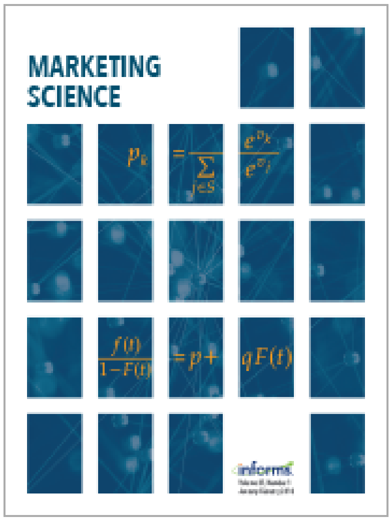

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Focus on Authors

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Focus on Authors

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Fabio Caldieraro ("Spiffed-Up Channels: The Role of Spiffs in Hierarchical Selling Organizations") is an Assistant Professor of Marketing at Leavey School of Business, Santa Clara University. His current academic research examines the interplay between distribution channel management and salesforce management; consumer learning about brands' and products' reputation and attributes; and the effects of information asymmetries on firms' competitive strategies. He balances his research efforts with excursions in the beautiful Bay Area.

Yuxin Chen ("Cross-Market Network Effect with Asymmetric Customer Loyalty: Implications for Competitive Advantage") is an Associate Professor of Marketing at New York University. He holds a B.S. in Physics from Fudan University, an MSBA from Washington University in St. Louis, and a Ph.D. in marketing from Washington University in St. Louis. Before becoming interested in marketing, he studied computer science in the Graduate School of Zhejiang University. His primary research areas include database marketing, Internet marketing, pricing, Bayesian econometric methods, and marketing research. He has previously published in *Marketing Science*, *Management Science*, and *Quantitative Marketing and Economics*. He has won the Frank M. Bass Dissertation Paper Award and the John D. C. Little Award. He is on the editorial boards of *Marketing Science* and the *Journal of Marketing Research*.

Antonio G. Chessa ("A Neurocognitive Model of Advertisement Content and Brand Name Recall") has conducted research during the past seven years at the Department of Psychology of the University of Amsterdam, with the development and application of mathematical models of memory and retention as the central issue. Model applications range from describing experimental memory data to practical problems like memory retention and optimization of scheduling in advertising. Antonio holds an M.Sc. in mathematics and obtained his Ph.D. in mathematics and applied earth sciences (Delft University of Technology). His research interests cover different fields of theoretical and applied mathematics, which include stochastic processes, decision theory, and uncertainty analysis. He has published in a variety of academic journals, such as *Mathematical Geology*, *Medical Decision Making*, *Physica A*, and *Memory*.

Anne T. Coughlan ("Spiffed-Up Channels: The Role of Spiffs in Hierarchical Selling Organizations") is an Associate Professor in the Marketing Department at the Kellogg School of Management at Northwestern University. She did her doctoral work in Economics at Stanford. She is a Past Secretary-Treasurer and a Past President of the INFORMS College on Marketing, serves on the editorial board of *Marketing Science*, and has served as an area editor for *Marketing Science* as well as on the boards of several other journals in marketing. Although this research sometimes seemed like it BROKE her BACK, Anne is glad that she and Fabio were able to WALK IN LINE so that this paper didn't CRASH. Anne continues enjoying her greenhouse, where she is a CONSTANT GARDENER, and continues her research in the channels and salesforce areas with strength and fortitude…because you know what they say: IT'S HARD OUT THERE FOR A WIMP. [Oh yes…and Anne really enjoys movies too!]

Philip Hans Franses ("When Do Price Thresholds Matter in Retail Categories?") is a professor of econometrics and professor of marketing research at the Erasmus School of Economics and Business Economics based in Rotterdam. His research interests cover various areas, but marketing is a very important one. He has been published in international academic outlets such as *JMR* and *Marketing Science* and also in books. Two books recently appeared in Chinese.

Eitan Gerstner ("Service Escape: Profiting From Customer Cancellations") is a Professor of Marketing at the University of California, Davis. His articles on pricing, service marketing, and channels of distribution appeared in marketing and economics journals, including the *Journal of Marketing Research*, *Marketing Science*, the *Journal of Service Research, the Journal of Business, the American Economic Review*, and the *Quarterly Journal of Economics*. His most recent research focused on pricing under uncertain demand, customer acquisition, and referrals, as well as service and satisfaction guarantees.

Qiang (Steven) Lu ("Coupons Versus Rebates") is a lecturer in marketing at the University of Sydney, Australia. He holds a B.S. in Economics from Nankai University, an M.A. in Economics from York University, and a Ph.D. in Marketing from the University of Toronto. His research interests include competitive pricing strategy, price promotion, advertising, reference prices, and brand equity. This project was started when he was a Ph.D. student at the University of Toronto. This is his first publication in a major marketing journal.

Sridhar Moorthy ("Coupons Versus Rebates") is the Manny Rotman Chair in Marketing at Rotman School of Management, University of Toronto. His research uses the tools of economics to study marketing problems. Moorthy is an area editor of *Marketing Science*, an associate editor of *Quantitative Marketing and Economics*, and serves on the editorial boards of *Journal of Marketing Research* and *Review of Marketing Science.* He is the co-author (with Philip Kotler and Gary Lilien) of the textbook, *Marketing Models* (Prentice Hall 1992). His previous work has been published in *Journal of Consumer Research*, the *Journal of Economic Theory*, the *Journal of Marketing Research*, *Management Science*, and other leading journals.

Jaap M. J. Murre ("A Neurocognitive Model of Advertisement Content and Brand Name Recall") received his Ph.D. from Leiden University in 1992 on modeling learning (category formation) and memory in neural networks. From 1992 to 1995, he worked as a scientist at the Applied Psychology Unit of the Medical Research Council in Cambridge, UK. Since 1995 he has been at the Psychology Department of the University of Amsterdam, where he first worked as a research fellow sponsored by the Netherlands Royal Academy of Arts and Sciences (KNAW). From 1998 to 2004, he held a PIONIER grant from the Netherlands Organization for Scientific Research (NWO). Jaap is currently Professor of Theoretical Neuropsychology at the University of Amsterdam. He also holds an endowed chair in "Neural Models of Cognition" at the Computer Science Department of the University of Maastricht. His research interests center around modeling human learning and memory, including their biological basis and pathology. He also develops applications of memory psychology in education and commerce (see http://memory.uva.nl and http://www.neuromod.org).

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Koen Pauwels ("When Do Price Thresholds Matter in Retail Categories?") is an Associate Professor of Business Administration at the Tuck School of Business at Dartmouth. He received his Ph.D. in management from the University of California, Los Angeles in 2001. In 2004, Koen organized the *Marketing Dynamic Conference*, which is now in its third year of existence. Last December, his life changed with the arrival of a baby boy, Kerem, a bundle of 24/7 joy. Koen's research focuses on return on marketing investment for product innovation, pricing, channel introduction and advertising, and includes recent studies on marketing dashboards and performance turnaround strategies in the face of market maturity and price wars. His work received the Best Paper Award (EMAC 2001), was finalist for the Paul Green Award (2002) and appeared in *The Journal of Marketing Research, Harvard Business Review*, the *Journal of Marketing, Marketing Science,* and *Management Science.*

Shuba Srinivasan ("When Do Price Thresholds Matter in Retail Categories?") is an Associate Professor of Marketing and University Scholar at the A. Gary Anderson Graduate School of Management at the University of California, Riverside. She obtained her Ph.D. from the University of Texas at Dallas and has also been a visiting research scholar at UCLA. Her research estimates return on marketing investment and long-term marketing productivity. Towards this end, she applies her expertise in time-series econometric modeling and strategic marketing to examine how marketing actions affect long-run firm performance. Recent research includes the study of optimal allocation of a firm's resources to corporate-versus-product branding efforts, as well as assessment of the impact of marketing investments on brand equity. Her research won the 2001 EMAC Best Paper Award, and her papers have been published in *Marketing Science*, *Management Science*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, *Marketing Letters*, *Harvard Business Review*, the *Journal of Economics*, and *Management Strategy*, among others. Recently, the University of California, Riverside, named her a University Scholar for the three-year period from 2006 to 2009.

Terry A. Taylor ("Product Line Design and Production Technology") is the Barbara and Meyer Feldberg Associate Professor of Business at Columbia University Graduate School of Business. He received his B.S. and Ph.D. from Stanford University. His research addresses economic issues in managing supply chains and distribution channels, including contracting, contract renegotiation, long-term relationships, and the marketing-operations interface. His research has been published in *Management Science* and *Manufacturing & Service Operations Management*. He is an associate editor for *Manufacturing & Service Operations Management* and *Production and Operations Management*.

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