LIST OF CONTRIBUTORS

Eric T. Anderson Kellogg School of Management,

Northwestern University, Evanston,

IL, USA

Utpal M. Dholakia Jones Graduate School of Business, Rice

University, Houston, TX, USA

John B. Ford Department of Marketing, College of

Business and Public Adminstration, Old Dominion University, Norfolk,

VA, USA

Rajdeep Grewal Marketing Department, The Pennsylvania

State University, University Park, PA,

USA

Mahima Hada Marketing Department, The Pennsylvania

State University, University Park, PA,

USA

Mark B. Houston Department of Marketing, Neeley School

of Business, Texas Christian University,

Fort Worth, TX, USA

Arun K. Jain SUNY at Buffalo, Buffalo, NY, USA

Michael S. LaTour Department of Marketing, College of

Businesss, University of Nevada, Las

Vegas, NV, USA

Gary L. Lilien Marketing Department, The Pennsylvania

State University, University Park, PA,

USA

Vincent P. Magnini Department of Hospitality and Tourism

Management, Pamplin College of Business, Virginia Polytechnic Institution and State

University, Blacksburg, VA, USA

Naresh K. Malhotra Nanyang Technological University, Singapore and Georgia Institute of

Technology, Atlanta, GA, USA

Alan J. Malter Department of Managerial Studies,

Liautaud Graduate School of Business,

University of Illinois at Chicago,

Chicago, IL, USA

Ashutosh Patil Boston College, Chestnut Hill,

MA, USA

Christian Pinson INSEAD, Fontainebleau, France and

Université Paris-Dauphine, Paris, France

Michael J. Polonsky Department of Marketing, School of

Management and Marketing, Deakin University, Burwood, VIC, Australia

S. Ratneshwar Department of Marketing, Trulaske

College of Business, University of Missouri,

Columbia, MO, USA

Lisa Ricci The iSchool at Drexel, College of

Information Science & Technology, Drexel

University, Philadelphia, PA, USA

Edward E. Rigdon Department of Marketing, J. Mack

Robinson College of Business, Georgia State University, Atlanta, GA, USA

Christian M. Ringle TUHH – Human Resource Management

and Organizations (HRMO), Hamburg University of Technology, Hamburg,

Germany and Centre for Management and Organisation Studies (CMOS), University of Technology Sydney (UTS), Sydney,

NSW, Australia

Marko Sarstedt Institute for Market-based Management

(IMM), Ludwig-Maximilians-University

Munich, Munich, Germany

Duncan Simester Sloan School of Management, Cambridge,

MA, USA

List of Contributors ix

Douglas West

Department of Marketing, School of Business, Economics and Informatics,

Birkbeck, University of London,

London, UK

Lan Wu California State University, East Bay,

Hayward, CA, USA

Florian Zettelmeyer Kellogg School of Management,

Northwestern University, Evanston,

IL, USA