

LIST OF CONTRIBUTORS

<i>Kusum L. Ailawadi</i>	Tuck School at Dartmouth, Hanover, NH, USA
<i>Gala Amoroso</i>	Giant Eagle Corporation, Pittsburgh, PA, USA
<i>Alicia Baik</i>	University of Virginia, Charlottesville, VA, USA
<i>Raymond R. Burke</i>	Kelley School of Business, Indiana University, Bloomington, IN, USA
<i>Hristina Dzhogleva Nikolova</i>	Carroll School of Management, Boston College, Chestnut Hill, MA, USA
<i>Paul Farris</i>	University of Virginia, Charlottesville, VA, USA
<i>Andrew Greiner</i>	Giant Eagle Corporation, Pittsburgh, PA, USA
<i>Dhruv Grewal</i>	Babson College, Babson Park, MA, USA
<i>Kirk Hendrickson</i>	Eye Faster, LLC, Walnut Creek, CA, USA
<i>Krista M. Hill</i>	Northeastern University, Boston, MA, USA
<i>J. Jeffrey Inman</i>	Joseph M. Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA
<i>V. Kumar</i>	J. Mack Robinson College of Business, Georgia State University, Atlanta, GA, USA
<i>Alex Leykin</i>	Kelley School of Business, Indiana University, Bloomington, IN, USA

<i>Naresh K. Malhotra</i>	Nanyang Business School, Nanyang Technological University, Singapore
<i>Jim Maurer</i>	Catalina Marketing Corporation, Chicago, IL, USA
<i>Jens Nordfält</i>	Stockholm School of Economics, Stockholm, Sweden
<i>Insu Park</i>	J. Mack Robinson College of Business, Georgia State University, Atlanta, GA, USA
<i>Anne L. Roggeveen</i>	Babson College, Babson Park, MA, USA
<i>Venkatesh Shankar</i>	Center for Retailing Studies at the Mays Business School, Texas A&M University, College Station, TX, USA
<i>Shuba Srinivasan</i>	School of Management, Boston University, Boston, MA, USA
<i>Nita Umashankar</i>	J. Mack Robinson College of Business, Georgia State University, Atlanta, GA, USA
<i>Rajkumar Venkatesan</i>	University of Virginia, Charlottesville, VA, USA