EXAMPLE MAYS MARKETING FACULTY PUBLICATIONS 2008-PRESENT

SCHOLARS WITH PRIMARY INTEREST IN CONSUMER BEHAVIOR:

Haipeng (Allan) Chen


Christina Kan


Suresh Ramanathan

Belei, Nina, Kelly Geyskens, Caroline Goukens, Suresh Ramanathan, and Jos Lemmink (2012), "The Best of Both Worlds? Effects of Attribute-Induced Goal Conflict on Consumption of Healthful Indulgences," Journal of Marketing Research, 49 (6), 900-909


**Caleb Warren**


Campbell, Margaret C. and Caleb Warren (2012), "A risk of meaning transfer: Are negative associations more likely to transfer than positive associations?" *Social Influence*, 7 (3), 172-192.


**Joining our faculty in Fall 2016: Chiraag Mittal**


SCHOLARS WITH PRIMARY INTEREST IN QUANTITATIVE MARKETING:

Cexun “Jeffrey” Cai


Sanjay Jain

Li, Jiaoyang and Sanjay Jain, “Behavior-Based Pricing: An Analysis of the Impact of Peer-Induced Fairness,” forthcoming *Management Science*


Yan (Lucy) Liu


**Scholars with Primary Interest in Marketing Strategy (Various Methods – Ranging from Quantitative to Qualitative):**

**Leonard Berry**


**Mark Houston**


Janet Parish


Venkatesh (Venky) Shankar


**Alina Sorescu**


**Rajan Varadarajan**


**Manjit Yadav**


