

# 2026 AMA Winter Conference

## *DocSIG Global Colloquium*

### Session 2: Turning Ideas into Impact - Theory Building that Matters

**Learn more about our speakers!**



**Linda Price**

University of Wyoming

**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. Her work has been published in leading journals such as the Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Advertising, Journal of Retailing, International Journal of Research in Marketing, and Journal of Public Policy & Marketing, among others. 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.



**Markus Giesler**  
York University

**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). He has been named “one of the best recognized experts studying high-technology consumer behavior” by *Wired*, a “40 Under 40” professor by *Poets & Quants*, a “young business-school professor on the rise” by *Fortune*, and an MSI Scholar by the Marketing Science Institute. He also created the Sidney J. Levy Award. At the Schulich School, Markus teaches marketing topics, including a popular MBA course titled *Customer Experience Design*. At Columbia Business School, he serves as faculty co-director of the *Designing Customer Experiences* program. Markus engages in executive advisory work and offers strategic guidance to companies. He has also been a visiting scholar at Stockholm University and the Kellogg School of Management (Northwestern University).