BIOGRAPHIES

**Gal Zauberman**  
(The Wharton School, University of Pennsylvania)

Gal Zauberman’s research focuses on factors that affect individuals’ evaluations, preferences, and choice, with specific interest in the role of time in judgment and decision making. Broadly, he examines the psychological mechanisms that govern how people develop preferences for outcomes in the future. Professor Zauberman’s research has appeared in top-tier academic journals including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Management Science*, and *Psychological Science*. His recent article published in the *Journal of Experimental Psychology: General* received international media coverage, including the New York Times, Scientific American, and others. He has won several awards and honors; among them, the Young Scholars Program of the Marketing Science Institute and an honorable mention for the Association of Consumer Research’s Robert Ferber Award. His teaching interests include courses in Consumer Behavior, Internet Marketing, Marketing Management and Marketing Research.

Professor Zauberman received his PhD in Marketing from Duke University (2000) and his B.A. from The University of North Carolina, Chapel-Hill (1994).

**Sridhar Moorthy**  
(Joseph L. Rotman School of Management, University of Toronto)

Sridhar Moorthy’s research focuses on how consumers learn about product quality, and what impact this has on marketing strategies such as branding. For instance, his current research examines the circumstances under which brand extensions work. Previous work, published in journals such as *Marketing Science* and *Journal of Economic Theory*, has examined the relationship between advertising spending and product quality, product differentiation, timing issues in product introduction, distribution channel coordination, and price matching guarantees. Professor Moorthy is an Area Editor of *Marketing Science*, an Associate Editor of *Quantitative Marketing and Economics*, and serves on the editorial boards of *Journal of Marketing Research*, *Journal of Marketing Channels* and *Review of Marketing Science*. He is a co-author of the textbook *Marketing Models* (Prentice Hall 1992). His research won the George E. Nicholson, Jr. Student Paper Competition of the Operations Research Society of America in 1982. Two other papers of his were finalists for the John D. C. Little Award for the Best Marketing Paper published in *Marketing Science* or *Management Science*. He has taught courses at all B-School levels over the years: MBA, Ph.D., and Executive. Students in the MBA class of 1999 awarded him “Professor of the Year.” Professor Moorthy has consulted for several multinational companies, and has provided expert testimony in a number of legal cases.

Professor Moorthy received his Ph.D. from Stanford University in 1983, and has taught previously at the University of Rochester, Yale, INSEAD, UCLA and Wharton.
BIOGRAPHIES

Pradeep K. Chintagunta
(The University of Chicago Graduate School of Business)

Pradeep K. Chintagunta conducts research into the analysis of household purchase behavior, pharmaceutical markets, and technology products. His research has appeared in the Journal of Marketing Research, Marketing Science, Management Science, the International Journal of Research Marketing, the Journal of the American Statistical Association, and the Journal of Econometrics. Professor Chintagunta is an area editor of Marketing Science, and an associate editor of the Journal of Marketing Research, Management Science, and Quantitative Marketing & Economics. In addition to being a finalist for the O’Dell award in both 1996 and 2001, Chintagunta is the recipient of the Hillel J. Einhorn Award for Excellence in Teaching and has been named one of the GSB’s top professors by BusinessWeek. In addition to teaching at the GSB, he has taught courses at the Harvard Business School and the S.C. Johnson Graduate School of Management at Cornell University. He joined the GSB faculty in 1995. Professor Chintagunta earned a bachelor’s degree in mechanical engineering from Banaras Hindu University in 1984, a postgraduate diploma in management from the Indian Institute of Management in 1986, and a PhD in marketing from Northwestern University in 1990.

Amitava Chattopadhyay
(INSEAD)

Amitava Chattopadhyay’s research has focused primarily on branding, communications, creativity, new product development and marketing. It has appeared in several journals including the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing Science, Management Science and Long Range Planning. He is on the editorial boards of the Journal of Consumer Psychology, Journal of the Academy of Marketing Science, Journal of International Business Studies, Social Science Research Network, International Journal of Marketing and Advertising, and the International Journal of Marketing Education. He has also been a member of the Advisory Board of the Association for Consumer Research. For his research, he has been the recipient of the Robert Ferber Award. Professor Chattopadhyay has developed and taught courses on branding, marketing strategy, communication strategy, consumer behavior, marketing in emerging economies and international marketing for MBA and Ph.D. students. He has taught in executive programs in Europe, The Americas, Asia, Australia and Africa. He is on the board of directors/advisory boards of several companies and a consultant to several multinational firms. Professor Chattopadhyay holds a Ph.D. from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a B.Sc. (Honours) degree from Jadavpur University, India.