



2008 Georgetown Marketing Camp
McDonough School of Business
Presenter Bios



NATALIE MIZIK (Columbia University) is the Gantcher Associate Professor of Business at Columbia Business School in New York, NY. Her research interests lie in the areas of valuation of firm intangible assets (strategy, customer satisfaction, brand equity) and direct-to-physician pharmaceutical promotions (the magnitude and structure of promotional effects at the individual physician level.) Natalie's work has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Marketing Letters*, and *Harvard Business Review*.



DEBORA THOMPSON (Georgetown University) is Assistant Professor of Marketing and Dean's Research Fellow at the McDonough School of Business in Washington, DC. Her research interests are in the area of judgment and decision making, information processing, and attitude change. Debora has published research in the *Journal of Consumer Research*, *Journal of Marketing Research*, and *Harvard Business Review*.



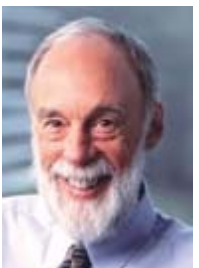
STACY WOOD (University of South Carolina) is Associate Professor of Marketing and the Moore Research Fellow at the Moore School of Business in Columbia, SC. Her research focuses on how consumers react and adapt to change/innovation, including investigations of medical innovations and patient learning, expert/novice differences in new product adoption, and the neuroscience of change behavior. Stacy's work has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Psychology*, and *Journal of Retailing*.



FRANK KARDES (University of Cincinnati) is the Donald E. Weston Professor of Marketing in the College of Business in Cincinnati, OH. His research focuses on consumer judgment and inference processes, persuasion and advertising, and consumer and managerial decision making. Frank's work has appeared in journals including the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, and *Journal of Personality and Social Psychology*.



JOYDEEP SRIVASTAVA (University of Maryland) is Associate Professor of Marketing at the Smith School of Business in College Park, MD. His research interests include managerial and consumer decision making, bargaining and auctions, marketing distribution channels, pricing, and behavioral (experimental) economics. His recent work examines how consumers react and respond to price-matching guarantees. Joydeep's research has appeared in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Marketing Science*, and *Journal of Retailing*.



RICHARD STAELIN (Duke University) is the Edward and Rose Donnell Professor of Business Administration at the Fuqua School of Business in Durham, NC. His research interests include analytic modeling, channel management, marketing strategy, managerial decision making. Rick's work has appeared in journals including the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, and *Management Science*.