



Marketing Science

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

Focus on Authors

To cite this article:

(2022) Focus on Authors. Marketing Science 41(1):208-210. <https://doi.org/10.1287/mksc.2021.1343>

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 © 2022, 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.2021.1343>

Copyright: © 2022 INFORMS

Behnaz Bojd (“Star-Cursed Lovers: Role of Popularity Information in Online Dating”) is an assistant professor of information systems at the Merage School of Business, University of California Irvine. She received her PhD in business at the University of Washington and her MSc in industrial engineering at the University of Southern California. Her research focuses on measuring the causal effect of information technologies on consumers’ behavior. She has empirically examined the design of online platforms such as online weight-loss communities and dating mobile apps.

Arnaud De Bruyn (“Understanding Managers’ Trade-Offs Between Exploration and Exploitation”) is professor of marketing at ESSEC Business School. He holds a PhD from Penn State University. He is passionate about marketing analytics, fundraising analytics, and artificial intelligence. Arnaud has won the JB Steenkamp Award for long-term impact and the Emerald Citation of Excellence Award. He is one of the principals at DecisionPro Inc., the makers of Enginius, an online educational platform dedicated to the hands-on learning of marketing analytics.

Yuxin Chen (“Signaling Through Advertising When an Ad Can Be Blocked”) is the Distinguished Global Professor of Business at NYU Shanghai, with an affiliation with the NYU Stern Marketing Department. He received a BA in physics from Fudan University and a PhD 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.

Daegon Cho (“Frontiers: Virus Shook the Streaming Star: Estimating the COVID-19 Impact on Music Consumption”) is an Ewon associate professor of information systems at the College of Business, KAIST. His research topics are business analytics, economics of IT, and applications of AI/ML to businesses. His research appeared in journals like *Information Systems Research*, *Marketing Science*, *Production and Operations Management*, and *Journal of the AIS* and other journals.

Alina Ferencatu (“Understanding Managers’ Trade-Offs Between Exploration and Exploitation”) is an assistant professor of marketing at the Rotterdam School of Management, Erasmus University. She earned a

PhD in marketing from ESSEC Business School, France. Her research interests are in quantitative marketing and behavioral decision making. Her current projects focus on understanding how categorization shapes the probability weighing function, on adapting website design to match consumers’ information preferences, and on coordination in market feedback systems.

Stefan Feuerriegel (“I Will Survive: Predicting Business Failures from Customer Ratings”) is a full professor at the LMU Munich School of Management, where he heads the Institute of AI in Management. Previously, he was an assistant professor at ETH Zurich. In his research, Stefan develops, implements, and evaluates artificial intelligence technologies that improve management decision making.

Jessica Fong (“Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance”) is an assistant professor at the University of Michigan Ross School of Business. She completed her PhD at the Stanford Graduate School of Business. Her research focuses on matching markets, digital platform design, and economics of information.

Yufeng Huang (“Tied Goods and Consumer Switching Costs”) is an assistant professor of marketing at Simon Business School, University of Rochester. He received his PhD in marketing (cum laude) and research master in economics (cum laude) from Tilburg University. His research focuses on the intersection between two areas: frictions faced by consumers and firms (e.g., learning, switching costs, and managerial capital); and pricing, competition, and platform design. He teaches graduate-level data analytics at the University of Rochester.

Megan Hunter (“Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance”) is an assistant professor at the Carroll School of Management, Boston College. Her research interests include quantitative marketing, empirical industrial organization, the economics of information, and consumer finance. She has a PhD in quantitative marketing from Stanford Graduate School of Business. Before her PhD, she worked at the Federal Reserve Bank of New York and completed a master’s in statistics at Harvard University. She obtained her BA in mathematics from Pomona College.

Youngdeok Hwang (“Frontiers: Virus Shook the Streaming Star: Estimating the COVID-19 Impact on Music Consumption”) is an assistant professor of statistics in the Paul H. Chook Department of Information System and Statistics in the Zicklin School of Business. His main research interest is on statistical modeling and experimental design for management and optimization of large-scale complex physics systems.

Ganesh Iyer (“Pushing Notifications as Dynamic Information Design”) 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. He has written extensively on various areas of competitive and marketing strategy, including the coordination of product distribution, marketing information, internet strategy, strategic communication, information design, and bounded rationality.

Kinshuk Jerath (“Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising”) is professor of business in the Marketing Division at Columbia Business School. His research is in technology-enabled marketing, primarily in online and offline retailing, online advertising, sales force management, and customer management. His research has appeared in, and he serves on the editorial boards of, top-tier marketing and operations management journals. He received a BTech from IIT Bombay and a PhD from the University of Pennsylvania.

Qihong Liu (“Signaling Through Advertising When an Ad Can Be Blocked”) is a professor of economics at the University of Oklahoma. He received a bachelor’s in management from Anhui Polytechnic University, and a PhD in economics from the State University of New York, Stony Brook. His main research areas include platforms and two-sided markets, advertising, pricing, competitive strategies, and airlines. He is an associate editor at *Information Economics and Policy*, and serves on the editorial board of the *Journal of Media Economics*.

Fei Long (“Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising”) is an assistant professor of marketing at Kenan-Flagler Business School at UNC-Chapel Hill. Her recent research focuses on e-commerce platforms and digital advertising. In addition, she is interested in topics in agency theory and sales force compensation. She received her PhD in business from Columbia Business School and MS in operations research from Columbia University.

Christof Naumzik (“I Will Survive: Predicting Business Failures from Customer Ratings”) is a senior data scientist at BCG Gamma and a PhD candidate at ETH Zurich. His research interest concerns Bayesian modeling,

in particular, time-series modeling via state-space models and Gaussian processes.

Miklos Sarvary (“Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising”) is the Carson Family Professor of Business at Columbia Business School (CBS), where he is codirector of the Media and Technology Program. His primary research interest is in understanding the impact of digital transformation on media competition. Before joining CBS, he held faculty positions at Stanford’s Graduate School of Business, Harvard Business School, and INSEAD. He holds a PhD in management from INSEAD.

Jaеung Sim (“Frontiers: Virus Shook the Streaming Star: Estimating the COVID-19 Impact on Music Consumption”) is a doctoral candidate at College of Business, KAIST. He earned a bachelor’s degree in industrial and management engineering from POSTECH. His research examines online streaming platforms and sustainable management of information technology. His work on these topics has been published in *Marketing Science*, the International Conference on Information Systems (ICIS), and the International AAAI Conference on Web and Social Media (ICWSM).

Rahul Telang (“Frontiers: Virus Shook the Streaming Star: Estimating the COVID-19 Impact on Music Consumption”) is Trustee Professor of Information Systems at Heinz College, Carnegie Mellon University. He has done significant work on economics of information security and digitization with a particular focus on how digitization (and associated piracy) in copyrighted industries is affecting the incentives of content providers, distributors, and users. His research is directed toward understanding and shaping an optimal copyright and intellectual property policy in the Digitization Era.

Vilma Todri (“Frontiers: The Impact of Ad-Blockers on Online Consumer Behavior”) is an assistant professor at the Goizueta Business School of Emory University. Her research agenda has been inspired by the profound impact of internet-related technologies on how consumers conduct research about products, make purchases, and interact with brands, as well as how firms leverage such technologies to create business value. She has been the recipient of several academic awards, including the INFORMS ISS Gordon B. Davis Young Scholar Award and the AIS Early Career Award.

Markus Weinmann (“I Will Survive: Predicting Business Failures from Customer Ratings”) is a full professor at the University of Cologne and an affiliate member at the Erasmus Research Institute of Management. His research concerns digital platforms, in particular, explaining and predicting user behavior. His research has been published in leading journals such

as *Management Science*, *Marketing Science*, and *MIS Quarterly*.

Hema Yoganarasimhan (“Star-Cursed Lovers: Role of Popularity Information in Online Dating”) is a professor of marketing at the Foster School of Business, University of Washington. Her research has won the Frank M. Bass Outstanding Dissertation Award, and the John D. C. Little Best Paper Award. She has also been recognized as a MSI Young Scholar (2015), a MSI Scholar (2020), and an Erin Anderson Emerging

Female Marketing Scholar and Mentor (2021). She received her PhD, MA, and MPhil in marketing and business from the Yale School of Management.

Zemin (Zachary) Zhong (“Pushing Notifications as Dynamic Information Design”) is an assistant professor at the Rotman School of Management, University of Toronto. He received his PhD from the University of California, Berkeley. His research interests are the economics of platforms, as well as the intersection of marketing and political/development economics.