EXAMPLE MAYS MARKETING FACULTY PUBLICATIONS 2008-PRESENT

SCHOLARS WITH PRIMARY INTEREST IN CONSUMER BEHAVIOR:

Haipeng (Allan) Chen


Suresh Ramanathan


Caleb Warren

Campbell, Margaret C. and Caleb Warren (Forthcoming), “Goal Monitoring: When One Step Forward Seems Larger Than One Step Back,” *Journal of Consumer Research*. (Equal authorship)


Campbell, Margaret C. and Caleb Warren (2012), "A risk of meaning transfer: Are negative associations more likely to transfer than positive associations?" Social Influence, 7 (3), 172-192.


**SCHOLARS WITH PRIMARY INTEREST IN QUANTITATIVE MARKETING:**

Sanjay Jain


Ram Janakiraman


Yan (Lucy) Liu

Yan Liu and Subramanian Balachander “How long has it been since the Last Deal? Consumer Promotion Timing Expectations and Promotional Response.” Forthcoming, Quantitative Marketing and Economics.


Rishika Rishika

SCHOLARS WITH PRIMARY INTEREST IN MARKETING STRATEGY
(VARIOUS METHODS – RANGING FROM QUANTITATIVE TO QUALITATIVE):

Leonard Berry


Mark Houston


**Janet Parish**


**Venkatesh (Venky) Shankar**


Alina Sorescu


**Rajan Varadarajan**


**Manjit Yadav**


