2026 AMA Winter Conference
DocSIG Global Colloquium

Session 1: DocSIG - Sheth Foundation Mentor's Breakfast

Sponsored by SHETH FOUNDATION

Alok Saboo is the Taylor E. Little Jr. Professor of Marketing and the Director of the Master of Science in Marketing program at J. Mack Robinson College of Business, Georgia State University. Dr. Saboo is primarily interested in leveraging data and analytics to improve the effectiveness of firms' marketing actions and help firms increase the returns on their marketing investments. He regularly serves as an Associate Editor or ERB member for several top-tier journals. Dr. Saboo is the 2022 recipient of the American Marketing Association's (AMA) Varadarajan Award for Early Career Contributions to Marketing Strategy Research. He is a 2023 Marketing Science Institute (MSI) Scholar and a 2019 Marketing Science Institute (MSI) Young Scholar and was named by Poets and Quants as one of the Top 40 under 40 Business School Professors Worldwide in 2017.

Amber Epp is an Associate Professor of Marketing and Wilbur Dickson-Bascom Professor in Business at the University of Wisconsin-Madison's School of Business. Amber's research advances an interdisciplinary perspective of the relationship between family and the marketplace. Her work has been published in Journal of Consumer Research, Journal of Marketing, Journal of Service Research, Journal of Retailing, and she has co-authored book chapters on qualitative data analysis, family consumption behavior, and assemblage theory. She also serves as an Associate Editor for the Journal of Marketing, sits on the editorial review boards for JCR, JPPM, and JSR, and serves on the AMA Academic Council.

Anders Gustafsson is Professor of Marketing at BI Norwegian Business School and a Distinguished Professorial Fellow at Alliance Manchester Business School, University of Manchester. Over the course of his career, Dr. Gustafsson has published more than 100 peer-reviewed articles in leading academic journals, and his scholarship has been formally recognized on more than a dozen occasions, including the Christopher Lovelock Career Contributions to the Services Discipline Award from AMA SERVSIG (2018) and multiple best paper awards in conferences and journals. He was the first international president of the American Marketing Association's Academic. Dr. Gustafsson has also served on the AMA Board of Directors and for many years on the Board of the Sheth Foundation. In addition, he organized the 2023 AMA–Sheth Doctoral Consortium, hosted in Oslo, Norway, and initiated the AMA–Sheth Early Career Consortium.

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. 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 (2026), and Quantitative Marketing and Economics (2022)—with press coverage, among others, in the Harvard Business Review and MIT Sloan Management Review.

Aric Rindfleisch is the John M. Jones Professor of Marketing and Executive Director of the Illinois MakerLab at the University of Illinois. Aric's research focuses on understanding marketing, innovation and technology in the digital world and has been published in several leading journals including the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Operations Management, Strategic Management Journal, among others. Aric is also an AMA Fellow and teaches three popular Coursera classes (Marketing in a Digital World, The Digital Marketing Revolution & The 3D Printing Revolution) that have collectively enrolled over 750,000 learners.

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Ashley Goreczny is an assistant professor of marketing at Iowa State University. She specializes in research on salespeople, micro-entrepreneurs, subsistence marketplaces, and marketing strategy. Her work can be found in JM, JMR, and EJM, among others. This work has been awarded the 2024 AMA-EBSCO-RRBM Award for Responsible Research, as well as has been features in HBR. Regarding teaching, she specializes in sales and sales management courses at the Ivy Sales Forum, which she helped launch over 6 years ago. She also mentors PhD students, having worked on numerous papers with alumni and current PhD students.

Christine Moorman is the T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University. Her research examines the nature and effects of learning and knowledge utilization about marketing by consumers, managers, organizations, and financial markets. Christine is the founder of The CMO Survey (https://cmosurvey.org/). She served as the Editor-in-Chief of the Journal of Marketing. She was named a Fellow of the British Academy in 2023, the 2022 AMA Foundation William L. Wilkie "Marketing for a Better World" Award, the 2022 Gil Churchill Award for Lifetime Contributions to Marketing Research, the 2018 AMA-Irwin-McGraw-Hill Distinguished Marketing Educator, an AMA Fellow in 2017, the 2012 Paul D. Converse Award, and the 2008 Mahajan Award for Career Contributions to Marketing Strategy.

Denish Shah is the Department Chair and Professor of Marketing at Robinson College of Business, Georgia State University. He also serves as the Executive Director of the Marketing RoundTable, and Founding Director of the Social Media Intelligence Lab. His research focuses on linking marketing strategies to a firm's financial performance, technology-mediated marketing, and the social impact of marketing. His research has been published in several journals, including the Journal of Marketing Research, Harvard Business Review, Marketing Science, the Journal of Marketing, and Sloan Management Review. He is the co-editor of the Handbook of Research on Customer Equity in Marketing.

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Frank Mathmann is an Associate Professor at the Queensland University of Technology in Brisbane, Australia, and a visiting scholar at the Higgins Lab of Columbia University. He holds a PhD in marketing from the University of New South Wales and has published his research in journals such as the Journal of Consumer Psychology, Journal of Service Research, and Journal of Retailing. He furthermore serves as an Associate Editor the European Journal of Marketing. His research focuses on consumer motivation and big data in service, retail, and branding.

Girish Mallapragada is PetSmart Inc, Distinguished Professor of Marketing Chair at Kelley School of Business at Indiana University. Girish's research interests include open innovation, social networks, new product development, and inter-firm relationships. His research has appeared in Journal of Marketing, Marketing Science, Journal of Marketing Research, Management Science, Production and Operations Management, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, and Journal of Public Policy and Marketing. He is an Associate Editor at the Journal of Marketing and the Journal of Marketing Research and an editorial review board member at The Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research, and Customer Needs and Solutions. Girish teaches the MBA Marketing Core in Kelley Direct, Marketing Strategy in the SKKGB EMBA program, and a school-wide Research Design PhD seminar at the Kelley School. Before joining academia, he worked in software sales.

Harald van Heerde (Ph.D., University of Groningen) is Research Professor of Marketing at the University of New South Wales. Harald has published widely in the leading marketing journals on marketing effectiveness. He received 10 best paper awards: Journal of Marketing Research (2x), Journal of Marketing (JM; 2x), Marketing Science (2x), and the International Journal of Research in Marketing (4x) plus the Churchill Award for Lifetime Contributions to Marketing Research from the American Marketing Association (AMA). He was elected as an AMA Fellow and received an honorary doctorate from the University of Hamburg. Van Heerde served as a JM Editor.

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Kapil R. Tuli is the Lee Kong Chian Professor of Marketing and Deputy Dean (Research) at the Lee Kong Chian School of Business, Singapore Management University. He completed his Ph.D. in Marketing at Emory University and holds a Master's in Marketing & E-Commerce from Texas A&M University. As an award-winning educator, Dr. Tuli specializes in understanding how firms pursue their financial objectives by embracing customer centricity, developing a focus on customer satisfaction and branding. Over the last two decades, Dr. Tuli has developed and delivered executive education for senior managers from a diverse range of firms, including UOB, Standard Chartered Bank, Visa, Tiffany & Co., Ikea, Johnson & Johnson, Microsoft, Singhealth, Singapore Civil Service College, Singapore Public Utility Board, and Singapore Power, among others. As a research-focused educator, Dr. Tuli has published extensively in leading journals such as the Journal of Marketing Research, Journal of Marketing, and Management Science. He has received several prestigious awards, including the Sheth Foundation/Journal of Marketing Award for his work of customer solutions, and the Rajan Vardarajan Award for Early Career Contributions to Marketing Strategy Research in 2016, making him the first marketing faculty from an Asian business school to earn this distinction. He currently serves as a Co-Editor for the Journal of Marketing Research and has held editorial roles at various other top journals.

Katrijn Gielens is Professor of Marketing at Tilburg University's School of Economics and Management. Her research bridges marketing strategy, retailing, and quantitative modeling to uncover how firms create and sustain advantage through branding, channel design, and retail innovation. Her work has appeared in journals such as the Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Retailing and the International Journal of Research in Marketing. She currently serves as Editor-in-Chief of the Journal of Retailing and Associate Editor at the Journal of Marketing. As of July 1 2026, she will assume the role of Co-Editor at the Journal of Marketing Research.

Kay Peters is the SVI-endowed Chair of Dialog Marketing and Professor of Marketing at Hamburg University, Germany. He is a Visiting Professor at the University of California Davis since 2010.His research focuses on advanced dynamics in communication, customer centricity, and international marketing. His research and industry projects cover sustainability, digital transformation, startups, and AI advances. Most of his research originates from intense interaction and implementation projects with industry practice. He is an Academic Council member of the American Marketing Association (AMA) since 2022 and joined the council's Executive Committee as President-elect designate in 2025. He also served as an Advisory Board member at ISMS (INFORMS) in 2023. He is a co-founder of AI SIG at AMA, one of AMA's largest SIGs.

Kelly Hewett is Professor and Chair of the Marketing Department at Colorado State University. Before joining CSU, she was the Reagan Professor of Business at the University of Tennessee's Haslam College of Business. Prior to her academic appointments, she served as a Senior Vice President in the corporate marketing group at Bank of America. Kelly's research has appeared in leading journals, including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and the *International Journal of Research in Marketing*, among others.

Kelly D. Martin is Tinberg "Business for a Better World" University Professor and Professor of Marketing at Colorado State University. She has studied issues such as data privacy, political marketing, and consumer vulnerability at the firm strategy-society intersection. Her work has appeared in Journal of Marketing, Journal of Consumer Research, Academy of Management Journal, and Harvard Business Review among other academic journals. Her articles have been recognized for research impact as recipients of the Sheth Foundation/Journal of Marketing Award, the MSI Buzzell Best Paper Award, the Davidson/Journal of Retailing Award, the Kinnear/JPP&M Award, and the AMA/EBSCO RRBM Award. She is author of the book, The Intelligent Marketer's Guide to Data Privacy, which is the 2021 winner of the AMA Berry Book Award.

Lerzan Aksoy is Dean and Professor of Marketing, at Fordham University's Gabelli School of Business. From 2015 to 2022 she served as Associate Dean of Undergraduate Studies and Strategic Initiatives. She is the 2022 recipient of American Marketing Association's Christopher Lovelock Career Contributions to the Services Discipline Award. She served as the President of American Marketing Association's Academic Council 2024-2025. Dean Aksoy's scholarship focuses on customer loyalty and she has co-authored 5 books one of which is the NY Times bestseller The Wallet Allocation Rule. Dr. Aksoy is a global nomad having lived in seven countries growing up, is a Fulbright scholar, and has a PhD in marketing from University of North Carolina – Chapel Hill, MBA from George Mason University and BS in Business Administration from Hacettepe University, Turkey.

Linda Alkire is an Associate Professor of Marketing, Vicki L. West Excellence Endowed Professor, and Director of the Center for Professional Sales at Texas State University, USA. She is internationally recognized for her contributions to Transformative Service Research, advancing service innovation to enhance societal well-being. Her work integrates technology, policy, and human-centered service design. Dr. Alkire has published over 35 peer-reviewed articles, received numerous research awards, and was named the AMA SERVSIG Emerging Service Scholar in 2024. She serves as Co-Editor-in-Chief of the Journal of Service Management and as a member of the American Marketing Association Academic Council. She is deeply committed to doctoral mentorship and community-focused academic development.

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.

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Markus Giesler is a consumer researcher and Professor of Marketing at the Schulich School of Business (York University). His research examines how markets shape human behavior—and how we can shape better markets in return. His work has been published in top-tier academic journals such as the Journal of Consumer Research and the Journal of Marketing and has received extensive coverage in media outlets including The New York Times, Wired, Bloomberg Businessweek, and Time Magazine. He is an Associate Editor at the Journal of Marketing Research and the Journal of the Academy of Marketing Science, and serves on the Editorial Review Boards of the Journal of Consumer Research, Journal of Consumer Psychology, Consumption, Markets and Culture, and Marketing Letters. He previously served as an Associate Editor at the Journal of Marketing and as an Editor at the Journal of Consumer Research (2021–2024).

Martin Mende is a professor of marketing, and the J. Willard and Alice S. Marriott Foundation Professor in Services Leadership at Arizona State University. His research appears in the Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Public Policy & Marketing, Journal of Retailing, Journal of Interactive Marketing, Marketing Letters, and Journal of Business Research. Mende serves as associate editor for the Journal of Marketing Research (JMR), Journal of Marketing (JM), Journal of the Academy of Marketing Science (JAMS), Journal of Consumer Psychology (JCP), Journal of Service Research (JSR), Journal of Public Policy & Marketing (JPPM), and the Journal of Retailing (JR). He also serves on the ERB for Journal of Consumer Research (JCR) and as developmental editor for the Journal of Marketing. Mende serves as the chair of the Transformative Consumer Research Advisory Committee, reporting to ACR's board. His research was recognized as a finalist for the Paul E. Green Award (JMR), a winner of the Weitz-Winer-O'Dell Award (JMR), and winner of the Journal of Service Research Best Article Award. He was recognized as the 2017 AMA Marketing and Society Special Interest Group (MASSIG) Emerging Scholar, as well as the 2017 AMA SERVSIG Emerging Scholar. While he was with Florida State University, Mende won college-wide and university-wide teaching awards.

Maura L. Scott is a Professor of Marketing and the Edward M. Carson Chair in Services Marketing at W. P. Carey School of Business, Arizona State University. Maura's research examines consumer/societal well-being, public policy, and services marketing. She studies consumers' financial and health decisions, particularly among marginalized and vulnerable populations. Maura is Co-Editor of the Journal of Marketing. Maura was previously joint EIC of the Journal of Public Policy & Marketing. She serves on the AMA Board of Directors and is Past President of the AMA Academic Council, and has served on ACR's Board of Directors. Maura won the Society for Consumer Psychology's 2024 Distinguished Scientific Contribution Award. She won the Williams-Qualls-Spratlen Multicultural Mentoring Award. Maura worked in marketing at 3M, Dial Corporation, and Motorola.

Michael Haenlein is a Professor of Marketing at ESCP Business School in Paris and holds the Chair in Responsible Research in Marketing at the University of Liverpool Management School. His main area of expertise is the impact of new technologies on firms and consumers. Michael is an Associate Editor at the Journal of Marketing, JAMS, and IJRM. He has received best paper awards for his work published in IJRM, the Jan-Benedict Steenkamp Award for Long-term Impact in Marketing, and the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing. Michael is the President-Elect of the Academic Council of AMA and the Vice President of Publications at EMAC.

Nita Umashankar is an Associate Professor of Marketing at San Diego State University whose award-winning research examines how corporate strategy can drive both business performance and societal impact. Her work appears in top journals including Marketing Science, Journal of Marketing, Journal of Marketing Research, and Strategic Management Journal, and she serves as an Associate Editor for the Journal of Marketing and Journal of Marketing Research. A multiple teaching award recipient, Nita is known for building confidence and purpose in her students. A proud mother of two, she believes in work–life synergy—integrating professional ambition with personal meaning rather than treating them as competing goals. Education: B.S. Molecular and Cellular Biology (2003) and B.B.A. Marketing and Entrepreneurship (2004), University of Arizona; M.S. and Ph.D. in Marketing Strategy (2010), University of Texas at Austin.

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Peeter Verlegh is Professor of Marketing at Vrije Universiteit Amsterdam. He has a PhD from Wageningen University, The Netherlands, and studies branding, language, and social media – plus any other cool topic he stumbles upon, using combinations of experiments and secondary data. He coordinates VU's part-time Marketing Master, is editor-in-chief of AMA's Journal of Interactive Marketing, and serves on boards of JM, IJRM, and JA. He is father of two teenagers, and when he was younger, he dreamt of being a rockstar or football player. When he realized that he lacked the talent for both, he opted for academia, but you can still find him frequently on pitches or in (indie) concert venues.

Pierre Chandon is the L'Oréal Chaired Professor of Marketing, Innovation, and Creativity at INSEAD and serves as the Director of the INSEAD Sorbonne University Behavioral Lab. He has been a faculty member or visiting scholar at Harvard Business School, Wharton, Kellogg, and the London Business School. An expert in food marketing and the behavioral science of eating, his research demonstrates how epicurean food marketing, by emphasizing food as pleasure rather than fuel, can help align health, business, and the enjoyment of eating. He has published over 60 articles in peer-reviewed marketing, psychology, and nutrition journals, which have been cited more than 14,000 times. More at www.pierrechandon.com

P. K. Kannan is Dean's Chair in Marketing Science at the Robert H. Smith School of Business at the University of Maryland. His research stream focuses on digital marketing, AI applications, influencer marketing, and media mix modeling. His research papers have been published in the Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, and IJRM. He is a Fellow of European Marketing Academy (EMAC), Informs Society of Marketing Science and AMA. He currently serves as an AE for Journal of Marketing and Journal of Marketing Research and a SE for Production and Operations Management.

Rajesh Chandy is a Professor of Marketing at London Business School, where he holds the Tony and Maureen Wheeler Chair in Entrepreneurship and serves as co-Academic Director of the Wheeler Institute for Business and Development. Rajesh's current research lies at the intersection of marketing and development.

Rebecca Hamilton is the Michael G. and Robin Psaros Chair in Business Administration and Professor of Marketing at Georgetown University's McDonough School of Business. She is the Editor in Chief of the Journal of Marketing Research and has served as coeditor of the Journal of Marketing Research and as associate editor for JCR, JAMS and IJRM. She has served on the American Marketing Association's Academic Council and on the Board of Directors for the Association for Consumer Research, and has co-chaired both AMA and ACR Conferences. Hamilton's research examines the effects of contextual factors – including the social environment, level of resources, stage of decision making and presentation format – on consumer decision making. Her work has appeared in publications such as the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Harvard Business Review and MIT Sloan Management Review.

Riley T. Krotz, Ph.D., is the Dr. Persis E. Rockwood Emerging Scholar and an assistant professor of marketing at Florida State University. Riley's research explores blood donations, frontline employees, services marketing, and public policy, and he has published in (or has work invited for advanced revision in) Premier Journals including the Journal of Marketing, Journal of Marketing Research, Journal of Supply Chain Management, Journal of the Academy of Marketing Science, and others. Riley's research has received over $200,000 in grant funding from organizations including AMA, AMS, ACR, and he has received numerous accolades including a Congressional commendation by the United States Senate, the AMA OFR Young Scholar Award, the AMA DocSIG Matthew Joseph Emerging Scholar Award, the AMA Retail & Pricing SIG Emerging Scholar Award, the Mary Jo Bitner "Rising Star in Services" Award, among others.

Shane Wang is a Professor of Marketing at Pamplin College of Business, Virginia Tech University. His research examines how emerging technologies transform business strategy and consumer behavior. Currently, his work and teaching focus on AI agents and synthetic data, with an emphasis on their strategic impact on businesses and consumer markets. He has been consistently recognized as one of the Top 50 Most Productive Marketing Scholars. Shane was named to the MSI Young Scholar (2021) and the MSI Scholar (2024). Shane is a member of the academic council at the American Marketing Association.

Stephanie Noble is the Nestlé USA Professor of Marketing at the University of Tennessee. Her primary research interests involve customer experience management in retail and service settings, with a focus on technology, atmospherics, and organizational frontlines. Stephanie was a member of the American Marketing Association's (AMA) Academic Council, has co-chaired the Summer AMA Educator's conference, Organizational Frontline conference, and the Frontiers in Services doctoral consortium. She has been a doctoral consortium faculty member for the AMA/Sheth, Frontiers in Services, Academy of Marketing Science, and Society for Marketing Advances conferences, and has been actively involved in the Retail and Pricing SIG (Co-chair) for the AMA. Stephanie has been the recipient of many awards for her research and won/been a finalist for many teaching and mentoring awards including the UTK Chancellor's Excellence in Graduate Mentoring and Advising Award (finalist: 2012, 2013), Poets & Quants Top 50 Undergraduate Professors Award (winner: 2022), UTK Chancellor's Excellence in Teaching Award (finalist: 2023) and the AMA Retail & Pricing SIG Lifetime Achievement Award (winner: 2023). She has won several best reviewer/AE awards (*JR -2017; JAMS – 2020; JSR – 2020 & 2021*) and she served as an Area Editor for the *Journal of the Academy of Marketing Science* (2018-2024) and the *Journal of Retailing* (2020-2022). She was co-editor for the *Journal of Service Research* (2021-2023) and is currently co-Editor-in-Chief for the *Journal of the Academy of Marketing Science* (2024-2027).