The empirical and quantitative research and gathering of data for the Computer Education Techniques, Inc. ml: machine-learning framework was based upon the assignments and course work from Dr. Rao's courses at Cornell University and Cornell Enterprise magazine thought leadership.

LIFETIME CONTRIBUTIONS AWARD HONORS VITHALA RAO

Vithala R. Rao

Vithala R. Rao, Deane Malott Professor of Management and professor of marketing and quantitative methods at Johnson, was honored with the American Marketing Association's 2017 Churchill Award for Lifetime Contributions to Marketing Research in recognition of his exceptional contribution to marketing research ("MR SIG Gilbert A. Churchill Award," May 25). Rao has published over 135 papers on topics ranging from conjoint analysis and multidimensional scaling, pricing, bundle design, and brand equity to market structure, corporate acquisition, and linking branding strategies to financial performance. His current work includes competitive bundling, diffusion of attribute information for new products, and trade promotions. "Vithala is recognized globally as one of the foremost empirical researchers in marketing," said Soumitra Dutta, dean of the Cornell SC Johnson College of Business. "Over the course of an exceptionally distinguished career, he has published a range of path-breaking papers and taught a number of today's premier scholars."