



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(4):970-973. <https://doi.org/10.1287/mksc.2025.focusonaus.v44.4>

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 © 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.v44.4>

Copyright: © 2025 INFORMS

Uttara M. Ananthkrishnan (“Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption”) is an assistant professor of information systems at Heinz College, Carnegie Mellon University. Before coming to Carnegie Mellon, she was a faculty member at the Foster School of Business at the University of Washington. She received her PhD from Heinz College, Carnegie Mellon University.

Luis Armona (“Learning Product Characteristics and Consumer Preferences from Search Data”) is an assistant professor of public policy. His research interests lie in empirical industrial organization with applications to college behavior in postsecondary education, firearms markets, and how machine learning methods can be used to enhance existing economic models. In the past, he has worked at Chegg, Microsoft Research, the Federal Reserve Bank of New York and served as a research advisor at Meta. He graduated from Stanford with a PhD in Economics in 2022.

Naveen Basavaraj (“Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption”) is a PhD candidate in the Information Systems Department at Heinz College, Carnegie Mellon University.

Kevin Bauer (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is an assistant professor of e-business and e-government at the University of Mannheim. He is interested in research at the intersection of technology and economics. His current research projects focus on explainable artificial intelligence and human information processing. His research has been published in journals like *Information Systems Research*, *Journal of the Association for Information Systems*, *Marketing Science*, and *Business & Information Systems Engineering*.

Avery Haviv (“Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry”) is an associate professor of marketing at Simon Business School, University of Rochester, where he joined as an assistant professor after receiving his PhD in quantitative marketing from the University of Toronto. His research interest is in the empirical application of structural models and natural experiments to optimize marketing investment and performance and has been published in *Marketing Science*, *Management Science*, *Journal of Marketing*, and *Operations Research*.

Oliver Hinz (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is a professor of information systems and information management at Goethe University Frankfurt. He is interested in research at the intersection of technology and markets. His research has been published in journals like *Information Systems Research*, *MIS Quarterly*, *Journal of Marketing*, *Marketing Science*, *Journal of Management Information Systems*, and *Business & Information Systems Engineering* as well as in a number of proceedings.

Yufeng Huang (“The Promotional Effects of Live Streams by Twitch Influencers”) is an associate professor of marketing at Simon Business School, University of Rochester. His research studies the design of online and offline marketplaces, with particular interest in policies that affect consumers’ and firms’ information sets. He obtained his PhD in marketing (cum laude) from Tilburg University.

Johanna Jagow (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is a freelance user experience (UX) advisor, a cofounder of the UX consulting firm Jagow-Speicher Consulting, and a researcher. Working with UX teams around the world, she helps them mature their UX practice, run impactful research, and tackle change management. Outside of work, she has writing about all things UX research, UX management, and ResearchOps.

Anuj Kapoor (“Frontiers: Generative AI and Personalized Video Advertisements”) is an assistant professor of marketing at the University of Missouri. His research interests are in the economics of digitization, artificial intelligence, privacy, and digital platforms.

Sabari Rajan Karmegam (“Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption”) is an assistant professor in the Information Systems and Operations Management Area at George Mason University’s Costello College of Business. He completed his PhD in Information Systems from the Robert H. Smith School of Business, University of Maryland.

Matthias Kräkel (“Corruption and Stooges in Procurement”) studied business economics in Hannover, got his PhD from the Free University of Berlin, and worked as post doc at the University of Würzburg.

Since 1997, he is a full professor for business economics at the University of Bonn (Germany).

Dmitri Kuksov (“Consumer Search and Product Line Length: The Role of the Consumer-Product Fit Distribution”) is a professor of marketing and Ashbel Smith professor at the Naveen Jindal School of Management, University of Texas at Dallas. He has a broad range of research interests that include competitive strategy, decisions in markets with imperfect information and search, communication, branding, product line design, and customer satisfaction.

Madhav Kumar (“Frontiers: Generative AI and Personalized Video Advertisements”) is a postdoctoral associate at the Massachusetts Institute of Technology (MIT), Sloan School of Management. He studies the design and deployment of recommendation systems, targeting policies, and pricing algorithms in online marketplaces. He has a PhD in quantitative marketing from MIT where his dissertation won the MSI Alden G. Clayton Award, the MIT Sloan Doctoral Forum Award, and was a finalist for the ASA Statistics in Marketing Doctoral Research Award.

Dominique Olié Lauga (“Buying from a Competitor: A Model of Knowledge Spillover and Innovation”) is a professor of marketing at the Judge Business School, University of Cambridge. She received her PhD in economics from the Massachusetts Institute of Technology. Her research interests include marketing strategy, pricing, innovation and product development, customer reviews, and advertising. Her work has appeared in *Marketing Science*, *Management Science*, and the *Journal of Marketing Research*.

Greg Lewis (“Learning Product Characteristics and Consumer Preferences from Search Data”) is an economist specializing in industrial organization, causal machine learning and marketplace design. He has held senior roles at Amazon (pharmacy leadership) and Microsoft Research (co-leading the AI and economics research group that developed EconML). Prior to that he was associate professor of economics at Harvard. His research has been published in top journals and conferences such as the *American Economic Review*, *Management Science*, and *NeurIPS*. He earned his PhD in economics from the University of Michigan in 2007.

Nan Li (“Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry”) is an assistant professor of marketing at the School of Economics and Management, Tongji University, where he joined after earning his PhD in business administration from the Simon Business School at the University of Rochester. His research focuses on marketing issues within digital platforms, leveraging econometrics, structural modeling, and machine learning to provide managerial insights into digital platforms, and has been published in *Management Science*.

Mitchell J. Lovett (“Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry”) is the Benjamin Forman Professor of Marketing at the Simon Business School, University of Rochester, where he joined after earning his PhD in marketing from Duke. His research spans a wide range of topics in marketing, such as advertising, branding, word of mouth, and political marketing. His research has garnered recognitions such as the Marketing Science Institute’s Young Scholars and Scholars distinctions and the William F. O’Dell award finalist for long-term impact.

Puneet Manchanda (“Frontiers: Does Carrying News Increase Engagement with Non-News Content on Social Media Platforms?”) is the Isadore and Leon Winkelman Professor of Marketing at the University of Michigan’s Ross School of Business. He builds empirical models to solve marketing problems in the technology, gaming, media, and pharmaceutical industries. His work has been published in top marketing and econometrics journals.

Cristina Mihale-Wilson (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is a postdoctoral researcher at the Chair of Information Systems and Information Management at Goethe University Frankfurt. Her research is primarily centered around exploring the economic and social implications and potentials of artificial intelligence (AI) and digital ecosystems. Her current projects focus on sustainable digital ecosystems, digital responsibility, and AI-based systems.

Ilya Morozov (“The Promotional Effects of Live Streams by Twitch Influencers”) is an assistant professor of marketing at the Kellogg School of Management at Northwestern University. He holds a PhD in quantitative marketing from the Stanford Graduate School of Business and an MSc in economics and finance from the Center for Monetary and Financial Studies in Madrid. His research uses observational and experimental data to study topics such as consumer search and choice in online retail, advertising effectiveness, and influencer marketing.

Anita Rao (“The Impact of Voluntary Labeling”) is an associate professor of marketing at Georgetown University, McDonough School of Business. She holds a PhD in marketing from Stanford University. Her research focuses on causally measuring consumer reactions to deceptive practices such as false claims, fake news ads, and misinformation. She is the winner of the 2016 INFORMS Frank M. Bass Award and was named a 2019 MSI Young Scholar and a 2023 MSI Scholar.

Matthew Selove (“Buying from a Competitor: A Model of Knowledge Spillover and Innovation”) is an associate professor of marketing at Chapman University’s Argyros College of Business and Economics. His

research uses dynamic game theory models to study product strategy, pricing, and social media influencers. He has published in *Marketing Science*, *Management Science*, and *Quantitative Marketing and Economics*, and he is a recipient of the John A. Howard/AMA Dissertation Award.

Ananya Sen (“Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption”) is the Alfred Blumstein Career Development Associate Professor (without tenure) at Heinz College, Carnegie Mellon University. Before coming to Carnegie Mellon, he was a postdoctoral associate at MIT Sloan School of Management. He received his PhD from the Toulouse School of Economics.

Venkatesh (Venky) Shankar (“Close a Store to Open a Pandora’s Box? The Effects of Store Closure on Sales, Omnichannel Shopping, and Mobile App Usage”) is the Brierley Endowed Professor of Marketing and Academic Director of the Brierley Institute of Customer Engagement, Cox School of Business, Southern Methodist University. His research spans digital marketing, marketing strategy, and artificial intelligence. He is an American Marketing Association Fellow and a winner of lifetime awards, such as the Parlin Award, the Blair Award, the Mahajan Award, and the Clarke Award. He has a PhD from the Kellogg School, Northwestern University.

Michael D. Smith (“Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption”) is the J. Erik Jonsson Professor of Information Technology and Public Policy and the Co-Director of IDEA, the Initiative for Digital Entertainment Analytics, at Carnegie Mellon University’s Heinz College. He received his PhD in Management Science from the Sloan School of Management at MIT.

Yu Song (“Frontiers: Does Carrying News Increase Engagement with Non-News Content on Social Media Platforms?”) is a doctoral candidate in Marketing at the University of Michigan’s Ross School of Business. She holds a BS in Economics and Mathematics from the University of Michigan. Her research focuses on digital platform strategy, pricing, and social media.

Maximilian Speicher (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is a computer scientist, designer, and researcher. Currently, he is the director of product design at BestSecret Group and a cofounder of the user experience (UX) consulting firm Jagow-Speicher Consulting. His research interests lie primarily with novel ways to do digital design, usability evaluation, augmented and virtual reality, and sustainable design.

Ludovic Stourm (“Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy”) holds a PhD in marketing from the Wharton

School of the University of Pennsylvania, an AM degree in statistics from Harvard University, and an ingénieur degree in computer science from the Université de Technologie de Compiègne. His current interests are centered on sharing-economy platforms. His research has been published in the *Journal of Marketing Research* and *Marketing Science*.

Valeria Stourm (“Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy”) studies externalities in customer relationship management in the contexts of loyalty programs, the sharing economy, and digital advertising. She was Finalist for the Weitz-Winer-O’Dell, the Paul Green Award, the MSI Research Priorities Working Paper Competition, AMS Review-Sheth Foundation Doctoral Competition, and Winner for the Don Lehmann Award. She has honorable mentions for the AMA Mathew Joseph Emerging Scholar Award and the MSI Alden G. Clayton Doctoral Dissertation award.

Raluca Ursu (“The Impact of Voluntary Labeling”) is an associate professor of marketing at New York University, Stern School of Business. She holds a PhD in economics from the University of Chicago. Her research focuses on industrial organization, quantitative marketing, and consumer search, with an emphasis on online markets. She is the winner of the 2019 INFORMS Frank M. Bass Award and a finalist for the 2019 INFORMS John D.C. Little Award, the 2024 Don Morrison Long Term Impact Award, and the 2024 Paul E. Green Best Paper Award.

Taotao Ye (“Close a Store to Open a Pandora’s Box? The Effects of Store Closure on Sales, Omnichannel Shopping, and Mobile App Usage”) is an assistant professor of marketing at the Costello College of Business, George Mason University. He is interested in quantitative marketing, and his substantive research interests lie at the intersection of omnichannel retailing, mobile marketing, and marketing technology. He earned his PhD from Mays Business School, Texas A&M University.

Moritz von Zahn (“Smart Green Nudging: Reducing Product Returns Through Digital Footprints and Causal Machine Learning”) is a PhD student at the Institute of Information Systems and Information Management at Goethe University Frankfurt. His research studies the application, development, and impact of artificial intelligence. In his recent projects, he builds upon causal machine learning and feature-based explanations to solve business and societal problems in real-world settings.

Georgios Zervas (“Learning Product Characteristics and Consumer Preferences from Search Data”) is an associate professor of marketing at Boston University Questrom School of Business and a founding member of the faculty of computing & data sciences. He works

on problems at the intersection of marketing, computer science, and economics, and much of his work has focused on large scale empirical studies of online marketplaces. He graduated with a PhD in computer science from Boston University in 2011.

Mohammad Zia (“Buying from a Competitor: A Model of Knowledge Spillover and Innovation”) is an assistant professor of marketing at the Argyros College 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.

Mohammad Zia (“Consumer Search and Product Line Length: The Role of the Consumer-Product Fit Distribution”) is an assistant professor of marketing at the Argyros College 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 consumer search, digital marketing, and search advertising.