Marketing Science

Vol. 24, No. 1, Winter 2005, pp. 179–184 ISSN 0732-2399 | EISSN 1526-548X | 05 | 2401 | 0179



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 the 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 sreved from January to December 2004. We gratefully appreciate their support.

Steven M. Shugan

Guest Area Editors

BARRY L. BAYUS, University of North Carolina at Chapel Hill
BILL BOULDING, Duke University
DOUGLAS BOWMAN, Emory University
RABIKAR CHATTERJEE, University of Pittsburgh
ANNE COUGHLAN, Northwestern University
MARNIK DEKIMPE, Katholieke Universiteit Leuven
PREYAS DESAI, Duke University
WAYNE S. DESARBO, Penn State University
JEHOSHUA ELIASHBERG, University of
Pennsylvania
TERRY ELROD, University of Alberta
PETER FADER, University of Pennsylvania
FRED FEINBERG, University of Michigan
DAVID GRIFFITH, Ouachita Baptist University

Technology
GANESH IYER, University of California, Berkeley
ABEL JEULAND, University of Chicago
BARBARA E. KAHN, University of Pennsylvania
WAGNER KAMAKURA, Duke University
PETER T. L. POPKOWSKI LESZCZYC, University of
Alberta

JOHN HAUSER, Massachusetts Institute of

LEIGH MCALISTER, University of Texas
CARL F. MELA, Duke University
ROBERT J. MEYER, University of Pennsylvania
VICKI G. MORWITZ, New York University
V. PADMANABHAN, INSEAD
VITHALA C. RAO, Cornell University
GARY RUSSELL, University of Iowa
MIKLOS SARVARY, INSEAD
SUBRATA SEN, Yale University

JORDAN LOUVIERE, University of Technology,

VENKY SHANKAR, University of Maryland JAN-BENEDICT E. M. STEENKAMP, Universiteit van Tilburg

MARY W. SULLIVAN, George Washington University

CHARLES WEINBERG, University of British Columbia

BARTON WEITZ, University of Florida JINHONG XIE, University of Florida FRED ZUFRYDEN, University of Southern California

Ad Hoc Reviewers

MAKOTO ABE, University of Tokyo ALESSANDRO ACQUISTI, Carnegie Mellon University

PRAVEEN AGGARWAL, University of Minnesota, Rochester

NARENDRA AGRAWAL, Santa Clara University ROHINI AHLUWALIA, University of Kansas KUSUM AILAWADI, Dartmouth College ANDREW AINSLIE, University of California, Los Angeles

TOLGA AKÇURA, Purdue University WILFRED AMALDOSS, Duke University TIM AMBLER, London Business School ERIC ANDERSON, Northwestern University ERIN ANDERSON, INSEAD EUGENE ANDERSON, University of Michigan RICK L. ANDREWS, Louisiana State University ANA B. ANIA, University of Vienna ASIM ANSARI, Columbia Business School J. SCOTT ARMSTRONG, University of Pennsylvania NEERAJ ARORA, University of Wisconsin-Madison INIGO ARRONIZ, University of Central Florida ANGELO ARTALE, University of California, Berkeley

ANIL ARYA, Ohio State University KWAKU ATUAHENE-GIMA, City University of Hong Kong YOSSI AVIV, Washington University

RICHARD (DICK) BAGOZZI, Rice University

SUBRAMANIAN ("BALA") BALACHANDER, Purdue University

P. V. (SUNDAR) BALAKRISHNAN, University of Washington

SIVA BALASUBRAMANIAN, Southern Illinois University, Carbondale

SRIDHAR BALASUBRAMANIAN, University of North Carolina at Chapel Hill

GEORGIOS BALTAS, Athens University of Economics and Business

DARRYL T. BANKS, Duke University

SUN BAOHONG, University of North Carolina at Chapel Hill

FRANK BASS, University of Texas, Dallas AMIYA BASU, Syracuse University

RAJEEV BATRA, University of Michigan

RICHARD BATSELL, Rice University

KAPIL BAWA, Baruch College

MICHAEL R. BAYE, Indiana University

DAVID BELL, University of Pennsylvania

ALBERT BEMMAOR, ESSEC

MARK BERGEN, University of Minnesota

FABIAN BERGES, National Institute for Agronomic Research

DAVID BESANKO, Northwestern University PRADEEP BHARDWAJ, University of California, Berkeley

SREEKUMAR BHASKARAN, University of Texas C. B. BHATTACHARYA, Boston University EYAL BIYALOGORSKY, University of California,

ROBERT BLATTBERG, Northwestern University PAUL N. BLOOM, University of North Carolina at Chapel Hill

PETER BOATWRIGHT, Carnegie Mellon University FREDERICK J. BOEHMKE, University of Iowa ANDRÉ BONFRER, Southern Methodist University JOHN BOWMAN, Massachusetts Institute of Technology

MIGUEL BRENDL, INSEAD

ZIV CARMON, INSEAD

RICHARD BRIESCH, Southern Methodist University SUSAN BRONIARCZYK, University of Texas

CHRIS BROOKS, University of San Francisco MERRIE BRUCKS, University of Arizona

LAURANNE BUCHANAN, Thunderbird, Garvin School of International Management

RANDY BUCKLIN, University of California, Los Angeles

DAVID S. BUNCH, University of California, Davis ARNT BUVIK, Molde University College LUIS CABRAL, New York University JACK CADEAUX, University of New South Wales

JACK CADEAUX, University of New South Wales ROGER CALANTONE, Michigan State University MEG CAMPBELL, University of Colorado, Boulder

GREGORY CARPENTER, Northwestern University

AMITAV CHAKRAVARTI, New York University DIPANKAR CHAKRAVARTI, University of Colorado, Boulder

TAT CHAN, Washington University PIERRE CHANDON, INSEAD

PATRALI CHATTERJEE, Rutgers University

RABIKAR CHATTERJEE, University of Pittsburgh

HAI CHE, University of California, Berkeley

PEI YU CHEN, Carnegie Mellon University

YONGMIN CHEN, University of Colorado, Boulder ALEX CHERNEV, Northwestern University

DILIP CHHAJED, University of Illinois at Urbana-Champaign

JEONGWEN CHIANG, National University of Singapore

WEI-YU KEVIN CHIANG, University of Maryland, Baltimore County

JAY PIL CHOI, Michigan State University S. CHAN CHOI, Rutgers University

YUN JEONG CHOI, University of Tokyo

VIDYANAND CHOUDHARY, University of California, Irvine

MARKUS CHRISTEN, INSEAD

JAMES J. COCHRAN, Louisiana Tech University

BRUCE COOIL, Vanderbilt University

VICTOR J. COOK, JR., Tulane University

ALAN COOKE, University of Florida

LEE COOPER, University of California, Los Angeles PAULO DE BARROS CORREIA, UNICAMP

MARCEL CORSTJENS, INSEAD

ANNE COUGHLAN, Northwestern University

ELOISE COUPEY, Virginia Tech

DENNIS CRADIT, Florida State University C. SAMUEL CRAIG, New York University

DAVID J. CURRY, University of Cincinnati

MAQBOOL DADA, Purdue University

ELY DAHAN, University of California, Los Angeles PETER DANAHER, The University of Auckland Business School

SRIRAM DASU, University of Southern California DOUGLAS D. DAVIS, Virginia Commonwealth University

ARNAUD DE BRUYN, Penn State University BRUCE BUENO DE MESQUITA, Stanford University RICHARD DE NEUFVILLE, Massachusetts Institute of Technology

JAMES A. DEARDEN, Lehigh University GREGORY DECROIX, Duke University

SRI DEVI DEEPAK, University of Iowa

BARBARA DELEERSNYDER, Erasmus Universiteit Rotterdam

BENEDICT DELLAERT, University of Wollongong ALAN DENNIS, Indiana University

KALPESH K. DESAI, State University of New York at Buffalo

ROHIT DESHPANDE, Harvard Business School

RAMARAO DESIRAJU, University of Central Florida TIM DEVINNEY, University of New South Wales ANIRUDH DHEBAR, Babson College MIN DING, Penn State University KUTSAL DOGAN, University of Texas, Dallas NAVEEN DONTHU, Georgia State University WENYU DOU, University of Nevada-Las Vegas MICHAELA DRAGANSKA, Stanford University REX DU, Duke University JEAN-PIERRE DUBÉ, University of Chicago ANTHONY DUKES, University of Aarhus SHANTANU DUTTA, University of Southern California

THOMAS EAGLE, Baruch College YANCY EDWARDS, University of Delaware ERIC EISENSTEIN, Cornell University ANITA ELBERSE, Harvard Business School JEHOSHUA ELIASHBERG, University of Pennsylvania

M.L. "BOB" EMILIANI, Rensselaer at Hartford GARY M. ERICKSON, University of Washington MING FAN, University of Washington JOAO RICARDO FARIA, University of Texas, Dallas SCOTT FAY, University of Florida GERVAN FEARON, York University DILLON FEUZ, University of Nebraska ROBERT FILDES, Lancaster University Management School

DARREN FILSON, Claremont Graduate University ADAM FINN, University of Alberta GAVAN FITZSIMONS, Duke University Y. NATASHA ZHANG FOUTZ, Cornell University ED FOX, Southern Methodist University PHILIP HANS FRANSES, Erasmus University Rotterdam

GILA E. FRUCHTER, Bar-Ilan University
DAVID FURSE, Vanderbilt University
ESTHER GAL-OR, University of Pittsburgh
XIANJUN GENG, University of Washington
TANSEV GEYLANI, University of Pittsburgh
MRINAL GHOSH, University of Michigan
AMIHAI GLAZER, University of California, Irvine
CLARK GLYMOUR, Carnegie Mellon University
DAVE GODES, Harvard Business School
RONALD L. GOETTLER, Carnegie Mellon
University

JACOB GOLDENBERG, The Hebrew University of Jerusalem

PETER GOLDER, New York University AVI GOLDFARB, University of Toronto GEORG GÖTZ, University of Vienna JOHN GOURVILLE, Harvard Business School WILLIAM H. GREENE, New York University ERIC GREENLEAF, New York University DHRUV GREWAL, Babson College RAJDEEP GREWAL, Penn State University DAVID GRIFFITH, Ouachita Baptist University
THOMAS S. GRUCA, University of Iowa
JANE GU, New York University
LIANG GUO, HKUST Business School
SUDHEER GUPTA, University of Michigan
HARESH GURNANI, HKUST Business School
CARL GWINN, Baylor University
GERALD HAEUBL, University of Alberta
SUNKU HAHN, The National Graduate Institute for
Policy Studies (GRIPS)

IL-HORN HANN, University of Southern California KARSTEN HANSEN, Northwestern University WARD HANSON, Stanford University DOMINIQUE HANSSENS, University of California, Los Angeles

BRUCE HARDIE, London Business School WESLEY HARTMANN, Stanford University ERNAN HARUVY, University of Texas, Dallas REFAEL HASSIN, Tel Aviv University JOHN HAUSER, Massachusetts Institute of Technology

JAN B. HEIDE, University of Wisconsin-Madison OLIVER HEIL, University of Mainz KRISTIAAN HELSEN, HKUST Business School THORSTEN HENNIG-THURAU,

Bauhaus-University of Weimar LORIN HITT, University of Pennsylvania TECK HO, University of California, Berkeley STEPHEN HOCH, University of Pennsylvania DAVID HOLDFORD, Virginia Commonwealth University

AIDAN HOLLIS, University of Calgary
DAN HORSKY, University of Rochester
KARTIK HOSANAGAR, University of Pennsylvania
MARK HOUSTON, University of Missouri-Columbia
YE HU, Purdue University
ZHIMIN HUANG, Adelphi University
JOEL HUBER, Duke University
TERRANCE HURLEY, University of Minnesota
MORTEN HVIID, University of East Anglia
MICHAEL R. HYMAN, New Mexico State

DAWN IACOBUCCI, University of Pennsylvania JOHANNA ILFELD, University of California, Berkeley

SUBIN IM, San Francisco State University
PAUL INGENBLEEK, Wageningen University
CHARLES INGENE, University of Mississippi
EDWARD HAK-SING IP, Wake Forest University
RAGHU IYENGAR, Columbia Business School
ROBERT JACOBSON, University of Washington
SHARAN JAGPAL, Rutgers University
CHRIS JANISZEWSKI, University of Florida
SANDY JAP, Emory University
KAMEL JEDIDI, Columbia Business School
IVAN JELIAZKOV, University of California, Irvine

ABEL JEULAND, University of Chicago
BING JING, New York University
ARVID JOHNSON, Information Resources Inc.
JOSEPH JOHNSON, University of Miami
RICHARD JOHNSON, University of Alberta
OSCAR JORDA, University of California, Davis
ASHWIN JOSHI, York University
MANISH KACKER, Tulane University
AJAY KALRA, Carnegie Mellon University
KIRTHI KALYANAM, Santa Clara University
WAGNER KAMAKURA, Duke University
WOOSEONG KANG, University of North Carolina
at Chapel Hill

PALLASSANA (P. K.) KANNAN, University of Maryland

LING-JING KAO, Ohio State University ALEXANDER KAPINOS, University of California, Berkeley

FRANK R. KARDES, University of Cincinnati SUDHIR KARUNAKARAN, New York University SEIM KATJA, Stanford University PATRICK KAUFMANN, Boston University JAEHWAN KIM, University of Colorado, Boulder KILSUN KIM, Sogang University AMNA KIRMANI, Southern Methodist University JOSEPH KISSAN, University of Kansas RAN KIVETZ, Columbia Business School ODED KOENIGSBERG, Columbia Business School MANFRED KRAFFT, Wissenschaftliche Hochschule für Unternehmensführung (WHU)

ROBERT E. KRIDER, Simon Fraser University SANDEEP KRISHNAMURTHY, University of Washington

HARISH KRISHNAN, University of British Columbia

TRICHY KRISHNAN, National University of Singapore

DMITRI KUKSOV, Washington University in St. Louis

NANDA KUMAR, University of Texas, Dallas V. KUMAR, University of Connecticut CHRISTOPHER KUZMICS, Northwestern University NORA LADO, Universidad Carlos III de Madrid FRED LANGERAK, Erasmus University MARTIN A. LARIVIERE, Northwestern University JEFFREY LARSON, University of Pennsylvania EYTAN LASRY, University of Toronto JAMES LATTIN, Stanford University GILLES LAURENT, HEC FRANCE LECLERC, University of Chicago EUNKYU LEE, Syracuse University JANKHYUK LEE, HEC MYOUNG-JAE LEE, Southern Methodist University PETER LEEFLANG, Universiteit Groningen JORNA LEENHEER, Free University Amsterdam

KATHERINE (KAY) LEMON, Boston College

PETER T. L. POPKOWSKI LESZCZYC, University of Alberta

MICHAEL V. LEWIS, University of Florida SHIBO LI, Rutgers University BARAK LIBAI, Tel Aviv University JOHN C. LIECHTY, Penn State University WEI SHI LIM, National University of Singapore KYLE LIN, Naval Postgraduate School JOHN D. C. LITTLE, Massachusetts Institute of Technology

YUNCHUAN LIU, University of California, Riverside

WILLIAM LOCANDER, University of South Florida JORDI LOPEZ, Universitat Autònoma de Barcelona JORDAN LOUVIERE, University of Technology, Sydney

QIANG LU, University of Toronto
MARY FRANCES LUCE, University of Pennsylvania
HUI KAI LUNG, National University of Singapore
JAYSON LUSK, Purdue University
GARY LYNN, Stevens Institute of Technology
DOUGLAS MACLACHLAN, University of
Washington

DAVID MADIGAN, University of Washington APRAJIT MAHAJAN, Princeton University SUMAN MALLIK, University of Illinois at Urbana-Champaign

PUNEET MANCHANDA, University of Chicago NAOMI MANDEL, Arizona State University LESLIE MARX, Duke University ANIL MATHUR, Hofstra University SHASHI MATTA, University of Southern California DINA MAYZLIN, Yale University MICHAEL MAZZEO, Northwestern University LEIGH MCALISTER, University of Texas at Austin ROBERT E. MCCULLOCH, University of Chicago DALE MENKHAUS, University of Wyoming PAUL R. MESSINGER, University of Alberta ROBERT J. MEYER, University of Pennsylvania JOAN MEYERS-LEVY, University of Minnesota C. MILLIOU, Universidad Carlos III de Madrid SUNGWOOK MIN, California State University, Long

SANJOG MISRA, University of Rochester DEBANJAN (DEB) MITRA, University of Florida VIKAS MITTAL, University of Pittsburgh BRIAN MITTENDORF, Yale University NATALIE MIZIK, Columbia Business School SANJIB MOHANTY, University of Rochester JAMES MONAHAN, University of Massachusetts Lowell

ALAN MONTGOMERY, Carnegie Mellon University SANGKIL MOON, North Carolina State University WILLIAM (BILL) MOORE, University of Utah FIONA SCOTT MORTON, Yale University VICKI G. MORWITZ, New York University

CHARLES MOUL, Washington University ANIRBAN MUKHOPADHYAY, HKUST Business School

B. P. S MURTHI, University of Texas, Dallas PRASAD A. NAIK, University of California, Davis HARIKESH NAIR, University of Chicago KENT NAKOMOTO, Virginia Tech OM NARASIMHAN, University of Minnesota PAUL NELSON, University of Rochester ODED NETZER, Columbia Business School VINCENT NIJS, Northwestern University RAKESH NIRAJ, University of Southern California SHAWN NIX, University of Missouri STEPHEN NOWLIS, Arizona State University JOSEPH C. NUNES, University of Southern California

ERICA OKADA, University of Washington RICHARD OLIVER, Vanderbilt University DAVID OLSON, University of Nebraska-Lincoln XING PAN, Indiana University PURUSHOTTAM PAPATLA, University of

Wisconsin-Milwaukee
A. PARASURAMAN, University of Miami

A. PAKASUKAMAN, University of Miami YOUNG-HOON PARK, Cornell University MARK E. PARRY, University of Virginia BARRY PASTERNICK, California State University, Fullerton

KOEN PAUWELS, Dartmouth College AMIT PAZGAL, Washington University JAMES PECK, Ohio State University JOOST PENNINGS, University of Illinois at Urbana-Champaign

WILLIAM D. PERREAULT, JR., University of North Carolina at Chapel Hill

F.G. .M. (RIK) PIETERS, Tilburg University EDIEAL J. PINKER, University of Rochester KUMAR PIYUSH, Vanderbilt University IVAN PNG, National University of Singapore SOUGATA PODDAR, National University of Singapore

ASHUTOSH PRASAD, University of Texas, Dallas DANIEL PUTLER, University of British Columbia WANG QIWEN, Peking University SONJA RADAS, Ekonomski Institut, Zagreb PRIYA RAGHUBIR, University of California,

PRIYA RAGHUBIR, University of California, Berkeley

S. P. RAJ, Syracuse University
UDAY RAJAN, Carnegie Mellon University
GIRISH RAJIV, University of Connecticut
KALYAN RAMAN, Loughborough University
KAMALINI RAMDAS, University of Virginia
TAYLOR RANDALL, University of Utah
V. KASTURI RANGAN, Harvard Business School
ARVIND RANGASWAMY, Penn State University
AKSHAY R. RAO, University of Minnesota
BRIAN RATCHFORD, University of Maryland

REBECCA RATNER, University of North Carolina at Chapel Hill

GAUTAM RAY, University of Texas at Austin SOURAV RAY, McMaster University MARI REGE, Case Western Reserve University PIERRE REGIBEAU, The University of Essex DAVID J. REIBSTEIN, University of Pennsylvania WERNER REINARTZ, INSEAD TIMOTHY RICHARDS, Arizona State University ARIC RINDFLEISCH, University of

Wissensin Madison

Wisconsin-Madison

JOHN ROBERTS, University of New South Wales CAM RUNGIE, University of South Australia ZSOLT SANDOR, Erasmus University MOHANBIR S. SAWHNEY, Northwestern University ALAN SAWYER, University of Florida

ALAN SAWYER, University of Florida SERDAR SAYMAN, KOÇ University

JEFFREY SCHMIDT, University of Illinois at Urbana-Champaign

STEVEN SCOTT, University of Southern California SEETHU SEETHARAMAN, Rice University

SUBRATA SEN, Yale University RON SHACHAR, Tel Aviv University

JOHN SHARP, University of Kent

HERSH SHEFRIN, Santa Clara University

MENGZE SHI, University of Toronto

TOMOAKI SHIMADA, INSEAD

JIWOONG SHIN, Yale University

BABA SHIV, University of Iowa

ROBERT R. SHOEMAKER, New York University

MIKHAEL SHOR, Vanderbilt University

JOSE SILVA, University of California, Berkeley JORGE SILVA-RISSO, University of California

JORGE SILVA-RISSO, University of California, Riverside

DUNCAN I. SIMESTER, Massachusetts Institute of Technology

SIDDARTH SINGH, Rice University

VISHAL SINGH, Carnegie Mellon University ATANU SINHA, Indian School of Business

BERND SKIERA, Goethe-Universität Frankfurt LARRY SMELTZER, Arizona State University

WILLEM SMITH, Erasmus University

DAVID SOBERMAN, INSEAD

DILIP SOMAN, University of Toronto

INSEONG SONG, HKUST Business School

SANGYOUNG SONG, University of Pennsylvania ASHISH SOOD, University of Southern California

URIEL SPIEGEL, Bar-Ilan University

GOPALAN SRINIVASAN, University of New Brunswick

NARASIMHAN (HAN) SRINIVASAN, University of Connecticut

RAJI SRINIVASAN, University of Texas at Austin SHUBA SRINIVASAN, University of California, Riverside

V. (SEENU) SRINIVASAN, Stanford University

RAJENDRA SRIVASTAVA, University of Texas at Austin

THOMAS J. STEENBURGH, Harvard Business School

JAN-BENEDICT E. M. STEENKAMP, Universiteit van Tilburg

STEFAN STREMERSCH, Universiteit Rotterdam ERIC SUCKY, Goethe-Universität Frankfurt DEVANATHAN SUDHARSHAN, University of Kentucky

K. SUDHIR, Yale University
EDWARD SWAINE, University of Pennsylvania
SANJEEV SWAMI, Indian Institute of Technology
NILADRI SYAM, University of Houston
TERRY TAYLOR, Columbia University
JEFFREY E. TEICH, New Mexico State University
FRENKEL TER HOFSTEDE, University of Texas at
Austin

NOBUHIKO TERUI, Tohoku University CHRISTIAN TERWIESCH, University of Pennsylvania

ALEX THEVARANJAN, Syracuse University CHARLES THOMAS, University of Rochester MANOJ THOMAS, New York University CIJU THUNDATHIL, Washington University in St. Louis

KEREM TOMAK, University of Texas at Austin OLIVIER TOUBIA, Columbia University MINAKSHI TRIVEDI, University of Buffalo RAJEEV K. TYAGI, University of California, Irvine KARL ULRICH, University of Pennsylvania WENDY UMBERGER, Colorado State University ELISABETH UMBLE, Baylor University MARK UNCLES, University of New South Wales DEMETRIOS VAKRATSAS, McGill University ANA VALENZUELA, San Francisco State University GERRIT H. VAN BRUGGEN, Erasmus University GARRETT VAN RYZIN, Columbia University WILFRIED R. VANHONACKER, The Hong Kong University of Science & Technology MARC VANHUELE, HEC Paris STIJN VANOSSELAER, Erasmus University PETER C. VERHOEF, Erasmus University NAUFEL J. VILCASSIM, University of London JULIAN VILLANUEVA, University of Navarra

RAKESH VOHRA, Northwestern University

JANET WAGNER, University of Maryland

BIN WANG, University of Minnesota HAO WANG, Peking University

RUQU WANG, Queen's University XIN WANG, Purdue University YUSONG WANG, Singapore Management University

TOM WANSBEEK, Universiteit Groningen BRIAN WANSINK, University of Illinois at Urbana-Champaign

MICHAEL WATERSON, University of Warwick LUC WATHIEU, Harvard Business School LIYUAN WEI, University of Toronto CHARLES WEINBERG, University of British Columbia

MARK I. WEINSTEIN, University of Southern California

Z. KEVIN WENG, University of Wisconsin-Madison BIRGER WERNERFELT, Massachusetts Institute of Technology

PATRICIA M. WEST, Ohio State University
BEREND WIERENGA, Erasmus University
HARALD WIESE, Universität Leipzig
ROBERT WILKES, Texas Tech University
IAN WILKINSON, University of New South Wales
PATRICIA WILLIAMS, University of Pennsylvania
LARRY WINNER, University of Florida
JIANAN WU, Tulane University
STEVE WU, Ohio State University
MASATAKA YAMADA, Kyoto Sangyo University
B. RACHEL YANG, University of Illinois at
Urbana-Champaign
SHA YANG, New York University

DAVID YEUNG, Hong Kong Baptist University
YOUJAE YI, Seoul National University
CHI KIN (BENNETT) YIM, University of Hong Kong
YUANPING YING, University of Michigan
SHIJIN YOO, Singapore Management University
GAL ZAUBERMAN, University of North Carolina at
Chapel Hill

FLORIAN ZETTELMEYER, University of California, Berkeley

JIE (JENNIFER) ZHANG, University of Rochester XUBING ZHANG, University of Toronto Z. JOHN ZHANG, University of Pennsylvania HAO ZHAO, Rutgers University YING ZHAO, HKUST Business School DAVID ZHOU, University of California, Los Angeles JING ZHOU, University of Texas, Dallas FRED ZUFRYDEN, University of Southern California RAMI ZWICK, HKUST Business School

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 ELIASHBERG, 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,

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 HAYRIYE YESIM BASARTAN, Carnegie Mellon University AMIYA BASU, Syracuse University OLIVER BEIGE, University of California, Berkeley DAVID BELL, University of Pennsylvania ALBERT BEMMAOR, Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC) MARK BERGEN, University of Chicago DAVID BESANKO, Northwestern University ROGER R. BETANCOURT, University of Maryland PRADEEP BHARDWAJ, University of California, Los Angeles HEMANT BHARGAVA, Penn State University EYAL BIYALOGORSKY, University California, Davis ANDRÉ BONFRER, Singapore Management University, Singapore SUSAN BRONIARCZYK, University of Texas RANDY BUCKLIN, University of California, Los Angeles ZIV CARMON, INSEAD, Fontainebleau, France AMITAV CHAKRAVARTI, New York University DIPANKAR CHAKRAVARTI, University of Colorado TAT CHAN, Washington University, St. Louis MURALI CHANDRASHEKARAN, Australian Graduate School of Management, Sydney, Australia HAI CHE, Washington University, St. Louis HAIPENG (ALLAN) CHEN, University of Minnesota, Minneapolis JEONGWEN CHIANG, National University of Singapore S. CHAN CHOI, Rutgers University LEE COOPER, University of California, Los Angeles ELY DAHAN, University of California, Los Angeles PETER DANAHER, University of Auckland, Auckland, New Zealand ARNAUD DE BRUYN, Penn State University JAMES A. DEARDEN, Lehigh University SRI DEVI DEEPAK, University of Iowa JOHN A. DEIGHTON, Harvard Business School RAMARAO DESIRAJU, University of Central Florida ANIRUDH DHEBAR, Babson College MIN DING, Penn State University XAVIER DRÈZE, University of California, Los Angeles SHANTANU DUTTA, University of Southern

CHAIM M. EHRMAN, Loyola University, Chicago ANITA ELBERSE, University of Pennsylvania JOSEPHINE WOLTMAN ELPERS, University of Groningen, Groningen, The Netherlands TERRY ELROD, University of Alberta, Edmonton, Alberta, Canada GARY M. ERICKSON, University of Washington, Seattle, Washington JOHN FARLEY, Dartmouth College PAUL W. FARRIS, University of Virginia SCOTT FAY, University of Florida GERALDINE FENNELL, Consultant, Bridgeport, Connecticut ADAM FINN, University of Alberta, Edmonton, Alberta, Canada VALERIE FOLKES, University of Southern California, Los Angeles Y. NATASHA ZHANG FOUTZ, Cornell University GILA E. FRUCHTER, Bar-Ilan University, Ramat Gan, Israel JULE B. GASSENHEIMER, University of Kentucky DAVE GODES, Harvard Business School JACOB GOLDENBERG, Hebrew University, Jerusalem, Israel PETER GOLDER, New York University FÜSUN GÖNÜL, University of Rochester ERIC GREENLEAF, New York University THOMAS S. GRUCA, University of Iowa REBECCA HAMILTON, University of Maryland IL-HORN HANN, Carnegie Mellon University WARD HANSON, Stanford University DOMINIQUE HANSSENS, University of California, Los Angeles BRUCE HARDIE, London Business School, London, JOHN HAUSER, Massachusetts Institute of Technology, JAN B. HEIDE, University of Wisconsin KRISTIAAN HELSEN, University of Pennsylvania IGAL HENDEL, University of Wisconsin THORSTEN HENNIG-THURAU, University of Münster, Münster, Germany TECK HO, University of Pennsylvania STEPHEN HOCH, University of Pennsylvania DONNA HOFFMAN, Vanderbilt University

California

GUEST AREA EDITORS AND AD HOC REVIEWERS

FRENKEL TER HOFSTEDE, Carnegie Mellon CARL F. MELA, Duke University University SANJOG MISRA, University of Rochester DAN HORSKY, University of Rochester WENDY MOE, University of Texas-Austin SUZHOU HUANG, Ford Motor Company KENT MONROE, University of Illinois, MICHAEL R. HYMAN, New Mexico State Urbana-Champaign University ALAN MONTGOMERY, Carnegie Mellon University CHARLES INGENE, University of Mississippi MARIAN MOORE, Duke University JEFF INMAN, University of Pittsburgh DONALD MORRISON, University of California, Los GANESH IYER, University of California, Berkeley Angeles CHRIS JANISZEWSKI, University of Florida FIONA SCOTT MORTON, Yale University SANDY JAP, Emory Business School PROKRITI MUKHERJI, University of Southern KAMEL JEDIDI, Columbia University California ABEL JEULAND, University of Chicago PRASAD A. NAIK, University of California, Davis J. MORGAN JONES, University of North Carolina PAUL NELSON, University of Rochester AMY KALLIANPUR, Michigan State University VINCENT NIJS, Northwestern University AJAY KALRA, Carnegie Mellon University JOSEPH C. NUNES, University California, Davis MANOHAR KALWANI, Purdue University ELIE OFEK, Harvard Business School ALEXANDER KAPINOS, University of California, XING PAN, University of Maryland A. PARASURAMAN, University of Miami Berkeley MARK E. PARRY, University of Virginia FRANK R. KARDES, University of Cincinnati RACHEL KENNEDY, University of South Australia, WILLIAM D. PERREAULT, JR., University of North Adelaide, South Australia, Australia Carolina JOSEPH KISSAN, University of Kansas KUMAR PIYUSH, Vanderbilt University ARADHNA KRISHNA, University of Michigan IVAN PNG, National University of Singapore TRICHY KRISHNAN, Rice University ASHUTOSH PRASAD, University of Texas, Dallas V. KUMAR, University of Connecticut SONJA RADAS, The Institute of Economics, Zagreb, JAMES LATTIN, Stanford University Croatia EUNKYU LEE, Syracuse University S. P. RAJ, Syracuse University PETER LEEFLANG, University of Groningen, WERNER REINARTZ, INSEAD, Fontainebleau, Groningen, The Netherlands France JORNA LEENHEER, Tilburg University, Tilburg, The ARIC RINDFLEISCH, University of Wisconsin Netherlands JOHN ROBERTS, Australian Graduate School of DONALD R. LEHMAN, Columbia University Management, Sydney, Australia KATHERINE (KAY) LEMON, Boston College MICHAEL H. ROTHKOPF, Rutgers University SHIBO LI, Carnegie Mellon University CAM RUNGIE, University of South Australia, BARAK LIBAI, Leon Recanati Graduate School of Adelaide, South Australia, Australia Business Administration, Tel Aviv, Israel MOHANBIR S. SAWHNEY, Northwestern University YONG LIU, Syracuse University ALAN SAWYER, University of Florida JORDAN LOUVIERE, University of Technology, SERDAR SAYMAN, KOC University, Istanbul, Sydney, Australia MARY FRANCES LUCE, University of Pennsylvania SEETHU SEETHARAMAN, Washington University, JAYASHREE MAHAJAN, University of Florida St. Louis SUMAN MALLIK, University of Illinois, SUBRATA SEN, Yale University Urbana-Champaign MENGZE SHI, University of Toronto, Toronto, NAOMI MANDEL, Arizona State University Ontario, Canada DINA MAYZLIN, Yale University ROBERT R. SHOEMAKER, New York University

GUEST AREA EDITORS AND AD HOC REVIEWERS

SIVARAMAKRISHNAN (SID) SIDDARTH, University of Southern California ALVIN J. SILK, Harvard Business School ITAMAR SIMONSON, Stanford University INSEONG SONG, Hong Kong University of Science and Technology, Clearwater Bay, Kowloon,

SHUBA SRINIVASAN, University of California, Riverside

JAN-BENEDICT E. M. STEENKAMP, Tilburg University, Tilburg, The Netherlands AXEL STOCK, Purdue University DEVANATHAN SUDHARSHAN, University of

Illinois, Urbana-Champaign

K. SUDHIR, Yale University

Hong Kong

SANJEEV SWAMI, Indian Institute of Technology, Kanpur, India

DEBABRATA TALUKDAR, University of Buffalo ALEX THEVARANJAN, Syracuse University THOMAS THOMAS, Yale University HENRY TOSI, University of Florida RAJEEV K. TYAGI, University of California, Irvine ANA VALENZUELA, San Francisco State University

RALF VAN DER LANS, Tilburg University, Tilburg, The Netherlands

R. VENKATESH, University of Pittsburgh RAKESH VOHRA, Northwestern University HAO WANG, Ohio State University MARK I. WEINSTEIN, University of Southern California

BARTON WEITZ, University of Florida
PATRICIA M. WEST, Ohio State University
RONALD T. WILCOX, University of Virginia
SHA YANG, University of California, Riverside
YUANPING YING, University of Michigan
YUBO YUBO, University of Florida
FLORIAN ZETTELMEYER, University of California,
Berkeley

SHI ZHANG, University of California, Los Angeles XUBING ZHANG, University of Toronto, Toronto, Ontario, Canada

HAO ZHAO, Rutgers University YING ZHAO, University of California, Berkeley RAMI ZWICK, Hong Kong University of Science and Technology, Clearwater Bay, Kowloon, Hong Kong