Guest Area Editors and Ad Hoc Reviewers

The Editor-in-Chief and Area Editors of Marketing Science are indebted to their guest area editors and ad hoc reviewers, who provide expert counsel and guidance on a voluntary basis. The following list acknowledges the contribution of guest area editors and ad hoc reviewers who served from January to December 2001. We gratefully appreciate their support.

Steven M. Shugan

Guest Area Editors

ERIN ANDERSON, INSEAD, Fontainebleau, France
EUGENE ANDERSON, University of Michigan
WILLIAM BOULDING, Duke University
KALYAN CHATTERJEE, Penn State University
MARNIK DEKIMPE, Katholieke Universiteit Leuven, Leuven, Belgium
RAVI DHAR, Yale University
JEHOSHUA ELIAHSHBERG, University of Pennsylvania
TERRY ELROD, University of Alberta, Edmonton, Alberta, Canada
PETER FADER, University of Pennsylvania
ABBIE GRIFFIN, University of Illinois, Urbana-Champaign
DOMINIQUE HANSSENS, University of California, Los Angeles
JOHN HAUSER, Massachusetts Institute of Technology
ABEL JEULAND, University of Chicago
RAJIV LAL, Harvard Business School
PAUL MESSINGER, University of Alberta, Edmonton, Alberta, Canada
ROBERT MEYER, University of Pennsylvania
CHRISTINE MOORMAN, Duke University
A. PARASURAMAN, University of Miami
JAGMOHAN RAJU, University of Pennsylvania
BRIAN RATCHFORD, University of Maryland
MIKLOS SARVARY, INSEAD, Fontainebleau, France
GREG SHAFFER, University of Rochester
JOEL STECKEL, New York University
CHRISTOPHE VAN DEN BULTE, University of Pennsylvania
J. MIGUEL VILLAS-BOAS, University of California, Berkeley
CHARLES WEINBERG, University of British Columbia, Vancouver, British Columbia, Canada
BARTON WEITZ, University of Florida
BIRGER WERNERFELT, Massachusetts Institute of Technology
YORAM (JERRY) WIND, University of Pennsylvania
JINHONG XIE, University of Florida
Z. JOHN ZHANG, University of Pennsylvania

Ad Hoc Reviewers

MAKOTO ABE, The University of Tokyo, Tokyo, Japan
PRAVEEN AGGARWAL, University of Minnesota Duluth
KUSUM AILAWADI, Dartmouth College
ANDREW AINSLIE, University of California, Los Angeles
JOE ALBA, University of Florida
ERIC ANDERSON, University of Chicago
ASIM ANSARI, Columbia University
DAN ARIELY, Massachusetts Institute of Technology
NEERAJ ARORA, University of Wisconsin–Madison
PV (SUNDAR) BALAKRISHNAN, University of Washington
SIVA BALASUBRAMANIAN, Southern Illinois University
SRIDHAR BALASUBRAMANIAN, The University of North Carolina
DARRYL T. BANKS, Duke University
YONGCHUAN BAO, University of Southern California
SUN BAOHONG, The University of North Carolina
JONATHAN M. BARON, University of Pennsylvania