



Marketing Science

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

Call for Nominations—Editor-in-Chief, Marketing Science

To cite this article:

(2015) Call for Nominations—Editor-in-Chief, Marketing Science. Marketing Science 34(2):306–306. <https://doi.org/10.1287/mksc.2015.0916>

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.

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.

Copyright © 2015, 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>

Call for Nominations Editor-in-Chief, *Marketing Science*

Kannan Srinivasan, Chair

Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA 15213, kannans@cmu.edu

Deadline for Nominations: April 15, 2015

The final term of Preyas S. Desai as editor-in-chief of the journal *Marketing Science* will end on December 31, 2015. Based on recommendations from the INFORMS Publications Committee, the president of INFORMS has appointed a committee to conduct a full search for a new editor-in-chief. The committee intends to propose a candidate for approval by INFORMS no later than July 1, 2015.

All members of INFORMS are invited to participate in this process. The committee seeks your opinions and comments on (1) the current state of the journal, (2) recommendations for change, if any, and (3) candidates for editor-in-chief.

Qualifications for the editor-in-chief of *Marketing Science* will include

- A demonstrated interest in a broad range of topics in the field
- A demonstrated record of research in the field
- Dedication and enthusiasm for *Marketing Science*
- Significant editorial experience
- Vision of the role of scholarly publications in the electronic age
- Commitment to the workload involved
- Ability to effectively and efficiently manage the editorial process

Further information about the journal is available at the *Marketing Science* website: <http://pubsonline.informs.org/journal/mksc>.

Members of the search committee are Kannan Srinivasan (Chair), Carnegie Mellon University; Pradeep K. Chintagunta, University of Chicago; Peter S. Fader, University of Pennsylvania; Dominique M. Hanssens, UCLA; and Juanjuan Zhang, Massachusetts Institute of Technology.

Please submit comments, nominations, and applications by April 15, 2015. The information may be sent (preferably by email) to Kannan Srinivasan, Chair of the *Marketing Science* Editorial Search Committee.