
Contributors

Aydın Alptekinoğlu

Aydın Alptekinoğlu is an Associate Professor of Supply Chain Management and Robert G. Schwartz University Endowed Fellow in Business Administration at Penn State's Smeal College of Business. He holds a Ph.D. in Operations Management from the UCLA Anderson School of Management. His broad research interest is in product strategy. In particular, he studies product variety management, assortment planning, (mass) customization of goods and services, retail returns, pricing, and other aspects of product strategy that lie at the interface of operations and marketing. His current research projects include developing a discrete choice model, studying flexible product designs that can be reconfigured on demand for different uses by consumers, and understanding store returns for online purchases. He is currently teaching a capstone course to Smeal seniors majoring in supply chain management, and a Ph.D. course on the tools (e.g., discrete choice theory) and topics (e.g., product variety management) that make up the operations-marketing interface research. He is also serving Penn State as the Research Director of the Center for Supply Chain Research.

Zhiling Bei

Zhiling Bei is a fourth-year doctoral student in marketing at the University of North Carolina, Chapel Hill. His research interests include retailing and channel management. He is studying entry and exit phenomena in his dissertation. More specifically, he studies whether and how online marketplaces can help manufacturers to tap new opportunities in emerging markets. In another essay, he looks at the halo effects (spillover) of online marketplace entry by established brands on entrenched brick-and-mortar stores. Moreover, he and his co-authors examine how retailers' exits impact the local market structure and competitive landscape. Prior to joining the doctoral program, he worked for Walmart and The Hershey Company. He holds a B.S. degree in Chemistry from Nanjing University and an M.S. degree in Marketing Research from Michigan State University.

Ruth N. Bolton

Ruth N. Bolton is Professor of Marketing at the W.P. Carey School of Business, Arizona State University. She is the recipient of the 2016 American Marketing Association/Irwin/McGraw-Hill Distinguished

Marketing Educator Award and the 2007 recipient of the Christopher Lovelock Career Contributions to Services Award. Both awards are given to only a select few marketing academics; they recognize distinguished service and sustained outstanding contributions to the field of marketing. She previously served as 2009–2011 Executive Director of the Marketing Science Institute. She studies how organizations can improve business performance over time by creating, maintaining, and enhancing relationships with customers. Her recent research has focused on the customer experience, multi-channel management, and high technology and interactive services sold in global business-to-business markets. She previously held academic positions at Vanderbilt University, the University of Oklahoma, Harvard University, University of Maryland, and the University of Alberta. She also spent eight years with Verizon, working on projects in the telecommunications and information services industries. Her earlier published articles investigate how organizations' service and pricing strategies influence customer satisfaction, loyalty, and revenues. She has extensive experience with survey research design, as well as the econometric analysis of large-scale, integrative data bases. Her research is typically conducted in partnership with businesses, such as the Marriott Corporation, Hewlett-Packard and Schneider National Inc. She has also participated in executive education programs around the world. She has published articles in the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research*, *Management Science*, *Marketing Science*, and other leading journals. She previously served as Editor of the *Journal of Marketing* (2002–2005) and as Area Editor of the *Journal of Marketing Research* (2005–2007), as well as serving on the Editorial Review Boards of other leading marketing journals. She has also served on the Board of Trustees of the Marketing Science Institute and the Board of Directors of the American Marketing Association. She received her B.Comm. with honors, from Queen's University (Canada), and her M.Sc. and Ph.D. from Carnegie-Mellon University.

Els Breugelmans

Els Breugelmans is Professor of Marketing at KU Leuven, Belgium. She received a Ph.D. in Applied Economic Sciences from the University of Antwerp, and previously held positions at the Maastricht University, the Netherlands. Her research focuses on retail modeling, covering topics on omni- and multichannel shopping behavior, retailer–manufacturer relationships and loyalty programs. Her research has been published in leading journals like the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of Retailing*. She is member of the editorial

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Bart J. Bronnenberg

Bart J. Bronnenberg is a Professor of Marketing at the Tilburg School of Economics and Management. He is also a research fellow of the Centre for Economic Policy Research (CEPR) in London. He holds Ph.D. and M.Sc. degrees in management from INSEAD, Fontainebleau, France, and an M.Sc. degree in industrial engineering from Twente University, the Netherlands. Bart previously held appointments at the University of Texas in Austin (1994–1998), the University of California, Los Angeles (1998–2007), Tilburg University (2007–2017), and Stanford University (2017–2018). His current research covers (1) convenience and retailing, (2) branding and entry barriers, and (3) consumer search behavior and online product search. His publications on these topics have appeared in leading academic journals in business and economics. With his co-authors, he has been a recipient of the 2003 and 2008 Paul Green Award, the 2003 IJRM Best Paper Award, and the 2003 and 2016 John D.C. Little Best Paper Award. He was also awarded a 2010–2015 grant from the Dutch Science Foundation, NWO, and a 2008–2011 Marie-Curie grant from the European Research Council.

Katia Campo

Katia Campo, Professor of Marketing at KU Leuven (Belgium). She obtained a Ph.D. in Applied Economics from the University of Antwerp (1997), for research explaining and examining the relationship between variety-seeking behavior and the effectiveness of different types of sales promotions. Further research predominantly focused on (grocery) retailing topics, such as stock-out effects, effectiveness of in-store displays and the reasons for and implications of shopping behavior involving multiple stores, different store formats and multi-channel store visits. The results have been published in international marketing journals, such as the *Journal of Marketing Research*, the *International Journal of Research in Marketing*, the *Journal of Retailing* and *Marketing Letters*. Katia Campo passed away on March 7, 2018 during the book's production.

Alexander Chernev

Alexander Chernev is a Professor of Marketing at the Kellogg School of Management, Northwestern University. He holds a Ph.D. in Psychology from Sofia University and a Ph.D. in business administration from Duke University. His research applies theories and concepts related to

consumer behavior and managerial decision-making to develop successful marketing strategies. He is an area editor for the *Journal of Marketing* and serves on the editorial boards of top research journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and the *International Journal of Research in Marketing*. His research has been published in leading marketing journals and has been frequently quoted in the business and popular press, including *Scientific American*, *Associated Press*, *Business Week*, *Forbes*, *Newsweek*, *The Wall Street Journal*, *Financial Times*, *The New York Times*, *The Washington Post*, and *Harvard Business Review*. He has written numerous articles focused on marketing strategy, brand management, consumer behavior, and behavioral decision theory. Based on research impact, he was ranked among the top 10 most prolific scholars in the leading marketing journals by the *Journal of Marketing* and among the top 5 marketing faculty in the area of consumer behavior by a global survey of marketing faculty published by the *Journal of Marketing Education*. He has received numerous teaching awards, including the Chair's Core Course Teaching Award, Kellogg Faculty Impact Award, and the Top Professor Award from the Kellogg Executive MBA Program, which he received nine times. In addition to research and teaching, he is an Academic Trustee of the Marketing Science Institute and serves as an expert in business strategy, brand management, consumer behavior, and intellectual property matters.

Marnik G. Dekimpe

Marnik G. Dekimpe holds a Ph.D. from University of California, Los Angeles, and is Research Professor of Marketing and Head of the Marketing Department at Tilburg University (The Netherlands) and Professor of Marketing at KU Leuven (Belgium). He has won best paper awards in *Marketing Science* (1995, 2001), the *Journal of Marketing Research* (1999), the *International Journal of Research in Marketing* (1997, 2001, 2002, 2013), and *Technological Forecasting and Social Change* (2000), as well as two long-term impact awards (in 2010 and 2017) for papers published in the *Journal of Marketing*. His work has also been published in journals such as *Management Science*, the *International Journal of Money and Finance*, the *Journal of Retailing*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Econometrics*, among others. He was the recipient of the AMA Marketing Strategy SIG 2017 Mahajan Award for Lifetime Contributions to Marketing Strategy Research. In 2016, he won the EMAC Distinguished Marketing Scholar Award, a lifetime achievement award granted by the European Marketing Academy. In 2010–2012, he served as editor-in-chief of the *International Journal*

of *Research in Marketing*, the leading European marketing journal. He currently is an Associate Editor with the *Journal of Marketing Research*, the *Journal of the Academy of Marketing Science*, and the *Journal of Marketing Behavior*, and serves on the editorial boards of *Marketing Science*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, the *Journal of Retailing*, the *Review of Marketing Science*, the *Journal of Interactive Marketing*, and *Marketing Letters*, among others. In 2007 and 2014, he was awarded the Best Reviewer Award of the *Journal of Marketing*. In 2007–2013, he was an academic trustee with the Marketing Science Institute. He is currently an academic trustee with AiMark, where he is also program coordinator of the Marketing-Mix Effectiveness competence area.

Edward J. Fox

Edward J. Fox is Associate Professor of Marketing and W.R. & Judy Howell Director of the J.C. Penney Center for Retail Excellence at Southern Methodist University's Cox School of Business. His research focuses on retail management, shopping behavior, and statistical analysis. He earned Ph.D. and M.A. degrees from the Wharton School at the University of Pennsylvania, M.B.A. and M.S. degrees from Northwestern University, and a B.S. degree from the United States Military Academy at West Point. His articles have appeared in top academic journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Operations Research*, *Journal of Business*, and *Journal of Retailing*, as well as in the trade press. His observations about marketing and retailing have been carried in the *New York Times*, *Bloomberg Business Week*, *Wall Street Journal*, *USA Today*, *Fox News*, *Newsweek Japan*, *Fast Company* magazine, the Diane Rehm Show, NPR Marketplace, the Christian Science Monitor, and *Women's Wear Daily*, among others. He has also consulted with a number of companies about retail management and marketing. Before coming to the SMU Cox School, he was Research Director of the Center for Retail Management and Adjunct Assistant Professor of marketing at the J.L. Kellogg School of Management at Northwestern University. He worked extensively with a leading grocery retailer and a consortium of packaged goods manufacturers to re-engineer "category management," a market-driven approach to packaged goods retailing. He also co-wrote the "Category Management Implementation Guide Series," a set of practical guides to category management implementation.

Álvaro Garrido-Morgado

Álvaro Garrido-Morgado has a degree in Business Administration and Management, a degree in Law, a M.Sc. in Business Research and a Ph.D. in Economics and Business from the University of Salamanca (Spain). He

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Dinesh K. Gauri

Dinesh K. Gauri is a Professor of Marketing and Walmart Chair in Marketing and Executive Director of Retail Information at Sam M. Walton College of Business at University of Arkansas in Fayetteville. His research and teaching interests are in the areas of Retailing, Pricing, Branding, Marketing Analytics, Store Performance Measurement, and Revenue Management. He served as an Assistant and Associate Professor of Marketing at Syracuse University prior to joining the Sam M. Walton College of Business faculty. His research has been published in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *Marketing Science*, *Management Science*, and *Journal of Travel Research*. He is currently Associate Editor of the Retailing area at *Journal of Business Research* and he also serves on the editorial review board of the *Journal of Retailing* and *Journal of Academy of Marketing Science*. He has also been a visiting scholar at Dartmouth College and Cornell University. He is the recipient of many research and teaching awards at Syracuse University. He received the Davidson Honorable Mention Award for the Best Article published in *Journal of Retailing*. He has been recognized as an Emerging Thought Leader in Retailing. His dissertation work has been recognized by Fordham University Pricing Center, AMA Retailing SIG and the Miller Center for Retailing at University of Florida. He has been cited in various media outlets including the *Wall Street Journal*, *Post Standard*, *San Francisco Chronicle*, and National Public Radio. He earned his integrated Master in Science degree in Mathematics and Computers from Indian Institute of Technology, Delhi, India. He earned an M.A. in Economics and a Ph.D. in Marketing from University at Buffalo.

Karen Gedenk

Karen Gedenk joined the University of Hamburg in 2010 and holds the chair for Marketing and Pricing at the University's Business School. She has previously been a full professor at the Goethe University Frankfurt (2000–2004) and at the University of Cologne (2004–2010). She studied Business Administration at the WHU – Otto Beisheim School of Management, the ESC Lyon (France) and Northwestern University (USA). She obtained her Ph.D. and “Habilitation” from the University of Kiel. She has been a Visiting Scholar at the Tuck School of Business at Dartmouth (USA), at INSEAD (France), at the University of Vienna (Austria), and at the University of Technology Sydney (Australia). She

teaches classes on Pricing, Promotions and Marketing Research. Her research also focuses on Pricing and Promotions. She studies the effects of these marketing instruments empirically, using market data and experimental surveys. She cooperates with many companies, especially in the fast-moving consumers goods and media industries. Her work has been published in major journals like *Journal of Marketing Research*, *Journal of Marketing*, and *International Journal of Research in Marketing*. Karen Gedenk is co-editor of *Schmalenbach Business Review/Zeitschrift für betriebswirtschaftliche Forschung*. From 2014–2016 she was Associate Dean of Research of the newly founded Business School at the University of Hamburg.

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Inge Geyskens is Professor of Marketing at Tilburg University (The Netherlands). Her articles have appeared in leading journals such as *International Journal of Research in Marketing*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Academy of Management Journal*, and *Strategic Management Journal*. She has written several award-winning papers, and her work has been awarded repeatedly with European and Dutch scholarships.

Katrijn Gielens

Katrijn Gielens is Associate Professor at the Kenan-Flagler Business School at the University of North Carolina. She received her Ph.D. in applied economics from KU Leuven. Before she joined UNC Kenan-Flagler, she served on the faculty of the RSM Erasmus University and Tilburg University. Her research focuses on the dynamics in the retailing industry and relationships between retailers and brand manufacturers. Her work has been published in leading journals such as the *Journal of Marketing Research*, *Journal of Marketing*, *International Journal of Research in Marketing (IJRM)*, *Journal of Consumer Research*, and *Marketing Science*. Two of her articles were awarded the IJRM Best Article Award. For two other papers she received the long-term impact award from the American Marketing Association. She also received a nomination for the Paul E. Green Award. She serves on the editorial board of the *Journal of Marketing*, the *Journal of Retailing* and the *International Journal of Research in Marketing*.

Els Gijsbrechts

Els Gijsbrechts is Professor of Quantitative Marketing at Tilburg University, The Netherlands. She is a Senior Editor for the *International Journal of Research in Marketing*, and the program coordinator of the Retailing competence area of AiMark. She received a Ph.D. in Applied

Economic Sciences from the University of Antwerp, and previously held positions at the University of Antwerp, FUCAM and KU Leuven. Her research focuses on modeling consumers' shopping behavior and their responses to retailer and manufacturer decisions, such as shelf layout, price (promotions), branding, stock-outs and assortment decisions. Her research has been published in leading journals like the *Journal of Marketing Research*, *Marketing Science*, the *International Journal of Research in Marketing*, and the *Journal of Retailing*, and received several nominations, such as those for the IJRM Best Paper Award, the Davidson Award, and the William O'Dell Award.

Óscar González-Benito

Óscar González-Benito has a degree in Mathematics from the University of Salamanca (Spain) (1995), an M.Sc. degree in Marketing from UMIST (UK) (1997) and a Ph.D. in Economics and Management Sciences from the University of Salamanca (Spain) (1999). He is Professor of Marketing at the University of Salamanca. His main research area is distribution and retailing, and has regularly published on topics related to market response to retail strategies and trends.

Dhruv Grewal

Dhruv Grewal holds a Ph.D. from Virginia Tech and is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on marketing research, the broad areas of value-based marketing strategies, services and retailing, and pricing. He is listed in The World's Most Influential Scientific Minds, Thompson Reuters 2014 (only 8 from the Marketing field and 95 from economics and business are listed). He is an Honorary Distinguished Visiting Professor of Retailing and Marketing, Center for Retailing, Stockholm School of Economics, an Honorary Distinguished Visiting Professor of Retailing and Marketing, Tecnológico de Monterrey, a GSBE Extramural Fellow, Maastricht University and has been a Visiting Scholar at Dartmouth, U.S. He has served as a faculty member at the University of Miami, where he has also served as a department chair. He currently serves on numerous editorial review boards, such as *Journal of Marketing* (area editor), *Journal of the Academy of Marketing Science*, *Journal of Marketing Research* and *Journal of Public Policy and Marketing*. He also received Best Reviewer Awards (*Journal of Retailing*, 2008, *Journal of Marketing*, 2014), Outstanding Area Editor (*Journal of the Academy of Marketing Science*, 2016, *Journal of Marketing*, 2017) and a Distinguished Service Award (*Journal of Retailing*, 2009). He was awarded the 2013 University-wide Distinguished Graduate Alumnus from his alma mater Virginia

Tech, the 2012 Lifetime Achievement Award in Pricing (AMA Retailing & Pricing SIG), the 2010 Lifetime Achievement Award in Retailing (AMA Retailing SIG), the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University, November 2005) and the Academy of Marketing Science Cutco/Vector Distinguished Educator Award in May 2010. He is a “Distinguished Fellow” of the AMS. He has served as VP Research and Conferences AMA Academic Council (1999–2001) and as VP Development for the AMS (2000–2002). He was co-editor of *Journal of Retailing* (2001–2007). He has also co-authored textbooks on Marketing, M Series: Marketing, Retailing Management, and Marketing Research. He has taught executive seminars/courses and/or worked on research projects with numerous firms, such as Dell, ExxonMobil, IRI, Radio Shack, Telcordia, Khimetriks, Profit-Logic, McKinsey, Ericsson, Motorola, Nextel, FP&L, Lucent, Sabre, Goodyear Tire & Rubber Company, Sherwin Williams, and Asahi. He has delivered seminars in the U.S., Europe, Latin America, and Asia. He has served as an expert witness or worked as a consultant on numerous legal cases. He serves on the Board of Directors of Babson Global.

Ryan Hamilton

Ryan Hamilton is an Associate Professor of Marketing at Emory University’s Goizueta Business School. He received his Ph.D. in Marketing from Northwestern University’s Kellogg School of Management. His research investigates shopper decision-making: how brands, prices, and choice architecture influence decision-making at the point of purchase. He is a leading scholar in the area of retailer price image, exploring how customers form store-level price impressions and how those impressions influence consumer behavior. His research has been published in the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Letters*, *Management Science*, and *Organizational Behavior and Human Decision Processes*, and has been profiled in *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, *Time*, *USA Today*, *The Financial Times* and *CNN Headline News*. In 2016, he co-authored a book, *The Intuitive Customer*, which applies the insights from research on consumer psychology and decision-making to more effectively managing customer experiences. He has also produced two lecture series, “Critical Business Skills for Success: Marketing” and “How You Decide: The Science of Human Decision Making,” for The Great Courses. He was a 2013 Marketing Science Institute Young Scholar and in 2011 was named one of “The World’s Best 40 B-School Profs Under the Age of 40” by Poets & Quants. He has an eclectic background, which includes both

an undergraduate degree in physics and time spent performing stand-up and sketch comedy. He is the proud father of five young children, which means he spends much of his time exhausted and slightly ruffled. This also gives him some social cover for his unabashed enthusiasm for Lego and superhero movies. He has never run a marathon and has no intention of ever doing so.

Ramkumar Janakiraman

Ram Janakiraman is a Professor of Marketing and a Business Partnership Foundation Research Fellow at the Darla Moore School of Business. He has a Ph.D. in Business Administration (Marketing) from the Marshall School of Business at the University of Southern California in Los Angeles. His teaching interests lie in the intersection of quantitative techniques and marketing applications such as marketing analytics, database marketing, pricing analytics, and marketing research. He currently teaches graduate level courses of marketing analytics, customer relationship management and data mining. Prior to joining USC, he was on the faculty at the Mays Business School at Texas A&M University. His research interests are primarily in the domain of econometric modeling of firm and consumer decision-making. His research encompasses digital marketing, multichannel retailing, social media marketing analytics, big data issues, health care and public policy. His research is forthcoming or has appeared in journals such as *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Information System Research*, *Journal of Consumer Psychology*, *Decision Sciences*, *Journal of Management*, and *Annals of Family Medicine*. His research interests include consumer learning/structural models, applied econometric models, social and digital media, multichannel marketing, big data issues, and health/health care marketing.

Omid Kamran-Disfani

Omid Kamran-Disfani is a Doctoral Candidate and Adjunct Professor of Marketing at the University of Missouri's Trulaske College of Business. His research revolves around multiple areas in retailing including Category Management, Retail Buying, Store Design, and Store Format. His research has been published in the *Journal of Business Research* and one of his papers is under advanced review at *AMS Review*. He is also currently working on a few projects targeted at top marketing academic journals. He received his Masters Degree in Marketing from the University of Leeds (UK) and his B.Sc. in Industrial Engineering from Tehran Polytechnic University (Iran). He has taught multiple sections of Marketing Management, Marketing Research and Principles of Marketing at the University of Missouri.

Anthony R. Koschmann

After holding several industry positions in market intelligence-related roles (including a major retail chain), Anthony pursued an academic route to focus on research. His current research interests include brand strategy, market structures, retailing, and entertainment products and his research has appeared in or accepted at *International Journal of Research in Marketing*, *European Journal of Marketing*, *Journal of Brand Management*, and *International Economic Journal*. He currently teaches market research for undergraduate and MBA students, as well as media and social marketing strategy in an online master's program at Eastern Michigan University. He has a Ph.D. from Emory University and MBA from Indiana University.

Peter Linzbach

Peter Linzbach has more than 25 years of experience in international retail. He joined OTTO Group in 1986 and became a member of the board of Schwab Versand AG in 1993. He joined METRO Group in 1998, became Managing Director of Metro Cash & Carry Germany in 2000 and was appointed a Member of the Executive Board of Directors of Metro Cash & Carry International in 2003, first as COO and in 2006 as CCO. Since 2010, he has been Shareholder, Chairman and CEO of an investment firm, holds board positions as Chairman and NED at several companies, and acts as visiting lecturer in retail management at the University of Cologne and holds an M.B.A. and Ph.D. from the University of Cologne.

Murali K. Mantrala

Murali K. Mantrala is Sam M. Walton Distinguished Professor of Marketing, Chair of the Marketing Department, Courtesy Professor of Journalism at University of Missouri, Columbia, and visiting Professor at Guangdong University of Finance and Economics, China. His previous positions include J.C. Penney Associate Professor at the University of Florida, Gainesville, Manager at ZS Associates, Evanston, Illinois, and visiting faculty appointments at Bar-Ilan, Chicago, Cologne, Columbia, Duke, ISB, Loughborough, Rutgers, Vanderbilt, Washington-St. Louis, and WHU Koblenz universities. He holds a Ph.D. in Marketing from the Kellogg School, Northwestern University, MBA degrees from the University of Minnesota, Minneapolis, and Indian Institute of Management, Calcutta, and a bachelor's degree in Physics from University of Delhi. His research interests are varied and he has published extensively on managerial questions in the domains of retail pricing, category management, and shopper marketing strategies; two-sided platform marketing and pricing strategies; and sales force resource allocation and compensation design. Two of his papers in *Journal of Marketing Research* were finalists for the O'Dell Award, while two others he has co-authored in *Marketing Science* and *Journal of Interactive*

Marketing won the Frank M. Bass Best Dissertation Paper Award and the 2013 Best Paper Award respectively. He has co-edited a well-received book on retailing research, *Retailing in the 21st Century* (Springer, 2010), and is currently Co-Editor-in-Chief of *Journal of Retailing*. He also serves/served on the editorial boards of *Journal of Marketing*, *Marketing Science*, *Journal of Academy of Marketing Science*, *Journal of Business Research*, and *Journal of Personal Selling and Sales Management*. He co-chaired the 43rd AMA Sheth Foundation Doctoral Consortium at MU in 2008. In 2010, he received the Humboldt Research Award for lifetime collaborative research from the Alexander Humboldt Foundation in Berlin, Germany.

Mercedes Martos-Partal

Mercedes Martos-Partal has a degree in Economics and Business Science from the University Complutense of Madrid (Spain) (1998) and a Ph.D. in Business Administration and Quantitative Methods from University Carlos III of Madrid (Spain) (2005). She is Associate Professor of Marketing at the University of Salamanca. Her main research areas are in retailing and consumer behavior. She is regularly published in academic journals.

Jeffrey R. Parker

While the specific topics vary, Jeff's broad research interests lie in how consumers' mental representations of choice contexts influence their decisions, and vice versa. Under this broad umbrella, he has investigated how consumers respond to food labels (e.g., low-calorie, organic, and the like), how gift cards change what consumers purchase, and how varying the order in which consumers choose attributes can change how they perceive their ultimately chosen options. In other work, he has examined how brands should expand via brand extensions, how consumers evaluate their decisions, and how responsibility is attributed. His work has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Psychological Science*, *Journal of Retailing*, and *Journal of Marketing Theory and Practice*. Jeffrey Parker is at the University of Illinois, Chicago. Currently, he teaches systematic creativity at the undergraduate level and consumer (buyer) behavior at the undergraduate, Master's and Ph.D. levels and completed his Ph.D. at Columbia University.

J. Andrew Petersen

J. Andrew Petersen is an Associate Professor of Marketing at the Pennsylvania State University. He has a Ph.D. in Business Administration (concentration in Marketing) from the University of Connecticut. He has a BA with Honors in Economics from the University of North Carolina at Chapel Hill. His research interests include measuring and maximizing customer/donor lifetime value (CLV/DLV) and customer/donor equity,

managing customer product return behavior, measuring the value of word of mouth, selling and sales management, and linking marketing metrics to financial performance. His research has been published in journals including *Journal of Marketing*, *Journal of Marketing Research*, *Harvard Business Review*, *MIT Sloan Management Review*, *The Wall Street Journal*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, and *Journal of Service Research*, among others.

Brian Ratchford

Brian Ratchford's research focuses on economics applied to the study of consumer behavior, information economics, marketing productivity, marketing research, and electronic commerce. He has published more than 80 articles in leading marketing journals, including *Marketing Science*, *Management Science*, *Journal of Consumer Research*, and *Journal of Marketing Research*. He has been a pioneer in developing methods to improve the product development process. In 2009, he and his co-authors were awarded the Lehmann Award by the American Marketing Association for their research article "Incorporating Subjective Characteristics in Product Design and Evaluation," which was published in the *Journal of Marketing Research* in 2008. The study developed the first formal model that measures user preferences for subjective attributes during the new product design process. The scholars' work can help improve the new product design process that is undertaken by product inventors and engineers. He is the recipient of the Distinguished Service Award from the *Journal of Consumer Research* and is a fellow of the INFORMS Society for Marketing Science. He said he is most proud of having supervised 30 doctoral students throughout his career. "That's been neat because they've gone on to nice careers," he said. "They seem to be happy by and large. It's been nice to help them get published and guide them." He is currently the editor of the *Journal of Interactive Marketing*. He also serves on the editorial boards of *Journal of Consumer Research* and *Journal of Marketing*. Before joining UT Dallas in 2006, he had taught at the University of Maryland since 1999. He also taught at State University of New York at Buffalo from 1971 to 1999. He earned his Bachelor's Degree in English from Canisius College. He earned a MBA from the University of Rochester, where he also completed a Ph.D. in Business Economics.

Werner Reinartz

Werner Reinartz is a Professor of Marketing at the University of Cologne, and the Director of the Center for Research in Retailing (IFH), Germany. Also, he is the speaker of the research initiative "Digital Transformation and Value Creation" at the University of Cologne. Previously, he was the Cora

Chaired Professor of Retailing and Management at INSEAD, France. He holds a Ph.D. in Marketing from the University of Houston. His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer relationship management (CRM), and service strategies. His work in these domains has been recognized with major academic awards, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in *Journal of Marketing Research* or *Journal of Marketing*, the 2003 and 2005 MSI/Paul Root Award of the *Journal of Marketing*, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline. He has published extensively in journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Marketing*, and *Journal of Service Research*. In addition, his research was presented in five different feature articles in *Harvard Business Review*. Furthermore, he is area editor at the *Journal of Marketing* and *Journal of Marketing Behavior* as well as a member of the editorial boards of *Marketing Science* and *Journal of Retailing*. In terms of research productivity, he has been ranked among the top 2.5 percent of scholars in the world in terms of the time-adjusted publication rate in the top four journals in the marketing discipline. He also has been ranked as the No. 1 scholar outside the US in citations in top marketing journals from 2003–2012. In terms of research and executive training, he has worked extensively with many Fortune500 and EuroStoxx50 companies.

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Marc Vanhuele (Ph.D. UCLA) is Professor of Marketing. He teaches marketing and pricing management. His research focuses on two fields: how customers treat price information and how marketing managers can improve their decision-making through better use of quantitative information on the consumer's mindset. He serves as Associate Dean, responsible for digital and for HEC's participation in Université Paris-Saclay. He also works as consultant in market research and as expert witness in commercial litigation. His research has been published in the leading academic journals in marketing and he is co-author of the book *Consumer Behavior. Applications in Marketing* (Sage, 2017), which brings together the most recent research on consumer behavior of interest to marketers.