
Editors and contributors

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*.

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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.

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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 MTP² (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

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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.

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