



Marketing Science

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

Focus On Authors

To cite this article:

(2017) Focus On Authors. Marketing Science 36(5):810-812. <https://doi.org/10.1287/mksc.2017.1067>

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>

Focus On Authors

<https://doi.org/10.1287/mksc.2017.1067>

Copyright: © 2017 INFORMS

Anand Acharya (“Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”) is a senior partner of ESS Analysis, Boston. He has an MBA from the University of Rochester and a Bachelor of Engineering from the University of Pune. He has over 15 years’ experience in telecom, technology, media, entertainment and healthcare consulting. His past experience includes top-tier consulting firms such as Mercer Management Consulting, A.T. Kearney, Adventis, and Cap Gemini.

Yuxin Chen (“Competitive Mobile Geo Targeting” and “Pay-as-You-Wish Pricing”) is the Distinguished Global Professor of Business at New York University Shanghai, with an affiliation with NYU Stern. He received a bachelor’s in physics from Fudan University and a Ph.D. in marketing from Washington University in St. Louis. His primary research areas include data-driven marketing, Internet marketing, pricing, retailing, competitive strategies, structural empirical models, Bayesian econometric methods, behavioral economics, and marketing in emerging markets. His research has appeared in journals such as the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, and *Quantitative Marketing and Economics*. He serves as a senior editor at *Marketing Science*.

Marnik G. Dekimpe (“Marketing Budget Allocation Across Countries: The Role of International Business Cycles”) is a research professor of marketing and Department Head at Tilburg University and a professor of marketing at KU Leuven; he is also an academic trustee with AiMark. He received his Ph.D. from UCLA. He has won best-paper awards in *Marketing Science*, the *Journal of Marketing Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, and *Technological Forecasting and Social Change*. In 2010–2012, he served as editor-in-chief of the *International Journal of Research in Marketing*. He currently is an associate editor with the *Journal of Marketing Research* and the *Journal of Marketing Behavior*, and an editorial board member with several other leading journals.

Anthony Dukes (“Prominent Attributes Under Limited Attention”) is an associate professor of marketing at the University of Southern California’s Marshall School of Business. He has a Ph.D. in economics from the University of Pittsburgh. His research is focused on the economics of marketing strategies, particularly as it applies to pricing, online retailing, and distribution

channels. He is an associate editor of the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, and *Quantitative Marketing and Economics*.

William J. Hornbuckle IV (“Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”) has been the President of MGM Resorts International since December 2012. He holds a bachelor’s degree in hotel administration from the University of Nevada, Las Vegas. He serves as President and Chief Operating Officer at Arena Land Holdings, LLC, MGM Resorts Festival Grounds, LLC, and MGM Resorts Arena Holdings, LLC. He previously served as Chief Marketing Officer at MGM Resorts International. He provides corporate oversight for all marketing functions across MGM Resorts International’s properties, including its joint venture operations with MGM Macau.

Kinshuk Jerath (“Product Quality in a Distribution Channel with Inventory Risk”) is an associate professor of marketing at the Columbia Business School. He received a B.Tech. degree in computer science and engineering from the Indian Institute of Technology Bombay and a Ph.D. degree in operations and information management from the Wharton School of the University of Pennsylvania. His research is in the area of technology-enabled marketing, primarily in online and offline retailing, online advertising, and customer management. His research has appeared in top-tier marketing and operations management journals, such as *Marketing Science*, *Management Science*, and *Journal of Marketing Research*, and he also serves on the editorial boards of several top-tier journals.

Vrinda Kadiyali (“The Effect of Calorie Regulation on Consumer Opinion: A Flexible Latent Dirichlet Algorithm Model with Informative Priors”) is a professor of marketing and economics, and the Nicholas H. Noyes Professor of Management at the Johnson Graduate School of Management at Cornell University. She uses a variety of methods in her research interests of industrial organization, competitive strategy and public policy.

Sang-Hyun Kim (“Product Quality in a Distribution Channel with Inventory Risk”) is an associate professor of operations management at Yale School of Management. He received his Ph.D. in operations and information management from the Wharton

School at the University of Pennsylvania. He specializes in supply chain management and service operations. His research interests include managing low-probability/high-impact disruptions in supply chains, sustainable operations, and social responsibility in supply chain management.

Oded Koenigsberg (“Pay-as-You-Wish Pricing”) is the London Business School Term Associate Professor of Marketing. He received a bachelor’s degree in industrial engineering and management from the Technion—Israel Institute of Technology, a Master’s degree in operational research and industrial engineering from Cornell University, and a Ph.D. degree in operations management from Duke University. His primary research areas include pricing and marketing-manufacturing interface.

Chenxi Li (“Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness”) is an assistant professor of marketing in the School of Economics and Management at Beihang University. She earned her Ph.D. in marketing from the School of Management at Fudan University. Her current research focuses on mobile customer analytics, digital marketing, and online advertising.

Xinxin Li (“Competitive Mobile Geo Targeting”) is an associate professor of operations and information management at the School of Business, University of Connecticut. She received her Ph.D. from the Wharton School at University of Pennsylvania. Her work has appeared in *Management Science*, *Information Systems Research*, *MIS Quarterly*, and *Strategic Management Journal*. She is currently serving as an associate editor for *MIS Quarterly*.

Xueming Luo (“Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness”) is the Charles Gilliland Distinguished Chair Professor of Marketing, professor of strategy and management information systems, and Founder/Director of the Global Center for big data in mobile analytics in the Fox School of Business at Temple University. His current research focuses on mobile customer analytics, big data marketing models, omnichannel targeting, customer analytics with machine learning and networks, social media targeting ads, and the financial value of marketing metrics. He is a thought leader in mobile analytics and the marketing-finance interface. He has worked with leading global company partners in mobile communications, banking, retailing, health care, pharmaceutical, and petroleum industries. His work has been featured by popular trade press such as the *Wall Street Journal*, *ScienceDaily*, *Forbes*, *Financial Times*, *Harvard Business Review*, *MIT Sloan Management Review*, and others.

Ranjan Mishra (“Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”) is a senior partner and President

of ESS Analysis, Boston, a specialist management consulting firm focused on driving strategy and operational transformation using industry leading analytics and innovative methodologies. He has over 17 years’ experience, including over 12 years at the partner level at global management consulting firms, working with large clients globally on strategy, marketing, operations, and improvement initiatives. Previously, he led the North American wireless practice of Oliver Wyman (earlier known as Mercer Management Consulting). He has also been in leadership positions at A.T. Kearney, Adventis, and Telus Corporation.

Sanjog Misra (“Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”) is the Charles H. Kellstadt Professor of Marketing at the University of Chicago Booth School of Business. His research focuses on the use of structural econometric methods to study consumer and firm decisions. In particular, his research involves building data-driven models aimed at understanding how consumers make choices and investigating firm decisions pertaining to pricing, distribution, and sales-force management issues. He is also interested in the development of statistical and econometric approaches to deal with complex models calibrated on large-scale marketing data and use of such models in enhancing strategic decisions.

Harikesh S. Nair (“Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation”) is a professor of marketing at the Stanford Graduate School of Business. His research is in the area of marketing analytics. His work brings together applied economic theory and econometric tools with marketing data to better understand consumer behavior and to improve the strategic marketing decisions of firms. This research speaks to the challenges and opportunities firms face as they transition to a world where marketing becomes a data-oriented, algorithmically-driven business function powered by the computational social sciences.

Vishal Narayan (“The Effect of Calorie Regulation on Consumer Opinion: A Flexible Latent Dirichlet Algorithm Model with Informative Priors”) is an associate professor of marketing at the NUS Business School at the National University of Singapore. He studies social media, social networks, and emerging markets using Bayesian methods.

Yuri Peers (“Marketing Budget Allocation Across Countries: The Role of International Business Cycles”) is an assistant professor of marketing at Erasmus University of Rotterdam. He received his Ph.D. from the Erasmus University of Rotterdam. His research interests are in the field of quantitative marketing and applied econometrics. He has published in *Marketing Science* and the *Journal of Service Research*.

Davide Proserpio ("Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews") is an assistant professor of marketing at the University of Southern California Marshall School of Business. He received his Ph.D. in computer science from Boston University.

Dinesh Puranam ("The Effect of Calorie Regulation on Consumer Opinion: A Flexible Latent Dirichlet Algorithm Model with Informative Priors") is an assistant professor at the University of Southern California's Marshall School of Business. His research focuses on measuring "voice" from unstructured data and understanding its implications for consumers, firms, and regulators.

Monic Sun ("Competitive Mobile Geo Targeting") is an assistant professor of marketing at the Questrom School of Business, Boston University. She received her Ph.D. in economics from Boston University. Her research primarily focuses on the impact of new technologies on the optimal marketing strategy of firms. Her research has appeared in *Marketing Science*, *Management Science*, and the *Journal of Marketing Research*. She serves as an associate editor for *Information Economics and Policy*.

Robert Swinney ("Product Quality in a Distribution Channel with Inventory Risk") is an associate professor of operations management at the Duke University Fuqua School of Business. He received a bachelor's in astronomy from the California Institute of Technology and a Ph.D. in operations management from the Wharton School of the University of Pennsylvania. His research focuses on multiple player problems in supply chain management, with a focus on the impact of customer behavior on operational decision-making, social and environmental responsibility in supply chains, and the operations of start-up firms.

Harald J. van Heerde ("Marketing Budget Allocation Across Countries: The Role of International Business Cycles") is a research professor of marketing and the MSA Charitable Trust Chair in Marketing at Massey University. He has a master's in econometrics (cum laude) and a Ph.D. (cum laude) from the University of Groningen. He has published extensively in the major marketing journals about measuring marketing effectiveness across situations (e.g., business cycles, product-harm crises, price wars). He serves as an associate editor at *Marketing Science*, as an associate editor at the *Journal of Marketing Research*, and as an editorial board member at the *Journal of Marketing* and the *International Journal of Research in Marketing*.

Xiaoyi Wang ("Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness") is an associate professor of marketing and Deputy Head of the Marketing Department in the School of Management

at Zhejiang University. His research focuses on mobile customer behavior and consumer neuroscience.

Georgios Zervas ("Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews") is an assistant professor of marketing at Boston University, Questrom School of Business University. He received his Ph.D. in computer science from Boston University.

Cheng Zhang ("Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness") is a professor in the Department of Information Management and Information Systems, Fudan University. His current research interests include information strategies, electronic markets, and IT diffusion. His works have been published by journals like *IEEE Transactions on Engineering Management*, *IEEE Transactions on Professional Communication*, *INFORMS Journal on Computing*, *Journal of the American Society for Information Science and Technology*, *Journal of Management Information Systems*, *MIS Quarterly*, and *PLOS One*. He is now serving on the editorial review board of the *Journal of Global Information Management* and *IEEE Transactions on Professional Communication*.

Z. John Zhang ("Pay-as-You-Wish Pricing") is a professor of marketing and the Murrel J. Ades Professor at the Wharton School of the University of Pennsylvania. He earned a bachelor's degree in engineering automation and philosophy of science from Huazhong University of Science and Technology, a Ph.D. in history and sociology of science from the University of Pennsylvania, and a Ph.D. in economics from the University of Michigan. He is the inaugural director of the Penn Wharton China Center.

Yi Zhu ("Prominent Attributes Under Limited Attention") is an assistant professor of marketing at the University of Minnesota's Carlson School of Management. He received his Ph.D. in business administration from the University of Southern California and a master's in economics from the University of British Columbia. Prior to his graduate studies, he worked at Shanghai Investment Consulting Corporation, where he consulted for Fortune 500 companies like BASF, Disney, and Dupont. He uses both theoretical and empirical industrial organization lenses to study marketing topics, including online auctions, search advertising, media slant, and the Chinese economy. His recent works have appeared or are forthcoming at *Marketing Science*, *Management Science*, *Journal of Marketing Research*, and *International Journal of Research in Marketing*. He was a recipient of the John D. C. Little Award for the best marketing paper published in *Marketing Science* or *Management Science*, and was a finalist for the Frank M. Bass Award for the best marketing paper derived from a doctoral thesis published in INFORMS journals.