

EDITORIAL ADVISORY BOARD

Rick P. Bagozzi
University of Michigan, USA

Russell Belk
York University, Canada

Ruth Bolton
Arizona State University, USA

George Day
University of Pennsylvania, USA

Michael Houston
University of Minnesota, USA

Shelby Hunt
Texas Tech University, USA

Dawn Iacobucci
Vanderbilt University, USA

Arun K. Jain
*State University of New York at
Buffalo, USA*

Barbara Kahn
University of Pennsylvania, USA

Wagner Kamakura
Rice University, USA

Donald Lehmann
Columbia University, USA

Robert F. Lusch
University of Arizona, USA

Debbie MacInnis
*University of Southern
California, USA*

Kent B. Monroe
University of Illinois, USA

Nelson Ndubisi
Griffith University, Australia

A. Parasuraman
University of Miami, USA

William Perreault
University of North Carolina, USA

Robert A. Peterson
University of Texas, USA

Nigel Piercy
University of Warwick, USA

Jagmohan S. Raju
University of Pennsylvania, USA

Vithala Rao
Cornell University, USA

Brian Ratchford
University of Texas, USA

Jagdish N. Sheth
Emory University, USA

Rajan Varadarajan
Texas A&M University, USA

Itamar Simonson
Stanford University, USA

Stephen L. Vargo
University of Hawaii, USA

David Stewart
*Loyola Marymount
University, USA*

Michel Wedel
University of Maryland, USA