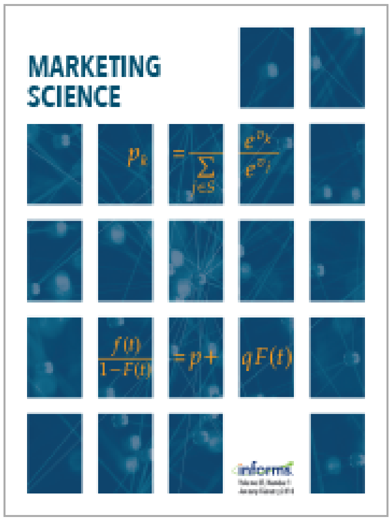
This article was downloaded by: [216.73.217.61] On: 14 July 2026, At: 07:50
Publisher: Institute for Operations Research and the Management Sciences (INFORMS)
INFORMS is located in Maryland, USA



Marketing Science

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

Focus on Authors

To cite this article:
(2002) Focus on Authors. Marketing Science 21(3):365-367. https://doi.org/10.1287/mksc.21.3.365.142

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.

© 2002 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

Greg Allenby ("Modeling Consumer Demand for Variety") is the Kurtz Chair in Marketing at Ohio State University. He specializes in the study of economic and statistical issues in marketing, focusing on Bayesian methods. Professor Allenby is an Area Editor for *Marketing Science*, an Associate Editor of the *Journal of Business and Economic Statistics* and is on the editorial board of the *Journal of Marketing Research* and *Marketing Letters*. His research has been published in *Marketing Science*, the *Journal of Marketing Research*, the *Journal of the American Statistical Association*, the *Journal of Econometrics*, the *Journal of Business and Economic Statistics*, and other leading journals.

Darryl T. Banks ("Reputation in Marketing Channels: Repeated-Transactions Bargaining with Two-Sided Uncertainty") is Assistant Professor of Business Administration at Duke University's Fuqua School of Business. He received a B.S. degree in Biology at North Carolina Central University in 1985, an M.B.A. at Duke University's Fuqua School of Business in 1988, and a Ph.D. at the Wharton School of the University of Pennsylvania in 1999. His research focuses primarily on furthering our understanding of the strategies that buyers use to maximize their payoffs in their interactions with sellers.

Eric Bradlow ("Rejoinder to 'The Variety of an Assortment: An Extension to the Attribute-Based Approach'") is currently an Associate Professor of Marketing and Statistics, The Wharton School of the University of Pennsylvania. He earned a Bachelor of Science degree in Economics from The Wharton School in 1988, an A.M. in Mathematical Statistics in 1990, and a Ph.D. in Mathematical Statistics in 1994 from Harvard University. After completing his doctorate, Eric worked for two years as an Associate Research Scientist in the Statistics and Psychometrics Research Group at the Educational Testing Service in Princeton, NJ. He has recently had articles published in the *Journal of the American Statistical Association*, *Psychometrika*, *Statistica Sinica*, and *Chance*, and he will have forthcoming articles published in *Marketing Science* and the *Journal of Marketing Research*. He also serves as Associate Editor for the *Journal of Computational and Graphical Statistics* and the *Journal of Educational and Behavioral Statistics*. His research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures.

Fernando de Rosa ("Assessing the Service-Profit Chain") is an Assistant Professor at the University of Brasilia, Brasilia, Brazil and the coordinator of the Executive MBA Program in Information Systems at Fundação Getúlio Vargas, São Paulo, Brasilia. He holds a Ph.D. in Marketing from Universidade de São Paulo, São Paulo, Brazil, an MBA in Information Systems from Fundação Getúlio Vargas, São Paulo, Brazil, and a B.S. in Agronomics from Universidade Estadual Paulista, São Paulo, Brazil. He has presented several papers at business forums around the world and he has been collaborating as a reviewer for ANPAD, Rio de Janeiro, Brazil, and Revista de Administração de Empresas-FGV, São Paulo, Brazil. His current research interests are in CRM, marketing information systems, customer lifetime value and the modeling of customer satisfaction, retention, profitability, and channel preference.

Peter S. Fader ("Using Advance Purchase Orders to Forecast New Product Sales") is Professor of Marketing at the Wharton School of the University of Pennsylvania. He has written several papers about different patterns observed in the music industry, covering topics such as album sales, radio airplay, and song movement through the billboard charts. Unfortunately, the managers that we have approached in the music industry have been resistant to our efforts to bring more formal analytic approaches to their business practices, but we will continue trying.

Stephen J. Hoch ("Rejoinder to 'The Variety of an Assortment: An Extension to the Attribute-Based Approach'") is the Chairperson and John J. Pomerantz Professor of Marketing at the Wharton School, University of Pennsylvania. Previously, he taught at the University of Chicago. He maintains a varied assortment of research interests ranging from retail strategy and consumer behavior to the psychology of forecasting. His avocations include gardening and house construction, post-modern Hawaiian shirts, cooking, and his family.

J. Wesley Hutchinson ("Reputation in Marketing Channels: Repeated-Transactions Bargaining with Two-Sided Uncertainty") is Stephen J. Heyman Professor and Professor of Marketing at the Wharton School of the University of Pennsylvania. Previously, he taught at the University of Florida. His research interests focus on consumer and managerial decision making, particularly the interrelationships among attention, learning, confidence, decision making, and expertise in repeated-choice environments. He has published articles in a wide variety of journals in business and psychology, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Marketing Science*, *Marketing Letters*, *Harvard Business Review*, *Psychological Review*, *Psychometrika*, the *Journal of Experimental Psychology: Learning, Memory, & Cognition*, and *Memory & Cognition*. His current teaching interests include marketing management, new product development, and special topics for doctoral students. He is President-Elect of the Association for Consumer Research and is on the editorial review boards of the *Journal of Consumer Research*, *Marketing Science* (Associate Editor 1994–1999), and the *Journal of Consumer Psychology*. His free time is spent with his family and in the water surfing and fishing.

Wagner A. Kamakura ("Assessing the Service-Profit Chain") is the Ford Motor Company Professor of Global Marketing at the Fuqua School of Business, Duke University. Prior to joining academia, he has worked in market analysis, forecasting and planning in Brazil. Professor Kamakura holds a Ph.D. in Marketing from the University of Texas at Austin, an M.S. in Industrial Engineering from the University of São Paulo, São Paulo, Brazil, and a B.S. in Mechanical Engineering from the Technological Aeronautics Institute, São Paulo, Brazil. He is a coauthor of *Market Segmentation: Conceptual and Methodological Foundations*, as well as numerous articles in academic journals. He has served as an area

Downloaded from informs.org by [216.73.217.61] on 14 July 2026, at 07:50 . For personal use only, all rights reserved.

0732-2399/02/2103/0365/$05.00
1526-548X electronic ISSN

Downloaded from informs.org by [216.73.217.61] on 14 July 2026, at 07:50 . For personal use only, all rights reserved.

editor of *Marketing Science* and an associate editor of the *Journal of Consumer Research.* He is currently the editor of the *Journal of Marketing Research* and a member of the editorial boards of the *International Journal of Research in Marketing,* the *Journal of Consumer Research*, the *Journal of Marketing*, the *Journal of Retailing*, and *Marketing Science.* His current research interests are in choice modeling, market segmentation and market structure, database marketing, and the modeling of customer satisfaction, retention and profitability.

Jaehwan Kim (″Modeling Consumer Demand for Variety″) is Assistant Professor of Marketing at the Leeds School of Business, University of Colorado at Boulder. He holds a B.B.A. and an M.B.A. in Marketing from Korea University, an M.S. in Statistics from University of Iowa, and a Ph.D. in Marketing from Ohio State University. His research interests include the microeconomic approach to variety in consumer demand for retailer product line/pricing decisions, Bayesian econometrics and statistics, database marketing, and development of spatial models for sales forecasting.

Trichy V. Krishnan (″Multinational Diffusion Models: An Alternative Framework″) is an Associate Professor with the Jesse H. Jones Graduate School of Management at Rice University. His research interests include new product sales growth, pricing, retailing strategies, and competition. His papers have appeared in *Marketing Science*, the *Journal of Marketing Research*, and *Management Science.*

V. Kumar (″Multinational Diffusion Models: An Alternative Framework″) is the ING Aetna Chair Professor in Marketing and Director, ING Aetna Center for Financial Services, School of Business, Department of Marketing, University of Connecticut. He received his Ph.D. from the University of Texas, Austin in 1985. He has been recognized with many teaching and research excellence awards and has published numerous articles in many scholarly journals in marketing, including the *Harvard Business Review Journal of Marketing,* the *Journal of Marketing Research, Marketing Science, Operations Research,* the *International Journal of Research in Marketing,* and the *International Journal of Forecasting.* He has coauthored multiple textbooks on *Marketing Research* and has authored a book entitled *International Marketing Research,* which is based on his marketing research experience across the globe. He is on the editorial review board of many scholarly journals and has lectured on marketing-related topics in various universities and organizations worldwide. His current research focuses on diffusion models, customer relationship management, customer lifetime value analysis, sales and market share forecasting, international marketing research and strategy, coupon promotions, and market orientation. He is a consultant for many Fortune 500 firms and helps them to build database marketing and direct-marketing programs to identify profitable customers.

José Afonso Mazzon (″Assessing the Service-Profit Chain″) is Professor of Marketing at the Economic and Administration Faculty, University of São Paulo, São Paulo, Brazil. He received a Ph.D. in Marketing from University of São Paulo, São Paulo, Brazil. He is Project Director of the Administration Institute Foundation (FIA) and a researcher at the Economic Research Institute Foundation (FIPE). He is coauthor of four books, as well as articles in academic and business journals. He was Assistant Editor of USP Administration Review. His current research interests are in market segmentation and customer relationship management.

Robert J. Meyer (″Reputation in Marketing Channels: Repeated-Transaction Bargaining with Two-sided Uncertainty″) is the Gayfryd Steinberg Professor of Marketing and Vice Dean and Director of Doctoral Programs at the Wharton School of the University of Pennsylvania. He received his Ph.D. in Transport Geography from the University of Iowa in 1980 and previously served on the faculties of the Graduate School of Industrial Administration at Carnegie-Mellon University and the Anderson Graduate School of Management at the University of California, Los Angeles. He has also held positions as a visiting scholar at the University of Tokyo and the University of Sydney. His research broadly centers on the study of consumer decision making, and his work has appeared in a wide variety of journals in both marketing and transport, including the *Journal of Consumer Research,* the *Journal of Marketing Research, Management Science,* and *Marketing Science.*

Vikas Mittal (″Assessing the Service-Profit Chain″) is an Associate Professor at Katz Graduate School of Business, University of Pittsburgh. He holds a Bachelor’s in Business Administration from the University of Michigan and a Ph.D. from Temple University. His work appears in the *Journal of Consumer Research,* the *Journal of Marketing,* the *Journal of Marketing Research,* the *Journal of Service Research,* and *Organizational Behavior and Human Decision Processes.* His article co-authored with Eugene Anderson recently won the ″Excellence in Service Research″ award given to the best article in the *Journal of Service Research.* He researches issues related to strategic implementation of customer satisfaction programs in firms. He also examines how managers make risky decisions. His spare time is devoted to painting watercolors, refinishing furniture, and improving his drawing skills.

Wendy W. Moe (″Using Advance Purchase Orders to Forecast New Product Sales″) is currently an Assistant Professor of Marketing at the McCombs School of Business at the University of Texas. She received her Ph.D. from the Wharton School at the University of Pennsylvania. Her research interests include modeling online consumer behavior through the use of Internet clickstream data and forecasting sales of hedonic products. Her papers have appeared in the *Journal of Marketing Research,* the *Journal of Consumer Psychology,* and the *Journal of Public Policy and Marketing.*

Peter Rossi (″Modeling Consumer Demand for Variety″) is Joseph T. Lewis Professor of Marketing and Statistics at the Graduate School of Business, University of Chicago. He received his Ph.D. from the University of Chicago and B.A. from Oberlin College. He has published more than 35 articles in refereed journals in marketing, statistics, and econometrics. His areas of research interest include pricing

Downloaded from informs.org by [216.73.217.61] on 14 July 2026, at 07:50 . For personal use only, all rights reserved.

and promotion, target marketing, direct marketing, micromarketing, limited dependent variable models, and Bayesian statistical methods. A fellow of the American Statistical Association, he is Associate Editor for the *Journal of the American Statistical Association* and a member of the editorial boards of *Marketing Science* and the *Journal of Marketing Research.* He is the founder of the Kilts Center for Marketing at the University of Chicago Graduate School of Business.

Rik Pieters (''The Variety of an Assortment: An Extension to the Attribute-Based Approach'') is Professor of Marketing at Tilburg University. He holds a Ph.D. degree at the University of Leiden. He has been a visiting professor at Penn State University, the University of Innsbruck, and the University of Florida. His research interests center around advertising processing and effectiveness, as well as consumer emotions in services. His work has appeared in *Marketing Science, Management Science,* the *Journal of Marketing Research,* the *Journal of Consumer Research,* the *Journal of Personality and Social Psychology, Pint Nieuws,* and the *Journal of Economic Literature.* He is avidly applying log-multiplicative models to hearth bread baking and hierarchical Bayes modeling to strawberry ice cream production.

Greg Shaffer (''When Good News About Your Rival Is Good for You: The Effect of Third-Party Information on the Division of Channel Profits'') is Associate Professor of Marketing and Associate Professor of Economics and Management Strategy at the University of Rochester. He received his B.A. from Swarthmore College and his Ph.D. in Economics from Princeton University. His current research interests include promotions, channels of distribution, competitive strategy, and antitrust policy. In addition to *Marketing Science,* he has published articles in the *American Economic Review,* the *Rand Journal of Economics*, the *Journal of Industrial Economics*, the *Journal of Economics and Management Strategy*, the *International Journal of Industrial Organization*, and the *Journal of Law, Economics, and Organization.*

Erica van Herpen (''The Variety of an Assortment: An Extension to the Attribute-Based Approach'') is an Assistant Professor at the Marketing and Consumer Behavior Group of Wageningen University (The Netherlands). She received her Ph.D. from Tilburg University. Her research interests focus on product sets and include store assortments and retail strategy, consideration sets, and consumers' evaluation and choice processes.

Brian Wansink (''Rejoinder to 'The Variety of an Assortment: An Extension to the Attribute-Based Approach''') is Professor of Business Administration, of Advertising, and of Agricultural and Consumer Sciences at the University of Illinois (Urbana-Champaign). His research focuses on how advertising, packaging, promotions, and inventory levels increase the use or consumption of packaged goods. This is relevant to revitalizing old brands and increasing the consumption of functional foods. He received his Ph.D. from Stanford (1990), and he has been on the faculties of the Wharton School, Dartmouth College, and the Vrije Universiteit (Amsterdam, The Netherlands). His research has appeared in journals such as the *Journal of Marketing* and the *Journal of Marketing Research.* He is on the Policy Board for the Association of Consumer Research and is coordinator of the Marketing Group at Illinois.

Florian Zettelmeyer (''When Good News About Your Rivals Is Good For You: The Effect of Third-Party Information on the Division of Channel Profits") is Assistant Professor of Marketing at the Haas School of Business, University of California at Berkeley. He received a Ph.D. in Management Science from MIT. His research consists of empirical and theoretical work on firms' optimal pricing and communications strategies on the Internet, as well as on issues of channel conflict. He is particularly interested in the effect of the Internet on established industries. His recent work appears in the *Journal of Marketing Research,* the *Journal of Consumer Research,* and the *Journal of Industrial Economics.*