

MARKETING DEPARTMENT HIGHLIGHTS

Selected Journal Publications

Raji Srinivasan and Christine Moorman (2005),

“Strategic Commitments and Firm Rewards to Customer Relationship Management in Online Retailing,”

Journal of Marketing, 69(October), 193-200.

Romana Khan and Dipak Jain (2005),

“An Empirical Analysis of Price Discrimination Mechanisms and Retailer Profitability,”

Journal of Marketing Research, Vol. 42, No.4, pp.516-524.

C. Homburg, N. Koschate and **Wayne D. Hoyer** (2005),

“Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay,”

Journal of Marketing, 69 (2), 84-96.

Kristine Ehrich and **Julie R. Irwin** (2005),

“Willful Ignorance in the Request for Product Attribute Information,”

Journal of Marketing Research, 42 (3): 266-277.

Raji Srinivasan, Gary L. Lilien and Arvind Rangaswamy (2006),

“Emergence of Dominant Designs,”

Journal of Marketing, 70(April), 1-17.

Rajagopal Raghunathan, Michel T. Pham and Kim P. Corfman (2006),

“Informational Properties of Anxiety and Sadness, and Displaced Coping,”

Journal of Consumer Research, 32 (4), 596 – 602.

C. Homburg, N. Koschate and **Wayne D. Hoyer** (2006),

“The Interplay of Cognition and Affect in the Formation of Customer Satisfaction- A Dynamic Perspective,”

Journal of Marketing 70 (3), 21- 31.

Raji Srinivasan (2006),

“Dual Distribution and Firm Intangible Value: Insights from Restaurant Chains,”

Journal of Marketing, 70(3), 120-35.

Joseph Goodman and **Julie R. Irwin** (2006),

“Special Random Numbers: Beyond the Illusion of Control,”

Organization Behavior and Human Decision Processes, 99 (March), 161-174.

- Rajagopal Raghunathan, Rebecca W. Naylor and Wayne D. Hoyer** (2006),
“The ‘Unhealthy = Tasty’ Intuition and its Effects on Taste-Inferences, Enjoyment and Choice of Food Products,”
Journal of Marketing, forthcoming.
- Leigh McAlister, Raji Srinivasan and MinChung Kim** (*forthcoming*),
“Advertising, R&D and Systematic Risk of the Firm,”
Journal of Marketing, forthcoming.
- Raji Srinivasan, Pamela Haunschild and Rajdeep Grewal** (*forthcoming*),
“Vicarious Learning in New Product Introductions in the Early Years of a Converging Market,”
Management Science, forthcoming.
- Rajagopal Raghunathan** and Kim P. Corfman (*forthcoming*),
“Is Happiness Shared Doubled and Sadness Shared Halved?: Social Influence on the Enjoyment of Hedonic Experiences,”
Journal of Marketing Research, forthcoming.
- Gonul, Fusun and **Frenkel Ter Hofstede** (*forthcoming*),
“How to Computer Optimal Catalog Mailing Decisions,”
Marketing Science, forthcoming.
- Venkatesh, R. Pradeep Chintagunta and **Vijay Mahajan** (*forthcoming*),
“Sole Entrant, Co-opter or Component Supplier: Optimal End Product Strategies of Proprietary Component Brands,”
Management Science, forthcoming.
- Ravi Chitturi, **Rajagopal Raghunathan and Vijay Mahajan**,
“Emotional and Behavioral Consequences of Making Functional vs. Hedonic Trade-offs,”
Journal of Marketing Research, conditionally accepted.

Awards and Honors

Best Paper Awards:

Susan M. Broniarczyk, Wayne D. Hoyer, and Leigh McAlister,
2003 *Journal of Marketing Research* O'Dell Award.

Frenkel Ter Hofstede,
2004 *Journal of Marketing Research* O'Dell Award.

Vijay Mahajan,
2004 *International Journal of Research in Marketing* Best Paper Award.

Vijay Mahajan,
2004 *Journal of Academy of Marketing Science* Sheth Best Paper Award.

Raji Srinivasan,
2005 *International Journal of Research in Marketing* Best Paper Award.

Rajagopal Raghunathan, and Vijay Mahajan,
2005 *Journal of Interactive Marketing*, Finalist for Best Paper Award.

Other Awards:

Robert Peterson,
American Marketing Association/McGraw-Hill Irwin 2006 Distinguished Marketing Educator Award.

Robert Peterson,
Harold Berkman Service Award, Academy of Marketing Science, 2006

Susan Broniarczyk and Leigh McAlister,
2006 AMA Sheth Doctoral Consortium Faculty Representatives.

Robert Peterson,
Journal of Retailing Outstanding Reviewer Award, 2006

Raj Raghunathan,
Marketing Science Institute Young Scholar, 2005.

Selected Editorial Review and Marketing Boards

<i>Journal of Consumer Research:</i>	Susan Broniarczyk (Associate Editor) Wayne D. Hoyer
<i>Journal of Marketing Research:</i>	Susan Broniarczyk Leigh McAlister (Guest Editor, November 2006 issue on Collaborative Research)
<i>Journal of Marketing:</i>	Wayne D. Hoyer Robert Peterson Raji Srinivasan
<i>Marketing Science:</i>	Leigh McAlister (Guest Editor of MSI Special Section for July 2006)
<i>Journal of Consumer Psychology:</i>	Wayne D. Hoyer Leigh McAlister
<i>Journal of the Academy of Marketing Science:</i>	Wayne D. Hoyer Robert Peterson
<i>Journal of Retailing:</i>	Mark Alpert Wayne D. Hoyer
<i>Organizational Behavior and Human Decision Processes:</i>	Julie Irwin
<i>Sheth Foundation:</i>	Robert Peterson (President)
<i>Marketing Science Institute:</i>	Leigh McAlister (Executive Committee Member)

Departmental News

Eli Cox became Department Chairperson effective Summer 2006.

Garrett Sonnier (UCLA) joined the faculty in Summer 2006.