

ISMS Election Results

**Survey about AMA
Job Market Structure**

**Marketing Science
Editor-in-Chief
Transition**

**Call for ISMS-MSI
Practice Prize
Submissions**

In Memoriam Page



ISMS Newsletter, December 2021

New 2022 ISMS Officer Slate

ISMS thanks outgoing board members Deepa Chandrasekharan, Fred Feinberg, and Koen Pauwels for their invaluable service; welcomes existing board and advisory council members Doug Bowman, Norris Bruce, Gui Liberali, Roland Rust, and Raji Srinivasan, and Gerry Tellis to their new roles; and welcomes newly elected and appointed board and advisory council members Abhishek Borah, Lan Luo, Jakki Thomas, Harald van Heerde, and Ken Wilbur.

The complete 2022 slate of ISMS Officers is below:

Kusum Ailawadi	President
Doug Bowman	President-Elect
Gerard J. Tellis	Past President
Raji Srinivasan	Secretary
Roland Rust	Treasurer
Devavrat Debu Purohit	V.P. of Meetings

Kenneth Wilbur	V.P. of Electronic Communications
Jiwoong Shin	V.P. of Education
Praveen Kopalle	V.P. of External Relations
Lan Luo	V.P. of Practice
Abhishek Borah	V.P. of Membership
Jacquelyn (Jakki) Thomas	V.P. of DEI
K. Sudhir	Editor, Marketing Science
Norris Bruce	Advisory Council
Harald van Heerde	Advisory Council
Gui Liberali	INFORMS Liaison Officer

Kusum Ailawadi, Incoming President ISMS

| **Get your voice heard on how the AMA job market should be structured!** The AMA Academic Council, in collaboration with other relevant associations, is considering changing the format, timing, and space for the AMA job market. Please provide your feedback regarding the academic placement event by completing the survey – expect it will take 10-15 minutes of your time. https://amamarketing.co1.qualtrics.com/jfe/form/SV_e2KGv3QPu9NPMx0 | |
| **Marketing Science Editor-in-Chief Transition** K. Sudhir’s term as Editor-in-Chief of Marketing Science comes to an end on December 31st, 2021. INFORMS, the journal and the marketing field are grateful for his leadership and dedication over the past six years. Olivier Toubia (Columbia) will take over as Editor-in-Chief on January 1st, 2022. The new team of Senior Editors will consist of Tat Chan (Washington University), Anthony Dukes (University of Southern California), Puneet Manchanda (University of Michigan), and Catherine Tucker (MIT). | |

To ensure continuity in review process over the transition period, Sudhir and Olivier have agreed to the following process in assigning Senior Editors:

1. Regular papers submitted after October 15, 2021 will be assigned to a Senior Editor from the new team.
2. Frontiers papers submitted after November 15, 2021 will be processed by Olivier Toubia as the Senior Editor.
3. Revisions submitted until June 30, 2022 (where the original paper was submitted before October 15, 2021) will be assigned to the Senior Editor from the current team who previously processed the paper. After June 30, 2022, papers in advanced stages may be processed by the same Senior Editor when feasible, but there is no guarantee.

**Call for Submissions:
The 2022 Gary L. Lilien ISMS-MSI Practice Prize Competition**

The INFORMS Society for Marketing Science (ISMS) solicits entries for the 2022 Practice Prize Competition, the culmination of which will take place at the 2022 ISMS Marketing Science Conference

Goal: The goal of the Practice Prize is to highlight and celebrate outstanding marketing science work that has had significant organizational impact.

Prize Committee: The Prize Committee will be chaired by Professor Lan Luo (Vice President Practice, ISMS).

Deadline for draft submissions is Dec. 31 and full submissions are due by Jan. 8. Full details in the email attachment.

In Memoriam page

As a tribute to our colleagues who have passed on, and as a record of their contributions to the marketing science community, ISMS has decided to dedicate In-Memoriam web space on its portal. Here is the webpage:

<https://connect.informs.org/isms/in-memoriam>.

Since mid-June, we have identified 23 contributors to marketing science community who have transited to that undiscovered world. With compositions from so many of our colleagues, I have now composed the profiles of 20 of the identified individuals. 3 remain, and I will work on them after the Holidays.

These profiles are in part tributes and in part a record of the individual's contributions to scholarship, teaching, mentorship, and institution-building. Our hope is that future scholars (30-40 years from now) will find these profiles to be useful and reliable introductions, and from these profiles be able to infer the history and development of the marketing science field.

The 20 completed profiles are: Erin Anderson, Frank Bass, Neil Beckwith, Richard Briesch, Pete Bucklin, Bob Buzzell, Xavier Dreze, Andrew Ehrenberg, John Farley, Tim Gilbride, Paul Green, Abel Jeuland, Mike Pessemier, Surendra Rajiv, Kalyan Raman, Al Shocker, Al Silk, Jorge Silva, Bartz Weitz, and Dick Wittink. The 3 remaining ones are: Richard Colombo, Oystein Daljord, and Fred Zufryden.

Please share contributions or feedback with GK at kalyan@alum.mit.edu.

Save the Date:

The 2022 ISMS Marketing Science Conference will be held virtually from **16-18 June 2022**. It will be hosted by the Marketing group at the University of Chicago, Booth School. Further details on abstract submissions will be forthcoming shortly.

2021 ISMS Officers

Gerard J. Tellis	President	tellis@marshall.usc.edu	2020-2021
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