



Biography

Serge Galam is a French theoretical physicist specializing in disordered systems. He holds a Ph.D. in Physics from Tel-Aviv University and a post-doc from the City College of City University of New York. Prof. Galam is the founding father of sociophysics, a field of study that he envisioned and initiated more than 30 years ago, and he is currently the director of research in sociophysics at the French National Centre for Scientific Research Breaking Paradigms. He has applied physics to investigate such areas as voting in hierarchical systems, group decision making, the stability and fragmentation of alliances among countries, the spread of minority opinions, rumor phenomenon, terrorism, and opinion dynamics under the influence of contrarians and inflexibles. Prof. Galam has published numerous scientific books and articles that have appeared in several physics journals as well as the *European Journal of Social Psychology*, *Journal of Mathematical Sociology*, *Quality & Quantity*, and *British Journal of Political Science*, among others.

James Hess is the C.T. Bauer professor of marketing science at the University of Houston. He holds a Ph.D. in economics from Massachusetts Institute of Technology. Prof. Hess was president of INFORMS's Society of Marketing Science from 2000 to 2002. He specializes in theoretical marketing models, pricing and sales promotion, multivariate statistics, direct marketing, and marketing research. His research has appeared in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *American Economic Review*, *Journal of Business*, *Journal of Service Research*, *Journal of Direct Marketing*, *Quarterly Journal of Economics* and *Journal of Economic Theory*. Prof. Hess has served as an area editor for *Marketing Science* and as an associate editor for *Journal of Retailing*.

Jacqueline Kacen is a clinical professor of marketing at the Bauer College of Business, University of Houston and holds a Ph.D. from University of Illinois Urbana-Champaign. Her research interests

span impulse buying, consumer moods, and gender issues in marketing. Dr. Kacen is a member of the editorial review board of *The Journal of Advertising* and her papers have been published in the *Journal of Business Research*, *Journal of Consumer Psychology*, *British Journal of Mathematical and Statistical Psychology*, *Marketing Intelligence and Planning*, and *Advances in Consumer Research*.

Wei-Yu Chiang is associate professor and MBA program director at the City University of Hong Kong. He received his Ph.D. from the University of Illinois at Urbana-Champaign. Dr. Chiang is interested in interdisciplinary research across operations, marketing, and IS. His work appears in leading management journals, including *Management Science*, *Manufacturing & Service Operations Management*, and *Journal of Management Information Systems*.

Matthew O'Hern is assistant professor of marketing at the Lundquist College of Business, University of Oregon. He holds a Ph.D. from the University of Wisconsin. Dr. O'Hern specializes in marketing strategy and new product development.

Lynn Kahle is the Ehrman Giustina professor of marketing at the Lundquist College of Business, University of Oregon. He holds a Ph.D. from the University of Nebraska and a post-doc from the University of Michigan. Prof. Kahle specializes in international marketing, lifestyles and psychographics, sports marketing, attitudes and values, sustainability, and communication. He is a fellow of the Society for Consumer Psychology, the Association of Psychological Science, and the American Psychological Association. Prof. Kahle has written more than 150 books and scholarly articles that have appeared in *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science* among others. In 2011, the American Marketing Association honored him with the 2011 Sports Marketing Lifetime Achievement Award. He serves on several editorial boards and has been editor of *Sport Marketing Quarterly*.