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The field of quantitative marketing has three major annual research awards: best paper, best dissertation paper, and long-term impact for a paper published 5-10 years previously. Award winners and finalists are voted by the editorial boards of *Marketing Science* and *Management Science* Marketing Department. Professor Wilbur's research has won all three awards, including the long-term impact award twice.

Professor Wilbur serves as Associate Editor for [Marketing Science](#) and the [Journal of Marketing Research](#). He co-organizes the [Workshop on Platform Analytics](#). CV and all published papers are available at [Http://Kennethcwilbur.com](http://Kennethcwilbur.com).

