



Marketing Science

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

Editorial Board

To cite this article:

(2015) Editorial Board. Marketing Science 34(6):iii-iii. <https://doi.org/10.1287/mksc.2015.eb.v346>

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>

Office of the Editor

EDITOR-IN-CHIEF

Professor Preyas S. Desai

Spencer R. Hassell Professor of Business Administration
The Fuqua School of Business
Duke University
100 Fuqua Drive
Durham, NC 27708
Email: desai@duke.edu
twitter.com/MarketingScience
facebook.com/MarketingScience

SENIOR EDITORS

Fred Feinberg, University of Michigan
Ganesh Iyer, University of California, Berkeley

ASSOCIATE EDITORS

Bart J. Bronnenberg, Tilburg University
Yuxin Chen, New York University–Shanghai
Anne T. Coughlan, Northwestern University
Jean-Pierre Dubé, University of Chicago
Anthony Dukes, University of Southern California
Peter S. Fader, University of Pennsylvania
Chris Janiszewski, University of Florida
Dmitri Kuksov, University of Texas at Dallas
Gary L. Lilien, Pennsylvania State University
Puneet Manchanda, University of Michigan

EDITORIAL BOARD

Kusum L. Ailawadi, Dartmouth College
Wilfred Amaldoss, Duke University
Eric T. Anderson, Northwestern University
Asim Ansari, Columbia University
Anocha Aribarg, University of Michigan
Neeraj Arora, University of Wisconsin
Subramanian Balachander, Purdue University
Barry L. Bayus, University of North Carolina at Chapel Hill
David R. Bell, University of Pennsylvania
Hemant Bhargava, University of California, Davis
Eyal Biyalogorsky, IDC Herzliya
Peter Boatwright, Carnegie Mellon University
Anand Bodapati, University of California, Los Angeles
Douglas Bowman, Emory University
Michael Braun, Southern Methodist University
Tat Chan, Washington University in St. Louis
Andrew Ching, University of Toronto
Tony Haitao Cui, University of Minnesota
Peter Danaher, Monash University
Martin de Jong, Erasmus University
Marnik G. Dekimpe, Tilburg University, Catholic University Leuven
Min Ding, Pennsylvania State University
Shantanu Dutta, University of Southern California
Paul Elickson, University of Rochester
Tülin Erdem, New York University
Scott Fay, Syracuse University
Gavan J. Fitzsimons, Duke University
Dennis Fok, Erasmus University
Hubert Gatignon, INSEAD
Els Gijbrecchts, Tilburg University
David Godes, University of Maryland
Ronald Goettler, University of Rochester
Jacob Goldenberg, Hebrew University of Jerusalem
Avi Goldfarb, University of Toronto

ADVISORY BOARD

Pradeep Chintagunta, University of Chicago
Dominique Hanssens, University of California, Los Angeles

EMERITUS EDITORIAL BOARD (including some very active past editors and area editors)

William Boulding, Duke University
Eric T. Bradlow, University of Pennsylvania
John R. Hauser, Massachusetts Institute of Technology
Abel P. Jeuland, University of Chicago
Wagner A. Kamakura, Rice University

MANAGING EDITOR

Frances Moskwa
INFORMS
5521 Research Park Drive, Suite 200
Catonsville, Maryland 21228
Phone: (443) 757-3584
Email: frances.moskwa@informs.org

Peter E. Rossi, University of California, Los Angeles
K. Sudhir, Yale University

Leigh McAlister, University of Texas at Austin
Chakravarthi Narasimhan, Washington University
Scott A. Neslin, Dartmouth College
Devavrat Purohit, Duke University
Gary Russell, University of Iowa
Greg Shaffer, University of Rochester
Duncan I. Simester, Massachusetts Institute of Technology
Vishal Singh, New York University
Gerard Tellis, University of Southern California

Brett Gordon, Northwestern University
Rajdeep Grewal, University of North Carolina at Chapel Hill
Liang Guo, Hong Kong University of Science and Technology
Sachin Gupta, Cornell University
Bruce Hardie, London Business School
Wesley Hartmann, Stanford University
Ernan Haruvy, University of Texas at Dallas
Chuan He, University of Colorado at Boulder
Günter Hitsch, University of Chicago
Charles Ingene, University of Mississippi
J. Jeffrey Inman, University of Pittsburgh
Sanjay Jain, Texas A&M University
Kinshuk Jerath, Columbia University
Ajay Kalra, Rice University
Pallassana (P. K.) Kannan, University of Maryland
Zsolt Katona, University of California, Berkeley
Oded Koenigsberg, London Business School
Praveen Kopalle, Dartmouth College
Laura Kornish, University of Colorado at Boulder
Aradhna Krishna, University of Michigan
Lakshman Krishnamurthi, Northwestern University
Nanda Kumar, University of Texas at Dallas
V. Kumar, Georgia State University
Donald R. Lehmann, Columbia University
Noah Lim, University of Wisconsin–Madison
Yong Liu, University of Arizona
Xueming Luo, Temple University
Dina Mayzlin, University of Southern California
Nitin Mehta, University of Toronto
Carl Mela, Duke University
Paul Messinger, University of Alberta
Natalie Mizik, University of Washington, Seattle
Prasad Naik, University of California, Davis
Harikesh Nair, Stanford University

John R. Hauser, Massachusetts Institute of Technology
Jagmohan Raju, University of Pennsylvania

Rajiv Lal, Harvard University
Donald G. Morrison, University of California, Los Angeles
Eitan Muller, Interdisciplinary Center (IDC) and New York University
Brian T. Ratchford, University of Texas at Dallas

PRODUCTION EDITOR

Sandor Roberts
INFORMS
5521 Research Park Drive, Suite 200
Catonsville, Maryland 21228
Phone: (443) 757-3595
Email: sandor.roberts@informs.org

Russell S. Winer, New York University

Christophe Van den Bulte, University of Pennsylvania
Harald van Heerde, Massey University
J. Miguel Villas-Boas, University of California, Berkeley
Michel Wedel, University of Maryland
Juanjuan Zhang, Massachusetts Institute of Technology
Z. John Zhang, University of Pennsylvania

Sridhar Narayanan, Stanford University
Oded Netzer, Columbia University
Elie Ofek, Harvard University
Thomas Otter, University of Frankfurt
Amit Pazgal, Rice University
Ram C. Rao, University of Texas at Dallas
Vithala R. Rao, Cornell University
Werner J. Reinartz, University of Cologne
John H. Roberts, University of New South Wales, London Business School
Miklos Sarvary, Columbia University
Raj Sethuraman, Southern Methodist University
Ron Shachar, IDC Herzliya
Venky Shankar, Texas A&M University
Jiwoong Shin, Yale University
Jeff Shulman, University of Washington, Seattle
Sivaramakrishna Siddarth, University of Southern California
David Soberman, University of Toronto
Shuba Srinivasan, Boston University
Jan-Benedict Steenkamp, University of North Carolina
Stefan Stremersch, Erasmus University, IESB Business School
Baohong Sun, Cheung Kong Graduate School of Business (New York)
Olivier Toubia, Columbia University
Catherine Tucker, Massachusetts Institute of Technology
Peter C. Verhoef, University of Groningen
Sha Yang, University of Southern California
Hema Yoganarasimhan, University of Washington, Seattle
Robert Zeithammer, University of California, Los Angeles
Florian Zettelmeyer, Northwestern University

Kannan Srinivasan, Carnegie Mellon University
Richard Staelin, Duke University

Subrata K. Sen, Yale University
Steven M. Shugan, University of Florida
V. (Seenu) Srinivasan, Stanford University
Richard Staelin, Duke University
Charles B. Weinberg, University of British Columbia