



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(6):1082-1084. <https://doi.org/10.1287/mksc.2019.1206>

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.2019.1206>

Copyright: © 2019 INFORMS

Ron Berman (“Test & Roll: Profit-Maximizing A/B Tests”) is an assistant professor of marketing at the Wharton School. He focuses his research on online marketing, marketing analytics, and the marketing actions of start-up firms. His recent research looks at how firms measure and assess marketing effectiveness through experiments and how curation algorithms may create filter bubbles on social media. More information is available at ron-berman.com.

Hana Choi (“Monetizing Online Marketplaces”) is an assistant professor of marketing at the Simon School of Business, University of Rochester. She received her PhD in marketing from Duke University, and she is the winner of the 2018 Sheth Foundation ISMS Doctoral Dissertation Award. Her substantive interests include the digital economy, advertising, and consumer search. Methodologically, she combines exploratory data analysis, causal inference from field experiments, and theoretical and structural modeling approaches.

Felix Eggers (“The Strategic Implications of Scale in Choice-Based Conjoint Analysis”) is an associate professor of marketing and fellow of the SOM Research Institute of the Faculty of Economics and Business, University of Groningen. His research interests include decision making, preference measurement, conjoint experiments, and choice modeling. His research has been published in the *Proceedings of the National Academy of Sciences*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, and *Marketing Letters*.

Zheng Fang (“Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases”) is a professor of marketing in the School of Business at Sichuan University. His research focuses on mobile marketing, artificial intelligence, and field experiments. His work has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Information Systems Research*, *Management Science*, and others.

Elea McDonnell Feit (“Test & Roll: Profit-Maximizing A/B Tests”) is an assistant professor of marketing at Drexel University and a senior fellow at the Wharton School, where she develops new empirical methods for media planning and product design. She enjoys working with practitioners, and prior to joining

Drexel, she fostered academic–industry collaboration as the executive director of Wharton Customer Analytics. More information is available at eleafeit.com.

John R. Hauser (“The Strategic Implications of Scale in Choice-Based Conjoint Analysis”) is the Kirin Professor of Marketing at the MIT Sloan School of Management. He has coauthored textbooks on product development and is a former editor of *Marketing Science*, a founder of Applied Marketing Science Inc., a fellow of INFORMS and ISMS, and a past president of ISMS. He has won the Converse, Parlin, and Buck Weaver awards. He teaches marketing management and research methods and enjoys research on a variety of practical and sometimes less practical topics.

Michael Lewis (“Season Ticket Buyer Value and Secondary Market Options”) is a full professor of marketing at the Goizueta Business School at Emory University. He earned a PhD in marketing from Northwestern University, an MBA from the University of Chicago, and an MS and BS in industrial engineering from the University of Illinois. His research focuses on loyalty programs, customer valuation, dynamic pricing, sports marketing, and political marketing. His research has appeared in *Marketing Science*, *Management Science*, and the *Journal of Marketing Research*.

Xueming Luo (“Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases”) is the Charles Gilliland Distinguished Chair Professor of Marketing, professor of strategy and MIS, and founder/director of the Global Institute for Artificial Intelligence and Business Analytics and the Global Center for Big Data in Mobile Analytics in the Fox School of Business at Temple University. His research focuses on integrating big data machine learning, artificial intelligence, and field experiments to model, explain, and optimize customer behaviors, company strategies, and sharing economy platforms.

Carl F. Mela (“Monetizing Online Marketplaces”) is the Finch Foundation Professor of Marketing at Duke University. His research has received or been a finalist for more than 35 best paper awards, including the INFORMS John D.C. Little Award and Long-Term Impact Award and the American Marketing Association’s William O’Dell and Paul Green Awards. He

is the past executive director of the Marketing Science Institute and has served on advisory boards for the Word of Mouth Marketing Association, Unilever, and Information Resources, Inc.

Nico Neumann (“Frontiers: How Effective Is Third-Party Consumer Profiling? Evidence from Field Studies”) is an assistant professor and fellow for the Centre for Business Analytics at Melbourne Business School (MBS). He is a regular contributor to AdExchanger as well as other trade press columns. Neumann’s research centers on digital marketing and measurement challenges for machine learning and econometrics. Before joining MBS, Dr. Neumann worked for Accenture Management Consulting, Datalicious (now part of Equifax), IPG Mediabrands, and the Institute for Choice in Australia.

Zhe Qu (“Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases”) is an associate professor in the School of Management at Fudan University. She received her PhD from the Scheller College of Business, Georgia Institute of Technology. She was a visiting scholar in the Sloan School of Management at MIT in 2012. Her current research centers on AI. She is interested in the business, economics, and psychology of AI.

Ram C. Rao (“Search Advertising: Budget Allocation Across Search Engines”) is Founders Professor at UT Dallas, Jindal School of Management. His work has laid a game-theoretic foundation for studying retail strategies: everyday prices, double coupons, promotions, and loyalty programs. New work is on digital banner ads, platform design, cash-back sites, pre-announcements, and Osborne effect; he teaches competitive marketing strategy and pricing. He founded *Review of Marketing Science*, is on the board of the *Journal of Marketing Research*, and advises *Quantitative Marketing and Economics* and the Marketing Research Network on Social Science Research Network.

Matthew Selove (“The Strategic Implications of Scale in Choice-Based Conjoint Analysis”) is an associate professor of marketing at Chapman University’s Argyros School of Business and Economics. His research interests include product strategy, pricing, and dynamic game theory models. He is a recipient of the John A. Howard/AMA Doctoral Dissertation Award, and he has published his research in *Marketing Science*, *Management Science*, and *Quantitative Marketing and Economics*.

Siliang Tong (“Frontiers: Machines vs. Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases”) is a doctoral student who joined the Fox School in 2016 with the concentration of big data analytics and mobile marketing. He is one of the recipients of Presidential Fellowships

and a research fellow of the Global Center on Big Data in Mobile Analytics at Temple University.

Anna E. Tuchman (“Advertising and Demand for Addictive Goods: The Effects of E-Cigarette Advertising”) is an assistant professor of marketing at the Kellogg School of Management at Northwestern University. Prior to joining Kellogg, she earned a PhD in marketing from the Stanford Graduate School of Business. Her research interests include the study of advertising and its underlying mechanisms, as well as questions that lie at the intersection of public policy and marketing.

Catherine E. Tucker (“Frontiers: How Effective Is Third-Party Consumer Profiling? Evidence from Field Studies”) is the Sloan Distinguished Professor of Management and a professor of marketing at MIT Sloan. She is also chair of the MIT Sloan PhD program. She holds a PhD in economics from Stanford University and a BA from the University of Oxford.

Pengyuan Wang (“Frontiers: Asymmetric Effects of Recreational Cannabis Legalization”) is an assistant professor in marketing at the University of Georgia. She obtained her PhD in statistics from the Wharton School, University of Pennsylvania. Her research interests include digital marketing, advertising, and the related machine learning and artificial intelligence approaches. She has published in *Journal of Marketing* and *Journal of Marketing Research* and in computer science publication venues such as the Web Conference and the Web Search and Data Mining Conference.

Yanwen Wang (“Season Ticket Buyer Value and Secondary Market Options”) is an assistant professor of marketing and behavioural science at the Sauder School of Business at the University of British Columbia. She earned a PhD in marketing from Emory University in 2014. She focuses on the regulatory implications of marketing actions in a variety of contexts including antismoking campaigns, political advertising, mobile hailing technology, and financial decision making. Her work has appeared in *Marketing Science*. She was nominated as a 2019 MSI Young Scholar.

Timothy Whitfield (“Frontiers: How Effective Is Third-Party Consumer Profiling? Evidence from Field Studies”) is the CTO of Burst, a platform for application to consumer messaging. He has also been the head of technology for GroupM, Australia’s largest media-buying agency. Before that, he was the CTO of AdSlot (ASX:ADJ), where he built two pieces of ad-tech software, one of which (Symphony) is still used globally today. He is also a guest lecturer for advertising and marketing technology at the University of Sydney.

Chunhua Wu (“Season Ticket Buyer Value and Secondary Market Options”) is an assistant professor

of marketing and behavioural science at the Sauder School of Business at the University of British Columbia. He received his doctoral degree from Olin Business School, Washington University in St. Louis. His recent research focuses on online advertising networks, e-commerce markets, online and offline price competition, and the impact of mobile apps. His research has appeared in *Marketing Science*.

Guiyang Xiong (“Frontiers: Asymmetric Effects of Recreational Cannabis Legalization”) is an assistant professor in marketing at Whitman School of Management, Syracuse University. He obtained his PhD in business from Emory University. His research interests include the financial relevance of marketing strategy and digital marketing innovations. He has published in premier journals including *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Management Information Systems*.

Jian Yang (“Frontiers: Asymmetric Effects of Recreational Cannabis Legalization”) is senior research director at Verizon Media. He obtained his PhD in electrical and computer engineering from the University of California, Davis. His research interests include optimization, forecasting, and machine learning, with applications in advertising, pricing, and revenue management. He has published in various venues such as *IEEE Transactions*, *Operations Research*, the Web Conference, Neural Information Processing Systems, and the National Conference on Artificial Intelligence.

Mohammad Zia (“Search Advertising: Budget Allocation Across Search Engines”) is an assistant professor of marketing at the Argyros School of Business and Economics at Chapman University. He earned his PhD in management science at the University of Texas at Dallas. His research areas include digital marketing and search advertising.