

# insights with **impact**

M A R K E T I N G   A T   U S C   M A R S H A L L



**USC**Marshall  
School of Business

*The mission of the marketing department at USC Marshall is to provide intellectual leadership within the discipline, conduct research with relevance to society and offer rigorous instruction at the vanguard of education.*

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## Welcome from the chair of marketing at the USC Marshall School of Business

Anyone walking around the USC campus is struck by the amount of change. Construction cranes stretch into the sky, and pathways lead to new destinations. The university is experiencing remarkable growth, evidence of which we perceive physically and process intellectually.

USC Marshall is the benefactor of many of these developments. Jill and Frank Fertitta Hall, our new multi-purpose building, opened in September 2016. The five-story, 104,000-square-foot edifice anchors the southeast corner of University Park and marks Marshall's growing influence on global business education.

Within Marshall, the marketing department is an exemplar of USC's evolution. We now occupy offices on two floors of Hoffman Hall, our number of tenure-track faculty has grown to 24, we support 14 PhD students from around the world, and have nearly 100 undergraduates in Business Administration focused on marketing. To broaden our reach, our faculty teach courses such as "Strategic Marketing Online" in Marshall's non-degree Executive Education program. These developments and other activities distinguish us, steering our trajectory ever upward along with Marshall's world ranking.

I was named chair of marketing in 2016 with a commitment to further the progress we have made and to help expand our capacity to both pioneer research with impact and educate the next generation of thought leaders.

We have high ambitions and impressive accomplishments to serve as the wind in our sails. As you will see in the pages of this inaugural Marketing Report, in the past two years we have added five new tenure-track faculty and published 49 articles in peer-reviewed journals. The awards we have won have been distributed throughout our community, from PhD students to full professors. We have laid the groundwork to host the 2017 ISMS Marketing Science Conference and will continue to host scholars from around the world.

I am proud to share our achievements with you. Please join me in celebrating our news and progress.

Thank you,



**Joseph C. Nunes**

Chair, the Department of Marketing  
Joseph A. DeBell Endowed Professorship  
in Business Administration

### JOSEPH C. NUNES

IS AN EXPERT ON LOYALTY PROGRAMS, CULTURAL AND LUXURY GOODS, STATUS, AND CONSUMER AND MANAGERIAL DECISION-MAKING. HE HAS PUBLISHED NUMEROUS PAPERS IN TOP MARKETING JOURNALS INCLUDING: *JOURNAL OF MARKETING RESEARCH*, *JOURNAL OF CONSUMER RESEARCH*, *MARKETING SCIENCE*, *JOURNAL OF MARKETING* AND *HARVARD BUSINESS REVIEW*. HE WAS THE RECIPIENT OF THE MARSHALL SCHOOL OF BUSINESS DEAN'S AWARD FOR EXCELLENCE IN RESEARCH IN BOTH 2011 AND 2006.

NUNES IS ALSO AN EXPERT ON DOING BUSINESS IN ASIA AND FOR NEARLY 20 YEARS HAS DEVELOPED AND MANAGED EXPERIENTIAL LEARNING PROGRAMS FOR STUDENTS IN SINGAPORE, THAILAND AND VIETNAM. HE ALSO INITIATED AND LAUNCHED A GLOBAL SOCIAL IMPACT COURSE INVOLVING UNDERGRADUATE STUDENTS COLLABORATING WITH SOCIAL ENTERPRISES IN RIO DE JANEIRO, BRAZIL. NUNES HAS TAUGHT EXECUTIVES AND CONSULTED WITH COMPANIES BOTH IN THE U.S. AND OVERSEAS.



*Success demands an understanding  
of the inner workings of the global  
marketplace.*

— OPERATING PRINCIPLE, USC MARSHALL

# robust research

## ***Conducting research with relevance to society***

Faculty members in the marketing department are actively engaged in furthering intellectual discourse throughout the discipline of marketing. Our far-reaching research leads to pioneering new developments in areas such as consumer behavior, advertising, psychology and quantitative modeling. We occupy prominent positions at the most influential peer-reviewed publications and receive international awards in recognition of our impact.

# Legends in the Field

## Marketing faculty named ACR Fellows

For the second year in a row, a member of the Marshall marketing department has been named a Fellow in Consumer Behavior of the Association for Consumer Research. The fellowship recognizes long and continuous scholarly productivity. It is the most prestigious award for scholarly contributions to consumer research.

Deborah MacInnis, Charles L. and Ramona I. Hilliard Professor of Business Administration and professor of marketing, was named a 2017 ACR Fellow at the ACR annual conference last October. MacInnis is only the fourth woman to win the award since its initiation in 1979. (The first woman was not named until 1995 when Elizabeth Hirschman, Hill-Richmond-Smidgy Professor of Marketing at UVA-Wise, was awarded the prize.) Only 30 recipients have been named since the award was first given 37 years ago.

MacInnis is an expert in the role of emotions in consumer behavior and branding. She has received the *Journal of Marketing's* Alpha Kappa Psi and Maynard Awards for papers that make the greatest contribution to marketing thought and the Long-Term Contribution Award from the *Review of Marketing Research*. MacInnis has served as co-editor and associate editor of the *Journal of Consumer Research* and associate editor for the *Journal of Marketing* and the *Journal of Consumer Psychology*. She is the co-author of the book *Brand Admiration* with C.W. Park, and the seminal textbook *Consumer Behavior* (6<sup>th</sup> edition 2012), with University of Texas at Austin's Wayne D. Hoyer.

MacInnis joins C.W. Park, the Robert E. Brooker Professor of Marketing, who was named an ACR Fellow in 2016. With a specialty in branding and consumer behavior cultivated over a span of more than four decades, Park has published numerous articles in leading journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Marketing*. He has served on various editorial boards and co-authored three books: *Brand Admiration: Building a Business People Love* (Wiley 2016) with MacInnis, *Handbook of Brand Relationships* (2009) with MacInnis and Joseph Priester at USC and *Marketing Management* (1987) with Gerald Zaltman, Joseph C. Wilson Professor Emeritus at Harvard.

"The ACR Board bestows this honor sparingly," said Rajiv Vaidyanathan, executive director of ACR, in a statement. "[We take] into serious consideration the long-term impact of the work on contributions made in consumer behavior."

Chair of marketing, Joseph C. Nunes, commented that, "Debbie and C.W. have been leaders not only in our department, but in our discipline. We're lucky to have them here, and proud they represent Marshall among our peers."

Vaidyanathan said of all the ACR Fellows, "These scholars have made an indelible scholarly impact, and are recognized for being legends in the field." ♥



# Marketing at **Marshall**

NUMBER OF  
TENURE-TRACK  
FACULTY

24

NUMBER OF  
PHD STUDENTS

14

PUBLICATIONS  
2015-2017

49

EDITORIAL  
BOARDS

9

#7

TOP JOURNALS  
2015-2017

#8

MARSHALL IN  
THE WORLD

#10

UTD TOP 100 NORTH  
AMERICAN BUSINESS  
SCHOOL RANKINGS





# Marketing Department Tenure-Track Faculty



**Gil Appel**  
*Assistant Professor*



**Lisa Cavanaugh**  
*Assistant Professor*



**Kristin Diehl**  
*Associate Professor*



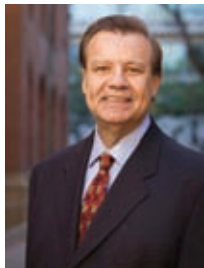
**Anthony Dukes**  
*Associate Professor*



**Shantanu Dutta**  
*Professor; Dave and Jeanne Tappan Chair in Marketing*



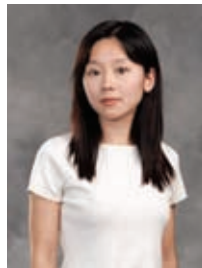
**Valerie Folkes**  
*Professor; Robert E. Brooker Chair of Marketing*



**Gary Frazier**  
*Richard and Jarda Hurd Chair in Distribution Management*



**Linda Hagen**  
*Assistant Professor*



**Lan Luo**  
*Associate Professor*



**Deborah MacInnis**  
*Professor; Charles L. and Ramona I. Hilliard Professor of Business Administration*



**Dina Mayzlin**  
*Associate Professor*



**Joseph Nunes**  
*Professor; Chair, Department of Marketing, Joseph A. DeBell Endowed Professorship in Business Administration*



**C. W. Park**  
*Professor; Robert E. Brooker Professor of Marketing*



**Joseph Priester**  
*Associate Professor*



**Davide Proserpio**  
*Assistant Professor*



**Dinesh Puranam**  
*Assistant Professor*



**Sivaramakrishnan Siddarth**  
*Associate Professor*



**Gerard Tellis**  
*Professor, Neely Chair, and Center Director*



**Stephanie Tully**  
*Assistant Professor*



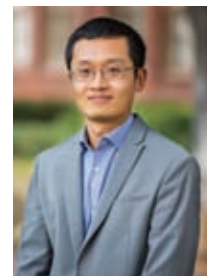
**Gülden Ülkümen**  
*Associate Professor*



**Yanhao (Max) Wei**  
*Assistant Professor*



**Allen Weiss**  
*Professor*



**Botao Yang**  
*Assistant Professor*



**Sha Yang**  
*Ernst Hahn Professor in Marketing*

# New Voices

## Marketing adds five faculty members

The marketing department is pleased to welcome five new members to our faculty. Further adding to Marshall's global perspective, these scholars already show promise for finding solutions to the complex and multidisciplinary problems facing businesses and society.

### Gil Appel

Assistant professor  
PhD, Ben Gurion University, Israel  
BS (economics and management) and MBA, Tel Aviv University



*My research interests are on the emerging digital world, with an emphasis on understanding growth and retention dynamics in digital markets. I also focus on uncovering consumer behavior from digital data, turning "big data" into smart information.*

### PUBLICATIONS

Appel, Gil, Barak Libai, and Eitan Muller, "How Free Digital Products Grow," MSI's working paper series (2015) [15-100] and MSI Insights (2015-2).

Appel, Gil, Barak Libai, and Eitan Muller, "The Short and Long-term Impacts of Fashion Knockoffs on Original Items," MSI's working paper series (2013) [13-108]

*"I've been fortunate to join the marketing department with a group of bright young scholars. Being part of such an active community gives me strength to grow in my research and teaching, knowing that I'm always surrounded by this amazing group of people. The day-to-day interactions and warm environment make me smile every day when I come into the office."*

### Linda Hagen

Assistant professor  
PhD, University of Michigan  
MS, industrial and organizational psychology,  
Phillips University, Marburg, Germany



*My research interests include motivated reasoning, self-conscious emotions, one's sense of control, and compensatory consumption. I am passionate about applying these concepts in the substantive domains of food consumption and co-production.*

### PUBLICATIONS

Hagen, Linda, Aradhna Krishna, and Brent McFerran, "Rejecting Responsibility: Low Physical Involvement in Obtaining Food Promotes Unhealthy Eating" forthcoming at *Journal of Marketing Research*.

O'Brien, Ed and Linda Hagen (2013), "The Thrill of (Absolute) Victory: Success Among Many Enhances Emotional Payoff," *Emotion*, 13(3), 366-67.

*"I love that my colleagues here are very engaged and supportive—it's invaluable to be surrounded by great researchers to learn from. Between fantastic invited speakers, intra-departmental collaborations, and the activity of a big research campus, there's a lot of energy in this group. And I suppose it doesn't hurt that my window looks out onto palm trees...."*

### Davide Proserpio

Assistant professor  
PhD, Boston University



*I study problems related to online markets and social media. Some of these include the sharing economy, competition between online and offline markets, and online reviews and reputation.*



## PUBLICATIONS

Proserpio, Davide and Georgios Zervas (2016), "Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews," forthcoming at *Marketing Science*.

Zervas, Georgios, Davide Proserpio, and John W. Byers (2016), "The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry," forthcoming at *Journal of Marketing Research*.

*"I like the friendly and intellectually stimulating environment of the marketing department and the fact that everyone is very supportive and helpful, especially toward the new faculty. I felt welcome in the department since day one."*

## Dinesh Puranam

Assistant professor  
PhD, Cornell University

*My work focuses on measuring "voice" from unstructured data and understanding its implications for consumers, firms and regulators. My research combines econometric and natural language processing methods. I am currently examining the effect of a new entrant on consumer experience of incumbent services, the influence of rewards on writers of online reviews and the effect of calorie posting regulations on consumer opinion.*

## PUBLICATIONS

Puranam, Dinesh, Vishal Narayan, and Vrinda Kadiyali, "The Effect of Calorie Posting Regulation on Consumer Opinion: A Flexible Latent Dirichlet Allocation Model with Informative Priors," accepted at *Marketing Science*.

Puranam, Dinesh and Claire Cardie (2014), "The Enrollment Effect: A Study of Amazon's Vine Program," *Proceedings of the Joint Workshop on Social Dynamics and Personal Attributes in Social Media*, 17-27, ACL 2014.

*"The faculty is incredibly diverse — one can find an expert in virtually any area in marketing — and people here are very, very accessible."*

## Yanhao "Max" Wei

Assistant professor  
PhD, University of Pennsylvania

*My current research focuses on marketing in the mutual funds industry, where we find overall that marketing plays a bigger role than price in which funds investors choose.*

*I am also working on a project on online customer referral. In this research project, we question the assumption that in the electronic age, referrals are no longer bound to a customer's location. We analyze consumer data from an online retailer and find that location still matters. In addition, many local community characteristics matter, and we are exploring how companies can make use of this to target customers in their referral programs.*

## PUBLICATIONS

Harrington, Joseph E. and Yanhao Wei (2016), "What Can the Duration of Discovered Cartels Tell Us About the Duration of All Cartels?," forthcoming at *The Economic Journal*

Wei, Yanhao, Pinar Yildirim, Christoph Van den Bulte, and Chrysanthos Dellarocas (2016), "Credit Scoring with Social Network Data," *Marketing Science*, 35(2), 234-258.

*"What I like and appreciate the most is that the school/department provides us with a platform to pursue our research. This platform includes the annual research funding, fully scheduled seminars with diverse scholars, a faculty mentor, reduced administrative duties, a large cross-disciplinary faculty, a group of vibrant doctoral students, and much more. It allows me to spend more time on research and be productive. The department has a free and open environment. I really feel comfortable and excited to come to my office almost every day in the morning, make a cup of tea, and start brewing ideas or tackling problems."*



# The Next Generation of Thought Leaders

*Fourteen graduate students are pursuing advanced degrees in marketing*

The PhD program in the marketing department is composed of top students from all over the world, studying topics across the discipline. Our goal is to prepare them for the challenges confronting scientists in the 21st century, including rapidly evolving technologies and the need to manage limited resources. We cultivate a global mindset, entrepreneurial thinking and actions, and strong communication and analytical skills.

These students are currently pursuing advanced degrees in our department.



**Gizem Ceylan-Hopper**

**Research Interests:** Judgment and decision making, goals and consumer well-being.

**Expected graduation date:** 2021



**Chaumanix Dutton**

**Research Interests:** Judgment and decision making, branding, complexity, and persuasion

**Expected graduation date:** 2020



**Jihoon Hong**

**Research Interests:** Quantitative marketing, crowdfunding and durable goods

**Expected graduation date:** 2020



**Jennifer Lee**

**Research Interests:** Social influence, interpersonal relationships, customization and creativity

**Expected graduation date:** 2019



**Bora Min**

**Research Interests:** Novelty and familiarity, creativity, product experience

**Expected graduation date:** 2018



**Sajeev Nair**

**Research Interests:** New product management, innovation, channels of distribution, online marketing, and marketing strategy.

**Expected graduation date:** 2021



**Lei Pei**

**Research Interests:** Strategic communications between firms and consumers, online word-of-mouth and social media marketing

**Expected graduation date:** 2019

SOUTHERN CALIFORNIA

Erected 1926

Rufus B. von I  
President of the

Albert J. Wal  
President of the

John Parkin





**Arianna Uhalde**

**Research Interests:** Consumers' reactions to brand transgressions and product failures, consumer-brand relationships, consumers' gratitude and satisfaction, health and well-being  
**Expected graduation date:** 2017



**Francesca Valsesia**

**Research Interests:** Consumer behavior, impression management, social influence and word-of-mouth  
**Expected graduation date:** 2018



**Zibin Xu**

**Research Interests:** Pricing strategies, communication strategies, consumer privacy, digital markets and preference matching  
**Expected graduation date:** 2017



**Yao Yao**

**Research Interests:** Structural modeling and the luxury product market  
**Expected graduation date:** 2019



**Xiaoqian Yu**

**Research Interests:** Peer-to-peer markets, crowdfunding, quantitative structural modeling, effort-based monetary incentives, behavioral economics and Bayesian statistics  
**Expected graduation date:** 2017



**Mengxia Zhang**

**Research Interests:** Quantitative modeling, machine learning methods, marketing analytics, user generated content, social network, and knowledge market  
**Expected graduation date:** 2020



**Wensi Zhang**

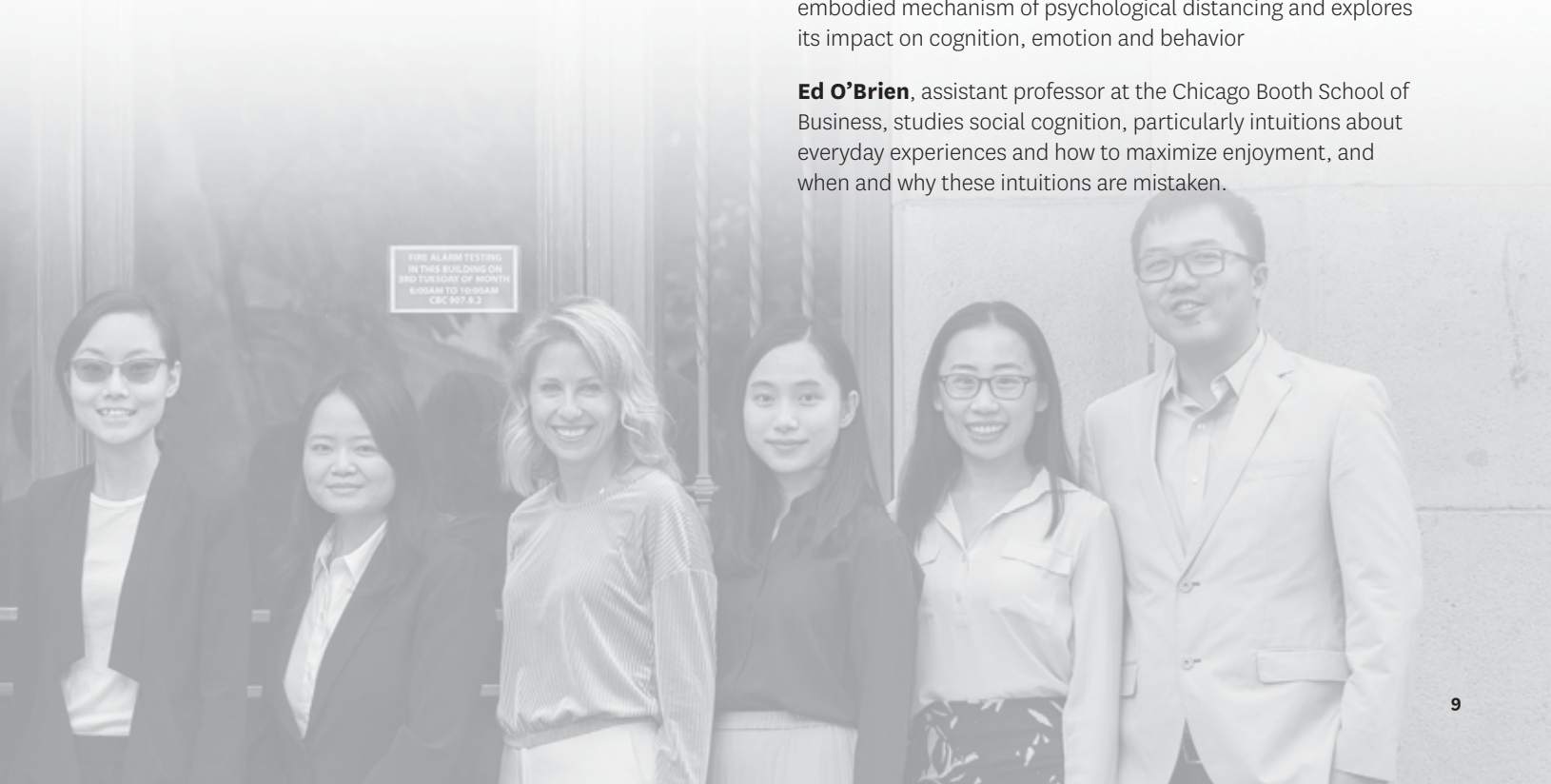
**Research Interest:** Quantitative marketing  
**Expected graduation date:** 2021

## Alumni Ascent

Spike W. S. Lee, PhD '12, and Ed O'Brien, PhD '14, former students of **Norbert Schwarz**, Provost Professor in psychology and business, have been named "Rising Stars" by the Association for Psychological Science (APS). Awardees selected in the worldwide competition have made important contributions within five years of receiving a PhD.

**Spike W. S. Lee**, assistant professor at the Rotman School at the University of Toronto, examines physical cleansing as an embodied mechanism of psychological distancing and explores its impact on cognition, emotion and behavior

**Ed O'Brien**, assistant professor at the Chicago Booth School of Business, studies social cognition, particularly intuitions about everyday experiences and how to maximize enjoyment, and when and why these intuitions are mistaken.





*Marshall faculty venture beyond traditional business research, stretching the reach and breadth of their scholarship, tackling issues, engaging in policy discussions and developing solutions to challenges across the global economy.*

# work that's **relevant**

## ***Words and actions resonate within Marshall, the field of business and society***

A defining feature of the Marshall School of Business is a call to meet the emerging needs of students, businesses and society. The marketing department embraces that call, striving to provide valuable programming for students, robust support for faculty, diverse opportunities for outreach, innovative solutions to challenges and visionary new ideas that enrich the lives of people around the world.

We see evidence of our success in the broad presence of marketing faculty scholarship in the top academic journals, awards granted to members of our community by prestigious organizations, international marketing conferences convened on our campus and the attention our research gets in mainstream media.

With a voice and outcomes that are increasingly amplified, we fulfill our goal to conduct research with relevance while contributing to the international dialogue of our discipline, and training the next generation of thought leaders.



Campus-wide lectures are an integral component of the Distinguished Visiting Fellows Series.



Andrei Shleifer spent time with students after his talk on "Educating Entrepreneurs."



Jianqun Fan spoke on "Challenges in Analysis of Big Data with Applications to Finance and Economics" in his campus lecture.

# The Institute for Advanced Studies in Business

## *Altering traditional business thinking through research innovation*

Following in the footsteps of legendary research initiatives at Princeton and Stanford, USC Marshall established the Institute for Advanced Studies in Business (IASB) in autumn 2016.

Led by Gareth James, vice dean for faculty and academic affairs, E. Morgan Stanley Chair in Business Administration, and professor of data sciences and operations, the institute is dedicated to "outlier research," said James. "Big, risky ideas that can have a big pay-off."

Researchers across departments at Marshall will have opportunities to submit project proposals with support directed toward Interdisciplinary collaborations and visionary theories; the idea is to foster more outlier research.

The first Institute for Advanced Study was established in 1930 by members of the School of Mathematics at Princeton. Its charge: eschew the chase for the useful, take advantage of surprises and pursue new worlds in theory and practice. Albert Einstein was one of the first members.

The Ford Foundation established the Center for Advanced Study in the Behavioral Sciences in 1954 (it became part of Stanford in 2008), and the original

CASBS now funds research in historical studies, natural sciences and social science as well as mathematics.

But, said James, "There is nothing like IASB for business. This is bold for a business school."

The first program launched through IASB was its Distinguished Visiting Fellows Series, which kicked off in January 2017. Hosted by the department of finance and business economics, the inaugural visitor, renowned Harvard economist Andrei Shleifer, spent three days on campus, concluding his stay with a campus-wide talk in Fertitta Hall.

Statistician Jianqing Fan filled out the winter program. Fan is the Frederick L. Moore '18 Professor of Finance at Princeton University.

In the future, James said, IASB is planning to add a workshop series to the program.

More information about the Institute for Advanced Studies in Business is available by emailing [IASB@marshall.usc.edu](mailto:IASB@marshall.usc.edu). ♥

# In Print

## Marketing faculty are regular contributors to top journals

The marketing faculty in USC Marshall is dedicated to knowledge creation through research. We strive to publish work that yields meaningful insights with important implications for managerial practice, public policy and consumer activities.

From 2015 to 2016, marketing faculty published 36 articles in top academic journals. In the first three months of 2017, 13 more papers were in print.

### 2016

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Borah, Abhishek and Gerard J. Tellis, "Halo (Spillover) Effects in Social Media: Do Recalls of One Brand Hurt or Help a Rival Brand," *Journal of Marketing Research*, 53(2), 143-160.

Cavanaugh, Lisa A., "Consumer Behavior in Close Relationships," *Current Opinion in Psychology*, 10, 101-106.

Cavanaugh, Lisa A., Deborah J. MacInnis, and Allen Weiss, "Perceptual Dimensions Differentiate Emotions," *Cognition and Emotion*, 30(8), 143-1445.

Diehl, Kristin, Gal Zauberman, and Alixandra Barasch, "How Taking Photos Increases the Enjoyment of Experiences," *Journal of Personality and Social Psychology*, 111(2), 119-140.

Ducarroz, Caroline, Sha Yang, and Eric A. Greenleaf, "Understanding the Impact of In-Process Promotional Messages: An Application to Online Auctions," *Journal of Marketing*, 80(2), 80-100.

Dukes, Anthony and Lin Liu, "Online Shopping Intermediaries: The Strategic Design of Search Environment," *Management Science*, 62(4), 1064-1077.

Gilbride Timothy, Imran Currim, Ofer Mintz, and S. Siddarth, "A Model of Inferring Market Preferences from Online Retail Product Information Matrices," *Journal of Retailing*, 92(4) 470-485.

Huang, Dongling and Lan Luo, "Consumer Preference Elicitation of Complex Products Using Fuzzy Support Vector Machine Active Learning," *Marketing Science*, Special Issue: "Big Data," 35(3), 1-20.

Isikman, Elif, Deborah J. MacInnis, Gülden Ülkümen, and Lisa A. Cavanaugh, "The Effects of Curiosity-Evoking Events on Activity Enjoyment," *Journal of Experimental Psychology: Applied*, 22(3), 319-330.

Li, Ying and Gerard J. Tellis, "Does Province Matter? Intra-Country Differences in the Takeoff of New Products," *Technovation*, 47, 1-13.

Liu, Lin and Anthony Dukes, "Consumer Search with Limited Product Evaluation," *Journal of Economics and Management Strategy*, 25(1), 32-55.

Luo, Lan and Jiong Sun, "New Product Design Under Channel Acceptance: Brick-and-Mortar, Online Exclusive, or Brick-and-Click," *Production and Operations Management*, 25(12), 2014-2034.

Mukherji, Prokriti, Ramkumar Janakiraman, Shantanu Dutta, and Surendra Rajiv, "How Direct-to-Consumer Advertising for Prescription Drugs Affects Consumers' Welfare: A Natural Experiment Tests the Impact of FDA Legislation," *Journal of Advertising Research*, 57(1), 94-108.

Palacios Fenech, Javier and Gerard J. Tellis, "The Dive and Disruption of Successful Products: Measures, Global Patterns, and Predictive Model," *The Journal of Product Innovation Management*, 33(1), 53-68.

Reimann, Martin, Deborah J. MacInnis, and Antoine Bechara, "Can Smaller Meals Make You Happy? Behavioral, Neurophysiological, and Psychological Insights Into Motivating Smaller Portion Choice," *Journal of the Association for Consumer Research*, 1(1), 71-91.

Tellis, Gerard J. and Seshadri Tirunillai, "Does Offline TV Advertising Affect Online Chatter? Analysis of Quasi-Experimental Data Using Synthetic Control," *Marketing Science*, 16-130.

Tully, Stephanie and Tom Meyvis, "Questioning the End Effect: Endings Do Not Inherently Have a Disproportionate Impact on Evaluations of Experiences," *Journal of Experimental Psychology: General*, 145(5), 630-642.

Ülkümen, Gülden, Craig R. Fox, and Bertram F. Malle, "Two Dimensions of Subjective Uncertainty: Clues from Natural Language," *Journal of Experimental Psychology: General*, 145(10), 1280-1297.

Valsesia, Francesca, Joseph C. Nunes, and Andrea Ordanini, "What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)," *Journal of Consumer Research*, 42, 897-914.

Wei, Yanhao, Pinar Yildirim, Christoph Van den Bulte, and Chrysanthos Dellarocas, "Credit Scoring with Social Network Data," *Marketing Science*, 35(2), 234-258.

### 2015

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Cavanaugh, Lisa A., James R. Bettman, and Mary Frances Luce, "Feeling Love and Doing More for Distant Others: Specific Positive Emotions Differentially Affect Prosocial Consumption," *Journal of Marketing Research*, 52(5), 218-232.

Cavanaugh, Lisa A., Francesca Gino, and Gavan J. Fitzsimons, "When Doing Good Is Bad in Gift-Giving: Mis-Predicting Appreciation of Socially Responsible Gifts," *Organizational Behavior and Human Decision Processes*, 131, 178-189.

Chun, Hae Eun, C. Whan Park, Andreas Eisingerich, and Deborah J. MacInnis, "Strategic Benefits of Low Fit Brand Extensions: When and Why," *Journal of Consumer Psychology*, 25(4), 577-595.

Currim, Imran, Ofer Mintz, and S. Siddarth, "Information Accessed or Information Available? The Impact on Consumer Preferences Inferred at a Durable Product E-Commerce Website," *Journal of Interactive Marketing*, 29, 11-25.

Diehl, Kristin, Erica van Herpen, and Cait Lamberton, "Organizing Products with Complements Versus Substitutes: Effects on Store Preferences as a Function of Effort and Assortment Perceptions," *Journal of Retailing*, 91(1), 1-18, (lead article).

Diestre, Luis, Nandini Rajagopalan, and Shantanu Dutta, "Constraints in Acquiring and Utilizing Directors' Experience: An Empirical Study of New Market Entry in the Pharmaceutical Industry," *Strategic Management Journal*, 36, 339-359.

Kwon, Ohjin, Anthony J. Dukes, S. Siddarth, and Jorge M. Silva-Risso, "The Informational Role of Product Trade-ins for Pricing Durable Goods," *Journal of Industrial Economics*, 63(4), 736-762.



Lu, Shijie, Yi Zhu, and Anthony J. Dukes, "Position Auctions with Budget Constraints: Implications for Advertisers and Publishers," *Marketing Science*, 34(6), 897-905.

Luo, Lan and Oliver Toubia, "Improving Online Idea Generation Platforms and Customizing Task Structure on the Basis of Consumer's Domain Specific Knowledge," *Journal of Marketing*, 79(5), 100-114.

Nunes, Joseph C., Andrea Ordanini, and Francesca Valsesia, "The Power of Repetition: Repetitive Lyrics in a Song Increase Processing Fluency and Drive Market Success," *Journal of Consumer Psychology* 25(2), 187-199.

Ordanini, Andrea and Joseph C. Nunes, "From Fewer Blockbusters by More Superstars to More Blockbusters by Fewer Superstars: How Technological Innovation Has Impacted Convergence on the Music Chart," *International Journal of Research in Marketing*, 33(2), 297-313.

Reimann, Martin, Antoine Bechara, and Deborah MacInnis, "Leveraging the Happy Meal Effect: Behavioral, Neurophysiological and Psychological Evidence on Motivating Smaller Portion Choice," *Journal of Experimental Psychology: Applied*, 21(3), 276-286.

Spann, Martin, Marc Fischer, and Gerard J. Tellis, "Skimming or Penetration: Strategic Dynamic Pricing for New Products," *Marketing Science*, 34(2), 235-249.

Tully, Stephanie, Hal E. Herschfield, and Tom Meyvis, "Seeking Lasting Enjoyment with Limited Money: Financial Constraints Increase Preference for Material Goods Over Experience," *Journal of Consumer Research*, 42(1), 59-73.

Zemack-Rugar, Yael, Rebecca Rabino, Lisa A. Cavanaugh, and Gavan J. Fitzsimons, "When Donating is Liberating: The Role of Product and Consumer Characteristics in the Appeal of Cause-Related Products," *Journal of Consumer Psychology*, 26(2), 213-230.

Zhu, Yi and Anthony J. Dukes, "The Selective Reporting of Factual Content by Commercial Media," *Journal of Marketing Research*, 52(1), 56-76.

# Release date: 2017

## Publications poised for print

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Campbell, Arthur, Dina Mayzlin, and Jiwoong Shin, "Managing Buzz," *The RAND Journal of Economics*, 48(1), 203-229.

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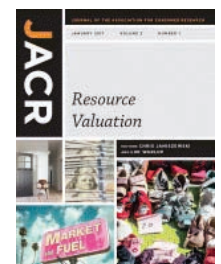
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The USC Marshall team on the Chao Phraya river after a 2014 PM.GLOBE trip.

# A Road Less Traveled

*Dennis Rook reflects on his 30 years at USC Marshall*

**D**ennis Rook said he was ratcheting down professionally as he prepared to retire after spring semester 2017, but it didn't seem like it. He taught three classes his final semester, went to Asia with his PM.GLOBE class and he contributed a chapter on ritual and death to Susan Dobscha's landmark book, *Death in a Consumer Culture*.

Rook is known as a pioneer in qualitative research, an approach to understanding consumer behavior that he honed in settings as disparate as social work on the south side of Chicago for the Department of Public Aid, advertising agencies working for clients such as Anheuser-Busch and General Mills, and at USC Marshall, where he has twice held an appointment in the marketing department. In total, Rook has been on the faculty at USC for 30 years.

"I have enjoyed it," he says of his career. "I've been lucky to have been around such nice and talented people."

"Dennis has been a unifying force in the department," said Joseph C. Nunes, chair of the marketing department. "He's been involved in so many aspects of the work we do here—from teaching veterans to volunteering enough to win the Dean's Community Award twice for his service contributions to the Marshall School.

"But the real legacy of Dennis's career will be his research," Nunes

said. "He was a vanguard in using focus groups and in-depth interviews to understand consumer behavior. His studies of ritual and impulse buying are widely cited, and have been highly influential. Dennis Rook has left an indelible mark on the field, as well as on USC."

.....

An early interest in politics led Rook to major in political science when he matriculated at the University of Illinois in the mid-1960s. Originally from the Chicago suburbs, he earned a B.A. in 1969 and moved back to Chicago where he helped found a spirit séance theater company in Evanston, a suburb north of the city. "That launched my career in magic," Rook said. But his main role with the company was as business manager, which led to his decision to pursue an MBA.

At the time, Rook also began working for a local political campaign, where he met Bobette Adler Levy, a noted psychiatric social worker. She introduced him to her husband, Sidney J. Levy, a marketing researcher who also happened to be the founding father of consumer cultural theory, and at the time was the head of Northwestern's doctoral program in marketing.

Levy encouraged Rook to forget about an MBA and pursue a PhD at Northwestern. "It was immediately apparent to me that Dennis was an intelligent young man, someone of great practical sense, and an engaging personality," Levy recalled. "He became a doctoral student and worked closely with me during the years of his studies, fulfilling my expectations of his academic ability and his capacity for warm friendship."

Levy became Rook's mentor and dissertation advisor, and in 1983, Rook completed his degree in marketing behavior, with a minor





Dennis's retirement party, with James G. Ellis, Dean of the Marshall School of Business.



Members of the marketing department faculty inside the German Parliament while attending the ACR Conference in Berlin.

*[Dennis] has characteristics that I consider important: a notably practical appreciation of the realities of life; astute observation of other people; and a highly developed sense of humor.*

— SIDNEY J. LEVY



in qualitative research methodology. His dissertation focused on consumption rituals and ritualized consumption, which introduced these then “exotic” topics to the consumer research field. “An insightful exploration of the topic,” Levy said of the work.

Rook’s first appointment was in the School of Business Administration at the University of Southern California, but after a few years, he decided he needed more industry experience. Rook left academe in 1986 to do qualitative research for DDB Needham Worldwide, an advertising agency in Chicago. As a supervisor in the Department of Strategic Planning & Research, Rook worked for William D. Wells, the researcher/ad guy who wrote more than 60 books and articles on lifestyle and psychographics, and is the only person from advertising to be elected to the Attitude Research Hall of Fame.

At DDB Needham, Rook worked on a variety of accounts, but Anheuser-Busch was the most instructive. “They were very cool,” he said. “Lean and experimental, and the exact opposite of then excessively bureaucratic companies like General Mills.”

Rook spent three years in advertising, then was named adjunct associate professor of marketing at Northwestern’s Kellogg Graduate School of Management. In addition, he began teaching in the Sasin Graduate Institute of Business Administration in Bangkok, Thailand, a job that would become the beginning of Rook’s long run of international teaching.

But Rook’s stay in the Midwest was not long. In 1991, he left again for California and the faculty at USC. “I wasn’t strategic at all,” Rook said of his career trajectory. “More like Forrest Gump—I was in the right place at the right time.”

.....

Nunes, a longtime friend of Rook’s—the two have worked together since 1995—said he thinks Rook’s career is less serendipity than the product of a sharp mind and a distinctive outlook.

“The thing about Dennis is he takes the road less traveled,” Nunes

said. “He lends a different perspective. He’s one of those people you can go to and they always have something insightful to say, something you hadn’t thought of. He’s been a grounding force in the department, and the only clinical marketing faculty member to serve as department chair.”

Rook was named chair in 2007 and served for six years. He said he’d rather be a teacher and scholar, but nothing beats academic leadership for perspective. “I met a lot of terrific people from all around Marshall,” he said of the time. “I was constantly reminded of the caliber of this institution. There is so much talent here.”

“And talent keeps coming,” Rook continued. “We hired a delightful group of scholars last year in the marketing department. They are fun, they work hard, and they’re not shy about sharing their ideas.”

An integral part of Rook’s career has been sharing ideas, not only at home, but around the world. According to Levy, “Dennis is a vigorous educator, outstanding as an instructor in the classroom, at mentoring students and in showing them the world of Asian business.”

Rook began working in USC’s global experiential program in the 1990s. Along with Nunes, he has led groups of 30 to 70 students on trips to work with companies in Vietnam, Thailand, Indonesia, and Singapore.

Kristin Diehl, associate professor of marketing, has also worked with Nunes and Rook. She said Rook was her teacher, as well as the students’ when she started working with him in the PRIME class in Hanoi and Bangkok. “He was the lead faculty,” she said. “I learned the ropes from him.”

Now Rook is ready to hand over the ropes. “It’s been international travel at least two times a year for two decades,” he said. “I’m happy to be going more frequently to Las Vegas after I retire to hang out with my magician friends.”

He’s also looking forward to exploring new possibilities. “I’ve been fortunate to have enjoyed a long, productive career in academia,” Rook said. “Now I’m going to do other things.” ♥





## What a Year!

*Deborah MacInnis, Professor and Charles L. and Ramona I. Hilliard Professor of Business Administration, wins multiple awards in 2016*

- **ACR Fellow (see story on page 3)**  
*Given by Association for Consumer Research, this award recognizes career contributions with significant impact on scholarly work in consumer behavior.*
- **SCP Fellow**  
*Presented by the Society for Consumer Psychology, the award acknowledges "Evidence of unusual and outstanding contribution or performance in the field of consumer psychology."*
- **Elected President of the Consumer Behavior Special Interest Group of the American Marketing Association**  
*The AMA CBSIG enhances thought leadership, community, and the development of professional knowledge through insight into and opportunities to study and teach issues related to problems important to practicing marketers.*
- **USC Mentoring Award for faculty mentoring**  
*The USC Mentoring Awards honor individual faculty members for helping to build a supportive academic environment through faculty-to-student mentoring and faculty-to-faculty mentoring.*

## Awards & Honors

Congratulations to members of the marketing department



### **Shantanu Dutta**

*Professor and Dave and Jeanne Tappan Chair in Marketing*

Lifetime achievement award from the American Marketing Association (August 15, 2015) for his research in the area of inter-organizational marketing (i.e., business-to-business marketing).



### **C.W. Park**

Named Robert E. Brooker Professor of Marketing



### **Stephanie Tully**

*Assistant Professor*

Ferber Award—Honorable Mention

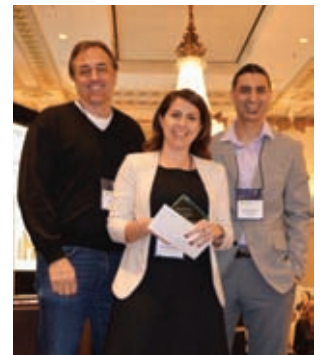
The award is given to the best interdisciplinary dissertation article published in the latest volume of the *Journal of Consumer Research*.

### **Francesca Valsesia**

*PhD Candidate*

Annual Dissertation Proposal Competition—Winner

The award recognizes winners for their work's theoretical and practical contributions. Winners receive \$1,000 and are recognized at the Consumer Psychology Conference.



## Announcing

C.W. Park and Deborah MacInnis will be co-editing a special issue on branding, emotions and the self for *Journal of the Association for Consumer Research*.

# Newsmakers

## *Marketing faculty in the news*

Faculty members in the marketing department regularly publish work that gets covered in mainstream media. In the last year, two professors in particular received widespread notice for their ideas.



Associate professor **Kristin Diehl** and her co-authors from Yale and the Wharton School published “Take a Picture, You’ll Enjoy It More” in the *Journal of Personality and Social Psychology* in June 2016. Their finding, that photographing experiences usually increases positive feelings about them, was covered a total of 96 times in consumer media outlets. Stories ran in nine countries around the world.



In spring 2016, assistant professor **Yanhao (Max) Wei** published research in *Marketing Science* that was recently cited in a 2017 White House report on Big Data, Algorithmic Systems, Opportunity, and Civil Rights. The paper, “Credit Scoring with Social Network Data,” analyzes the impact of using network-based measures on customer score accuracy and on tie formation among customers. Since publication, the findings have been covered in *Yahoo Finance*, the *Toronto Star*, *New Scientist*, *MorningStar* and *Knowledge@Wharton*.



- *Educate tomorrow's global business leaders*
- *Create knowledge of management and the business environment*
- *Address critical problems facing business and society, both locally and across the world*

— PARAPHRASE OF USC MARSHALL VISION STATEMENT

# Looking to the future

Just as this report reviews the highlights of the past two years, it provides an opportunity to look ahead. Already we know about exciting developments, such as the news that we will be hosting the Marketing Science Conference in 2017, and that distinguished speakers will be visiting throughout the year. We have papers and books in queue for publication, and the media is covering our opinions and research.

Outside the marketing department, the university is poised to reach its \$6 billion fundraising goal nearly 18 months before anticipated, securing its place among the most successful campaigns in higher education. President C. L. Max Nikias has already announced that USC will extend its program for five more years, through Dec. 31, 2021.





**USC Marshall**  
School of Business

## 39th Annual ISMS Marketing Science Conference

**June 7–10, 2017**

# USC to host 39th Annual ISMS Marketing Science Conference

The prestigious ISMS Marketing Science Conference will be held at USC in June 2017. More than 800 people are expected to attend.

An annual event, the conference is held under the auspices of the INFORMS Society for Marketing Science (ISMS). It brings together leading marketing scholars, practitioners, and policy makers with a shared interest in rigorous scientific research on marketing problems. Topics in 2017 include branding, segmentation, consumer choice, competition, strategy, advertising, pricing, product innovation, distribution, retailing, social media, internet marketing, global marketing, big data, machine learning, choice models, game theory, structural models, randomized control trials.

The effort to bring the Marketing Science conference to campus was led by Gerard Tellis, director of the Center for Global Innovation, professor of marketing, management and organization, and Neely Chair of American Enterprise.

“I am thrilled to have this opportunity to host this conference,” said Tellis. “We are bringing intellectual

depth and rigor to Los Angeles, and our vibrant city and beautiful campus offer a wonderful setting for the scholarly community.”

The conference will run from Wednesday evening, June 7, to Saturday evening, June 10, with 19 concurrent sessions running on June 8, 9, and 10. All sessions will be held in Fertitta Hall, Marshall’s new, world-class education facility.

The ISMS Doctoral Consortium will precede the conference on Wednesday, June 7. An annual event for doctoral students from universities around the world, the consortium is geared toward advancing doctoral fellows’ intellectual and professional development. Its program features both plenary and breakout sessions, as well as opportunities for professional dialogue and social networking. The chair of the Doctoral Consortium in 2017 is Olivier Toubia, the Glaubinger Professor of Business, Columbia University. ♥



# Makeovers

*Major gifts will renew historic buildings*

**Two \$15 million gifts, one in 2014, and another in 2016, will transform historic buildings with improvements and state-of-the-art amenities.**



The 2014 gift, made by USC trustee Thomas J. Barrack Jr. and his family, supports extensive renovations of Bridge Memorial Hall, built in 1928. Originally named to recognize Dr. and Mrs. Norman Bridge, two longtime friends of USC, the building has the special distinction of serving as the Marshall School's first home. While the structure will retain its Italian Romanesque exterior, the interior will be completely reimagined, and the building renamed Barrack Hall. It will serve as the home for all of USC Marshall's international business programs.



A second gift, made in 2016 by alumnus Harlan A. Helvey, B.S. '64, MBA '71, will fund renovation of the historic accounting building, upgrading and customizing the 1920s-era design to support today's technological and collaborative needs. The building will be renamed Harlan A. Helvey Hall in his honor.

"Over the years, USC Leventhal has provided an exceptionally strong accounting education to generations of students," said William W. Holder, dean of USC Leventhal. "This magnificent gift enables us to develop a technologically advanced and sustainable physical facility, thereby allowing Leventhal to provide a truly elite educational experience."

In the Campaign for USC, the university's largest fundraising campaign in its history and record-setting among other institutions of higher learning when it was announced, just over \$1 billion has been designated for capital projects like the renovations at Bridge and the Leventhal School of Accounting. Since 2010, the university has added 4.7 million square feet of new space, which represents more than 30 percent growth across its two campuses. In all, more than 7.4 million square feet of building space has been erected or renovated, creating space for living, learning, performing experiments and creating art.

Among those nearing completion is the USC Village, a 15-acre residential and retail development that includes eight new residential colleges (see story on next page). The university is also set to begin a \$270 million renovation of the Los Angeles Memorial Coliseum, to restore its place as one of the world's great venues. ♥





## *USC Village*

Soon to be home to 2,700 students, the new residence halls of USC Village will surround a grand plaza and a mix of restaurants, shops, a Trader Joe's market, a fitness center and underground parking. A \$30 million gift from USC Trustee Kathleen Leavey McCarthy '57 will name the Kathleen L. McCarthy Honors College. USC Trustee Ray Irani PhD '57 contributed \$20 million to name the Ray Irani Residential College, and an anonymous donor has contributed \$15 million for another residential college.

### ***Opening:***

Fall 2017

### ***Location:***

The city block bordered by McClintock Avenue, Jefferson Boulevard, South Hoover Street and West 30th Street

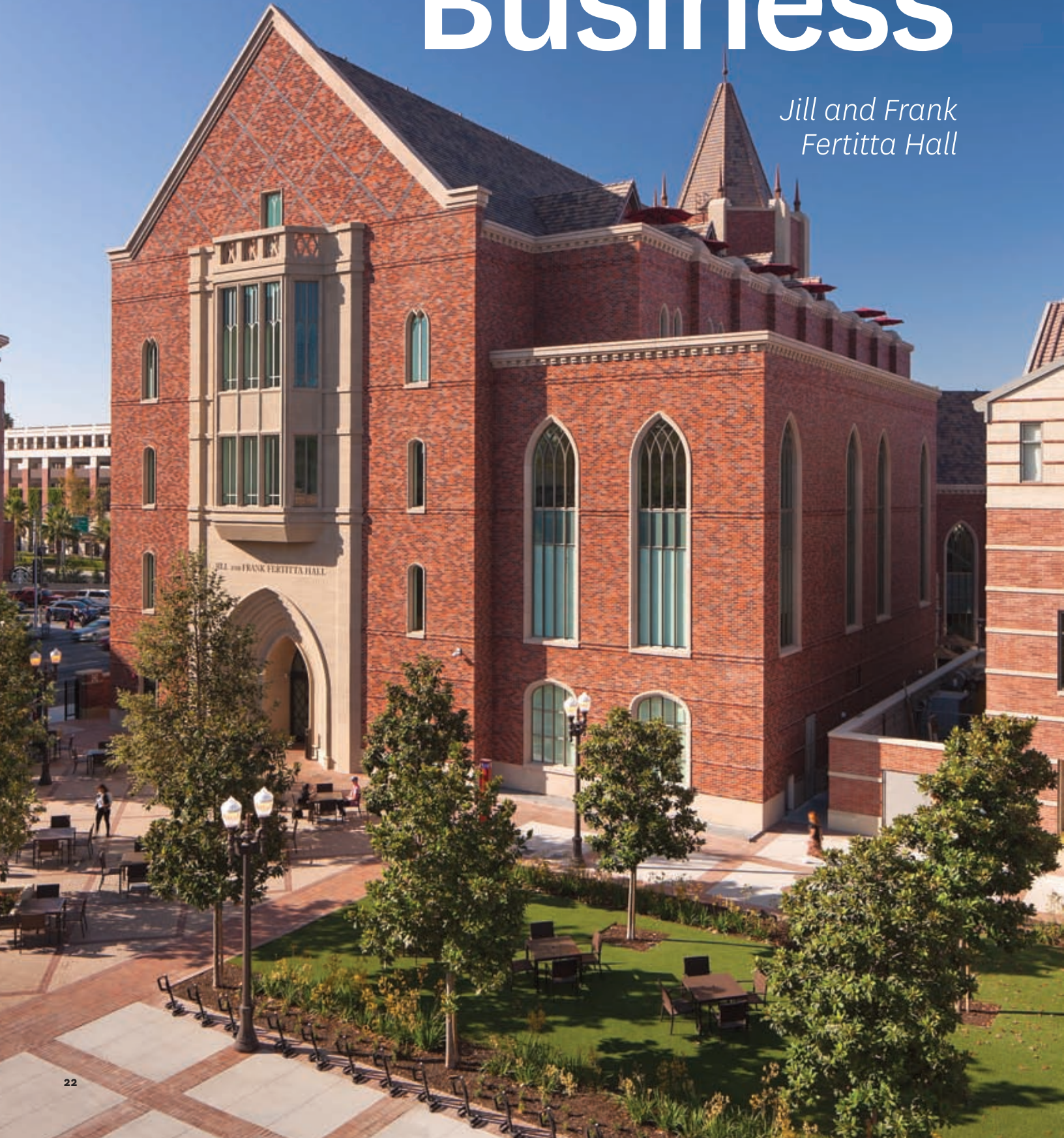
### ***Previously on the site:***

The University Village shopping center



# Open for Business

*Jill and Frank  
Fertitta Hall*





A milestone gift made in 2012 to the \$6 billion Campaign for the University of Southern California has been embodied in the new Jill and Frank Fertitta Hall.

Anchoring the southeast corner of University Park Campus, the five-story, 104,000-square-foot building broke ground in September 2014.

Today, it symbolizes USC Marshall's growing influence on global business education. Fertitta Hall's state-of-the-art design supports sophisticated technology, student collaboration, and entrepreneurial endeavors.

The Fertitta family's landmark gift also established the Jill and Frank Fertitta Endowed Chair in Business Administration.



*"At the end of the day, it's not about the building. What's important is what goes on inside the building. It's our privilege today to give back to the institution that has given us so much."* – Frank Fertitta III '84



On September 7, 2016, USC President C. L. Max Nikias, USC Marshall School of Business Dean James G. Ellis, and USC Trustee Frank Fertitta III '84 and his wife Jill, cut the ribbon on Jill and Frank Fertitta Hall, USC Marshall's new home for its undergraduate business program.

Nearly 300 people attended the ceremony, held in front of the building's archway main entrance. Dean Ellis began the festivities by acknowledging the Fertitta family's generosity, and the pronounced need they filled in providing more space for the school. Also in attendance were USC trustees, senior administrators, deans, and business leaders who have long been associated with USC Marshall.

Fertitta Hall provides smart classrooms, lecture halls, an interactive wall, and 50 breakout rooms for Marshall undergraduate students. The Lloyd Greif Center for Entrepreneurial Studies occupies the 5th floor, bringing faculty and clinical mentorship closer to the many students taking entrepreneurship courses. The building also houses admissions, student services, and student advising.

In a nod to millennials, most classrooms come equipped with skateboard racks. Healthy eating options are offered in an Asian-inspired food court at the lobby level.

A high-tech student lounge and outdoor seating provide spaces to relax or work. ❤️







## Fertitta Hall *By the Numbers*

**104,000**  
square feet

**5** STORIES

plus  
basement-level  
facilities



**20**

classrooms total *including*

**3** active learning classrooms

**2** lecture halls

**1,046**

CLASSROOM SEATS TOTAL

approximately

**50**

breakout rooms  
accommodating up to six  
students, faculty or staff each

CONSTRUCTION STARTED:

May 2014

CONSTRUCTION COMPLETE:

May 2016

OCCUPANCY:

Fall Semester  
2016

**240**

BIKE SPACES





# 1,000 words



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School of Business

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