

Journal of Advertising Research

EDITORIAL TEAM

EDITOR-IN-CHIEF

John B. Ford
Old Dominion University

EDITOR EMERITUS

Geoffrey Precourt
WARC

MANAGING EDITOR

Nanette Burns
Advertising Research Foundation

CONTRIBUTING EDITORS

Douglas C. West
King's College London

Lawrence M. Fisher
Consultant

ASSOCIATE EDITORS

Colin Campbell
University of San Diego

Les Carlson
University of Nebraska

Albert Caruana
University of Malta

Micael Dahlen
Stockholm School of Economics

Jean-Luc Herrmann
University of Lorraine

Altat Merchant
University of Washington Tacoma

Leyland Pitt
Simon Fraser University

M. Kim Saxton
Kelley School of Business,
Indiana University

SENIOR ADVISORY BOARD

Henry Assael
New York University

Les Binet
adam&eveDDB

William Cook
e-Strategic Advantage

John Deighton
Harvard Business School

Gian M. Fulgoni
4490 Ventures

Leonard Lodish
The Wharton School

Scott C. McDonald
Advertising Research Foundation

Joseph Plummer
Olson Zaltman Associates

Jenni Romaniuk
Ehrenberg-Bass Institute,
University of South Australia

Kate Sirkin
Publicis Media

Jack Wakshlag
Ehrenberg-Bass Institute,
North American Advisory Board

Douglas C. West
King's College London

Yoram Wind
The Wharton School

Russell Winer
New York University

Gerald Zaltman
Harvard Business School and
Olson Zaltman Associates

EDITORIAL REVIEW BOARD

Dean Adams
Merton Adams

Christopher Bacon
The Insight Collective

Anjali Bal
Babson College

Rajeev Batra
University of Michigan

Virginia Beal
Ehrenberg-Bass Institute,
University of South Australia

Fred K. Beard
University of Oklahoma

Enrique P. Becerra
Texas State University

George (Joe) Belch
San Diego State University

Steven Bellman
Ehrenberg-Bass Institute,
University of South Australia

Artie Bulgrin
MediaScience

Jennifer Lee Burton
University of Tampa

Peter Callius
Kantar

Larry Chiagouris
Pace University

Danielle Chmielewski-Raimondo
University of Melbourne

George Christodoulides
American University of Sharjah

Steve Coffey
The NPD Group, Inc.

Frank Cotignola
News America

C. Samuel Craig
New York University

Esmeralda Crespo-Almendros
University of Granada

Paul Donato
Advertising Research Foundation

Martin Eisend
European University Viadrina

Jaafar El-Murad
University of Westminster

Bayram Zafer Erdogan
Anadolu University

Paul Farris
University of Virginia

Margaret Faulkner
Ehrenberg-Bass Institute,
University of South Australia

Claas Christian Germelmann
University of Bayreuth

Mike Hess
Hess Consulting

Jisu Huh
University of Minnesota

Varsha Jain
MICA, Ahmedabad

Rama K. Jayanti
Cleveland State University

Jonathan Jensen
University of North Carolina
at Chapel Hill

Mathieu Kacha
University of Lorraine

Kiran Karande
Old Dominion University

Rachel Kennedy
Ehrenberg-Bass Institute,
University of South Australia

Alexandra J. Kenyon
Leeds Metropolitan University

Yeuseung Kim
Chung-Ang University

Karen Whitehill King
University of Georgia

Colleen P. Kirk
New York Institute of Technology

Deepak Kumar
LinkedIn

Kathryn LaTour
Cornell University

Yuping Liu-Thompkins
Old Dominion University

Omar Mahmoud
UNICEF

Marc Mazodier
Zayed University and
Kedge Business School

Michael McCarthy
Miami University

Adam J. Mills
Loyola University New Orleans

Francisco Montoro-Rios
University of Granada

José-Domingo Mora
University of Massachusetts
Dartmouth

Paulo Mora-Avila
University of Worcester

Caroline Moraes
University of Birmingham

Kathleen Mortimer
University of Northampton

Elissa Moses
BrainGroup Global

Kate Newstead
Mondelez International

Greg Nyilasy
University of Melbourne

Shintaro Okazaki
King's College London

Ernst C. Osinga
Singapore Management University

Brandon L. Paris
Advance Auto Parts

Fabien Pecot
University of York

Kirk Plangger
King's College London

Kathrynn Ponders
University of Texas at Austin

Gerard Prendergast
Hong Kong Baptist University

Melvin Prince
Southern Connecticut State
University

Natalie Redford
PepsiCo UK

Leonard Reid
University of Georgia

Sara Rosengren
Stockholm School of Economics

Herbert Rotfeld
Auburn University

Colleen Fahey Rush
Viacom Media Networks

Gilles Santini
Vintco

Angeline Close Scheinbaum
Clemson University

Donald E. Sexton
Columbia Business School

Abdel Shaltoni
Alfaisal University

Byron Sharp
Ehrenberg-Bass Institute,
University of South Australia

Jaywant Singh
University of Southampton

J. Walker Smith
Kantar

Harlan E. Spotts
Western New England University

Marla Roynce Stafford
University of Nevada, Las Vegas

David Stewart
Loyola Marymount University

Stan Sthanunathan
Unilever

Horst Stipp
Advertising Research Foundation

Alice Sylvester
Sequent Partners

Isabelle Szmigin
Birmingham Business School

Leona Tam
Wollongong University

Chuanyi Tang
Old Dominion University

Charles R. Taylor
Villanova University

Duane Varan
MediaScience

Andrea Vocino
Deakin University

David Waller
University of Technology, Sydney

Bradley Wilson
University of the Andes

Arch G. Woodside
Yonsei University

Qingjiang Yao
Lamar University

Lia Zarantonello
University of Roehampton