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Anderson, Lin, Simester, and Tucker Receive 2020 Weitz-Winer-O'Dell Award for "Harbingers of Failure"

## **Journal of Marketing Research Archives**

International Journal of Research in Marketing, forthcoming. Rosenberg D. (2018), How marketers can start integrating AI in their work, Harvard Business Review. Rust, R. T. (2020). The future of

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marketing. International Journal of Research in Marketing, 37(1), 15-26. Sheth, J., & Kellstadt, C.H. (2020). Next frontiers of research in data driven ...

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Journal of Research in Marketing and Entrepreneurship's journal/conference profile on Publons, with 22 reviews by 13 reviewers - working with reviewers, publishers, institutions, and funding agencies to turn peer review into a measurable research output.

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Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing research's evolution from 2000 to 2015 and an agenda for future research. Journal of Marketing, 80(6), 146-172. Google Scholar

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