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Focus on Authors

Yuxin Chen ("Referral Infomediaries") is an Assistant Professor of Marketing at New York University. He holds a B.S. in Physics from Fudan University, an MSBA from Washington University, and a Ph.D. in Marketing from Washington University. Before becoming interested in Marketing, he studied Computer Science in the Graduate School of Zhejiang University. He has previously published in *Marketing Science*. His current research projects focus on issues relating to individual-level marketing, retailing strategies, pricing, high-tech marketing, and e-commerce.

Stephen P. Hoch ("Positioning of Store Brands") is Chairperson and John J. Pomerantz Professor of Marketing at the Wharton School, University of Pennsylvania and previously taught at University of Chicago. His research interests include: 1) retail merchandising, pricing, and promotion strategy; 2) decision support system psychology; and 3) consumer behavior and learning.

Ganesh Iyer ("Referral Infomediaries") is an Assistant Professor at the Haas School of Business, University of California at Berkeley. He received his Ph.D. from the University of Toronto. His research interests include coordination in distribution channels, customer information and its effects on markets, and Internet institutions and their market impact.

Nickolay V. Moshkin ("The Asymmetric Information Model of State Dependence") is an Associate in the New York office of Cornerstone Research, economic consultants providing expert testimony and litigation support in economics, finance, accounting, and marketing. He has worked on a variety of projects in antitrust and intellectual property matters, including analyzing mergers, assessing price fixing claims, and valuing licensing rights. His research interests include the analysis of consumer response to changes in product mix, identifying bid-rigging behavior from bid data, and analyzing the effects of government regulation in the natural gas and electricity industries. He holds an M.S. in Applied Mathematics and Physics from Moscow Institute of Physics and Technology and a Ph.D. in Economics from Yale University. His research has been published in *Resource and Energy Economics*.

Elie Ofek ("How Much Does the Market Value an Improvement in a Product Attribute?") is an Assistant Professor of Business Administration at the Harvard Business School, Harvard University. He received an M.A. in Economics and a Ph.D. in Marketing from Stanford University. His primary research interests are in new product strategy and competition in technology-intensive environments. His research has also appeared in *Management Science*.

V. Padmanabhan ("Referral Infomediaries") is the John K. and Ellen A. Wallace Distinguished Professor of Marketing at the Olin School of Business, Washington University. His educational credentials include a B. Tech in Mechanical Engineering from the Institute of Technology, Benares Hindu University, Varanasi, India and an M.S. in Operations Research and a Ph.D. in Marketing Science from the School of Management, University of Texas at Dallas.

This paper is part of a stream of research focused on understanding the impact of retail promotional activities on consumer behaviors and their implications on retail competition and channel performance.

Jagmohan S. Raju ("Positioning of Store Brands") is a Professor of Marketing at the Wharton School, University of Pennsylvania and previously taught at the Anderson School at UCLA. His previous research has studied short-term price discounts, coupons, variety seeking, private labels, salesforce compensation plans, price leadership, corporate advertising, understanding the value of new information, and strategic alliances.

Zsolt Sándor ("Profile Construction in Experimental Choice Designs for Mixed Logit Models") is a postdoc researcher at the Econometric Institute, Erasmus University Rotterdam, The Netherlands. When preparing this work, he was a Ph.D. candidate at the Department of Econometrics, Faculty of Economics, University of Groningen, The Netherlands. His main research interests are various issues related to choice models. The title of his Ph.D. thesis is "Computation, Efficiency and Endogeneity in Discrete Choice Models."

Serdar Sayman ("Positioning of Store Brands") is Assistant Professor of Marketing at the Koç University, İstanbul. He received his Ph.D. from the Wharton School of the University of Pennsylvania. His research interests are in the areas of private labels, frequency programs, and switching costs. He is an amateur DJ and is aspiring to be a painter.

Ron Schachar ("The Asymmetric Information Model of State Dependence") received his Ph.D. from Tel Aviv University. He was an assistant professor at the Yale School of Management before returning to Tel Aviv University in 1997. His research interests are political marketing, advertising, the entertainment industries, identity, and research methodology. His work has appeared in the *American Economic Review*, the *RAND Journal of Economics*, the *Journal of Marketing Research*, the *Journal of Economics and Management Strategy*, the *Journal of Applied Econometrics*, and various political science journals.

V. "Seenu" Srinivasan ("How Much Does the Market Value an Improvement in a Product Attribute?") is the Ernest C. Arbuckle Professor of Marketing and Management Science and Chair of the Marketing area at the Stanford Business School. His primary research interest is in conjoint analysis and its role in new-product development. He has also contributed to other quantitative marketing areas such as salesforce compensation, market structuring, and measurement of brand equity. Professor Srinivasan has been a consultant to several companies and has won best-teacher awards. He is an associate editor of *Marketing Science* and the *Journal of Marketing Research*. He has published extensively in many journals and is the recipient of two O'Dell awards, an ORSA award, the John Little award, the Hardin award, and the Hustad award. Professor Srinivasan is a recipient of the Parlin, Churchill, and Converse awards, the highest awards given by the

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Michel Wedel ("Profile Construction in Experimental Choice Designs for Mixed Logit Models") is Professor of Marketing Research at the Department of Marketing and Marketing Research, Faculty of Economics, University of Groningen, The Netherlands and Professor of Marketing at the University of Michigan Business School, Ann Arbor, Michigan. His main research interests are in research methodology and its application to substantive marketing problems. His papers have appeared in, among others, the *Journal of Classification*, the *Journal of Business and Economic Statistics*, the *Journal of Consumer Research*, the *Journal of*

Marketing, the *Journal of Marketing Research*, *Marketing Science*, and *Psychometrika*. Professor Wedel serves on the editorial boards of the *International Journal for Research in Marketing*, the *Journal of Marketing Research*, and *Marketing Letters*, and he is area editor for *Statistica Neerlandica* and *Marketing Science*. He has published the monographs "*Market Segmentation: Conceptual and Methodological Foundations*" (1999) with Wagner A. Kamakura and "*Building Models for Marketing Decisions*" (2000) with Peter Leeflang, Dick Wittink, and Philippe Naert. He also has developed the GLIMMIX software package for estimating mixture models. He has consulted for numerous companies in Europe and the United States.