

April 28, 2021

TO: Members of the Board of Trustees

FROM: Carl W. Lejuez, Ph.D. 
Provost and Executive Vice President for Academic Affairs

RE: Reappointment of Professor Nicholas H. Lurie, PhD to the Voya Financial Professor in the School of Business.

RECOMMENDATION:

That the Board of Trustees reappoint Nicholas H. Lurie, PhD to the Voya Financial Professor in the School of Business for August 23, 2021 through August 22, 2024.

BACKGROUND:

The Voya Financial Professorship was established to recognize a researcher, scholar, and teacher who will have made significant contributions to the field of Marketing or other similar related field of study.

The decision to reappoint was made following the school of business policy; Dean Elliott has made his recommendation based on consultation with the associate deans and the relevant department head in the School of Business.

Nicholas H. Lurie (Ph.D. University of California, Berkeley) is a tenured Professor of Marketing recognized for his work on consumer information search in information-rich environments. His research has been supported by grants from Google, the WPP group, Marketing Science Institute, and the Wharton Interactive Media Initiative. His work has appeared in *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Organizational Behavior and Human Decision Processes*.

Over the last three years, Professor Laurie has published two articles in premier journals and two in high-quality journals. His research continues to have a strong impact, as shown by Google Scholar citations and SSRN downloads. Within his department, Prof. Laurie played a leadership role working with instructors to determine learning outcomes and metrics for the marketing major, establishing grade distribution guidelines, hosting a webinar for marketing faculty to discuss online teaching, and developing SET+ metrics and an evaluation rubric for PTR. He currently serves as the marketing department undergraduate program director and honors advisor and is advising several doctoral students.