



Marketing Science

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

2015 Guest Editors-in-Chief, Guest Associate Editors, and Ad Hoc Reviewers

To cite this article:

(2016) 2015 Guest Editors-in-Chief, Guest Associate Editors, and Ad Hoc Reviewers. Marketing Science 35(2):338-340. <https://doi.org/10.1287/mksc.2016.0986>

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 © 2016, 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>

2015 Guest Editors-in-Chief, Guest Associate Editors, and Ad Hoc Reviewers

Marketing Science greatly benefited from the admirable and fastidious efforts of more than 200 different individuals who provided manuscript reviews last year. Beyond those individuals already recognized on the editorial board, the editor-in-chief and senior/guest editors of *Marketing Science* are indebted to the many guest editors-in-chief, guest associate editors, and ad hoc reviewers who provided expert counsel and guidance on a voluntary basis. The following list acknowledges the contribution of guest editors-in-chief, guest associate editors, and ad hoc reviewers who served from January 1, 2015 to December 31, 2015. Finally, let us not forget to thank the authors. *Marketing Science* requires and receives outstanding submissions from many leading researchers and prestigious organizations.

K. Sudhir
Yale University

Guest Editors-in-Chief

PRADEEP CHINTAGUNTA, University of Chicago
DOMINIQUE HANSENS, University of California,
Los Angeles
JOHN HAUSER, Massachusetts Institute of Technology
GANESH IYER, University of California, Berkeley
SANJOG MISRA, University of Chicago
DEBU PUROHIT, Duke University
JAGMOHAN RAJU, University of Pennsylvania
BRIAN RATCHFORD, University of Texas at Dallas
KANNAN SRINIVASAN, Carnegie Mellon University
GERARD TELLIS, University of Southern California
RUSSELL WINER, New York University

Guest Associate Editors

ERIC BRADLOW, University of Pennsylvania
TAT CHAN, Washington University in St. Louis
PRADEEP CHINTAGUNTA, University of Chicago
THEODOROS EVGENIOU, INSEAD
DAVID GODES, University of Maryland
AVI GOLDFARB, University of Toronto
DANIEL GOLDSTEIN, Microsoft Research
JOHN HAUSER, Massachusetts Institute of Technology
TECK HO, University of California, Berkeley
JOEL HUBER, Duke University
ODED KOENIGSBERG, London Business School
DONALD LEHMANN, Columbia University
PETER LENK, University of Michigan
MARY LUCE, Duke University
ROBERT MCCULLOCH, University of Chicago
NITIN MEHTA, University of Toronto
CARL MELA, Duke University
SANJOG MISRA, University of Chicago
KOEN PAUWELS, Özyegin University
RAM RAO, University of Texas at Dallas
STEVEN SHUGAN, University of Florida
RICHARD STAELIN, Duke University
OLIVIER TOUBIA, Columbia University

Ad Hoc Reviewers

VISHAL AGRAWAL, Georgetown University
PAULO ALBUQUERQUE, INSEAD
ALEXEI ALEXANDROV, University of Rochester
GREG ALLENBY, Ohio State University
ON AMIR, University of California, San Diego
MICHELLE ANDREWS, Temple University
SINAN ARAL, Massachusetts Institute of Technology
ASHWIN ARAVINDAKSHAN, University of California,
Davis
EVA ASCARZA, Columbia University
BERK ATAMAN, Koç University
TERRENCE AUGUST, University of California, San Diego
SRIDHAR BALASUBRAMANIAN, University of North
Carolina at Chapel Hill
YAKOV BART, INSEAD
RAJEEV BATRA, University of Michigan
RAFAEL BECERRIL ARREOLA, University of South
Carolina
JONAH BERGER, University of Pennsylvania
RON BERMAN, University of Pennsylvania
MARCO BERTINI, ESADE
PRADEEP BHARDWAJ, University of Central Florida
SHANTANU BHATTACHARYA, INSEAD
JASON BLEVINS, Ohio State University
BRYAN BOLLINGER, New York University
ANDRÉ BONFRER, University of Queensland
NORRIS BRUCE, University of Texas at Dallas
FABIO CALDIERARO, University of Washington, Seattle
ZIV CARMON, INSEAD
PRABIRENDRA CHATTERJEE, Sabancı University
HAI CHE, Indiana University
RACHEL CHEN, University of California, Davis
TAO CHEN, University of Maryland
DOUG CHUNG, Harvard University
TUCK SIONG CHUNG, Nanyang Technological University
MICHAEL COHEN, New York University
DINAH COHEN-VERNIK, Rice University
JENNIFER CUTLER, Illinois Institute of Technology
ARNAUD DE BRUYN, ESSEC Business School

- BART DE LANGHE, University of Colorado at Boulder
BABUR DE LOS SANTOS, Clemson University
CHRYSANTHOS DELLAROCAS, Boston University
TIMOTHY DERDINGER, Carnegie Mellon University
RAMARAO DESIRAJU, University of Central Florida
DEBABRATA DEY, University of Washington, Seattle
UTPAL DHOLAKIA, Rice University
BAS DONKERS, Erasmus University Rotterdam
YANIV DOVER, Yale University
MICHAELA DRAGANSKA, Drexel University
REX DU, University of Houston
JASON DUAN, University of Texas at Austin
DARIA DZYABURA, New York University
PETER EBBES, HEC Paris
JEHOSHUA ELIASHBERG, University of Pennsylvania
THEODOROS EVGENIOU, INSEAD
ELEANOR FEIT, Drexel University
PHILIP FERNBACH, University of Colorado at Boulder
MARC FISCHER, University of Cologne
DUNCAN FONG, Pennsylvania State University
NATASHA FOUTZ, University of Virginia
JEFFREY GALAK, Carnegie Mellon University
MANISH GANGWAR, Indian School of Business
PEDRO GARDETE, Stanford University
ANDRE GERSHOFF, University of Texas at Austin
TANSEV GEYLANI, University of Pittsburgh
INGE GEYSKENS, Tilburg University
PULAK GHOSH, Indian Institute of Management
TIMOTHY GILBRIDE, University of Notre Dame
NICOLAS GLADY, KU Leuven
PETER GOLDER, Dartmouth College
MIGUEL GOMEZ, Cornell University
RICH GONZALEZ, University of Michigan
SHYAM GOPINATH, University of Utah
ERIC GREENLEAF, New York University
JANE GU, University of Connecticut
MEHMET GUMUS, McGill University
TINGTING HE, University of Wisconsin–Milwaukee
ELISABETH HONKA, University of Texas at Dallas
TANJIM HOSSAIN, University of Toronto
JOHN HOWELL, Pennsylvania State University
JEFF HU, Georgia Institute of Technology
GUOFANG HUANG, Yale University
SAM HUI, University of Houston
JOHN HULLAND, University of Georgia
J. WESLEY HUTCHINSON, University of Pennsylvania
MASAKAZU ISHIHARA, New York University
AYELET ISRAELI, Harvard University
RAGHURAM IYENGAR, University of Pennsylvania
WOLFGANG JANK, University of Maryland
BAOJUN JIANG, Washington University in St. Louis
GINGER JIN, University of Maryland
KIKET JINDAL, Indiana University
BING JING, Cheung Kong Graduate School of Business
LESLIE JOHN, Harvard University
KISSAN JOSEPH, University of Kansas
AMIT JOSHI, University of Central Florida
YOGESH JOSHI, University of Maryland
KARTHIK KANNAN, Purdue University
KATE KARNIOUCHINA, Mills College
JAEHWAN KIM, Korea University
JUN KIM, Hong Kong University of Science and Technology
GEORGE KNOX, Tilburg University
MLADEN KOLAR, University of Chicago
SREYA KOLAY, University of California, Irvine
MANFRED KRAFFT, University of Muenster
ROBERT KRIDER, Simon Fraser University
HARISH KRISHNAN, University of British Columbia
VINETT KUMAR, Yale University
ANJA LAMBRECHT, London Business School
DOMINIQUE LAUGA, University of Cambridge
SANGHAK LEE, University of Iowa
AURELIE LEMMENS, Tilburg University
GREGORY LEWIS, Harvard University
MICHAEL LEWIS, Emory University
BEIBEI LI, Carnegie Mellon University
SHIBO LI, Indiana University
BARAK LIBAI, Interdisciplinary Center Herzliya
GUI LIBERALI, Erasmus University Rotterdam
JOHN LIECHTY, Pennsylvania State University
HONGJU LIU, University of Connecticut
QIANG LIU, Purdue University
QING LIU, University of Wisconsin–Madison
YUNCHUAN LIU, University of Illinois at Urbana–Champaign
MITCHELL LOVETT, University of Rochester
LIYE MA, University of Maryland
GIRISH MALLAPRAGADA, Indiana University
MURALI MANTRALA, University of Missouri, Columbia
AMIT MEHRA, Indian School of Business
JAENINE MIKLÓS-THAL, University of Rochester
KANISHKA MISRA, University of Michigan
VIKAS MITTAL, Rice University
WENDY MOE, University of Maryland
CHRISTINE MOORMAN, Duke University
TAKESHI MUROOKA, University of Munich
A.V. MUTHUKRISHNAN, Hong Kong University of Science and Technology
MATTHEW NAGLER, City College of New York
VISHAL NARAYAN, National University of Singapore
RICHARD NETEMEYER, University of Virginia
JIAN NI, Johns Hopkins University
VINCENT NIJS, University of California, San Diego
CHRIS NOSKO, University of Chicago
A. YESIM ORHUN, University of Michigan
JOSEPH PANCRAAS, University of Connecticut
MINJUNG PARK, University of California, Berkeley
KOEN PAUWELS, Özyegin University
RENANA PERES, Hebrew University of Jerusalem
ASHUTOSH PRASAD, University of Texas at Dallas
YI QIAN, University of British Columbia
ARVIND RANGASWAMY, Pennsylvania State University
ANITA RAO, University of Chicago
RAGHUNATH RAO, University of Texas at Austin
MARKUS REISINGER, Frankfurt School of Finance and Management
ROBERT ROODERKERK, Dartmouth College
FEDERICO ROSSI, Bocconi University
OLIVER RUTZ, University of Washington, Seattle
NAVDEEP SAHNI, Stanford University
SAJEESH SAJEESH, City University of New York

LINDA SALISBURY, Boston College
 AMIN SAYEDI, University of Washington, Seattle
 ERIC SCHWARTZ, University of Pennsylvania
 DAVID SCHWEIDEL, Emory University
 STEPHAN SEILER, Stanford University
 KATJA SEIM, University of Pennsylvania
 MATTHEW SELOVE, University of Southern California
 JEN SHANG, Indiana University
 BRADLEY SHAPIRO, University of Chicago
 QIAOWEI SHEN, University of Pennsylvania
 MENGZE SHI, University of Toronto
 SANGWOO SHIN, Purdue University
 WOOCHOEL SHIN, University of Florida
 SCOTT SHRIVER, Columbia University
 JORGE SILVA-RISSE, University of California, Riverside
 PARAM SINGH, Carnegie Mellon University
 SHUBHRANSHU SINGH, Johns Hopkins University
 MAXIM SINITSYN, University of California, San Diego
 MICHAEL SINKINSON, University of Pennsylvania
 CATARINA SISMEIRO, Imperial College London
 BERND SKIERA, University of Frankfurt
 GARRETT SONNIER, University of Texas at Austin
 SHRIHARI SRIDHAR, Pennsylvania State University
 RAJI SRINIVASAN, University of Texas at Austin
 SRINIVASARAGHAVAN SRIRAM, University of Michigan
 JOYDEEP SRIVASTAVA, University of Maryland
 THOMAS STEENBURGH, University of Virginia
 ANDREW STEPHEN, University of Oxford
 AXEL STOCK, University of Central Florida
 UPENDER SUBRAMANIAN, University of Texas at Dallas
 MONIC SUN, Boston University
 NILADRI SYAM, University of Missouri, Columbia
 DEBABRATA TALUKDAR, State University of New York
 at Buffalo

RAPHAEL THOMADSEN, Washington University in
 St. Louis
 SESHADRI TIRUNILLAI, University of Houston
 MICHAEL TRUSOV, University of Maryland
 ÖZGE TURUT, Sabancı University
 KOSUKE UETAKE, Yale University
 NITA UMASHANKAR, Georgia State University
 GLEN URBAN, Massachusetts Institute of Technology
 OLEG URMINSKY, University of Chicago
 DEMETRIOS VAKRATSAS, McGill University
 TOMMASO VALLETTI, Imperial College London
 RALF VAN DER LANS, Hong Kong University of Science
 and Technology
 HAL VARIAN, Google
 SRIRAM VENKATARAMAN, University of North
 Carolina at Chapel Hill
 RAJKUMAR VENKATESAN, University of Virginia
 KENNETH WILBUR, University of California, San Diego
 MATTHIJS WILDENBEEST, Indiana University
 KAREN WINTERICH, Pennsylvania State University
 CHUNHUA WU, University of British Columbia
 STEFAN WUYTS, Koç University
 JINHONG XIE, University of Florida
 BATAO YANG, University of Southern California
 NATHAN YANG, McGill University
 SONG YAO, Northwestern University
 SHIJIN YOO, Korea University
 CAROLYN YOON, University of Michigan
 KAIFU ZHANG, Carnegie Mellon University
 BO ZHOU, University of Maryland
 TING ZHU, University of British Columbia
 YI ZHU, University of Southern California
 PETER ZUBCSEK, University of Florida