industries and has consulted in other industries. He is the co-editor-in-chief of *Marketing Letters*, sits on the editorial review boards of other leading academic journals, is an academic trustee of the Marketing Science Institute, and is a long-time advisor and speaker to industry audiences and corporate executives. He holds a PhD in Business Administration (Marketing) from the University of Southern California, and a BS in Mechanical Engineering from the University of Pennsylvania.

**Debanjan Mitra** is City Furniture Foundation Professor of Marketing at the University of Florida's Warrington College of Business. Mitra's research encompasses the antecedents and consequences of quality and innovation with a specific focus on the dynamics of these relationships; the development of organizational, product, and personnel quality metrics; and an evaluation of their long-term impact on market entry, market performance, and customers' perceptions. He uses analytical and econometric methods to understand these effects over time and across firms, product categories, and brands. Mitra's research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Retailing*, *International Journal of Research in Marketing*, *Marketing Letters*, and *Harvard Business Review*. Mitra and his research has been recognized with the American Marketing Association's Varadarajan Award for Early Career Contributions to Marketing Strategy Research, Harold H. Maynard Award, and Excellence in Global Marketing Research Award, Marketing Science Institute's

Young Scholar and Robert D. Buzzell Award, Finalists of INFORMS' John D.C. Little Award and Frank M. Bass Award, and as an Academy of Marketing Science's Emerging Distinguished Scholar. Prior to obtaining his PhD, Mitra worked in various marketing positions at Coca-Cola and Diageo in India. His research has obtained wide media coverage including the *Wall Street Journal*, *Financial Times*, *Business Week*, *Forbes*, and CNN. He currently teaches marketing management and strategy. Mitra has consulted for many Fortune 500 firms and has also been associated with several successful high-tech start-ups. He holds a PhD in Business Administration (Marketing) from New York University, Bachelor's in Electrical Engineering from the Indian Institute of Technology, and Master's in Business Management from the Indian Institute of Management.

## ABOUT THE CONTRIBUTORS

**Andrew M. Baker** is Associate Professor of Marketing at San Diego State University's Fowler College of Business. He got his PhD in Marketing from Georgia State University. Baker specializes in brand management and marketing in new media channels. He is presently investigating how word-of-mouth about brands and products is created, disseminated, and how word-of-mouth ultimately influences business performance. His interests also include understanding how people interact with marketers through new media channels, how consumers strategically react to marketing tactics, and brand communities. He has published in journals such as the *Journal of Marketing Research* and *International Journal of Research in Marketing*.

**Barry L. Bayus** is Roy O. Rodwell Distinguished Professor of Marketing at the University of North Carolina's Kenan-Flagler Business School. Bayus's research is concerned with issues such as crowdsourcing and crowdfunding new product ideas, the creation and evolution of innovative products and services, technology commercialization, marketing strategies for start-ups in a new market, and consumer options. Bayus has published over 50 research papers in academic and business journals. The *Journal of Product Innovation Management* cited him as one of the world's top five scholars in innovation management (2007 and 2012). *Management Science* named him as one of the top researchers in the field of innovation (2004). He is the editor of the *Product Innovation & Management* volume for the *Wiley International Encyclopedia of Marketing* (2011). He has taught in several programs dealing with the topics of innovation and product development, product management, and marketing strategy, and delivered custom courses on these topics for programs offered by UNC Kenan-Flagler, Product Development Management Association, GfK (Germany), and the University of Georgia. Bayus worked in both industry and academia before joining UNC Kenan-Flagler. After receiving his PhD, he joined RCA as a senior member of its corporate staff and worked on market forecasting approaches. He served on the business school faculties at Cornell University and the Wharton School of the University of Pennsylvania. He received his PhD and MS from the University of Pennsylvania and BS degrees in Economics and Mathematics from the Massachusetts Institute of Technology.

**Sundar G. Bharadwaj** is Coca-Cola Company Chair of Marketing at the University of Georgia Terry College of Business and Senior Research scholar at the Indian School of

Business. His research focuses on business problems relating to current and long-term financial market returns and risks to marketing investments in brands, customers, innovation, solutions, and marketing strategy. His research has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Journal of the Academy of Marketing Science*, *Information Systems Research*, and other leading journals.

**Drew Boyd** is Executive Director of the Master of Science in Marketing program and Associate Professor of Marketing and Innovation at the University of Cincinnati. Boyd entered the world of academia after a highly successful business career. He spent 17 years with Johnson & Johnson in marketing, mergers and acquisitions, and international development. Before Johnson & Johnson, Boyd worked with United Airlines, in sales, marketing, and strategic planning. He was one of the early pioneers of strategic partnerships between airline carriers that led to the creation of the Star Alliance. In his courses, Boyd merges the theory taught in a traditional classroom setting with more than three decades of experience, providing a real world marketing and innovation experience. Boyd has earned three prestigious teaching awards and is honored to have been a guest lecturer at Columbia University, Yale University, the Wharton School of the University of Pennsylvania, University of Michigan, University of Chicago, Kellogg School of Management at Northwestern University, and Duke University. Boyd graduated from the United States Air Force Academy in 1976 with a Bachelor of Science in Management Science and Operations Research. He earned an MBA from the University of Chicago.

**Roger J. Calantone** is the Eli Broad Chaired University Professor of Business at the Eli Broad Graduate School of Management at Michigan State University. He is also Director of the Institute for Entrepreneurship and Innovation. In 2009 he was honored as a Leading Researcher by the International Association for the Management of Technology, an award given every five years, for the second time. Calantone has authored over 378 peer-reviewed journal and proceedings articles (indexed in Google Scholar), five books, and several book chapters. His publications and research are mostly in the areas of product design and development processes, decision support tools for new product development, and organization process metrics. He is the recipient of numerous research and publication awards. In 2012, an article in the *Journal of Product Innovation Management* analysed the most productive innovation research scholars worldwide for the last 20 years and placed him second. Before he was at Michigan State University, he was Associate Dean of the PhD program and research at McGill University, a visiting professor at Rutgers University while a senior consultant at Bell Labs, econometrician at the Dick Pope Tourism Research Institute, and Associate Dean for research and graduate studies at the University of Kentucky.

**Goutam Challagalla** is Professor of Marketing and Strategy at IMD. He previously served as area coordinator of marketing, Associate Dean for executive education, and marketing area PhD coordinator at Georgia Tech in Atlanta for 21 years. Challagalla also worked as Principal at The Monitor Group, a strategy and marketing consulting company. His teaching, consulting, and research focuses on strategy, business-to-business marketing, marketing management, pricing, sales management, distribution channels, and service excellence.

**Deepa Chandrasekaran** (PhD USC) is an expert in the areas of new product diffusion, innovation, and international marketing strategy. Her research articles have been published in top marketing journals such as the *Journal of Marketing*, *Marketing Science*, *Journal of the Academy of Marketing Science*, and *International Journal of Research in Marketing*. Chandrasekaran has won several research awards including the American Marketing Association (AMA) Global Marketing Special Interest Group's 2010 Excellence in Global Marketing Research Award, the competitive Christian and Mary Lindback Foundation's Minority Junior Faculty Award, and the Best Paper Award at the Product Development and Management Association (PDMA) Research Forum. She has presented her work at major international conferences including the Marketing Science Conference, Winter Marketing Educator's Conference, Summer Marketing Educator's Conference, PDMA Research Forum, and the Marketing Dynamics Conference. Her teaching interests include principles of marketing, global marketing, integrated marketing communication, market research, marketing strategy, and product management.

**Robert G. Cooper** is the creator of the world-famous Stage-Gate system, now widely used by leading firms across the globe to drive new products to market; ISBM Distinguished Research Fellow at Penn State University's Smeal College of Business Administration; and Professor Emeritus, DeGroote School of Business, McMaster University, Ontario. Cooper is a world expert in the field of new product management and is one of three Crawford Fellows of the Product Development and Management Association. He has published over 120 articles in leading journals on new product management, and is twice winner of the prestigious Maurice Holland Award from the Industrial Research Institute, Washington. Cooper has also written 11 books on new product management, including the best-seller, *Winning at New Products* (5th edition, 2017) which has become the "bible" for new product development.

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**Eric (Er) Fang** is Professor of Business Administration and James F. Towey Faculty Fellow at the University of Illinois' College of Business. His research and teaching interests are in marketing strategy in digital and data-rich environments, customer-driven and business model innovation, and dynamic empirical modeling. He holds a PhD in Marketing from the University of Missouri and an MS in Economics from Fudan University. He has been selected for the American Marketing Association (AMA) Varadarajan Award for Early Career Contributions to Marketing Strategy Research and the Marketing Science Institute (MSI) Young Scholar's program, and has served several times as an AMA-Sheth Foundation Doctoral Consortium faculty member.

**Gregory J. Fisher** is Assistant Professor of Marketing at Miami University's Farmer School of Business. He earned his PhD in Business Administration at the University of Illinois, where he completed his dissertation on open innovation. Additionally, he earned an International MBA from the University of South Carolina – Moore School of Business, where he was a Darla Moore Fellow, and a BA in Economics from the University of Missouri at Kansas City, where he was a University of Missouri Curators Scholar. His research interests include marketing strategy, marketing capabilities, inter-organizational learning, open innovation, 3D printing, and new product development.

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**Jacob Goldenberg** is Professor of Marketing at the Arison School of Business, IDC Herzeliya, Israel, and visiting Professor at the Columbia Business School. He received his PhD from the Hebrew University of Jerusalem in a joint program of the School of Business Administration and Racach Institute of Physics. His research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics, and social networks effects. Goldenberg has published in leading journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Nature Physics*, and *Science*. He was editor-in-chief of the *International Journal of Research in Marketing*, and an academic trustee at the Marketing Science Institute. He is co-author of *Cracking the Ad Code* (2009, with Amnon Levav, David Mazursky, and Sorin Solomon) and *Creativity Templates in New Products* (2002, with David Mazursky). His scientific work has been covered in the *New York Times*, *Wall Street Journal*, *Boston Globe*, *BBC News*, *Herald Tribune*, *The Economist*, and *Wired*.

**David A. Griffith** is the Iacocca Chair, Professor of Marketing and Chair of the Department of Marketing at the Lehigh University College of Business and Economics. Prior to joining Lehigh in 2012, Griffith served as the John William Byington Endowed Chair in Global Marketing and Professor of Marketing at the Eli Broad Graduate School of Management at Michigan State University, where he also served as Director of the PhD program in Marketing. He has also served on the faculty of the University of Hawaii at Manoa, the Japan-America Institute of Management Science, Wirtschaftsuniversität Wien, and the University of Oklahoma. Griffith is recognized as a leading scholar in marketing strategy, with specialized knowledge of inter-firm governance strategy, global marketing, and innovation. He has contributed over 100 refereed journal articles to the scholarly literature including the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of International Business Studies*, *Strategic Management Journal*, *Journal of Operations Management*, and *Journal of Retailing*. In 2015 he received the

Hans B. Thorelli Award from the American Marketing Association (AMA) for significant long-term contributions to International Marketing Theory and Practice and in 2014 he received the Carl & Ingeborg Beidelman Research Award in Business & Economics from Lehigh University. He served as editor-in-chief (2008–13) of the AMA's *Journal of International Marketing*, and currently serves on numerous journal editorial review boards. Griffith also served on the AMA's Academic Council (2014–17), which advocates for the AMA's academic membership, has stewardship of major events in the discipline, and spearheads numerous thought leadership and developmental events for doctoral students and marketing faculty.

**Elio Keko** is a PhD candidate at the Erasmus School of Economics of Erasmus University in Rotterdam. His research focuses on understanding what makes grassroots innovation initiatives successful and how firms can best unlock the passion of employees. Keko's work specifically concentrates on the delicate balance between grassroots principles that motivate employees and control mechanisms imposed by firms to ensure that ideas generated by employees are well aligned with the company's overall resources and vision. He is also an Associate at MTP<sup>2</sup> (Marketing, Technology and Innovation Institute). Keko has been involved in executive training initiatives and grassroots processes for several multinational companies and organizations including Michelin, Ghent University, Boehringer Ingelheim, and Baloise.

**Venkat Kuppuswamy** is Assistant Professor of Strategy and Entrepreneurship at the University of North Carolina's Kenan-Flagler Business School. His research interests are in entrepreneurship and corporate diversification. Within the realm of entrepreneurship, Kuppuswamy has focused on the phenomenon of crowdfunding – a novel source of seed capital for entrepreneurs – and on better understanding when and why individuals (“the crowd”) contribute to crowdfunding campaigns. He has explored the benefits of crowdfunding campaigns for entrepreneurs beyond the immediate funds obtained, as well the importance of an entrepreneur's social media efforts to generate word-of-mouth. His research also focuses on the biases and forms of discrimination confronting minority entrepreneurs and whether crowdfunding truly represents a discrimination-free platform for entrepreneurs to raise capital. He has found that black entrepreneurs continue to face significant discrimination, but has identified various practices that can be implemented by entrepreneurs and crowdfunding platforms to eliminate this bias. Given the low levels of representation of minority actors within Hollywood's feature films, Kuppuswamy has examined the effects of a film's racial diversity on its box-office performance and has shown that films with more racially diverse casts perform significantly better at the box-office than films with less diverse casts. Within the domain of corporate diversification, his work has identified the circumstances under which diversification is more valuable for firms, including the 2008 financial crisis, as well as in countries with weak institutional environments. Recently, he has investigated how the horizontal scope of an organization influences the rate at which it learns, using the US hospital industry as an empirical setting. His research has appeared in scholarly journals such as *Management Science* and *Journal of Business Venturing*. Popular press outlets including *The Atlantic*, *Huffington Post*, *Washington Post*, and NPR, among others, have also cited his work. Kuppuswamy teaches courses in strategic management, as well as media entrepreneurship and innovation. He received his DBA from Harvard Business School and an Honors Bachelor's of

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**Christine Moorman** is the T. Austin Finch, Senior Professor of Business Administration at the Fuqua School of Business, Duke University. Her research examines the nature and effects of learning and knowledge utilization by consumers, managers, organizations, and financial markets. She studies these topics in the context of innovation, alliances, and public policy. Her research, which has won four best paper awards, has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Public Policy & Marketing*, *International Journal of Research in Marketing*, *Academy of Management Review*, *Administrative Science Quarterly*, and *Harvard Business Review*. Moorman is the founding and current Director of the CMO Survey, which collects and disseminates the opinions of top marketers in order to predict the future of markets, track marketing excellence, and improve the value of marketing in firms and in society. She is co-author of *Strategy from the Outside In: Profiting from Customer Value* (2010, with George Day) – winner of the 2011 Berry Book Prize, and co-editor of *Assessing Marketing Strategy Performance* (2004, with Don Lehmann). She has served on the board of directors and chair of the Marketing Strategy Special Interest Group for the American Marketing Association (AMA), as Director of Public Policy for ACR, and as an academic trustee for the Marketing Science Institute (MSI). Moorman is currently associate editor for the *Journal of Marketing* (2011–present) and *Journal of Marketing Research* (2007–present), was named an AMA Fellow in 2017, received the 2012 Paul D. Converse Award for significant contributions to the field of marketing, and the 2008 Mahajan Award for Career Contributions to Marketing Strategy.

**C. Page Moreau** is the John R. Nevin Chair in Marketing at the Wisconsin School of Business. She received a PhD in Marketing from Columbia University in 1998. Her research focuses on creativity, consumer learning, and innovation. Moreau's work has been published in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*. She is currently associate editor at the *Journal of Consumer Research* and serves on the editorial review boards of the *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Product Innovation Management*, and *International Journal of Research in Marketing*. Moreau was recognized as a Marketing Science Young Scholar in 2003 for her contributions to the field of marketing.

**Hang T. Nguyen** is Assistant Professor at the Eli Broad College of Business at Michigan State University. Nguyen teaches Brand Insights and Strategy for MBA students and New Product Design for undergraduate students. She received her doctorate in Marketing from the University of Connecticut and was a 2013 UConn Hall of Fame Award recipient. Her research focuses on brand and product management, social media engagement, and marketing-finance interface. Nguyen's research has twice won the Best Paper Award of the Brand Management Track at the 2012 and 2014 American Marketing Association (AMA) Winter Educator's Conferences. Her work has been published in the *Journal of Marketing Research* and *Journal of Financial and Quantitative Analysis*. She has received Outstanding Teaching and Scholar Awards for her dedication to teaching and research. Prior to her academic career, Nguyen had almost ten years of professional experience

in the business consulting, investment, and marketing research industries during which she gained insights into key aspects of business and marketing, for example, developing new products, managing brand portfolios, opening new ventures, and promoting foreign investments to developing countries. She was involved in two multi-million dollar projects to promote US and German investments in Vietnam and advised hundreds of foreign investors who wanted to invest in Asian countries. In the US, she worked at Affinova Inc., a global marketing technology company. She regularly collaborates in research with global market research firms, such as Harris Interactive, Millward Brown, and AC Nielsen.

**Gina Colarelli O'Connor** is Professor of Marketing & Innovation Management and Associate Dean for Academic Affairs at Rensselaer Polytechnic Institute's Lally School of Management. Her research examines how established companies link advanced technology development to market opportunities and how they build capabilities for breakthrough innovation. She has published numerous articles in refereed journals including *Journal of Product Innovation Management*, *Journal of Marketing*, *Organization Science* and *R&D Management*, and is co-author of several books about breakthrough innovation in mature industrial firms. O'Connor teaches and consults on the topic of organizational development for breakthrough innovation.

**Jaideep C. Prabhu** is Professor of Marketing and Jawaharlal Nehru Professor of Indian Business at Judge Business School, University of Cambridge. He has published in leading academic journals and his work has been profiled by the BBC, *Bloomberg BusinessWeek*, *The Economist*, *Financial Times*, *Le Monde*, *New York Times*, and *The Times*. He has consulted with or taught executives from Bertelsmann, Barclays, BP, BRAC, BT, GE, the UK government, IBM, ING Bank, the NHS, Nokia, Philips, Roche, Shell, Siemens, Unilever, Vodafone, and Xerox, among others. He is the co-author of *Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth* (2012, with S. Ahuja), described by *The Economist* as "the most comprehensive book yet" on the subject of frugal innovation. His most recent book, *Frugal Innovation*, was published in 2015 and won the Chartered Management Institute's (CMI) Management Book of the Year Award 2016.

**Gert Jan Prevo** is a PhD student at the Erasmus University in Rotterdam. His research is focused on the impact of disruptive changes on existing businesses. More specifically, Prevo is interested in how senior management decisions impact innovation and firm performance during periods of disruptive change.

**Nandini Ramani** is a PhD student in Marketing at the University of Texas, Austin. She is an empirical researcher who uses causal modeling tools to answer relevant marketing questions. Her main research areas include foreign competition, innovation, and corporate social responsibility. She received a BS in Computer Science Engineering from Visvesvaraya Technological University and an MBA from the Indian Institute of Management. Prior to joining the doctoral program, she worked in the telecommunications industry in sales and marketing roles.

**Vithala R. Rao** is the Deane Malott Professor of Management and Professor of Marketing and Quantitative Methods, Johnson Graduate School of Management, Cornell-SC Johnson College of Business, Cornell University. He holds Master's degrees

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**Steven M. Shugan** is the McKethan-Matherly Eminent Scholar Chair and Professor at the University of Florida. He teaches multivariate statistics, marketing models, and advanced marketing management. His PhD in Managerial Economics is from Northwestern University. He was formerly a full professor at the University of Chicago (13 years), an assistant professor at the University of Rochester (two years), and an instructor at SDA Bocconi, Milano. He has taught marketing, econometrics (Chicago), statistics (Florida), and computer science (Northwestern). Shugan was editor-in-chief of *Marketing Science* (six years), editor of *Journal of Business*, and associate editor of *Management Science* and has served on over ten editorial boards including the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Marketing Research*. He has numerous publications (including 27 editorials and commentaries) and has made over one hundred professional presentations in over 22 countries. He is an INFORMS Fellow as well as Inaugural Fellow of the Society for Marketing Science. Shugan has won several best paper awards (including *Marketing Science* twice, *Journal of Marketing*, *Journal of Retailing*, *Journal*

of *Service Research* as finalist, *Journal of Marketing Research* as finalist) as well as best teaching awards. He was recipient of the INFORMS Service Award with other awards by several universities. He has consulted for over 20 different firms and written commercial software including a simulation game. He has served on numerous committees including the tenure and promotion committees at both the University of Chicago and University of Florida (chair). Shugan was past chairman of the INFORMS College on Marketing, twice organizer of the Marketing Science Conference, and chair of numerous dissertation committees. His current research includes services marketing (integrating operations), metrics, entertainment marketing, advance-selling, normative methods for modeling competition, markets for evaluative information, models of selling, and product policy.

**Raji Srinivasan** is Sam Barshop Professor of Marketing Administration at the Red McCombs School of Business, University of Texas at Austin. Srinivasan joined the University of Texas at Austin in 2000. She received her PhD from Pennsylvania State University and an MBA from the Indian Institute of Management, Ahmedabad. She has a Master's degree in Physics from Madras Christian College, Chennai, India and a Bachelor's degree in Physics from Women's Christian College, Chennai. Srinivasan's primary research interests are in the areas of organizational innovation, marketing metrics, and the sharing economy. Her papers have appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Journal of Product Innovation Management*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and *International Journal of Research in Marketing*. Srinivasan is the inaugural winner of the Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor (2009) and the American Marketing Association (AMA) Varadarajan Award for Early Career Contributions in the area of Marketing Strategy and Management (2010).

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