Focus on Authors

Eyal Biyalogorsky ("Customer Referral Management: Optimal Reward Programs") is Assistant Professor of Marketing at the University of California, Davis, Graduate School of Management. He received his B.Sc. from Tel-Aviv University and a Ph.D. from Duke University. He spends most of his time fighting through the review process and in moments of despair finds solace in:

The Authors' Song of "Hope"

The first version I wrote was rejected; the second one too. But then I was bold, and rewrote it again, and again, and again. Now it's so neat, and so clean, and so thorough, even the Grinch can't reject it for good.

(A paraphrase of the programmers' song of triumph, reference forgotten)

Yuxin Chen ("Individual Marketing with Imperfect Targetability") is Assistant Professor of Marketing at New York University. He holds a B.S. in Physics from Fudan University, a M.S.B.A. from Washington University, and a Ph.D. in Marketing from Washington University. Before becoming interested in Marketing, he studied Computer Science in the Graduate School of Zhejiang University. He has been published previously in *Marketing Science*. His current research projects focus on issues relating to individual-level marketing, e-commerce, and retailing strategies.

Marnik G. Dekimpe ("The Category Demand Effects of Price Promotions") is Professor of Marketing at the Catholic University of Leuven, Belgium. His research interests deal with the measurement of long-run marketing effects and the study of duration phenomena in marketing. His research has appeared in *Marketing Science, Management Science*, the *Journal of Marketing Research*, the *Journal of Marketing*, and the *International Journal of Research in Marketing (IJIRM)*, among others. He serves on the editorial boards of *Marketing Science* and the *International Journal of Research in Marketing*.

Eitan Gerstner ("Customer Referral Management: Optimal Reward Programs") is a Professor of Marketing at the University of California, Davis, and a member of the editorial board of this journal. His research articles on pricing, distribution channels, and service marketing were published in marketing and economics journals, including the *Journal of Marketing Research, Marketing Science, The Journal of Service Research, The Journal of Business*, and the *American Economic Review*. His recent topics of research include service guarantees, customer referrals, and profitable methods for creating customer satisfaction and delight.

Dominique M. Hanssens ("The Category Demand Effects of Price Promotions") is the Bud Knapp Professor of Management at the UCLA Anderson Graduate School of Management. He has served as an area editor for *Marketing Science* and an associate editor for *Management Science*. His research focuses on strategic marketing problems, in particular marketing productivity, and has appeared in the leading academic and professional journals in marketing, economics, and statistics. Two of his articles have won Best Paper awards, in *Marketing Science* (1995) and *Journal of Marketing Research* (1999), and two others were award finalists. The second edition of his book with Leonard Parsons and Randall Schultz, entitled *Market Response Models*, will be published by Kluwer Academic Publishers in 2001.

Barak Libai ("Customer Referral Management: Optimal Reward Programs") is a Lecturer of Marketing in the Davidson Faculty of Industrial Engineering and Management at the Technion-Israel Institute of Technology. He received a B.Sc. in Industrial Engineering and Management from Technion, an M.B.A. from Tel-Aviv University, and a Ph.D. in Marketing from the University of North Carolina at Chapel Hill. His research interests include the valuation and management of customer relationships, referral analysis, and modeling marketing phenomena using complex system methods.

Chakravarthi Narasimhan ("Individual Marketing with Imperfect Targetability") is the Philip L. Siteman Professor of Marketing in the Olin School of Business at Washington University. His current research interests are in supply chain strategies, especially under uncertainty; competitive strategies in an information-intensive environment (e-strategies); modeling customer profitability; and choice modeling. He is on the editorial board of *Marketing Science* and is an associate editor of *Management Science*.

Vincent R. Nijs ("The Category Demand Effects of Price Promotions") received his master’s degree from the University of Groningen, The Netherlands, with a major in Marketing Research and a minor in Econometrics. He is currently a Ph.D. student in Marketing at the Catholic University of Leuven, Belgium. His dissertation focuses on main effects and moderators of price promotions on category demand, both within and across product categories. Using large data sets, he aims to derive empirical generalizations and test hypotheses that are of interest to both academicians and managers.

Ram Rao ("Equilibrium Price Communication and Unadvertised Specials by Competing Supermarkets") is Founders Professor and Associate Dean in the School of Management at The University of Texas at Dallas. His research is on the role of competition in developing successful competitive strategies. His current interests are in the area of pricing of services, promotion effectiveness and response, retail competition via assortment and private labels, and Quantal Response equilibrium applied to marketing competition. He is Associate Editor, *Journal of Business Economics and Statistics*, and serves on the editorial boards of *Journal of Marketing Research* and *Marketing Science*.

Jan-Benedict E.M. Steenkamp ("The Category Demand Effects of Price Promotions") is the Center Research Professor of Marketing and the GfK Professor of International Marketing Research at Tilburg University (The Netherlands). He is also Honorary Professor at the European Institute for Advances Studies in Management (EIASM). He has held visiting positions at the Pennsylvania State University, the University of Michigan, and the University of Innsbruck. Current research focuses on effectiveness of marketing instruments (branding, price promotions, NPIs), international marketing, marketing research methods and techniques, and interorganizational relationships. His research has been published in the *Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, Journal of Marketing, and Journal of Classification*, among others. He is the editor of the *Internat-