

## **AD HOC REVIEWERS**

Larry Barsalou, Emory University  
Eric Bradlow, University of Pennsylvania  
Sasha Fedorikhin, University of Southern California  
Gary Ford, American University  
David Gefen, Drexel University  
Sunil Gupta, Columbia University  
Gerald Haubl, University of Alberta  
Raj Raghunathan, University of Texas, Austin  
Dave Reibstein, University of Pennsylvania  
Venkatesh Shankar, University of Maryland  
Leona Tam, Texas A&M University  
Christophe Van den Bulte, University of Pennsylvania