

FAST FACTS ABOUT SMITH

The Robert H. Smith School of Business is home to:

- 6 disciplines
- 200 faculty members
- 2,735 undergraduates
- 100 PhD students
- 10 centers
- 155 full-time staff members
- 1,290 F/T and P/T MBA students
- 50,000 alumni worldwide

The Smith School is one of 12 schools and colleges at the University of Maryland, College Park, one of the nation's top-20 public research universities and the flagship institution of the University System of Maryland. Dr. Wallace D. Loh was appointed president of the university in fall of 2010.

The faculty of Smith's Marketing Department continue to make a big impact through their numerous accomplishments and prestigious awards. This year:

Michel Wedel – was named a Fellow to the American Statistical Association. There are only eight Marketing Fellows in the ASA in the world, and Smith is the only school to have two active professors as ASA Fellows.

Rebecca Hamilton – won the 2011 AMA Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor.

Wendy Moe – won the 2010 AMA Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor. It is truly exceptional that two of our Associate Professors would win this prestigious award in consecutive years.

Michael Trusov – along with co-authors from UCLA won the 2011 Paul E. Green Award for the article "Determining influential Users in Internet Social Networks," which appeared in the August 2010 Journal of Marketing Research.

Rosellina Ferraro and **Yogesh Joshi** – was named 2011 MSI Young Scholars by Marketing Science Institute.

Roland Rust – was named a Fellow of the INFORMS Society for Marketing Science. He was also awarded the Mahajan Award for Lifetime Contribution to Marketing Strategy Research.

In the fall of 2010 Smith's Marketing Department was ranked #1 in the number of publications authored by our Marketing faculty in the top four marketing journals.

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G. "Anand" Anandalingam

Dean, Smith School of Business

P.K. Kannan

Chair, Department of Marketing

Anastasiya Pocheptsova

MARC Faculty Co-Organizer

Tao Chen

MARC Faculty Co-Organizer

Ajay Abraham, Zac Arens, Jordan Etkin, Tom Kim, Ted Matherly, Hyoryung Nam
PhD Student Assistants



MARKETING ACADEMIC RESEARCH COLLOQUIUM

First Annual MARC
Friday, May 6, 2011



UNIVERSITY OF
MARYLAND

ROBERT H. SMITH
SCHOOL OF BUSINESS

FIRST ANNUAL MARC — INVITED SPEAKERS

Roland T. Rust is a Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of two research centers: the Center for Excellence in Service and the Center for Complexity in Business. His lifetime achievement honors include Fellow of the INFORMS Society for Marketing Science, AMA's Churchill Award for Lifetime Achievement in Marketing Research, AMA's Mahajan Award for Career Contribution to Marketing Strategy, and he was named a Fellow of the American Statistical Association, among others. He has won many best article awards from the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Service Research*, plus MSI's Robert D. Buzzell Best Paper Award, as well as the Berry-AMA Book Prize for the best book in marketing. He has served as editor of the *Journal of Marketing*, and area editor for the *Journal of Marketing Research* and *Marketing Science*. Roland received his PhD from the University of North Carolina at Chapel Hill.

Lisa E. Bolton is an Associate Professor of Marketing in the Smeal College of Business at the Pennsylvania State University. Her research focuses on judgment and decision-making by managers and consumers, with substantive interests in new products, pricing, risk perceptions, and consumer spending and finances. She has published in leading marketing journals, including the *Journal of Marketing Research*, the *Journal of Consumer Research*, and *Sloan Management Review*. Her research has also been recognized by MSI (MSI Young Scholars Program 2005) and the AMA (the John A. Howard AMA Doctoral Dissertation Award 1999-2000), and she is on the editorial board of the *Journal of Marketing* and the *Journal of Public Policy & Marketing*. Her PhD is in Marketing from the University of Florida.

J. Jeffrey Inman joined the faculty of the Katz School in 2000 as the Thomas Marshall Professor of Marketing. He was named the Albert Wesley Frey Professor of Marketing in 2003. Previously, he was on the faculties at the University of Wisconsin (1994-2000) and the University of Southern California (1991-94). He currently is on the editorial board of the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Journal of Consumer Psychology*, and *Journal of Retailing*. He is also an associate editor at the *Journal of Marketing Research*. Inman's interests include consumer decision making, shopper marketing, and eating behaviors. His work has appeared in scholarly journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, and *Journal of Marketing*. He received his PhD in Marketing from the University of Texas.

Kinshuk Jerath is Assistant Professor of Marketing and Faculty Giving Chair, AY 2010-11, at the Tepper School of Business. He has been on the Marketing faculty at the Tepper School since Fall 2008. His research explores issues in offline and online retailing and the impact of emerging information technologies on Marketing. He uses economics-based and statistics-based methods in his research. He is also interested in the overlap of Marketing with Operations Management and with Information Systems. He received his PhD in Marketing from the Wharton School of the University of Pennsylvania.

Schedule

8:00 - 8:30 a.m.	Breakfast	Outside 1528 VMH
8:30 - 8:45 a.m.	Opening Remarks	1528 VMH
8:45 - 10:00 a.m.	Roland Rust University of Maryland	1528 VMH
10:00 - 10:15 a.m.	Break	Outside 1528 VMH
10:15 - 11:30 a.m.	Lisa Bolton Pennsylvania State University	1528 VMH
11:30 - 12:30 p.m.	Lunch	Executive DR 2517 VMH
12:30 - 1:45 p.m.	Kinshuk Jerath Carnegie Mellon University	1528 VMH
1:45 - 2:15 p.m.	Break	Executive DR 2517 VMH
2:15 - 3:30 p.m.	Jeff Inman University of Pittsburgh	1528 VMH
4:00 - 6:00 p.m.	Cocktail Reception Ph.D. Poster Session	The Art Gallery UMUC Marriott Inn & Conference Center