EXAMPLE MAYS MARKETING FACULTY PUBLICATIONS 2008-PRESENT

SCHOLARS WITH PRIMARY INTEREST IN CONSUMER BEHAVIOR:

Haipeng (Allan) Chen


Christina Kan


Suresh Ramanathan

Marina Puzakova, Hyokjin Kwak, Suresh Ramanathan, and Joseph Rocereto, “Painting your Point: The Role of Color in Firms’ Strategic Responses to Product Failures via Advertising and Marketing Communications,” *Journal of Advertising*, forthcoming


**Chiraag Mittal**


SCHOLARS WITH PRIMARY INTEREST IN QUANTITATIVE MARKETING:

Cexun “Jeffrey” Cai


Yan (Lucy) Liu


SCHOLARS WITH PRIMARY INTEREST IN MARKETING STRATEGY (VARIOUS METHODS – RANGING FROM QUANTITATIVE TO QUALITATIVE):

Leonard Berry


“Essentials for Improving Service Quality in Cancer Care,” Healthcare, published online ahead of print, March 22, 2016 (with Kedar Mate).


**Mark Houston**


**Janet Parish**


**Venkatesh (Venky) Shankar**


**Alina Sorescu**


**Shrihari Sridhar**


**Rajan Varadarajan**


**Manjit Yadav**


