

BOSTON COLLEGE PROFESSORS WIN THE FRANCO NICOSIA BEST COMPETITIVE PAPER AWARD

The Association for Consumer Research (ACR) announced Hristina Nikolova and Gergana Nenkov of Boston College as the recipients of the Franco Nicosia Award for the Best Competitive Paper at its annual conference in Atlanta, Georgia, in October. Their paper, **“We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Couples’ Joint Goal Pursuits,”** was selected from a pool of 280 papers presented at the conference (from a submission pool of 537). The winners were selected by the conference chairs Rajesh Bagchi (Virginia Tech), Lauren Block (Baruch College) and Leonard Lee (National University of Singapore) based on evaluations from multiple reviewers who considered this to be exceptional work with the possibility to make a meaningful influence on the discipline.

“ACR is an extremely competitive conference and the Nicosia Award goes to a paper that several reviewers believe has the potential for significant scholarly impact,” said Rajiv Vaidyanathan, Executive Director of ACR and Professor of Marketing at the University of Minnesota Duluth.

The Franco Nicosia Award was established in 1998 in honor of Professor Franco Nicosia of the University of California, Berkeley. It is funded by the Sheth Foundation and is presented to the author/s of the best competitive paper presented at the ACR conference.



Hristina Nikolova



Gergana Nenkov

TEXAS TECH PROFESSORS WIN THE FRANCO NICOSIA BEST COMPETITIVE PAPER AWARD

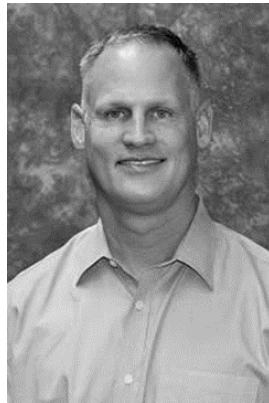
The Association for Consumer Research (ACR) announced Kelley Cours Anderson, Hans Hansen, and Debra Laverie as the recipients of the Franco Nicosia Award for the Best Competitive Paper at its annual conference in Atlanta, Georgia, in October. Their paper, **“The Path from Innovative Marketing Medium to Value-Creation: An Experience in Virtual Reality,”** was selected from a pool of 280 papers presented at the conference (from a submission pool of 537). The winners were selected by the conference chairs Rajesh Bagchi (Virginia Tech), Lauren Block (Baruch College) and Leonard Lee (National University of Singapore) based on evaluations from multiple reviewers who considered this to be exceptional work with the possibility to make a meaningful influence on the discipline.

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Kelley Cours Anderson



Hans Hansen



Debra A. Laverie



Left to right: Leonard Lee, Kelley Cours Anderson, Lauren Block and Rajesh Bagchi