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Neeraj Bharadwaj

ASSISTANT PROFESSOR MARKETING

Dr. Neeraj Bharadwaj received his PHD in marketing from the University of Wisconsin at Madison. Prior to getting his PHD, Dr. Bharadwaj worked

for the Miller Brewing Company. Most recently, he has held visiting professorships at the University of Texas at Austin and the University of Chicago. He won the Best Paper Award in the Organizational Buying Behavior Track at the annual meetings of the American Marketing Association. His January 2008 article in the *Journal of Marketing* was a "runner-up" for the Maynard Award and one of the top 3 articles published during the year. Dr. Bharadwaj has published in the *Journal of Marketing*, *Marketing Letters*, *Journal of Retailing*, *Journal of Business Research*, and *Industrial Marketing Management*. Additionally, Dr. Bharadwaj has received many teaching awards.



Angelika Dimoka

ASSISTANT PROFESSOR MARKETING

Dr. Angelika Dimoka received her PHD in biomedical engineering from the University of Southern California. Her research interests include modeling of information pathways

in the brain, functional neuroimaging and applications to marketing management decision making, and quantitative analysis of online decision making. Dr. Dimoka has published in *Information Systems Research*, *Journal of Neuroscience Methods*, *Annals of Biomedical Engineering*, and the *IEEE Transactions on Biomedical Engineering*. Dr. Dimoka has been a referee for many conferences and journals. She was an associate editor for the *International Conference of Information Systems* and a senior committee member of the Grodins Research Symposium at the University of Southern California. She was awarded the Grodins Award for Outstanding Academic Research Achievement.



Eric Eisenstein

ASSISTANT PROFESSOR MARKETING

Dr. Eric Eisenstein received his PHD from The Wharton School at the University of Pennsylvania. Dr. Eisenstein has worked in both marketing and management consulting firms, like

Mercer, among others. His primary research interests include managerial and consumer decision-making, decision support systems, decision aids, debiasing methods, and learning and the development of expertise. Dr. Eisenstein has published in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Handbook of Consumer Psychology*, *Handbook of Marketing*, *Consumer Learning and Expertise*, and *Advances in Consumer Research*. He also has a forthcoming article in the *Journal of Business Research*. Dr. Eisenstein has presented at many prestigious conferences. Dr. Eisenstein was awarded the Faculty Innovation in Teaching Grant three times consecutively at Cornell University.

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