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Focus on Authors

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Focus on Authors

Erin Anderson (“The Salesperson as Outside Agent or Employee: A Transaction Cost Analysis”), the John H. Loudon Chaired Professor of International Management and Professor of Marketing at INSEAD, died on November 21, 2007, at age 52. Erin was a widely respected mentor and scholar who had written two books and more than forty scholarly articles in the fields of marketing and management. She won many of the fields’ most prestigious awards, including the Louis Stern Award from the *Journal of Marketing Research* and the Decade Award from the *Journal of International Business Studies*. She was selected for the ISI Highly Cited list of business and economics, which includes the most referenced half of 1% of researchers in business and economics. She served on the editorial boards of several journals, including the *Journal of Marketing*, *Journal of Marketing Research*, and the *International Journal of Research in Marketing*. Her research focused on the problems of motivating, structuring, and controlling salesforces and channels of distribution, with particular emphasis on vertical integration issues including modes of foreign market entry. Erin joined INSEAD in 1994 as a professor of marketing and immediately became a pillar of the institution, working in a variety of academic and institutional roles. Under her leadership as area coordinator between 1998 and 2001, she spearheaded a period of major growth for the marketing area. She was a very successful and much-loved Ph.D. supervisor, chairing six dissertation committees (Wujin Chu, Frédéric Dalsace, Adam Fein, Rupinder Jindal, Vincent Onyemah, and Alberto Sa Vinhas) and working with 12 other Ph.D. students throughout her career at INSEAD and at the Wharton School of the University of Pennsylvania. In recent years, she was highly involved in the management of INSEAD, becoming Dean of Executive Education in 2006, cochairing the task force on faculty gender diversity, and serving as faculty representative on the board of INSEAD. Prior to joining INSEAD, Erin was a faculty member at Wharton, which she joined in 1981. She received her Ph.D. in Marketing in 1982 from the Anderson Graduate School of Management at the University of California, Los Angeles. It was

at UCLA that she met her future husband, Hubert Gatignon, who was also a Ph.D. student in marketing. She also taught at the Catholic University of Mons, Belgium, and was a visiting scholar at the European Institute for Advanced Studies in Management, Brussels. Erin was not only a great scholar and teacher, but also a very hard-working, inspiring colleague and a warm and generous person.

Eric T. Bradlow (“Enticing and Publishing the Home Run Paper” and “Database Submissions”) joined the faculty of the Wharton School at the University of Pennsylvania in 1996 and is currently the K.P. Chao Professor, Professor of Marketing, Statistics and Education, and the Academic Director of the Wharton Small Business Development Center. He earned a B.S. in economics from Wharton in 1988, and A.M. and Ph.D. degrees in mathematical statistics from Harvard University in 1990 and 1994, respectively. His research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures with application to business problems, education and psychometrics, and in health-care outcomes research. In addition to numerous academic and teaching awards, he has recently published articles in a number of journals. He has previously served as an Associate Editor for the *Journal of Computational and Graphical Statistics*, the *Journal of Educational and Behavioral Statistics*, and *Psychometrika*, and is currently on the editorial boards of the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Letters*, *Quantitative Marketing and Economics*, and the *Quarterly Journal of Electronic Commerce*.

James J. Cochran (“Editorial: Editor-in-Chief Search Committee Report: The Digital Future Is Now”) is the Ruston Building and Loan Professor of Business at Louisiana Tech University. His research interests include computational statistics, statistical learning, integer programming and combinatorial optimization (formulations, algorithms, and applications), generalized linear models, and sample-based optimization.

Tülin Erdem (“Editorial: Editor-in-Chief Search Committee Report: The Digital Future Is Now”) is the Leonard N. Stern Professor of Business Administration and Professor of Marketing at New York University, which she joined in July 2006. She is also

currently the Research Director of the Center for Digital Economy Research at NYU's Stern School of Business. Before joining Stern, Professor Erdem was the E. T. Grether Professor of Business Administration and Marketing at the Haas School of Business at the University of California, Berkeley. There, she served as the Associate Dean for Academic Affairs, the Marketing Group Chair, and the Ph.D. Program Director; she also chaired the campus-wide Committee on Research. She joined Berkeley in 1993 as an assistant professor, was promoted to associate professor with tenure in 1998, and to a chaired full-professorship in 2003. Her research interests include advertising, brand management and equity, consumer choice, customer relationship management, decision-making under uncertainty, econometric modeling, and pricing. She has published several papers in top field journals, and has received best-paper awards, as well major research grants, including two National Science Foundation grants. She holds editorial posts at *Marketing Science*, *Quantitative Marketing and Economics*, and the *Journal of Consumer Research*, and she is an editorial board member of the *Journal of Marketing Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, the *Journal of the Academy of Marketing Science*, and *Marketing Letters*. Professor Erdem earned a B.A. in economics from Boğaziçi University, Istanbul, Turkey, in 1986, and an M.A. in economics in 1987 and a Ph.D. in business administration in 1993, both from the University of Alberta.

Peter M. Guadagni ("Commentary: A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective" and "A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective") received his M.A. from the MIT Sloan School of Management. Although he has spoken at various academic conferences and had his research published in academic journals, he has spent his entire career as a practitioner. He started his career at Management Decision Systems (MDS) as a new product consultant and was part of the company's R&D group. After MDS was acquired by Information Resources, Inc (IRI), Peter's consulting work expanded to include market response analysis and implementation of decision support systems. Eventually, he rose to lead IRI's technology consulting and services business, a group with more than 250 professionals. During his years with MDS and IRI, he worked with virtually every major consumer packaged-goods company. In 2000 he left the world of big business to own and operate a well-known new-and-used-bookstore in the San Francisco Bay area.

John R. Hauser ("Editorial: Editor-in-Chief Search Committee Report: The Digital Future Is Now"), is the Kirin Professor of Marketing and head of Management Science at the MIT Sloan School of Management

where he teaches new product development, marketing management, competitive marketing strategy, and research methodology. In addition to coauthoring two textbooks, *Design and Marketing of New Products* and *Essentials of New Product Management*, John has received both the Converse Award for scientific contributions and the Parlin Award for contributions to marketing research. He is also an INFORMS Fellow and for six years was Editor of *Marketing Science*.

Abel P. Jeuland ("Managing Channel Profits" and "Commentary: Managing Channel Profits") is the Charles H. Kellstadt Professor of Marketing in the Graduate School of Business of the University of Chicago, which he joined in 1975 after completing his Ph.D. in industrial administration at Purdue University. His research has included such subjects as choice models (stochastic models of brand choice, brand inertia, variety seeking); advertising-sales relationships; diffusion of innovation, including dynamic new product pricing; price promotions; and channels of distribution. In addition to publications in *Operations Research*, *Management Science*, the *Journal of Marketing*, the *Journal of Business*, and *Marketing Science*, Abel has contributed chapters to several books, and is published by the American Marketing Association Educators' Conference. He is a former Area Editor of *Marketing Science*, was Associate Editor of the *Journal of Business for Marketing Research*, and recently taught a class in marketing strategy and quantitative research methods in the M.B.A. program at the University of Chicago. He is also one of the founders of Ecole Franco-Americaine de Chicago (EFAC: French-American School of Chicago for elementary and high school French speakers) and was its president for many years.

John D. C. Little ("Commentary: A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective" and "A Logit Model of Brand Choice Calibrated on Scanner Data: A 25th Anniversary Perspective") is an Institute Professor and Professor of Management Science at MIT. He holds an S.B. in physics and a Ph.D. in physics/operations research, both from MIT. In OR he is best known for "Little's law," a theorem in queuing. For 40 years he has been doing research and publishing papers on various marketing topics, including media allocation, marketing mix, aggregate advertising models, decision support systems, and customer choice models. He cofounded Management Decision Systems (MDS) Inc., a software and marketing models company. After MDS was acquired by Information Resources, Inc. (IRI), John served on the IRI board until 2003. During his years at MDS and IRI he was active in developing marketing models and working with clients to apply them. Active in professional societies, John was the first President of INFORMS after its formation

through the merger of the Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS), both of which he had previously served as president. In the early 1980's when he was president of ORSA and Frank Bass was president of TIMS, they successfully promoted the establishment of *Marketing Science* as a joint TIMS/ORSA journal and did much to further marketing science as a field. John has also received the Converse and Parlin Awards of the American Marketing Association and is a member of the National Academy of Engineering.

Timothy W. McGuire ("An Industry Equilibrium Analysis of Downstream Vertical Integration") joined Management Science Associates (MSA), Inc. in January 1998 as Senior Executive Vice President and Chief Operating Officer. He has been a member of MSA's Office of the Executive since 1998 and is currently its first Chief Analytics Officer, SEVP, and Vice Chairman. He served as Dean and Harry B. Miller Professor of Business at the University of Oregon's Charles H. Lundquist College of Business from July 1994 until 1998. He taught at Carnegie Mellon University from 1964 to 1979 and 1981 to 1994, serving as Deputy Dean of its Graduate School of Industrial Administration (now Tepper School) from 1983 to 1990. He was a professor of economics and Chair of the University of Iowa's Department of Economics in 1979 and 1980. He also served on the staff of the President's Council of Economic Advisors in 1963 and 1964. Tim has published broadly in the areas of management, marketing, economics and econometrics/statistics, policy, biometrics, information systems, individual and group decision making, and other social sciences. He earned a B.S. in industrial management in 1960 and an M.S. in economics in 1961 from the Carnegie Institute of Technology (now Carnegie Mellon University), and a Ph.D. in economics from Stanford University in 1968, specializing in mathematical and econometric/statistical modeling and analysis. He is a member of the Board of Trustees of Point Park University, Chair of its Academic and Student Affairs Committee, and he also serves on the Board of Visitors of the University of Pittsburgh's Joseph M. Katz Graduate School of Business. He is listed in *Who's Who in America*, *Who's Who in Finance and Industry*, *Who's Who in Science and Engineering*, *Who's Who in American Education*, *Who's Who in the World*, and *Who's Who in the East*.

Robert J. Meyer ("Editorial: Editor-in-Chief Search Committee Report: The Digital Future Is Now") is the Gayfryd Steinberg Professor, Professor of Marketing, Codirector of the Risk Management and Decision Processes Center, and the Marketing Department Chair at the Wharton School of Business, the University of Pennsylvania. He is a noted scholar whose research focuses on consumer decision analysis, sales response modeling, and decision making under uncertainty.

His work has appeared in a variety of professional journals and books, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Marketing Science*, and *Management Science*. He has served as the editor of *Marketing Letters* as well as an associate editor of *Marketing Science* and the *Journal of Consumer Research*. Currently he serves on the editorial review board of several major journals. As Codirector of Wharton's Risk Center, part of his recent research has focused on how individuals decide to invest in mitigation against low-probability, high-consequence, events such as hurricanes, earthquakes, or terrorist attacks. Using laboratory simulations, he and his colleagues have shown that the much-publicized failures of preparation that contributed to the losses from such recent events as the Asian Tsunami and Hurricane Katrina are consistent with a number of hard-wired biases in how people respond to risk. One of the goals of the Risk Center is to aid the private and public sectors in developing strategies that allow these biases to be overcome. Robert recently completed a six-year term as the Vice Dean of Wharton's doctoral programs. His teaching interests include new product management, research methods, and marketing strategy, which he has taught at the M.B.A., executive M.B.A., and doctoral levels. He is also an active participant in a number of Wharton's executive education programs. He joined the marketing faculty in 1990 after eight years on the faculty of the Anderson Graduate School of Management at the University of California, Los Angeles, and two years at the Graduate School of Industrial Administration at Carnegie Mellon University. He has served as a visiting professor in the economics and business department at the University of Sydney. He received his Ph.D. in transportation geography from the University of Iowa in 1980.

Barry Alan Pasternack ("Commentary: Optimal Pricing and Return Policies for Perishable Commodities" and "Optimal Pricing and Return Policies for Perishable Commodities") is a Professor in the Information Systems and Decision Sciences (ISDS) Department in the College of Business and Economics at California State University, Fullerton. He has been Department Chair since 1995 and a member of the Academic Senate of the California State University (ASCSU) since 1996. In 2007, he was elected Chair of the ASCSU, which represents more than 20,000 faculty members on the 23 campuses of CSU. He chaired the CSU Statewide Computer Science and Information Systems Discipline Council from 1999 through 2007. He received his Ph.D. from the University of California, Berkeley in operations research in 1974. Prior to joining the ISDS department in 1977, he was a member of the technical staff at Bell Laboratories and an

assistant professor at the Stevens Institute of Technology. He is the author of 25 publications, including articles in journals such as *Marketing Science*, *Naval Research Logistics*, *SIAM Journal on Applied Mathematics*, and the *Journal of the Operational Research Society*. He also coauthored the text book *Applied Management Science*, published by John Wiley & Sons. He has served as an international consultant in information systems to the governments of three countries and has lectured at several domestic and international universities. In 1999, he was named Outstanding Faculty Member in the CSU College of Business and Economics.

Arvind Rangaswamy (“Editorial: Editor-in-Chief Search Committee Report: The Digital Future Is Now”) is the Jonas H. Anchel Professor of Marketing Research Director at the eBusiness Research Center of Penn State University, which he joined in 1993. He has previously been a faculty member at the Wharton School, University of Pennsylvania, and at the Kellogg Graduate School of Management, Northwestern University. He has an active research program to develop concepts, methods, and models to improve the efficiency and effectiveness of marketing using information technologies, an area in which he is internationally recognized. His recent research covers such topics as marketing modeling, online customer behavior, networked markets, and Internet business models. He currently teaches graduate courses in marketing engineering and e-marketing. His work has appeared in leading journals such as *Marketing Science*, the *Journal of Marketing Research*, *Management Science*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, *Marketing Letters*, *Psychometrika*, *Information Systems Research*, *Multivariate Behavioral Research*, and the *Journal of Economics and Statistics*. He also coauthored a successful book titled, *Marketing Engineering: Computer-Assisted Marketing Analysis and Planning*, now in its second edition. This book combines an advanced graduate-level textbook on marketing decision models with cases, exercises, tutorials, and extensive Windows-based software covering more than 25 important marketing models that have appeared in the literature. He is an area editor for *Marketing Science* and serves on the editorial boards of the *Journal of Interactive Marketing*; the *International Journal of Intelligent Systems in Accounting, Finance, and Management*; the *Journal of Service Research*; and the *Journal of Business-to-Business Marketing*.

Steven M. Shugan (“Editorial: Database Submissions,” “Editorial: Introduction to the Special Classics Issue,” “Commentary: Managing Channel Profits,” “Managing Channel Profits,” “Commentary: Defensive Marketing Strategies,” and “Defensive Marketing Strategies”), is the Russell Berrie Foundation Eminent Scholar and Professor at the University of Florida, where he teaches multivariate statistics, marketing

models, and advanced marketing management. He holds a Ph.D. in managerial economics from Northwestern University. Formerly a full professor at the University of Chicago, an assistant professor at the University of Rochester, and an instructor at Scuola di Direzione Aziendale Bocconi, Milano, he is the Outgoing Editor-in-Chief of *Marketing Science*, past Editor of the *Journal of Business*, and past Associate Editor of *Management Science*. He has served on more than 10 editorial boards, including the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Marketing Research*. He has authored numerous publications (including 27 editorials and commentaries); has made more than 100 professional presentations in over 22 countries; has won best teaching awards; and has won several best paper awards for publications in leading journals, including *Marketing Science* (twice), the *Journal of Marketing*, the *Journal of Retailing*; *Journal of Service Research* (finalist), and the *Journal of Marketing Research* (finalist). In addition to consulting for more than 30 different firms, he has written commercial software, including the BankBucks simulation game, and served on numerous committees, including the tenure and promotion committees at both the University of Chicago and the University of Florida (Chairman). He was on the INFORMS Society of Marketing Science board, is a past Chairman of the College on Marketing, twice organizer of the Marketing Science Conference, and chair of numerous dissertation committees. His current research includes entertainment marketing, metrics, advance selling, normative methods for modeling competition, markets for evaluative information, models of selling, and product policy.

Richard Staelin (“Commentary: An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty Five Years Later” and “An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty Five Years Later”) is the Edward and Rose Donnell Professor of Business Administration at the Fuqua School of Business, Duke University. He served as Associate Dean for Faculty Affairs at the Fuqua School from 1984 until July 1991. For the next two years he was Executive Director of the Marketing Science Institute in Cambridge, Massachusetts. Subsequently he served as inaugural Managing Director of the Fuqua School’s Global Executive M.B.A. program, Associate Dean for Executive Education, and Codirector of the Teradata Center for Customer Relationship Management. Prior to joining Duke’s faculty, he taught at Carnegie Mellon University, the Univer-

sity of Chicago, and the Australian Graduate School of Management. He has won best paper awards for publications in *Marketing Science*, the *Journal of Marketing Research*, and the *Journal of Marketing*. He also received the American Marketing Association's Educators Award and the Converse Award. Currently, he is president of the INFORMS Society of Marketing Science. He has published over 70 articles in academic journals on diverse subjects, including information searching, managerial decision making, influence of verbal and pictorial messages in print ads, consumer protection regulation and its impact on consumer behavior, channel management, and marketing strategy. He has also served on over 40 Ph.D. committees.

Richard H. Thaler ("Commentary: Mental Accounting and Consumer Choice: Anatomy of a Failure" and "Mental Accounting and Consumer Choice") is the Robert P. Gwinn Professor of Behavioral Science and Economics at the University of Chicago. He currently serves as the Director of the Center for Decision Research, is a Research Asso-

ciate at the National Bureau of Economic Research, and is Codirector of the Behavioral Economics Project. His research focuses on behavioral economics and finance, and the psychology of decision making. He has served as a visiting professor at the MIT Sloan School of Management, and was the H. J. Louis Professor of Economics at the Johnson Graduate School of Management, Cornell University. Richard earned his B.A. in economics from Case Western Reserve University and his Ph.D. in the same field from the University of Rochester. Among numerous publications, he has written a number of books intended for the lay reader on the subject of behavioral finance, including *Quasi-Rational Economics* and *The Winner's Curse*, the latter of which contains many of his "Anomalies" columns revised and adapted for a popular audience. He is the Editor of the forerunner to the present volume of *Advances in Behavioral Finance*. He is also an active voice in the global discussion on individual pension plans, and along with others in the field, has been using behavioral findings to influence President Bush's proposal for Social Security reform.