

Faculty



Wilfried R. VANHONACKER (溫偉德)

Licentiate *Univ Faculties St Ignatius, Antwerp*; PhD *Purdue*
Chair Professor, Head of Department, and Director of Center for
Marketing and Distribution

Research Interests:

Dynamic choice modeling; data transferability; choice set/consideration
set formation process modeling; brand loyalty development and
customer satisfaction measurement; cross-cultural marketing issues,
with special focus on the PRC.



Gerald J. GORN (郭澤若)

BA *Sir George Williams*; MSc *London Sch of Econ*; PhD *Pennsylvania*
State
Chair Professor

Research Interests:

Effects of advertising; cross-cultural consumer behavior; social
marketing.



Rami ZWICK (施偉傑)

BA *Hebrew Univ of Jerusalem*; MA *Haifa*; PhD *Univ of North Carolina,*
Chapel Hill

Chair Professor; Associate Dean of Business and Management;
Director of PhD/MPhil Programs, School of Business and Management;
and Director of Center for Experimental Business Research

Research Interests:

Consumer behavior; experimental and behavioral economics;
negotiation and auctions; neuroeconomics and neuromarketing.



Jaideep SENGUPTA (石豁達)

BTech *Indian Inst of Tech, Madras*; MBA *Indian Inst of Management,*
Calcutta; PhD *Univ of California, Los Angeles*

Professor

Research Interests:

Consumer information processing; persuasion and attitude strength;
effects of marketing communications.

Arieh GOLDMAN (高達文)

BA *Hebrew Univ of Jerusalem*; PhD *Univ of California, Berkeley*
Visiting Professor

Research Interests:

Internationalization of retailing; retailing strategy; retail formats evolution
and change; retailing in China; food retail modernization in Asia/in
emerging economies; market orientation.

Daphna OYSERMAN

BS, MS *Hebrew Univ of Jerusalem*; MA, PhD *Michigan*
Visiting Professor

Research Interests:

The contextualized nature of individuals' self-construal, their role in self-regulation.



Yigang PAN

BA, MA *Univ of Int'l Business & Econ, Beijing*; MPhil, PhD *Columbia*
Visiting Professor

Research Interests:

Brand management; market entry strategies; international marketing; marketing; marketing in China (business strategies and consumers).

Norbert SCHWARZ

Dipl Soz, PhD *Mannheim*; PhD *Heidelberg*
Visiting Professor

Research Interests:

The interplay of feeling and thinking, the role of conversational processes in reasoning, the nature of mental construal processes in judgment.



Robert S. WYER

BEE *Rensselaer Polytechnic Inst*; MEE *New York*; PhD *Colorado*
Visiting Professor

Research Interests:

Information processing; the representation of narrative information in memory and its use in judgment; priming effects on comprehension, judgment, and decisions; memory processes; affect and cognition.



Rashmi ADAVAL

BS *Bangalore*; MS, PhD *Univ of Illinois, Urbana-Champaign*
Associate Professor

Research Interests:

Role of affect in consumer information processing; effects of visual and verbal information on memory and judgment; automaticity and its effects on memory, judgments and behavior.



Kristiaan HELSEN (何信基)

Licentiate *Univ Faculties St Ignatius, Antwerp*; MBA *Cornell*; PhD *Pennsylvania*
Associate Professor

Research Interests:

Competitive marketing; hazard rate modeling; international marketing; new products modeling; product harm crises; empirical modeling.



A. V. MUTHUKRISHNAN

BA, MA *Madras*; PhD *Indian Inst of Tech, Bombay*; PhD *Florida*
Associate Professor

Research Interests:

Consumer and managerial judgement and decision making.



Joseph C. SALVACRUZ (施卓碩)

BSc *Philippines*; MSc *Kansas State*; PhD *Kentucky*
Adjunct Associate Professor

Research Interests:

Strategic marketing management; branding; international marketing and business; food and agribusiness marketing; applied economics/econometrics.



Maria GALLI

BS *Universidad Torcuato Di Tella*; MSc, PhD *INSEAD*
Assistant Professor

Research Interests:

Associative learning; attitude formation and change; attitude-behavior relationship; automaticity; social marketing.



Liang GUO (郭亮)

BA *Peking*; MSc *National Univ of Singapore*; PhD *Univ of California, Berkeley*
Assistant Professor

Research Interests:

Marketing strategy; information and contract; economic of social culture; structural modeling of choice behavior and market structure.



Anirban MUKHOPADHYAY

BSc *Delhi*; MBA *Indian Inst of Management, Bangalore*; MPhil, PhD *Columbia*
Assistant Professor

Research Interests:

Consumer decision processes and their marketing implications; self-control and intertemporal goal directed behavior; agents, recommendations, and preferences; effects of consumers' implicit theories.



Inseong SONG (宋寅誠)

BBA *Seoul National*; MS *Korean Adv Inst of Sc & Tech*; MBA, PhD *Chicago*
Assistant Professor

Research Interests:

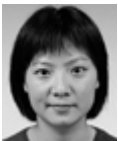
Dynamics of the demand for new products; measuring and exploiting consumer heterogeneity; understanding consumer choice behaviors and firms' strategic and competitive behaviors.

Yi XIANG (向屹)

BEng *Tsinghua*; PhD *INSEAD*
Assistant Professor

Research Interests:

Marketing strategy; business-to-business marketing; marketing channels; marketing research; new products; advertising; media management.



Ying ZHAO (趙鷹)

BEng *Beijing Inst of Tech*; MSc *Alberta*; PhD *Univ of California, Berkeley*
Assistant Professor

Research Interests:

Empirical modeling of competitive strategies; pricing; consumer choice dynamics.



Rongrong ZHOU (周蓉蓉)

BS *Fudan*; MPhil, PhD *Columbia*
Assistant Professor

Research Interests:

Consumer decision-making; financial decision-making; customer experiences in services; social influences in consumer behavior.



Oliver Y. ZHAO (趙越)

BS, BEng *Tianjin*; PhD *Alberta*
Adjunct Assistant Professor

Research Interests:

Electronic commerce; online customer behavior; technology adoption;
business intelligence; marketing intelligence/CRM; data modeling; data
mining.