



## Marketing Science

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

### Focus on Authors

To cite this article:

(2025) Focus on Authors. Marketing Science 44(3):729-732. <https://doi.org/10.1287/mksc.2025.focusonaus.v44.3>

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](mailto: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 © 2025, 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.2025.focusonau.v44.3>

Copyright: © 2025 INFORMS

**Wilfred Amaldoss** (“Can a Prototypical Product Be Priced Lower Than a Nonprototypical Product?”) is the Thomas A. Finch Jr. Endowment Professor and a professor of marketing at the Fuqua School of Business, Duke University. He holds an MBA from the Indian Institute of Management (Ahmedabad) and a PhD from the Wharton School, University of Pennsylvania. His work has received the John D. C. Little Award and the Frank Bass Award. He is an associate editor of the *Journal of Marketing Research* and *Management Science*. He also serves on the editorial board of *Marketing Science*.

**Akshina Banerjee** (“The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments”) is an assistant professor at the Ross School of Business, University of Michigan. Her research spans a wide array of topics focusing on the intersection of language and marketing, with a particular emphasis on how language influences consumer decisions. Methodologically, her research uses experimental methods, advanced natural language processing techniques, and also secondary data analysis. Dr. Banerjee earned Bachelor’s degrees in Economics and Linguistics from the University of Minnesota – Twin Cities and PhD in Marketing from the Booth School of Business, University of Chicago.

**Simon J. Blanchard** (“Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors”) is provost’s distinguished associate professor and dean’s professor at Georgetown University’s the McDonough School of Business, where he teaches Marketing Research, Research Design and Customer Analytics, since receiving his PhD from Penn State University. He was named a Marketing Science Institute Young Scholar (‘17) and Scholar (‘23), and is the 2024 recipient of AMA’s Robert J. Lavidge Global Marketing Research Award.

**Gordon Burtch** (“Frontiers: Recommending What to Search: Sales Volume and Consumption Diversity Effects of a Query Recommender System”) is a professor of information systems and fellow of the Digital Business Institute at Boston University’s Questrom School of Business.

**Yu-Chang Chen** (“The Impact of Loosening Concealed Carry Laws on Firearm Demand”) is an assistant professor in the Department of Economics at National Taiwan University. He earned his PhD in economics

from the University of California, San Diego. His research focuses on applied econometrics and quantitative marketing, with an emphasis on leveraging data-driven methods to address real-world challenges.

**Andrew T. Ching** (“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents”) is a professor of marketing at the Carey Business School at Johns Hopkins University, where he is jointly appointed at the Economics Department and School of Public Health. His research focuses on estimating models of forward-looking, strategic, and bounded rational behavior of consumers and firms. He has received the Young Economist Award from the European Economic Association, the Honorable Mention of Dick Wittink Prize Award, and is a finalist for the John Little Award.

**Junhong Chu** (“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents”) is a professor of marketing at the HKU Business School. She holds a PhD in business administration from the University of Chicago and a PhD in demography from Peking University. As an empirical modeler, she focuses on big data, and her research interests include platform businesses, the sharing economy, e-commerce, and social media. Her research has been published in leading marketing, management, and general science journals. She is a 2011 Marketing Science Institute Young Scholar.

**Ziwei Cong** (“Understanding Users’ Content Contribution Behavior When Knowledge Can Be Priced”) is an assistant professor of marketing at the McDonough School of Business, Georgetown University. She received her PhD from the Hong Kong University of Science and Technology. Her research focuses on the designs of digital platforms and the decision-making processes of content creators and influencers. Her research has received several awards, including the 2021 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award.

**Tim Derdenger** (“Regulating Explainable Artificial Intelligence (XAI) May Harm Consumers”) is an associate professor of marketing and strategy at Carnegie Mellon’s Tepper School of Business, where he previously held the Frank and Helen Risch Faculty Development Professorship (2014–2016). He researches technology and sports markets, with publications in leading journals including *Marketing Science*, *Management Science*,

and *Journal of Marketing Research*. He serves as an associate editor for *Management Science's* marketing division.

**Daniel Ershov** (“Frontiers: How Much Influencer Marketing Is Undisclosed? Evidence from Twitter”) is an assistant professor of marketing and analytics at the University College London School of Management. He studies how digital technology affects markets, the competitive interactions between firms, and the interaction between consumers and firms. Additional research interests include influencer marketing, the economics of artificial intelligence, and competition policy.

**Fred Feinberg** (“The Legacy of John Little for Marketing Science”) is the Handleman Professor of Marketing at the Ross School of Business and Professor of Statistics at the University of Michigan. He completed his PhD at the MIT Sloan School of Management under John D. C. Little. His work lies primarily in the areas of choice models, Bayesian methodology, and the marketing/engineering design interface. He is a departmental editor at *Production and Operations Management* and coauthor of *Modern Marketing Research: Concepts, Methods, and Cases*.

**Michel Grosz** (“Amplifying Consumers’ Voice: The Federal Trade Commission’s Report Fraud Website Redesign”) is an economist at the Federal Trade Commission (FTC) and a Senior Advisor to the Chief Economist in the Office of the Under Secretary at the U.S. Department of Education. At the FTC, Michel has worked on several consumer protection matters and has conducted research related to consumer complaints. He studies the connection between education and the labor market. He is especially interested in community colleges, career-technical education, and postsecondary education policy.

**John R. Hauser** (“The Legacy of John Little for Marketing Science”) is the Kirin Professor of Marketing at the MIT Management School. 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 the INFORMS Society for Marketing Science (ISMS), and a past president of the ISMS. He has won the Converse, Parlin, Buck Weaver, and Churchill Awards. He teaches listening to the customer and research methods.

**Yanting He** (“Frontiers: How Much Influencer Marketing Is Undisclosed? Evidence from Twitter”) is a PhD student in marketing at Imperial College London. She studies the evolving dynamics of influencer marketing, with a focus on consumer protection, influencer growth, and audience engagement. She also studies the intersection of marketing with societal priorities, such as climate change and diversity, equity, and inclusion.

**Chuan He** (“Can a Prototypical Product Be Priced Lower Than a Nonprototypical Product?”) is a professor at the Leeds School of Business of the University of Colorado at Boulder. He holds an MA in economics from

the University of Toronto and a PhD in marketing from Washington University in St. Louis. His research focuses on channels, pricing, promotion, and advertising. His recent publications have appeared in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, and *Production and Operations Management*. He serves on the editorial board of *Marketing Science*.

**Mantian Hu** (“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents”) is associate professor in the Department of Marketing at the Chinese University of Hong Kong. She is also the director of the Center for Consumer Insights. Her research focuses on using quantitative models to study and explain consumer behaviors in industries such as telecommunication, automobile, e-commerce, and FinTech. Professor Hu received a BA in economics from Fudan University and a PhD in marketing from the Stern School of Business at New York University.

**Kinshuk Jerath** (“Consumer Search and Product Returns”) is the Arthur F. Burns chair of free and competitive enterprise, 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.

**Jessica Jumea Kim** (“The Impact of Loosening Concealed Carry Laws on Firearm Demand”) is an assistant professor of marketing at Bocconi University. She holds a PhD in marketing from the Rady School of Management at the University of California, San Diego. Her research interests are in marketing and policy, digital marketing, and e-commerce.

**Hyeokkoo Eric Kwon** (“Frontiers: Recommending What to Search: Sales Volume and Consumption Diversity Effects of a Query Recommender System”) is an assistant professor at the Division of Information Technology and Operations Management, Nanyang Business School, Nanyang Technological University.

**Xianneng Li** (“Frontiers: Recommending What to Search: Sales Volume and Consumption Diversity Effects of a Query Recommender System”) is a professor of management science and system engineering and associate dean at the School of Economics and Management, Dalian University of Technology, China.

**Shichang Li** (“Commentary on “Pricing Prototypical Products””) is a PhD candidate at the School of Management, University of Science and Technology of China. His research interests include pricing, retail and platform operations, and OM-Marketing interface.

**Nikhil Malik** (“Regulating Explainable Artificial Intelligence (XAI) May Harm Consumers”) is an assistant professor of marketing at USC’s Marshall School of Business, with a PhD from Carnegie Mellon University. His research focuses on AI economics (including bias, fairness, and explainability) and Web 3.0/creative content. Published in *Management Science*, *ISR*, and *JMR*, his

work has won awards at major conferences. He serves on *Marketing Science's* editorial board and received the *Management Science* Distinguished Service Award.

**Behnam Mohammadi** (“Regulating Explainable Artificial Intelligence (XAI) May Harm Consumers”) is a PhD candidate in quantitative marketing at Carnegie Mellon University’s Tepper School of Business. His research focuses on the “psychology of artificial intelligence,” using game theory to study explainable AI regulations and Shapley values to interpret large language models (LLMs). He explores how to enhance LLMs’ creative capabilities and understand their cognitive biases in business applications through advanced training, fine-tuning, and architectural design.

**Olivia R. Natan** (“Choice Frictions in Large Assortments”) is an assistant professor of marketing at Haas School of Business, University of California, Berkeley. Her research focuses on empirical analysis of consumers with limited information. She earned her PhD from the University of Chicago Booth School of Business.

**Mike Palazzolo** (“Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors”) is assistant professor of marketing at the UC Davis Graduate School of Management, where he teaches causal inference and marketing analytics. He received his PhD from the University of Michigan, and is the winner of the 2019 Paul Green Award.

**Jingchuan Pu** (“Commentary on “Pricing Prototypical Products””) is an associate professor of information systems at the University of Florida. His research interests include social media platform, E-commerce platform, and FinTech.

**Devesh Raval** (“Amplifying Consumers’ Voice: The Federal Trade Commission’s Report Fraud Website Redesign”) is the Deputy Director overseeing the Federal Trade Commission’s consumer protection mission within the Bureau of Economics. His research concerns industrial organization, with a focus on production technology, competition, and consumer protection. From 2021 to 2022, he was the Victor H. Kramer Foundation Fellow at Harvard Law School.

**Qitian Ren** (“Navigating the Creator Economy: An Analysis of Content Promotion and View Allocation Policies on Digital Content Platforms”, “Consumer Search and Product Returns”) is assistant professor of marketing at The Chinese University of Hong Kong, Shenzhen. He earned his PhD in marketing from Columbia University in 2018. His research focus encompasses digital marketing, creator economy, competitive strategy, and behavioral economics.

**John Roberts** (“The Legacy of John Little for Marketing Science”) is Scientia Professor of Marketing at the University of New South Wales. He focuses on using quantitative tools to calibrate consumer decision processes to inform the dimensions of management action. He has won the INFORMS Society for Marketing

Science’s Buck Weaver Award and American Marketing Association’s John Howard, William O’Dell, and Advanced Research Techniques Forum Best Paper Awards. He has been a finalist for the John Little Award and Gary Lilien Award, both three times.

**Stephan Seiler** (“Frontiers: How Much Influencer Marketing Is Undisclosed? Evidence from Twitter”) is a professor of marketing at Imperial College London. He studies how consumers gather information before making a choice and what researchers can learn from such prepurchase behavior. Other research areas include the intersection of marketing and health policy and online word-of-mouth and influencer marketing.

**Kannan Srinivasan** (“Regulating Explainable Artificial Intelligence (XAI) May Harm Consumers”) is the H. J. Heinz II Professor of Management, Marketing, and Business Technologies. His research appears in leading journals including *Marketing Science* and *Management Science*, with 50 publications in top INFORMS journals. He served as President of the INFORMS Society of Marketing Science and has chaired 25 dissertation committees, serving on 35 committees total.

**Siliang (Jack) Tong** (“Frontiers: Recommending What to Search: Sales Volume and Consumption Diversity Effects of a Query Recommender System”) is an assistant professor at the Division of Information Technology and Operations Management, Nanyang Business School, Nanyang Technological University.

**Oleg Urminsky** (“The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments”) is a Theodore O. Yntema professor of marketing at the Booth School of Business, University of Chicago. He studies consumer and managerial decision-making and its implications for marketing management. Dr. Urminsky earned Bachelor’s degrees in Analytic Philosophy and Mathematics from Princeton University, holds a Master’s degree in Statistics from the Stern School of Business, and earned his PhD in Applied Statistics and Psychological Measurement from Columbia University.

**Yan Xu** (“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents”) is an assistant professor of marketing at Virginia Tech’s Pamplin Business School. Her research focuses on platform policy design in digital markets, teamwork and team assignment algorithms, and the impact of available time on consumer purchasing behavior. Methodologically, she employs structural econometrics, network models, reinforcement learning, as well as text and image analysis. Yan holds a BS in physics from Shanghai Jiao Tong University and an MS and PhD in marketing from Tilburg University.

**Juanjuan Zhang** (“The Legacy of John Little for Marketing Science”) is the John D. C. Little Professor of Marketing at the MIT Sloan School of Management. Her

current research combines economic theory with computation to build scalable business solutions. Her papers have received the Frank M. Bass Award, Gary L. Lilien Practice Prize, John D. C. Little Award, and Long Term Impact Award. She holds a PhD from the University of California, Berkeley.

**Zilei Zhang** (“Understanding Users’ Content Contribution Behavior When Knowledge Can Be Priced”) works at Shenwan Hongyuan (International) Finance Limited. He received his PhD in economics from the Hong Kong University of Science and Technology and BS in development economics from Peking University.

**Ying Zhao** (“Understanding Users’ Content Contribution Behavior When Knowledge Can Be Priced”) is an associate professor of marketing at the Hong Kong University of Science and Technology. She received her PhD from Hass School of Business, University of

California, Berkeley. Her research focuses on competitive marketing strategy and consumer choice dynamics.

**Shuang Zheng** (“Frontiers: Recommending What to Search: Sales Volume and Consumption Diversity Effects of a Query Recommender System”) is a PhD student at Dalian University of Technology (DUT), and she visited Nanyang Business School, Nanyang Technological University, as an exchange PhD student in 2023. She was an algorithm engineer at Meituan before joining the PhD program.

**Quan Zheng** (“Commentary on “Pricing Prototypical Products””) is a professor at the School of Management, University of Science and Technology of China. His research interests include retail and platform operations, behavioral pricing, supply chain management, sustainability and social responsibility, OM-Marketing/IS/Economics interface, and economics of AI.