



Marketing Science

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

Editorial Board

To cite this article:

(2024) Editorial Board. Marketing Science 43(1):iii-iii. <https://doi.org/10.1287/mksc.2024.eb.v43n1>

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 © 2024, 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>

OFFICE OF THE EDITOR
EDITOR-IN-CHIEF

Olivier Toubia
 Glaubinger Professor of Business
 Columbia Business School
 925 Kravis Hall, 665 West 130th Street
 New York, NY 10027-6902
 Email: ot2107@gsb.columbia.edu
twitter.com/MarketingScience
facebook.com/MarketingScience

ASSOCIATE EDITORS

Anocha Aribarg, University of Michigan
Daria Dzyabura, New Economic School
Pedro Gardete, Universidade Nova de Lisboa
 Nova School of Business and Economics
Ayelet Gneezy, University of California, San Diego
Gunter Hitsch, University of Chicago
Sanjay Jain, University of Texas at Dallas
Vrinda Kadiyali, Cornell University
Zsolt Katona, University of California, Berkeley
Laura Kornish, University of Colorado Boulder
Anja Lambrecht, London Business School

EDITORIAL BOARD

Tomomichi Amano, Harvard University
Eva Ascarza, Harvard University
Ron Berman, University of Pennsylvania
Bryan Bollinger, New York University
Norris Bruce, University of Texas at Dallas
Alex Burnap, Yale University
Xinyu Cao, New York University
Junhong Chu, National University of Singapore
Doug Chung, Harvard University
Hannes Datta, Tilburg University
Ryan Dew, University of Pennsylvania
Yaniv Dover, Hebrew University of Jerusalem
Michaela Draganska, Drexel University
Ozge Ergin, Rutgers University
Eleanor Feit, Drexel University
Duncan Fong, Penn State University
Jessica Fong, University of Michigan
Beth Fossen, Indiana University
Tansev Geylani, University of Pittsburgh
Els Gijsbrechts, Tilburg University
Ali Goli, University of Washington
Tong Guo, Duke University
Chuan He, University of Colorado Boulder
Brett Hollenbeck, University of California, Los Angeles
Elizabeth Honka, University of California, Los Angeles
Yufeng Huang, University of Rochester
Guofang Huang, Purdue University
Xiang Hui, Washington University in St. Louis
Masakazu Ishihara, New York University
Ayelet Israeli, Harvard University
Raghuram Iyengar, University of Pennsylvania
Sandy Jap, Emory University
Kinshuk Jerath, Columbia University
Przemek Jeziorski, University of California, Berkeley
Baojun Jiang, Washington University in St. Louis
Zhenling Jiang, University of Pennsylvania

ADVISORY BOARD

Eric T. Bradlow, University of Pennsylvania
Preyas Desai, Duke University
Tülin Erdem, New York University

MANAGING EDITOR

Machelle Zellers
 INFORMS
 5521 Research Park Drive, Suite 200
 Catonsville, Maryland 21228
 Phone: (443) 757-3580
 Email: mzellers@informs.org

SENIOR EDITORS

Tat Chan, Washington University
Anthony Dukes, University of Southern California
Puneet Manchanda, University of Michigan
Catherine Tucker, Massachusetts Institute of Technology

Krista Li, Indiana University
Song Lin, Hong Kong University of Science and Technology
Lan Luo, University of Southern California
Dina Mayzlin, University of Southern California
Nitin Mehta, University of Toronto
Sridhar Narayanan, Stanford University
Oded Netzer, Columbia University
Stephan Seiler, Imperial College London
Jiwoong Shin, Yale University
Jeff Shulman, University of Washington

Pranav Jindal, University of North Carolina at Chapel Hill
Garrett Johnson, Boston University
Minah Jung, New York University
T. Tony Ke, The Chinese University of Hong Kong
Jun Kim, Seoul National University
Minkyung Kim, University of North Carolina at Chapel Hill
Dominique Lauga, University of Cambridge
Dokyun Lee, Boston University
Jura Liaukonyte, Cornell University
Jia Liu, Hong Kong University of Science and Technology
Liu Liu, University of Colorado Boulder
Meng Liu, Washington University in St. Louis
Qihong Liu, University of Oklahoma
Xiao Liu, New York University
Fei Long, University of North Carolina at Chapel Hill
Shijie Lu, University of Houston
Kanishka Misra, University of California San Diego
Natalie Mizik, University of Washington
Wendy Moe, University of Maryland
Elisa Montaguti, University of Bologna
Sarah Moshary, University of Chicago
Jian Ni, Johns Hopkins University
Z. Eddie Ning, Cheung Kong Graduate School of Business
Yesim Orhun, University of Michigan
Matthew Osborne, University of Toronto - Mississauga
Davide Proserpio, University of Southern California
Omid Rafeian, Cornell University
Anita Rao, University of Chicago
Raghunath Rao, University of Texas at Austin
Imke Reimers, Northeastern University
Olivier Rubel, University of California, Davis
Navdeep Sahni, Stanford University

Upender Subramanian, University of Texas at Dallas
Yanwen Wang, University of British Columbia
Kenneth Wilbur, University of California, San Diego
Sha Yang, University of Southern California
Hema Yoganarasimhan, University of Washington
Juanjuan Zhang, Massachusetts Institute of Technology

Amin Seyed, University of Washington
David Schweidel, Emory University
Bradley Shapiro, University of Chicago
Qiaowei Shen, Peking University
Mengze Shi, University of Toronto
Ben Shiller, Brandeis University
Woochoel Shin, University of Florida
Scott Shriver, University of Colorado Boulder
Andrey Simonov, Columbia University
Shubhranshu Singh, Johns Hopkins University
Bernd Skiera, University of Frankfurt
Adam Smith, University College London
Alina Sorescu, Texas A&M University
Shuba Srinivasan, Boston University
Baohong Sun, Cheung Kong Graduate School of Business
Monic Sun, Boston University
Artem Timoshenko, Northwestern University
Seshadri Tirunillai, University of Houston
Anna Tuchman, Northwestern University
Kosuke Uetake, Yale University
Raluca Ursu, New York University
Maria Ana Vitorino, INSEAD
Chunhua Wu, University of British Columbia
Ying Xie, University of Texas at Dallas
Nathan Yang, Cornell University
Song Yao, Washington University in St. Louis
Pinar Yildirim, University of Pennsylvania
Jungju Yu, Korea Advanced Institute of Science and Technology
Georgios Zervas, Boston University
Shunyuan Zhang, Harvard University
Xu Zhang, London Business School
Zemin (Zachary) Zhong, University of Toronto
Bo Zhou, University of Maryland
Yi Zhu, University of Minnesota Twin Cities
Ting Zhu, Purdue University
Mohammad Zia, Chapman University

John R. Hauser, Massachusetts Institute of Technology
K. Sudhir, Yale University