#### **Vineet Kumar – List of References**

# 1) Kannan Srinivasan

H.J. Heinz II Professor of Management, Marketing and Information Systems

Tepper School of Business

Carnegie Mellon University

Pittsburgh, PA 15213

Phone: +1 (412) 268-8840

kannans@cmu.edu

# 2) Juanjuan Zhang

John D. C. Little Professor of Marketing

Sloan School of Management

Massachusetts Institute of Technology

77 Massachusetts Avenue, E62-534

Cambridge, MA 02139

Tel: +1 (617) 452-2790

E-mail: jjzhang@mit.edu

# 3) Tat Chan

Philip L. Siteman Professor of Marketing

Campus Box 1156

One Brookings Drive

St. Louis, MO 63130-4899

Tel: +1 (314) 935-6096

E-mail: <a href="mailto:chan@wustl.edu">chan@wustl.edu</a>

### 4) Brett Gordon

Charles H. Kellstadt Chair in Marketing, Professor of Marketing

Northwestern University

2211 Campus Drive

Evanston, IL 60208

(847) 491-5625

E-mail: <u>b-gordon@kellogg.northwestern.edu</u>