



**Pavan Rao Chennamaneni**  
3rd Year Doctoral Student  
College of Business Administration  
University of Central Florida

Pavan received his bachelor's degree in Electrical Engineering from J.B. Institute of Engineering and Technology (India) in 2002. After receiving his bachelor's degree, he continued his education and received a master's degree in Electrical Engineering from University of Houston in 2004. While at Houston, Pavan was introduced to academic research in marketing and his interest in marketing made him enroll in the Ph.D. program in the marketing department at the University of Central Florida after finishing his masters degree. Pavan likes to read about current issues in marketing and address them through his research. His research primarily focuses on contractual issues in strategic alliances and distribution channel management (especially the strategic use of dual distribution). He is also interested in the pricing and distribution of entertainment products and services. In his free time, Pavan likes to go bowling and watch movies. He is also an avid angler and prefers saltwater fishing; especially surf fishing and deep-sea fishing.



**Hwan Chung**  
**4<sup>th</sup> year ph.d. student**  
**Whitman School of Management**  
**Syracuse University**

Hwan Chung is a PhD candidate at the Syracuse University. He received his bachelor's degree in business administration from Yonsei University, Seoul and his master's in statistics from Rutgers University, New Jersey. He has worked for the Korea Development Bank from 1997 to 1999. His research interests include various topics of quantitative modeling such as distribution channels, product line design, and pricing. His dissertation is about a retailer's optimal strategies for managing a store brand. The dissertation proposal has been selected as the winner of the 2005 Levy and Weitz Doctoral Dissertation Proposal Competition. He has presented his research at major marketing conferences such as Marketing Science Conference and AMA Winter Educators Conference.



**Manish Gangwar**  
**3<sup>rd</sup> Year Doctoral Student**  
**School of Management**  
*University of Texas at Dallas*

Manish Gangwar's broad research interest lies in understanding marketing phenomenon using quantitative tools. His current research investigates the effect of consumer stockpiling behavior on firm's promotional strategy. He holds a Bachelor of Engineering from IIT Roorkee, MBA from DAVV 'Indore', and Master of Engineering from the University of Kentucky. During his masters program, he published two papers in '*Journal of Construction Management and Economics*', co-authored a lead article in the journal '*Professional Safety*' and co-authored a paper in '*19th international symposium on Automation and Robotics in Construction*'. In addition to his academic credentials, he has five years of working experience, including three years of valuable marketing and management experience in the cement industry.



**Abhijit Guha**  
5th Year PhD Student  
Duke University

Abhijit has an MBA from INSEAD (France), an MBA from IIM (Ahmedabad, India) and a BA (Honours) Economics from St. Stephen's College, Delhi University. He worked in banking (HSBC) and in consulting (McKinsey) before starting the PhD programme. He is currently working on an analytical paper which explores – in detail - a specific manufacturer-implemented pricing policy. His other interests lie in the experimental domain, wherein across multiple research projects he looks at managerial decision making as relates to the managing of new products, and consumer decision making as relates to forming beliefs about new products. His “vices” include attending Bikram Yoga classes, watching soccer and attending cooking classes relating to spicy food.



**Sung H. Ham**  
3<sup>rd</sup> Year Ph.D. Student  
Bauer College of Business  
University of Houston

Sung Ham is a 3<sup>rd</sup> year doctoral student in Marketing at the University of Houston. He holds a B.A. in Mathematical Economics from California State University, Long Beach and an M.A. in Economics from the University of Virginia. His research interests involve applying experimental economics to test marketing theories. Currently, he is interested in explaining why consumers purchase status counterfeit products and also examining the effectiveness of various sales contest prize structures in generating sales effort. Besides research, Sung will be teaching Professional Selling to undergraduate students in the Fall 2007 semester. For fun, Sung and his wife enjoy watching movies and completing jigsaw puzzles.



**Sagit Harel-Tal** is a 4th year PhD candidate majoring in Marketing at the Simon Business School of the University of Rochester. She has a B.Sc. in Mathematics and Computer Science from Tel Aviv University, and an MBA with a Marketing concentration from Bar Ilan University, Israel. Sagit's work involves choice models and product planning in B2B. Specifically, she is investigating specific choice drivers of technological products. The general problem is one of understanding how a client corporation decides to purchase a portfolio of copiers (for example, some with more functions and some with less). At issue are the transformation of physical characteristics into perceptual ones, the demand for complex capabilities, and the like. On the empirical side, Sagit is interested in Bayesian methods and Dynamic Programming applications. Before starting her PhD, Sagit was a full time lecturer at the Academic College of Tel-Aviv, teaching Statistics, Probability and programming (C/C++). Prior to that, she worked as a C/C++ programmer for graphical applications.



**Vijay Ganesh Hariharan**  
3rd Year PhD Student  
School of Management  
State University of New York at Buffalo

Vijay received his bachelor's degree in Computer Science and Engineering from Government College of Technology, India in 2003. After getting undergraduate degree, he worked in the software industry for 2 years. His primary research interests lie in quantitative modeling and empirical analyses of issues relating to new product introductions and product line decisions. He is also interested in brand choice models and other econometrical models to analyze scanner-panel data. Some of his research works, in the areas of computer science and marketing, have been presented in national and international conferences. He spends most of his leisure time in playing computer games, and visiting friends all over the country.

## **Elisabeth Honka**

University of Chicago Graduate School of Business

Elisabeth Honka (“Ella”) just finished her 3<sup>rd</sup> year in the marketing PhD program. Before coming to Chicago she studied economics at the University of St. Gall in Switzerland.

Ella’s primary research interests lie in the area of consumer search. She worked on structural search cost estimation and is now focusing on consumer search behavior in the insurance industry. She is also interested in matching models and previously worked on detailing in the pharmaceutical industry, Bayesian multinomial probit models, and a Bayesian estimator for the joint category, brand, and quantity choice.

Ella is married expecting her first child in October. She likes traveling, reading, and particularly enjoys the last months of uninterrupted sleep.





**KINSHUK JERATH**  
4<sup>th</sup> Year PhD Student  
Wharton School  
University of Pennsylvania

Kinshuk Jerath holds a Bachelor of Technology degree in Computer Science and Engineering from the Indian Institute of Technology Bombay. He likes to build quantitative models to answer marketing questions. His research interests are in distribution channels, sales force compensation, marketing and operations interface and customer-base analysis. Most evenings, he plays squash or goes for a run, and then when he is tired he watches a movie or reads a book to put him self to sleep.



Bao-Jun Jiang  
2nd Year PhD Student  
Tepper School of Business  
Carnegie Mellon University

Bao-Jun Jiang received his bachelor's degree in physics and economics from Grinnell College in 1997. He was a physics PhD candidate and obtained two Master of Science degrees (in physics and electrical engineering) from Stanford University before he joined an IT consulting firm. After 5 years of experience in the CRM industry and the completion of an MBA (from the University of Texas at Austin), he joined the CMU's PhD program in information systems to pursue a career in teaching and research. His current research interest is at the intersection of marketing and technology. His dissertation explores the economic implications of new software licensing technologies such as pay-per-use, software-as-a-service, and ad-supported models. He is also interested in online word-of-mouth and has studied, both analytically and empirically, the effects of consumer product reviews and ratings. He and his wife just welcomed their first baby in early May.



Xiaoqing Jing  
2<sup>nd</sup> year Ph.D. student  
University of Florida

Xiaoqing received her bachelor's degrees in Engineering and Economics, and Master's Degree in Management Science from Beijing University, China. Her research interests lie in social influences and incentive design, Customer Relationship Management, and Supply Chain Management.



Vikas Lachhwani  
2nd Year PhD Student in Marketing  
Sheldon B. Lubar School of Business  
University of Wisconsin – Milwaukee

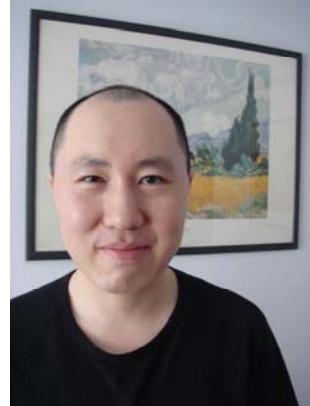
Vikas' research primarily focuses on spatial and psychographic interrelationship in consumer choice behavior in physical and online context. He is also interested in the dynamics of choice modeling under imperfect information. Vikas has a multi-disciplinary academic background. He received his bachelor's degree in Architecture from Indian Institute of Technology, Kharagpur in 2003. He joined University of Wisconsin – Milwaukee thereafter and received Masters in Urban Planning and M.S. in Engineering (Transportation). He has been an active member at several research centers over the past nine years. His wife is a research scholar in Geographic Information Systems and they have a two year old son with whom they spends most of their free time.



Weixing Ma

Ph. D student in second year  
Olin School of Business  
Washington University in St. Louis

Weixing Ma received her bachelor degree in economics from South China University of Technology. Her current research interest in Marketing covers analysis of new product entry strategies from game theoretic perspective, market equilibrium and consumer heterogeneity, etc.



**Vincent Mak**  
3rd Year PhD Student  
Department of Marketing  
Hong Kong University of Science and Technology

Vincent graduated with a Master degree in physics from the University of Cambridge in 1997. He originally planned to continue fluid dynamics research (his thesis topic) but decided to change his career and returned to Hong Kong, where he was born and grew up. He worked as a journalist/editor before becoming a business case writer at a local university in 2001. The latter experience evoked an interest in marketing research and brought him back to academia. His current interests include word-of-mouth communication, new-product diffusion, social network, network externalities, trust and reciprocity, bargaining, and pricing. His dissertation work is about the influence and emergence of opinion leaders in the context of new-product diffusion through social networks. When not doing research, he has a passion in Chinese literary writing and has published several collections of essays and short stories. Much of his time has also been recently taken up by his new-born son.



**Sameer Mathur**  
4th Year PhD Student  
Tepper School of Business  
Carnegie Mellon University

Sameer's research is primarily on the value of customer information and competitive strategy. In a recent paper, co-authored with Kannan Srinivasan and Baohong Sun, Sameer explores whether competing retailers have incentives to share information concerning high-cost expensive customers and how information sharing impacts consumer welfare.

Sameer holds a Masters in Computer Science from the University of Illinois at Urbana-Champaign and a Bachelors in Engineering from the Indian Institute of Technology, Roorkee. He worked at the National Center of Supercomputing Applications as a programmer, prior to seeking an academic career. He enjoys watching movies and reading detective fiction, when not working on research.



**Ricardo Montoya**  
4th Year PhD Student  
Columbia Business School  
Columbia University

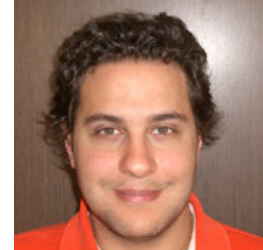
Ricardo received his bachelor's degree in Engineering and master's degree in Operation Management from the University of Chile in 2000 and 2002 respectively. After getting his master's degree, he worked as an instructor in the Industrial Engineering Department of the University of Chile, where he decided to pursue his Ph.D. in Marketing. His research primarily focuses on the dynamic allocation of marketing resources to maximize long-term profitability when customers exhibit dynamic behavior. His doctoral dissertation proposal received an honorable mention in the MSI's Adam Clayton competition. Other areas of interest include the optimal product selection considering probabilistic choice, and the analysis of package size decisions for the bottom of the pyramid markets. He is married and just had a child. After spending four years in New York, he is still amazed by its cultural diversity, tolerance; and the possibility of spending his spare time exploring the city and never running out of new things to discover.





**Jian Ni**  
2nd Year PhD Student  
Tepper School of Business  
Carnegie Mellon University

Jian Ni received his master's degree in Economics from Vanderbilt University before he joined Carnegie Mellon's Tepper Business School. With training in economics and statistics, he is mainly interested in firm competitive strategies, consumer goods markets and technology product marketing. Besides his research, he enjoys soccer, travel and history.



**Olivier J. Rubel**  
4th Year PhD Student  
HEC Montréal  
Université de Montréal

Olivier Rubel received his bachelor's degree in economics and management from Ecole Normale Supérieure in 2001 and before to get his masters degree in management science from Dauphine University in France, he passed the French teaching competitive exam (agrégation) in business administration with a major in marketing. From August 2003 to July 2007 he was in Montreal for his Ph.D. When not in his office working on differential games of email communication, marketing channels or optimal control models of crisis management, he enjoyed going to Schwartz's<sup>1</sup> to get some smoked meat, or Beauty's<sup>2</sup> for the chopped liver salad. He is now about to start a visiting position at Purdue University in Fall 2007, where he can now enjoys the corn fields of Indiana or the Wabash river passing just in front of his place while reading the last Harry Potter book.

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<sup>1</sup> <http://www.schwartzsdeli.com/index2.html>

<sup>2</sup> <http://english.montrealplus.ca/portal/profile.do?&profileID=490924>



S. Sajeesh  
4<sup>th</sup> Year PhD Student  
The Wharton School  
University of Pennsylvania

Sajeesh received his undergraduate degree in engineering from the Indian Institute of Technology, Mumbai in 2000. Before joining the PhD program in 2003, he worked as a production engineer for the largest automobile company in India for a year and, for couple of years, he worked as a teaching associate at the Indian School of Business. His research interests are in the areas of competitive marketing strategy, game theoretic models in marketing and pricing. His first two research papers focused on the firm's positioning and pricing decisions when (i) variety seeking consumers are considered and (ii) cost of differentiation or the cost of following niche strategies are considered. Currently, he is studying on the optimal sequence of launch for a global pharmaceutical product. Outside of PhD, he likes watching movies and learning about emerging technologies. He lives with his wife in the western suburb of Philadelphia.



James (Jamie) Sawhill is a 3<sup>rd</sup> year doctoral student in Marketing at the University of California, Berkeley. He holds a B.A. in Economics from George Washington University and an M.S. in Management from MIT. His research interests are durable goods markets, consumer choice models, and empirical industrial organization. One of his recent working papers explores whether consumers equally weight capital and operating costs when making a durable good purchase. In addition, to his academic experience Jamie has roughly 15 years of professional and managerial experience most recently as a senior vice president and marketing director at Wells Fargo Bank. Jamie is married and has a sixteen year old son.



**Woochoel Shin**  
2nd Year PhD Student  
Fuqua School of Business  
Duke University

Woochoel Shin received his bachelor's degree in Business Administration and Statistics from Seoul National University in 2002. After getting undergraduate degree, he worked in the automotive industry for 3 years, where he found most of current research ideas. His research primarily focuses on the sales management such as sales mechanism design, sales force management, and distribution channel management. Another area of interest is competitive product strategy, especially those regarding product quality decision. Recently, he got interested in online advertising, which he found to be one of the most intriguing research areas. He is married and just had a child, who takes most of his leisure time that otherwise would have been devoted to playing piano and watching videos from YouTube.com. After spending two years in the U.S., he is quite satisfied with the life here.



**Andrew Stephen**  
3rd Year Ph.D Student  
Graduate School of Business  
Columbia University

Andrew Stephen received his bachelors degrees in Business/Marketing and in Engineering from the University of Queensland, Australia in 2003 and 2004. He then left Australia and moved to the United States to begin his doctoral studies in marketing at Columbia University in Fall 2005. His main research lies in the domain of social networks, with particular interests in the study of how information flows through networks of consumers and firms, how consumers develop preferences, reputations and beliefs through their network ties, and how network models can help understand how markets evolve over time. A second area of research interest is behavioral economics, in particular how actors use affect-based information to make decisions and whether this helps or hinders them. Andrew lives in New York with his long-term girlfriend. In his scarce spare time he enjoys photography, travel, and cooking.



Upendar Subramanian,  
Third year doctoral student,  
Wharton School, University of Pennsylvania

Upendar Subramanian received his undergraduate degree from IIT Madras (India) in 1998 and his Masters in Business Administration from IIM Bangalore (India) in 2000. After his master's he worked in India for four years in the semiconductor and software industries in business planning and pre-sales. His primary area of interest is in applying concepts from information economics to marketing. His first research paper looks at one such application in a CRM setting. His other areas of interest include repeated games and modeling dynamic marketing interactions. After spending three years on the east coast of the US, and visiting San Francisco, Seattle and Vancouver, he dreams of settling down on the west coast.



**Preethika Suresh** is a doctoral candidate in Marketing (expected to graduate in Summer 2008) at the Kenan-Flagler Business School, University of North Carolina, Chapel Hill. She holds a Masters in Economics from UNC, MBA from the University of Texas at Dallas and M.S. in E-Commerce from the University of Texas at Dallas. She completed her undergraduate degree at Purdue University. She was the recipient of the Kappa Omicron Nu scholarship for academic excellence at Purdue and academic achievement award while at Dallas. Her primary research interest is in the area of pricing under uncertainty. Preethika's dissertation involves investigating the role of options and forwards in consumer markets. In order to gain different perspectives on consumer behavior she uses a combination of analytical, econometric and experimental approaches. She is married to Arun Suresh, who is also a doctoral student at North Carolina State University. In their spare time they love to travel, hike and camp.





Crina Tarasi  
4<sup>th</sup> Year PhD Student  
W.P. Carey School of Business  
Arizona State University

**Crina enrolled in the PhD program at Arizona State University following a year of intense involvement in applied business analytics research with Central Michigan University Research Corporation. She earned an MBA at the same university and came to the PhD program eager to learn more about strategy and business analytics. Her current research interests revolve around customers and cash flows. Her dissertation focuses on optimizing customer portfolios using insights from financial portfolio theories. When she is not working, she loves spending time with her husbands, playing tennis and hiking in national parks.**



Thanh Tran is a PhD candidate at the University of Central Florida. He graduated from Warsaw Polytechnics (Politechnika Warszawska, Poland) with an engineer diploma and a master degree in Industrial Biotechnology in 1997 and from the University of Warsaw (Poland) with a master degree in Management and Marketing. His research topics include new product introduction and cannibalization, product diffusion and adoption, price discrimination, customer service, and reverse logistics. His work in product diffusion has been presented at the Marketing Science conference in Pittsburg (2006). Before joining the PhD program in 2004, he has been teaching at the Posts and Telecom Institute of Technology in Ho Chi Minh City, Vietnam since 1998. He has two beautiful daughters and a newborn baby boy.



**Dinah Vernik**  
4th Year PhD Student  
Fuqua School of Business  
Duke University

Dinah Vernik received her master's degree in Mechanics and Mathematics from Ulyanovsk State University (Russia) in 1999. She had been working after that in software and then banking industry for 4 years in Moscow before entering the PhD program at Duke. Her research primarily focuses on marketing of high technology and distribution channels. Another area of interest is representing and solving decision problems. When taking a break from intense research work she enjoys traveling to exotic countries. The list of recent destinations includes Japan where she got lost in translation and Belize where she got her scuba-diving certification.



**Vijay Viswanathan**  
3rd Year PhD Student  
Goizueta Business School  
Emory University

Vijay has an undergraduate degree in Mechanical Engineering from BITS, Pilani and a Master's degree in International Business from the Indian Institute of Foreign Trade, New Delhi. After graduating in 2000, he worked for five years in the industry with multinational firms such as Hindustan Unilever Limited and ICICI Bank, primarily in the areas of product management and business strategy. Vijay's research interests are in the areas of Brand & Product Management and Competitive Response. A research domain that he now finds particularly interesting is Spatial Analysis. A devout sports fan, Vijay particularly enjoys soccer and basketball. He presently lives in Atlanta with his wife and ten month old son.



Doug Walker  
Bauer College of Business  
University of Houston

Doug is a fourth year Ph.D. candidate at University of Houston. He received his undergraduate degrees in finance and marketing from Kansas State University and earned his MBA at University of Houston. He has worked as a commodities trader, stock broker and investment advisor. Doug primarily addresses problems in customer relationship management (CRM), both empirically and analytically. Specifically, he is interested in the value of competitor data in CRM decision making and the implications of ignoring competitor marketing efforts. Doug enjoys camping and bicycling with his wife and two daughters.



**Kitty Wang**  
**Rotman school of Business**  
**University of Toronto**  
[Kitty.wang@rotman.utoronto.ca](mailto:Kitty.wang@rotman.utoronto.ca)

Kitty Wang is currently a first year marketing Ph.d student at Rotman School of business, university of Toronto. She received both of her previous degrees (BA Honours and MA) in Economics. Her current research interest is to study the economics of consumer behaviour and the luxury goods market. In particular, she is interested in incorporating behavioural facts into theoretical modeling to explain marketing phenomena in the luxury goods market. In addition, Kitty also takes a particular interest in marketing communications. She finds it intriguing how individuals' decision-making processes are influenced by their interactions with the surroundings.

Outside of school, Kitty is an active person. She loves traveling and enjoys good food. She also likes to engage in outdoor sports such as tennis and golf.



**Taylan Yalcin**  
2nd Year DBA Student  
Harvard Business School

Taylan Yalcin received his bachelor's degree in Industrial Engineering from Bilkent University (Turkey) in 2004. He also holds an MBA degree from Bilkent University. He just finished his first year in the doctoral program. His research primarily focuses on competitive strategy. Some of the topics he is interested in are generic-brand advertising in commodity markets and standards competition in next generation DVD players. Taylan recently moved to an apartment and had to develop hobbies like carpentry and plumbing. In his leisure time he reads and supplies content to "eksi sozluk" (source dictionary – [sozluk.sourtimes.com](http://sozluk.sourtimes.com)) and plays the guitar. He will also supply content to a new Turkish comics magazine which will debut in early September.



**Botao Yang**  
3rd Year PhD Student  
Rotman School of Management  
University of Toronto

Botao Yang has a BA in Marketing from Renmin University of China and an MA in Economics from Peking University. He is interested in both conventional theoretical modeling (e.g., mechanism design, contract theory) and frontier empirical research (e.g., structural modeling and Bayesian econometrics). The research projects he has been working on can reflect his broad research interests. He likes to travel, watch movies, bicycle, play table-tennis and swim.





**Hema Yoganarasimhan**  
Yale University

I received my bachelor's degree from Indian Institute of Technology, Madras in 2004. Since the fall of 2004, I have been working towards a PhD in Marketing at the School of Management at Yale University. Though I don't have any specific theme to my research, I am usually attracted to ideas which have a social element to them. I currently have a joint paper (second round at Marketing Science) with Dina Mayzlin (who also happens to be my primary advisor) which looks at linking behavior in the blogosphere and how it leads to internal quality monitoring. I am also working on projects on fashions and conversations. I live in New Haven – anyone who goes to Yale has to. I enjoy painting, reading and cooking; as a consequence of which I am also dieting most of the time, which I don't enjoy.