



Scholar Conference
Park City, Utah January 2-5, 2025
Biographies



Ron Berman (University of Pennsylvania)

Ron Berman is an Associate 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 affects 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 Marketing Science, 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's experience includes early-stage venture capital investing at Viola Ventures (formerly Carmel Ventures) and developing software for the Israeli Defense Forces (IDF). Ron is an active advisor and investor, involved with startups such as Desti (travel planning, acquired by Nokia), Zimperium (cyber security, acquired by Liberty Strategic Capital), Abakus (advertising attribution, acquired by SAP), Peerspace (P2P venue marketplace), Netlify (serverless website deployment), Stackbit (content management), cauzal.ai (conversion optimization) and Honeycomb Insurance (commercial real-estate insurance).



Alexander Bleier (Frankfurt School of Finance & Management)

Alexander Bleier is Associate Professor of Marketing at the Frankfurt School of Finance & Management. Prior to joining the Frankfurt School in July 2018, he was an Assistant Professor at Boston College. Alexander Bleier received his Ph.D. from the University of Cologne. Before entering academia, he gained practical experience with two top-management consultancies and a major retail and banking system provider in Germany as well as the German-Argentine Chamber of Industry and Commerce in Buenos Aires, Argentina.

Alexander Bleier's primary research interests lie at the intersection of digital marketing, customer relationship management, and consumer decision making. A particular focus concerns the investigation of marketing communication and personalization strategies. His work has appeared in leading academic and practitioner journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Harvard Business Review*, and *Harvard Business Manager*.



Abhishek Borah (INSEAD)

Abhishek Borah is an Associate Professor (with Tenure) of Marketing at INSEAD with expertise in 1) Generating Managerial Insights from Textual data 2) Marketing-related Information and Investor Behavior. He holds a PhD in Marketing from the Marshall School of Business at the University of Southern California with a focus in quantitative marketing and econometrics.

His research has appeared in leading academic journals such as Harvard Business Review, Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Information Systems Research, Strategic Management Journal, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Customer Needs and Solutions. His research has been referenced in outlets such as Nature, Wall Street Journal, Ad Age, Fast Company, Forbes, and futurity.org.



Ryan Elder (Brigham Young University)

Ryan Elder is Distinguished Faculty Fellow and Professor of Marketing at the Marriott School of Business at Brigham Young University. Dr. Elder researches how sensory experiences affect consumers' cognitions and behaviors, as well as how visual cues affect persuasion. He primarily explores these areas within the context of advertising, product packaging, atmospherics, and product design. His research has been published in the Journal of Consumer Research, the Journal of Marketing Research, and the Journal of Consumer Psychology. Popular accounts of his work have appeared on Good Morning America, The Today Show, CBS This Morning, BBC World News, TIME Magazine, The Tonight Show with Jimmy Fallon, and others.



Pedro Gardete (Nova School of Business and Economics)

Professor Pedro Gardete is President of the Scientific Council of Nova SBE. He conducts research in quantitative Marketing, primarily using data analysis with the goals of improving firm profitability and understanding consumer behaviour. He has worked in with companies in the semiconductor industry, aviation, as well as in traditional and online retail. His research also utilizes game theory in order to understand communication credibility in advertising markets. Professor Pedro Gardete obtained his PhD in Business at the University of California at UC Berkeley in 2011, and obtained a bachelor's degree in Business Administration and a Master's degree in Economics at the Universidade Católica Portuguesa. He was a Marketing professor at Stanford's Graduate School of Business from 2011 until 2019, and has been a full professor at the Nova School of Business and Economics since 2020.



Colleen Harmeling (Florida State University)

Dr. Colleen Harmeling is the Dr. Persis E. Rockwood Associate Professor of Marketing in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. She also serves as the co-director of the college's marketing major in the Ph.D. Program.

Harmeling has taught undergraduate, graduate and doctoral marketing courses, including marketing strategy, marketing management, consumer behavior and marketing research.

Harmeling's research focuses on transformative consumer research and marketing strategy with an emphasis on the complex social systems (especially morality and digital environments) that affect such things as healthcare decision-making, customer experience design, and customer journeys in business-to-business, services, and retail markets.

She has co-edited a book and book chapters on relationship development and customer engagement. She is a Developmental Editor for *Journal of Marketing*, an Area Editor for *Journal of Academy of Marketing Science* and *Journal of Retailing*, and on the editorial review board for the *Journal of Marketing Research*, *Journal of Service Research*, and *Journal of International Business Studies*. She was awarded the Erin Anderson Award recognizing her research impact and her role as a mentor in the field.



Elisabeth Honka (UCLA)

Associate Professor of Marketing Elisabeth Honka joined the UCLA Anderson faculty in 2015 after spending four years as an assistant professor at the University of Texas in Dallas' Jindal School of Management. Her research interests include consumer search and, more generally, empirical industrial organization across a variety of sectors, including financial services such as auto insurance and retail banking.

Honka's research interests date back to her time as a Ph.D. student at the University of Chicago Booth School of Business, where she earned her doctorate in 2010. "The empirical IO class during my second year sparked my interest in consumer search. I had just purchased my first car, and had done price quoting for insurance," she says. "Going through the process of obtaining price quotes for auto insurance showed me that the auto insurance industry would be an excellent context to study consumer search and led to a paper I wrote during my second year. From there, my interest increased and I wrote my dissertation on that subject."

In the classroom, Honka teaches pricing for UCLA Anderson's full-time MBA and FEMBA programs.



Mathew Isaac (Seattle University)

Mathew Isaac obtained his PhD in Marketing from the Kellogg School of Management at Northwestern University in 2010. Subsequently, Dr. Isaac served as a post-doctoral research fellow at Kellogg, where he also taught the MBA course in Sales Force Management. At Albers, Dr. Isaac teaches Introduction to Marketing, Sales Management, Brand Management, and Marketing Strategy to undergraduates and MBA students. His research focuses primarily on consumer judgment and decision-making, examining how contextual and motivational factors influence product evaluations and purchase intentions. Dr. Isaac's research has been published in a number of leading scientific journals, including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Journal of Advertising Research*. His work has also been featured in business and popular press, including *Harvard Business Review*, *Time*, *Forbes*, *Wall Street Journal*, *The Atlantic*, *Men's Health*, *Women's Health*, and *Fast Company*. Prior to entering academia, Dr. Isaac advised media, healthcare, and private equity clients as a Consultant and Manager for Bain & Company and ZS Associates.



Pranav Jindal (Indian School of Business)

Pranav Jindal is a tenured Associate Professor of Marketing at the Indian School of Business (ISB). He is a global expert on issues pertaining to pricing, price negotiations, salesforce management, sales compensation, and behavioural economics.

Dr. Jindal has a Ph.D. and an MBA in Marketing from The University of Chicago Booth School of Business, and a B. Tech. in Industrial Engineering from the Indian Institute of Technology (IIT), Delhi. He has spent over a decade conducting research in marketing at top universities in the US, and brings to ISB, a global perspective on marketing and a thorough understanding of consumer behaviour across different countries. Dr. Jindal has received multiple grants for his research from several institutes in the US.

Dr. Jindal is a leader in the field of conjoint analysis and is world-renowned for his work on structural conjoint. He has consulted for several companies in industries such as retail, B2B sales, insurance, etc. on issues pertaining to pricing, compensation and conjoint analysis. At ISB, Dr. Jindal teaches courses on Marketing and Decision Making, Marketing Analytics and Behavioural Economics. He emphasizes the importance of using quantitative and analytical tools to understand consumer behaviour and derive managerially relevant data-based insights for companies. Dr. Jindal has won numerous awards for his teaching including the Best Teacher Award at ISB and the Star Teacher Award at University of North Carolina.



Uma Karmarkar (University of California, San Diego)

Uma R. Karmarkar combines methods from consumer psychology, behavioral economics and neuroscience to develop theory-driven frameworks about how people make decisions that build from brain to behavior.

She is an associate professor at the UC San Diego School of Global Policy and Strategy (GPS) and holds a joint appointment with the Rady School of Management. She is a member of the executive board of the Society for Neuroeconomics, and its incoming president for 2024-2025. At GPS, she teaches courses including Marketplace Behavior and Survey Methods, as well as Marketing.

Karmarkar's research broadly looks at how people use information in the world around them to estimate value and make everyday choices. In one stream of her work, she investigates how individuals use the limited information available in uncertain situations to make choices, like financial investments. In a second stream, she examines how the timing and context-dependent framing of information influences decision-making in marketplace settings. Prior to joining UC San Diego, Karmarkar was a visiting professor at UC Berkeley's Haas School of Business and an assistant professor in marketing at Harvard Business School.



Sara Kim (The University of Hong Kong)

Sara Kim's research focus is on consumer and managerial decision making and its implications for marketing management. She is particularly interested in antecedents of consumers' sense of self including self-affirmation, identity threats, mortality salience, and implicit theories of personality, and the impact of consumers' sense of self on various consumer judgments and behaviors such as consumer emotions, word-of-mouth, prosocial behavior, and anthropomorphism. Her work has appeared in such publications as Journal of Consumer Research and Psychological Science. Her research has received media coverage by outlets such as New York Times, Time, Science Daily, and Medical News Today.

Sara Kim received her BBA and MS from KAIST (Korea Advanced Institute of Science and Technology), as well as her MBA and PhD from Chicago Booth. She joined the University of Hong Kong in 2012.



TI Tongil Kim (University of Texas at Dallas)

TI Tongil Kim is Assistant Professor of Marketing at the University of Texas at Dallas. His research focuses on better understanding consumer decisions by combining large public and proprietary data sets and applying statistics, economics, and econometrics to develop marketing and policy insights. Some of his research topics include competitive marketing strategy in the franchising industry and health care marketing. He received his PhD in Business from Haas School of Business, University of California Berkeley and Master's in Management Science from Stanford University.



Anne-Kathrin Klesse (Rotterdam School of Management, Erasmus University)

Anne-Kathrin Klesse obtained her PhD from Maastricht University and then worked at Tilburg University as an Assistant Professor in Marketing.

In her research, Anne-Kathrin studies consumer judgement and decision making, with a specific focus on how technology augments human behavior. In one stream of research, she explores whether different device interfaces (e.g., voice-operated versus touch-, or click-operated) prompt different decisions. In another stream, she focuses on understanding human lay beliefs and behavior related to algorithms, AI, and GenAI. Because of the latter, she has been invited to become the academic director of the Psychology of AI lab at the Erasmus Centre for Data Analytics (ECDA).

Her research has been awarded with the prestigious VENI grant (by NWO) and was published in leading Marketing journals, such as Journal of Consumer Research (JCR), Journal of Marketing Research (JMR), and Journal of Marketing (JM).

Anne-Kathrin currently serves at the Editorial Review Board for the International Journal of Research in Marketing (IJRM) and JM.

She is the PhD program coordinator of her department, coordinates the Behavioral Experts track in the (International) Business Administration Bachelor's programme (BA/IBA), and teaches a module on Technology-Augmented Behavior.



Ann Kronrod (University of Massachusetts, Lowell)

Ann Kronrod is an Associate Professor in the Department of Marketing, Entrepreneurship and Innovation. She earned her Ph.D. in Marketing and Cognitive Science of Language from Tel Aviv University, and later completed her education as a Postdoctoral Researcher at MIT, Sloan School of Management. Prior to joining UMass Lowell, Ann Kronrod was an Assistant Professor at Michigan State University, and then Visiting Assistant Professor at Northeastern University and at Boston University. Ann Kronrod is a marketing researcher with extensive background in linguistics. Her research interests span a wide variety of subjects that can be categorized as marketing communication, consumer behavior, word-of-mouth and pro-social marketing. She often integrates her knowledge of linguistics in her research.



Ellie Kyung (Babson College)

Ellie J. Kyung is currently an Associate Professor in the Marketing Division at Babson College. She was previously a Visiting Associate Professor in the Marketing and Management Communications Division at Cornell University's S.C. Johnson College of Business, a Visiting Scholar at The Wharton School at the University of Pennsylvania, and an Associate Professor in the Marketing area at the Tuck School of Business at Dartmouth. Prior to becoming an academic, Kyung was a consultant with Monitor Group where she worked on client projects focused on marketing and multi-channel strategy and served as co-director of Marketspace's Applied Interface Research Lab. She teaches the MBA core marketing course and previously taught an elective research-to-practice seminar, "Time in the Consumer Mind," on how the psychology of time influences consumer decision making. She was awarded the Tuck Teaching Excellence Award by the Tuck Class of 2021 and was the first female professor to win an elective teaching award at Tuck. This past fall, she was one of 33 faculty members chosen as a Marketing Science Institute Scholar.



Alice Li (The Ohio State University)

Professor Alice Li joined the Fisher College of Business at The Ohio State University in 2017, after serving on the faculty at Indiana University from 2014 to 2017. She earned her Ph.D. in Marketing from the University of Maryland – College Park in 2014.

Her research focuses on the consumer purchase journey, emphasizing marketing effectiveness through marketing mix models (MMM) and multi-touch attribution (MTA). Recently, she has concentrated on helping firms address challenges related to fragmented data, privacy regulations, and predictive analytics in marketing. Her work includes: (1) measuring the consumer purchase journey with MMM and MTA, (2) initiating the journey through acquisition strategies such as sampling, free trials, and freemium models, and (3) advising firms on navigating disruptions in the consumer journey, such as radical innovations. She applies Bayesian statistics, econometrics, machine learning, and causal inference to real-world data across sectors like hospitality, software, banking, and publishing.

Professor Li's research has earned over 3,300 Google Scholar citations and 10,000 SSRN downloads. She is a recipient of the MSI Young Scholar Award and a two-time finalist for the Paul Green Award. Additionally, she has received the IJRM Best Article Award, the Adobe Digital Marketing Research Award, and several research fellowships and grants. Her work is published in leading journals, including *Marketing Science*, *Journal of Marketing Research*, and *Production and Operations Management*.



Liye Ma (University of Maryland)

Liye Ma is an Associate Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. He is an expert on AI/Machine Learning and Digital Marketing. His research focuses on the dynamic interactions of consumers and firms on Internet, social media and mobile platforms. He develops statistical, econometric, and machine learning methods to analyze the drivers of consumer actions in the digital economy, and uses the findings to help companies develop digital marketing strategies and optimize marketing decisions. Dr. Ma has published articles in various leading academic journals including Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, International Journal of Research in Marketing, Information Systems Research, Manufacturing and Service Operations Management, Decision Support Systems, and Marketing Letters. He serves as AE or on the Editorial Review Board at various journals. He has received research grants from the Marketing Science Institute and the Wharton Customer Analytics Initiative. His papers have been a finalist for the John D.C. Little best paper award and the Paul Root best paper award. At the Smith School, he teaches Big Data and AI, Data Science, Action Learning Project, and Doctoral Seminar classes. Dr. Ma obtained his Ph.D. degree from the Tepper School of Business at Carnegie Mellon University. Prior to his doctoral study, he obtained B.E. and Sc.M. in Computer Science from Tsinghua University and Brown University, and worked as a Senior Project Leader at Oracle Corporation and as a Development Lead at the Wellington Management Company.



Adithya Pattabhiramaiah (Georgia Tech)

Dr. Adithya (Adi) Pattabhiramaiah joined the Scheller College as an Assistant Professor of Marketing in August 2014 after receiving his Ph.D. in Business Administration from the University of Michigan in Ann Arbor. His research interests lie in the areas of media monetization, digital/social media marketing, nutrition, education, sustainability and public policy.

Adithya has been recognized as an MSI Scholar (class of 2024). His research has received various forms of recognition, including being a finalist for the '2022 Shelby D. Hunt/Harold H. Maynard Award', the '2021 AMA Paul E. Green Award,' the '2022 AMA/MSI H. Paul Root Award', the '2019 MSI H. Paul Root Award' and a winner of the '2013 MSI Alden G. Clayton Dissertation Competition Award.' He is also a recipient of the Distinguished Alumni Award from the University of Michigan's Ross School of Business.

He serves as an Associate Editor for the *Journal of Marketing* and the *Journal of Marketing Research*. Prior to joining the academic world, he worked in product development / management for SAP Labs and Perot Systems, after receiving his Bachelor's degree in Electrical Engineering from the National Institute of Technology at Surathkal in India.



Taly Reich (Yale University)

Professor Taly Reich's research interests fall at the intersection of behavioral decision theory and social psychology. Within these general domains, a great deal of her work explores issues related to the value of unintentionality in consumer choice and the unorthodox choices that people make in the face of threats to their personal identity. In exploring these issues, she strives to answer both theoretical and practical questions, with a fundamental goal of advancing basic insight in consumer psychology and shedding light on strategic actions that can subsequently be generated. Professor Reich has published articles in leading journals such as *Nature*, *Psychological Science*, the *Journal of Personality and Social Psychology*, and the *Journal of Consumer Research*. Taly Reich holds a PhD in Marketing from Stanford Graduate School of Business and an M.Sc. in Industrial Psychology from the Technion, Israel Institute of Technology.



Martin Reimann (University of Arizona)

Martin Reimann is the McClelland Associate Professor of Marketing at Eller College of Management and associate professor in the Department of Psychology, the College of Veterinary Medicine, and the Cognitive Science Graduate Interdisciplinary Program. He is also affiliated with Stanford University and EGADE Business School as a visiting scholar. His research utilizes functional neuroimaging, behavioral experiments, and machine-learning methods to explore emotional-motivational aspects of consumer behavior, including the acquisition of aesthetic goods and beloved brands, the evaluation of consumer experiences, as well as the dynamics of social relations with humans, products, pets, and AIs. His work on emotional-motivational states predicting consumer behavior spans from the study of trust, desire, hope, pride, and love to curiosity, anger, pain, guilt, and shame.

He holds two United States patents and has authored over 40 peer-reviewed articles in marketing and psychology, including in Annual Review, PNAS, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research, and Journal of the Association for Consumer Research. His work has been supported by DARPA, Google, the Marketing Science Institute, the National Endowment for the Arts, and the National Science Foundation.



Amin Sayedi (University of Washington)

Professor of Marketing
Michael G. Foster Endowed Fellow

EDUCATION

PhD Carnegie Mellon University (2012)
MS Carnegie Mellon University (2009)
BE Sharif University of Technology (2007)

ACADEMIC EXPERTISE

advertising
digital marketing
e-commerce
marketing research
pricing strategies
social media
technology marketing

POSITIONS HELD

At the University of Washington since 2014
Assistant Professor of Marketing, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill, 2012-present
Research Intern at Microsoft, 2010-2011
Research Intern at Yahoo!, 2009-2010



Daiane Scaraboto (University of Melbourne)

Daiane Scaraboto is Professor of Marketing at the Faculty of Business and Economics, at the University of Melbourne. Her research challenges taken-for-granted market notions such as value, exchange, and access, by examining how consumers collaborate, instigate market change, and engage with sustainability challenges.

Daiane employs large qualitative datasets combining interviews, ethnographic fieldwork, social media data, and other types of online data. She has published influential research that explains why and how marginalized consumers can effectively mobilize to seek greater inclusion in mainstream markets and how consumers collaborate to create value in online platforms, among other topics.

In her current projects, Daiane has collaborated with scholars in Australia and abroad to examine the transition to electric vehicles in Australia, waste generation in mega-events, and the creative ways in which consumers solve their needs without recurring to the marketplace, such as through making do, improvising, and reusing objects.

Daiane teaches Marketing, Society & Sustainability in Masters programs at the Faculty of Business and Economics, and supervises PhD students in research projects of relevance to public policy. She is currently serving in the role of Deputy Head of Research & Engagement for the Department of Management and Marketing.



Julio Sevilla (University of Georgia)

EDUCATION

PhD, Marketing, University of Miami, 2013

MBA, International Business, Florida International University, 2008

BS, Industrial Engineering, Universidad Americana (Managua, Nicaragua), 2005

RESEARCH INTERESTS

Consumer behavior

Consumption & Retailing/Packaging

Numeric Cognition/Pricing

Multicultural/Political Marketing



Eesha Sharma (San Diego State University)

Eesha Sharma is associate professor of marketing at the Fowler College of Business at San Diego State University and a Visiting Scholar at the Federal Reserve Bank of Philadelphia's Consumer Finance Institute. She received her Ph.D. in marketing and dual B.Sc. degrees in finance and marketing from NYU's Stern School of Business. She studies consumer behavior and financial well-being and is interested in how psychology and marketing can be used to understand and improve both.

Sharma is particularly interested in how people react to perceived financial scarcity in their lives and in the lives of others. Using a combination of behavioral experiments and field studies, she examines topics such as: how people form perceptions of their wealth, how people behave when they feel poor, why people give to charity, and what factors may improve and/or worsen consumer financial decision making.



Scott Shriver (University of Colorado Boulder)

Scott Shriver is an associate professor of marketing at the Leeds School of Business. He received his PhD in marketing from the Graduate School of Business at Stanford University, where he also received master's degrees in economics and physics. He earned his MBA degree at UCLA's Anderson School of Management.

Professor Shriver's research interests include online privacy, network effects, sustainability, empirical industrial organization and applied econometrics. His work has appeared in leading academic journals such as *Management Science* and *Marketing Science*, and won awards for best dissertation (Frank M. Bass award) and best paper (John D.C. Little award). Professor Shriver teaches Customer Analytics in the undergraduate, MBA and MS programs and the Quantitative Marketing seminar in the PhD program.



Shubhranshu Singh (Johns Hopkins University)

Shubhranshu Singh, PhD joined the Johns Hopkins Carey Business School in 2013. He is an Associate Professor in the research track with expertise in the area of competitive marketing strategy and specific interest in developing markets. He uses micro-economic theory to study marketing problems. His research has won the 2013 John A. Howard/AMA doctoral dissertation award and the 2012 ISMS doctoral dissertation competition.

EDUCATION

Ph. D, Business Administration (Marketing), University of California, Berkeley

MBA, National University of Singapore, Singapore

MTech, Solid State Materials, Indian Institute of Technology, Delhi, India

MSc, Physics, Indian Institute of Technology, Delhi, India

BSc (honors), Physics, Banaras Hindu University, Varanasi, India



Rima Touré-Tillery (Northwestern University)

Rima Touré-Tillery is an associate professor of marketing at the Kellogg School of Management at Northwestern University. She holds a Ph.D. from the University of Chicago, and an MBA from the University of Notre Dame, and has prior professional experience in the commercial lending industry in both finance and marketing functions.

Professor Touré-Tillery studies the role of the self in motivation. Her research examines the processes through which people's thoughts and ideas about themselves (i.e., self-concept) influence their tendency to engage in virtuous behaviors such as giving money to charity, eating healthy foods, taking steps to protect themselves from diseases, or refraining from cheating. She uses experimental and survey methods in laboratory, online, and field settings to investigate behaviors that have practical implications for marketers, managers, educators, public policymakers, and consumers themselves.

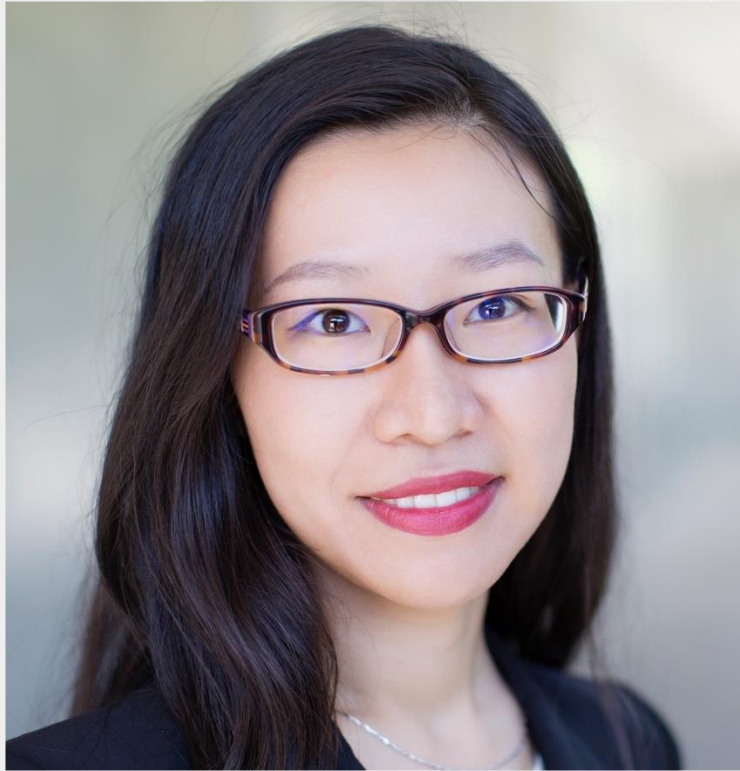
Professor Touré-Tillery's work has produced peer-reviewed articles in top marketing and psychology journals such as the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, the *Journal of Marketing*, and the *Journal of Experimental Psychology: General*. Additionally, her research findings have been featured in several major media outlets including *The Wall Street Journal*, *Forbes*, *The Hill*, *Harvard Business Review*, and *Fast Company*.



Shane Wang (Virginia Tech)

Shane Wang is Professor of Marketing at Pamplin College of Business, Virginia Tech. His research focuses on artificial intelligence and machine learning techniques with applications in business and social media analytics, firm strategy and management. His current research and teaching interest maps the relative strategic positions of competitors where they matter most – in the minds of customers. His work has appeared in *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science* and *International Journal of Research in Marketing*. Shane serves as an Associate Editor at the *Journal of the Academy of Marketing Science*, and is currently on the editorial review board of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of Retailing*. Shane was named to the Marketing Science Institute's 2021 Class of Young Scholars. Before joining Virginia Tech, Shane was the Kraft Associate Professor of Marketing at Ivey Business School, Western University, Canada.

Shane's core marketing teaching concepts focus on the development of marketing strategies in the organization and the evaluation of the marketing strategies developed by others. His sharing economy and AI cases (Alibaba, Uber, Fitbit and etc) have been widely used in marketing, strategy, management, and information technology disciplines. Shane has delivered executive education program in different languages (English, Chinese and French), and provided consulting services to a portfolio of multinational corporations, including financial services, pharmaceutical companies, and government sectors in the world.



Yanwen Wang (University of British Columbia)

I have two research streams. The first research stream takes a public-policy perspective on marketing activity and focus on the regulatory implications of marketing actions in a variety of contexts including consumer financial decision making, retirement plans, anti-smoking campaigns, political advertising, secondary market restrictions, and mobile ride sharing apps.

My second research stream focuses on digital and technology marketing. Whether and how new digital and technology tools can be used to improve company sales and revenue performance. My recent projects have explored the impact of mobile hailing technology, digital learning apps, and livestreaming across various industries.

I am an empirical modeler, and my approach to research is problem rather than methodology driven. As such, I study research problems using a variety of techniques including optimization techniques such as dynamic programming, state space models, maximum likelihood methods, and Bayesian statistics. I also use a variety of data sources ranging from publically available data to data sourced through research partnerships with firms to field experiment data.



Simone Wies (Goethe University Frankfurt)

Simone Wies is Professor of Marketing Strategy & Performance at Goethe University Frankfurt. Prior to her appointment, she was an Assistant Professor of Marketing and Finance at the Leibniz Institute for Financial Research SAFE at Goethe University Frankfurt and a Post-Doctoral Researcher in Marketing at the Fuqua School of Business, Duke University. She received her M.Sc. in Marketing and Finance and Ph.D. in Finance from Maastricht University.

Simone Wies is an empirical modeler who focuses on firm-level marketing strategy questions with an emphasis on the financing dynamics and performance effectiveness of such strategies that help firms compete and differentiate their offerings in sustainable ways. A substantial part of her work focuses on firm innovation as a particularly important type of marketing strategy. This includes innovation efforts resulting from digitalization opportunities, such as in the creator economy, the creation of new ventures and business models, product introductions, brand capitalization, or marketing innovations. Her work has been published in outlets such as Marketing Science, the Journal of Marketing, the Journal of Marketing Research, and Management Science. Besides her research, she teaches in undergraduate, graduate, and MBA programs, and is Director of the Ph.D. Marketing Track of the Graduate School of Economics, Finance, and Management.



Dengfeng Yan (NYU Shanghai)

Dengfeng Yan is an Associate Professor of Marketing at NYU Shanghai and a Global Network Associate Professor at the Leonard N. Stern School of Business at NYU. Prior to joining NYU Shanghai, he was an Associate Professor of Marketing with tenure at the University of Texas at San Antonio. He also taught at HKUST as a visiting assistant professor in the Spring of 2016.

Dengfeng's research focuses on understanding how consumers respond to numerical information (such as prices and attribute specifications) and how consumer judgment and preferences vary as a function of psychological distance. His research has been published in top-tier journals including *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *Journal of Personality and Social Psychology*. He currently serves on the Editorial Review Boards of *Journal of Consumer Research* and *Journal of Consumer Psychology*.



Jonathan Zhang (Colorado State University)

Jonathan Z. Zhang is the Dr. Ajay Menon Professor in Business and Associate Professor of Marketing at Colorado State University. He is also affiliate faculty of CSU Data Science Research Institute. He teaches marketing strategy and quantitative business analytics in the graduate programs.

He holds Ph.D. in Quantitative Marketing and M.Phil. from Columbia University, and B.A and B.S. in Economics and Mathematical Statistics from Rutgers Honors College, Rutgers University.

Jon's main research stream leverages econometric and machine learning methods to investigate how consumer behaviors evolve in B2B and B2C domains, how organizations can use data analytics and marketing intervention to understand their customer portfolios, and how to best acquire, expand, and retain customers to foster customer loyalty and enhance company performance.

His second research stream sits at the intersection of marketing, technology, and organization, where he explores how consumers, companies, and society can benefit from the effective and responsible deployment of novel technologies and business models.

Jon's substantive interests reside in the areas of pricing, omnichannel retail, digital transformation, and developing and executing market-pioneering strategies. His research has been published in *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Information Systems Research*, *Harvard Business Review*, *MIT Sloan Management Review*, *California Management Review*, and others.



Bobby Zhou (University of Maryland)

Professor Zhou received his Ph.D. in Marketing from the Fuqua School of Business at Duke University in 2014. His research focuses on competitive marketing strategies, in particular, pricing and promotion. He uses both analytical models as well as experimental approaches in his research. His work has been published in the Journal of Marketing Research, Marketing Science, and Management Science. He has presented papers at the INFORMS Marketing Science conference, INFORMS POMS conference, UT Dallas FORMS conference, Summer Institute in Competitive Strategy (SICS) at UC Berkeley, DC IO Day, among others. He teaches Marketing Research Methods in the undergraduate programs, Pricing at the MBA/MS programs, and Analytical Models in Marketing in the PhD programs. He also serves on the editorial board of Decision Science, International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of Marketing Research, Journal of Retailing, and Marketing Science.