Biographies

Nidhi Agrawal is the Michael G. Foster Professor of Marketing and International Business at the Foster School of Business at the University of Washington, Seattle. Before moving to the UW, she was an Associate Professor at the Kellogg School of Management at Northwestern University. She received her PhD from the Stern School of Business at New York University and a post-graduate diploma in marketing communications from Mudra Institute of Communications, Ahmedabad (MICA), India. She has taught Marketing Management and Consumer Behavior at the undergraduate and graduate levels at New York University, Northwestern University, and at the University of Washington.
Her areas of academic expertise are advertising and consumer behavior. Her research aims at identifying the cognitive, emotional, motivational, and social processes that underlie health behaviors. Harnessing theoretical insights from social psychology, cognitive psychology, behavioral economics, and marketing, Nidhi employs consumer psychology to designing effective marketing communications in ways make it more acceptable to recognize, accept and reduce risk. How can consumer psychology inform the marketing of products and services aimed at physical, psychological, and, financial wellbeing? Her work has been published in leading academic journals such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, and Organizational Behavior and Human Decision Processes. She has been an MSI Young Scholar (2011) and is the recipient of the Association for Consumer Research's Early Career Research Award (2014) and the American Marketing Association's Erin Anderson Award for Emerging Marketing Scholar and Mentor (2017).

Eva Ascarza is the Jakurski Family Associate Professor of Business Administration in the Marketing Unit, teaching the Marketing course in the MBA required curriculum. As a marketing modeler, Professor Ascarza uses tools from statistics, economics, and machine learning to answer relevant marketing questions. Her main research areas are customer analytics and customer relationship management, with special attention to the problem of customer retention. She uses field experimentation (e.g., A/B testing) as well as econometric modeling and machine learning tools not only to understand and predict patterns of behavior, but also to optimize the impact of firms' interventions. Her research has appeared in leading marketing journals including Marketing Science and Journal of Marketing Research. She received the 2014 Frank Bass award, awarded to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal. Her research has been recognized as a Paul E. Green Award finalist in 2016 and 2017, awarded to the best article in the Journal of Marketing Research that demonstrates the greatest potential to

contribute significantly to the practice of marketing research. She was named a Marketing Science Institute Young Scholar in 2017 and serves on the editorial review board of several top marketing journals including Marketing Science, Journal of Marketing Research, Journal of Marketing, and Quantitative Marketing and Economics. Professor Ascarza earned a Ph.D. in marketing from London Business School, a B.S. in mathematics at the Universidad de Zaragoza (Spain), and a M.S. in economics and finance from Universidad de Navarra (Spain). Prior to joining HBS, she was an associate professor in the marketing department at Columbia Business School.

Kelly Goldsmith received the Richard M. Clewett Research Chair and the McManus Research Chair for achievements in research while at the Kellogg School of Management. Additionally, she was the winner of the Levy & Weiss AMA Dissertation Competition and received honorable mention for the ACR-SHETH Dissertation Award. In addition to conducting her own research, Dr. Goldsmith's teaching has received high praise: she received the Sidney J. Levy Award for Excellence in Teaching (2012, 2014). In 2013, she was one of five Professors at the Kellogg School of Management nominated by the graduating students to receive the L.G. Lavengood Outstanding Professor of the Year Award, Kellogg's highest teaching honor. Further, in 2014, she was named as one of the "Top 40 Most Outstanding B-School Professors in the World Under 40" (Poets & Quants) and one of "Eight Young B-School Professors on the Rise" (Fortune). In 2017, she was the winner of two Impact Awards for her teaching. In 2015, Professor Goldsmith was named a Marketing Science Institute Young Scholar. She currently serves on the editorial board of the Journal of Marketing Research and the Journal of Consumer Research, in addition to the advisory panel for the Society for Consumer Psychology. Professor Goldsmith publishes frequently in top marketing journals, such as the Journal of Marketing Research and the Journal of Consumer Research. In addition, she has also published in top psychology journals.

Ashlee Humphreys is an associate professor at Medill School of Journalism at Northwestern University. Trained as a sociologist, she examines core topics in consumer behavior and marketing strategy. Her research investigates the role of legal and cultural institutions in creating markets, the influence of language on consumer judgments of legitimacy, and the process of consumer co-creation. Humphreys is the author of "Social Media: Enduring Principles" (Oxford UP 2016), and her work has been published in the Journal of Marketing, the Journal of Consumer Research and Sociology Compass. She also serves as an associate editor at the Journal of Consumer Research.

Anat Keinan research interests include Branding, Symbolic Consumption, Luxury Marketing, the Consumption of Experiences, Consumer Self-Control, Regret, Consumer Wellness and Well-Being, and Authenticity. She received her Ph.D. in Marketing, with distinction, from Columbia Business School. Professor Keinan is the winner of the Ferber Award for her research on collectible experiences, and the AMA Erin Anderson Award for Emerging Female Marketing Scholar and Mentor. She was twice ranked by the American Marketing Association as one of the Top 50 most productive Scholars in the premier marketing journals in the past 5 years. Her research was selected for the New York Times Magazine's Year in Ideas issue and recognized as the Journal of Consumer Research best paper award finalist in 2009, 2014, 2017, and 2020. Her research on consumer behavior has been published in the leading marketing, psychology, and managerial journals, and featured in hundreds of media outlets, including NPR, CNN, BBC, FOX, CBS, NBC, ABC, The Wall Street Journal, The New Yorker, The Economist, Scientific American, BusinessWeek, Financial Times, Forbes, TIME, Boston Globe, Washington Post, The Atlantic, Slate Magazine, Wired Magazine, Fast Company, Associated Press, and United Press International. She was named a Marketing Science Institute Young Scholar, and a 2020 MSI scholar, serves on the Editorial Review Board of JCR, and co-chaired the 2021 ACR conference. Her research was selected in 2014 for the JCR Research Curation on "Products as Signals," in 2015 for the Research Curation on "Meaningful Choice," and in 2017 for the Research Curation on "Behavioral Pricing." Prior to joining BU Professor Keinan was on the faculty of Harvard Business School, where she received the Jakurski Family Associate Professor Chair, and the Harvard Business School Wyss Award for Doctoral Mentoring. Her HBS case studies on branding and luxury marketing have been featured in the HBS Premier Case Collection and Poets & Quants. At Boston University she received the Noe research award and the PhD Distinguished Mentor Award.

Mitchell Lovett research interests include quantitative marketing, retail strategy, targeted advertising, advertising content and schedule choices, online and offline word-of-mouth, branding, social media listening, and consumer learning. One stream of Professor Lovett's research focuses on applying and developing empirical methods for political marketing. Current projects in this stream study the dynamics behind why candidates go negative in their political advertising, how candidates can improve their targeting of political ads, and the role of advertising versus social media in influencing voter sentiment. A second stream of research examines entertainment products and how consumers learn about them as they decide whether to continue engaging. Another current stream of research examines how advertising and brand characteristics influence word-of-mouth online and offline and how these two channels differ. Professor Lovett's research has been published in Marketing Science and the Journal of Marketing Research, received research grants and awards, including the from Marketing Science Institute Institute for the Study of Business Markets' Research Grant Silver Medalist Award, and garnered national media attention in relevant publications such as Ad Age and Marketing News.

Jian Ni is an Associate Professor at Carey Business School with a joint appointment in the Department of Economics, Johns Hopkins University. He specializes in empirical and theoretical analysis of healthcare, financial service, education, environmental and energy, technology, and emerging markets. His recent research interests include pricing, (non-)monetary incentive design, data analytics, people analytics, social media, mobile platforms, and empirical industrial organization. He was named a 2017 MSI Young Scholar and 2021 MSI Scholar and was a recipient of the 2020 Johns Hopkins Catalyst Award.

Yesim Orhun is an interdisciplinary quantitative marketing scholar whose expertise falls in the fields of industrial organization and behavioral economics. In one research stream, she studies belief formation processes and belief-based utility, and their consequences for decision-making. In another stream of work, she examines how public and managerial policies shape inequities in consumer access and welfare. Her research spans several industries, including health, transportation, retail, consumer packaged goods, online platforms, and education. She has received several competitive grants and awards for her research, including the American Marketing Association's 2019 Paul E. Green Award. Yesim Orhun is an Associate Professor of Marketing and Information and a Michael R. and Mary Kay Hallman Faculty Fellow at the University of Michigan. She earned her Ph.D. in Business Administration from University of California at Berkeley. She serves as an AE at Journal of Marketing Research and IJRM, and on the Editorial Board of Marketing Science. Yeşim Orhun also served for four years on the Board of Consumer Reports.

Joseph P. Redden is a Professor of Marketing at the Carlson School of Management. He received his Ph. D. in Marketing from the Wharton Business School, University of Pennsylvania; MBA from the Fuqua School of Business, Duke University; and BBA Accounting, BS Computer Science from the University of Kentucky. Professor Redden joined the faculty of the Marketing Department in 2008. He is currently focused on how to help consumers extract more enjoyment without changing the product, how to reduce consumer boredom, and how to encourage (and enjoy) healthier eating. His original work in this area, "Reducing Satiation: The Role of Categorization Level," won the American Marketing Association's 2007 John A. Howard Doctoral Dissertation Award and the 2008 Robert Ferber Award based on a publication in the Journal of Consumer Research. He was also chosen as a Young Scholar and Marketing Scholar for 2013 and 2020 respectively by the Marketing Science Institute and was named to the Poets & Quants list of the Top 40 Undergraduate Professors in 2017.Prior to academia, he was a senior management consultant for clients that included BMW, Sara Lee, Westinghouse, and Bombardier. He also worked as the Director of Product Management at leading digital agency Avenue A, and was a founding member of aQuantive's Atlas division, which Microsoft acquired for $6 billion in 2007. He still currently consults with a number of leading companies.

Oliver Rutz is the Marion B. Ingersoll Professor of Marketing at the Michael G. Foster School of Business, University of Washington, Seattle. He is the Faculty Director of the Master of Science in Business Analytics (MSBA) program since its launch in summer 2019 and was the chair of the committee developing this program from 2017-2019. In addition to his activities at the University of Washington he is an Amazon Scholar in the Marketing and Insights (M&I) group since 2022. His research focuses on online marketing with an emphasis on paid search management. He was previously on the faculty of the Yale School of Management from 2007 to 2011. His work has received multiple major awards, examples include the 2016 William F. O'Dell Award, 2013 Donald R. Lehman Award and the 2012 Paul E. Green Award. In 2013, he was nominated as one of the MSI Young Scholars and in 2020 as one of the MSI Scholars. Dr. Rutz's work has appeared journals such as the Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics and Journal of the Academy of Marketing Science. Dr. Rutz is an AE at the International Journal of Research in Marketing (IJRM) and an editorial board member at Marketing Science, Journal of Marketing (JM), Journal of the Academy of Marketing Science (JAMS), Journal of Interactive Marketing (JIM), and Business Research (BuR). He received his Ph.D. in Marketing from UCLA Anderson in 2007, holds an M.B.A. from UCLA Anderson (2003) and is a Diplom-Volkswirt (Dipl.Rer.Pol., economics) from University of Heidelberg (1999), Germany. In his pre-academia life Dr. Rutz was a consultant for McKinsey&Company.

Aner Sela is an Associate Professor of Marketing at the University of Florida. He received his Ph.D. in Business from Stanford University. Sela is an expert on how people make choices and form preferences. His work highlights how everyday decisions are shaped by people's momentary experiences, their intuitions, and seemingly unimportant features of the decision context. He has been repeatedly ranked among the Top 50 Most Productive Marketing Authors and recognized as an MSI Young Scholar (2015) and an MSI Scholar (2020) by the Marketing Science Institute.
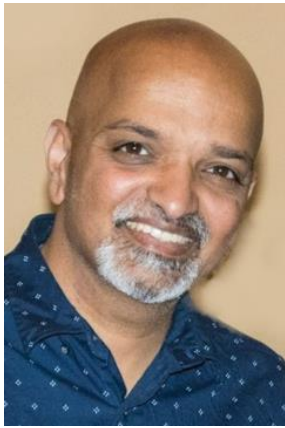
Manoj Thomas is a behavioral scientist who trains business executives to be customer-centric leaders and encourages them to build meaningful and purposeful connections with customers. He is the Nakashimato Professor at Cornell University's S.C. Johnson College of Business. Thomas has received the Apple Award and the Stephen Russell Family Teaching Award for excellence in teaching. Thomas is an expert on the psychology of price evaluations. He also studies how political identity and moral beliefs influence consumer behavior. His research has been published in marketing and psychology journals. He is the co-author of the book Why People (Don't) Buy: GO and STOP signals. He is an associate editor for the Journal of Marketing Research and the Journal of Consumer Research.

Claudia Townsend is an associate professor of marketing at the Miami Herbert Business School, University of Miami. She performs research on consumer behavior and decision-making. Specifically, she examines how aesthetics and the visual presentation of information influences judgment and choice, branding, how people decide to donate, and consumer technology interaction. Her research has been published in the top academic marketing journals including the Journal of Marketing, Journal of Consumer Research, and Journal of Marketing Research and covered by the popular press including The Wall Street Journal, Harvard Business Review, and NPR's Marketplace. She serves as an Associate Editor for the Journal of Marketing and on the editorial review board of Journal of Consumer Research and Journal of Marketing Research. Dr. Townsend also has industry experience in market research and economic consulting and has consulted for Fortune 500 companies as well as start-up businesses. Dr. Townsend received her PhD at UCLA's Anderson School of Management and B.A. from Brown University graduating magna cum laude with honors.

Oleg Urminsky studies consumer and managerial decision making and its implications for marketing management. He is particularly interested in goals and motivations, intertemporal decision making, consumer beliefs and inference, statistical reasoning and customer relationship management (e.g., reward/loyalty programs and incentive systems). He teaches experimental research methods for MBA students. Urminsky's research has been published in the Journal of Consumer Research, Journal of Experimental Psychology: General, Journal of Marketing Research, and Psychological Science as well as other journals. His paper, "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention" was a finalist for the 2007 Paul Green award and 2011 O'Dell award. His recent research investigates the role of identity in decision making, how emotion relates to financial decision making, the factors affecting consumer impatience, how suggested default amounts affect donation behavior and the importance of field experiments for testing policies.

Ralf van der Lans is Professor of Marketing at the Hong Kong University of Science and Technology (HKUST). He obtained an MSc degree in econometrics from Erasmus University and a Ph.D. in marketing from Tilburg University, the Netherlands (both cum laude). He won teaching awards for his marketing research and pricing strategy courses, which are offered at both undergraduate and postgraduate levels. His research interests are in eye tracking, social networks and choice for which he develops statistical and econometric models to improve marketing decisions. He edited the Handbook of Marketing Decision Models, is associate editor of Journal of Marketing and International Journal of Research in Marketing and serves on the editorial board of Journal of Marketing Research and Journal of Interactive Marketing. His research appeared in journals such as Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Management Science, International Journal of Research in Marketing, and Journal of the American Statistical Association.

Min Zhao's primary research focuses on decision over time that pertains to consumers' financial decisions, everyday task completion, new product adoption, and hedonic consumptions. She uses the behavioral economics approach to help consumers stay committed to their long-term goals in these domains. She has published in leading marketing and psychological journals such as the Journal of Marketing Research, Journal of Consumer Research, and Psychological Science. Her research findings are featured in major media including the Wall Street Journal or Financial Times. Professor Zhao was named an MSI (Marketing Science Institute) Scholar in 2020, a biennial award given to "the most prominent marketing scholars in the world," as well as an MSI Young Scholar in 2013 as one of "the most promising scholars in marketing and closely related fields". She was also identified by the American Marketing Association (AMA) as authors with top research productivity in the premier Marketing Journals in 2013, 2014, 2015 and 2016. Professor Zhao was the recipient of multiple highly competitive grants from the Social Sciences and Humanities Research Council of Canada (SSHRC), Research Grant Council (RGC) in Hong Kong, and Research Across Departments and Schools (RADS) at Boston College. She currently serves at the Editorial Review Board of Journal of Consumer Research, Journal of Business Research and Behavioural Public Policy. Professor Zhao has taught Marketing Principles, Consumer Behavior and Marketing Management.