



## Marketing Science

Publication details, including instructions for authors and subscription information:  
<http://pubsonline.informs.org>

### Focus on Authors

To cite this article:

(1999) Focus on Authors. Marketing Science 18(1):93-94. <https://doi.org/10.1287/mksc.18.1.93>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact [permissions@informs.org](mailto:permissions@informs.org).

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

© 1999 INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes. For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

## Focus on Authors

**Preyas S. Desai** ("Competition in Durable Goods Markets: The Strategic Consequences of Leasing and Selling") is Assistant Professor of Marketing at Fuqua School of Business, Duke University. He received his Ph.D. from Carnegie Mellon University. His research interests include marketing channels, signaling issues, and marketing of durable products. His recent papers on these topics have appeared in *Marketing Science* and *Management Science*.

**Sunil Gupta** ("Managing Advertising and Promotion for Long-Run Profitability") is Professor of Marketing at Columbia Business School. His research interests include choice models; long-term effects of pricing, advertising and promotion; and cross-category purchase behavior. More recently, he has developed interest in the areas of Bayesian methods and financial services.

**J. Jeffrey Inman** ("What You *Don't* Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions") is Associate Professor of Marketing at the University of Wisconsin-Madison. He received his Ph.D. from the University of Texas at Austin (after surviving Roland Rust's mathematical statistics course). He also holds an M.B.A. from Indiana University and a B.S. in mechanical engineering from General Motors Institute. His research focuses on consumer decision making and the influences of marketing mix variables thereon. He considers himself very fortunate to have had his work appear in *Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Letters*, and *Journal of Retailing*. He was recently appointed to the *Journal of Consumer Research* Policy Board.

**Kamel Jedidi** ("Managing Advertising and Promotion for Long-Run Profitability") is Associate Professor of Marketing at the Graduate School of Business, Columbia University. He holds a bachelors degree in Economics from the Faculté des Sciences Economiques de Tunis, Tunisia and Masters and Ph.D. degrees in Marketing from the Wharton School, University of Pennsylvania. His most recent publications appear in the *Journal of Marketing Research*, *Marketing Science*, the *International Journal of Research in Marketing*, *Psychometrika*, and the *Journal of Classification*. His substantive research interests include product design and positioning, diffusion of innovations, market segmentation, and the long-term impact of advertising and promotions. His methodological interests lie in multidimensional scaling, classification, structural equation modeling, and Bayesian and finite-mixture models.

**Jianmin Jia** ("What You *Don't* Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions") is Associate Professor of Marketing at the Chinese University of Hong Kong. He received his B.S. and M.S. degrees from Jiao Tong Universities in China, and a Ph.D. in Management Science and Information Systems from the University of Texas at Austin. His current research focuses on decision making and consumer choice modeling. Other publications have appeared in *Management Science*, *Marketing Science*, *Operations Research*, the *European Journal of Operational Research*, and the *Journal of Behavioral Decision Making*.

**Doyle Kim** ("Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations") is Assistant Professor of Marketing at the College of Business Administration, University of Ulsan, Korea. He received his B.A. and M.S. in Marketing from Korea University and his M.B.A. and Ph.D. from the University of Iowa. His research interests are in promotion, choice modeling, and econometric analysis.

**Sang Yong Kim** ("Manufacturer Allowances and Retailer Pass-Through Rules in a Competitive Environment") is Assistant Professor of Marketing at the Graduate School of Management, Korea

Advanced Institute of Science and Technology (KAIST). He received his B.A. in History from Seoul National University, M.S.I.A. from the Graduate School of Industrial Administration, Carnegie-Mellon University, and Ph.D. from the Fuqua School of Business, Duke University. Prior to joining the KAIST faculty, he taught at Hallym University in Korea. His research interests include channels of distribution, price competition, electronic commerce, and marketing ethics.

**Carl F. Mela** ("Managing Advertising and Promotion for Long-Run Profitability") is Assistant Professor of Marketing at the University of Notre Dame College of Business Administration. He received his Sc.B. from Brown University, M.B.A. from UCLA and Ph.D. from Columbia University. He has held management positions at Hewlett-Packard, Hughes, and Proxima Corporation. His research into the dynamic effects of promotions has previously been published in *Marketing Science*, the *Journal of Marketing Research*, the *International Journal of Research in Marketing*, *Marketing Letters*, and other journals.

**Devavrat Purohit** ("Competition in Durable Goods Markets: the Strategic Consequences of Leasing and Selling") is Associate Professor at the Fuqua School of Business, Duke University. He received a Ph.D. from the Graduate School of Industrial Administration at Carnegie Mellon University. His research interests are in marketing strategies, especially how they relate to durable goods. Some of his recent publications appear in *Management Science* and *Marketing Science*.

**Roland T. Rust** ("What You *Don't* Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions") is Madison S. Wigginton Professor of Management and Director of the Center for Service Marketing at the Owen Graduate School of Management, Vanderbilt University. He has won Best Article awards for articles in *Marketing Science*, the *Journal of Marketing*, the *Journal of Retailing*, and the *Journal of Advertising*, and career achievement awards from the American Statistical Association, American Academy of Advertising, and the University of North Carolina. He is Chair of the AMA's Frontiers in Services Conference and founding Editor of the *Journal of Service Research*. He serves on the editorial boards of *Marketing Science* and the *Journal of Marketing Research*.

**Raj Sethuraman** ("Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations") is an Assistant Professor of Marketing at the Edwin L. Cox School of Business, Southern Methodist University. He obtained his M.B.A. from Indian Institute of Management and his Ph.D. from Northwestern University. His research focuses on promotion strategies and national brand versus store brand competition. He has published in several journals including the *Journal of Marketing Research*, *Management Science*, and *Marketing Letters*. He is also a recipient of the John D.C. Little best paper award.

**V. "Seenu" Srinivasan** ("Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations") is the Ernest C. Arbuckle Professor of Marketing and Management Science at the Graduate School of Business, Stanford University. His areas of research interest include measurement of customer preference structures (conjoint analysis), new product development, and market structuring. He is on the editorial boards of *Marketing Science* and the *Journal of Marketing Research*. He is the recipient of a John Little best paper award, an ORSA best paper award, and two O'Dell awards.

**Richard Staelin** ("Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment") is the Edward and Rose Donnell Professor of Business Administration at the Fuqua

## FOCUS ON AUTHORS

---

School of Business, Duke University. After graduating eons ago from the University of Michigan, he taught for short periods at the University of Chicago and the Australian Graduate School of Management and for 13 years at Carnegie Mellon University. During his academic career, he has received best paper awards from *Marketing Science* and the *Journal of Marketing Research* and the Outstanding Educator Award from the AMA. He also has served on over 40 Ph.D. committees. His leisure-time activities include R & R (research and running) with Bill Boulding, cheering Duke to victory, and babysitting for his grandchildren.

**Anthony J. Zahorik** (“What You *Don’t* Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions”) is a vice-president of the Burke Institute, a division of ACNielsen, for which he teaches executive seminars on marketing research applications and data analysis. He is a coauthor of two books, *Return on Quality: Measuring the Financial Impact of Your Company’s Quest for Quality* and *Service Marketing*, and many articles on customer satisfaction measurement. He has M.B.A. and Ph.D. degrees from Cornell University.