

Journal of Advertising Research

EDITORIAL TEAM

EDITOR-IN-CHIEF

Colin Campbell
University of San Diego

MSI LIAISON EDITOR

Ashlee Humphries
Northwestern University

EDITOR EMERITUS

Geoffrey Precourt
Consultant

MANAGING EDITOR

Nanette Burns
Advertising Research
Foundation

ASSOCIATE EDITORS

Albert Caruana
University of Malta

Micael Dahlen
Stockholm School of Economics

Jenna Drenten
Loyola University Chicago

Jean-Luc Herrmann
University of Lorraine

Kathy LaTour
Cornell University

Marc Mazodier
ESSEC Business School

Altat Merchant
University of Washington
Tacoma

Kirk Plangger
King's College London

Sean Sands
Swinburne University
of Technology

M. Kim Saxton
Kelley School of Business,
Indiana University

Harlan Spotts
Western New England
University

Marla B. Royne Stafford
University of Nevada,
Las Vegas

SENIOR ADVISORY BOARD

Henry Assael
New York University

Les Binet
adam&eveDDB

John Deighton
Harvard Business School

John B. Ford
Old Dominion University

Gian M. Fulgoni
4490 Ventures
and Varcode

Kevin Lane Keller
Dartmouth College

Leonard Lodish
The Wharton School
University of Pennsylvania

Scott C. McDonald
Advertising Research
Foundation

Joseph Plummer
Olson Zaltman Associates

Jenni Romaniuk
Ehrenberg-Bass Institute,
University of South Australia

Kate Sirkin
Publicis Media

David Stewart
Loyola Marymount
University

Douglas C. West
King's College London

Jack Wakshlag
Ehrenberg-Bass Institute,
North American Advisory
Board

Yoram (Jerry) Wind
The Wharton School
University of Pennsylvania

Russell Winer
New York University

Gerald Zaltman
Harvard Business School and
Olson Zaltman Associates

EDITORIAL REVIEW BOARD

Dean Adams
Merton Adams

Saleem Alhabash
Michigan State University

Christopher Bacon
The Insight Collective

Kenneth Bates
University of San Diego

Rajeev Batra
University of Michigan

Virginia Beal
Ehrenberg-Bass Institute,
University of South Australia

Enrique P. Becerra
Texas State University

George (Joe) Belch
San Diego State University

Michael (Mickey) Belch
San Diego State University

Steven Bellman
Ehrenberg-Bass Institute,
University of South Australia

Hanna Berg
Stockholm School of Economics

Stefan Bernitter
King's College London

Julie Bilby
Xi'an Jiaotong-Liverpool
University

Joël Brée
ESSCA School of Management

Gillian Brooks
King's College London

Artie Bulgrin
Consultant

Jennifer Lee Burton
University of Tampa

Chingching Chang
National Chenchi University

Huan Chen
University of Florida

Larry Chiagouris
Pace University

Danielle Chmielewski-Raimondo
University of Melbourne

George Christodoulides
American University of Sharjah

Steve Coffey
The NPD Group, Inc.

Jonas Colliander
Stockholm School of Economics

Jaime Core
University of Washington
Tacoma

Frank Cotignola
News America

Kirsten Cowan
University of Edinburgh

C. Samuel Craig
New York University

Esmeralda Crespo-Almendros
University of Granada

Cassandra Davis
Wayne State University

Pierre-Yann Dolbec
Concordia University

Paul Donato
Advertising Research
Foundation

Martin Eisend
European University Viadrina
Frankfurt

Bayram Zafer Erdoğan
Anadolu University

Colleen Fahey Rush
Paramount

Justine Rapp Farrell
University of San Diego

Fernando Fastoso
Pforzheim University Business
School

Margaret Faulkner
Ehrenberg-Bass Institute,
University of South Australia

Yang Feng
San Diego State University

Claas Christian Germelmann
University of Bayreuth

Brian Gillespie
Montana State University

Nicole Hartnett
Ehrenberg–Bass Institute,
University of South Australia

Connor Henderson
University of Oregon

Mike Hess
Hess Consulting

Liselot Hudders
Ghent University

Jisu Huh
University of Minnesota

Graeme Hutton
Universal McCann

Varsha Jain
MICA

Ana Javornik
University of Bristol

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

Helen Katz
Publicis Media

Rachel Kennedy
Ehrenberg–Bass Institute,
University of South Australia

Yeuseung Kim
Chung-Ang University

Eunjin ‘Anna’ Kim
USC Annenberg

Karen Whitehill King
University of Georgia

Colleen P. Kirk
New York Institute of
Technology

Kirk Kristofferson
Western University
Ivey Business School

Adam Leary
Paramount

Lily Lin
Simon Fraser University

Yuping Liu-Thompkins
Old Dominion University

Chen Lou
Nanyang Technological
University

Ben Lowe
University of Kent

Omar Mahmoud
UNICEF

Michael McCarthy
Miami University

Adam J. Mills
Loyola of New Orleans

Matteo Montecchi
King’s College London

Francisco Montoro-Rios
University of Granada

José-Domingo Mora
University of Massachusetts
Dartmouth

Caroline Moraes
University of Birmingham

Kathleen Mortimer
University of Northampton

Elissa Moses
BrainGroup Global

Barbara Mueller
San Diego State University

Prokriti Mukherji
King’s College London

Kate Newstead
Coty, Inc.

Greg Nyilasy
University of Melbourne

Philippe Odou
Université de Reims
Champagne-Ardenne

Shintaro Okazaki
King’s College London

Ernst C. Osinga
Singapore Management
University

Stefanie Paluch
RWTH Aachen University

Gaëlle Pantin-Sohier
University of Angers

Brandon L. Paris
Advance Auto Parts

Marie-Agnès Parmentier
HEC Montreal

Fabien Pecot
University of York

Christine Pitt
Simon Fraser University

Ingrid Poncin
UCLouvain

Kathrynn Ponders
University of Texas at Austin

Melvin Prince
Southern Connecticut State
University

Brandon Reich
Portland State University

Leonard Reid
University of Georgia

Eva van Reijmersdal
University of Amsterdam

Gregory Rose
University of Washington
Tacoma

Sara Rosengren
Stockholm School of Economics

Herbert Rotfeld
Auburn University

Jeff D. Rotman
Deakin University

Subhadip Roy
Indian Institute of
Management, Udaipur

Rajat Roy
Bond University

Ouidade Sabri
IAE Paris-Sorbonne and
Mohammed VI Polytechnic
University

Christina Saenger
Youngstown State University

Gilles Santini
Vintco

Daiane Scaraboto
University of Melbourne

Daniele Scarpi
University of Bologna

Angeline Close Scheinbaum
Clemson University

Joachim Scholz
Brock University

Maja Šerić
University of Valencia

Donald E. Sexton
Columbia Business School

Abdel Shaltoni
Alfaisal University

Kevin Shanahan
Mississippi State University

Byron Sharp
Ehrenberg–Bass Institute,
University of South Australia

Jaywant Singh
University of Southampton

Andrew N. Smith
Suffolk University

Francesca Sotgiu
Free University of Amsterdam

Shuba Srinivasan
Boston University

Stan Sthanunathan
Unilever

Horst Stipp
Advertising Research
Foundation

Alice Sylvester
Sequent Partners

Isabelle Szmigin
Birmingham Business School

Leona Tam
University of Technology,
Sydney

Chuanyi Tang
Old Dominion University

Charles R. Taylor
Villanova University

Shawn T. Thelen
Hofstra University

Veronica L. Thomas
Old Dominion University

Karina T. Liljedal
Stockholm School of Economics

Mark Truss
Wunderman Thompson

Duane Varan
MediaScience

Giampaolo Viglia
University of Portsmouth

Andrea Vocino
Deakin University

Clay Voorhees
University of Alabama

David Waller
University of Technology,
Sydney

Liyuan Wei
Brunel University

Kenneth Wilbur
University of California,
San Diego

Bradley Wilson
University of the Andes

Arch G. Woodside
Boston College

Linwan Wu
University of South Carolina

Qingjiang Yao
Lamar University

Yunzhijun Yu
Simon Fraser University

Linda Tuncay Zayer
Loyola University Chicago