
JOURNAL OF INTERACTIVE MARKETING

EDITORIAL REVIEW BOARD

Lerzan Aksoy, Fordham University, New York, USA
Steven Bellman, Murdoch University, Australia
Paul Berger, Bentley University, USA
Anand Bodapati, University of California Los Angeles, USA
Arnaud De Bruyn, ESSEC Business School, France
Patrick de Pelsmacker, University of Antwerp & Ghent University, Belgium
Marnik Dekimpe, Tilberg University, The Netherlands & Catholic University Leuven, Belgium
Utpal Dholakia, Rice University, USA
Naveen Donthu, Georgia State University, USA
Peter Fader, University of Pennsylvania, USA
Adam Finn, University of Alberta, Canada
Dhruv Grewal, Babson College, USA
Sunil Gupta, Harvard University, USA
Rebecca Hamilton, University of Maryland, College Park, MD, USA
Ward Hanson, Stanford University, USA
Bruce Hardie, London Business School, UK
Jason Ho, Simon Fraser University, Canada
Donna Hoffman, George Washington University, USA
Devon Johnson, University of Hartford, USA
Kirithi Kalyanam, Santa Clara University, USA
Amna Kirmani, University of Maryland, College Park, USA
Praveen Kopalle, Dartmouth College, USA
Manfred Krafft, University of Münster, Germany
V. Kumar, Georgia State University, USA
Tarun Kushwaha, University of North Carolina, Chapel Hill, USA
Katherine N. Lemon, Boston College, Chestnut Hill, MA, USA
Charla Mathwick, Portland State University, USA
George R. Milne, University of Massachusetts Amherst, USA
Vikas Mittal, Rice University, USA
Wendy W. Moe, University of Maryland, College Park, MD, USA
Alan Montgomery, Carnegie Mellon University, USA
Frank Mulhern, Northwestern University, USA
B.P.S. Murthi, University of Texas at Dallas, USA
Prasad A. Naik, University of California Davis, USA
Scott A. Neslin, Dartmouth College, USA
Thomas P. Novak, George Washington University, USA
X. Pan, University of California at Riverside, USA
A. Parsu Parasuraman, University of Miami, USA
James W. Peltier, University of Wisconsin – Whitewater, USA
Phillip Pfeifer, University of Virginia, USA
Arvind Rangaswamy, Pennsylvania State University, USA
Brian Ratchford, University of Texas at Dallas, USA
Ann E. Schlosser, University of Washington, USA
Bernd Skiera, University of Frankfurt, Germany
Fareena Sultan, Northeastern University, USA
Dirk Van den Poel, Ghent University, Belgium
Rajan Varadarajan, Texas A&M University, USA
Rajkumar Venkatesan, University of Virginia, USA
Alladi Venkatesh, University of California, Irvine, USA
Peter Verhoef, University of Groningen, The Netherlands
Berend Wierenga, Erasmus University, The Netherlands
Jianan Wu, Louisiana State University, Baton Rouge, LA, USA
Manjit Yadav, Texas A&M University, USA