



Marketing Science

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

2016 Guest Editors, Guest Associate Editors, and Ad Hoc Reviewers

To cite this article:

(2017) 2016 Guest Editors, Guest Associate Editors, and Ad Hoc Reviewers. Marketing Science 36(2):324–326.
<https://doi.org/10.1287/mksc.2017.1033>

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 © 2017, 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>

2016 Guest Editors, Guest Associate Editors, and Ad Hoc Reviewers

<https://doi.org/10.1287/mksc.2017.1033>

Copyright: © 2017 INFORMS

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 guest editors of *Marketing Science* are indebted to the many guest editors, 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, guest associate editors, and ad hoc reviewers who served from January 1, 2016 to December 31, 2016. Finally, our sincere appreciation to the authors, whose outstanding submissions and careful revisions make the journal the go-to resource for leading edge knowledge in quantitative marketing.

Marketing Science mourns the loss of Professor Frankel ter Hofstede, University of Texas at Austin, who passed away in an untimely accident in December 2016. The marketing science community has lost a wonderful scholar, colleague, and friend.

K. Sudhir
Yale University

Guest Editors

PRADEEP CHINTAGUNTA, University of Chicago
PREYAS DESAI, Duke University
JEAN-PIERRE DUBÉ, University of Chicago
FRED FEINBERG, University of Michigan
DOMINIQUE HANSENS, University of California, Los Angeles
JOHN HAUSER, Massachusetts Institute of Technology
PUNEET MANCHANDA, University of Michigan
BRIAN RATCHFORD, University of Texas at Dallas
DUNCAN SIMESTER, Massachusetts Institute of Technology
RUSSELL WINER, New York University

Guest Associate Editors

ANAND BODAPATI, University of California, Los Angeles
ERIC BRADLOW, University of Pennsylvania
ALEXANDER CHERNEV, Northwestern University
PRADEEP CHINTAGUNTA, University of Chicago
ANNE COUGHLAN, Northwestern University
PREYAS DESAI, Duke University
FRED FEINBERG, University of Michigan
DOMINIQUE HANSENS, University of California, Los Angeles
JAN HEIDE, University of Wisconsin
LEIGH MCALISTER, University of Texas at Austin
ROBERT MCCULLOCH, University of Chicago
CHAKRAVARTHI NARASIMHAN, Washington University in St. Louis
DUNCAN SIMESTER, Massachusetts Institute of Technology
GAL ZAUBERMAN, Yale University
JOHN ZHANG, University of Pennsylvania

Ad Hoc Reviewers

FERAY ADIGUZEL, LUISS Guido Carli University
LUIS AGUIAR, Institute for Prospective Technological Studies
VICTOR AGUIRREGABIRIA, University of Toronto
PAULO ALBUQUERQUE, INSEAD
GREG ALLENBY, Ohio State University
ON AMIR, University of California, San Diego
MICHELLE ANDREWS, Emory University
EVA ASCARZA, Columbia University
RAM BALA, Santa Clara University
ALLISON JUNE BARLOW CHANEY, Princeton University
YAKOV BART, Northeastern University
BARRY BAYUS, University of North Carolina at Chapel Hill
RON BERMAN, University of Pennsylvania
PRADEEP BHARDWAJ, University of Central Florida
EYAL BIALOGORSKY, IDC Herzliya
TAMMO BIJMOLT, University of Groningen
DANIEL BJÖRKEGREN, Brown University
ULF BOCKENHOLT, Northwestern University
BRYAN BOLLINGER, Duke University
ABHISHEK BORAH, University of Washington
FRANCESCO BOVA, University of Toronto
FERNANDO BRANCO, Universidade Católica Portuguesa
NORRIS BRUCE, University of Texas at Dallas
PIERRE CHANDON, INSEAD
AMAR CHEEMA, University of Virginia
XINLEI CHEN, Shanghai Advanced Institute of Finance
JUDY CHEVALIER, Yale University
LEON CHU, University of Southern California
DOUG CHUNG, Harvard University
CHRIS CONLON, New York University
JENNIFER CUTLER, Illinois Institute of Technology
HENGCHEN DAI, Washington University in St. Louis

- OEYSTEIN DALJORD, University of Chicago
BRETT DANAHER, Wellesley College
HANNES DATTA, Tilburg University
SUMON DATTA, Purdue University
BABUR DE LOS SANTOS, Clemson University
TIMOTHY DERDINGER, Carnegie Mellon University
RAMARAO DESIRAJU, University of Central Florida
ISAAC DINNER, University of North Carolina at Chapel Hill
YAN DONG, University of South Carolina
BAS DONKERS, Erasmus University Rotterdam
YANIV DOVER, Hebrew University of Jerusalem
DARIA DZYABURA, New York University
DEAN ECKLES, Massachusetts Institute of Technology
SEDA ERTAC, Koç Üniversitesi
FRED FEINBERG, University of Michigan
ELEANOR FEIT, Drexel University
MARC FISCHER, University of Cologne
NATHAN FONG, Temple University
NATASHA FOUTZ, University of Virginia
PHILIP FRANCES, Erasmus University Rotterdam
PEDRO GARDETE, Stanford University
HUBERT GATIGNON, INSEAD
INGE GEYSKENS, Tilburg University
KATRIJN GIELENS, University of North Carolina at Chapel Hill
RICARD GIL, Johns Hopkins University
WILLIAM GOETZMANN, Yale University
KHIM GOH, National University of Singapore
DANIEL GOLDSTEIN, Microsoft Research
ARUN GOPALAKRISHNAN, Washington University in St. Louis
ERIC GREENLEAF, New York University
ABBIE GRIFFIN, University of Utah
SUNG HAM, George Washington University
RICK HARBAUGH, Indiana University
AVERY HAVIV, University of Rochester
PAUL HOBAN, University of Wisconsin
ELISABETH HONKA, University of Texas at Dallas
TANJIM HOSSAIN, University of Toronto
MING HSU, University of California, Berkeley
GUOFANG HUANG, Yale University
YAN HUANG, University of Michigan
SAM HUI, University of Houston
MITSURU IGAMI, Yale University
MASAKAZU ISHIHARA, New York University
TOWHIDUL ISLAM, University of Guelph
AYELET ISRAELI, Harvard University
KAMEL JEDIDI, Columbia University
PRZEMYSŁAW JEZIORSKI, University of California, Berkeley
BAOJUN JIANG, Washington University in St. Louis
ZHENG RUI JIANG, Iowa State University
GINGER JIN, University of Maryland
PRANAV JINDAL, University of North Carolina at Chapel Hill
BING JING, Cheung Kong Graduate School of Business
GEORGE JOHN, University of Minnesota
GARRETT JOHNSON, University of Rochester
KIRTHI KALYANAM, Santa Clara University
TONY KE, Massachusetts Institute of Technology
AHMED KHWAJA, Yale University
JUN KIM, Hong Kong University of Science and Technology
SREYA KOLAY, University of California, Irvine
RENATA KOSOVA, Imperial College London
HARISH KRISHNAN, University of British Columbia
TRICHY KRISHNAN, National University of Singapore
VINEET KUMAR, Yale University
DOMINIQUE LAUGA, University of Cambridge
ROBYN LEBOEUF, University of Florida
CLARENCE LEE, Cornell University
JONATHAN LEVAV, Stanford University
MICHAEL LEWIS, Emory University
BEIBEI LI, Carnegie Mellon University
HONGSHUANG (ALICE) LI, Indiana University
SHIBO LI, Indiana University
YANG LI, Cheung Kong Graduate School of Business
BARAK LIBAI, IDC Herzliya
GUI LIBERALI, Erasmus University Rotterdam
SONG LIN, Hong Kong University of Science and Technology
HONGJU LIU, University of Connecticut
WENDY LIU, University of California, San Diego
XIAO LIU, Carnegie Mellon University
YUNCHUAN LIU, University of Illinois at Urbana-Champaign
DESMOND (HO-FU) LO, Santa Clara University
MITCHELL LOVETT, University of Rochester
LAN LUO, University of Southern California
LIYE MA, University of Maryland
GREGOR MATVOS, University of Chicago
RYAN MCDEVITT, Duke University
BLAKELEY MCSHANE, Northwestern University
JEANINE MIKLÓS-THAL, University of Rochester
KANISHKA MISRA, University of Michigan
VIKAS MITTAL, Rice University
CHRISTINE MOORMAN, Duke University
EITAN MULLER, New York University
B.P.S. MURTHI, University of Texas at Dallas
ANDRÉS MUSALEM, Duke University
NADIA NABOUT, Vienna University of Economics
MATTHEW NAGLER, City College of New York, Hunter College
DENIS NEKIPELOV, University of Virginia
DONALD NGWE, Harvard University
JIAN NI, Johns Hopkins University
VINCENT NIJS, University of California, San Diego
ELENA OBUKHOVA, McGill University
A. YESIM ORHUN, University of Michigan
MATTHEW OSBORNE, Bureau of Economic Analysis
RICHARD PAAP, Erasmus University Rotterdam
V. PADMANABHAN, INSEAD
JOSEPH PANCRAAS, University of Connecticut
MINJUNG PARK, University of California, Berkeley
ADITHYA PATTABHIRAMAIAH, Georgia Institute of Technology
KOEN PAUWELS, Özyeğin University
HILKE PLASSMANN, INSEAD
ANDREA POZZI, Einaudi Institute for Economics and Finance
JAIDEEP PRABHU, University of Cambridge
ASHUTOSH PRASAD, University of Texas at Dallas

DRAZEN PRELEC, Massachusetts Institute of Technology
 DINESH PURANAM, Cornell University
 YI QIAN, University of British Columbia
 SAM RANSBOTHAM, Boston College
 ANITA RAO, University of Chicago
 RAGHUNATH RAO, University of Texas at Austin
 ANDREW RHODES, Toulouse School of Economics
 OLIVER RUTZ, University of Washington
 NAVDEEP SAHNI, Stanford University
 LAURIE SANTOS, Yale University
 TAKUYA SATOMURA, Keio University
 AMIN SAYEDI, University of Washington
 ROM SCHRIFT, University of Pennsylvania
 ERIC SCHWARTZ, University of Pennsylvania
 STEPHAN SEILER, Stanford University
 MATTHEW SELOVE, Chapman University
 RAJ SETHURAMAN, Southern Methodist University
 BRADLEY SHAPIRO, University of Chicago
 QIAOWEI SHEN, University of Pennsylvania
 MENGZE SHI, University of Toronto
 SAVANNAH WEI SHI, Santa Clara University
 BEN SHILLER, Brandeis University
 SANGWOO SHIN, Purdue University
 WOOCHOEL SHIN, University of Florida
 SCOTT SHRIVER, Columbia University
 SHUBHRANSHU SINGH, Johns Hopkins University
 MAXIM SINITSYN, University of California, San Diego
 BERND SKIERA, University of Frankfurt
 GARRETT SONNIER, University of Texas at Austin
 ALINA SORESCU, Texas A&M University
 ANDREW STEPHEN, University of Oxford
 AXEL STOCK, University of Central Florida
 UPENDER SUBRAMANIAN, University of Texas at Dallas
 MONIC SUN, Boston University
 YUTEC SUN, Telecom ParisTech
 NILADRI SYAM, University of Missouri
 MATT TADDY, University of Chicago
 FRENKEL TER HOFSTEDE, University of Texas at Austin
 ISHANI TEWARI, Curry College

SESHADRI TIRUNILLAI, University of Houston
 ANNA TUCHMAN, Northwestern University
 ÖZGE TURUT, Sabancı University
 RAJEEV TYAGI, University of California, Irvine
 KOSUKE UETAKE, Yale University
 RALUCA URSU, University of Chicago
 RALF VAN DER LANS, Hong Kong University of Science
 and Technology
 HAL VARIAN, Google
 RAJKUMAR VENKATESAN, University of Virginia
 R. VENKATESH, University of Pittsburgh
 MADHU VISWANATHAN, University of Arizona
 MARIA ANA VITORINO, University of Minnesota
 FLORIAN VON WANGENHEIM, ETH Zürich
 JOACHIM VOSGERAU, Bocconi University
 KITTY Y. WANG, City University of Hong Kong
 YANWEN WANG, University of Colorado Boulder
 RYAN WEBB, University of Toronto
 MATTHIJS WILDENBEEST, Indiana University
 YI XIANG, China Europe International Business School
 PING XIAO, National University of Singapore
 JINHONG XIE, University of Florida
 YING XIE, University of Texas at Dallas
 LINLI XU, University of Minnesota
 YING YANG, University of Iowa
 SONG YAO, Northwestern University
 PINAR YILDIRIM, University of Pennsylvania
 CAROLYN YOON, University of Michigan
 ERIC YORKSTON, Texas Christian University
 GEORGIOS ZERVAS, Boston University
 KAIFU ZHANG, Carnegie Mellon University
 LAURINA ZHANG, Western University
 YING ZHAO, Hong Kong University of Science and
 Technology
 BO ZHOU, University of Maryland, College Park
 JIDONG ZHOU, Yale University
 YI ZHU, University of Southern California
 PETER ZUBCSEK, Tel Aviv University