

*We are honored to welcome the following Research Fellows as expert researchers  
to the 2025 Global Retail Brand Management Conference*

*All of them are chaired professors and many of them are  
current/ former business school deans/ associate deans/ department chairs/  
book authors/ journal editors/ center directors/ association presidents and more.*

***Above all, they are all great researchers!***

GRBM Research Fellows (by first-name alphabetical order)		
Amna Kirmani	Don Lehmann	Pradeep Chintagunta
Anthony Dukes	Ed Fox	Prasad Naik
Bill Dillon	Frank Mulhern	Praveen Kopalle
Bob Leone	Jagmohan Raju	Raj Sethuraman
Dave Reibstein	K. Sivakumar	Shankar Ganesan
Dhruv Grewal	Kirthi Kalyanam	Sridhar Balasubramanian
Dinesh Gauri	Kissan Joseph	Subramanian Balachander
Dipak Jain	Minakshi Trivedi	V. Kumar (VK)
Dipankar Chakravarti	Murali Mantrala	Venky Shankar

## GRBM Fellows



*Anna Kirmani*  
University of Maryland

- *Dean's Chair and Ralph Tyser Professor of Marketing*
- *Former editor-in-chief, Journal of Consumer Psychology*
- *Former co-editor, Journal of Consumer Research*
- *Former President, Association of Consumer Research*



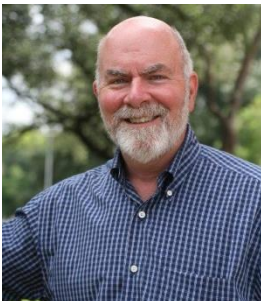
*Anthony Duques*  
University of Southern California

- *Robert E. Brooker Chair and Professor of Marketing*
- *Co-Director – USC Marshall Initiative on Digital Competition*
- *Senior Editor, Marketing Science*
- *Former Associate Editor: Journal of Marketing Research, Management Science, European Economic Review, Marketing Science, and Quantitative Marketing and Economics.*



*Bill Dillon*  
Southern Methodist University

- *Herman W. Lay Professor of Marketing and Professor of Statistics*
- *Senior Associate Dean, Cox School of Business*
- *Winner of the Paul Green Award 2001/ Finalist in 2002.*
- *Author of four books*
- *Winner of numerous teaching awards*



*Bob Leone*  
Texas Christian University

- *Professor of Marketing and Wilson Chair*
- *Former Co-Editor, Journal of Marketing*
- *AMA Fellow & AMA Foundation Board Chair*
- *Recipient of JM Maynard Award, Churchill Award for marketing research*
- *Recipient of numerous teaching awards at TCU and Ohio State*



*Dave Reibstein*  
University of Pennsylvania

- *William S. Woodside Professor of Marketing*
- *Former Executive Director, Marketing Science Institute, and chair of the American Marketing Association*
- *Author of 12+ books*
- *Former Vice dean and director, Wharton Graduate Program*
- *Host of own radio show on Sirius XM radio – Measured Thoughts with Dave Reibstein*



*Dinesh Gauri*  
University at Buffalo

- *Mehryn H. Baker Endowed Professor of Marketing*
- *Director, Center for Marketing Analytics*
- *Associate Editor and Guest Editor, Journal of Retailing, Journal of Business Research*
- *Co-editor JR and JBR Special Issues*



*Dipak Jain*  
China Europe International  
Business School (CEIBS)

- *Co-chair of academic council and former president (European) of CEIBS*
- *Former director of Sasin Graduate Institute in Thailand*
- *Former dean of INSEAD with campuses in France, Singapore, and Abu Dhabi*
- *Former dean of Kellogg Graduate School of Management at Northwestern University*



*Dipankar Chakravarti*  
Virginia Tech.

- *Eminent Scholar and Professor of Marketing, and Robert Digges Professor of Entrepreneurial Studies*
- *Formerly, vice dean at John Hopkins, and interim dean at Colorado Leeds School.*
- *Fellow Society of Consumer Psychology and former AE and editor of JCP.*
- *Won many best paper awards including ACR/JCR award for the best article in JCR*
- *Founding director of Ph.D. in executive research and recognized as outstanding faculty in doctoral education*



*Dhruv Grewal*  
Babson College

- *Toyota Professor of Commerce and Electronic Business Professor of Marketing*
- *2022 AMA Fellow*
- *Former Editor, Journal of Retailing*
- *Former Associate Editor: JM, JMR, JAMS, JPP&M*
- *Author of many books on marketing and retailing.*



*Don Lehmann*  
Columbia University

- *Published over 200 articles and multiple books*
- *Past President of Association of Consumer Research and twice- executive director of Marketing Science Institute.*
- *Former editor of International Journal of Research in Marketing and Marketing Letters.*
- *Recipient of numerous career awards including Coolidge, Parlin, Converse*
- *Fellow of many associations including AMA, EMAC, ISMS*



*Ed Fox*  
Southern Methodist University

- *Dean's Distinguished Professor and Professor of Marketing*
- *Marketing Department Chairperson*
- *W.R. & Judy Howell Director, JCPenney Center for Retail Excellence*
- *Former Managing Director, Northwestern Center for Retail Management*



*Frank Mulhern*  
Northwestern University

- *Al-Thani Professor of Integrated Marketing Communications (IMC)*
- *Director of Retail Analytics Council*
- *Coauthor, Rethinking Retail*
- *Former Associate Dean of IMC*
- *Former Executive Director of Medill San Francisco Media Technology and Analytics*



*Jagmohan Raju*

University of Pennsylvania

- *Joseph J. Aresty Professor*
- *Fellow, INFORMS Society for Marketing Science*
- *Former Departmental Editor, Marketing, Management Science*
- *Former Chair Wharton Marketing Department and Former Vice Dean Wharton Executive Education and Wharton Online*
- *Winner/Finalist of many best paper awards*



*K. Sivakumar (Siva)*

Lehigh University

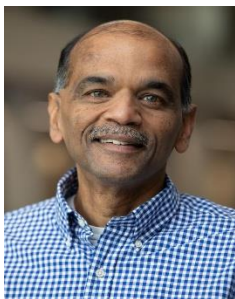
- *Arthur Tauck Chair and Professor of Marketing at Lehigh University*
- *Associate Editor (Marketing), Journal of Business Research*
- *Former Vice President (Academic Affairs), Product Development and Management Association*
- *Recipient of numerous research, teaching, and service awards including the Donald Lehmann Award, MBA Excellence in Teaching Award, University Citizenship Award*



*Kirthi Kalyanam*

Santa Clara University

- *LJ Skaggs Distinguished Professor*
- *Executive Director – Retail Management Institute*
- *Winner/ Finalist for 5 best paper and log-term achievement awards in JMR, MKS, and QME.*
- *Coauthor of book on Internet Marketing and eCommerce.*



*Kissan Joseph*

University of Kansas

- *Crown-Sherr Professor*
- *Area-Director, Marketing*
- *Academic Director, Professional Selling Program*



*Minakshi Trivedi*

Texas Christian University

- *J. Vaughn and Evelyn H. Wilson Professor of Marketing*
- *Chair, Department of Marketing*
- *Chair, Neeley Analytics Initiative*
- *Senior Associate Editor, Journal of Retailing*
- *Former Director of Customer Relationship Center and chair of Ph.D. committee at University of Buffalo*



*Murali Mantrala*

University of Kansas

- *Ned Fleming Professor of Marketing, University of Kansas*
- *Former Co-EIC, Journal of Retailing*
- *Recipient of Humboldt Research Award; AMA-SALESSIG Don McBane Award; AMA-RAPSIG Lifetime award.*
- *Current/former member of Advisory Boards of JM, JR; ERBs of MKS, JM, JMR, JAMS, JBR, JPSSM*



*Pradeep Chintagunta*

University of Chicago

- *Joseph T. & Bernice S. Lewis Distinguished Service Professor of Marketing*
- *Former editor, Quantitative Marketing & Economics*
- *Former departmental editor, Management Science*
- *ISMS Fellow*
- *Interested in retailing and small businesses, especially in developing economies, and vintage electronics*



*Prasad Naik*

University of California, Davis

- *Professor of Marketing and Former Chancellor's Fellow*
- *Co-founder of Marketing Dynamics Conference*
- *Senior Editor, Production and Operations Management*
- *Winner of several research awards including the Don Schultz Award for IMC, Adobe Analytics Competition (4 times), and the Frank Bass Award.*



*Praveen Kopalle*  
Dartmouth College

- *Signal Companies' Professor of Management and Professor of Marketing*
- *Chair of marketing area*
- *Former Associate Dean for MBA program*
- *2024 Churchill Award for Lifetime Contribution to Marketing Research*
- *American Marketing Association's Lifetime Achievement award in Retailing and Pricing*



*Raj Sethuraman*  
Southern Methodist University

- *Harold Simmons Chair in Marketing*
- *President – Charity through Art (CHAART) Foundation*
- *Senior Associate Editor, Journal of Global Marketing*
- *Former Editor-in-Chief of the Journal of Retailing*
- *Winner/Runner-up of best paper awards in Management Science, JMR, JR, and JAMS*



*Shankar Ganesan*  
University of Notre Dame

- *Raymond W. and Kenneth G. Herrick Collegiate Professor of Marketing*
- *Former Editor-in-Chief, Journal of Retailing*
- *Editor, Handbook of Marketing and Finance*
- *Recipient of numerous awards including AMA SIG lifetime achievement award, Lou Stern award, Robert Buzzell award.*



*Sridhar Balasubramanian*  
University of North Carolina at Chapel Hill

- *Roy & Alice H. Richards Bicentennial Distinguished Scholar at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill.*
- *Co-author (with Phil Kotler and Gary Armstrong) of Principles of Marketing and Marketing: An Introduction – two of the world's most popular marketing texts.*
- *Co-Editor of the Centennial Issue of the Journal of Retailing.*



*Subramanian Balachander*

University of California Riverside

- *Albert O. Steffey Chair and Professor of Marketing*
- *Senior Editor, Production and Operations Management*



*V. Kumar (VK)*

Brock University

- *Professor of Marketing, and Goodman Academic-Industry Partnership Professor*
- *Published over 300 articles and 35 books*
- *Recognized by a 10-Volume Sage Publications as a Legend in Marketing*
- *Former Editor-in-Chief, Journal of Marketing*
- *Recipient of numerous Lifetime Achievement awards including Parlin, Converse, Mahajan, and Churchill*
- *Hagler Fellow, Texas A&M University, and Chang Jiang Scholar, HUST, China*
- *Fellow of many associations including AMA, ISBM, and Analytics Hall of Fame*



*Venky Shankar*

Southern Methodist University

- *Brierley Endowed Professor of Marketing & Academic Director, BICE*
- *AMA Fellow and ISBM Research Fellow*
- *Winner of many research awards including the Charles Coolidge Parlin Award, Margaret Blair Award, Mahajan Award, and Retail Lifetime Achievement Award*
- *Editor Emeritus: Journal of Interactive Marketing Former Associate/ Area/ Guest Area Editor: Journal of Marketing Research, Management Science, Journal of Marketing, and Marketing Science*