



Marketing Science

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

Focus On Authors

To cite this article:

(2019) Focus On Authors. Marketing Science 38(1):191-192. <https://doi.org/10.1287/mksc.2019.1148>

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 © 2019, 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.2019.1148>

Copyright: © 2019 INFORMS

Xinyu Cao is an assistant professor of marketing at New York University Stern School of Business. Her research focuses on market research methodology, digital marketing, and social media. She conducts field experiments and structural modeling to analyze marketing phenomena and develops game-theoretic models to optimize marketing strategies.

Daria Dzyabura is assistant professor of marketing at the Stern School of Business. She earned an SB degree in mathematics and a PhD in management science, both from the Massachusetts Institute of Technology. Her research interests are in omnichannel retail, digital and social media marketing, and consumer search.

Qiang Fu is an Associate Professor of NUS Business School, National University of Singapore. He received his PhD in Economics in 2005 from Indiana University. His research focuses on the economics of contests, tournaments, and relative performance evaluation. His work has appeared in a number of outlets, such as *American Economic Review*, *Games and Economic Behavior*, and *Journal of Public Economics*.

John R. Hauser is the Kirin Professor of Marketing at the MIT Management School. He has coauthored textbooks on product development, is a former editor of *Marketing Science*, a founder of Applied Marketing Science, Inc., a former trustee of the Marketing Science Institute, a fellow of INFORMS and ISMS, and a past president of ISMS. He has won the Converse, Parlin, and Buck Weaver Awards. He enjoys research on a variety of practical and sometimes less-practical topics.

Yufeng Huang is an assistant professor of marketing at the University of Rochester Simon Business School. He holds PhD in marketing and an MSc in economics from Tilburg University, Netherlands, and a BSc in economics from Sun Yat-sen University, China. Yufeng Huang's research focuses on learning and expertise for consumers and for firms, and pricing and designs for complementary-product and e-commerce platforms.

Ganesh Iyer is Edgar F. Kaiser Professor of Business Administration at the Haas School of Business, University of California at Berkeley. He received his PhD from the University of Toronto. His research areas include economic theory and marketing strategy. He has extensively written on various areas of competitive and marketing strategy including the

coordination of product distribution, marketing information, Internet strategy, strategic communication, and bounded rationality.

Srikanth Jagabathula is associate professor of information, operations, and management sciences at the Stern School of Business. He received his PhD in electrical engineering and computer science from the Massachusetts Institute of Technology. His research interests include mathematical optimization, assortment and pricing decisions, and choice modeling. He has received four best paper awards, a National Science Foundation CAREER award, and the IIT Bombay President of India Gold Medal.

T. Tony Ke is an assistant professor of marketing at the MIT Sloan School of Management. His research is in the area of marketing analytics and marketing strategy. His current work focuses on consumer search theory, advertising, retailing, and platforms.

Dmitri Kuksov is a professor at the Naveen Jindal School of Management, UT Dallas. He is interested in competitive strategy, markets with imperfect information and search, communication, branding, product line design, and customer satisfaction. He has received a Frank M. Bass Dissertation Award, and was a finalist for the John D. C. Little and the INFORMS Long Term Impact Awards. He is an AE of *Marketing Science* and *Management Science*, and an SE of *Production and Operations Management*.

Xi Li is an assistant professor of marketing at the City University of Hong Kong. He holds a PhD in management from the University of Toronto and a BE in computer science from Tsinghua University. His research focuses on competitive strategies, information economics, and big data.

Yanzhi Li is an associate professor of marketing and management science at the City University of Hong Kong. He received his PhD in industrial engineering from Hong Kong University of Science and Technology in 2006 and BE in computer science from Tsinghua University in 2002. He is interested in interface research between marketing and operations on topics related to channel management, advertising, and pricing.

Eitan Muller has a joint appointment at the Stern School of Business, New York University, and Arison School of Business, Interdisciplinary Center Herzliya. He earned a BS (with distinction) in mathematics

from the Technion, Israel Institute of Technology and an MBA (with distinction) in marketing and PhD in managerial economics from the Kellogg Graduate School of Management, Northwestern University. His research interests are in marketing, pricing, and growth of new products and services.

Mengze Shi is a professor of marketing at the Rotman School of Management, University of Toronto. He received his PhD from Carnegie Mellon University. His research focuses on formal and informal motivating practices in sales and marketing.

Zijun Shi is a doctoral student at Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA.

Miremad Soleymanian is a PhD candidate in marketing at the Sauder School of Business at the University of British Columbia. He is interested in empirical and quantitative research in marketing. Adoption of innovative products, privacy issues, the effect of policy changes on consumer behavior, and machine learning are some of his research interests. He also earned his master's degree in statistics from the University of Florida in 2014.

Kannan Srinivasan is the H. J. Heinz II Professor of Management, Marketing and Business Technologies at Tepper School of Business, Carnegie Mellon. He was also the first recipient of the Rohet Tolani Distinguished Professor of International Business, a rotating chair. He has published more than 40 papers in the two leading INFORMS journals, *Marketing Science* and *Management Science*. He has chaired more than 20 doctoral dissertations.

Artem Timoshenko is a PhD in Marketing Candidate at the MIT Sloan School of Management. His research aims to develop applications of machine learning to marketing analytics and new-product development. He is interested in how the combination of

user-generated content, observational marketing data, and product design inputs can help to predict sales and identify opportunities for new products.

J. Miguel Villas-Boas is the J. Gary Shansby Professor of Marketing Strategy at the Haas School of Business, University of California, Berkeley. He has received the ISMS Long Term Impact Award, among other honors. He has published extensively in competitive strategy, design of marketing organizations, distribution channels, customer relationship management, product line design, and industrial organization. His current research interests include competitive strategy, pricing in the digital economy, information, industry dynamics, and corporate social responsibility.

Charles B. Weinberg is emeritus professor of marketing at the University of British Columbia Sauder School of Business. His research interests include marketing and economic analysis of the arts and entertainment industry, the development and implementation of marketing decision support systems, social and nonprofit marketing, and the marketing of safe and healthy behaviors. In 2008, he was selected as an Inaugural Fellow of the INFORMS Society for Marketing Science (ISMS).

Kaifu Zhang is an assistant professor of Marketing at Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA. His prior research has appeared in *Marketing Science* and *Management Science*.

Ting Zhu is associate professor of marketing at the Krannert School of Management at Purdue University. Her publications and research interests focus on entry models, consumer choices, retail competition, pricing, new technology adoption, game theory, and empirical IO. She has published papers in *Marketing Science*, *Journal of Marketing Research*, *Quantitative Marketing and Economics*, and *RAND Journal of Economics*.