LIST OF CONTRIBUTORS

Megha Agarwal	Shaheed Bhagat Singh College, University of Delhi, Delhi, India
Pankaj Aggarwal	Department of Management, University of Toronto, Scarborough, Canada
Aaron C. Ahuvia	College of Business, University of Michigan-Dearborn, Dearborn, MI, USA
James R. Bettman	Fuqua School of Business, Duke University, Durham, NC, USA
C. B. Bhattacharya	European School of Management and Technology, Berlin, Germany
Nathalie Collins	School of Communications and Arts, Edith Cowan University, Western Australia
Jennifer Edson Escalas	Owen Graduate School of Management, Vanderbilt University, Nashville, TN, USA
Hanna Gläbe	BI Norwegian School of Business, Oslo, Norway
Zeynep Gürhan-Canlı	Graduate School of Business, Koc University, Istanbul, Turkey
Jennifer Jeffrey	Ivey Business School, Western University, London, Canada
Allison R. Johnson	Ivey Business School, Western University, London, Canada
Kartik Kalaignanam	Darla Moore School of Business, University of South Carolina, Columbia, SC, USA
Deborah J. MacInnis	Marshall School of Business, University of Southern California, Los Angeles, CA, USA
	V11

LIST OF CONTRIBUTORS

Frank May	Pamplin College of Business, Virginia Tech, Blacksburg, VA, USA
Dick Mizerski	School of Business, University of Western Australia, Western Australia
Alokparna Basu Monga	Rutgers Business School, Rutgers University, Newark, NJ, USA
Jamie Murphy	Australian School of Management and Curtin University, Perth, Australia
Matthew O'Hern	Peter T. Paul College of Business and Economics, University of New Hampshire, Durham, NH, USA
C. Whan Park	Marshall School of Business, University of Southern California, Los Angeles, CA, USA
Aric Rindfleisch	College of Business, University of Illinois at Urbana-Champaign, Champaign, IL, USA
Eda Sayin	IE Business School – IE University, Madrid, Spain
Sankar Sen	Baruch College, City University of New York, New York, NY, USA
Jennifer L. Stoner	Carlson School of Management, University of Minnesota, Minneapolis, MN, USA
Matthew Thomson	Ivey Business School, Western University, London, Canada
Carlos J. Torelli	Carlson School of Management, University of Minnesota, Minneapolis, MN, USA
Juan Wang	Ivey Business School, Western University, London, Canada

viii