



For Immediate Release

Contact: Lisa Chernick,
Executive Director
(312) 542-9073
lchernick@ama.org

Foundation Announces 2008 Parlin Marketing Research Award Recipient

CHICAGO, IL – September 16, 2008—The Parlin Board of Governors, as an instrument of the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF), is pleased to announce **Vithala R. Rao** as the recipient of the 2008 Charles Coolidge Parlin Marketing Research Award, which recognizes Rao's substantial contributions and unwavering dedication to the ongoing advancement of marketing research practice. Rao's achievement was announced and he was recognized at the 2008 AMA Marketing Research Conference on September 15 in Boston, MA.

The Charles Coolidge Parlin Marketing Research Award was established in 1945 by the Philadelphia Chapter of the AMA and The Wharton School in association with the Curtis Publishing Company to honor distinguished academics and practitioners who have demonstrated outstanding leadership and sustained impact on the evolving profession of marketing research over an extended period of time. Established as a memorial to Charles Coolidge Parlin, who is recognized as a founder of marketing research, and acknowledged for his early benchmarking studies of consumer issues, the Parlin Award is today a preeminent national honor.

Rao is the Deane W. Malott Professor of Management and Professor of Marketing and Quantitative Methods, Johnson School at Cornell University in Ithaca, NY. He received master's degrees in mathematical statistics from the University of Bombay, India and in sociology from the University of Michigan, and a Ph.D. in applied economics/marketing from the Wharton School of the University of Pennsylvania.

Professor Rao has shown tremendous insight in bringing new marketing research methods and models to the discipline. His methodological innovations are widely in use by firms, especially conjoint analysis, product positioning, and brand equity measurement. He has published over 110 articles and four books including *Analysis for Strategic Marketing*, and continues to be a productive and innovative scholar. He has chaired ten PhD dissertations.

His current work includes new approaches to conjoint analysis, meta-attributes for bundle/product design, trade promotions, demand estimation for preannounced products, and linking firms' branding strategies to their financial performance. He is the recipient of the Johnson School's Faculty Research Award in 2000-01 and the Robert D. Buzzell Award for the Best Paper by the Marketing Science Institute in 2005.

He serves on the editorial boards of *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Business to Business Marketing*.

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