



## Marketing Science

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### Focus on Authors

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## Focus on Authors

**Wilfred Amaldoss** (“Research Note—Trading Up: A Strategic Analysis of Reference Group Effects” and “Findings—Biased but Efficient: An Investigation of Coordination Facilitated by Asymmetric Dominance”) is Associate Professor of Marketing at the Fuqua School of Business, Duke University. He holds an M.B.A. from the Indian Institute of Management, Ahmedabad; an M.A. in applied economics; and a Ph.D. from The Wharton School of the University of Pennsylvania. His research interests include behavioral game theory, experimental economics, advertising, pricing, new product development, and social effects in consumption. His recent research has been published in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Economic Behavior and Organization*, and *Journal of Mathematical Psychology*. His work has received the John D. C. Little Award and the Frank Bass Award. He serves on the editorial boards of *Journal of Marketing Research* and *Marketing Science*.

**James R. Bettman** (“Findings—Biased but Efficient: An Investigation of Coordination Facilitated by Asymmetric Dominance”) is Burlington Industries Professor of Business Administration at the Fuqua School of Business and Professor of Psychology at Duke University. He received both his B.A. in mathematics economics (1965) and his Ph.D. in administrative sciences (1969) from Yale University. His research focuses on consumer information processing and decision making, particularly constructive preferences, how decision makers adapt to different situations, the effects of emotion and stress on decision making, and how to integrate nonconscious and conscious processing in decision making. He was coeditor of the *Journal of Consumer Research* for six years and has been the chair or cochair for 31 doctoral students in marketing.

**Eric T. Bradlow** (“A Bivariate Timing Model of Customer Acquisition and Retention”) 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 Co-Director of the Wharton Interactive Media Initiative. 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 he is currently on the editorial boards of the *Journal of Marketing Research*, the *Journal of Consumer Research*, *Marketing Letters*, *Quantitative Marketing and Economics*, and the *Quarterly Journal of Electronic Commerce*.

**Deepa Chandrasekaran** (“Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?”) is Assistant Professor of Marketing at Lehigh University. She received a Ph.D. from the University of Southern California, an M.B.A. from the Indian Institute of Management, Bangalore, and a Master’s degree in economics from Stella Maris College, India. Her research interests include new products, global marketing strategy, and innovativeness of consumers.

**Murali Chandrashekar** (“Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance”) moved from Cincinnati to Sydney, Australia in 2002 to work on research, teach the best students in the Asia-Pacific region, work on his tan, live by the beach, and play competitive cricket. In addition to these activities, he is currently raising two daughters, pampering his wife by cooking everyday, and works as a Professor of Marketing at the Australian School of Business, University of New South Wales. He earned his Ph.D. in marketing from Arizona State University and his B.Tech. in electrical engineering from the Indian Institute of Technology, Madras, India. His current research focuses on customer satisfaction, defection, and loyalty; consumer and managerial judgmental uncertainty; and the link between market-based firm assets and long-term shareholder value. His research has appeared in leading marketing journals, and he is particularly chuffed that he has published his research in all the top five marketing publications—*Journal of Marketing*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*. He is also excited about his preparation to participate (as a volunteer in 2008 and a competitor in 2009) in

the Gobi March, a 250-km footrace, which pits “man and woman against the harshest environment in the world” (<http://www.4deserts.com/gobimarch/>). After publishing in *Marketing Science*, the Gobi March should be a mere walk in the park. As Mildred Cable, a Christian missionary who worked in China around the turn of the 20th century, once said: “Only a fool crosses the great Gobi without misgivings.” Murali intends to do this twice.

**Tony Haitao Cui** (“A Price Discrimination Model of Trade Promotions”) is Assistant Professor of Marketing at the Carlson School of Management, University of Minnesota, where he teaches marketing research. He obtained a B.Eng. in fluid machinery & fluid engineering, a B.Eng. in industrial engineering, and an I.M.B.A., all from Tsinghua University. He holds an M.S. in operations & information management and a Ph.D. in managerial science & applied economics, both from The Wharton School of the University of Pennsylvania. His research, some of which has been published in *Management Science*, focuses on competitive strategies, pricing, trade promotions, channels of distribution, and behavioral economics.

**F. Robert Dwyer** (“Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance”) is the Joseph S. Stern Professor of Marketing and Academic Director of M.B.A. Programs in the College of Business, University of Cincinnati. As an Evans Scholar, he completed his Bachelor’s degree at Michigan State University. He earned his Ph.D. from the University of Minnesota. He also heads the Direct Marketing Policy Center. He served on the faculty at Northwestern University’s Kellogg Graduate School of Management before moving to the University of Cincinnati in 1978. His primary teaching areas include marketing channels, marketing strategy, and direct marketing. He has been a recipient of several teaching awards in the College of Business; in 1991, the Direct Marketing Educational Foundation named him the Robert B. Clarke Direct Marketing Educator of the Year. His research interests center on interfirm governance and the development of buyer-seller relationships. With Jeff Tanner, he is a coauthor of “Business Marketing: Connecting Strategy, Relationships and Learning.” Bob and Kathy, his bride of 34 years, have five sons: Chris, Mike, Matt, Dan and John—and two wonderful daughters-in-law. They participate vigorously in youth soccer and are cofounders of Royalmont Academy, a private, independent school offering classical education and Catholic formation in Mason, Ohio.

**Paul B. Ellickson** (“Supermarket Pricing Strategies”) is Assistant Professor of Economics at Duke University. He received his Ph.D. in economics from the Massachusetts Institute of Technology. His current

research interests include structural models of retail competition, dynamic models of oligopoly, advertising, and urban economics. His work has been published in leading economics and marketing journals.

**Peter S. Fader** (“A Bivariate Timing Model of Customer Acquisition and Retention”) is the Frances and Pei-Yuan Chia Professor of Marketing at The Wharton School of the University of Pennsylvania. In his 20 years on the Wharton faculty, he has acquired and retained many things. Unfortunately, the list includes things like embarrassing old photographs of colleagues, silly poems by Fred Feinberg, and dollar bills with interesting serial numbers. He wishes the list included more meaningful items such as compassion, generosity, and a strong moral core. Fortunately, he still has many years ahead of him to try to acquire (and retain) these things in the future.

**Marshall Freimer** (“Try It, You Will Like It—Does Consumer Learning Lead to Competitive Price Promotions?”) is Professor of Management Science and Computers and Information Systems at the William E. Simon Graduate School of Business Administration at the University of Rochester. He holds a Ph.D. in mathematics from Harvard University. He uses applied probability and decision sciences to analyze problems in information management, electronic commerce, and marketing. His papers have appeared in economics, engineering, management, mathematics, and statistics journals. With Len Simon, he coauthored “Analytical Marketing,” which appeared in 1970 and was one of the first published books in the area of marketing science.

**Rajdeep Grewal** (“Navigating Local Environments with Global Strategies: A Contingency Model of Multinational Subsidiary Performance”) received his Ph.D. in 1998 from the University of Cincinnati and is Professor of Marketing and Dean’s Faculty Fellow at the Smeal College of Business at Pennsylvania State University. He is also the Associate Research Director of the Institute for the Study of Business Markets at the Smeal College of Business at the Pennsylvania State University. His research focuses on empirically modeling strategic marketing issues and has appeared in prestigious journals such as *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Journal of Marketing*, *Journal of Consumer Psychology*, *MIS Quarterly*, and *Strategic Management Journal*, among others. Currently, he serves or has served on the editorial boards of *Marketing Science*, *Journal of Marketing*, *International Journal of Research in Marketing*, and *Decision Sciences*. He has received several awards for his research, including a doctoral dissertation award from the Procter & Gamble Market Innovation Research Fund; an Honorable Mention Award at the prestigious MSI/JM competition on “Linking Marketing to Financial Performance and Firm Value;”

the 2003 Young Contributor Award from the Society of Consumer Psychology for an article published in the *Journal of Consumer Psychology*; and the 2006 Paul E. Green Award for best article published in the *Journal of Marketing Research* in 2005. He was named in the Marketing Science Institute's Young Scholars List in 2003, and he received the American Marketing Association Marketing Strategy SIG Early Career Award in 2007. Dissertations are projects that take a lot in many ways—time, effort, emotions, to name a few—in most cases, more than other research projects. Not surprisingly, publishing one's dissertation becomes paramount, even when one has success with other research projects. So this is a special article for me and a relief (at least I published it before my Ph.D. students' dissertations—Phew! It was close).

**Dan Horsky** ("Try It, You Will Like It—Does Consumer Learning Lead to Competitive Price Promotions?") is the Benjamin L. Forman Professor of Marketing at the William E. Simon Graduate School of Business, University of Rochester. He has published on a wide variety of marketing topics and has won the John D. C. Little Best Paper Award twice.

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**Zsolt Katona** ("Network Formation and the Structure of the Commercial World Wide Web") is a Ph.D. candidate at INSEAD. Previously, he earned a Ph.D. in computer science from Eotvos University, Budapest. His current research focuses on understanding the interaction between online advertising strategies. He also studies the role that link structure of social networks plays in word-of-mouth effects and community formation. Previously, he had analyzed characteristics of different random networks and has published his research in such journals as *Journal of Applied Probability*, *Statistics and Probability Letters*, and *Random Structures and Algorithms*.

**Carl F. Mela** ("Online Auction Demand") is Professor of Marketing at Duke University. He received his Sc.B. from Brown University, Ph.D. from Columbia University, and held various management positions at Hewlett-Packard, Hughes, and Proxima. His research focuses on the long-term effects of marketing activity. Articles along these lines appear in the *Journal*

of *Marketing Research*, *Marketing Science*, the *Journal of Consumer Research*, the *Harvard Business Review*, and other journals and have received awards from the Marketing Science Institute, the European Marketing Academy, the INFORMS Society for Marketing Science, the Direct Marketing Education Foundation, and the American Marketing Association. He serves on the editorial boards of, or is Area Editor at, the *Journal of Marketing*, the *Journal of Marketing Research*, *Quantitative Marketing and Economics*, *Marketing Science*, *Marketing Letters*, and the *Journal of Public Policy and Marketing*. His home page is located at <http://faculty.fuqua.duke.edu/~mela/bio>.

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**Rik Pieters** (“Research Note—Competitive Brand Salience”) is Professor of Marketing at Tilburg University and Visiting Research Fellow at the Robert H. Smith School of Business, University of Maryland. He is currently developing Latent Class Analysis (LCA) to comprehend apple pie families. In addition, he researches consumer behavior to improve return on marketing.

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**Gerard J. Tellis** (“Global Takeoff of New Products: Culture, Wealth, or Vanishing Differences?”) is Professor of Marketing, Neely Chair of American Enterprise, and Director of the Center for Global Innovation at the Marshall School of Business, University of Southern California. He received his Ph.D. from the University of Michigan, and he specializes in innovation, market entry, new product growth, advertising, and pricing. He has published over 80 papers and books, for which he has won 15 awards, including the Frank M. Bass Award, William F. Odell Award, Harold D. Maynard Award (twice), and the Vijay Mahajan Award for lifetime contributions to marketing strategy. He is also a Trustee of the Marketing Science Institute and a Senior Research Associate of Judge Business School, Cambridge University.

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**Birger Wernerfelt** (“Class Pricing”) is the JCPenney Professor of Management and head of the Ph.D. program at the Sloan School of Management, Massachusetts Institute of Technology. A Danish citizen, Wernerfelt has degrees from the University of Copenhagen and Harvard. Prior to coming to MIT in 1989, he was employed by the University of Copenhagen, the University of Michigan, and Northwestern University. He is best known for his 1984 paper, “A Resource-Based View of the Firm,” published in *Strategic Management Journal* 5(2) 171–180, which is

one of the most cited papers in the social sciences. In the last several years, he has been working on implications and foundations of his paper, “On the Nature and Scope of the Firm: Adjustment-Cost Theory,” published in *Journal of Business* 70(4) 489–514. This paper, “Class Pricing,” is part of this agenda.

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