

EMI Doctoral Dissertation Competition

Award Winners

2007 Award

Paul Dwyer

Texas A&M

“Diversity of Thought in the Blogosphere and Its Implications for Gaining Brand Image Insights”

2006 Award

Robert Carter

University of Cincinnati

“Reciprocal Spill-over Effects: Why, When and How Much”

Sudhir Voleti

University of Rochester

“Brand Equity as a Revenue Multiplier”

2005 Award

First Prize

Benjamin Kartono

Cornell University, Johnson Graduate School of Management

“Linking Consumer-Based Brand Equity to Market Performance: An Integrated Approach to Brand Equity Management”

Honorable Mentions

Ashok K. Lalwani

University of Illinois, Urbana Champaign

“Negativity and Positivity Biases in Product Evaluations: The Impact of Consumer Goals and Attitudes”

Lien Lamey

Catholic University Leuven (EHEC) (Belgium)

“The Impact of Business-Cycle Fluctuations on Private-Label Share”

Felicia Miller

University of Cincinnati, College of Business

“What do Brands Mean? - A series of three essays that explore the nature of meaning for mature brands”