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Focus On Authors

Greg M. Allenby (“Models of Sequential Evaluation in Best-Worst Choice Tasks”) is a fellow of the American Statistical Association, and is co-author of *Bayesian Statistics and Marketing*. He is the 2012 recipient of the Charles Coolidge Parlin Marketing Research Award. His research focuses on the development and application of Bayesian statistical methods in marketing. He is an associate editor for *Marketing Science*, the *Journal of Marketing Research*, the *Journal of Business and Economic Statistics*, and *Quantitative Marketing and Economics*.

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Neil Bendle (“Competitor Orientation and the Evolution of Business Markets”) is an assistant professor of marketing at the Ivey Business School. He has a Ph.D. from the University of Minnesota, an MBA from the Darden School, University of Virginia, and a Master of Arts in hellenistic studies from the University of Liverpool. His research focuses on the impact of non-standard behaviors on markets and marketing strategy, political marketing, and the marketing/accounting interface. He was a former finance director of the British Labour Party and is a fellow of the Association of Chartered Certified Accountants.

Francesco Bova (“Organizational Structure and Gray Markets”) is an assistant professor of accounting at the University of Toronto’s Rotman School of Management. He holds a Ph.D. in accounting, an MBA from Yale University, and a B. Comm. in accounting and finance from the University of Manitoba. He is an Accurate Equity and Louis O. Kelso Research Fellow, and his work has been published in several top journals. His research focuses on the choices firms make when competing or contracting with a stakeholder that has some modicum of market power over the firm; these stakeholders include the firm’s employees, suppliers, and competitors.

Tatiana Dyachenko (“Models of Sequential Evaluation in Best-Worst Choice Tasks”) received her Ph.D. from the Ohio State University and is an assistant

professor at Georgetown University. She holds an MBA and a Master of marketing research. She is interested in Bayesian marketing models and mathematical psychology. She worked for four years as a senior research analyst at Maritz, Inc., and as a marketing database analyst at the Home Decorators Collection, part of the Home Depot.

Rana el Kaliouby (“Why, When, and How Much to Entertain Consumers in Advertisements? A Web-Based Facial Tracking Field Study”) is the chief science officer and co-founder of Affectiva, an MIT startup that is the global leader in emotion technology and consumer emotion insights. She was previously a research scientist at MIT Media Lab where she pioneered the application of automated facial coding; she holds a Ph.D. from the University of Cambridge. Her work has been featured in Reuters, Wired, Forbes, Fast Company, the New York Times, and more. In 2012, she was inducted into the “Women in Engineering” Hall of Fame and was recently named by Entrepreneur Magazine as one of the 7 Most Powerful Women to Watch in 2014. She is the recipient of the 2012 Technology Review’s “Top 35 Innovators Under 35?” Award.

Natasha Zhang Foutz (“Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline”) is an assistant professor of commerce at the McIntire School of Commerce, University of Virginia. She received her Ph.D. in marketing from the Johnson Graduate School of Management, Cornell University. Her research has been published in leading journals such as the *Journal of Marketing Research* and *Marketing Science*. She is also a recipient of several teaching awards.

Rosalind Picard (“Why, When, and How Much to Entertain Consumers in Advertisements? A Web-Based Facial Tracking Field Study”) is professor of media arts and sciences at the MIT Media Lab where she directs research in affective computing. She holds an Sc.D. for MIT and is a member of FIEEE. She is the author of over 200 scientific peer-reviewed articles and is best known for her book *Affective Computing*, which helped give rise to the field by that name. She is a co-founder of Affectiva, which has pioneered the creation of new technologies for emotion measurement and communication at scale.

Rebecca Walker Reczek (“Models of Sequential Evaluation in Best-Worst Choice Tasks”) is an associate professor of marketing at the Fisher College of Business, the Ohio State University. She received her Ph.D. in marketing from the University of Texas at Austin. Her

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David A. Schweidel ("Synergy or Interference: The Effect of Product Placement on Commercial Break Audience Decline") is an associate professor of marketing at Emory University's Goizueta Business School. He holds a Ph.D. in marketing from the Wharton School of the University of Pennsylvania. He serves as co-director of the Emory Marketing Analytics Center (EmoryMAC). His current research focuses on the interplay between traditional and social media, and the use of social media as a tool for marketing intelligence.

Savannah Wei Shi ("Usage Experience with Decision Aids and Evolution of Online Purchase Behavior") is an assistant professor of marketing at the Leavey School of Business at Santa Clara University. She received her Ph.D. in marketing from the Smith School of Business at the University of Maryland, College Park. Her research focuses on internet marketing, dynamics in consumer decision-making, and retail management. She has published a paper in *Management Science*, and served as a reviewer for *Management Science* and the *Journal of Behavioral Decision Making*.

Duncan Simester ("Why Do Salespeople Spend So Much Time Lobbying for Low Prices?") is a professor at the MIT Sloan School of Management. He is an area editor or associate editor at *Marketing Science*, *Management Science*, *Operations Research*, and the *Journal of Marketing Research*. This is the second paper he has published with Juanjuan Zhang that explains distortions in firm incentives.

David A. Soberman ("Organizational Structure and Gray Markets") is a professor of marketing at the Rotman School of Management and the Canadian National Chair of Strategic Marketing. He is a licensed engineer, holds a Ph.D. from the University of Toronto and an MBA from Queen's University in Kingston. He has co-authored articles that have been awarded and nominated for major awards including the John DC Little Best Paper Award, the INFORMS Long Term Impact Award and the *International Journal of Research in Marketing* Best Paper Award. He was previously a professor at INSEAD and before academia, held positions in marketing management, sales, and engineering with Molson Breweries, Nabisco Brands, Ltd., and Imperial Oil, Ltd. His research is focused on understanding how the operation of markets is affected by the exchange of information between firms and customers, relationships within the distribution channel, and the introduction of innovations to markets.

Robin J. Tanner ("Synergy or Interference: The Effect of Product Placement on Commercial Break Audience

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