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2024

AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM

11th - 14th June 2024

AMA
AMERICAN MARKETING ASSOCIATION

Sheth Foundation
Doctoral Consortium

CONSORTIUM CO-CHAIRS

Magda Hassan

The University of Manchester

Magda Hassan in an Assistant Professor of Marketing at Alliance Manchester Business School. She earned her PhD from the University of Cambridge in 2015. Magda's general research interest is in the field of marketing strategy and the role it plays in addressing global societal challenges. Her current work focuses on discovering strategies to improve the performance of micro-entrepreneurs operating in emerging and subsistence markets. Her research has received a number of awards among which are the Highly Commended Outstanding Doctoral Research Award of the 2014 Emerald/EFMD in Marketing Research and the Worshipful Company of Marketors Best Doctoral Dissertation Award. Her research raised research grants in excess of 160,000 GBP.

Magda has also received a number of excellence in teaching awards from Warwick Business School where she has worked as Assistant Professor of Marketing prior to joining the University of Manchester. She has taught students at the undergraduate, post-graduate and executive level.

Heiner Evanschitzky

The University of Manchester

Heiner Evanschitzky is Professor and Chair of Marketing at Alliance Manchester Business School, University of Manchester (UK). Heiner received his PhD and Habilitation from the University of Muenster (Germany). He held visiting positions in Switzerland, France, Australia and the US.

Heiner's research investigates interesting and relevant problems with an attempt to develop impactful conclusions. The current focus primarily lies in Retail Marketing/Management where he investigates technology in retailing, customer inspiration & store atmospherics, customer participation, relationship marketing, and profit chain models.

Heiner's work has been published in leading journals such as Journal of Marketing, Journal of Management, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, International Journal of Research in Marketing, and Journal of Product Innovation

Management. Heiner currently serves as Associate Editor for the British Journal of Management.

Matti Jaakkola

The University of Manchester

Dr Matti Jaakkola is a Senior Lecturer in Marketing Management & Strategy at Alliance Manchester Business School. Prior to joining University of Manchester in July 2018, Matti has worked at Aalto University School of Business (Helsinki, Finland), at Aston Business School (Birmingham, UK) and most recently at University of Southampton (UK). His research efforts are driven by managerial relevance, emphasis being in helping organisations make more informative and effective strategic decisions. Matti's primary research interests revolve around strategic marketing topics and concepts, such as organisational capabilities, marketing performance measurement, marketing analytics, innovation and customer relationship management.

Matti's work has been published in leading journals, such as Journal of Marketing, European Journal of Marketing, Industrial Marketing Management and Journal of Marketing Management. He also regularly presents his latest research in leading conferences around the world and is a member of the European Journal of Marketing's editorial review board. Having won multiple awards for his research, Matti is involved in executive education as well and has consulted companies in a range of industries.

CONSORTIUM FACULTY

Abhijit Guha

University of South Carolina

Abhijit Guha is an Associate Professor of Marketing at the Darla Moore School of Business, University of South Carolina. He also serves as the Academic Director for MBA & MSBA Programs.

Abhijit has a Ph.D. from Duke University and an MBA from INSEAD. He has published articles in the Journal of Marketing, Journal of Marketing Research, Management Science, Journal of Academy of Marketing Science, Journal of International Business Studies, Journal of Retailing, Organizational Behavior and Human Decision Processes, Harvard Business Review, etc.

Much of Abhijit's recent work has focused on Artificial Intelligence and its impact in marketing contexts.

Adriana Samper

Arizona State University

Adriana Samper is Associate Professor of Marketing at the W.P. Carey School of Business at Arizona State University. She received her B.A. in Biological Bases of Behavior from the University of Pennsylvania and her Ph.D. in Marketing from Duke University. Her research explores lay theories, stereotyping, and post-consumption outcomes in the areas of aesthetics, effort, and health. Her work has appeared in outlets such as the Journal of Consumer Research, the Journal of Consumer Psychology, Psychological Science, and the Journal of the Association of Consumer Research. In 2022, she received the AMA Foundation Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor, and was selected as a 2023 Marketing Science Institute Mid-Career Scholar. She is currently on the Editorial Review Boards of the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Consumer Psychology, and the Journal of Public Policy and Marketing.

Ajay Kohli

Georgia Tech

Ajay K. Kohli is a former Editor-in-Chief of the Journal of Marketing, and currently Associate Editor, Journal of Marketing, and Area Editor, International Journal of Research in Marketing.

He has served on the AMA Board of Directors, and currently is EMAC VP Corporate Relations.

His research has been cited over 48,000 times. Two of his articles are among the 10 most cited Journal of Marketing articles in a quarter century. He is among the 100 most cited authors in Business and Economics in a decade.

He has received honorary doctorates from Norwegian Business School, University of St. Gallen and Corvinus University. He is an AMA Fellow, EMAC Fellow, and ISBM Fellow.

He has received the AMA/McGraw-Hill/Irwin award and the Paul D. Converse award, among other career awards. He has received the Sheth Foundation / Journal of Marketing award (twice), the ISBM-David T. Wilson-Sheth Foundation award, and the Alpha Kappa Psi award.

Alex Bleier

Frankfurt School of Finance & Management

Alexander Bleier is Associate Professor of Marketing at the Frankfurt School of Finance & Management. Prior to joining Frankfurt School, he was an Assistant Professor at Boston College. Alex received his Ph.D. from the University of Cologne. He also gained practical experience with two top-management consultancies and a major retail and banking system provider in Germany as well as the German-Argentine Chamber of Industry and Commerce in Buenos Aires, Argentina.

Alex's primary research interests lie at the intersection of digital marketing and consumer decision making. A particular focus concerns the investigation of marketing communication and personalization strategies as well as related topics such as consumer privacy. His work has appeared in leading academic and practitioner journals such as Marketing Science, Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science,

International Journal of Research in Marketing, Journal of Retailing, Harvard Business Review, and Harvard Business Manager.

Alex Zablah

University of Tennessee

Alex R. Zablah (PhD, Georgia State University) is the Gerber/Taylor Professor of Marketing in the Haslam College of Business at the University of Tennessee, and currently serves as head of the Department of Marketing. Zablah's research seeks to improve understanding of how frontline factors – including emerging technologies, organizational processes, and employee attributes – influence the quality of customer-firm interactions, human welfare, and firm performance. His cross-disciplinary research appears in leading marketing, management, and information systems journals, including the Journal of Marketing, Journal of Applied Psychology, Information Systems Research, Journal of the Academy of Marketing Science and International Journal of Research in Marketing. Over the course of his career, Zablah has received several awards for his research, teaching performance and service to others. Most recently, he was recognized with the 2024 "Mathew Joseph" DocSIG mentorship award and as a reviewer of the year by the Journal of Marketing (2021 & 2024).

Alice Li

The Ohio State University

My research contains three streams: consumers' multi-touch multi-channel paths to purchase, free sampling strategies to get consumers started on their purchase journey, and external shocks to consumers' purchase journey due to radical innovations or disruptions.

Many companies track consumers' touchpoints across marketing channels, but struggle to extract meaningful consumer insights from the rich data. My research assesses the incremental value of each marketing channel in a multi-channel environment, often referred to as "attribution" models. I also utilize machine learning models to incorporate the large volume of unstructured textual data left by consumers on their path to purchase.

In addition, I study the quality and function design of free samples and consumers' free-trial behaviors on their purchase decisions. I'm particularly interested in the sampling strategies by subscription-based digital content providers.

I'm also interested in the impact of disruptions, such as radical innovations and external events, on altering consumers' paths to purchase.

Alina Sorescu

Texas A&M University

Alina Sorescu is Professor of Marketing, Chancellor EDGES Fellow and holder of the Paula and Steve Letbetter' 70 Chair in Business at the Mays Business School, Texas A&M University. Her research focuses on business models, product portfolio decisions, branding, acquisitions and alliances, and measuring the financial value of marketing actions. Her research appears in journals such as Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing and others. Alina is the coeditor of the International Journal of Research in Marketing and has served as an Associate Editor or an ERB member at the Journal of Marketing, where she was twice recognized with the best reviewer award, the Journal of Marketing Research, Marketing Science and the Journal of the Academy of Marketing Science.

Amitava Chattopadhyay

INSEAD

Professor Chattopadhyay is an expert on how firms understand and respond to consumers, build strong brands with a purpose, and drive innovation while creating social impact. He has published 80+ articles in leading journals and proceedings, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing Science, Management Science, and Harvard Business Review. He has published 30+ pedagogical cases that have been widely adopted around the world, including a recent VR case. Professor Chattopadhyay has been the recipient of several awards for his research and cases. He is a Senior Fellow at the NBS Center for Emerging Markets and has served as a member of the Association for Consumer Research's Board of Directors.

Professor Chattopadhyay holds a Ph.D. from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a B.Sc. (Honours) degree from Jadavpur University, India.

Amy Dalton

Hong Kong University of Science & Tech

Amy Dalton is an Associate Professor of Marketing at the Hong Kong University of Science and Technology. Her research specializes in consumer behavior, particularly self and social identity, and the influence of nonconscious processes on consumption and other behaviours. Amy's research has been published in leading academic journals in marketing, psychology, and business practice. Amy serves on the editorial boards at the Journal of Consumer Research (2014 – present) and the Journal of Consumer Psychology (2014 – present). She is a former Associate Editor at the Journal of Consumer Psychology (2015 – 2020) and former editorial board member at the Journal of Marketing Research (2014 - 2018). Amy joined HKUST's marketing department in 2008, where she teaches courses in marketing and consumer behavior. She holds a Bachelor of Science in psychology from the University of Toronto and a Ph.D. in marketing from Duke University.

Ana Valenzuela

ESADE-Ramon Llul and Baruch College, CUNY

Ana Valenzuela (ana.valenzuela@esade.edu) is Professor of Marketing. She holds a joint appointment between ESADE-Ramon LLul University and Baruch College, City University of New York. Her PhD is from University of Madrid, Autonoma and her MBA from Georgetown University. She was a Research Fellow at the Haas School of Business, UC Berkeley for three years. She has also served as a faculty member at UC Berkeley, INSEAD, China-Europe International Business School, Hong Kong Science and Technology University, San Francisco Sate University and Universitat Pompeu Fabra.

She has published widely, her articles on consumer-technology interactions and cross-cultural consumer behavior appearing in numerous leading journals, including the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, Organizational Behavior and Human Decision Processes, and JACR. She is a keynote speaker on topics related with consumer psychology in technology-driven environments and in-store strategies and was recognized by the Marketing Science Institute as a must-read author in her field. Ana began her professional career with AC Nielsen, as a marketing consultant for multi-country CPG markets informing their marketing strategies.

Anatoli Colicev

University of Liverpool Management School

Anatoli is a Chair in Marketing, Strategy and Analytics at University of Liverpool School of Management. His research interests are driven by his passions, by the research puzzles, and quite often by the people around him. Anatoli is a quantitative modeler with a Ph.D. in Decision Sciences and Statistics (ESSEC Business School). His collaborations include the fields of marketing, management, operations management, accounting, finance, and economics. His topics include NFTs, blockchain and Web3, social media marketing, marketing-finance interface, ESG, and strategic management. He works with empirical data and collaborates with companies such as Metro AG, YouGov Group, and Equileap. His work has appeared in the Journal of Marketing, Journal of Marketing Research, Strategic Management Journal, International Journal of Research in Marketing, Long Range Planning, Journal of Interactive Marketing, and others.

Anders Gustafsson

BI Norwegian Business School

Anders Gustafsson is a professor of marketing at BI The Norwegian Business School. Dr Gustafsson is also Distinguished Professorial Fellow at the University of Manchester's Alliance Manchester Business School (AMBS). Dr. Gustafsson has published articles in journals such as Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research. He is the former editor in chief for Journal of Business Research. He was the first international president for AMA's (American Marketing Association) academic council. Dr. Gustafsson is also a recipient of the Christopher Lovelock Career Contributions to the Services Discipline Award and an article of the Year Award from the Journal of Service Research. Recently, he has joined The Sheth Foundation and AMA as a member of the board.

Andrew Petersen

Penn State University

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.

Anja Lambrecht

London Business School

Anja Lambrecht is a Professor of Marketing at London Business School. Her research focuses on digital marketing and the digital economy, including platforms, pricing, online advertising and targeting as well as algorithmic biases. Anja's work has been published in Marketing Science, Management Science and the Journal of Marketing Research. In 2014 Anja received the Paul E. Green Award, in 2016 and 2017 she was a finalist for the INFORMS Society of Marketing Science Long Term Impact Award and in 2018 she received the William F. O'Dell Award. In 2020, she received the AMA TechSIG-Lazaridis Prize. She was named an MSI Young Scholar in 2013 and an MSI Scholar in 2020. She is an Associate Editor at Marketing Science, Management Science and Quantitative Marketing and Economics. Since 2023, Anja serves as an independent Digital Expert to the U.K's Competition and Markets Authority. She holds a Ph.D. from Goethe University, Frankfurt, and prior to her academic life worked as consultant at McKinsey & Company in Frankfurt.

Anne Roggeveen

Babson College

Anne Roggeveen (Ph.D. Columbia University) is the Charles Clarke Reynolds Professor of Retailing & Marketing at Babson College. Her research primarily focuses on topics related to retailing and service. She was the joint Editor-in-Chief for the Journal of Retailing and has served on many editorial review boards including Journal of Marketing, Journal of the Academy of Marketing Science, and Journal of Service Research. She is a Fractional Professor at the University of Bath and a Distinguished Visiting Professor in Retail and Marketing at Tecnológico de Monterrey. She has served on the AMA Academic Council and was as an Honorary Visiting Professor at Center for Retailing, Stockholm School of Economics. Her research has been widely

published including in Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, and Journal of Retailing. She has won many awards for her research, teaching, and service.

Anne-Kathrin Klesse

Erasmus University, Rotterdam School of Management

Anne-Kathrin is an Associate Professor in Marketing at Rotterdam School of Management (RSM) and the Academic Director of the Psychology of AI lab at the Erasmus Centre for Data Analytics. She is also the PhD program coordinator of the department.

Her research interests pertain to understanding human-technology interactions with a specific focus on consumer lay beliefs and behavior surrounding (Gen)AI. Whereas existing research in this area predominantly focuses on studying accept or reject decisions of advice from algorithms or AI, her research centers on elucidating consumers' interaction with (Gen)AI and perceptions of their collaboration with (Gen)AI. Moreover, she examines whether knowing that one receives advice from AI or is assessed by AI can fundamentally change the way in which consumers behave.

Her research has been published in leading Marketing journals, such as Journal of Consumer Research (JCR), Journal of Marketing Research (JMR), and Journal of Marketing (JM), as well as in prestigious journals outside Marketing, such as Nature Sustainability.

Anthony Dukes

University of Southern California

Anthony Dukes studies retailing and e-commerce with particular attention to pricing, marketing, law and antitrust. Professor Dukes' research appears in leading academic journals such as Journal of Marketing Research, Management Science, and Marketing Science. He teaches graduate classes in pricing and in marketing analytics. He is Co-Director of the Initiative on Digital Competition at the University of Southern California and is senior editor at the journal Marketing Science.

Aparna Labroo

Northwestern University

Dr. Labroo is a Consumer Psychologist and Professor of Marketing. Her expertise is in judgment and decision-making, including the role emotions play in consumer choices, self-control, pro-social action, and creativity. Her research has featured in New York Times, Time, MSN, Forbes, Financial Times, Business Week, Scientific American, etc. and she has presented her research at several leading business schools worldwide.

She is recipient of the Society for Consumer Psychology Early Career Award (2011), a Marketing Science Institute Young Scholar (2007), currently co-Editor at the Journal of Consumer Psychology and previously Editor-in-Chief of Marketing Letters (2020-2023). She also is on the Policy Boards for JCP's Data Policy (2021), Psychology & Marketing, and Consumer Psychology Review, and serves in an Advisory Role to start-ups and non-profits. An exceptional educator, she is recipient of the J. Keith Murnighan Outstanding Professor Award (2020) and the Chair's Teaching Award (2021).

Arvind Rangaswamy

Penn State University

Arvind Rangaswamy (PhD, Northwestern University) is University Distinguished Professor of Marketing at The Smeal College of Business at Penn State. From 2009 to 2012, he was the Senior Associate Dean for Research and Faculty. Before joining Penn State, he was a faculty member at the Wharton School (University of Pennsylvania) and the Kellogg School of Management (Northwestern University).

His research is focused on methods and models to improve the efficiency and effectiveness of marketing using information technologies. He has published numerous professional articles on marketing analytics and digital marketing in top academic journals and is among the world's leading scholars in these areas (he is listed in the top 600 scholars in business in the US by research.com). He co-authored a widely used textbook on Marketing Analytics titled, Marketing Engineering. He is a Principal and co-founder of DecisionPro, Inc (www.decisionpro.biz, www.enginius.biz), and has consulted for many leading companies including Abbott Labs, IBM, Johnson & Johnson, Pfizer, and SAP among others. He is currently Editor of the Journal of Interactive Marketing. He also served as the Research Director of the eBusiness Research Center at Penn State for 8 years.

His academic honors include Government of India Scholar Award, IC2 Fellow at the University of Texas at Austin, Robert B. Clarke Outstanding Educator Award, Thinkers50 India, and IBM Faculty Partner. In addition, he is a two-time recipient of The Jan-Benedict E.M. Steenkamp Award for Long-Term Impact given by the International Journal of Research in Marketing.

Barbara Kahn

The Wharton School, University of Pennsylvania

Barbara E. Kahn is Patty and Jay H. Baker Professor of Marketing at The Wharton School at University of Pennsylvania. She is an internationally recognized scholar on retailing, variety-seeking, brand loyalty, product assortment and design, and consumer and patient decision-making. She has published more than 80 articles in leading academic journals. She is the author of Global Brand Power: Leveraging Branding for Long-Term Growth and The Shopping Revolution (revised and updated): How Retailers Succeed in an Era of Endless Disruption Accelerated by Covid-19, and coauthor of Grocery Revolution: The New Focus on the Consumer. She has been featured in CNN, CNBC, Forbes, Wall Street Journal, New York Times, NPR, Vox, Politico, and the Hidden Brain Podcast. She also served as Director of the Jay H. Baker Retailing Center and as Executive Director of Marketing Science Institute (MSI). She is the former Dean of the University of Miami's Herbert School of Business and former Vice Dean of the Wharton undergraduate program. She was elected as a Fellow for both Association for Consumer Research (ACR) and Society for Consumer Psychology (SCP). Barbara received her PhD, MBA, and MPhil from Columbia University, and her BA from University of Rochester.

Bernd Schmitt

Columbia University

Bernd Schmitt is Robert D. Calkins Professor of International Business and Faculty Director of the Center on Global Brand Leadership at Columbia Business School in New York. He is also editor-in-chief of the Journal of Consumer Research. He is known for his work on branding and consumer experiences. Schmitt has published in the major marketing journals, consulted in various industries globally, and written nine books which have been translated into 25 languages, including Experiential Marketing, Customer Experience Management, and Happy Customers Everywhere. He currently conducts academic research on emerging digital technologies including artificial intelligence, robots, metaverse, human enhancement, and

crypto-marketing. His work has received more than 40,000 Google Scholar citations.

Cait Lamberton

University of Pennysylvania

Cait Lamberton is the Alberto I. Duran President's Distinguished Professor of Marketing at the University of Pennsylvania's Wharton School. Her research spans topics related to retail environments, responses to taxation, emotions, and the role of dignity in marketplace experiences.

Beginning in 2022, Cait has served as Editor of the Journal of Marketing. She has previously been Associate Editor at the Journal of Consumer Research and Journal of Consumer Psychology, and Senior Editor at the International Journal of Research in Marketing. Published books include two editions of the Cambridge Handbook of Consumer Psychology and a new book entitled, "Marketplace Dignity." Cait has been named a Marketing Science Institute Young (and old) Scholar, was winner of the Erin Anderson Award, and been co-author on work that has received the Kinnear Prize, Lazaridis Prize, and Hunt/Maynard Award for conceptual contribution. She loves working with doctoral students, and looks forward to the way in which their creative, rigorous, and often surprising approaches to inquiry will continue to move the field forward.

Caleb Warren

University of Arizona

Caleb Warren thinks, writes, and teaches as the Philip and Susan Hagenah Associate Professor of Marketing at the University of Arizona. He thinks about what makes things funny, what makes things cool and what helps people reach their goals. He writes about these ideas in academic journals, including the Journal of Marketing, Journal of Consumer Research, Psychological Science, the Journal of Personality & Social Psychology, and Proceedings of the National Academy of Sciences. Caleb teaches marketing communications (enthusiastically), digital marketing (reluctantly), and writing (experimentally). In his spare time, he hikes, skis, and performs songs about townies and the boys and girls who party with them.

Charles H. Noble

The University of Tennessee

Charles H. Noble (PhD, Arizona State University) is the Henry Distinguished Professor of Business and former Associate Dean for Research & Faculty in the Haslam College of Business at The University of Tennessee. In addition, he currently serves as Editor-in-Chief of the Journal of the Academy of Marketing Science (JAMS), a FT-50 journal and the most impactful journal in Marketing, and previously served as EIC of the Journal of Product Innovation Management (JPIM), the premier research journal in the areas of new product development and innovation. He is also a Research Faculty member with the Center for Services Leadership (Arizona State University) and an Advisory Board Member for the Snyder Innovation Management Center at Syracuse University. His research interests focus generally on marketing strategy, including market entry strategies and strategic orientations. Other interests include front end design and development processes, as applied to both products and services. He has published in many leading journals including the Journal of Marketing, Strategic Management Journal, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, IEEE Transactions on Engineering Management, Sloan Management Review and others. In his corporate life, Charles worked in strategic planning and corporate finance for leading retailers in the consumer electronics, home improvement, and warehouse club sectors.

Christine Moorman

Duke University

Christine Moorman is the T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University. Her research examines the nature and effects of learning and knowledge utilization about marketing by consumers, managers, organizations, and financial markets. Professor Moorman's research has been published in a range of top journals, including the Journal of Marketing, Journal of Marketing Research, Marketing Science, and the Journal of Consumer Research.

Professor Moorman served as the Editor-in-Chief of the Journal of Marketing from 2018-2022. She was named the 2018 AMA-Irwin-McGraw-Hill Distinguished Marketing Educator, the 2022 AMA Foundation William L. Wilkie "Marketing for a Better World" Award, the 2022 Gil Churchill Award for Lifetime Contributions to Marketing Research, an AMA Fellow in 2017, the 2012 Paul D. Converse award for significant contributions to marketing,

and the 2008 Mahajan Award for career contributions to the field of marketing strategy.

Professor Moorman is the founder and managing director of The CMO Survey. She is the author of Strategy from the Outside In: Profiting from Customer Value with George S. Day (which was awarded the 2011 Berry Book prize for the best book in the field of marketing) and Strategic Market Management with David A. Aaker.

Clay Voorhees

University of Alabama

Dr. Clay Voorhees is a Professor and the Morris Mayer Endowed Teaching Excellence in Marketing. Previously Clay was an Associate Professor of Marketing at Michigan State University. Clay's research focuses on strategy research topics related to customer experience management, digital marketing, and relationship marketing, often in service contexts. His research has been published in the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Science, Strategic Management Journal, Journal of Retailing, Harvard Business Review, Journal of Service Research, among others. His research has received the 2011, 2012, and 2015 Industry Relevance Awards from Cornell's Center for Hospitality Research and has been featured in media outlets such as: Wall Street Journal, Harvard Business Review, TIME Magazine, BusinessWeek, USA Today, and other periodicals.

Colleen Harmeling

Florida State University

Colleen Harmeling is the Persis E. Rockwood Associate Professor of Marketing at Florida State University and Co-Director of the PhD. Program. Colleen's research focuses on stakeholder engagement and customer experience design with an emphasis on the role of morality in consumption, healthcare decision-making, and understudied stakeholders. Her research appears in JMR, JM, HBR, JAMS, and JIBS. She is a Developmental Editor for Journal of Marketing, an Area Editor for Journal of Academy of Marketing Science, and on the ERB for the Journal of Marketing Research, Journal of Service Research, and Journal of International Business Studies. She won the Erin Anderson Award in 2023. Her work on group marketing won the 2017 Shelby D. Hunt/Harold Maynard Award. Her work on online experiences was a finalist for the Paul Root Award and the AMA/Sheth Award. Her work on

stigma was a finalist for the Paul E. Green Award and the AMA-EBSCO-RRBM Award.

Constantine (Costas) Katsikeas

University of Leeds

Constantine (Costas) Katsikeas is the Arnold Ziff Research Chair and Professor of Marketing and International Management at the University of Leeds. His interests lie in international marketing, marketing strategy and performance, cross-border relationships, alliances, and competitive strategy. His articles have appeared in Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Strategic Management Journal, Organization Science, Journal of International Business Studies, Decision Sciences, Journal of Consumer Psychology, Journal of World Business, Journal of Retailing, and other journals. He is the recipient of several prestigious awards and is ranked in the top 2% worldwide for citations across all business and management fields.

He is Co-Editor of Journal of the Academy of Marketing Science. He is a Fellow of the Academy of International Business and Consulting Editor of Journal of International Business Studies, for which he also served as Departmental Editor (2017-2022). He served as the Editor-in-Chief of Journal of International Marketing (2013-2019) and as Associate Editor of British Journal of Management (2004–2007). He has led executive programs on strategic marketing, international marketing, sales management, direct marketing, and competitive strategy, and taught managers of multinational companies around the world.
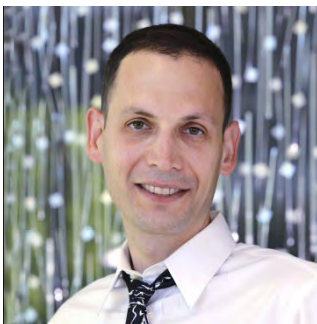
David Gal

University of Illinois Chicago

David Gal is Professor of Marketing and Interim Department Head of the Marketing Department at University of Illinois at Chicago. He also serves as Co-Editor-in-Chief of Consumer Psychology Review. His research on consumer behavior, judgment and decision making, marketing strategy, and research methdos has been published in Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Management Science, Psychological Science, Journal of Consumer Psychology, and Journal of Personality and Social Psychology, among other outlets. Prior to UIC, Dr. Gal was on the faculty of Northwestern University. He received his PhD in

Marketing from Stanford University, his MS in Management Science from Stanford University, and BS in Computer Science from Penn State University.

David Hardesty

University of Kentucky

David M. Hardesty is an Endowed Chair and Chair of the Department of Marketing and Supply Chain at the University of Kentucky. He has published in journals such as the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and the Journal of Retailing.

David's research focuses on pricing, emotional intelligence, political ideology, and measurement. He has current projects related to double discounting and sports betting. He serves as an associate editor for the Journal of Retailing and is on the ERBs for the Journal of Consumer Research and the Journal of Marketing Research. David's teaching focuses on Marketing Research and Methods. He received a lifetime achievement award for doctoral education at the 2023 Southeast Marketing Symposium. He has served on the Board for Trustees for Spindletop, is a high school tennis coach, and has consulted with the Promotional Products Association International and NASA.

Debanjan Mitra

University of Connecticut

Debanjan "Deb" Mitra (Ph.D, NYU; PGDM, IIM; B.Tech, IIT) is VOYA Financial Chair and Professor at the University of Connecticut's School of Business. Deb is an Associate Editor of the Journal of Marketing and ERB Member of several leading journals. His research encompasses the development of analytics in the areas of innovation, their antecedents and consequences on customers, organizations, and markets. Deb's research has been published widely including Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, and Harvard Business Review. Deb has been recognized with numerous awards including the AMA's Maynard Award, the INFORMS's Bass and Little Award Finalists, MSI's Buzzell Award, and as an MSI Scholar. His research has received widespread coverage including the Wall Street Journal, BusinessWeek, Forbes, and CNN. Deb advises several Fortune 500 firms and is associated with successful start-ups. Prior to academics, he held management positions at Coca Cola and Diageo.

Delphine DION

ESSEC Business School (France)

Delphine DION is the LVMH chair Professor at ESSEC Business School (France). Her current research projects explore market dynamics and practices related to sustainability and post-growth. Her research has been published in many books and leading academic journals, including the Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Business Ethics, Journal of Retailing, and International Journal of Research in Marketing. She has received several awards for her scientific activities, including the 2018 ESSEC Foundation Research Award. Delphine serves on the Editorial Review Boards of five academic journals, including the Journal of Consumer Research and the International Journal of Research in Marketing. She has received the 2020 Outstanding Editorial Review Board Member Award of the International Journal of Research in Marketing and will join the journal as AE in September. She teaches courses related to degrowth, sustainability, and luxury and has received the 2023 special jury teaching award from the ESSEC Foundation.

Dennis Herhausen

VU Amsterdam

Dennis Herhausen (Ph.D., University of St.Gallen) is Associate Professor of Marketing at Vrije Universiteit Amsterdam. Previous he was an Associate Professor of Marketing at KEDGE Business School, Visiting Professor at the St.Gallen Institute of Management in Asia, and an Assistant Professor at the University of St.Gallen. Before joining academia, he worked as an International Marketing Manager for a German Food Producer and a Sales and Marketing Consultant. Dennis' research, teaching, and executive education revolve around the themes of digital communication, customer journeys and experience, multichannel management, digital capabilities, and social media management. His work has been funded by national and international research grants, has received several awards, and is published in leading academic and managerial-oriented journals including Journal of Marketing, Journal of Marketing Research, and Harvard Business Review. He actively engages with companies on his research topics as an academic consultant and a lecturer within in-house seminars.

Detelina Marinova

University of Missouri

Detelina Marinova is the Sam Walton Distinguished Professor of Marketing at the Robert J. Trulaske College of Business, University of Missouri. Her research expertise involves managing sales and service interactions at the organizational frontlines, healthcare marketing, technology-enabled interactions, analysis of unstructured data and machine learning. Detelina's research has been funded by the National Institutes of Health, Marketing Science Institute, and the recipient of the Institute for the Study of Business Markets' best dissertation award. She has published her research in prestigious journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, and Journal of Service Research. She currently serves as Co-Editor of Journal Marketing.

Dhruv Grewal

Babson College

Dhruv Grewal (Ph.D. Virginia Tech) is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on the broad areas of value-based marketing strategies, retailing, pricing and services. He currently serves on numerous editorial review boards, such as Journal of Marketing (AE), Journal of the Academy of Marketing Science (AE), and the advisory board for Journal of Retailing. He is listed in The World's Most Influential Scientific Minds, Thompson Reuters 2014, Clarivate™ Highly Cited Researcher 2020 list, 2021 list, and the 2022 list. He is a GSBE Extramural Fellow, Maastricht University, a Honorary Distinguished Visiting Professor of Retailing and Marketing, Tecnológico de Monterrey, and a Fractional Professor of Marketing at the University of Bath. He is a 2022 AMA Fellow, and has been awarded the 2023 AMA Retail & Pricing SIG's Service Award, 2020 (Inaugural) Bala Iyer Award for Lifetime Achievement in Scholarship (Babson College), 2017 Robert B. Clarke Outstanding Educator Award (Marketing Edge, formerly DMEF), 2013 university-wide Distinguished Graduate Alumnus from his alma mater Virginia Tech; the 2012 Lifetime Achievement Award in Pricing (American Marketing Association Retailing & Pricing SIG); the 2010 Lifetime Achievement Award in Retailing (American Marketing Association 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 Academy of Marketing Science. He has served as VP Research and Conferences, American Marketing Association Academic Council (1999–2001, 2020-2023) and as VP Development for the Academy of Marketing Science (2000–2002). He was coeditor of Journal of Retailing

(2001–2007). He has also coauthored a number of books: Marketing Research, Marketing, M Series: Marketing and Retailing Management. He has won a number of awards for his teaching: 2005 Sherwin-Williams Distinguished Teaching Award, SMA, 2003 AMA, and Award for Innovative Excellence in Marketing Education, 1999 AMS Great Teachers in Marketing Award. He has taught executive seminars/courses and/or worked on research projects with numerous firms, such as Dell, ExxonMobil, IRI, McKinsey, Motorola and Goodyear Tire & Rubber Company.

Dominik Papies

University of Tübingen

Dominik Papies is a Professor of Marketing at the School of Business and Economics at the University of Tübingen in Germany and member of the University's Cluster of Excellence "Machine Learning for Science". His substantive research interests focus on how digitization and new technology affect markets and business models. In the methodological domain, Dominik studies the boundaries of established and the potential of new methods of causal identification and addressing endogeneity in market response models, also exploring the potential of Machine Learning methods. His research has been published in the top-tier journals of the field (e.g., Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science). His work has been funded, e.g., by the German Research Foundation (DFG) and the Marketing Science Institute. Dominik is on the ERB of the Journal of Marketing Research and the Journal of Marketing.

Dominique Lauga

University of Cambridge, Cambridge Judge Business School

Dominique Lauga is a Professor of Marketing at Cambridge Judge Business School. Her research is centred around understanding the strategic interactions between firms and consumers. She has studied questions related to the ratings and reviews of new products, refraining from advertising when consumers are uncertain about product quality, product positioning, and product innovation. Dominique also works on questions related to sustainability. For example, she has investigated the effect of changing export restrictions and national anti-dumping enforcement policies on waste outcomes and their environmental harm. In addition to game theoretic models, she is interested in conducting laboratory and field experiments to investigate decision making in general. Specifically, one of her experiments studies the role of pricing in a winery in the context of reference-dependent preferences. Overall, her research interests include marketing strategy,

pricing, customer reviews, innovation and product development, advertising, sustainability, and experimental economics.

Douglas Bowman

Emory University

Douglas Bowman is Professor of Marketing at Emory University's Goizueta Business School. He is an accomplished researcher in the quantitative aspects of marketing with a substantive focus in the areas of marketing strategy and customer relationship management. His research into the evolution of customer preferences in a new market won JMR's Paul Green Award. He is or has served on the editorial boards of several journals including IJRM, JM, JMR, JAMS, MS, and MKSC. He is president of the Sheth Foundation and president-elect of the INFORMS Society for Marketing Science (ISMS). Bowman's teaching has been recognized in several ways including the Adler Prize for Teaching Excellence, Goizueta Business School's highest teaching honor, and the Emory Williams Award, Emory University's highest teaching honor. Outside of Emory he enjoys scoring a goal or two for his adult ice hockey team.

Els Breugelmans

KU Leuven

Professor Dr. Els Breugelmans is a Full Professor at the Faculty of Economics and Business of KU Leuven, Antwerp campus, where she is affiliated with the Research Unit Marketing Management. Her scientific research focuses on empirically modeling retail issues, including topics such as omni-channel purchasing behavior, retailer-manufacturer relationships, and loyalty programs. Her research has been published in top academic journals such as the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, and Journal of Retailing. She is AE of the Journal of Retailing, and a member of the editorial review boards of Journal of the Academy of Marketing, and International Journal of Research in Marketing. She is often consulted by the written and spoken media to voice her opinion about recent retailing trends and evolutions.

Erik Mooi

The University of Melbourne

Erik Mooi is a professor and director of the Master of Digital Marketing at the University of Melbourne, Australia. Erik has pursued a program of research on the intersection of interfirm governance, interfirm relationships, and innovation, leading to publications in journals such as the Journal of Marketing, the Journal of Marketing Research, the International Journal of Research in Marketing, and the Journal of the Academy of Marketing Science, resulting in just over 5,000 Google Scholar citations. Erik has also been a finalist for the Shelby D. Hunt/Harold H. Maynard Award. Erik is on the board of several journals such as the Journal of Marketing Research and the International Journal of Research in Marketing. Currently he is on research sabbatical, having just visited Penn State, the University of Tilburg, Koç University, and the LMU Munich.

Fleura Bardhi

Bayes Business School, City, University of London

Fleura Bardhi is a Professor of Marketing at Bayes Business School (formally Cass), City, University of London, UK. Fleura is a consumer behavior scholar whose research aims to explore how consumption is changing as a result of sharing/gig economy, social media, and global mobility. Her research interests fall into the areas of 1) materiality, 2) access and ownership, and 3) consumer life transitions. She is an ethnographer and a qualitative researcher. She has examined how our relationship to possessions, ownership, and social status signaling are changing as a result of the sharing economy and social media. Fleura's work has been published in Journal of Consumer Research, Journal of Consumer Psychology, Harvard Business Review, Psychology and Marketing, Marketing Theory, etc. She is also co-author of the Handbook of the Sharing Economy. Fleura's career spans multiple continents with prior academic positions in the US, Canada, Australia as well as currently a visiting professorship at Copenhagen Business School, Denmark.

Florian Dost

Brandenburg University of Technology

Florian Dost is currently serving as Professor for Marketing at the Brandenburg University of Technology and Honorary Professor in

Management Sciences & Marketing at the Alliance Manchester Business School. His interests cover nano influencer marketing and location context effects; but mostly empirical methods, including non-linear time series models, economic ecosystem modeling, and causality. Florian began his academic career at ESCP Europe Berlin, working on willingness-to-pay measurement. Further positions included an Assistant Professorship at European University Viadrina, and Senior Lecturer positions for Marketing Analytics at Lancaster University Management School and at Alliance Manchester Business School. For many years, he has also worked as a Scientific Consultant on collaborative marketing, word-of-mouth marketing, and seeding campaigns.

Francesca Valsesia

University of Washington

Francesca Valsesia is an Assistant Professor of Marketing and Evert McCabe Endowed Fellow at UW's Foster School of Business. Her research interests focus on social influence, impression management, word-of-mouth communication and the social drivers of consumer behavior more broadly, with a particular emphasis on digital and social media marketing. Another stream of research focuses on topics related to inclusivity and sustainability. Francesca is a 2023 MSI Young Scholar and her work has been published in leading marketing, management and psychology journals. She serves as an Associate Editor at the Journal of Marketing and is an ERB member at the Journal of Consumer Research and the Journal of Consumer Psychology.

Before joining the University of Washington, Francesca completed her Ph.D. at the University of Southern California. Prior to entering academia, she worked in marketing and marketing research in London (UK) and Milan (Italy).

Geeta Menon

NYU Stern

Geeta Menon is the Abraham Krasnoff Professor of Global Business and Professor of Marketing at NYU's Leonard N. Stern School of Business. She is the current Marketing Department Chair. She was the 11th Dean of the NYU Stern Undergraduate College (2011-2019) reporting directly to the NYU President and Provost. In 2015, she was named one of the 20 most influential global Indian women in business and the arts by The Economic Times. In

2022, the Consumer Behavior Special Interest Group of the American Marketing Association (AMA) bestowed her with the Lifetime Achievement Award for "her extraordinary academic and service contributions." Menon's research is in the areas of consumer psychology, context effects in decision making, survey methodology, health risk perception, and emotions, has been published in JCR, JMR, and OBHDP. Menon has served AE at JCR and JMR, and was President of ACR in 2010 and of SCP in 2022. She enjoys doctoral education and has mentored several PhD students who have gone on to established careers at other premier educational institutions.

Gideon Nave

The Wharton School, University of Pennsylvania

Gideon Nave is the Carlos and Rosa de la Cruz Associate Professor of Marketing at the Wharton School of Business, University of Pennsylvania. He obtained a BSc and MSc in Electrical Engineering from the Technion and a PhD in Computation & Neural Systems from Caltech. His research spans the intersection of technology, neuroscience, and consumer behavior, critically assessing how technological developments can be leveraged to refine business strategies and public policies. He is deeply invested in exploring the ethical dimensions of utilizing detailed individual-level data, advocating practices that protect consumer privacy while optimizing targeted interventions. Nave's research employs a multi-method approach to address questions spanning multiple disciplines, and it has made an impact in both the social and life sciences. He is the recipient of the Early Career award of the National Science Foundation (NSF) and the Rising Star Award of the Association for Psychological Science (APS).

Greg Allenby

Ohio State University

Greg M. Allenby is the Kurtz Chair in Marketing at Ohio State University. He is a Fellow of the INFORMS Society for Marketing Science and the American Statistical Association. He is also the recipient of the American Marketing Association's (AMA) Parlin Award and the Gil Churchill Award for lifetime contribution to the field of marketing research, the Paul D. Converse Award for contributions to the science of marketing, and the Long-Term Impact Award given by ISMS. He is past editor of Quantitative Marketing and Economics, and past area/associate editor for Marketing Science, Journal of Marketing Research, and the Journal of Business and Economic Statistics.

Jaehoon Lee

Florida International University

Jaehoon Lee holds the positions of Assistant Professor, BMI Marketing Professorship, and Doctoral Program Director of Marketing in the College of Business at Florida International University. He earned his Ph.D. in Marketing from the University of Texas at San Antonio. His research mainly focuses on consumer psychology and behavior in the context of interpersonal relationships (e.g., social class, inequality, culture) and self-threatening situations (e.g., social exclusion, service failure, infectious disease threat, resource scarcity), as well as emerging technologies (e.g., generative AI, NFTs, metaverse). His research has appeared in the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Business Research, European Journal of Marketing, Psychology and Marketing, and International Journal of Consumer Studies among others. He teaches at the undergraduate, master's, and doctoral levels. He has won various teaching and research awards.

Jaideep Prabhu

Cambridge University

Jaideep Prabhu is Professor of Marketing and Jawaharlal Nehru Professor of Indian Business at Judge Business School, University of Cambridge. He has a PhD in Business Administration from the University of Southern California and a BTech from the Indian Institute of Technology, Delhi. He has published in leading academic journals and his work has been profiled by the BBC, Bloomberg BusinessWeek, The Economist, The Financial Times, Le Monde, The New York Times, and The Times. He is the co-author of Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth, described by The Economist as "the most comprehensive book yet" on the subject of frugal innovation. His 2015 book Frugal Innovation: How to do Better with Less with Navi Radjou won the CMI's Management Book of the Year Award 2016. His most recent book How Should a Government Be: The New Levers of State Power was published in February 2021. He was elected a Fellow of the British Academy in 2023.

Jeffrey Inman

University of Pittsburgh

J. Jeffrey Inman is the Albert Wesley Frey Professor of Marketing and Senior Associate Dean of Research and Faculty at the University of Pittsburgh School of Business. An internationally recognized scholar, his research focuses on consumer-relevant issues such as factors that influence consumer-technology interaction, in-store choice, and healthy eating. He has published over 70 peer-reviewed articles, industry reports, and book chapters and his research has been cited almost 20,000 times. He received the University of Pittsburgh Chancellor's Research Award in 2022, lifetime achievement awards from the AMA RAPSIG and AMA CB SIG, and he was named a Fellow by the Society for Consumer Psychology in 2020 and by AMA in 2023. His research has either won or been a finalist for many awards.

Professor Inman served as Editor-in-Chief of the Journal of Consumer Research and Associate Editor at JMR and JM. He has also served as President of the Society for Consumer Psychology as well as President of the Association for Consumer Research, and he has co-chaired the three most prestigious conferences in the field of marketing: the INFORMS Marketing Science Conference, the ACR Annual Conference, and the AMA Winter Academic Conference.

Jenny van Doorn

University of Groningen

Jenny van Doorn is professor of Service Marketing at the University of Groningen, the Netherlands. As a researcher, she strives to be on the forefront of new developments and is passionate about discovering consumers' reactions to societal transitions. Currently, she is fascinated by the use of social service robots as the next frontier of societal transitions. She is also intrigued by the transition to a more sustainable society, in particular reducing plastic and food waste. Her work has appeared in, amongst others, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Service Research and International Journal of Information Management. She serves, amongst others, as Associate editor at the Journal of the Academy of Marketing Science, Journal of Service Research and Journal of Retailing, and on the editorial board of the Journal of Marketing and the International Journal of Research in Marketing.

Jens Hogreve

Catholic University of Eichstätt-Ingolstadt

Jens Hogreve is Professor and Chair of Service Management at WFI - Ingolstadt School of Management at the Catholic University of Eichstätt-Ingolstadt. He also serves as KU's Vice President for Research. Prof. Hogreve is a Founding Director of the KU Research Institute for Business and Economics in Service of Humanity. In the past, he has been a visiting professor at multiple places, including Toulouse University Capitole I and Florida State University. He received his doctoral degree from the University of Hagen, Germany.

His research focuses on service issues such as service technologies and the future of mobility, service recovery, service innovation, transformative consumer research, and the consequences of digitalization for service employees and customers. His research has been published in leading scholarly journals, including the Journal of Marketing, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, Journal of Business Research, and Industrial Marketing Management. He serves as Associate Editor of the Journal of Service Research and the Journal of Business Research, and he is on the Editorial Review Boards for multiple marketing and service journals. He has received numerous awards for his research and service, including the AMA SERVSIG Best Services Article Award in 2017 and the Award as Outstanding Associate Editor at the Journal of Service Research in 2023.

Jeremy Kees

Villanova University

Jeremy Kees (Ph.D.) is the Richard J. and Barbara Naclerio Endowed Chair in Business and Professor of Marketing at Villanova University. He serves as Coeditor-in-Chief for the Journal of Public Policy & Marketing. He has published over 70 peer-reviewed articles, book chapters, and conference proceedings in the fields of business, health, and public policy. His research has been published in various journals including Journal of Marketing Research, Journal of Public Policy & Marketing, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Business Ethics, among others.

Jie Zhang

Robert H. Smith School of Business, University of Maryland

Jie Zhang is Dean's Professor of Marketing and the Harvey Sanders Fellow of Retail Management at the Robert H. Smith School of Business at the University of Maryland. She received her Ph.D. in Marketing from the Kellogg School of Management at Northwestern University. Her substantive research interests are centered around E-commerce and digital platforms, retail strategies, and sustainable consumptions. She utilizes a variety of quantitative modeling techniques to study these topics (including econometric, empirical IO, machine learning, and causal inference). She has published articles in leading marketing and management journals such as Marketing Science, Journal of Marketing Research, Journal of Marketing, and Management Science. Her research has twice been voted as a finalist for the Paul Green Award by the Journal of Marketing Research, has won the MSI-ACR "Shopper Marketing" Research Competition, and the Procter & Gamble Marketing Innovation Research Award. She is an Associate/Area Editor for the Journal of Marketing Research, Journal of Marketing (JM), and International Journal of Research in Marketing (IJRM). She has won the Best Reviewer Award by JM and the Best AE Award by IJRM. She is a recipient of the inaugural Mentoring Award by the Retail and Pricing SIG of the American Marketing Association.

Johannes Habel

University of Houston

Johannes is an Associate Professor of Marketing at the University of Houston. His research interests include the psychology of personal selling and sales management as well as the digital transformation of sales. Johannes is a Senior Editor of the Journal of Personal Selling & Sales Management and a member of the Editorial Review Boards of the Journal of Marketing, the Journal of the Academy of Marketing Science, and the Journal of Retailing. He previously was a Professor at the Warwick Business School, United Kingdom, and an Associate Professor at ESMT Berlin, Germany. He received a doctorate in marketing from the University of Bochum, Germany; and a degree in management from the University of Mannheim, Germany. Before joining academia, he worked as a management consultant with Booz & Company (today strategy&) and as a radio news anchor.

John Hulland

University of Georgia

John Hulland is a chaired Professor of Marketing at the Terry College of Business, University of Georgia. His current research focuses on improving scale practices and understanding the Dark Web. John's research has appeared in many leading journals, including JAMS, Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research. He is completing a six year term as editor-in-chief of JAMS and is head of the Terry College Marketing Department.

Prior to joining UGA in 2011, John taught at the University of Pittsburgh for ten years, and before that at the Ivey Business School in Canada. He received his PhD from MIT.

John's personal interests include yelling at errant golf shots and enjoying not having to shovel snow in the winter. He collects old video games and pinball machines and is equally bad at both. John is married, has three adult children, and two grandchildren.

June Cotte

Ivey Business School, Western University

June Cotte is Kraft Professor of Marketing at the Ivey Business School. Dr. Cotte is a consumer researcher, and is an Editor at the Journal of Consumer Research (JCR). In 2025, she will be coediting an issue of JACR on Time in Consumption. She has served on the Editorial Boards of the Journal of Marketing and the Journal of Consumer Psychology.

Dr. Cotte's diverse research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, MIT/Sloan Management Review, the Wall Street Journal, as well as in other outlets, and she has garnered more than $1.1 million in research grants for her work. Her recent projects are on topics of social impact (consumer debt, elderly workers, gender and entrepreneurial success) and include multiple research methodologies.

Dr. Cotte is Past-President of the Association for Consumer Research and Past Chair of the AMA CBSIG. In addition, she is a formidable proponent of women in academia; in 2015 she co-founded the "DCMA" initiative, which is designed for female early career marketing scholars.

K. Sudhir

Yale University

K. Sudhir is James Frank Professor of Marketing, Private Enterprise and Management and Founder-Director of the China India Insights Program at the Yale School of Management. He was Editor-in-Chief of Marketing Science from 2016-21. He was a Visiting Fellow at Microsoft Research in 2020. As a pioneer of structural econometric models in marketing, Sudhir published foundational (and award winning) models in marketing channels, sales force management, organizational buying and marketing of customer data. He has also published papers using game theory, field experiments and quasi-experiments; several of these have also received best paper awards. Sudhir currently has an active research agenda around the use AI and machine learning methods. His current substantive interests include CRM, salesforce management, digital marketing and AI.

Karen Winterich

Penn State

Karen Page Winterich is Susman Professor in Sustainability and professor of marketing at Smeal College of Business, Pennsylvania State University. She is Co-Editor for the Journal of Marketing Research and AMA Academic Council President. Winterich conducts research in consumer behavior, with interests in sustainable behavior as well as consumer identities and prosocial behavior, which has been published in the JMR, JM, and JCR, among others. She received the Distinguished Scientific Contribution Award from the Society for Consumer Psychology in 2023 and was an MSI Young Scholar in 2013 and MSI Scholar in 2020. Her research has received the MSI/H. Paul Root Award, Financial Times Responsible Business Education Award for Academic Research runner-up, and Distinguished Winner of the AMA-EBSCO-RRBM Award. Winterich also enjoys teaching sustainability marketing to undergraduate students and received the Smeal Impact Teaching Award in 2022. Winterich received her PhD from the University of Pittsburgh in 2007 and was previously on the faculty at Texas A&M University.

Kelly Hewett

University of Tennessee

Kelly Hewett is Professor of Marketing and the Reagan Professor of Business, and Charles and Dorothy Duggan Research Fellow at the University of Tennessee's Haslam College of Business. She also serves as Editor-in-Chief of the Journal of International Marketing. Prior to joining UT, she worked for five years at Bank of America, where she was a senior vice president in the

firm's corporate marketing group. Previously, she had a 10-year academic career, and also held prior positions in international marketing and marketing research. Kelly's research has been published in the Journal of Marketing, the Journal of International Business Studies, the Journal of the Academy of Marketing Science, and the International Journal of Research in Marketing, among others. Kelly has received numerous awards and recognitions for her research, teaching, and service.

Ko de Ruyter

King's College London

Ko de Ruyter is Professor of Marketing and Head of the Marketing Department at King's Business School, King's College London. His research focuses on customer loyalty, marketing strategy, technology on the organizational frontline and social media. He has published widely in flagship academic business journals, such as the Journal of Marketing, the Journal of Consumer Research and Management Science. For his leadership in the academic research community, Professor de Ruyter has been awarded a life-time achievement by the American Marketing Association. This honour has by no means made him want to rest on his laurels. With the best yet to come, and a 'mid-career mission' combined with maximal insights and experience, Ko is passionate about the practical relevance of his research and its value for businesses and their customers.

Now, perhaps more than ever, in turbulent economic times and with market places rapidly changing into social spaces pushed by advances in technology, there is a need for guidance in strategy development that builds on fundamental as well as versatile thinking. Ko de Ruyter is able to offer such thinking and push its translation into actionable advice for businesses. He has proven experience in working closely with decision-makers in the private and public sectors, consulting on the challenges and opportunities that they face. This has made him an internationally renowned speaker at business events and conferences, as he is able to seamlessly explain the promise that state-of-the-art innovative technologies hold for business performance and transformation.

Kristin Diehl

University of Southern California

Kristin Diehl is Professor of Marketing at the Marshall School of Business, University of Southern California and honorary visiting professor at City University London. She graduated with a Ph.D. from Duke University and as Diplom-Kauffrau from the Johannes Gutenberg Universität in Mainz, Germany.

Kristin's research focuses on 1) how consumers search for and use information when search costs are low, assortments are large, and recommendation tools may be available. 2) how people anticipate, experience, and remember events that unfold over time.

Kristin has published in journals such as the JCR, JMR, JM, JPSP, and Psychological Science. Her research was featured in media outlets such as the New York Times, Washington Post, and Time.

Kristin is President of the Association for Consumer Research. She serves as Associate Editor for JM and on the Editorial Review Boards of the JCR and JCP. She loves taking photos (research is me-search), theater, and travel.

Kuangjie Zhang

Nanyang Technological University, Singapore

Kuangjie Zhang is Associate Professor of Marketing at Nanyang Business School, Nanyang Technological University, Singapore. He holds a Ph.D. in Management (Marketing specialization) from INSEAD. His research interests focus on pricing and numerical cognition as well as the domain of hedonic and experiential consumption. He is also interested in topics such as brand perception, prosocial behavior, and health communication. His research has appeared in leading academic journals (e.g., Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Organizational Behavior and Human Decision Processes, and Journal of Experimental Psychology: General) and managerial publications (e.g., Harvard Business Review). Kuangjie has won both the Research Excellence Award and the Teaching Excellence Award at Nanyang Business School. He was also nominated for the NBS Teacher of the Year Award in 2020 and the MSc in Marketing Science Teacher of the Year Award in 2022.

Lauren Block

Baruch College

Lauren G. Block is the Lippert Professor of Marketing at the Zicklin School of Business, Baruch College. Her current research primarily focuses on areas of consumer and societal well-being, including food-related decision making, food waste, climate issues and inclusive design. She also studies consumer judgments of product efficacy, magical thinking and extraordinary beliefs, and specific topics in sensory marketing. She has served as Editor-in-Chief of the Journal of Consumer Psychology, and Associate Editor for the Journal of Consumer Research, the Journal of Consumer Psychology and the Journal of Public Policy & Marketing. She has served on the editorial boards of Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Public Policy & Marketing, and the Journal of Consumer Affairs. Dr. Block was the recipient of the Richard W. Pollay Prize for Intellectual Excellence of Research on Marketing in the Public Interest.

Lauren Grewal

Tuck School of Business at Dartmouth College

Lauren S. Grewal is an associate professor (pre-tenure) in Tuck's Marketing group. Her research focuses on understanding various types of consumer behavior in three main theoretically and managerially relevant contexts (and the intersection of these domains): consumer identities, digital and social media, and consumer well-being. She uses a multi-method approach which incorporates behavioral experiments and either field studies or some type of available real-world data to test these findings in real world situations. She has published her research thus far in some of the top journals in Marketing (e.g., Journal of Marketing, Journal of Marketing Research, and the Journal of Consumer Research). Lauren is currently an ad-hoc reviewer for a number of journals and is on the ERB for the Journal of Consumer Research. She is currently co-chairing Summer AMA 2024.

Liliana Bove

The University of Melbourne

Liliana Bove is a Professor in Marketing at The University of Melbourne, Australia. Specialising in service marketing she has a keen interest in interactions between customers and organisational frontline and how this affects experiences and well-being.

Receiving multiple national and international awards for her research, Liliana has published in a range of leading international journals. She has also been recognised for exceptional research training performance in the Faculty of Business and Economics and is a consistent high performer in teaching and learning across student cohorts.

Prior to her academic career, Liliana held various scientific, marketing and management roles in the chemical, airline and health industries. She also took a year's leave from the university and joined the Australian Red Cross Blood Service to spearhead their donor and community research.

Liliana is a distinguished member of the Australian and New Zealand Marketing Academy and a council member of University College.

Linda L. Price

University of Wyoming

Linda L. Price is Professor of Marketing and Dick and Maggie Scarlett Chair at University of Wyoming, her alma mater. She has been named: Association of Consumer Research Fellow, American Marketing Association Fellow, Academy of Marketing Science Distinguished Educator, CBSIG Lifetime Achievement Awardee, and recipient of the AMA V Kumar Doctoral Student Mentorship Award. Her long record of service includes serving as Editor of Journal of Consumer Research, President of the Association for Consumer Research, and President of American Marketing Association Academic Council. She currently serves on the advisory board or editorial review board for several leading marketing journals. Linda combines qualitative and quantitative methodologies to examine consumer and collective practices, identity, adaptation and change, materiality, and network interactions. Her work has applications for services marketing, brand relationships, customer experiences and sustainability. Several of her papers are considered seminal, and many introduced new constructs to the marketing field such as: the Market Maven, Commercial Friendships, Imagery Processing, the Fresh Start Mindset, and Family Identity. Much of her scholarship has been published with her beloved PhD students. Linda is most grateful for the opportunity she has had to meet, work with and mentor PhD students, watching them blossom and grow.

Lopo Rego

Indiana University - Kelley School of Business

Lopo Rego is the PetSmart Inc., Distinguished Professor in Marketing Chair at the Indiana University Kelley School of Business. Professor Rego holds a Ph.D. from the University of Michigan. His research examines how marketing investments, strategies, and actions influence firm outcomes and ultimately contribute to creating customer, firm, and societal value. To provide comprehensive insights, his work considers a broad set of marketing strategy phenomena (e.g., advertising, customer relationship management, brand strategy, customer orientation, etc.) and firm outcomes, including customer mindset, product market, and financial performance outcomes. These outcomes are central to marketing theory and practice since they impact all relevant constituents of marketing exchanges—i.e., customers, firms, investors, and society—whose interests should be factored into marketing decision processes. His research aims to identify generalizable patterns of how marketing actions and strategies explain differences in firm performance and to understand the boundary conditions that regulate these observed patterns. His research has been published in such outlets as the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Marketing Science, International Journal of Research in Marketing, Journal of Economic Behavior and Organization, European Journal of Marketing, Journal of Empirical Generalisations in Marketing, Harvard Business Review, and Marketing Science Institute.

Loraine Lau-Gesk

University of California, Irvine

Professor Loraine Lau-Gesk's research interests fall into two broad areas: the influence of affect or emotions in consumer decision making and the role of culture and self in consumer persuasion and judgment. In both areas, she examines how consumers evaluate, interpret and manage complex often conflicting experiences or decisions encountered in everyday consumer life. Professor Lau-Gesk's current work aims to illuminate how marketers can improve messaging and initiatives around sustainability, inclusivity, and consumer well-bring. Professor Lau-Gesk's research appears in Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Business Research, European Journal of Marketing, and Organizational Behavior and Human Decision Processes.

Marco Bertini

ESADE

Marco Bertini is Professor of Marketing and Director of Open Executive Programs at Esade, and a senior advisor to Globalpraxis. He graduated from Harvard Business School and previously held positions at London Business School, Harvard Business School, and Boston Consulting Group.

Marco's research leverages insights from economics and psychology to understand pricing decisions. He is co-author of the book The Ends Game: How Smart Companies Stop Selling Products and Start Delivering Value. His articles appear in the leading journals for marketing science and practice including Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Harvard Business Review, and MIT Sloan Management Review.

Recently, Marco was named to the Thinkers50 Radar, a shortlist of the people "most likely to shape the future of how organizations are managed and led." He was recognized by the Marketing Science Institute as one of the most promising scholars in the field.

Maria-Ana Vitorino

INSEAD

Maria Ana Vitorino is an Associate Professor of Marketing and the Shell Fellow in Business and the Environment at INSEAD. Before joining INSEAD in 2018, she was a faculty member at the Carlson School of Management (University of Minnesota) and previously at the Wharton School (University of Pennsylvania). Her research focuses on pricing, advertising, and transportation economics. Her work has been published in leading journals such as Management Science, the Journal of Financial Economics, Marketing Science, and The RAND Journal of Economics. She has received several honors and awards, including being named a finalist for the John D.C. Little Best Paper Award and being selected as one of the Marketing Science Institute's Young Scholars. She serves on the Editorial Board of several journals, including Marketing Science and the International Journal of Research in Marketing. She is also the Ph.D. Program coordinator in the Marketing Area at INSEAD.

Professor Vitorino earned her Ph.D. from the University of Chicago Booth School of Business.

Markus Blut

Durham University

Markus Blut is a professor of marketing at Durham University, UK. His research interests include service management, retailing, new technologies, and meta-analysis. He serves on the editorial review boards of the Journal of Service Research (AE), Journal of Retailing, and Journal of Business Research. He has published in established journals, including the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, International Journal of Research in Marketing, and Journal of Product Innovation Management. Markus' research has been nominated twice for the prestigious "Best Article Award" of the Journal of Service Research, and he received the award for his research on self-service technology. One of his articles was voted as the first runner-up of the Davidson Award for the best article published in the Journal of Retailing. His article on service robot anthropomorphism was a finalist for the JAMS Sheth Foundation Best Paper Award.

Markus Giesler

Schulich School of Business

Markus Giesler is a consumer researcher and Professor of Marketing at the Schulich School of Business (York University). His research examines how markets dynamically shape human behavior, often in the context of new technologies. His work has been published in top-tier academic journals such as the Journal of Consumer Research and the Journal of Marketing and received extensive coverage in media outlets such as The New York Times, Wired, Bloomberg Businessweek, and Time Magazine. He is an Editor at the Journal of Consumer Research (2021-2024), ERB member at the Journal of Consumer Psychology, Consumption, Markets and Culture, and Marketing Letters, and previously Associate Editor at the Journal of Marketing and Area Editor at the Journal of the Academy of Marketing Science.

Martin Mende

Arizona State University

Martin Mende is Professor of Marketing, and J. Willard and Alice S. Marriott Foundation Professor in Services Leadership at Arizona State University. His research appears in the Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Public Policy & Marketing, and others.

Martin serves as Associate Editor for the Journal of Marketing Research, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Public Policy & Marketing, and the Journal of Retailing.

Martin serves as the Chair of the Transformative Consumer Research Advisory Committee, reporting to ACR's board. Martin's research was recognized as a Finalist for the Paul E. Green Award (JMR), a Winner of the Weitz-Winer-O'Dell Award (JMR), and winner of the Journal of Service Research Best Article Award.

Martin Schreier

WU Vienna

Martin Schreier is Professor of Marketing and Head of the Department of Marketing and the Institute for Marketing Management at the Vienna University of Economics and Business (WU Vienna), Austria. He is Editor-in-Chief of the International Journal of Research in Marketing, the official journal of the European Marketing Academy (EMAC).

His research has been published in prestigious academic journals such as the Journal of Marketing, the Journal of Marketing Research, and Management Science. His work has also been featured in acclaimed international media outlets such as the Harvard Business Review, The Boston Globe, or Fast Company and honored with several awards, including among others, the INFORMS TIMES Best Paper Award 2019 for the Management Science paper "Integrating problem solvers from analogous markets in new product ideation."

His areas of interest lie in the intersection of consumer behavior, creativity, and innovation. He has extensively studied phenomena such as crowdsourcing, crowdfunding, and mass customization using lab and field experiments. His recent research has started to investigate the power of personal, the concept of groundedness, and the creative potential of artificial intelligence for users and firms.

Maura L. Scott

Florida State University

Professor Maura L. Scott, the Persis E. and Charles E. Rockwood Eminent Scholar in Marketing at Florida State University, focuses her research on consumer behavior, societal well-being, public policy, and services marketing, particularly aiding vulnerable populations in making better financial, health, and food decisions. Actively involved with the American Marketing Association (AMA) for over 20 years, she has served in numerous leadership roles, including Immediate Past President of the AMA's Academic Council and Joint Editor-in-Chief of the Journal of Public Policy & Marketing. Currently, she is an Associate Editor for the Journal of Marketing and the Journal of Marketing Research. Maura's research is published in leading journals, and she has received numerous awards, such as the 2023 MSI Scholar and the AMA-EBSCO-RRBM Responsible Research in Marketing Award. She co-directs the marketing doctoral program at FSU and has a strong industry background with positions at 3M, Dial Corporation, and Motorola.

Meg Meloy

Penn State

Margaret "Meg" Meloy, the McKinley Professor of Business Administration, joined the faculty in the Smeal College of Business at Penn State after stints at Cornell and Virginia Tech. She currently serves as Department Chair at PSU. Meg's research examines consumer and managerial decision-making biases (e.g., pre-decisional distortion; selecting vs rejecting), with a special emphasis on how preferences are constructed and refined (e.g., following a budget contraction), and how moods and goals influence consumer choices (e.g., measuring non-conscious goals; remanufactured product demand). She publishes broadly and received the Ambassador Award from the Journal of Operations Management in 2022. Meg has served in leadership roles at ACR (Treasurer) and SCP (President) and was honored with the AMA RAPSIG Mentoring Award in 2024 for her work with PhD students.

Mike Brady

Florida State University

Michael ("Mike") Brady is the Bob Sasser Professor and Director of the Rockwood School of Marketing at Florida State University. He is also an affiliated faculty member or honorary professor at six universities around the world. Mike's primary research interest lies at the intersection of customers and employees in frontline service transactions. He has published articles in many top scholarly journals, and his research articles have been cited over 33,000 times to date. Mike has won numerous awards for research, teaching, and service, including the Christopher Lovelock Career Contributions to the Service Discipline Award and the

William R. Jones award. He is past president of the AMA Academic Council and the current Chair of AMA Board of Directors. Mike is an area editor for Journal of the Academy of Marketing Science and the immediate past Editor-in-Chief of Journal of Service Research.

Michael Ahearne

University of Houston

Michael Ahearne is a Professor of Marketing and C.T. Bauer Chair in Marketing at the University of Houston and Research Director of the Stagner Sales Excellence Institute. His research aims to enhance salespeople and sales organizations' performance, leading to over 50 publications in top-tier academic outlets. Recognized by the American Marketing Association as a leading scholar, his work has gained notable media attention, including in the Wall Street Journal and Forbes.

His book, Selling Today: Partnering to Create Customer Value, is the world's top-selling professional-selling textbook, available in over forty countries. Ahearne has received numerous teaching awards across MBA and undergraduate levels, evidencing his commitment to educational excellence.

With consultancy experience across over 200 companies in various sectors, Ahearne's contributions have significantly impacted business practices, earning him the inaugural Sales Education Foundation Research Dissemination Award. His professional background includes playing for the Montreal Expos, roles in marketing and sales operations, and a partnership at ZS Associates, a leading sales and marketing consulting firm.

Ming-Hui Huang

National Taiwan University

Ming-Hui Huang is Distinguished Professor, Department of Information Management, National Taiwan University. Professor Huang received her PhD from the University of Wisconsin-Madison, USA. She is Scopus 2022 and 2023 World's Top 2% Scientist, and Clarivate 2023 top 1% Highly Cited Researcher worldwide, one of the 86 most impactful researchers worldwide, across all fields of business and economics. She is Fellow of Association for Information Systems (AIS), Fellow of European Marketing Academy (EMAC), Distinguished Research Fellow of the Center for Excellence in Service, University of Maryland, USA, and was International Research Fellow of the Centre for Corporate Reputation, University of Oxford, UK.

Professor Huang specializes in AI, service, and marketing, with AI publications encompassing both academic and managerial journals such as the JM, JAMS, Marketing Science, California Management Review, J. of Service Research (JSR), and J. of Retailing. She is Editor-in-Chief of Journal of Service Research (JSR), the top-cited service journal.

Miranda Goode

Ivey Business School

Dr. Miranda Goode is the R.A. Barford Professor of Marketing Communications. Dr. Goode's research focuses on consumer learning, emotions, and well-being in domains related to money, consumer debt, and experiential consumption. Her research has been awarded ~ $825,000 in external funding and is published in the Journal of Marketing Research, Journal of Consumer Psychology, Science, Psych & Marketing and featured in the Toronto Star, New York Times, Boston Globe, Star Tribune, CBC, and Global News. Dr. Goode has authored several business cases, including the bestselling, "Aspire Food Group: Marketing a Cricket Protein Brand," and teaches courses on Marketing Management, Consumer Insights, and Consumer Behavior in undergraduate, graduate, and executive programs.

Monika Lisjak

Arizona State University

Monika Lisjak is an Associate Professor in Marketing at the W. P. Carey School of Business, Arizona State University. Her research centers on understanding how consumer identities shape consumption and the impact of these behaviors on consumer health and well-being. Her work has appeared in leading journals in the field, including the Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, and the Journal of Personality and Social Psychology, and has been featured in several media outlets, such as The Economist, Forbes, and Harvard Business Review. She currently serves on the editorial boards at Journal of Consumer Research, Journal of Marketing Research, and Journal of Consumer Psychology.

She received her PhD in marketing at Northwestern University, and then worked as an Assistant Professor in Marketing at Erasmus University in the Netherlands. She was a visiting research scholar at Stanford University.

Monika Wadhwa

Fox School of Business, Temple University

Monica Wadhwa is an Association Professor of Marketing and Marketing PhD Concentration Director at the Fox School of Business, Temple University. Her research focuses on affective decision making and consumer motivation. Her research has been published in Journal of Consumer Research, Journal of Marketing Research, Psychological Science and OBHDP, among other outlets. Popular accounts of her research have been featured in numerous media outlets, including the Atlantic, Le Monde, US News, New York Post, Boston Globe, Chicago Tribune, Daily Mail UK, Huffington Post. She has been invited to discuss her work at different shows and events, such as the NPR and TedX.

Naufel Vilcassim

London School of Economics (LSE)

Professor Naufel J. Vilcassim, a Marketing Professor at LSE, specializes in applying economic theory and econometric techniques to marketing issues, focusing on areas such as pricing, market structure, and household choice behavior. His current research includes RCTs to assess managerial capital and business coaching's impact on micro-entrepreneurs in Uganda and Rwanda,

and a project with Kenya's Equity Bank Foundation on small business digitization. Before LSE, he held roles at London Business School, Northwestern University, USC, and was a visiting professor at several prestigious institutions. He has published in leading journals and served on editorial boards and research evaluation panels. Professor Vilcassim earned his Ph.D. from Cornell University and has consulted for various corporations.

Neal Roese

Northwestern University

Neal Roese is a globally recognized expert in the psychology of consumer choice. He is the SC Johnson Chair in Global Marketing at the Kellogg School of Management, holds a Ph.D. in psychology from Western University, Canada, and was the marketing department chair at Kellogg from 2020-2023. He teaches Strategic Brand Management, Startup Branding, and executive education modules on brand strategy. His scholarly research examines basic cognitive processes underlying choice, with a focus on how people think about decision options, make predictions about the future, and revise understandings of the past. His research and insights have appeared in over 90 scholarly publications, 2 books, and a variety of popular media outlets including the Harvard Business Review, Fast Company, and Inc.

Neeraj Bharadwaj

University of Tennessee, Knoxville

Neeraj Bharadwaj (Ph.D., University of Wisconsin) is the Proffitt's Professor in Marketing at University of Tennessee's Haslam College of Business.

His scholarly pursuits combine academic rigor with practical relevance, and publications appear in Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Journal of Product Innovation Management, among others.

He is often recognized for his research, including being named recipient of four consecutive Haslam Summer Scholars Program Research Awards and Harold H. Maynard Award finalist for a Journal of Marketing article. He is also an award-winning teacher, including being recognized among the Top 40 Undergraduate Business Professors by Poets & Quants in 2017, and recipient of the Chancellor's Excellence in Teaching Award at the University of Tennessee in 2022.

Neeraj currently serves as the chair of the American Marketing Association's Sustainable Marketing and Innovation Special Interest Group (SUSTSIG).

Neil Morgan

University of Wisconsin--Madison

Neil A. Morgan is a Professor of Marketing and Welch Family Chair in Business at University of Wisconsin—Madison. He has previously held faculty positions at IU's Kelley School of Business, UNC's Kenan-Flagler Business School, Cambridge University's Judge Business School, and Cardiff University's Cardiff Business School, and been a visiting professor at the University of Michigan's Ross School of Business. He received his Ph.D. in Business Administration from the University of Wales. His research interests are span marketing strategy issues with a focus on marketing-related drivers of firm performance. His current research projects focus on marketing's role in competition, marketing and firm risk, the role of upper echelons in marketing, marketing's role in enhancing efficiency, and building marketing capabilities.

Neil is a past co-editor of the Journal of Marketing and currently serves as an Associate Editor for both the Journal of Marketing and Journal of the Academy of Marketing Science.

Niels van de Ven

Tilburg University

Niels van de Ven is Associate Professor in Consumer Behavior and the department chair at Tilburg University. His research typically falls in one of two domains:

1) Envy and Inequality, with a special interest in when envy motivates people to do better themselves and acquire the envied object. This research helps to understand how people respond to inequality or preferential treatment.

2) Consumer Decision Making, studying the effect of motives (greed, doubt, temptation, curiosity) and emotion (envy, regret) on consumer decisions.

Current work in progress deals with using crowdsourcing to generate nudges, below-average effects in consumption, and open science practices.

Aside from studying emotions & motivations, he also experiences emotions at home ranging from being proud of his 3 daughters to regular

disappointment over the performance of his favorite football team NAC Breda.

Nuno Camacho

Erasmus School of Economics

I am an Associate Professor at Erasmus School of Economics, Erasmus University Rotterdam, where I specialize in behavioral strategy and modeling. Substantively, I focus on the life sciences industry and on specific functional areas such as innovation and customer insights. I currently have research topics in domains such as omnichannel content and scientometrics. Methodologically, I often apply advanced econometrics to individual-level data to better understand customer decisions. I am passionate about connecting academic theory with practical business applications. My work has been published in leading journals like the Journal of Marketing, Marketing Science, and IJRM.

Pallassana ("P.K.") Kannan

University of Maryland

P. K. Kannan is the Dean's Chair in Marketing Science and the Associate Dean for Strategic Initiatives at the Robert H. Smith School of Business at the University of Maryland. His research expertise is on marketing modeling, applying statistical, econometric, machine learning, and AI methods to marketing data. His current research stream focuses on digital marketing and AI applications. His research has won several awards including John Little Best Paper Award, ISMS Practice Prize Award, and AMA/MSI Paul Root Award twice. He was awarded the EMAC Distinguished Marketing Scholar Award in 2024. PK serves as Associate Editor for Journal of Marketing Research, Journal of Marketing, Journal of Service Research, a Senior Editor at Production and Operations Management. Dr. Kannan is serving as the Chair for the American Marketing Association SIG on Marketing Research and has chaired the INFORMS Service Science section

Peeter Verlegh

Vrije Universiteit Amsterdam

Peeter Verlegh is Professor of Marketing (and head of department) at Vrije Universiteit Amsterdam. He has an MSc in Food Science, and a PhD in Marketing from Wageningen University, The Netherlands (2001). Together with collaborators in practice and academia, he studies word of mouth, social media, branding and advertising. Peeter is the incoming editor-in-chief of Journal of Interactive Marketing, and serves on boards of JCR, International Journal of Research in Marketing, and Journal of Advertising. His work was published in these journals, and others like JM, JCP, JAMS, Journal of International Business Studies, and OBHDP. Peeter is father of two teenagers. When he was younger, he dreamt of being a rockstar or football player (soccer, for our US friends). When he realized that he lacked the talent for either, he opted for academics, but you can still find him frequently at (indie)concerts or playing football.

**Peggy Liu**

University of Pittsburgh

Professor Liu's expertise is consumer behavior, focusing on the health and social domains. Her research has been published in top marketing, management, and psychology journals (e.g., JCR, JMR, JM, JCP, MgmtSci, OBHDP, JPSP, PSPB) and public health and medical journals. She has received honors across the marketing, psychology, and public policy disciplines. In marketing, she has won the ACR Early Career Award, SCP Early Career Award, AMA MASSIG and AMA RAPSIG Emerging Scholar Awards, and is an MSI Young Scholar. In psychology, she has won the APS Spence Award for Transformative Early Career Contributions and the APS Rising Star Award. In public policy, she has won the BPSA New Investigator Award. Professor Liu serves on the ERBs of JCR, JMR, JM, and JCP, and she has received JCR's Outstanding Reviewer Award. Finally, she is also an award-winning teacher, being named a Poets & Quants Top 50 Undergraduate Business School Professor.

Peter Ebbes

HEC Paris

Peter Ebbes holds a Ph.D. in economics and marketing from the University of Groningen (Netherlands). His research focuses on understanding aspects of consumer behavior through data sources now commonly collected by many companies. In his research he develops novel statistical methods to accommodate the increasing complexity of the consumer marketplace and the growing richness of available data sources. Insights from his studies help to improve marketing decision making, particularly concerning segmentation, targeting, and pricing activities. Peter's work has been published in Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Quantitative Marketing and Economics (QME) and other journals. Prior to joining HEC Paris in 2012, he taught at the Ohio State University and Penn State University.
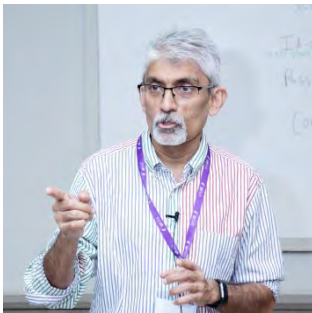
Pradeep Chintagunta

University of Chicago, Booth School of Business

Pradeep K. Chintagunta is the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing at the Booth School of Business, University of Chicago. He is interested in empirically studying consumer, agent and firm behavior, and more recently, "development marketing" – studying the role of marketing in economic development. He graduated from Northwestern University and has also served on the faculty of the Johnson School, Cornell University. He is an ISMS Fellow and serves on the Board of Governors of the Indian Institute of Management, Ahmedabad and is an advisor at Shiv Nadar University and the Indian School of Development Management. He likes travel and movies and collects vintage electronics.

Praveen Kopalle

Dartmouth College

Praveen K. Kopalle (Ph.D., Columbia University, MBA, IIM-Bangalore, B.E., Osmania University) is the Signal Companies' Professor of Management and Professor of Marketing at the Tuck School of Business, Dartmouth College. Praveen is the Departmental Editor at Production and Operations Management journal and is an Associate Editor at Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing and was Associate Editor, Journal of Consumer Research. He is currently or has been

on the Editorial Boards of Marketing Science, Journal of Marketing Research, Marketing Letters, and Journal of Interactive Marketing, and IJRM. Professor Kopalle has won many awards including: Distinguished Alumni Award, Core Teaching Excellence Award at Tuck, John D. C. Little Best Paper Award, Best Paper Award on Marketing and Innovation, Finalist, John D. C. Little Best Paper Award, Finalist, Marketing Science Institute's Robert Buzzell award, William R. Davidson Award, Finalist, Davidson Award, AMA Consortium Faculty etc.

Puneet Manchanda

University of Michigan

Puneet Manchanda is the Isadore and Leon Winkelman Professor of Marketing at the University of Michigan's Ross School of Business. He builds empirical models to solve marketing problems in the technology, platforms, gaming, media, and pharmaceutical industries. His work has been published in top marketing, information systems and econometrics journals. He has been an Associate editor at the JMR and an Area editor at Marketing Science and Management Science. He currently serves as a Senior Editor at Marketing Science.

Raghunath Rao

The University of Texas at Austin

Raghunath Singh Rao is a Professor of Marketing at the McCombs School of Business at the University of Texas at Austin. His research interests include topics like durable goods markets, pricing, sales management, and innovation. His research uses game theory, secondary data, as well as lab experiments to study these topics. He has published research in top-tier journals like the Journal of Marketing Research, Marketing Science, Management Science, Quantitative Marketing and Economics, and the Journal of Marketing. Among his many honors, he was honored as a Marketing Science Institute (MSI) Young Scholar in 2011 that identifies the "next generation" of marketing scholars. His other honors include the American Marketing Association's awards for research excellence in sales management and entrepreneurial marketing. In 2020, Rao named MSI Scholar, awarded to a stellar group of academic researchers who have shown "to have a keen understanding of the importance of academic-practitioner partnerships."

Rajan Varadarajan
Texas A&M University

Dr. Rajan Varadarajan is University Distinguished Professor and Distinguished Professor of Marketing, Regents Professor, and holder of the Brandon C. Coleman, Jr. '78 Endowed Chair in Marketing in the Mays Business School at Texas A&M University. His primary teaching and research interests are in the areas of marketing strategy, innovation, and environmental sustainability. He has published over 100 journal articles and made over 250 presentations at major national and international conferences, doctoral and faculty consortia, universities, and other forums. His research has been published in the Journal of Marketing, Journal of the Academy of Marketing Science, Academy of Management Journal, Strategic Management Journal, Management Science, and other journals. Rajan served as editor of the Journal of Marketing from 1993 to 1996, and the Journal of the Academy of Marketing Science from 2000 to 2003. He received the American Marketing Association Distinguished Marketing Educator Award in 2015 and the Academy of Marketing Science Distinguished Marketing Educator Award in 2003.

Rajesh Chandy
London Business School

Rajesh Chandy is a Professor of Marketing at London Business School, where he holds the Tony and Maureen Wheeler Chair in Entrepreneurship and serves as Academic Director of the Wheeler Institute for Business and Development.

Chandy served a Co-Editor of the Journal of Marketing special issue on "Better Marketing for a Better World," and is also co-editor of the Management Science special issue on "Business and Climate Change." He previously served as an Area Editor for the Entrepreneurship and Innovation area at Management Science.

During 2006-2008, Chandy served as a member of the US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21st Century Economy. He currently serves as an Independent Director on the board of Laurus Labs Limited, a publicly listed pharmaceutical company, and on the Board of Governors of London Business School.

Chandy received his PhD from the University of Southern California. In 2018, he was elected a Fellow of the British Academy.

Raji Srinivasan

University of Texas at Austin

Raji Srinivasan is the Jack R. Crosby Regents Chair in Business Administration and ex- (Inaugural)Associate Dean for Diversity and Inclusion at the Red McCombs School of Business at the University of Texas at Austin. Her research focuses on empirical marketing strategy issues at the intersection of organization, technology, politics, economic environments, and marketing. Her research, some of which has won awards, has appeared in Journal of Marketing, Journal of Marketing Research, Management Science, Journal of the Academy of Marketing Science, Journal of Product Innovation Management. Raji Srinivasan was the inaugural recipient of the Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor. She also won the Rajan Varadarajan Award for Early Contributions to Marketing Strategy Research. She serves on the Editorial Board of the Journal of Marketing and is an Associate Editor for Journal of Product Innovation Management, and the Journal of Public Policy and Marketing and is a Co-Editor of the Journal of Academy of Marketing Science.

Ravi Dhar

Yale University - Center for Customer Insights

Professor Dhar has been involved in various projects in understanding the different factors that influence how consumers think and decide. He has also served as a consultant to dozens of Fortune 100 companies in a wide variety of industries, including CPG, health care, high tech, financial services and luxury goods on developing best practices for generating and using customer insights. Ravi has published more than 75 articles and serves on the editorial boards of several of the leading marketing journals. His research and teaching has been honored with various awards including the Distinguished Scientific Contribution Award of the Society for Consumer Psychology, the Distinguished Alumnus Award from the Indian Institute of Management, and the Yale School of Management Alumni Association Teaching Award.

Rebecca Hamilton

Georgetown University

Rebecca Hamilton is the Michael G. and Robin Psaros Chair in Business Administration, Vice Dean of Faculty and Professor of Marketing at Georgetown University's McDonough School of Business. She is the Editor in Chief of the Journal of Marketing Research and has served as coeditor of the Journal of Marketing Research and as associate editor for JCR, JAMS and IJRM. She has served on the American Marketing Association's Academic Council and on the Board of Directors for the Association for Consumer Research, and has co-chaired both AMA and ACR Conferences.

Hamilton's research examines the effects of contextual factors – including the social environment, level of resources, stage of decision making and presentation format – on consumer decision making. Her work has appeared in publications such as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Harvard Business Review and MIT Sloan Management Review.

Rebecca Reczek

The Ohio State University

Rebecca Walker Reczek is the Berry Chair of New Technologies in Marketing and Professor of Marketing at the Fisher College of Business at The Ohio State University. Dr. Reczek's research focuses on the area of consumer behavior. Specifically, her research has explored consumer lay theories, ethical decision making, consumer interactions with technology, and consumer response to promotions. Dr. Reczek is currently serving as President of the Society for Consumer Psychology.

Dr. Reczek's research has appeared in leading marketing and psychology journals, and she is an Associate Editor at the Journal of Consumer Research and the Journal of Public Policy and Marketing. She has received multiple awards for her research, including the Early Career Award from the Society for Consumer Psychology, the Kinnear Award for the best article in the Journal of Public Policy & Marketing, and the AMA-EBSCO Award for Responsible Research in Marketing.

Rhonda Hadi

Oxford University

Rhonda's research investigates the profound impact of emerging technologies on consumer experiences and behavior. Her work explores a wide array of technologies - including immersive technology, mobile and wearable computing, and consumer-facing artificial intelligence - shedding light on how these innovations are reshaping the modern consumer landscape.

She is an Associate Editor at the Journal of Consumer Research and the Journal of Consumer Psychology and sits on the editorial review board of the Journal of the Academy of Marketing Science. Her work has been designated as a 'must read' by the Marketing Science Institute and has been published in leading journals such as the Journal of Consumer Research, Journal of Marketing, and Journal of Consumer Psychology. She is a frequent keynote speaker and readily shares her expertise with the mainstream media, including interviews with the BBC.

Richard Gretz

University of Texas at San Antonio

Dr. Richard T. Gretz received his Ph.D. in economics from Claremont Graduate University. His specialty is applied empirical industrial organization, quantitative marketing and modeling, and applied econometrics. His research focuses on platforms and network effects, product lifecycles, marketing strategy, and entertainment industries, specifically video games and motion pictures. He has won several research awards including the Carlos Alvarez College of Business Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Research Award. He has published in leading academic journals including Journal of Marketing, Strategic Management Journal, Journal of Monetary Economics, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Journal of Retailing, Journal of Economic Behavior and Organization, Industrial Marketing Management, Marketing Letters, and Journal of Cultural Economics, among others. As Marketing Department Ph.D. coordinator, Richard is heavily involved in mentoring Ph.D. students.

Roland Rust

University of Maryland

Roland T. Rust is Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of the Center for Excellence in Service. He is VP of Publications for the American Marketing Association, in charge of policy and editor selections for AMA's five journals. A recent research.com study named him one of the top 100 "Best Scientists in Business and Management," worldwide across all business disciplines, based on research impact. His lifetime achievement honors include the AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award, the EMAC Distinguished Marketing Scholar Award, Fellow of the INFORMS Society for Marketing Science, the Paul D. Converse Award, Fellow of the American Statistical Association, as well as the top career honors in service marketing, marketing research, marketing strategy, and advertising, and honorary doctorates in economics from the University of Neuchatel (Switzerland) and the Norwegian School of Economics. Awards for his publications include four best article awards from the Journal of Marketing, as well as the Berry/AMA Book Award for the best book in marketing.

Sam Bond

Georgia Institute of Technology

Sam Bond is an Associate Professor at the Scheller College of Business, Georgia Tech, where he has been employed since receiving his PhD in 2007 from Duke University. Much of Sam's current research focuses on the impact of modern technology on consumer information processing and decision making. Among various recent and ongoing projects, he examines social perceptions of "smart" consumer technologies and the impact of those perceptions on technology-mediated behavior. He investigates how consumers interpret online reviews and other modern word-of-mouth, with a particular interest in the inferences produced by "emotional" WOM content. Recently, he has been exploring ways in which emerging payment technologies are transforming financial decision making. Sam's work has been published in outlets including JCR, JMR, JCP, Management Science, MIS Quarterly, OBHDP, and JBDM. He currently serves as Marketing Area Coordinator at Scheller, and he served for many years as Coordinator of the area doctoral program.

Sandy Jap

Emory University

Sandy Jap is the Sarah Beth Brown Endowed Professor of Marketing at the Goizueta Business School at Emory University. Her research focuses on strategic partnering, business-to-business management, channels of distribution, and go-to-market strategies. She is currently a board member at the Marketing Science Institute (MSI), a former editor-in-chief at Marketing Letters, and has received numerous research and Lifetime Achievement Award for her sustained contributions, research excellence and service. She is an AMA and MSI fellow as well as at Institute for the Study of Business Markets (ISBM) at the Pennsylvania State University and the Direct Selling Education Foundation (DSEF). She is the author of Partnering with the Frenemy, and co-author of A Field Guide to Channel Strategy; both are how-to books on going to market strategy. She is a former faculty member at the MIT Sloan School of Management and the Wharton School. Her PhD is from the University of Florida (Go Gators!).

Sara Valentini

Bocconi University

Sara Valentini is an Associate Professor of Marketing at Bocconi University, where she teaches courses on marketing models and customer analytics. Her area of expertise is in the measurement and analysis of marketing effectiveness and customer profitability, especially in the fields of omnichannel marketing and customer relationship management. Her research interests also include product-returns dynamics, privacy, and customer data acquisition. The common thread running through my works is the evaluation of the impact of marketing actions along different stages of the customer journey. She has published several articles in prestigious academic journals, such as Marketing Science, Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing and Marketing Letters. She is the Coordinator for the Ph.D. program in Marketing, and she initiated and still co-chairs the 'Customer Journeys in a Digital World' conference, which is now in its fourth edition.

Shane Wang

Virginia Tech

Shane Wang is a Professor of Marketing at Pamplin College of Business, Virginia Tech University. His research focuses on artificial intelligence and machine learning techniques with applications in business and social media analytics, firm strategy and management. His current research and teaching interest maps the relative strategic positions of competitors where they matter most – in the minds of customers. His work has appeared in Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Management Science and International Journal of Research in Marketing. Shane serves as an Associate Editor at Journal of Marketing and the Journal of the Academy of Marketing Science and is currently on the editorial review board of the Journal of Marketing Research, Journal of Consumer Research and Journal of Retailing. Shane was named to the Marketing Science Institute's 2021 Class of Young Scholars.

Shankar Ganesan

University of Notre Dame

Shankar Ganesan is the Raymond W. and Kenneth G. Herrick Collegiate Professor of Marketing in the Mendoza College of Business at the University of Notre Dame. His research interests include interorganizational relationships, customer relationship management, buyer-seller negotiations, service failures and recovery, product recalls, and new product innovation.

Professor Ganesan has published numerous articles in leading academic journals such as the Journal of Marketing Research, Journal of Marketing, Journal of Retailing, Journal of Public Policy and Marketing, Journal of Academy of Marketing Science, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, and MIT Sloan Management Review. He has also edited the Handbook of Marketing and Finance, published by Edward Elgar.

Professor Ganesan has received several awards and honors for his research. These include the AMA's Retailing & Pricing SIG's Lifetime Achievement Award, AMA's Interorganizational SIG's Lifetime Achievement Award, Lou Stern Award, the Davidson Award, Robert Buzzell Award, and the William O'Dell Award finalist. He has also been recognized for his teaching and service contributions, including being named the outstanding reviewer on the ERB for the Journal of Marketing and the Journal of Retailing.

Sharon Shavitt

University of Illinois at Urbana-Champaign

Dr. Sharon Shavitt is Research Professor and Walter H. Stellner Professor of Marketing Emerita at the University of Illinois at Urbana-Champaign. She received her Ph.D. in social psychology from the Ohio State University in 1985 and has been researching cultural differences for over 35 years. Her research program primarily focuses on cultural factors affecting consumer behavior and survey responding. Her research in these areas has been supported by the National Institutes of Health and the National Science Foundation. She has published her work in Psychological Review, Journal of Consumer Research, Journal of Marketing Research, Proceedings of the National Academy of Sciences, Journal of Consumer Psychology, and Journal of Personality and Social Psychology, among other outlets. She previously served as President of the Association for Consumer Research, Associate Editor for JCR and for JCP, and as 2008 co-chair of the annual ACR Conference.

Shuba Srinivasan

Boston University Questrom School of Business

Shuba Srinivasan is the Norman and Adele Barron Professor in Marketing at Boston University's Questrom School of Business. Her research focuses on strategic marketing problems, in particular long-term marketing productivity. Her current research focuses on marketing's impact on financial performance and firm valuation, marketing metrics, customer mindset metrics, brand risks and advertising effectiveness.

Her papers have appeared in top journals such as Marketing Science, Management Science. Journal of Marketing Research, Journal of Marketing, Information System Research, Journal of the Academy of Marketing Science, Informs Journal of Computing, Harvard Business Review, International Journal of Research in Marketing, Sloan Management Review, Journal of Advertising Research, and Journal of Economics and Management Strategy, among others. Her research has won many awards including the Syntec Management Consulting Best Paper Award, INFORMS Society of Marketing Science Practice Prize, the EMAC Best Paper Award, the Google-WPP Marketing Research Award, Finalist for Paul Green Award and Marketing Science Institute's Buzzell Award and Research Competitions. She is also a recipient of the Broderick Prize for Research at Boston University School of Management.

Shubhranshu Singh

Johns Hopkins University

Shubhranshu Singh is an associate professor of marketing at the Johns Hopkins University. He holds a joint faculty appointment in the Economics Department, Krieger School of Arts and Sciences and is a core member of the Hopkins Business of Health Initiative. He received his PhD in Business Administration (marketing) from the University of California at Berkeley. He is an applied game theorist and his main research interests are in the areas of societal-impact driven marketing (e.g., healthcare, poverty, inequality, and corruption) and strategic communication. His research has appeared in Journal of Marketing Research, Marketing Science, and Management Science journals. His research has won the 2013 John A. Howard/AMA doctoral dissertation award and the 2012 ISMS doctoral dissertation competition. His paper on competition in corruption markets was finalist for both Bass and Little awards in 2017. He was chosen a Marketing Science Institute (MSI) young scholar in 2021.

Simona Botti

London Business School

Simona Botti received a PhD from the University of Chicago and is Professor of Marketing at London Business School. Simona's research is on consumer behavior and decision making, with a focus on the psychological processes underlying perceived personal control and how different ways of providing and exercising control influence well-being. She teaches the Brand Management elective and co-directs an Executive Education course titled Strategic Branding. In 2017, she received the London Business School MBA Best Teacher Award and Excellence in Teaching Award. Simona was selected for the MSI 2009 Young Scholar and 2018 Scholar programs. She received the 2022 AMA TechSIG-Lazaridis Prize, the 2012 Journal of Consumer Research Best Article Award, and the 2007 and 2014 Robert Ferber Award. She is Associate Editor at Journal of Consumer Research and Journal of Marketing. From 2016 to 2018 she served on the Association for Consumer Research Board as International Perspectives Director.

Sourindra Banerjee

University of Leeds

Dr. Sourindra Banerjee is an Associate Professor of Marketing at Leeds University Business School, University of Leeds. Dr. Banerjee specializes in understanding 1) how firms grow through international expansion and innovation; 2) how to improve the effectiveness of salespeople; and 3) how firms can effectively use social media.

Stefan Stremersch

Erasmus University Rotterdam

Stefan Stremersch holds a Chair of Marketing, at Erasmus School of Economics, Erasmus University Rotterdam, the Netherlands. His main research interests are innovation, marketing of technology and science, and pharmaceutical marketing. Stremersch has won several awards, such as the Harold H. Maynard Best Paper Award of the Journal of Marketing (2002), the IJRM Best Paper Award (2012 & 2014), the JC Ruigrok Prize for the most productive young researcher in the Netherlands (2005; awarded only once every 4 years to an economist), the Rajan Varadarajan Early Career Award of the American Marketing Association (2008), the American Marketing Association's Award for Global Marketing (2006), the EMAC Distinguished Scholar Award (2020), the MOA Scientist of the Year Award (2020) and was appointed EMAC Fellow in 2018. In 2015, he was awarded the honorary International Francqui Chair (Belgium), selected across all sciences. He served many years on the ERB or as an AE for IJRM, Journal of Marketing, Journal of Marketing Research and Marketing Science. He was the Editor-in-Chief of IJRM from 2006 to 2009.

Stephan Ludwig

Monash University

Stephan Ludwig is a Professor of Marketing at Monash University, with expertise in marketing communications, digital marketing, and analytics. His research investigates the nuances of marketing communication design, examining how our methods of communication not only reflect our identities and intentions but also shape our relationships and influence our audiences. His scholarly work is widely recognized and published in leading journals within the fields of marketing and information systems, as well as in the

popular press. Stephan serves on the Editorial Review Board of the Journal of Marketing, is an Area Editor for the Journal of Retailing, and he is an invited reviewer for premier journals across marketing, information systems, and strategic management. He chairs the Marketing Theory Track at the European Marketing Academy Conference. At Monash University, he teaches Digital Marketing, drawing on his extensive teaching experiences at top universities in Australia, Germany, the Netherlands, the UK, and Switzerland. As a consultant academic he also engages in strategic industry collaborations including multinationals and innovative startups.

Stephanie Noble

University of Tennessee

Stephanie M. Noble is the Nestlé USA Professor of Marketing and William B. Stokely Faculty Research Fellow in the Haslam College of Business at the University of Tennessee. Her primary research interests involve customer experience management in retail and service settings, with a focus on technology, atmospherics, and organizational frontlines. She has published in several top journals including the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of Retailing, and many other outlets. Stephanie was a member of the American Marketing Association's (AMA) Academic Council, has co-chaired the Summer AMA Educator's Conference, has been a doctoral consortium faculty member for AMA/Sheth, Frontiers in Services, and Academy of Marketing Science Conferences, and has been actively involved in the Retailing & Pricing SIG (co-chair) for the AMA. Stephanie has served as an Area Editor for the Journal of the Academy of Marketing Science and the Journal of Retailing, co-editor for the Journal of Service Research, and is the incoming EIC (with Charles Noble) at the Journal of the Academy of Marketing Science.
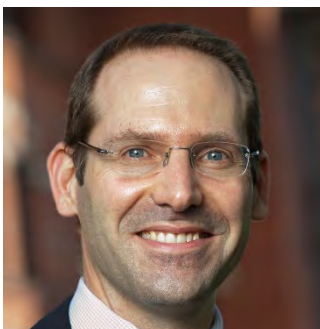
Stijn van Osselaer

Cornell University

Stijn van Osselaer is the S.C. Johnson Professor of Marketing at Cornell and currently serves as Area Chair of Marketing & Management Communication for the Cornell SC Johnson College of Business. Stijn works on a broad range of research topics including connecting customers with producers, groundedness, customer self-esteem, customer decision making, and research methods. His work has appeared in, e.g., the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, and Journal

of Experimental Psychology. Stijn was an Associate Editor at the Journal of Consumer Research for eight years. He previously taught at Chicago Booth, London Business School, and Rotterdam School of Management. He was President of the Society for Consumer Psychology and served as Associate Dean for Academic Affairs at the Johnson Graduate School of Management at Cornell, where he also chaired the board overseeing Administrative Science Quarterly. Stijn teaches the core marketing course in various programs.

Sumin Kim

The University of Manchester

Sumin is a Lecturer (Assistant Professor) in Marketing at the University of Manchester. She holds a BSc in Business (marketing concentration) from the Kelley School of Business, Indiana University Bloomington, an MSc in Business (marketing concentration) from Seoul National University, and a PhD in Business and Management (marketing concentration) from the Alliance Manchester Business School, The University of Manchester.

Sumin has engaged in various research examining how irresponsible (corporate social irresponsibility) and responsible (corporate social responsibility) corporate practices influence consumer behaviours mainly from a psychological perspective. She is also involved in projects related to various contexts, including brand activism, sustainable development goals, and corporate digital responsibility.

Sumin has published works in leading journals, such as Journal of the Academy of Marketing Science and Journal of Business Research. She also regularly presents her latest research at leading conferences around the world.

Szu-chi Huang

Stanford University

Huang is an associate professor of marketing at Stanford Graduate School of Business. Her research focuses on motivation science, specifically the temporal and social dynamics of goal pursuit. Her recent work also explores the role of new technology (e.g., fintech, service robots) for the society's greater good.

Huang's research has been published in top marketing, management, and psychology journals, as well as featured in the popular press such as Harvard Business Review, Inc., and Forbes. Huang has been awarded the AMA's Rising Star Award (2013), AMA-Sheth Distinguished Faculty Fellow (2017, 2022, 2024), MSI Young Scholar (2017), MSI Scholar (2023), and Early Career

Awards from the Society for Consumer Psychology (2020) and the Society for the Science of Motivation (2022). For her teaching contribution, Huang was named one of Poets Quants' Best 40 Under 40 Professors (2017), and has received Stanford's Amplifier Award (2020) and the prestigious Distinguished Teaching Award (2022).

Thomas Rudolph

University of St. Gallen

Thomas Rudolph is Professor of Business Administration and Marketing and Director of the Research Center for Retail Management at the University of St. Gallen (HSG). He holds the Gottlieb Duttweiler Chair of International Retail Management and heads the St.Gallen Retail Lab, which brings scientific findings closer to practice in the form of research workshops, courses, and certificate programs. He was a visiting professor at Brigham Young University in Utah (1998), at the University of Florida (2001), at ESADE in Barcelona (2006), and at Massey University in Auckland (2008). Thomas Rudolph is the author of more than 10 books and over 350 articles on marketing and retail topics in renowned journals such as the Journal of Marketing, the Journal of Retailing, the Journal of the Association for Consumer Research, and the Harvard Business Manager. He maintains close contact with the media and the business world in his capacity as a board member of renowned international companies, as a coach, and as a retail management expert.

Tina M. Lowrey

HEC Paris

Tina M. Lowrey (Ph.D., University of Illinois) is Professor of Marketing at HEC Paris. Her research interests include children's consumer behavior, materialism, the application of psycholinguistic theory to marketing communications, and gift-giving and ritualistic consumption. Her work has appeared in numerous journals, including Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of the Association for Consumer Research, International Journal of Research in Marketing, and Journal of Advertising. She edited Brick & Mortar Shopping in the 21st Century and Psycholinguistic Phenomena in Marketing Communications (both Erlbaum). She co-edited The Routledge Companion to Consumer Behavior (with Mike Solomon). She has chapters in Contemporary Consumption Rituals: A Research Anthology (which she co-edited with Cele Otnes) and Gift Giving: A Research Anthology, among others.
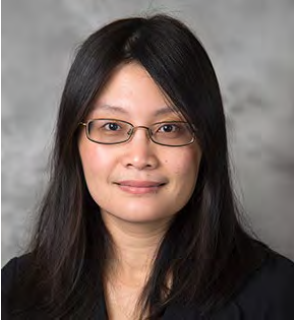
Ting Zhu

Purdue University

Ting Zhu is Jack A. Hockema Chair in Management and Professor of Marketing at Daniels School of Business, Purdue University. Her publications and research interests focus on entry models, consumer choices, retail competition, pricing, new technology adoption, and health and sustainability in marketing. Ting has received numerous research wards and grants. She has published papers in Marketing Science, Journal of Marketing Research, Journal of Marketing, Quantitative Marketing and Economics and Rand Journal of Economics. She previously served on the faculty of the Sauder School of Business at the University of British Columbia, Booth School of Business at the University of Chicago, and School of Economics and Management at Tsinghua University. Ting Zhu earned her PhD in marketing from Carnegie Mellon University, and MS and BS from Tsinghua University.

Upender Subramanian

University of Texas at Dallas

Professor Upender Subramanian develops economic models of how businesses collaborate and compete using contracts, sharing of information, and price / promotions. His areas of research include CRM, distribution channels, dynamic pricing, e-commerce platforms and retailing. His work has been published in Marketing Science and in Management Science, and has been nominated for the Frank M. Bass Dissertation award and the John D.C. Little award. He currently serves as an AE at Marketing Science. He joined the University of Texas at Dallas in 2009, after completing his doctoral studies at the Wharton School of Business.

V Kumar

Brock University

V. Kumar (VK) is the Professor of Marketing, and the Goodman Academic-Industry Partnership Professor, Goodman School of Business, Brock University, ON, Canada. He has held/holds several Distinguished Endowed Faculty Positions in the U.S., and Distinguished Fellowships across universities worldwide, including being the Chang Jiang Scholar, HUST, Wuhan, China; and the Hagler Fellow, Texas A&M University, USA. VK has also been honored as a Legend in Marketing (along with Dr. Philip Kotler and Dr. Jagdish Sheth) through the 10-Volume Legends in Marketing series published

by Sage Publications with commentaries from scholars worldwide. Professor Kumar has published over 300 papers in scholarly journals and over 30 books; received over 20 Lifetime Achievement Awards; and over 25 Research and Teaching Excellence Awards. Professor Kumar has served as the Editor-in-Chief of the Journal of Marketing (2014-2018) and serves/served as the Department Editor of POM, the Consulting Editor of JIBS, and the Senior Consulting Editor of Elsevier Marketing Journals. Global Fortune 500 firms have implemented many of VK's ideas and models in multiple areas of marketing and operations, which have resulted in gains of over multi-billion dollars.

Venky Shankar

Southern Methodist University

Venkatesh (Venky) Shankar is Brierley Endowed Professor of Marketing & Academic Director, Cox School of Business, Southern Methodist University. He has been recognized as one among the World's Most Influential Scientific Minds and Top 1% of Marketing Scientists. He is Co-Editor of the Handbook of Marketing Strategy and author of Shopper Marketing. The Shankar-Spiegel Award is named in his honor. He is an AMA Fellow and a winner of the Blair Award for Marketing Accountability, AMS Cutco/Vector Outstanding Marketing Educator Award, Lifetime Achievement Award in Retailing, Mahajan Award for Lifetime Contributions to Marketing Strategy, Distinguished Alumnus Award from IIM, Calcutta and IIT, Kharagpur, and Clarke award for Outstanding Direct and Interactive Marketing Educator. He is Chair, MASB Advisory Council and was a two-term Academic Trustee of MSI. He is Editor Emeritus of the Journal of Interactive Marketing. He is a three-time winner of the Krowe Award for outstanding teaching. He has been a visiting faculty at Stanford, MIT, INSEAD, Singapore Management University, SDA Bocconi, Chinese European International Business School, and Indian School of Business. He earned a Ph.D. from Kellogg School, Northwestern University.
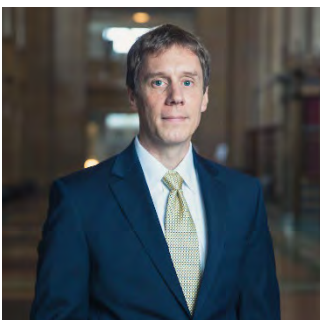
William (Bill) Hedgcock

University of Minnesota

William Hedgcock is an Associate Professor in the Marketing Department at the University of Minnesota, Carlson School of Management. His teaching and research focus on consumer behavior and the neuroscience of choice. Professor Hedgcock's research utilizes a range of techniques from simple paper and pencil preference questionnaires to physiological measures (e.g.,

facial expressions, heart rate, eye tracking, skin conductance) and functional brain imaging. His primary research stream involves identifying decision biases and the physiological and neural correlates of these biases. He has published in journals such as the Journal of Marketing Research, Neuropsychology, Management Science, Psychological Science, and the Journal of Consumer Psychology. Prior to Carlson, Professor Hedgcock was an Associate Professor and Director of the Marketing PhD Program at the University of Iowa, Tippie College of Business. He received his Ph.D. from the University of Minnesota, Carlson School of Management in 2008.

Yufeng Huang

University of Rochester

Yufeng Huang is an Associate Professor of Marketing at Simon Business School, University of Rochester. He received Ph.D. in Marketing (cum laude) from Tilburg University. His broad research focuses on information and other frictions affect consumers and firm managers and how market design alleviates such frictions. Specifically, most of his works fall into one of four themes. (1) Consumer information and other frictions – learning, switching costs, transportation costs, and search costs. (2) Information provision through advertising and content. (3) Pricing frictions by large and small firms. (4) Platform and market design that accounts for equilibrium seller strategies. Yufeng Huang teaches graduate-level data analytics at the University of Rochester. Outside of work, Yufeng is an enthusiast for cars, cooking, and outdoor activities.

Yuliya Strizhakova

Rutgers University, The State University of New Jersey

Yuliya Strizhakova, Ph.D. is an Associate Professor of Marketing at the School of Business – Camden at Rutgers University, New Jersey, USA. She received her Ph.D. from the University of Connecticut. Her research interests include consumer behavior in the global marketplace and emerging markets, environmental sustainability from the behavioral consumer perspective, consumer well-being, and branding. Her research has been published in leading marketing journals, such as Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, Journal of Service Research, and Journal of International Marketing. She serves as an Associate Editor at the Journal of International Marketing and Journal of Business Research (Marketing); she is an Area Editor for Central and Eastern European research at the Journal of Global Marketing.

CONSORTIUM FELLOWS (Doctoral)

Aaron Nichols

Boston University, Questrom School of Business

I'm a Ph.D. candidate in Marketing at Boston University's Questrom School of Business. My academic journey began with degrees in Psychology (B.S) and Economics (B.A.) from UNC-Chapel Hill and continued as a researcher at Duke University's Social Science Research Institute. These experiences inspired me to pursue a Ph.D. to examine the intersection of consumer behavior and social issues.

My work exploring the impact of diversity marketing on job-applicant behavior was recently spotlighted in Nature Human Behaviour. Currently, I'm investigating another pressing social concern – misinformation — by testing decentralized interventions that help consumers screen and signal the quality of information online. Other related work explores ESG marketing. I have taught undergraduates in Marketing Research and assisted MBA courses on Ethical Leadership.

My goal is not only to understand consumer behavior, but to use marketing science to generate insights that will aid organizations in building a more informed, inclusive, and sustainable world.

Aaron Shine

University of Bath

I am a final year marketing PhD student with a background in quantitative methods. Through experimental design, my research explores the influence of companies' support for social causes on consumers' purchasing decisions. I focus on how evaluations of companies are shaped by various aspects of their Corporate Social Responsibility (CSR) initiatives, such as the costs involved, the scope of their support, and notably, the actual social impact they achieve. In fact, a question central to my studies is whether consumers actually care how effective CSR initiatives are. Generally, I find prosocial behaviour fascinating —what drives it, how it's perceived by others, and the ways in which cognitive biases may hinder effective altruism.

Adria Mankute

University of Oregon

Adria is a fourth year Marketing PhD Candidate at the University of Oregon's Lundquist College of Business. She uses a mix of experiments, field studies, and neuroscientific methods to study consumer memory, sensory marketing, and information processing. Prior to arriving at UO, she received a Masters from American University and completed undergrad at Flagler College. For the past two years, she has overseen operations of the Business Research Institute and is a co-founder of the HEDCO EEG Lab, both in the Lundquist College of Business. Outside of research, she enjoys swimming and spending time with her pets.

Aman Soni

University of Pittsburgh

I am a fourth year Ph.D. student at University of Pittsburgh. Before starting my Ph.D., I got an engineering and an MBA and worked in sales and academia. With a background in marketing and a keen interest in social media, my research primarily focusses on unraveling the dynamics of social media with the study of social media influencers and live streamers. My research explores managerially relevant questions relating to influencer selection by brands and toxicity in live streams. My research involves quantitative analysis of large secondary datasets using machine learning, content, and statistical analysis. My research also utilizes extensive use of coding languages like R, Stata, and Python.

Amir Hassanzadegan

The University of Melbourne

Amir, a PhD candidate at the University of Melbourne, blends his engineering and business administration background to address the dynamics of inter-organizational relationships within the realm of marketing strategy. His focus is on demystifying the complexities of technology licensing agreements, particularly the intricacies of governance structures designed to alleviate collaboration—cooperation and coordination—challenges. Employing quantitative techniques, Amir has conducted in-depth analyses of technology licensing contracts. His research is further augmented by conjoint experiments. His forthcoming work scrutinizes 1) the impact of payment structures in mitigating (double-sided) agency problems and ensuring compliance, and 2) the role of collaboration committees in overcoming the coordination hurdles unique to technology licensing. Amir's research promises to illuminate strategies for improving inter-organizational relationships, significantly contributing to both the scholarly community and practical applications in the field.

Andy Li

University of Maryland

Andy Li is a behavioral marketing Ph.D. candidate at the University of Maryland, where he conducts research in the intersection of marketing and morality. One stream of Andy's research looks at the increasing centrality of sociopolitical issues in the marketplace. He investigates consumers' reactions to companies staying silent on sociopolitical issues, as well as the psychological processes driving consumers to engage in activist behaviors such as boycotting and buycotting. Andy is also broadly interested in social inequality in the marketplace, with a focus on how consumers' acceptance of inequality influences their reactions to different government services. Andy employs a multi-method approach of experiments, surveys, and secondary data analysis in his research. Andy has presented his research at Association of Consumer Research and Society of Consumer Psychology conferences. Prior to joining UMD, Andy earned his B.B.A. in marketing from William & Mary and has worked as a consulting analyst at Accenture.

Angela Yi GAO

The Hong Kong Polytechnic University

My name is Angela Yi Gao, and I'm currently in the final year of my PhD program in marketing, specializing in marketing strategy at The Hong Kong Polytechnic University. I am absolutely thrilled to have been nominated to participate in the prestigious AMA Sheth Doctoral Consortium. My research primarily focuses on online influencer marketing, live stream shopping, and inter-firm relationships. I am also eager to delve into additional research domains that align with my passion for marketing strategy. Beyond academia, traveling, swimming, snorkeling, hiking and camping are among my favorite pastimes. Equally important to me is nurturing social connections, as an ENFJ personality type, I thrive on interactions with friends and cherishing those meaningful moments. I am truly delighted to be here among fellow researchers and scholars. I look forward to engaging in stimulating discussions, exchanging ideas, and forging new connections during this esteemed event.

Aprajita Gautam

University of Texas at Austin

Before joining academia, I had a career in Marketing at Proctor and Gamble, where I became acutely aware of the environmental impact of product and packaging waste. Building on my industry experience, my research seeks to

understand consumer decision-making processes regarding product disposal and repair, as well as the self-evaluations and societal judgments associated with these choices.

My dissertation is centered on the conceptualization, measurement, and exploration of a novel construct termed "product perfectionism." This construct encapsulates the often unrealistic and high expectations some consumers hold from their possessions, shaping their attitudes and behaviors toward consumption. By delving into the antecedents and behavioral consequences of product perfectionism, my research aims to shed light on the underlying factors influencing consumer choices (including brand choices, disposal and repair decisions, and decisions to upgrade to newer products) and, in turn, contribute valuable insights into the broader field of sustainable consumer behavior.

Archer Yue Pan

Cornell University

Archer Yue Pan is currently a doctoral candidate at the Cornell University Johnson Graduate School of Management. Before joining Cornell, he received his bachelor's degree in psychology from the University of Illinois Urbana-Champaign and his master's degree in social sciences from the University of Chicago. He is interested in investigating the role of consumer identity in consumer decision-making, as well as how contexts shape the way consumers make decisions.

Arpit Agrawal

University of Houston

Arpit Agrawal is a third-year doctoral student pursuing his Ph.D. in Marketing at the University of Houston's Bauer College of Business. His research interest is in sales with focus on salesperson behavior and outcomes. Prior to beginning his doctoral studies, he worked as a business development manager for an e-commerce company—Flipkart Internet Pvt Ltd (a Walmart group company), responsible for growth verticals of books, general merchandise, and home divisions. He graduated from Indian Institute of Technology, Roorkee with a B.Tech in Biotechnology and received his MBA/PGDBM from Xaviers Labor Relations Institute Jamshedpur, India.

Brandon Christensen

University of Colorado Boulder

Brandon is a fifth-year Marketing PhD candidate at the University of Colorado Boulder. He received his undergraduate degree in Marketing Management from The Marriott School of Business at Brigham Young University. He worked as an assistant brand manager for a pet food company and a promotions manager for a nationwide chain of trampoline parks before starting his PhD in 2020. Brandon's research examines what inhibits people from conspicuously consuming luxury goods and services, which is a part of a broader research interest in luxury and social status. He also researches discrimination in consumption contexts and what may mitigate those adverse effects. Additionally, Brandon has a project exploring lay economic reasoning and how consumers ignore supply dynamics in the face of fluctuating prices. Brandon can often be found adventuring with his dear wife, Sarah, and their three young sons, Jordan, Elijah, and Ray.

Ceren Sahin

Tilburg University

I am a third-year Ph.D. candidate in Marketing at Tilburg University, under the supervision of Dr. Robert Smith and Dr. Anika Stuppy. My academic journey began with a double major in Business Administration and Economics from Koc University, followed by a Research Master in Marketing from Tilburg University. In the spring of 2024, I was a visiting Ph.D. student at Bayes Business School, City University of London, under the mentorship of Dr. Jingshi Liu.

My research focuses on consumer experiences and their impact on well-being and market behavior. One notable project investigates how consumers derive enjoyment from multifaceted hedonic experiences. Another study explores consumer preferences for ethical versus utilitarian goods, examining the anticipated warm glow effect. Additionally, I examine the social and economic implications of frugal and green behaviors, such as product repair, including social credit and brand perceptions, to enhance our understanding of sustainable consumer behavior.

Christian Parry

University of Iowa

Christian Parry is a third year PhD student in Marketing at the University of Iowa. Christian began his PhD studies after earning bachelor's degrees in marketing and economics from Utah State University. Interested in the intersection of identity and consumption, Christian studies how consumers interact with each other and their possessions in virtual worlds. Broadly, Christian focuses on consumer's digital consumption habits and how those habits impact consumer well-being. A project of Christian's in this area delves into how loneliness impacts consumer behavior in virtual worlds, and how that behavior may harm consumers in the physical world. Another of Christian's primary research interests is product customization. One project investigates the rare situations where default product designs are preferred to customizable designs. Christian primarily uses experimental methods, but also utilizes archival and field data when his projects can benefit from it.

Christoph Hüller

University of Arizona

Christoph Hüller (English spelling: Hueller) is a doctoral candidate in marketing at the University of Arizona's Eller College of Management. Christoph's theoretical interests revolve around consumer psychology and judgment and decision making. A large part of his work examines how consumers make decisions involving risk and uncertainty, how social relationships contribute to consumer well-being, and how consumers form trust relationships with economic actors. Christoph studies his research ideas in the substantial contexts of technology and innovation, healthcare, and finance. Methodologically, he is pursuing a minor in neuropsychology and a certificate in neuroimaging to complement his expertise in experimental methods with neuroscientific methods like brain imaging. Christoph has presented his research at various academic conferences and symposia, including the Association for Consumer Research and Society for Consumer Psychology conferences. His work has been published in the Journal of the Association for Consumer Research and Proceedings of the National Academy of Sciences.

Christopher Schraml

University of St.Gallen

Christopher Schraml is pursuing his Ph.D. in Management, focusing on Marketing at the University of St.Gallen. He earned his M.Sc. in International Management and Marketing from Johannes Gutenberg-University Mainz and his B.Eng. in International Technical Sales from Baden-Württemberg Cooperative State University Stuttgart.

His research focuses on consumer behavior in retailing, particularly social influences in online retailing and social media and the impact of video content. Christopher has presented his findings at conferences like the European Marketing Academy Annual Conference and published several long-term studies on omnichannel and cross-border consumer behavior in Europe.

Actively contributing to the academic community, he's a member of the American Marketing Association and a reviewer for the European Marketing Academy. Outside academia, he brings over three years of practical experience in Sales and Business Development for international companies. Christopher enjoys playing basketball, traveling, and cooking in his leisure time.

Demi Oba

Duke University

Demi Oba is a PhD Candidate in consumer behavior at Duke University's Fuqua School of Business. His research is focused on the domain of communication with projects examining interpersonal communication, brand-consumer interactions, and the effects of communication methods. Demi's work tackles questions like "How do communication mediums shape consumer messages", "Can brands build strong relationships by making fun of their consumers", and "What is the persuasive impact of hedging in word of mouth and advertising." Demi earned bachelor's degrees in business administration and financial mathematics as well as s a research based MSc in marketing. Prior to joining the doctoral program at Duke, Demi worked as a marketing manager for Smile.io and taught Effectual Entrepreneurship at the Undergraduate level at Wilfrid Laurier University.

Dylan Haojun CHEN

The University of Hong Kong

With an accounting background, I'm fascinated by exploring intriguing niches in marketing, specifically consumer financial decision making. This area encompasses individual responses and social influence, as decisions can be visible in public contexts or influenced by social norms in private. To ensure the realism of my research, I employ field experiments and analyze secondary data. I value discussions with my supervisors, peers, and even layman individuals, as they provide guidance, support, and intuitive perspectives. Excitingly, I'm joining the AMA Sheth consortium this year, where I can make new friends and engage in interesting research collaborations. If you're also interested in sports and arts, we'll definitely get along well.

Emma Johnson

The University of Sheffield

I am a final-year PhD student at The University of Sheffield. My doctoral research draws from social psychology and identity theory with a focus on the lived experiences of same-sex-attracted individuals who were raised in a religious environment. I explore the strategies they utilise to negotiate potential cultural identity conflict and how this is manifested in their desire for (non)representation in brand communications and their brand relationships. I take an intersectional approach in my research to recognise and explore diversity within the LGBTQ+ community. Alongside my PhD I have worked as part of the Multicultural Marketplaces Network on a number of papers, mainly in the area of DEI engaged marketing, including our article which featured in JACR's special issue on racism and discrimination in the marketplace.

Erya Ouyang

Temple University

Erya Ouyang is a fourth-year Ph.D candidate in marketing at the Fox School of Business, Temple University. Her research interests lie in social media, digital marketing, and e-commerce with the method of empirical modeling and machine learning. In one line of research, she investigates how interactions among different modalities (such as image, text, and audio), used as a measure of content quality, affect engagement and consumer insights within the context of social media. In another research direction, she examines the effects of implementing generative AI tools in e-commerce environments. Prior to joining the doctoral program, Erya received her BS in International

Business from University of Nottingham and MS in Business Analytics from George Washington University.

Ethan Milne

Ivey Business School, Western University

I am a 4th Year Marketing PhD student at the Ivey Business School, Western University. My research primarily focuses on the intersection between prosocial and antisocial behavior — identifying how antisocial motives can result in prosocial behavior, and how prosocial motives can result in antisocial behavior. Recently, I have focused on how consumers' aggressive impulses can be leveraged to motivate donations to charitable organizations, how a desire to bond with one's ingroup can result in aggression against other consumers, and how prosocial and antisocial motives result in consumer aggression against brands.

As a phenomenon-driven researcher, I typically source research ideas from current events that are not fully explainable through existing theoretical lenses. I then investigate these phenomena using a mix of laboratory experiments, qualitative interviews, and analysis of large-scale webscraped social media data.

Fabienne Krywuczky

Vrije Universiteit Amsterdam

Fabienne Krywuczky is a third-year Ph.D. candidate in Marketing at Vrije Universiteit Amsterdam, currently visiting Bayes Business School. Her research focuses on consumer well-being. Specifically, she explores decisions about body transformations and the role of identity – from both the decision-maker and external observer perspectives.

One of her projects examines the role of identity as a driver of women's breast reconstruction preferences following breast cancer, providing insights into how consumer theory can be applied to improve patient decisions with long-lasting implications. Another project demonstrates that opting for cosmetic surgery may backfire, signalling a dark personality trait to others. Fabienne has also connected interdisciplinary work and developed a roadmap for marketing researchers to advance insights along the cosmetic surgery consumer journey.

While an experimental researcher by training, Fabienne also has experience in conducting cluster analyses, interviews, and bibliometric reviews. Her projects have been presented at international conferences including EMAC and EACR.
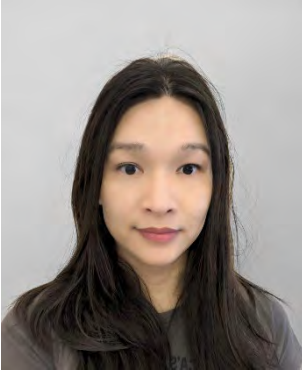
Felix Nguyen

Emory University

Felix Nguyen is a PhD Candidate in Marketing at the Goizueta Business School, Emory University. Felix employs state-of-the-art methods in Multimodal Deep Learning, Generative AI, and Causal Inference to answer business relevant questions related to Digital Marketing, Customer Relationship Management, and Online Platform Design. Under these overarching themes, Felix's current research projects explore topics such as: the impact of content variety and novelty on digital engagement; the effect of engagement signal obfuscation on content creator's growth on social media platforms; causal effects of email marketing design components; and the consequences of digital credentials signaling on user-generated content and behaviors. Prior to the doctoral program, Felix earned a Master's in Marketing Analytics and an MBA from the University of Wisconsin-Madison, and worked in the fintech industry developing innovative CRM products such as chatbots and social media integrated CRM apps

Feyzan Karabulut

University of Alberta

Feyzan is a fifth-year PhD candidate in marketing at the University of Alberta. Her supervisory committee includes Sarah Moore, Paul Messinger, and Jennifer Argo. Feyzan earned a Master's in Marketing from the University of Rochester before joining the University of Alberta.

Feyzan's research broadly focuses on digital communication. She is particularly interested in studying the dynamics of interactions among consumers and between consumers and firms on various online platforms, including social media, online chat, and videoconferences. In this domain, she explores how consumers are influenced by using and being exposed to different verbal (e.g., pronouns) and visual cues (e.g., videoconference backgrounds, emojis), along with other peripheral cues (e.g., platform type).

She also examines the interactions between consumers and digital agents. Her dissertation explores how AI agents' language in online chat customer service interactions affects consumers. In another research project, she studies how consumers interact with and respond to virtual influencers.

Gal Smitizsky

University of California San Diego

I am a PhD Candidate in Marketing at the Rady School of Management at UC San Diego. My research interests lie in understanding the factors that influence people's choices and judgments, an area that overlaps heavily with behavioral economics and consumer behavior. I focus on judgment and decision making, with an emphasis on the psychology of time and money, as well as the cognitive and emotional basis of consumer choice. My research seeks to understand how individuals value and manage their time in a labor context, how buyers and sellers value an object in the market, with a focus on how the resource used for valuation—time or money—influences the perceived value of an object, as well as how individuals' choices are affected by prior experiences.

Gayoung Park

Virginia Tech

Gayoung Park is a Ph.D. student at Virginia Tech's Pamplin College of Business, specializing in Marketing. She completed her Master of Science in Marketing at Sogang University, where she also earned her Bachelor of Business Administration. Her research focuses on consumer well-being, financial decision-making, and technology adoption, including studies on credit card debt repayment and AI systems. Gayoung has published and presented her work at various conferences, such as the Association for Consumer Research. Additionally, she has teaching experience at Virginia Tech and has worked on numerous research projects related to fintech and IT service management.

Guangzhi Chen

University of Florida

Guangzhi Chen is a third-year Ph.D. student in Marketing at Warrington College of Business, University of Florida. His research focuses on quantitative marketing, using methodologies including economic theory, econometrics, and machine learning. He is interested in the applications of digital technologies in marketing, social media marketing, and online marketplace. Specifically, his current research investigates how personalized pricing interacts with consumers' product quality inference and how such interaction affects a firm's pricing strategy. In addition, his research also looks the transparency component of influencer marketing campaign from the perspective of influencer reputation and its regulatory implications.

Haiyan Chen

Newcastle University

Haiyan Chen is a PhD candidate at the Newcastle University Business School (the United Kingdom). Her research interests lie mainly in service marketing, consumer psychology and behaviour, transformative self-service technology (e.g., wearable activity trackers) and consumer well-being. Her research focuses on exploring the impact of digital self-service technology usage on consumer well-being, particularly interested in unintended negative impacts. She has experience in conducting both qualitative research (e.g., thematic analysis and interpretative phenomenological analysis) and quantitative research, and currently working on conducting her doctoral research using a mixed approach. Under the guidance and cooperation of the supervision team, she has published her work in the Journal of Public Policy & Marketing.

Hyebin Kim

Washington University in St.Louis

I am a PhD candidate in Marketing at Washington University in St. Louis. My research focuses on decision-making in the context of social consumption experiences—in particular, I study how consumers make each other's lives better. My doctoral dissertation investigates the decision-making processes and experiences of hosts of parties and other social gatherings. Additionally, I study gift-giving and prosocial behavior, examining both the positives and the negatives of each. The overarching goal of my research is to help consumers make better decisions for themselves and others. I received my M.A. in psychology from New York University and a B.A. in Business Administration from Korea University

Jason Zhao

Northwestern University

I am a fifth-year PhD candidate in quantitative marketing at Northwestern Kellogg School of Management. I study how consumers choose to consume information, and how firms choose to provide it. My recent work explores how Republican and Democratic consumers differ in preferences for not only ideological slant in reporting but also in which issues are covered. I explore how these preferences impact firms' product positioning, polarization in news consumption, and the potential impact for public policy in addressing polarized media diets. In other work, I examine how pharmaceutical detailing may serve to prompt consideration, implying that a policymaker must balance social benefits from prompting consideration against potential costs of persuasive effects. In an additional early-stage project, I utilize eye-

tracking data to examine what mechanisms underlie consumers' choices to consume political advertising.

Jazmin Henry

University of California, Irvine

Jazmin Henry is a 4th year Marketing doctoral candidate. Her research interests surround race, identity, and culture within the marketplace. She earned a B.S. in Business Management from Fayetteville State University and an MBA in Marketing from the University of North Carolina, Greensboro. Prior to her admission to the University of California, Irvine's doctoral program, she amassed nearly a decade of experience in the financial sector as a credit risk analyst at institutions such as Credit Suisse, BB&T (now Truist), and Allegacy Federal Credit Union. Jazmin has been invited to present at esteemed academic conferences including Academy of Marketing Science, Association of Consumer Research, and the Annual Ronald E. McNair Symposium and Celebration. She is actively involved in several professional and academic organizations, including The PhD Project, American Marketing Association, Association for Netnographic Research, Association for Consumer Research, Consumer Culture Theory Consortium, and Society for Consumer Psychology.

Jiaming (Jasmine) Wei

The University of North Carolina at Chapel Hill

I am a 3rd year Quant Marketing PhD student at Kenan-Flagler Business School at UNC-Chapel Hill. My research interests lie in understanding emerging and important phenomena in influencer marketing and digital economy, using theoretical modeling. My recent research focuses on influencer competition. I am also interested in topics such as digital platforms, targeted advertising, and competitive strategies of firms.

Jiaqi Yu

University of Chicago Booth School of Business

I am mainly interested in studying how consumers interpret and respond to messages and marketing signals in different contexts. My research has been published in the Journal of Consumer Research (JCR) and the Journal of Social and Personality Psychology (JPSP).

I was the lead-organizer of the annual Kellogg-Booth Student Symposium (KBSS) in 2023. Prior to the PhD program, I earned my M.A. degree in Social Sciences from the University of Chicago and my B.A. degree with Honors in Psychology from Northwestern University.

In my free time, I enjoy cooking, exploring unfamiliar neighborhoods, and learning languages. I have a Yorkie named Evan who has wavy and cotton coat.

Jingling Yu

Hong Kong University of Science and Technology

I am currently a fifth-year PhD candidate in Marketing at School of Business and Management, Hong Kong University of Science and Technology. I am actively preparing to enter the job market this upcoming summer. My primary research interest is quantitative marketing. My job market paper explores the development of an innovative deep-learning approach aimed at aiding managers in optimizing package design to improve product findability and visual aesthetics. Alongside this, my research interests extend to exploring the impact of aging on consumer visual behavior and the strategic design of influencer video content to derive valuable business insights. My research combines methods from statistics, econometrics, and deep learning, and has been presented at the Marketing Science Conference and Marketing Dynamics conference. I would love to chat about potential collaborations, research, consulting opportunities, or other questions you may have.

Julia Marcet-Alonso

University of Liverpool

Julia Marcet-Alonso (PhD student at University of Liverpool – Management School)

My PhD explores online brand communications in the context of employer branding, with a special focus on how retail careers are portrayed and how sustainability is incorporated into brand communications. It also looks into the lived experience of sales assistants in fashion retail.

My research is influenced by my background in fashion, I worked as a visual merchandiser in fashion retail before going back to university. I am very interested in services marketing and retail, specially from the employee's perspective. And, I am also interested in the role of language in marketing, especially in building the brand image.

I have organised three consecutive years Liverpool Fashion Summit, a student-led event gathering academics, practitioners and consumers to discuss issues of the industry, to find solutions together, and to raise awareness. This enriching experience made me an advocate of collaboration and knowledge transfer.

Julia van de Sandt

University of South Carolina

Julia is a PhD Candidate in Marketing at the University of South Carolina, studying Consumer Behavior under Dr. Elise Chandon Ince. Her research focuses on how consumers value product materials and its effects on sustainable consumption and financial decisions. She explores consumer lay theories and inference-making, finding that credit card materials can influence balance repayment behaviors and that product material circularity cues bias end-of-life decisions. Julia has a decade of global management experience in various sectors, including the cruise industry and retail. She aims to join the tenure-track faculty in Fall 2026, contributing to marketing and consumer research. Currently, she serves as AMA DocSIG Chair-Elect

Julian Torres Talayero

King's College London

I'm a Marketing Ph.D. candidate at King's Business School and graduate from NYU Steinhardt. I was born and raised in Mexico City where I studied Music Production Engineering. I then specialized in music composition for multimedia and continued my studies in the US. I'm also a Fulbright alumnus with previous industry experience working in Sonic Branding and Music Production for diverse media. My research explores how consumer behaviour is influenced by auditory stimuli, particularly in the area of cause-related marketing using neuromarketing methods. After finishing my programme, I intend to pursue an academic career.

Karen Tian

University of New South Wales

Karen is a Scientia PhD student and Early Career Academic Fellow in the School of Marketing at UNSW Business School. Prior to this, she earned her First-Class Honours in Marketing from UNSW and has also gained experience working in various marketing roles in the industry. Her research explores the intersection of service (e.g., healthcare) and technology. Her doctoral research particularly delves into social support in digital health services, using various methodologies including meta-analysis and text-mining.

Katerina Boncheva

Cardiff University

Third year Ph.D. candidate in international marketing and strategy, with research focus on the interplay between strategy and international business in the realm of reverse internationalization, encompassing international exit and re-entry dynamics. Katerina's thesis delves into the role of specific capabilities and their combinations in shaping a firm's international exposure across various overseas markets and their portfolios. The thesis is multi-method and involves extensive use and databases curation. Her work was accepted for presentations at esteemed international conferences, including AMA Global Marketing and AIB Annual Meeting. She is part of the inaugural cohort of the prestigious AIB-CIBER Doctoral Academy, as one of only 13 global doctoral scholars selected. Katerina supports teaching across six marketing and management modules at Cardiff Business School and is Associate Fellow of Advance Higher Education.

She holds MA in Corporate Communications, Marketing, and PR from University of Leeds, supported by the Chevening Scholarship (FCDO) and has various corporate working experiences.

Kevin Jiang

University of Washington

I am a consumer behavior marketing researcher and doctoral student at the University of Washington's Foster School of Business in Seattle, Washington. My research interests primarily involve how consumers engage with technology, from both a sensory perspective and when interacting with AI. Outside of academic research, I am formerly an award-winning documentary producer & creative director. Notably, I have created digital content at VICE Media and with brand partners such as the International Olympic Committee and the National Basketball Association.

Kiwoong Yoo

University of Tennessee

Kiwoong Yoo is a fourth-year Marketing Ph.D. Candidate at the University of Tennessee's Haslam College of Business. He holds a B.B.A. in Accounting from Hofstra University and a B.S. in Interdisciplinary Studies concentrating in Biological Sciences from Cornell University. Before joining the doctoral program, Kiwoong worked at Deloitte as an auditor and consultant for clients across various industries. His diverse professional and educational background plays a significant role in his research which investigate marketing strategies of stakeholders (e.g., firms, brands, marketers) in the context of disruptions such as natural disasters, trade wars, and technological

innovations like the metaverse. His research has been published in the Journal of Retailing, examining retailing strategies in the metaverse from consumer, retailer, and brand perspectives. Kiwoong also served as an officer for DocSIG and an Ad-hoc reviewer for esteemed journals such as the International Journal of Research in Marketing and the Journal of Business Research.

Krissa Nakos

University of Georgia

Krissa Nakos is a doctoral candidate in Marketing at the Terry College of Business, University of Georgia. She studies consumer behavior, and her main research interests include aesthetics, sensory marketing, and perception. Her current research projects explore topics such as the effect of package color saturation on consumer potency perceptions, the impact of different scent naming strategies on consumer preferences for scented products, and the effect of popularity on consumer perceptions of social media influencers' expertise. She has presented her research at multiple conferences, including the Association for Consumer Research and Society for Consumer Psychology conferences. She has also taught International Marketing at the undergraduate level.

Prior to pursuing her Ph.D., she worked in the marketing research industry and received her master's degree in Marketing Research and her bachelor's degrees in Marketing and International Business from the University of Georgia.

Kun Wang

Rutgers University

Kun Wang is a Ph.D. candidate in Marketing at Rutgers University. She is broadly interested in judgment and decision-making, time perception and consumption, and consumer language. Her current research focuses on uncovering and leveraging the power of language in shaping time consumption. Specifically, she explores the effects of framing available time with different verbs (e.g., "kill," "pass," or "use") on the allocation of time between leisure and work. Additionally, she investigates the impact of temporal analogies, where the time spent on a target activity is compared to another activity of similar duration, on promoting virtuous time consumption. Beyond her research, Kun has served as the Behavioral Lab Ph.D. coordinator at Rutgers Business School. Prior to joining the Ph.D. program at Rutgers, she received a Master of Public Administration from Cornell University and a Bachelor of Social Science in Communication from Hong Kong Baptist University.

### Kyeongbin 'KB" Kim

Emory University

Kyeongbin ('KB') Kim is a 5th-year Quantitative Marketing PhD candidate at Emory University Goizueta Business School. Her research projects have mainly focused on customer base analysis, employing causal inference, deep learning, and statistical methods. Her research interests lie in privacy and valuation, public policy evaluation, and data-centric AI. She has been working on terabyte-scale credit card transactional data and user-level mobile location tracking data. Her work is published in Journal of Marketing Research. She is currently collaborating with a major pension fund to put customer-based revenue forecasts into practice, stemming from her ongoing projects. She earned a bachelor's degree in economics and a master's degree in statistics from Yonsei University in Seoul, Korea. Prior to her academic pursuits, she worked as an analyst at the government-affiliated organization, specializing in macroeconomy and international finance.

Leo van Brussel

Rotterdam School of Management, Erasmus University Rotterdam

My first steps in academia were in the humanities at Utrecht University, where I did one bachelor's in Philosophy and a second in Language and Culture studies. Interested in persuasive language and philosophy of mind, I then did a research master's in Brain and Cognitive Sciences at the University of Amsterdam. During a research visit at the Department of Economics of the University of Zurich I studied financial risk-taking by looking at brain activity. After working in neuroscience industry, as sales and markting consultant, I started my PhD in Consumer Neuroscience at the Rotterdam School of Management. Here I am working on several projects in which I tackle questions in consumer research by looking at the brains of decision-makers using fMRI. In a first project, I have investigated fMRI data of consumers watching video commercials to uncover the psychological processes that underly narrative persuasion. In a different project, I am studying neural signatures of cooperation, by analyzing brain responses of consumers watching contestants on a TV game show. In a third project, I apply 'neuroforecasting' to find a remarkable relationship between brain activity of professional investors and future stock performance.
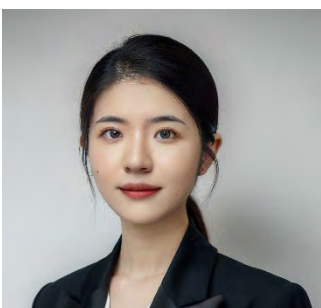
Lesley Luyang Song

Tsinghua University

Lesley Luyang Song is a fourth-year Ph.D. Candidate in Marketing (Consumer Behavior) at Tsinghua University. She is currently a visiting student at MIT Sloan School of Management, and also serves as a reviewer for Organization Science. Lesley has published as a co-first author in Proceedings of the National Academy of Sciences, which has been featured in Science and

multiple media outlets (e.g., Forbes, Global Times). She has received several awards and honors, such as the Future of Work Global Research Prize and National Scholarship of Graduate. Lesley is passionate about using mixed methods (e.g., archival data analyses, field experiment, lab experiment) to understand consumer behavior within a specific era (e.g., the effect of mask-wearing during pandemic or using generative AI in the current era on consumer behavior). Beyond her academic pursuits, Lesley finds joy in attending symphony concerts, as well as cherishing moments spent with her family, dog, and friends.

Lieve Heyrman

KU Leuven

Lieve Heyrman is a fourth-year doctoral candidate in the Marketing Department at KU Leuven (Belgium), under the supervision of prof. Marco Kotschedoff and prof. Els Breugelmans. Her research interests include retailing, marketing mix effectiveness, and omnichannel shopping. In her current work, she uses panel data econometrics to model consumer reactions to various retailing disruptions. Her work has been presented at academic conferences such as Winter AMA, the Marketing Dynamics Conference and EMAC. In 2021, Lieve was awarded an FWO fellowship for fundamental research. Prior to joining the doctoral program, Lieve received a B.Sc. (magna cum laude) and M.Sc. (summa cum laude) of Business Engineering from KU Leuven, with international exchanges to University College London, UK, and University of British Columbia, Canada.

Ludovica Scalco

BI Norwegian Business School

I am Ludovica, an Italian scholar in the third year of my PhD journey at BI Norwegian Business School, in the heart of Oslo, Norway. Given the splendid location where I live, I greatly enjoy being in contact with nature.

My academic path is a reflection of my personal beliefs: a profound respect for the natural world and a dedication to mitigating human impact on the environment. These values partially motivate my research, which centers on the political dimensions of sustainability, particularly corporate sociopolitical activism.

Through my dissertation, I delve into the nuanced responses of customers to companies that take a stand on social and environmental issues. I analyze this from a firm's perspective, considering the entire customer journey—from awareness to purchase behavior. My methodology employs panel datasets to evaluate how different activist positions influence global brands' perceptions over time. This is complemented by a thorough content analysis

of news and corporate announcements, providing a comprehensive view of the effects of corporate activism.

Mahsa Paridar

UCLA

I am Mahsa Paridar, a fifth-year Ph.D. Candidate in Marketing at UCLA. In my job market paper, I am exploring tipping in online platforms (eTipping), specifically how people learn the eTipping norm through personal and public signals. I investigate how personal experiences and community behaviors form perceptions of eTipping norms, influencing tipping decisions. My research also examines the impact of making eTipping transactions visible or anonymous, aiming to understand how these strategies affect eTipping norms and eTipping decisions on platforms with varied approaches to visibility, such as Twitch and Patreon. Additionally, in another research, I study the effects of rewards on the creation and quality of user-generated content, assessing how rewards from peers and platforms influence user engagement and content quality. My findings aim to provide platforms with actionable insights on designing effective reward systems to foster desired user interactions.

Maja Fors

Stockholm School of Economics

My research focuses on the interconnection between firms' sustainability initiatives and consumers' behavioral, intentional, and attitudinal reactions. I build on experimental methods using field, online, and lab experiments. While my research ranges from environmental to social sustainability, my main interest is assessing how short- and long-term consumer goals impact the reaction to sustainability initiatives. My first research project is an integrative literature review that develops an illustrative framework to systematize the diverse literature on the contingency of consumer outcomes upon different sustainability activities, the firm, the market, and the interconnections between them. My second project investigates the potential inhibitive role of shopping goals in increasing sustainable consumption. My third project utilizes regulatory focus theory to explain consumer reactions to financial incentives to increase sustainable consumption. Evolving research interests involve initiatives to lower consumption and firms' role in this through empirical applications to the sharing economy and circular take-back programs.
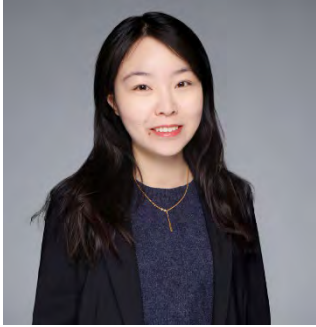
Manhui Jin

University of Texas at Arlington

I am Manhui, a third-year marketing PhD candidate at the University of Texas at Arlington. I am passionate about research focused on sleep-related factors, such as sleep deprivation, circadian rhythm, chronotype, and their influence on consumer behaviors, hoping to deepen understanding of marketing and public policy making in a global sleep loss epidemic. One of the multiple projects centering on this topic I am working on is to look at the effect of sleepiness on the design effectiveness of sensory appeals across different modalities. Apart from sensory marketing, I am also interested in human-technology interactions with a specific focus on Generative AI.

I use various methodologies to study this exciting topic, primarily relying on experiments, archival and field data, and meta-analysis. I also utilize wearable technologies such as sleep actigraphy devices to facilitate data collection, along with apps specifically developed for sleep research. I do a lot of sculpting and sketching in my free time, and I've recently gotten hooked on baking!

Maren Hoff

Columbia Business School

Maren Hoff is a 5th-year Ph.D. student in Marketing at Columbia Business School. Her research focuses on purpose-driven marketing to benefit consumers, society, and the planet. She examines how to boost consumers' well-being by addressing their status insecurities, by embracing diversity and changing societal norms, and by adopting sustainable products. To investigate these purpose-driven topics, she has leveraged multiple methodologies such as lab and field experiments, text analyses, trend analyses, and deep learning. Maren holds a B.Sc. in Business Administration from the University of Muenster and a M.Litt. in Marketing from the University of St Andrews. Her research on status insecurity has been conditionally accepted at the Journal of Personality and Social Psychology. Moreover, she currently has two manuscripts under review at the Journal of Consumer Research. Her work received an honorable mention at the Alden G. Clayton Doctoral Dissertation Proposal Competition and won several research grants.

Mengjie (Magie) Cheng

Harvard University

Mengjie (Magie) Cheng is currently a Ph.D. student in Marketing at Harvard Business School. Her research focuses on the creator economy, the spread of innovative ideas and content, and applications of computational social science to marketing phenomena. She combines economics principles and behavioral insights with machine learning, causal inference, and unstructured data to advise practical marketing decisions. Her works have been published in Management Science and American Sociological Review, as well as featured in Harvard Business Review. Prior to joining the Ph.D. program, Magie worked as a machine learning engineer at Meta's Facebook Ads Ranking and Knowledge Graph team. She received a B.S. in Finance from Chu Kochen Honors College at Zhejiang University and an M.S. in Management Science and Engineering from Stanford University.

Mikyoung Lim

University of South Florida

Mikyoung is a Ph.D. candidate in marketing at the Muma College of Business, University of South Florida. Prior to academia, she worked in the health & beauty industry for four years as a researcher and project manager in a Strategy & Planning team. While working in the retail sector, she developed an interest in designing retail environments to enhance the consumer experience. Her substantive research interests revolve around the captivating realms of digital marketing and sensory marketing, with a special focus on topics related to consumer well-being and happiness. Leveraging her background as a marketing professional, she is keen to work on managerially relevant behavioral research that bridges the gap between academic theory and practical applications.

Mohin Banker

Yale University

I am Mohin Banker, a PhD Candidate at Yale University studying consumers' beliefs.

One of my research projects studies generalizations of positive and negative information (e.g., Restaurant X is good/bad, so Restaurant Y will also be good/bad). We show that previous research largely finds negativity effects because of positive prior beliefs (e.g., more restaurants are good than bad). When accounting for priors, consumers generalize positive information more than negative information.

A second project focuses on preferences for information drawn from experience vs. observation. For example, album recommendations from

someone who listened to the album are more impactful than recommendations from someone surveying others who listened to the album.

A third project finds consumers like companies more after increases in profit, which they believe are more likely due to higher sales volume rather than higher prices. When price changes are made salient (e.g., periods of inflation), consumers like profit increases less.

Nasim Ul Haque

University of Melbourne

Nasim Ul Haque is a doctoral student at the University of Melbourne. His research interests involve exploring consumers' financial and spending decisions in digital markets and understanding the factors that affect such decision-making. He leverages natural language processing, machine learning, and econometric methods to investigate such consumer behavior.

Nasim's dissertation consists of two projects: the first, through leveraging large language models, provides guidelines on how and where to place linguistic cues in project descriptions to achieve greater success in online fundraising. The second project examines consumers' responses to the aesthetics and semiotic features of products sold in online environments.

Nasim's research has been awarded with the Department of Marketing and Management Best Paper Award, along with several university grants and he has been nominated as ISMS Doctoral Consortium Fellow.
Before pursuing his Ph.D., Nasim completed his MBA at the University of Oxford and his BBA from the University of Dhaka.

Ozlem Tetik

London Business School

I am a 4th year PhD student at LBS. I am studying consumer behavior and decision-making. My research focuses on consumers' response to threats, including environmental, health-related, and relational threats. In one of my projects, we explore whether illness severity could affect consumers' expectations and experience of treatment side effects. In other projects, we use temporal framing in the communication of life expectancy and future environmental threats and explore which temporal frame would be more effective in nudging health-related and environmental behaviors. Lastly, we demonstrate a misprediction in the communication of success and investigate the relational consequences of this misprediction.

Paula Liebig

University of Cologne

Paula Liebig is a Ph.D. Candidate at the Department of Marketing and Brand Management at the University of Cologne, Germany, since March 2021. Prior to that, she graduated from the University of Cologne with a Master's degree in Business Administration, majoring in Marketing. During her doctoral studies, she teaches at both the undergraduate and graduate level and pursues her research in the area of digital communication and sustainable consumption. Specifically, her first research interest focuses on understanding how digital appearances shape communication in digital customer service encounters. Her second research interest focuses on investigating whether a seller's visibility in online secondhand marketplaces (i.e., pre-ownership salience) promotes sustainable purchases. She employs a range of methodologies, including lab experiments, state-of-the-art image analysis using machine learning algorithms, and quantitative research methods.
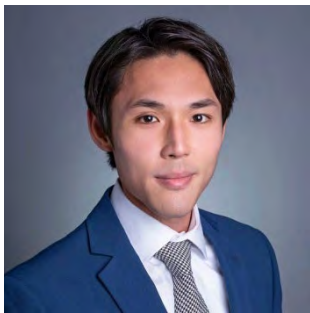
Philip Kim

Indiana University

Philip Kim is a doctoral candidate in Marketing at Indiana University's Kelley School of Business. As an empirical researcher, he uses econometric and machine learning methods to address marketing problems with a focus on digital marketing. Specifically, his research explores the impact of influencer marketing in commercial and political contexts, effectiveness of different ad formats, and how marketers can safeguard their brands online. Philip's research has been presented in various marketing conferences, such as INFORMS Marketing Science, American Marketing Association, Theory and Practice in Marketing, and Mittelstaedt & Gentry Doctoral Symposium. Prior to joining the Ph.D. program, he worked in FP&A roles where he helped companies make strategic decisions to meet their short- and long-term financial goals. Philip earned his M.S. in Marketing from Smith School of Business at Queen's University and B.A. in Honors Business Administration from Ivey Business School at Western University.

Peiwen Xie

Nanyang Technological University

Xie Peiwen is currently a Ph.D. student in the quantitative modeling track of marketing at Nanyang Technological University and is expected to graduate in 2025. Peiwen's research area is empirical modeling in marketing. Her current research focuses on uncertainty marketing, non-fungible tokens (NFT), technology adoption, and social influence. She is also interested in combining machine learning techniques with econometric models to study the business phenomenon that underlies unstructured data.

Her thesis on digital art market examines two topics surrounding (consumer) uncertainty. The first chapter investigates herding behavior in NFT auctions and the moderating role of visual complexity and familiarity on herding tendency. The second chapter studies the value of probabilistic selling in helping sellers improve their sales performance, and the underlying mechanisms.

Her other projects include exploring the effect of technology adoption and investigating the algorithm appreciation effect in creative content creation.

Poet Larsen

University of Southern California

My name's Poet Larsen. I'm a fourth-year Marketing Ph.D. candidate (quantitative track) at the University of Southern California. My current research combines empirical methods with analytical models to study the economics of AI and online markets. My advisor is Davide Proserpio. Outside of research, I'm an avid rower at USC and a competitive Pokémon Trading Card Game player.
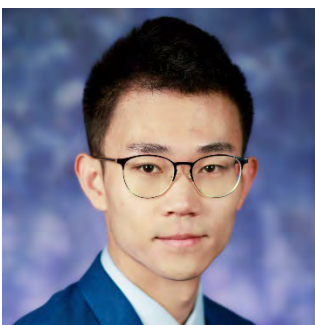
Qi Zhao

Penn State University

Qi ("Chee") Zhao is a fifth-year Ph.D. candidate in Marketing at Smeal College of Business, Penn State University. Qi's recent interests lie in leveraging emerging digital technologies (e.g., virtual reality and EEG) to enhance marketing effectiveness. He specializes in developing and experimenting VR shopping experience and studying shopper behavior for a better grocery layout design, where he applies econometric and deep learning methods in data analysis. Through this real-time customer experience, he proposes to infer consumer truthful attitudinal opinions from neuroscientific measures. As an empirical modeler, Qi devises Bayesian models to improve marketing strategies. His models provide refined insights into competitive market structure (STP) and donor relationship management. His recent works

improve the popular Gaussian copula approach in addressing endogeneity bias to better assess marketing mix effects.

Qingli Zeng

Singapore Management University

I'm Qingli, a Ph.D. candidate at Singapore Management University, specializing in quantitative marketing. My research employs machine learning to decipher unstructured data, including texts, audio, and images, aiming to address business challenges and extract insights. My collaboration on "Image Distinctiveness" with Sandeep Chandukala and Ernst Osinga is under review at Information System Research, and I'm exploring audio data from live streaming platforms for a forthcoming Management Science submission. Additionally, I am on a project analyzing text data from customer reviews. Beyond my current research, I am passionate about sustainability, public policy, and advocating for the LGBTQA community and gender equality. I strongly believe in the power of marketing as a force for social justice and am eager to conduct research related to these areas. I'm enjoying my journey in the marketing field and look forward to completing my Ph.D. and being on the job market by 2025.

Roma Cusumano

Bayes Business School, City, University of London

Roma Cusumano is a PhD Candidate at Bayes Business School, City, University of London, and will be defending in summer 2024. She is a consumer behavior scholar, taking a Consumer Culture Theory (CCT) approach, utilizing qualitative methods. Roma's research broadly falls into two streams. The first stream of research involves product categorization and legitimation. This research addresses issues of formation and transformation of product categories. Her dissertation examines an emerging plant-based meat brand, studying their disruptive strategies, the effect on legitimation processes, and the transformation of product category meaning. The second stream of research is situated under critical marketing. This stream considers two issues: decolonizing marketing and othering, both following an interest in identifying and addressing the institutional embeddedness of colonization.

Ruichun Liu

University of Illinois Urbana-Champaign

Ruichun Liu is a fourth-year Ph.D. student in Marketing at the Gies College of Business, University of Illinois at Urbana-Champaign. His current research is dedicated to new technologies with two primary focuses: consumer mobility and artificial intelligence. Specifically, his research examines how e-scooters impact other shared mobility, retail visits, and consumer safety. He also studies how generative artificial intelligence impacts online content creation and engagement. His research methods include causal modeling, econometrics, machine learning, and deep learning. He was awarded the Best Paper in the Innovation and New Product Development Track (2022 AMA Summer Conference).

Ruichun earned an M.S. in Applied Economics from the University of Oklahoma, an M.S. in Applied Statistics from Shandong University, and a B.A. in Civil Engineering from Beijing Jiaotong University. Outside academia, Ruichun is passionate about the acoustic guitar and various types of sports, such as basketball, football, running, and tennis.

Saetbyeol Kim

University of Miami

Saetbyeol Kim is a Ph.D. student in Marketing at the University of Miami. Her research delves into consumer decision-making for health and wellness, particularly how consumers perceive and make choices related to their physical and mental well-being. Additionally, her work explores inference-making and the impact of social identity, including political ideology and diversity, on consumer behavior.

Sandip Roy

University of Connecticut

Sandip Roy is a 4th year doctoral candidate in Marketing at the School of Business at The University of Connecticut. His research focuses on social identity and its effects on intergroup relations and consumption behavior. Sandip's dissertation examines the impact of political identity on intimate relationships and brand choice. In a separate research stream, Sandip investigates how macroeconomic trends affect consumer sentiments and satisfaction. Sandip has presented his research at the Association of Consumer Research, the American Marketing Association, and the annual National Business and Economics Society conferences.

Before joining the Ph.D. program at the University of Connecticut, Sandip completed his bachelor's and postgraduate degrees in business (marketing) from California State University, Fresno. He has worked in non-profit management and political consulting and is a founder of an app-based start-up.

Sara-Maude Poirier

HEC Montreal

I'm currently in my fourth year of my Ph.D. in marketing at HEC Montréal, located in the province of Quebec, Canada. My research is based at the Tech3Lab, recognized as the leading UX lab in North America. My primary focus is on the adoption of algorithmic tools based on artificial intelligence (AI). These tools play a crucial role in organizing the plethora of data available on the web, thereby facilitating decision-making in purchasing contexts.

I am particularly interested in the implementation and design of recommendation systems that are more transparent, and how these systems should be adapted to comply with regulations regarding privacy protection while still fulfilling their promise of personalizing services for consumers. My research goal is to ensure the alignment of interests among service providers, consumers, and policymakers.

I conduct meta-analyses, online, and lab experiments using neurophysiological tools.

Shahryar Mohsenin

Bocconi University

I hold a PhD in Marketing from Bocconi University, specializing in consumer decision-making and information processing. My research focuses on how difficulties in processing various forms of information (social, auditory, or visual) impact consumer evaluations in choice contexts. My Job Market paper, currently undergoing the 2nd round-review at JCR, challenges existing literature on the effect of disfluency on dual processing modes. I demonstrate that consumers employ heuristic reasoning in choice contexts to simplify their decision-making process when faced with difficulty in processing information, rather than engaging in systematic processing. Another research project, forthcoming in Psychological Science, examines genderless digital voices and introduces a new form of disfluency, called social disfluency, meaning difficulty in understanding the gender of a narrator. Additionally, I have several ongoing investigations in my research pipeline, including studies on behavioral pricing, Textisms, and verbal and non-verbal communication cues.

Shangwen Yi

University of British Columbia

Shangwen Yi is a doctoral candidate in marketing at the Sauder School of Business, University of British Columbia. Prior to Sauder, he received a bachelor's degree in psychology from Beijing Normal University and was a visiting researcher at the University of Michigan.

His research delves into attribute framing and linguistic features in marketing communications, with a particular focus on pricing promotions and business-to-investor pitching. He investigates the effectiveness of restricted promotions like capped and threshold promotions and employs automated text analysis to examine costly and costless signals in startup pitches and their influence on investors' decisions.

Moreover, he explores methodology issues in digital marketing, currently conducting a review on A/B testing methodologies on social media platforms including Google Ads and Meta Ads (formerly known as Facebook Ads).

In his leisure time, he immerses himself in language acquisition, embracing French and Cantonese, and enjoys hiking, skiing, and playing badminton with friends.

Shannon Duncan

The Wharton School - University of Pennsylvania

I am a Ph.D. Candidate in the Marketing Department at The Wharton School, University of Pennsylvania. My research primarily focuses on motivation and judgment and decision-making. I examine factors that can nudge consumers towards healthier choices. One stream of research examines how to do this through tracking technology. How does viewing the status of desired outcomes more (vs. less) frequently impact consumer satisfaction and motivation to re-engage with tracking technologies? Can encouraging consumers to make up for failure while tracking goals increase their motivation? A second stream of research examines how to nudge consumers toward healthier decisions through choice architecture. Is it more effective to focus on how or why to get therapy when nudging consumers to seek mental health treatment? Does prompting consumers to confirm their choice lead them to be more likely to switch to a more beneficial subscription plan?

Shivam Agarwal

Florida International University

Greetings! I am Shivam Agarwal, PhD candidate at Florida International University. My research centers around the intriguing intersection of "Brand Strategy and Consumer Behavior in the Metaverse." I have conducted several empirical studies and plan to submit my work to the Journal of Retailing. Beyond this, I am fascinated by the consumers' reactions to Artificial Intelligence (such as Service Robots), particularly during service failures. Our research group has conducted over ten studies, the findings of which we intend to submit to the prestigious Journal of Academy of Marketing Science (JAMS). Additionally, I am actively involved in a project that examines the responsible utilization of generative AI, such as ChatGPT, within academia. We plan to publish our work in one of the Marketing Education Journals.

I was involved in a research study in the Metaverse domain, titled "Who Is Invited to the Metaverse? Analyzing Media Coverage of an Emerging Virtual World" which has recently been published in Cyberpsychology, Behavior and Social Networking. Furthermore, I was involved in writing a book chapter, "Harnessing the Metaverse for Philanthropy: Unleashing Opportunities and Overcoming Challenges," which has been accepted for publication by Taylor and Francis Publication.

Our research groups' work in the Digital Marketing domain, titled "Linking Social Media Marketing to Restaurant Performance: The Moderating Role of Advertising Expenditure," has been recently published in the Journal of Hospitality and Tourism Insights. I have also had the privilege to present my research work at various esteemed conferences. I also served as a reviewer, session chair, and volunteer at these events.

In addition to research, I am passionate about teaching in areas such as Digital Marketing and Marketing Analytics. I have already taught Principles of Marketing this spring semester.

Shoshana Segal

New York University

I study how consumers navigate uncertainty in interpersonal consumption experiences.

My research applies this motivating question to multiple substantive domains, including social media and prosocial decision making. Methodologically, I am well-versed in laboratory experiments and strive to use field data and sentiment analysis to bolster the external validity of my findings.

In my research on social media, I examine consumers' parasocial connections with influencers. Using field and lab data, I find that reciprocal dynamics of

online self-disclosure foster stronger parasocial connections and credibility perceptions, which in turn increase influencer engagement and product intentions.

My work on prosocial decision-making seeks to understand when and how consumers approach or avoid uncertainty. I have projects that investigate when consumers harness ambiguity to feel prosocial, what conditions make consumers more risk-tolerant for uncertain but high impact charitable endeavors, and how ambiguous giving norms lead to a decreased desirability of certain prosocial traits.

Sijin Chen

National University of Singapore

Sijin is a third-year PhD candidate at the National University of Singapore, specializing in consumer behavior within the marketing department. Her research focuses on how consumers make judgments and decisions, particularly how people react to positive and negative information and how their motivations shape their behaviors. She also investigates how and why consumers react to artificial intelligence (AI) in various contexts.

Methodologically, Sijin employs natural language processing (NLP) and large language models (LLM) to supplement lab and field experiments. For example, she uses NLP to compare the predictive power of different types of reviews on cinematic successes. Sijin thrives in discussing research ideas and enjoys brainstorming sessions with peers and mentors.

Sijin is currently a visiting scholar at the University of Chicago and enjoying the city's best season. Her cooking ability has improved substantially because eating out is much more expensive in the States than in Singapore.

Simon Chnag

Queen's University

I am a Ph.D. candidate at the J.R. Smith School of Business, Queen's University, specializing in quantitative marketing. My research focuses on how businesses interact with consumers on social media. Using NLP, I analyze posts to understand sentiment, engagement metrics, and content types. This helps me uncover strategies to enhance digital engagement and brand loyalty. Additionally, I study influencer marketing to determine how various strategies impact social media metrics, aiding brands in optimizing their reach and effectiveness. My work bridges academic research and practical applications, providing insights that help businesses thrive in the digital landscape.

I have industry experience at various Fortune 500 companies including Starbucks, The J.M. Smucker Company, and Mercedes-Benz. These roles have

equipped me with practical insights into the application of data analytics in business decision-making

Siyun Lu

Purdue University

Hi, I am a Ph.D. candidate in Marketing at Purdue University's Daniels School of Business. My primary research focus lies in employing causal inference and Bayesian methods to investigate healthcare marketing and benefit segmentation. At present, my research is centered on examining the heterogeneous effects of telehealth adoption on patient healthcare utilization and outcomes, both during and after the COVID-19 pandemic. Additionally, I study the extension of the standard factor-analytic choice model to incorporate augmented data and develop a Markov Chain Monte Carlo (MCMC) procedure for estimation. This approach can help benefit segmentation of physicians for targeting in pharmaceutical detailing. Methodologically, I am interested in Bayesian Analysis and Machine Learning for causal inference. Prior to joining the doctoral program, I received my B.S. in Applied Statistics from Sun Yat-sen University. I also received my M.S. in Economics from Purdue University in 2021. Outside of work, I enjoy hiking, playing badminton and piano, and exploring art and classical music.

Skyler Xie

The Alan Turing Institute & University of Warwick

Skyler is a doctoral student in quantitative economics at The Alan Turing Institute and also trained at the University of Warwick. He currently holds a visiting PhD position at Imperial College London. Skyler's research combines economic theory with econometrics and machine learning to study competition dynamics, resource allocation efficiency, and strategic decision-making processes. Skyler is interested in modelling dynamic changes (e.g., multivariate time series, discontinuous growth), causal inference (e.g., fixed effects, instrumental variables, and difference-in-differences), and complex networks with longitudinal data, especially for modern data sets with high-dimensional observations. Since 2022, Skyler has been a member of the Data Study Group at The Alan Turing Institute, collaborating with both public sectors (e.g., the UK Department for Transport) and FTSE-listed companies (e.g., Johnson Matthey PLC) to develop quantitative strategies and apply novel machine learning methods to address their empirical challenges. Outside of work, Skyler is a tennis player.

Sonal Srivastava

University of Cambridge

Sonal Srivastava is a doctoral student in Management Studies at the Cambridge Judge Business School. Her substantive research interests lie around product development and consumer decision-making in online food and healthcare markets. Methodologically she is interested in combining Behavioral Models, Econometric methods, and Machine Learning to understand decision-making in the presence of large choice sets. As her work spans multiple fields, from economic theory and marketing to algorithm development, she would like to engage and collaborate with different domain experts and like-minded peers to explore new methodologies/applications for her research.

Soohyung "Ralph" Park

Texas A&M University

Soohyung Park ("Ralph") is a Ph.D. candidate (Marketing) at Mays Business School, Texas A&M University. His research focuses on understanding how organizational antecedents influence a firm's financial performance via marketing outcomes (e.g., new product portfolio), where he employs various methods, including panel data econometrics and text analysis. His substantive research areas include innovation, international marketing strategy, organizational learning, customer-centricity (strategy and structure), and top management team (marketing leadership).

Before starting his Ph.D., He worked in marketing research (Ipsos) and corporate brand strategy (NCSOFT) fields. Ralph holds an MS in Marketing from Texas A&M University and bachelor's degrees (BBA and BA – Dual degree) from Sogang University in Seoul, Korea.

Stephanie Flout

The Ohio State University

Stephanie is a fourth year Marketing PhD candidate, specializing in consumer behavior at The Ohio State University's Fisher College of Business. Stephanie's research interests include person & brand perceptions, Artificial Intelligence (AI), consumer minimalism, aesthetics, and brand communication.

She holds a Bachelor of Arts in Political Science and a Bachelor of Arts in French & International Economics from the University of Kentucky as well as a MBA and Master of Arts in Arts Administration from the University of Cincinnati.

When she isn't working on research, she can be found exploring nature, cuddling her cats, reading about Medieval history, learning new instruments (her current obsession is the lyre), or delving into other artistic pursuits.

Stephany Castruita

The University of Texas at San Antonio

Stephany is a fourth-year Marketing Ph.D. candidate at the University of Texas at San Antonio. She is a dedicated researcher with a strong focus on innovation and marketing strategy within the entertainment industry. Her work revolves around the dynamic interplay of innovation and marketing strategies, where she explores how they shape the landscape of the entertainment field. One of her research projects examines the transformative effects of the digital revolution on the movie exhibition industry. Additionally, Stephany has shown interest in understanding how businesses adapt and strategize during challenging times. Her work during the COVID-19 pandemic focuses on devising strategies for entertainment industries adversely affected by lockdowns. Prior to joining the PhD program, Stephany received an MBA from the University of Texas at San Antonio where she got the opportunity to work at Google in Mexico City for a summer internship. In her spare time, Stephany is a triathlete.

Susanne Adler

Ludwig-Maximilians-University Munich

I am a research assistant at the Institute for Marketing of the Ludwig-Maximilian Universität in Munich, Germany, and have a background in consumer psychology and market research. My research focuses on consumer decision-making, with an emphasis on how context factors such as choice architecture or sensory cues influence preferences and choice behavior. Further, I am interested in how mental abstraction affects consumers' evaluations and behaviors. At the moment, I am involved in projects on how and why different context effects relate to each other. My second research area is meta-science, which includes topics related to research domain structures, open science, as well as reproducibility and replicability. Recently, this research area has expanded to include the use of large language models (LLMs) in consumer research, with a focus on whether LLMs can mimic human response behavior.

Suyeon Jung

University of Wisconsin-Madison

Suyeon Jung is a fourth-year doctoral candidate in Marketing, specializing in Consumer Behavior, at the University of Wisconsin-Madison. She is currently on the job market for 2024. Her research focuses on psychological ownership, social media influencer marketing, and sensory marketing. Her work has been published in the Journal of Consumer Research and the Journal of Personality and Social Psychology. She has served as a reviewer for the Association for Consumer Research in 2022 and has presented her work at the Association for Consumer Research, the Society for Consumer Psychology, and the Vienna Ownership Workshop. She has taught undergraduate classes including Consumer Behavior and Marketing Management and has received three teaching awards. She has been a representative for PhD students in the Wisconsin School of Business from 2022 to 2023 and in the Marketing Department since 2022. Suyeon enjoys practicing yoga, reading books, and listening to movie podcasts.

practicing yoga, reading books, and listening to movie podcasts.

Taewook Lim

The University of Texas at Dallas

I am a fourth-year PhD student at the University of Texas at Dallas, specializing in empirical research on sustainability. My recent project, which has received a revision from the Journal of Marketing Research, uses randomness of wildfire smoke dispersion to investigate whether exposure to the smoke influences the demand for sustainable products. Specifically, I analyze three product categories—dish soap, laundry detergent, and all-purpose cleaners—using data from the wildfires in 2018 and 2020, and conduct surveys during the 2023 Canadian wildfires. Our findings indicate a significant increase in demand for sustainable products following exposure, with consumers substituting non-sustainable products for sustainable ones.

In addition, my current research delves into the ambiguous market environment concerning sustainability certifications. The project examines the role of certifications in sustainable product markets by exploring the behaviors of multiple agents within the market.

Varad Deolankar

University of Michigan

Varad Deolankar is a Ph.D. Candidate specializing in Quantitative Marketing at the Ross School of Business, at the University of Michigan. In recent years, there has been an explosion of user-generated content (UGC) on digital platforms. Consumers not only generate content but also consume content generated by others. In his research, Varad applies econometric, causal inference, and machine learning methods on observational data to shed light on the drivers and consequences of UGC creation and UGC consumption for consumers, firms, and policymakers. His research aims to advance our understanding of how peer feedback shapes content on social media and how exploding UGC repositories can be leveraged on digital journey-oriented platforms to improve customer retention. Prior to pursuing a Ph.D., Varad earned an MBA from the Indian School of Business and a B.Tech in Computer Engineering from the University of Mumbai. He has also worked as a Technology Analyst at Citibank.

Verina Que

University of Toronto

I am interested in the economics of digital privacy. My core focus is understanding consumer privacy decisions, which I believe is first-order important in the era where firm decisions and marketing strategies rely heavily on artificial intelligence and data-driven decision-making. My job market paper investigates whether past privacy choices affect consumers' current privacy choices. I analyze behavioral patterns in how consumers trade their privacy for various services on platforms over time. The second chapter of my dissertation, co-authored with Professor Avi Goldfarb, points out the empirical gaps on consumer privacy choices and data externalities. The third chapter of my dissertation presents a field experiment examining how privacy information shocks impact consumers' privacy-related behaviors and overall platform engagement. Ultimately, I seek to illuminate the mechanisms driving consumer choices and market outcomes in the digital age, thereby enhancing our knowledge in consumer decision-making and preferences in response to novel market dynamics.

Xianyu (Bonnie) Hao

University of Minnesota

Xianyu (Bonnie) Hao is a fifth-year PhD candidate in the Department of Marketing at the University of Minnesota. Under the guidance of her advisor, Prof. Akshay Rao, Bonnie's research mainly focuses on the impact of political ideology on consumer behavior. Her dissertation essay 1 examines the impact of political ideology on the preference for self-improvement products, which is under review in the Journal of Marketing Research. Her dissertation essay 2 investigates the impact of political ideology on prosocial behaviors. She also published an article in Vaccine that provides a framing technique to reduce vaccine hesitancy. Bonnie's second research stream relates to new technology. Specifically, she explores the impact of virtual backgrounds on persuasion effectiveness in the online sales context. Bonnie will be on the job market this summer.

Xiongkai Tan

University of Groningen

Xiongkai Tan is a Ph.D. candidate in Quantitative Marketing at the Graduate School of the Faculty of Economics and Business of the University of Groningen. His research lies at the intersection of digital marketing and machine learning, with a focus on the analysis of unstructured data. He uses natural language processing, computer vision and causal inference methods to extract marketing insights from unstructured data such as text and images. His substantive research interests encompass digital platforms, advertising, diversity, equity and inclusion (DEI), and sustainability. His research explores how social justice movements influence the behavior of dominant and non-dominant races and thus racial inequality on digital platforms. Additionally, he uses machine learning-based automated methods to measure the uniqueness and consistency of large-scale advertising creatives, exploring how these factors affect the effectiveness of advertising and drive brand growth.

Xueqi (Sookie) Bao

INSEAD

I'm Xueqi (Sookie) Bao, a fourth-year PhD candidate at INSEAD. My research focuses on consumer behavior, especially on what kinds of behaviors are considered inappropriate and how consumers react to these behaviors. I explore various inappropriate behaviors in different contexts, such as

influencer marketing, appearance enhancement, and consumers' emotional reactions. For example, in one of my projects, we found that if influencers promote products after posting about significant (vs. non-significant) life events, their behavior is considered less appropriate, which leads to negative downstream consequences—consumers become less interested in the promoted products. I mainly conduct experiments to explore these topics and enjoy designing realistic and fun experiments!
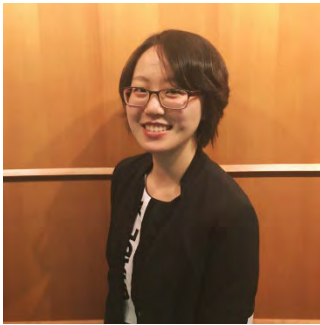
Xuxiangru Fan

University of Birmingham

Xuxiangru (Fiona) is a PhD student at Birmingham Business School, University of Birmingham. Her PhD research focuses on understanding consumer experience in the context of cultural consumption. Fiona has dedicated her PhD research to investigate the experiential aspect of the emerging participatory museum cultural creative product. Through elaborate data collection, analysis, and iterative interpretation, she is expected to bring substantial contribution to the field of consumer experience and heritage consumption.

Fiona has embarked her academic journey in the field of tourism. She holds a postgraduate degree from The University of Queensland and undergraduate degree from Zhejiang University both in Tourism Management. Prior to doctoral study, Fiona's research interest lies in tourist shopping and destination marketing. Her research outputs have been presented at various conferences, contributing to the relevant academic dialogue.

Ying Xue

Arizona State University

Ying Xue is a fourth-year marketing PhD student at Arizona State University. Before returning to academia, she worked for over ten years in marketing, advancing through various industries and culminating in a role as Chief Marketing Officer. This hands-on leadership experience fueled her academic interest in marketing leadership and firm strategies. Ying's current research focuses on Chief Marketing Officers and gender dynamics within the field. She holds an MS in Marketing from Clemson University in the US and a BA in Business Administration from Nanjing University, China. Ying looks forward to engaging with fellow researchers to deepen her understanding and contribute further to the discourse on marketing strategy.

Yu (Anna) Lin

The Chinese University of Hong Kong

Yu (Anna) Lin is a PhD candidate in marketing at the Chinese University of Hong Kong (CUHK). Anna does research in two streams. The first stream of research is about social influence on consumer behavior. The second stream of research is about digital marketing. In her research, Anna applies a multi-method approach, employing surveys, field and lab experiments, and secondary data analysis to investigate her research questions. Her work has been published in Journal of Consumer Research and International Journal of Research in Marketing. Prior to joining CUHK, Anna received her master's degree in management from Peking University.

Yuanyuan Zhang

Baruch College, CUNY

Yuanyuan Zhang is a Ph.D. candidate in the Department of Marketing and International Business at the Zicklin School of Business, Baruch College, CUNY. Her research interests lie in the intersection of cross-cultural consumer behavior and the psychology of automation. She is currently investigating how cultural identity shapes consumers' acceptance of AI recommendations in her dissertation work, proposing that interdependent cultural identities increase acceptance of AI recommendations relative to independent cultural identities. Her methodology employs a multi-method approach, including the analysis of secondary datasets from both cross-country and within-country data, correlational data, a quasi-experiment, and randomized experiments. In addition to her dissertation work, Yuanyuan has also worked on projects addressing current marketing challenges. These include studying the effect of perceived social mobility and socioeconomic status on beauty procedures, as well as the role of consumer mindsets on behavioral responses to COVID-19, which was published in JACR.

Yunhao Huang

University of California, Berkeley

Yunhao Huang is a Marketing PhD student at the University of California, Berkeley. With a keen focus on Internet strategies, his research explores the fascinating intersection of the economics of AI and digitization. His work seeks to uncover the profound impacts of digital innovations.

Yvan Norotte

HEC Paris

I grew up in a little mountain town in the South of France. Early on, I had the chance to travel with my family to different parts of the world and be in contact with different cultures. Intrigued by the variety of ways of life I had witnessed, I developed an increasing interest in understanding what drives people's behavior and decisions. After an initial curriculum in mathematics and a double degree in engineering and management, I eventually decided to set my career aside to devote to my passion for psychology. I thus resumed studies in cognitive sciences where I could explore different approaches to research on judgement and decision-making, including psychology, neurosciences, behavioral economics, and decision sciences. As my knowledge and experience grew wider, I eventually decided to focus my research on online social inferences, determined to explore the complexities of human interaction and societal dynamics in the digital age.

Zainab Atia

University of Manchester

A doctoral researcher and a teaching assistant at Alliance Manchester Business School (AMBS), with my research focus in Business & Management within the Management Sciences and Marketing (MSM) division.
My area looks at consumers' decision making and behavior with the advancement of Artificial Intelligence (AI) technologies today across businesses; with an empirical focus drawing on their implications and accompanied ethical concerns.

The goal is to unfold implications for managers, through pertaining a better human-machine interactive environment, reducing associated resistance of AI by end-users, facilitating an ethical transmission and application of such technologies by firms, and finally to enable policymakers to set the alignment and pace for appropriate interventions and measures.

Ziyao Tang

University of Rochester

Ziyao Tang is currently pursuing a Ph.D. in marketing at the Simon Business School, University of Rochester. She specializes in high-dimensional causal inference and structural modeling methodologies within the field of quantitative marketing. Her current research interest centers on using these advanced methods to understand the impact of complex digital marketing interventions, and develop techniques to improve their market outcomes. Her work explores and investigates topics such as platform design, information disclosure and polarization.

Zoe Li

University of Missouri

Zoe Li is a Ph.D. candidate in marketing at the University of Missouri. Her research interests include sales and service interactions, data privacy, and healthcare services. For methods, she does text analysis, econometric models, and experiments. She uses Python, R, Stata, and Linux for data analysis.

Before her Ph.D. journey, she received her master's degree in international business from University of Liverpool and a bachelor's degree in English from Tianjin University of Technology. She worked as a visa assistant at the U.S. consulate in Shanghai for four years, as a visa assistant at the British embassy in Beijing for five months, and as an account manager in the private sector for two years.

Six years of work experience interacting with customers in the public and private sectors helped her develop research interests and ideas. She also enjoys staying updated on news related to business and healthcare to generate research ideas.