

ABOUT THE EDITOR AND CONTRIBUTORS

Sundar G. Bharadwaj is Caldwell Research Fellow and Associate Professor of Marketing at Goizueta Business School, Emory University.

Betsy Rush Charles is Associate Professor of Marketing at Bethune–Cookman College.

Morris B. Holbrook is the W.T. Dillard Professor of Marketing, Graduate School of Business, Columbia University.

Shelby D. Hunt is the Jerry S. Rawls and P. W. Horn Professor of Marketing at Rawls College of Business, Texas Tech University.

Allison R. Johnson is a doctoral candidate in the Department of Marketing in the Marshall School of Business at the University of Southern California.

Robert F. Lusch is Department Head and Professor at the University of Arizona.

Naresh K. Malhotra is Regents' Professor in the Department of Marketing, College of Management, Georgia Institute of Technology.

Kent B. Monroe is the J.M. Jones Professor of Marketing, Department of Business Administration, University of Illinois.

Robert M. Morgan is Associate Professor of Marketing and J. Reese Phifer Faculty Fellow at Culverhouse College of Commerce, University of Alabama.

David W. Stewart is the Robert E. Brooker Professor of Marketing and Deputy Dean in the Marshall School of Business at the University of Southern California.

Can Uslay is a Marketing Ph.D. candidate at the College of Management, Georgia Institute of Technology.

Rajan Varadarajan is Distinguished Professor of Marketing and Ford Chair in Marketing and E-Commerce at Mays Business School, Texas A&M University.

Stephen L. Vargo is Visiting Professor of Marketing at the Robert H. Smith School of Business, University of Maryland.

Lan Xia is Assistant Professor of Marketing at Bentley College.

