Access to Experts

John H. Roberts

John H. Roberts holds a joint appointment as professor of marketing at the Australian National University and the London Business School. He is also an Emeritus Scientia Professor at the University of New South Wales. He completed his Ph.D. and M.S. at the Massachusetts Institute of Technology after receiving master of commerce and honors arts degrees at the University of Melbourne. Roberts has 13 years senior management experience as a market research manager, marketing operations manager, and marketing director. He has won the American Marketing Association's John A. Howard Award for the top doctorate in the United States, its William O'Dell Award for the most influential piece of research published in the*Journal of Marketing Research* published five years previously, and its Advanced Research Techniques Forum Best Paper Award. He has been a finalist in the Society for Marketing Science John D. Little Award for the top marketing science paper three times, and runner-up in its Best Marketing Practice Award twice. Roberts sits on the editorial boards of the*Journal of Marketing Research*, *Journal of Forecasting*, *Marketing Science*, *International Journal of Research in Marketing*, *Quantitative Abstracts in Marketing*, and *Review of Marketing Science*.

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