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Focus On Authors

Vibhanshu Abhishek (“Aggregation Bias in Sponsored Search Data: The Curse and the Cure”) is an assistant professor of information systems at the H. John Heinz III College of Public Policy and Management, Carnegie Mellon University. He is a recipient of the Berkman Faculty Award, Patty and J. Baker Fellowship, Mack Center’s Technological Innovation Award. He was also the runner-up for the ISS Nunamaker–Chen dissertation award and the ISA-INFORMS best paper award. His research focuses on the effect of emerging technologies on consumers’ behavior, business strategy, and market structure.

Peter S. Fader (“Aggregation Bias in Sponsored Search Data: The Curse and the Cure”) is the Frances and Pei-Yuan Chia Professor of Marketing at the Wharton School of the University of Pennsylvania and codirector of the Wharton Customer Analytics Initiative. His paper in this issue is a good example of his desire to get managers to fully understand sources of individual-level variability that can affect their decisions. This is a crossover project for him—the first that focuses tightly on sponsored search—but the implications of his mantra to “celebrate heterogeneity” are as powerful as ever. He hopes that this rapidly growing sector will respond well to this message.

Arun Gopalakrishnan (“Consumer Dynamic Usage Allocation and Learning Under Multipart Tariffs”) is a doctoral candidate at the Wharton School of the University of Pennsylvania. He has received a master’s in marketing from the University of Pennsylvania, an MBA from Pennsylvania State University, and a Bachelor’s in electrical and electronic engineering from the University of Auckland. His research focuses on building new methods to capture and forecast within- and across-customer dynamics using panel data, and consumer intertemporal decision making. He has worked as a marketing manager for E.I. du Pont de Nemours, and as a research engineer for Motorola Labs where he developed hidden Markov Model algorithms for speech recognition applications.

Sachin Gupta (“The Cross Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments”) is the Henrietta Johnson Louis Professor of Management and Marketing at the Samuel Curtis Johnson Graduate School of Management at Cornell University. He received his Bachelor’s in economics from St. Stephen’s College, University of Delhi, and his MBA from the Indian

Institute of Management at Ahmedabad. After working in sales and marketing management positions in India, he came to Cornell University, where he received a Ph.D. in management and began his teaching career at the Kellogg Graduate School of Management at Northwestern University. His research interests include manufacturer and retailer pricing, advertising and sales promotions, competitive strategies, models of consumer choice behavior, and sustainable innovations. He received the 2008 O’Dell Award and the 2003 Paul Green Award from the American Marketing Association, the 2007 best paper award from the *Cornell Hospitality Quarterly*, and is also the recipient of multiple teaching awards.

John R. Hauser (“Learning from Experience, Simply”) is the Kirin Professor of Marketing at the MIT Sloan School of Management. He has co-authored textbooks on product development and is a former editor of *Marketing Science*. His awards include the Converse Award for contributions to the science of marketing, the Parlin Award for contributions to marketing research, the Churchill Award, and the Buck Weaver Award for combining practice and theory. He has won many best-paper awards and his students have won major dissertation prizes. He is a founder and principal at Applied Marketing Science, Inc., a former trustee of the Marketing Science Institute, a fellow of INFORMS, a fellow of the INFORMS Society of Marketing Science (ISMS), president of ISMS, and serves on many editorial boards.

Jan B. Heide (“Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor’s Perspective”) is the Irwin Maier Chair in Marketing at the University of Wisconsin–Madison. His research, whose primary focus is on interorganizational relationships, has been published in the *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, and *Journal of Law and Economics*. He is an associate editor for the *Journal of Marketing*, and a former associate editor for the *Journal of Marketing Research*.

Kartik Hosanagar (“Aggregation Bias in Sponsored Search Data: The Curse and the Cure”) is a professor in the operations and information management department at the Wharton School of the University of Pennsylvania. His research focuses on Internet media and Internet marketing. He has been recognized as

one of the world's top 40 business professors under 40. He has received several teaching awards, including the MBA and Undergraduate Excellence in Teaching awards at the Wharton School. His research has received several awards, including the best paper award at the Consortium on Technology Policy and Management.

Raghuram Iyengar ("Consumer Dynamic Usage Allocation and Learning Under Multipart Tariffs") is an associate professor of marketing at the Wharton School of the University of Pennsylvania. He earned a Bachelor's in engineering from the Indian Institute of Technology, Kanpur and a Ph.D. in marketing from Columbia University. His research interests are in the areas of pricing and social networks. His research has been published or is forthcoming in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, and *Psychometrika*.

Pranav Jindal ("Risk Preferences and Demand Drivers of Extended Warranties") is an assistant professor of marketing at Pennsylvania State University. He received his MBA and Ph.D. in marketing from the University of Chicago Booth School of Business, and has an undergraduate degree in industrial engineering from the Indian Institute of Technology, Delhi. He studies quantitative marketing and empirical industrial organization with a specific focus on pricing, product insurance, consumer beliefs and inter-temporal preferences. He was the winner of the 2010 inaugural INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition, and a finalist in the 2011 Mary Kay Dissertation Competition. His research has been funded by grants received from the Marketing Science Institute, Institute for Study of Business Markets, and Smeal College of Business at Pennsylvania State University.

Song Lin ("Learning from Experience, Simply") is a doctoral student at the MIT Sloan School of Management. He studies product and pricing policies, consumer learning and search, new products, and advertising. He has won the 2013 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition.

Qiang Liu ("The Cross Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments") is an assistant professor of marketing at the Krannert School of Management, Purdue University, where he teaches digital marketing strategy and marketing management. He holds a Bachelor's from Peking University and a Ph.D. in management from Cornell University. His research interests include discrete choice models, dynamic structural models, pharmaceutical marketing, and digital marketing.

Robert J. Meyer ("Consumer Dynamic Usage Allocation and Learning Under Multipart Tariffs") is the Gayfryd Steinberg Professor of Marketing and

Codirector of Wharton's Risk Management and Decision Processes Center; at Wharton he has served as chair of the marketing department and Vice Dean of Wharton's doctoral programs; in addition, he is an associate of the Center for Research on Environmental Decision Making at Columbia University. He received his Ph.D. in transportation geography from the University of Iowa; previously he was on the faculty of the Anderson Graduate School of Management at UCLA, and the graduate school of industrial administration at Carnegie Mellon University; he also has served as a visiting professor in the school of economics at the University of Sydney. He focuses on consumer decision analysis, sales response modeling, and decision making under uncertainty. His work has appeared in a wide variety of professional journals and books, including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Risk and Uncertainty*, *Marketing Science*, *Management Science*, and *Risk Analysis*. He is currently the editor-in-chief of the *Journal of Marketing Research*, and has previously served as co-editor of *Marketing Letters*, and associate editor of the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Marketing Science*.

Mitsukuni Nishida ("Estimating a Model of Strategic Network Choice: The Convenience-Store Industry in Okinawa") is an assistant professor at the Johns Hopkins Carey Business School. He received a Bachelor's in international relations from Kyoto University and a Ph.D. in economics from the University of Chicago. His primary research field is empirical industrial organization and quantitative marketing, covering such topics as firm entry in retail markets; regulation; search costs in retail gasoline markets; and the plant-level and aggregate productivity. His research has been supported by the NET Institute. His papers have been published in the *International Journal of Industrial Organization*, *Journal of Regulatory Economics*, and *Journal of Productivity Analysis*.

Rik Pieters ("The Buffer Effect: The Role of Color When Advertising Exposures Are Brief and Blurred") is professor of marketing at the Tilburg School of Economics and Management (TISEM), Tilburg University. His research fields of interest are marketing communication, consumer behavior, and services marketing. He serves on the editorial boards of the *Journal of Marketing*, the *Journal of Consumer Research*, and is area editor of the *Journal of Marketing Research*.

Gaia Rubera ("Design Innovativeness and Product Sales' Evolution") is an associate professor in the marketing department at Bocconi University. Her research interests focus on innovation and new product development, creativity, and design innovation. Her articles have been published, or are forthcoming, in the *Journal of Marketing*, *Strategic Management Journal*, *Journal of Product Innovation Management*, *Journal of Service*

Research, and *Journal of International Business Studies*, among others.

Alberto Sa Vinhas (“Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor’s Perspective”) is an assistant professor of marketing at Washington State University. His main research interests are in the area of channels of distribution, business-to-business marketing and interorganizational relationships. His work has been published in the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Marketing Letters*, and the *Journal of Personal Selling and Sales Management*.

Scott K. Shriver (“Network Effects in Alternative Fuel Adoption: Empirical Analysis of the Market for Ethanol”) is an assistant professor of marketing at Columbia Business School. He received his Ph.D. in marketing from the Graduate School of Business at Stanford University, where he also received an M.A. in economics and an M.S. in physics. He earned his MBA degree at UCLA’s Anderson School of Management. His research interests include network effects, technology adoption, sustainability, empirical industrial organization, and applied econometrics.

Thomas J. Steenburgh (“The Cross Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments”) is the John L. Colley Professor at the Darden Graduate School

of Business. He holds a Master’s in statistics from the University of Michigan and a Ph.D. in marketing from Yale University. He previously taught at the Harvard Business School.

Michel Wedel (“The Buffer Effect: The Role of Color When Advertising Exposures Are Brief and Blurred”) is the Pepsico Professor of Consumer Science at the Robert H. Smith School of Business, University of Maryland. His research interests are in the application of statistical methods to further the understanding of consumer behavior and to improve marketing decision making. He is a fellow of the American Statistical Association, a fellow of the section on Marketing Science of INFORMS, and an area editor of *Marketing Science* and the *Journal of Marketing Research*.

Juanjuan Zhang (“Learning from Experience, Simply”) is an associate professor of marketing at the MIT Sloan School of Management. She studies learning dynamics, social interactions, and marketing strategies. She is a recipient of the Frank Bass Award for the best marketing thesis, a two-time finalist for the John Little Award for the best marketing paper, and a Marketing Science Institute Young Scholar. She currently serves as an associate editor of *Management Science* and *Quantitative Marketing and Economics*. She also serves as the vice president of membership of the INFORMS Society for Marketing Science.