

2025 Winter AMA Academic Conference DocSIG Mentors Breakfast

Saturday, February 15th, 7 - 8 AM

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Anat Keinan's research interests include Branding, Symbolic Consumption, Consumer Well-Being, Luxury Marketing, Consumer Self-Control, Authenticity, the Consumption of Experiences, Fairness and Ethics in Marketing, and Ethical Consumption. She received her Ph.D. in Marketing, with distinction, from Columbia Business School. Professor Keinan received the Ferber Award for her research on collectable experiences, and the AMA Erin Anderson Award for Emerging Female Marketing Scholar and Mentor. Her research was selected for the New York Time Year in Ideas issue and seven of her papers were recognized as the Journal of Consumer Research best paper award finalists. Her research was selected for several JCR Research Curations including "Products as Signals," "Meaningful Choice," and "Behavioral Pricing."

John Lynch is University of Colorado Distinguished Professor at the Leeds School of Business, where he founded the Center for Research on Consumer Financial Decision Making. At CU, Florida, and Duke Lynch chaired or served on 101 PhD committees. He received the 2025 AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award, the Converse Award, and ACR's Simonson Mentorship Award. He is a Fellow of AMA, ACR, and APA/SCP. Six of his papers were honored as best articles at JCR (4), JMR (1) and JM (1). From 2022-2024, he served as Executive Director of the Marketing Science Institute.



Rajdeep Grewal is Townsend Family Distinguished Professor of Marketing, Kenan-Flagler Business School, University of North Carolina, CH





Charles Noble is the Henry Distinguished Professor of Business in the Haslam College of Business at The University of Tennessee. He currently serves as Editor-in-Chief of the Journal of the Academy of Marketing Science (JAMS), a FT-50, leading journal in the Marketing field. He previously served as EIC of the Journal of Product Innovation Management (JPIM), the premier research journal in the areas of new product development and innovation. His research interests focus generally on marketing strategy and innovation, including market entry strategies, strategic orientations and front-end design and development processes, as applied to both products and services.

Colleen Harmeling is the Persis E. Rockwood Associate Professor of Marketing at Florida State University and Co-Director of the PhD. Program. Colleen's research focuses on stakeholder engagement and customer experience design with an emphasis on consumer vulnerability, the role of morality in consumption, healthcare decision-making, and understudied stakeholders. Her research appears in JMR, JCR, JM, HBR, JAMS, and JIBS. She is a Developmental Editor for Journal of Marketing, an Area Editor for Journal of Academy of Marketing Science, and on the ERB for the Journal of Marketing Research, Journal of Service Research, and Journal of International Business Studies. She has been named an MSI Scholar, ISBM Scholar, and the Erin Anderson Award winner.



Kelly Hewett is Professor of Marketing and the Reagan Professor of Business at the University of Tennessee's Haslam College of Business. Prior to joining UT, she worked at Bank of America, where she was a senior vice president in the firm's corporate marketing group. Previously, she had a 10-year academic career, and also held prior positions in international marketing and marketing research. Kelly's research has been published in the Journal of Marketing, the Journal of International Business Studies, the Journal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, among others.

Detelina Marinova is the Samuel Walton Distinguished Professor of Marketing at the Robert J. Trulaske College of Business, University of Missouri. Her research expertise involves managing sales and service interactions at the organizational frontlines, healthcare marketing, technology-enabled interactions, analysis of unstructured data and machine learning. Professor Marinova's research has been funded by the National Institutes of Health, Marketing Science Institute, and the recipient of the Institute for the Study of Business Markets' best dissertation award. She has published her research in prestigious journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, and Journal of Service Research. She currently serves as Editor of Journal Marketing.





Kelly L. Haws is the Anne Marie and Thomas B. Walker, Jr. Professor of Marketing, Owen Graduate School of Management, Vanderbilt University. Her research interests focus on consumer behavior and consumer well-being particularly related to self-control, health, sustainability, and food decision making. She received the Early Career Award from the Association of Consumer Research in 2013 and was named an MSI Young Scholar in 2009 and an MSI Scholar in 2018. She has served as an Associate Editor for multiple journals, and she will begin a three-year term as co-editor of the Journal of Marketing in 2025.

Douglas Bowman is Professor of Marketing at Emory University's Goizueta Business School. He is an accomplished researcher in the quantitative aspects of marketing with a substantive focus in the areas of marketing strategy and customer relationship management. His research into the evolution of customer preferences in a new market won JMR's Paul Green Award. He is or has served on the editorial boards of several journals including IJRM, JM, JMR, JAMS, MS, and MKSC. He is president of the INFORMS Society for Marketing Science (ISMS) and president of the Sheth Foundation.



Murali K. Mantrala (Ned Fleming Professor of Marketing, University of Kansas) does research in Sales, Advertising, Retailing, and Platform Marketing domains. Murali was EIC of JR, and serves/d on the Advisory Boards of JM and JR, and ERBs of JMR, JAMS, MKS, and JBR. His work has won the Humboldt Research Award, the AMA- Sales SIG Don McBane Award, and the AMA-RAPSIG Lifetime Achievement Award. However, Murali's greatest joy has been mentoring doctoral students since 1986 at Universities of Florida, Missouri and Kansas, and many AMA-Sheth doctoral consortia including co-chairing the 2008 edition and the 2018 Inaugural Marketing Strategy Consortium.



Carol L. Esmark Jones is Associate Professor at the University of Alabama and the M. Thomas Collins Jr. Faculty Fellow in E-Commerce. She is a PhD graduate from the University of Tennessee in Knoxville. Her research focuses on retail shopper behavior, most often concentrating on how the shopper reacts to embarrassment and privacy invasions. She also examines retail impact variables and frontline employee factors. Carol's work has been published in the Journal of the Academy of Marketing Science, Journal of Retailing, Harvard Business Review, and the Journal of International Business, among others.



Dr. Brian Rutherford is a Professor of Marketing at Kennesaw State University (Kennesaw, Georgia). He received his Ph.D. in Marketing from Georgia State University. Prior to joining the faculty at Kennesaw State University, he was a faculty member at Purdue University (West Lafayette, Indiana). Dr. Rutherford was named the 2023 Distinguished Fellow for the Society of Marketing Advances. Dr. Rutherford has received Distinguished Professor, Teaching, Research, and Service awards from Kennesaw State University. Dr. Rutherford has served on over 30 dissertation committees and has published over 65 peer-reviewed journal articles. Currently, he serves as the Editor of the Journal of Personal Selling and Sales Management. In addition, he serves as an Associate Editor for the Journal of Business and Industrial Marketing and an Associate Editor for the Journal of Marketing Theory and Practice.





Michael Haenlein is a Professor of Marketing at ESCP Business School in Paris (France), holds the Chair of Responsible Research in Marketing at the University of Liverpool Management School (UK), and is an Adjunct Professor at Trinity Business School of Trinity College Dublin (Ireland). His main area of expertise is the impact of new technologies on firms and consumers. Michael counts among the Top 25 most cited researchers in the field of marketing worldwide and an Associate Editor at the Journal of Marketing, the Journal of the Academy of Marketing Science (JAMS), and the International Journal of Research in Marketing (IJRM). He is the President-Elect Designate of the Academic Council of the American Marketing Association (AMA) and the Vice President of Publications at the European Marketing Academy (EMAC).

Adithya (Adi) Pattabhiramaiah is Sharon A. and David B. Pearce Associate Professor of Marketing at Georgia Tech. His research focuses on media monetization, AI, nutrition, education, sustainability and public policy and has been published in Marketing Science, Management Science, JM, JMR, and Marketing Letters. Adithya has been recognized as a 2024 MSI Scholar. He serves as AE for JM and JMR. His work has received multiple awards, including the 2013 MSI Alden G. Clayton Dissertation Award and finalist honors for the Maynard, Root and Green Awards. He also received the Distinguished Alumni Award from the University of Michigan's Ross School.



Cait Lamberton is the Alberto I. Duran President's Distinguished Professor of Marketing at the University of Pennsylvania's Wharton School. Her research focuses on the ways that consumers make decisions in both individual and social settings, and covers topics ranging from explorations of assortment size and structure to marketplace experiences of empathy and dignity affirmation. In recognition of this work, Cait has been named a Marketing Science Institute Young Scholar as well as a Marketing Science Institute Scholar, was a winner of the AMA/EBSCO Responsible Research in Marketing award, the Thomas P. Kinnear Award for the best paper in the Journal of Public Policy & Marketing, the AMA's Hunt/Maynard Award, the Lazaridis Prize and the American Marketing Association's Erin Anderson Award. She currently serves as co-editor of the Journal of Marketing, and is co-editor of the Cambridge Handbook of Consumer Psychology and "Marketplace Dignity," published in 2024. In addition, Cait has been retained as a consultant by Goldman Sachs, Vanguard, Regeneron, Boston Scientific, the US Departments of Education and Labor, the National Academies of Science, Engineering and Mathematics, the University of Pittsburgh Medical Center, and IPSOS marketing research. She holds an MBA and Ph.D. from the University of South Carolina, an honorary doctorate from the University of Lucerne, and a BA in English Literature from Wheaton College.



Rebecca Stolegraaf is the Associate Dean for Research and Neal Gilliatt Chair and Professor of Marketing. Her research focuses on understanding when new product introductions, environmental sustainability, and brand strength influence a firm's financial returns and competitive advantage. She has published in numerous top-ranked marketing and management journals, including the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Organization Science. Her research was a finalist for the Jan Benedict Steenkamp Award for Long-term Impact and earned the Jagdish N. Sheth Award. She currently serves as an Associate Editor for the Journal of Marketing and the Journal of Marketing Research and serves on the Editorial Boards of five other top-ranked journals. She also served as an Associate Editor for the 3rd Edition of the PDMA New Product Management Handbook. Professor Slotegraaf has taught at the undergraduate, MBA, and PhD levels, and received the Indiana University Trustees Teaching award in 2014 and 2018. She also received an innovative teaching award from the Kelley School of Business in 2008. Professor Slotegraaf has worked with several companies and builds her insights from work across several industries, including automotive, consumer durables, fast-moving consumer goods, high-technology, and pharmaceuticals.





Katrijn Gielens' research focuses on the dynamics in digital and brick-and-mortar retailing and relationships between retailers and brand manufacturers. She teaches courses in retailing and channel management. Her work has been published in leading journals such as the Journal of Marketing, Journal of Marketing Research, The International Journal of Research in Marketing (IJRM), Journal of Consumer Research and Marketing Science. For two papers she received the long-term impact award from the American Marketing Association. She also received a nomination for the Paul E. Green Award and the Shelby D. Hunt/Harold H. Maynard Award. Two other articles received the IJRM Best Article Award. She serves as an associate editor for the Journal of Marketing and the Journal of International Marketing. She is also on the editorial board of the Journal of Retailing and the International Journal of Research in Marketing.

Rajesh K. Chandy is the Academic Director of the Wheeler Institute for Business and Development. He holds the Tony and Maureen Wheeler Chair in Entrepreneurship and is a Professor of Marketing at London Business School.



Kapil Tuli is JM co-editor and Professor Of Marketing with a demonstrated history of working in the higher education industry. Skilled in Marketing Management, Customer Insight, Data Analysis, and Quantitative Research. Strong education professional with a Doctor of Philosophy (PhD) focused in Marketing from Emory University.

Linda L. Price (BA, MBA University of Wyoming, Ph.D. University of Texas at Austin) is the Underwood Family Professor of Marketing in the Eller College of Management, University of Arizona. Linda has been on the faculty at several universities including University of Pittsburgh, University of Colorado, University of South Florida, and University of Nebraska. She has received many marketing honors and awards including the 2013 College of Business Distinguished Alumni Award from University of Wyoming and the 2013 Academy of Marketing Science Cutco/Vector Distinguished Educator Award for Lifetime Contributions to Marketing Scholarship. She currently serves as President of the Association for Consumer Research as well as serving on the American Marketing Association Academic Council, the Consumer Culture Theory Board, the Advisory Board for the Journal of Consumer Research, Board of Governors AMS and the Sheth Foundation.





Beth Vallen is JPPM Editor and Professor of Marketing at Villanova University

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