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Faculty Ambassadors



Dr. Karen Winterich

PennState University
Co-Editor JMR

Consumer Behavior



Dr. Andreas Lanz

University of Basel

Quant

... and many other
distinguished mentors
on the next pages!

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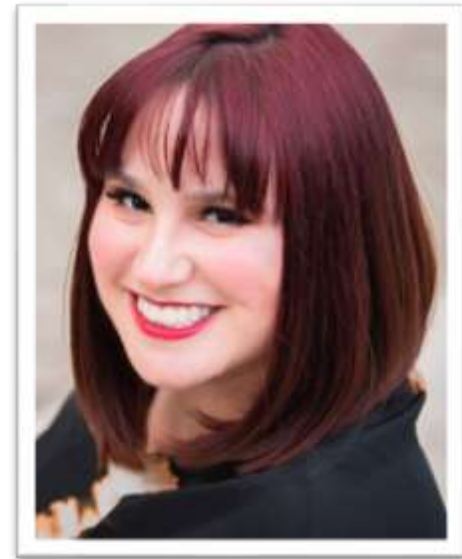
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Consumer Behavior Mentors



Mansur Khamitov is an Assistant Professor at the Kelley School, Indiana University, a Founding Chair of AMA's Branding Pop-up SIG, and a Communications Chair of SCP. His research focuses on branding (brand transgressions, brand relationships, brand trust brand loyalty) and financial decision-making (money, saving). Mansur's research has been published in JCR, JM, JCP, JAMS, JESP, Cognition, and HBR. He serves as an AE for JR and JIM and on ERB for JCR, JM, JCP, JAMS, and IJRM. He is a 2023 MSI Young Scholar, 2024 SCP Early Career Award recipient, and 2024 Emerging Scholar in Marketing Communications by AMA's Marketing Communications SIG. Mansur has also been recognized as a 2020-21 Research in Practice Award Co-Winner and 2017-18 Rising Star by AMA's CBSIG.

Stacey Finkelstein: I earned my PhD and MBA from the University of Chicago, Booth School of Business in 2011. Broadly speaking, I conduct research at the intersection of marketing, public health, and consumer well-being. My work has been published in leading business journals (Journal of Consumer Research, Management Science) as well as elite interdisciplinary journals (Psychological Science, Advances in Experimental Social Psychology). In recognition of my work, I received the American Marketing Association (AMA) Marketing and Society Special Interest Group (MASSIG) Early Career Award in 2019. My coauthors and I also received the Journal of Consumer Affairs Best Paper Award in 2021 for our work exploring the impact of omission bias and moral culpability on parents' vaccination plans for their children. I am currently the Chair of the AMA Marketing and Society Special Interest Group (MASSIG) and an Associate Editor for the Consumer Behavior track of the Journal of Business Research.





Umair Usman is an Assistant Professor of Marketing at Florida International University and was recently appointed the AI 360 Research Fellow at FIU. His research interests include how new technology (such as AI, blockchain, metaverse, etc.) in marketing shapes consumer decision-making and perceptions. Umair is passionate about mentoring doctoral students and fostering interdisciplinary collaboration. He has presented at leading academic conferences and actively contributes to discussions on the responsible integration of technology in marketing. With a strong commitment to impactful research and teaching, Umair brings thoughtful insight into the evolving intersection of marketing, psychology, and innovation.

Erick Mas is an Assistant Professor of Marketing at the Kelley School of Business, Indiana University Bloomington. Prior to Indiana University, Erick was a Postdoctoral Fellow at Vanderbilt University. He has a PhD in Marketing from the University of North Texas, an MBA from Barry University, and a BS in Marketing from the University of Puerto Rico in Mayagüez. Erick is a consumer psychologist whose research focuses on the influence of social hierarchies (e.g., social class) and perceptions of those hierarchies (e.g., political ideology) on marketplace behaviors.





Dr. Aaron R. Brough is Professor of Marketing and Harry M. Reid Endowed Professor of Research at Utah State University. Chair of AMA's Consumer Behavior SIG, he serves as Associate Editor at JM and on review boards for JCR, JMR, and JPP&M. An MSI Young Scholar and two-time JCR Outstanding Reviewer, he co-edited JACR's July 2025 special issue on Consumer Privacy. His research on privacy, sustainability, and other aspects of consumer decision-making appears in leading journals and mainstream media. He teaches courses related to marketing research and AI and consults as an expert witness on trademark and privacy matters.

John Costello is the John W. Berry Sr. Associate Professor of Marketing at The Mendoza College of Business at the University of Notre Dame. Dr. Costello's research focuses on the area of consumer behavior, particularly in the domains of branding, persuasion knowledge, and consumer and societal well-being. Dr. Costello's research has appeared in leading marketing journals, including the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and Journal of Public Policy & Marketing. He received his PhD from The Ohio State University's Fisher College of Business.





Linda L. Price is Professor and Dick and Maggie Scarlett Chair at University of Wyoming, her alma mater. Linda's research is multi-disciplinary and multi-method. She examines consumer and collective practices, adaptation and change, materiality, and network interactions, with applications for services, customer experience, sustainability and consumer well-being. She serves on the AMA Foundation Board and several advisory or editorial review boards for leading marketing journals and associations. Linda has received many awards including AMA-Irwin-McGraw-Hill Distinguished Marketing Educator, ACR Fellow and AMA Fellow. Prior service includes editing JCR, President of ACR, and President of AMA Academic Council.

Kevin L. Sample is an assistant professor of marketing at the Darla Moore School of Business. Kevin investigates how design and visual perception influence consumer behavior. With a Master of Architecture from Texas A&M University and experience as a licensed architect, Kevin brings this unique perspective to his marketing research. Additionally, he is interested in the techniques behind developing and validating measurement scales, as well as generating new scales to measure latent variables associated with consumers. He also explores topics aimed at enhancing consumer well-being. Kevin's work has been published in leading marketing journals, including JCR, JMR, JCP, JAMS, and JR.





Karen P. Winterich is the Gerald I. Susman Professor in Sustainability and Professor of Marketing at Pennsylvania State University. She conducts research in the area of consumer behavior, with much of her work examining how consumers' social identities influence charitable giving as well as sustainable and im(moral) behavior. Her research is published in Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing, among others. She serves as Co-Editor for the Journal of Marketing Research and is Past President of the Academic Council of the American Marketing Association. Karen also enjoys teaching sustainability marketing which she developed as part of Smeal's Sustainability Education Initiatives.

Strategy/ Quant Mentors



Yakov Bart is a Professor of Marketing and Thomas E. Moore Faculty Fellow at Northeastern University. His research examining marketing implications of new digital technologies and business models has been funded by NSF, Amazon, Google, MSI, WPP, and published in leading marketing and management journals. Yakov holds a PhD and an MS in Business Administration from the University of California at Berkeley, an SM in Operations Research from MIT, and a Diploma in Mathematics from Moscow State University. Prior to joining Northeastern University, he was a faculty member at INSEAD and a visiting faculty at the Wharton School.

Jan-Benedict Steenkamp is the Massey Distinguished Professor of Marketing and Leadership at the University of North Carolina and **Editor in Chief of the Journal of Marketing**. He has published over 100 articles in leading academic journals in marketing, management, strategy, and statistics. His work has received over 73,000 citations, and he is ranked #5 in marketing (out of 14,000 scholars) on career-long impact. He received the AMA Irwin McGraw Hill Distinguished Marketing Educator Award, the AMA lifetime awards in global marketing and in marketing research, and the EMAC Distinguished Scholar Award.





Marc Fischer is Chaired Professor of Marketing Science and Analytics at the University of Cologne. He was a professor of marketing (part-time) at the UTS Business School, University of Technology Sydney, from 2014-2020 and has been Morrison Faculty Fellow at the Anderson Graduate School of Management at UCLA, Los Angeles. His expertise includes the measurement and management of marketing performance, brand management and the optimization of marketing mix. Dr. Fischer serves currently as **Co-editor for the Journal of Marketing** and has provided service as member of the Editorial Review Boards of several other journals including Journal of Marketing Research, Journal of Consumer Research and International Journal of Research in Marketing.

Thomas Dotzel is an Assistant Professor at the University of Nebraska-Lincoln. He was previously a faculty member at McGill University in Montreal. Thomas conducts empirical marketing strategy research in the substantive domain of services marketing. Within this context, his research focuses primarily on answering managerial questions related to service innovations as well as on measuring the financial value of marketing actions. His research appears or is forthcoming in the Journal of Marketing, Journal of Marketing Research, MIT Sloan Management Review, and Harvard Business Review. The AMA SERVSIG has recognized his work twice with the Best Services Article Award in a given year.





Mahima Hada (Ph.D., Penn State) is Associate Professor of Marketing and Director of Online MS Marketing Programs at Baruch College, CUNY. Her research examines marketing strategies shaping customer-firm relationships in B2B/B2C markets, with a multi-method approach. She has published in JM, JMR, IJRM, JIBS, and JofR, serves as AE at JMR, guest AE at JCP, and as ERB member at JM and JCP. She teaches Marketing Analytics, Text Analytics with AI, graduate core marketing, and marketing strategy in PhD & DBA programs. A consultant to startups and media firms, she unwinds with fantasy and historical fiction novels.

Riley T. Krotz is an assistant professor of marketing at Florida State University whose research focuses on blood donations, frontline employees, and public policy. His work is published in top marketing and supply chain journals including the Journal of Marketing Research, the Journal of Supply Chain Management, and has attracted over \$200,000 in grant funding from leading organizations such as the AMA, AMS, ACR, and AAI. Riley has earned honors including a U.S. Senate commendation, the Mary Jo Bitner “Rising Star in Services” Award, the Advancement in Healthcare Access Award, and Young/Emerging Scholar Awards from AMA RAPSIG, OFRSIG, and DOCSIG.





SummerAMA Conference Co-Chair

Adithya Pattabhiramaiah is Sharon A. and David B. Pearce Associate Professor of Marketing at Georgia Tech's Scheller College of Business. He received his Ph.D. in Business Administration from the University of Michigan in Ann Arbor. His primary research interests lie in the areas of media monetization, digital/social media marketing, social impact, sustainability and public policy. His research has been published in Marketing Science, Management Science, the Journal of Marketing, the Journal of Marketing Research, Harvard Business Review and Marketing Letters. Adithya has taught courses titled "Marketing Research: Analytics" and "Pricing Strategy and Analytics" at Georgia Tech. Adithya's research has received various forms of recognition, including being a finalist for the '2022 Shelby D. Hunt/Harold H. Maynard Award', the '2021 AMA Paul E. Green Award,' the '2022 AMA/MSI H. Paul Root Award', the '2019 MSI H. Paul Root Award' and a winner of the '2013 MSI Alden G. Clayton Dissertation Competition Award.' He is also a recipient of the Distinguished Alumni Award from the University of Michigan's Ross School of Business and is an MSI Scholar (class of 2024). He serves as an Associate Editor at the Journal of Marketing and the Journal of Marketing Research. Prior to joining the academic world, he worked in product development / management for SAP Labs and Perot Systems, after receiving his Bachelor's degree in Electrical Engineering from the National Institute of Technology at Surathkal in India.



Christian Hughes is an Assistant Professor at Case Western Reserve University. Her research interests include influencer marketing, social media, and content analysis. She conducts multimethod, managerially-focused research and has been published in top tier journals, including the Journal of Marketing and the International Journal of Research in Marketing. She received the 2020 Don Lehmann Award, which recognizes the Best Dissertation-based Article published in JM or JMR, and the 2021 James Dincolo Outstanding Undergraduate Professor Award. Christian serves on the Editorial Review Board of the Journal of Marketing and was awarded the Journal of Marketing's Outstanding Reviewer award in 2025. She holds a BS and MA in statistics and a PhD in marketing from the University of Pittsburgh.

Praveen Kopalle is Signal Companies' Professor of Management and Professor of Marketing, at Tuck School of Business, Dartmouth College. Praveen was the Associate Dean for the MBA program and Chair of marketing area at Tuck. Professor Kopalle has won many awards including: 2024 Churchill Award for Lifetime Contribution to Marketing Research, IIM-Bangalore's Distinguished Alumni Award, American Marketing Association's Lifetime Achievement award in Retailing and Pricing, Core Teaching Excellence Award at Tuck, Winner and Runner-up for John D. C. Little Best Paper Award in Marketing Science, Winner and Runner-up for Davidson Award etc. He was Vice-President at INFORMS Society for Marketing Science.





Pradeep K. Chintagunta is the Joseph T. and Bernice S. Lewis Distinguished Service Professor of Marketing at the Booth School of Business, University of Chicago. He is interested in empirically studying consumer, agent and firm behavior, and more recently, “development marketing” – studying the role of marketing in economic development. He graduated from Northwestern University and has also served on the faculty of the Johnson School, Cornell University. He is an ISMS Fellow and serves on the Board of Governors of the Indian Institute of Management, Ahmedabad. He likes travel and movies and collects vintage electronics.

Nita Umashankar is an Associate Professor of Marketing at San Diego State University. She earned a B.S. and B.B.A. from the University of Arizona in 2003 and a Ph.D. from the University of Texas at Austin in 2010. Her research explores how corporate strategies influence marketing outcomes, balancing financial performance with social impact. Her work is published in Marketing Science, Strategic Management Journal, Journal of Marketing (where she serves as Associate Editor), and Journal of Marketing Research (also as Associate Editor). Nita focuses on building students’ confidence and compassion. She has received multiple research and teaching awards and is a proud mother of two.





Andreas Lanz is a marketing professor and member of the faculty board at the University of Basel. He joined from HEC Paris in 2023 and holds a doctoral degree from the University of Mannheim. Andreas researches social networks and is recognized for his award-winning work on the effectiveness of micro influence for dissemination (i.e., Lanz et al. 2019 as well as Beichert et al. 2024 and Goldenberg et al. 2024). He published in leading academic journals including the Journal of Marketing (2024; 2024), Journal of Marketing Research (2019; 2024), Journal of the Academy of Marketing Science (2025), Management Information Systems Quarterly (2022; 2025), Management Science (2025), and Quantitative Marketing and Economics (2022)—with press coverage, among others, in the Harvard Business Review and MIT Sloan Management Review

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