BIOGRAPHIES

Yuxin Chen

*Marketing Department, Stern School of Business, New York University*

Yuxin Chen received his Ph.D. in business administration from Washington University in St. Louis in 1999. He is currently an associate professor of marketing (with tenure) at New York University’s Stern School of Business.

Prof. Chen has been with NYU Stern since graduating from Washington University in 1999. His primary research areas include database marketing, Internet marketing, pricing, retailing, competitive strategies, structural empirical models, Bayesian econometric methods, and behavioral economics. Prof. Chen’s work has been published in Marketing Science, Management Science, and Quantitative Marketing and Economics. In 2001, he received both the Frank M. Bass Dissertation Paper Award for best marketing paper derived from a PhD thesis published in an INFORMS-sponsored journal, and the John D.C. Little Award for the best marketing paper published in Marketing Science or Management Science. In 2004, he was recognized by Marketing Science as “A Few of the Great Reviewers Out of more than 600 Reviewers.” He is on the editorial boards of Marketing Science and the Journal or Marketing Research.
Priya Raghubir

Marketing Group, Haas School of Business, University of California, Berkeley

Priya Raghubir earned her Ph.D. in Marketing from New York University in 1994. She is currently Professor of Marketing at the Haas School of Business, University of California at Berkeley. Prior to joining Berkeley, she taught at the Hong Kong University of Science and Technology in Hong Kong from 1994-1997.

Joel Huber

Marketing Department, The Fuqua School of Business, Duke University

Joel Huber received his Ph.D. from the Wharton School of the University of Pennsylvania. He is currently the Alan D. Schwartz Professor of Marketing at the Fuqua School of Business, Duke University. Prior to joining Duke, he taught at the business schools at Penn, Purdue and Columbia.

Prof. Huber’s research encompasses three ways to understand how people make choices. The first path involves analyzing past and hypothetical choices to value market and environmental goods. The second approach explores the ways market choices are altered by past choices and the competitive environment. The third perspective examines ways that people can prepare themselves to increase their satisfaction with the choices they make. His extensive work has been published in numerous prestigious journals, including the Journal of Marketing Research, Journal of Consumer Research, Management Science, Journal of Consumer Psychology, Marketing Letters, Organizational Behavior and Human Decision Processes, Rand Journal of Economics, and Journal of Risk and Uncertainty. Prof. Huber is currently editor of the Journal of Marketing Research, and he serves on the editorial boards of the Journal of Consumer Research, Journal of Marketing Research, Marketing Science, and Marketing Letters.
Greg Allenby

Marketing Department, Fisher College of Business, The Ohio State University