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Focus on Authors

Philip Hans Franses (“Optimal Data Interval for Estimating Advertising Response”) is a Professor of Marketing Research and a Professor of Applied Econometrics at Erasmus University Rotterdam. His research interests are econometrics, marketing, and finance. He publishes on these topics in various journals and books.

Peter N. Golder (“How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries”) received his Ph.D. from the University of Southern California and is an Associate Professor of Marketing and George and Edythe Heyman Faculty Fellow at New York University’s Stern School of Business. During 2006–2007, he will be Visiting Professor at Guanghua School of Management, Peking University, Beijing, China. His research focuses on new products, innovation, market pioneering, and long-term leadership. Golder’s papers have been published in *Marketing Science*, *Management Science*, the *Journal of Marketing Research*, and several other journals. His research has won several awards, including the AMA-Berry Book Prize and the William F. O’Dell and Frank M. Bass best-paper awards. In 2003, he received AMA’s first ever Award for Early Career Contributions to Marketing Strategy, based on his first 10 years of research. He serves on the editorial review board of the *Journal of Marketing*.

Teck-Hua Ho (“Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value”) is William Halford Jr. Family Professor of Marketing at the Haas School of Business, University of California, Berkeley. His research interests include experimental/behavioral economics, quantitative marketing, and marketing/manufacturing interfaces. His research has appeared or is appearing in *American Economic Review*, *Econometrica*, the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, and the *Quarterly Journal of Economics*. Currently, he serves as an associate editor for *Management Science* (Decision Analysis and Operations and Supply Chain Management departments) and is on the Editorial Board of *Marketing Science*, the *Journal of Marketing Research*, and *M&SOM*. He won the best teacher of the year award in 2004 and 2005.

Bing Jing (“On the Profitability of Firms in a Differentiated Industry”) is an Assistant Professor of Information Systems at the Stern School of Business, New York University. He obtained a Bachelor’s degree in Engineering from Beijing Information Technology Institute, an M.B.A. from Bentley College, and an M.S.

and a Ph.D. from the University of Rochester. His previous work has appeared in the *Journal of Management Information Systems* and *Management Science*. He is a frequent reviewer for various INFORMS journals and also an ad hoc reviewer for some economics journals. His main research interests include price discrimination, product differentiation, consumer search, and price dispersion. His hobbies include various outdoor activities.

Debanjan Mitra (“How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries”) received his Ph.D. from New York University and is an Assistant Professor of Marketing at the Warrington College of Business Administration at the University of Florida. His research focuses on the long-term impact of marketing variables on organizations and customers. His earlier research has been published in *Management Science* and the *Journal of Marketing Research*.

Young-Hoon Park (“Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value”) is an Assistant Professor of Marketing at the Johnson Graduate School of Management, Cornell University. He received his Ph.D. from the University of Pennsylvania. His research interests focus on customer value analysis, online auctions, and marketing-manufacturing interfaces. His research has appeared in the *Journal of Marketing Research*, *Management Science*, and *Marketing Science*.

Gerard J. Tellis (“Optimal Data Interval for Estimating Advertising Response”) received his Ph.D. from the University of Michigan. He is Professor of Marketing, Neely Chair of American Enterprise, and Director of the Center for Global Innovation, at the Marshall School of Business, the University of Southern California, Los Angeles, California. He has been Visiting Chair of Marketing, Strategy, and Innovation at the Judge Institute of Management, Cambridge University, UK; a Distinguished Visitor, Erasmus University Rotterdam; and Sales Development Manager for Johnson & Johnson. Tellis specializes in the areas of advertising, promotion, pricing, global innovation, market entry, new product quality, and growth. He has published more than 70 papers and books on these topics (see <http://www-rcf.usc.edu/~tellis/publicat.htm>). His articles have won numerous awards, including four of the most prestigious awards in the field of marketing: the Frank M. Bass, William F. Odell, Harold D. Maynard (twice), and AMA-Berry awards. He has published

two books on advertising that have been translated into four languages worldwide. Tellis consults with major multinational corporations and has been on the editorial review boards of the *Journal of Marketing Research*, the *Journal of Marketing*, and *Marketing Science* for several years.

Jie Zhang (“An Integrated Choice Model Incorporating Alternative Mechanisms for Consumers’ Reactions to In-Store Display and Feature Advertising”) is an Assistant Professor of Marketing at the Robert H. Smith School of Business, University of Maryland. She holds a Ph.D. in Marketing from Northwestern University. Her general research interest is to apply econometric and statistical models to study consumers’ purchase behavior and decision processes and then to design decision support tools for retailers based on these models. She is particularly interested in their applications in the online shopping environment. Her recent research projects focus on promotion customization, comparing promotion effectiveness in online and brick-and-mortar stores, category management, cross-category models, the impact of SKU

reductions, and how displays and feature ads affect various aspects of purchase behavior (based on scanner panel data and eye-tracking data). Her research has been sponsored by the Marketing Science Institute and the Procter & Gamble Marketing Innovation Research Grant. She has previously published articles in *Marketing Science* and the *Journal of Marketing Research*.

Yong-Pin Zhou (“Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value”) is an Assistant Professor of Operations Management at the University of Washington Business School. He received his Ph.D. in Managerial Science and Applied Economics from the University of Pennsylvania. He currently serves on the editorial board of *Manufacturing and Service Operations Management*. His research focuses on service operations management, especially service quality-related issues, supply chain management, and stochastic system optimization. This paper is part of an effort to analyze the operational impact of service quality. His research has appeared in *Operations Research*.