FOR IMMEDIATE RELEASE

Anat Keinan Receives an American Marketing Association Award for Empowering Women in Academia

CHICAGO – December 18, 2017 – The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) are proud to announce the winner of the 2018 Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor.

Anat Keinan, the Jakurski Family Associate Professor of Business Administration, Marketing Unit, Harvard Business School, will receive the award during a ceremony at the 2018 AMA Winter Academic Conference held February 23-25 in New Orleans, LA.

“Anat embodies the values that Erin Anderson demonstrated: determination, compassion, and generosity,” says Hannah H. Chang, Associate Professor of Marketing, Singapore Management University, who nominated her for the award. “Anat is not only an accomplished researcher but also a dedicated mentor for junior faculties and doctoral students. Anat’s commitment to grooming young researchers often went over and above normal expectations. Her dedication to this profession, as a researcher, a teacher, and a mentor, has been truly exceptional.”

This award was established to honor the life of scholar Erin Anderson who was passionate about encouraging and enabling women in academe. She was a widely respected mentor and scholar whose research made significant contributions to the marketing discipline. Beyond her research, Anderson was also a caring mentor to many Ph.D. students and openly shared her insights with faculty members as they launched their academic careers.

Professor Keinan’s research on brands, decision-making and customer behavior, has been featured in hundreds of media outlets and recognized as the Journal of Consumer Research (JCR) best paper award finalist in 2009, 2014, and 2017.

She was named a Marketing Science Institute Young Scholar in 2013, and serves on the Editorial Review Board of JCR. In 2015, Professor Keinan was ranked by the American Marketing Association as one of the Top 50 most productive scholars in the premier marketing journals in the past 5 years (2010-2014). In 2016, she was again ranked as one of the top 50 most productive marketing scholars. At Harvard Business School, she teaches a new elective MBA course on Luxury Marketing.
For more information about the Erin Anderson Award, visit ama.marketing/ErinAndersonAward.

About American Marketing Association (AMA)

As the largest professional marketing association in the world, the AMA is trusted by marketing and sales professionals to help them discover what’s coming next in the industry. The AMA has a community of local chapters in more than 70 cities and 350 college campuses throughout North America. The AMA is home to award-winning content, PCM® professional certification, premiere academic journals, and industry-leading training events and conferences.

For more information about the AMA, visit www.ama.org or follow us at @AMA_Marketing.

####