



YOUNG SCHOLARS CONFERENCE
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Biographies



Michelle Andrews is an assistant professor of marketing at Emory University's Goizueta Business School. She received her PhD in marketing from Temple University. Her research on digital marketing and marketing strategy has been published in leading journals including *Marketing Science*, *Management Science*, *Journal of Marketing*, and *Strategic Management Journal*. She serves on the Editorial Review Board of *Journal of Marketing Research*, *Journal of Marketing*, and *International Journal of Research in Marketing*.



Alixandra Barasch is an Associate Professor at the University of Colorado at Boulder. Alix studies how technology is fundamentally reshaping consumer behavior and well-being. For example, one stream of research investigates how technologies like photo-taking, live streaming, and personal quantification affect consumers' experiences, goal pursuit, and relationships. Another stream explores how people communicate online, decide to share information or resources with others and make inferences about others. Alix also studies prosocial behavior, what motivates good deeds, and how others' good deeds are perceived. She received her Ph.D. from the Wharton School of Business at the University of Pennsylvania and previously served on the faculties at NYU's Stern School of Business and INSEAD. Before graduating from school, Alix worked at MDRC, a non-profit dedicated to education policy research, and also spent a year teaching at the University of Macau and doing research at the HKUST as a Fulbright scholar.



Sean Blair is an assistant professor at Georgetown University. He is a consumer behavior researcher with a particular interest in understanding how corporate social responsibility (e.g., charitable donations, sustainability, political activism, etc.) and fundamental human motivations (e.g., personal control, identity, etc.) influence consumer judgment and decision making. Professor Blair's research has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and in *Organizational Behavior and Human Decision Processes*. Prior to pursuing a career in academia, Professor Blair worked primarily in the energy industry, first as a nuclear engineer and then as a management consultant.



Joshua Beck is an associate professor in the Department of Marketing and Judy and Hugh Oliphant Research Scholar at the University of Oregon's Lundquist College of Business. He holds a PhD from the University of Washington. Beck researches topics at the intersection of consumer behavior and marketing strategy, with a focus on customer loyalty and consumer-brand relationships in the domains of retail, sports, and food. Beck's research has been published in top-level research publications, including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and *Journal of International Marketing*. He has also coauthored several book chapters on the topics of customer relationships and persuasion. Beck serves on the editorial review board of the *Journal of the Academy of Marketing Science* and *Journal of International Marketing*, he also serves as a reviewer for several top-level journals. He has taught classes in marketing strategy, international marketing, and marketing research at both undergraduate and graduate levels.



Silvia Belleza is the Gantcher Associate Professor of Business in Marketing at Columbia Business School. Her research focuses on status signaling in consumption. Specifically, her work examines traditional status signals (e.g., conventional luxury brands and products) and alternative status signals (e.g., nonconformity, minimalism, vintage). Professor Belleza has published her research in top academic journals, including the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Management Science*. Her work has also received extensive media coverage in popular outlets, such as *The New York Times*, *The Wall Street Journal*, and *Scientific American*. Before joining Columbia, she earned her doctorate in marketing at Harvard Business School and worked in the marketing departments of L.V.M.H. and Dannon. Professor Belleza currently teaches the core marketing course to MBA and Executive MBA students.



Ron Berman is an assistant professor of marketing at Wharton. He focuses his research on digital marketing and marketing analytics. Recently Ron has been investigating how firms assess and optimize marketing effectiveness through experiments, how curation algorithms may create filter-bubbles on social media, and how descriptive analytics affect online firm performance. His research has been published in top marketing journals such as *Marketing Science* and the *Journal of Marketing Research* and he is a member of the editorial boards of the *Journal of Marketing Research* and *Quantitative Marketing and Economics*. Ron disseminates his research by teaching Digital Marketing courses in undergrad, MBA and Executive Education programs, and is often invited by market leading firms including Google, Facebook, and Wayfair to share and discuss his research. Ron holds a PhD and MSc in Business Administration (Marketing) from the University of California, Berkeley, an MBA and MSc in Computer Science from Tel-Aviv University, and a BSc in Computer Science, Physics and Mathematics from the Hebrew University in Jerusalem.



Yann Cornil is an Assistant Professor of Marketing at the University of British Columbia, Sauder School of Business. He received his Ph.D. in Marketing from INSEAD in 2015. Yann's research focuses on food marketing, sensory perception, and sustainability. His research was published in leading academic journals such as the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Marketing, the Journal of Consumer Psychology, Psychological Science, and Organizational Behavior and Human Decision Processes. For his research, Yann received the 2021 Research Excellence Award (Junior Category) delivered by the Sauder School of Business, and was named an MSI Young Scholar by the Marketing Science Institute in 2021. Yann teaches in the Undergraduate, MBA, and International MBA programs of the Sauder School of Business; he was named a Top 40 Under 40 MBA Professor by Poets & Quants in 2019.



Ioannis Evangelidis is an Associate Professor of Marketing at ESADE Business School and a visiting scholar at the Stanford Graduate School of Business. Prior to joining ESADE, Ioannis was an Assistant Professor of Marketing at Bocconi University (2015-2019). He received his Ph.D. degree in Management and his master's degree in Business Administration with a specialization in Marketing (both with distinction) from Rotterdam School of Management, Erasmus University Rotterdam. He received his bachelor's degree in Marketing and Communication from Athens University of Economics and Business. Ioannis studies consumers' decision-making, and his research primarily focuses on understanding how people's use of attribute information and choice behavior can be influenced by changes in the decision context. Additionally, Ioannis investigates how researchers, both academics and practitioners, can better measure people's preference, as well as how they can better analyze their data. His work has been published in leading Marketing, Management, and Psychology journals, such as the Journal of Marketing Research, Management Science, Psychological Science, and the Journal of Experimental Psychology: General.



Emily Garbinsky is a behavioral scientist and associate professor of marketing at Cornell University's SC Johnson College of Business. She is passionate about her research, which focuses on how couples make financial decisions, what motivates people to make more responsible financial decisions, and how people can maximize their happiness and enjoyment from the purchases they make. Her work has been published in leading journals, such as JCR, JMR, JM, JCP, and JPSP. It has also won several awards, including the 2017 BMO Wealth Management Best Paper Award, the 2019 JCP Best Paper Award by an Early Career Contributor, and the 2022 JCP Best Paper Award. In addition to research, she enjoys teaching and has taught several courses at both the undergraduate (Principles of Marketing) and graduate levels (Marketing Management, Brand Management, Consumer Behavior). While on faculty at the University of Notre Dame, she won two prestigious teaching awards - the James Dincolo Outstanding Undergraduate Professor Award in 2018, and the Prochaska Family Outstanding Teaching Award in 2021. She holds a Ph.D. in marketing from the Stanford Graduate School of Business and a B.S. in decision science from Carnegie Mellon University.



Arun Gopalakrishnan is an assistant professor of marketing at the Jones School at Rice University. His research interest is in measuring the efficacy of marketing initiatives including (but not limited to) retargeting, mobile coupons, loyalty programs, branded credit cards, and call centers. He collaborates with academic colleagues and firms to run field experiments and to obtain data sets that are amenable to quasi-experimental analysis to advance insights in the treatment effects of such marketing programs. Arun teaches MBA elective courses on customer lifetime value and conjoint analysis as well as courses on data-driven marketing to Masters in Data Science students. He received a Ph.D. from the Wharton School at Penn, an MBA from Smeal College at Penn State, and a B.E. from the University of Auckland. Prior to academia, Arun worked as a marketing manager for DuPont in Wilmington, Delaware, and as an engineer at Motorola Labs in Sydney, Australia.



Pranav Jindal is an Assistant Professor of Marketing at Kenan-Flagler Business School at UNC-Chapel Hill. He conducts research in the field of quantitative marketing and empirical industrial organization with a focus on pricing, price negotiations, product insurance, consumer beliefs and inter-temporal preferences. Pranav's research has been published in top marketing journals such as Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Quantitative Marketing and Economics and Customer Needs and Solutions. He serves on the Editorial Review Boards of Journal of Marketing Research and Marketing Science, and has received research grants from the Marketing Science Institute, Institute for Study of Business Markets, Smeal College of Business at Pennsylvania State University, and UNC Kenan-Flagler. In 2021, Pranav was selected as an MSI Young Scholar by the Marketing Science Institute. This is a very select honor where each Young Scholar is recognized as a likely leader of the next generation of marketing academics. Pranav received his PhD and MBA from University of Chicago Booth School of Business and an undergraduate degree in Industrial engineering from the Indian Institute of Technology, Delhi.



Garrett Johnson researches digital marketing: measuring its effectiveness and examining its privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research both examines the impact of Europe's GDPR and studies the economics of identity in online advertising. For his work, Prof. Johnson has been awarded the Paul Green Award and the John D. C. Little Award and has been a finalist for the John D. C. Little Award and Gary Lilien Marketing Science Practice Prize. He has a PhD from Northwestern University and a BA from the University of British Columbia. Prior to Boston University, he taught at Simon Business School and Kellogg School of Management.



Amit Kumar is currently an Asst. Professor of Marketing and Psychology at the University of Texas at Austin. Prior to joining the McCombs faculty, he completed a Postdoctoral Fellowship at the University of Chicago's Booth School of Business. He received his Ph.D. in Social Psychology from Cornell University and his A.B. in Psychology and Economics from Harvard University. Professor Kumar's research focuses on the scientific study of happiness and has been featured in popular media outlets such as The Atlantic, Business Insider, CNBC, CNN, Forbes, Harvard Business Review, The Huffington Post, National Geographic, The New York Times, NPR, Scientific American, Time Magazine, U.S. News and World Report, The Wall Street Journal, and The Washington Post. His scholarly work has been published in *Advances in Experimental Social Psychology*, *Current Opinion in Psychology*, *Emotion*, *The Journal of Consumer Psychology*, *The Journal of Experimental Psychology: General*, *The Journal of Experimental Social Psychology*, *The Journal of Personality and Social Psychology*, *Personality and Social Psychology Bulletin*, and *Psychological Science*. He is a Fellow of the Society of Experimental Social Psychology and a Marketing Science Institute Young Scholar.



Vineet Kumar Vineet Kumar is a faculty member at Yale School of Management, and an expert on Digital Technologies and Artificial Intelligence. His focus areas include machine learning using large scale data analytics (big data), digital products and services and networks. He studies how artificial intelligence and other digital technologies can allow us to better understand and create value drivers for firms, customers as well as policy makers. His interests include the following specific topics: (a) economic benefits of AI / ML, (b) fairness and bias in ML, (c) digital transformation of companies, (d) digital business models and platforms, including product strategy and technological innovation. His work has been published in top academic journals, and has been featured in national and international media. At Yale, he teaches the core MBA Customer class and advanced MBA electives on Digital Strategy and AI: Strategy + Marketing. At the doctoral level, he has taught a variety of specialized courses. Vineet has also developed specialized executive programs for industry participants. He has undertaken engagements with a variety of companies on digital and technology strategies, including GE, American Express, The New York Times, Microsoft, UL and a number of startup firms.



Dokyun Lee is a Kelli Questrom Chair Associate Professor of Information Systems and Digital Business Fellow at Questrom School of Business. He studies the responsible application, development, and impact of AI in e-commerce and the digital economy with a focus on text and thus runs the Business Insights through Text Lab. Specific interests are: applying interpretable machine learning & natural language processing along with causal inference to quantify the economic impact of text data, content extraction, understanding, and engineering, and unintended consequences of AI in business. In the context of social media, advertising, user-generated data, digital consumer management, persuasion, and patents. He is a recipient of the ISS Gordon B David Young Scholar and MSI Young Scholar Awards. His research has been published in journals such as *Management Science*, *Information Systems Research*, *Journal of Marketing Research*, *AAAI*, *AIES*, and *WWW*. His work is supported by organizations

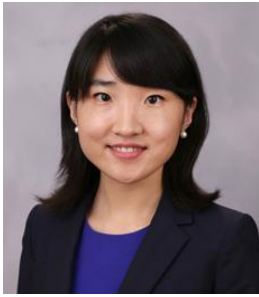
such as Adobe, Bosch Institute, Google Cloud, Marketing Science Institute, McKinsey & Co, Nvidia, and Net Institute.



Alice Li (Hongshuang) joined the Fisher College of Business at the Ohio State University in 2017. Prior to being a Buckeye, she was on the faculty at Indiana University from 2014 to 2017. She received her Ph.D. in Marketing from the University of Maryland – College Park in 2014. Professor Li's research focuses on the consumer's path to purchase. She is interested in understanding the consumer's touchpoints on their path to purchase, for which Professor Li has developed attribution models to help firms assign conversion credit to each marketing channel in a multi-channel environment. Professor Li also studies firms' free sampling strategies that get consumers started on their purchase journey, and external shocks to consumers' purchase journey due to radical innovations or disruptions. In Professor Li's research, she applies Bayesian statistics, econometrics, machine learning, and causal inference methods to real-world data from hotel chains, software providers, book publishers, etc. Professor Li is a recipient of the MSI Young Scholar. Her work was selected twice as the Paul Green Award finalists, IJRM Best Article Award, Adobe digital marketing Research Award, MSI Research Grant, National Center of the Middle Market Research Fellowship, the MSI Alden G. Clayton Dissertation Proposal Competition Winner, and University of Maryland Distinguished Dissertation Award. Professor Li's research has appeared in leading marketing journals including Marketing Science, Journal of Marketing Research, Production and Operations Management, International Journal of Research in Marketing, and Journal of Behavioral Decision Making. At Fisher, Professor Li is teaching in the undergraduate, SMBA, and Ph.D. programs.



Krista Li is an Associate Professor of Marketing and Weimer Faculty Fellow at the Kelley School of Business at Indiana University. In her research, she applies game-theoretic and empirical models to examine how marketers improve product, pricing, and channel decisions by leveraging consumers' data (e.g., purchase histories, profiles) and behavioral biases (e.g., fairness concerns, self-control problems, status preferences, and loss aversion). Krista's research has appeared in Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Manufacturing and Service Operations Management, Production and Operations Management, International Journal of Research in Marketing, and Decision Sciences. She serves as an Associate Editor at Marketing Science and serves on the Editorial Review Board of the Journal of Marketing Research and Decision Sciences Journal and was selected as a MSI Young Scholar in 2021. Krista has taught undergraduate, MBA, EMBA, and Ph.D. courses. For seven years, she worked in the marketing consulting industry for clients in consumer-packaged goods, automotive, retail, telecommunications, and pharmaceutical industries.



Xiao Liu joined New York University Stern School of Business as an Assistant Professor of Marketing in July 2015. Professor Liu's research focuses on quantitative marketing and empirical industrial organization, with a particular interest in consumer financial service innovations and high-tech marketing. In a recent paper, she looked at how to create new pricing and product design strategies to overhaul the overdraft fees. Her current methodological approach applies parallel computing techniques to data on a large scale and multimedia tools to unstructured data. Professor Liu is the recipient of the 2014 Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition Award and the 2014 INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Proposal Competition Award. She received her B.S. in Finance from Tsinghua University and her Ph.D. in Marketing from Carnegie Mellon University Tepper School of Business.



Peggy J. Liu is the Ben L. Fryrear Chair in Marketing and Associate Professor of Business Administration at the University of Pittsburgh's Joseph M. Katz Graduate School of Business. She graduated with a Ph.D. in Business Administration (Marketing) in 2016 from Duke University's Fuqua School of Business and with a B.S. in Psychology with Distinction (Summa Cum Laude, Phi Beta Kappa) in 2011 from Yale University. Professor Liu's research expertise is consumer behavior, with a focus on the health and social domains. Her research has been published in top marketing, management, and psychology journals, such as Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Management Science, Journal of Consumer Psychology, Organizational Behavior & Human Decision Processes, Journal of Personality & Social Psychology, and Personality & Social Psychology Bulletin. She has also published extensively in public health and medical journals. Professor Liu has won numerous awards and honors for her research. Among the awards and honors she has received are the Society for Consumer Psychology Early Career Award (2021), the Behavioral Science and Policy Association New Investigator Award (2021), and Marketing Science Institute Young Scholar (2021). She currently serves on the Editorial Review Boards of four leading marketing journals: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and Journal of Consumer Psychology, and she is co-editing a special issue of the Journal of the Association for Consumer Research on interventions for healthier eating. Professor Liu is also an award-winning teacher. She was named one of Poets & Quants Top 50 Undergraduate Business School Professors in 2020. She has also won the Katz Excellence in Teaching Award multiple times..



Daniel McCarthy is an Assistant Professor of Marketing at Emory University's Goizueta School of Business. His research specialty is the application of leading-edge statistical methodology to contemporary empirical marketing problems. His research interests include customer lifetime value, limited data problems, and the marketing/finance interface. He popularized "customer-based corporate valuation" (CBCV), a methodology that drives any traditional valuation model off of the underlying behaviors of the target company's customers. His work has been featured in major media outlets such as the Harvard Business Review, Wall Street Journal, FT, Fortune, Barron's, Inc Magazine, the Economist, and

CNBC. His research has been accepted and published in top-tier academic journals and has won numerous research and teaching awards.



Shiri Melumad is an Assistant Professor of Marketing and Wolpov Family Faculty Scholar at the Wharton School of the University of Pennsylvania. She earned her Ph.D. in Marketing from Columbia University's Graduate School of Business, and a B.A. in Psychology from Columbia University. Shiri's research interests include the consumer psychology of technology usage, new media and user-generated content, and digital marketing. Her work has appeared in a number of journals including the Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing.



Chiraag Mittal is Assistant Professor at the MacIntyre School of Business at the University of Virginia. He has a Ph.D. in Business Administration (marketing) from the University of Minnesota in 2016, an M.S., Family and Consumer Sciences University of Arizona in 2011 and a B.S., Electrical and Computer Engineering at The Ohio State University in 2006. Professor Mittal's research primarily focuses on how and when people's early life influences their judgments, decisions, and behaviors. Before joining McIntire, Professor Mittal was a faculty member at Mays School of Business at Texas A&M University where he taught consumer behavior to undergraduate and M.S. students. Professor Mittal has published in such journals as Journal of Consumer Research, Journal of Personality and Social Psychology, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science, among others.



Hannah Perfecto is an Assistant Professor of Marketing at the Olin Business School at Washington University in St. Louis. She studies myriad topics within consumer behavior, often centered around how beliefs about our own thoughts or about the thoughts of others influence our judgments and decisions. Many of her projects have a secondary methodological goal to improve how research is done by assessing previous work and considering its likelihood to have real-world impact. Her research has been published in top journals, including the Journal of Marketing Research, Psychological Science, and the Journal of Personality and Social Psychology, and has earned her the award for Best Presentation on the JDM Track at SCP in 2022 and the Hillel Einhorn New Investigator Award in 2016. Prior to joining the faculty at Olin, she received her PhD from the Haas School of Business at UC Berkeley and her BSc in Psychology from Yale University.



Shubhramshu Singh is an associate professor of marketing at the Carey Business School, Johns Hopkins University. He holds a joint faculty appointment in the Economics Department, Krieger School of Arts and Sciences and is a core member of the Hopkins Business of Health Initiative. He received his PhD in Business Administration from the University of California at Berkeley, MBA from National University of Singapore, Singapore, and MSc in Physics from Indian Institute of Technology Delhi, India. He is an applied theorist and his main research interests are in the areas of societal impact (e.g., poverty, inequality, education and corruption). He is also interested in strategic information transmission. His research has appeared in *Journal of Marketing Research*, *Marketing Science*, and *Management Science* journals. He serves as a senior editor for the *Product and Operations Management Journal* and as a member of the editorial board of *Marketing Science*. His research has won the 2013 John A. Howard/AMA doctoral dissertation award and the 2012 ISMS doctoral dissertation competition. His paper on competition in corruption markets was finalist for both Bass and Little awards in 2017.



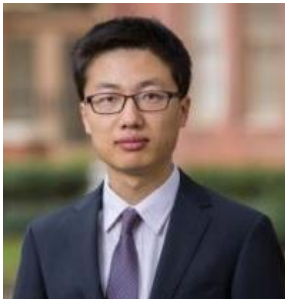
Stephanie Tully is an assistant professor of marketing at the University of Southern California's Marshall School of Business and an MSI Young Scholar. She studies the impact of consumers' resources of money and time. Her research tackles questions like, how feeling financially constrained changes the way consumers make choices, why are some sources of money treated differently than others, and how can we encourage consumers to use their time or money to improve their lives. Stephanie's research has been published in top academic journals including *Proceedings of the National Academy of Sciences*, *Journal of Consumer Research*, and *Journal of Marketing Research* among others. Her research has won multiple awards and has been featured in popular press outlets such as *Forbes* and the *Wall Street Journal*.



Kosuke Uetake is an Associate Professor of Marketing at Yale School of Management. Prior to joining Yale, Kosuke graduated from University of Tokyo with BA & MA in Economics, and got a Ph.D of Economics at Northwestern University. Kosuke's research focuses on Quantitative Marketing and Empirical Industrial Organization. In particular, Kosuke has been studying online platforms, incentive design, attention, and public policy & marketing. Kosuke serves as a member of the Editorial Review Board of *Marketing Science*, and an Associate Editor of *Japanese Economic Review*.



Xin Shane is Kraft Professor in Marketing and an Associate Professor of Marketing and Statistics at the Ivey Business School, Western University, Canada. Shane joined the faculty at Ivey in 2014 after receiving his Ph.D. in marketing from University of Cincinnati. His research focuses on artificial intelligence and machine learning techniques with applications in marketing and social media analytics using unstructured data. His current research interest maps the relative strategic positions of competitors where they matter most – in the minds of consumers. Shane’s work has appeared in *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, and *Management Science*. Shane is currently on the editorial review board of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research* and the *Journal of Academy of Marketing Science*. He has been selected as a Young Scholar by the Marketing Science Institute in 2021 and recently received AMA CBSIG Consumer Research in Practice Award. Shane has written many popular business cases and has won the bestselling case awards by both Case Center and Ivey Publishing.



Yanhao Max PhD, University of Pennsylvania; BS, Bocconi University. Max develops models to analyze market data. One of his research areas focuses on the network structures in markets, deriving insights from the connections between consumers (social networks) as well as products (e.g., product similarity, combinatorial creativity). The other area of his research is at the marketing-finance intersection. He studies how consumers or investors make decisions in financial markets, such as mutual funds, cryptocurrency, crowdfunding, and credit scoring. Max's research has been published in *Management Science*, *Marketing Science*, *Review of Financial Studies*, *Economic Journal*, and *Quantitative Marketing & Econ*. He teaches the undergraduate marketing core.



Kaitlin Woolley is an Associate Professor of Marketing at the SC Johnson Cornell College of Business. She studies the psychological processes underlying consumer motivation to understand what separates the goals we achieve from the goals we fail at. Her research addresses three broad sets of questions: when and why intrinsic (vs. extrinsic) motivation facilitates goal persistence, in what ways are consumers’ biased in their processing and use of health-related information, and how does consumers’ preferences and consumption of food influence their social affiliation goals. By uncovering new insights into the processes affecting goal pursuit, she develops and demonstrates the efficacy of interventions to increase consumers’ motivation. She earned a bachelor’s degree magna cum laude in psychology from Cornell University. Her MBA and PhD are from the University of Chicago Booth School of Business.