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Focus on Authors

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His methodological interests lie in multidimensional scaling, classification, and multivariate statistics, especially as they pertain to substantive marketing problems in positioning, market structure, consumer choice, market segmentation and competitive strategy. He was awarded the 1988 Raymond B. Cattell Award for his outstanding research contributions in mathematical psychology and nominated as President of the Psychometric Society. In addition, Wayne was awarded the University of Michigan Senior Research award for his research performance at the School of Business. He was one of a few prominent Marketing scholars to be selected by the Royal Swedish Academy to serve on the Nobel Prize Nomination Committee. He was the Chair of the Statistics in Marketing Section of the American Statistical Society. Wayne is a member of AMA, INFORMS, Psychometric Society, ASA, RSS, Classification Society, ACR, DSI, and APA. He serves on the review boards of *Marketing Science*, *Journal of Marketing Research*, and *Journal of Consumer Research*. Wayne has been a consultant for such diverse firms as AMERITECH, AT&T, Ad Audit, Pfizer Drug, SENMED, Pacific Bell, Ethicon, General Motors, Hughes Aircraft, GTE, Motorola, Marketing Metrics, Blue Cross, and Merck Pharmaceuticals. He is President of ANALYTIKA Marketing Sciences, Inc.

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Paul R. Messinger ("A Model of Retail Formats Based on Consumers' Economizing on Shopping Time"), Assistant Professor of Marketing at the University of Alberta, holds a Ph.D. in Economics from the University of California at Berkeley and an M.B.A. from Harvard University. He is currently serving as the Newsletter Editor of the INFORMS Marketing College. The paper herein is part of a line of inquiry into evolving channel relations, new retail formats, retail power, and strategic partnerships. Paul is also the seminal contributor, with wife Mary Kirkpatrick, to a wonderful new daughter, Shoshana Abigail, born January 25, 1997.

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Ivan Png ("Manufacturer's Returns Policies and Retail Competition") is Professor of Information Systems at the Na-

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Ram Rao ("Supermarket Competition: The Case of Every Day Low Pricing") is with The University of Texas at Dallas.

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