

New Eller Department Heads Announcement

Date::
July 23, 2020

I am pleased to announce that Professor Martin Dufwenberg has accepted the role of department head for Eller's Department of Economics, replacing McClelland Professor of Economics Andreas Blume, and that Professor Yong Liu has accepted the role of department head for Eller's Department of Marketing, replacing Soldwedel Professor of Marketing Mrinal Ghosh. Both are effective July 1, 2020.

Martin joined the Eller College of Management in 2003, and he has previously taught at Uppsala University, Stockholm University and Bocconi University. He earned his PhD in Economics from Uppsala University in 1995. His research uses game theory and experiments to explore topics in behavioral economics, and he has published in *Econometrica*, *American Economic Review* and *Journal of Economic Theory* among others. Much of his current work concerns how to incorporate emotions into economic analysis using a framework called psychological game theory.

Yong came to the Eller College of Management in 2006 from Syracuse University, New York, which he joined after earning his PhD in Business Administration (Marketing) from the University of British Columbia, Vancouver, Canada in 2002. His research focuses on quantitative models and empirical analysis of social interaction on digital platforms, innovation and entrepreneurship, technology-enabled business models and marketing strategy for media and cultural products, especially movies. He has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science* and elsewhere.

Both Andreas's and Mrinal's terms as department heads end with many successes, including, respectively, launching the new MS in Econometrics and Quantitative Economics and growing the Master's in Marketing program.

Please join me in welcoming Martin and Yong and thanking Andreas and Mrinal!

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