



# Paul D. Converse Award Recipients

## 2020

**Bernard Jaworski**, Claremont Graduate University  
**Deborah MacInnis**, University of Southern California  
**C.W. Park**, University of Southern California  
**Michel Wedel**, University of Maryland

## 2016

**Ajay Kohli**, Georgia Institute of Technology  
**Robert Lusch**  
**Steven Shugan**, University of Florida  
**Kannan Srinivasan**, Carnegie Mellon University

## 2012

**V. Kumar**, Georgia State University  
**Christine Moorman**, Duke University  
**A. Parasuraman**, University of Miami  
**Roland Rust**, University of Maryland  
**Gerard Tellis**, University of Southern California

## 2008

**Joseph Alba**, University of Florida  
**Leonard Berry**, Texas A&M University  
**Kent Monroe**  
**Rajan Varadarajan**, Texas A&M University  
**Valerie Zeithaml**, University of North Carolina at Chapel Hill

## 2004

**Richard P. Bagozzi**, University of Michigan  
**Russell W. Belk**, York University  
**John G. Lynch, Jr.**, University of Colorado  
**Everett M. Rogers**

## 2000

**Donald R. Lehmann**, Columbia University  
**Sidney J. Levy**, Northwestern University  
**Seenu Srinivasan**, Stanford University  
**Richard Staelin**, Duke University

## 1996

**David Aaker**, University of California, Berkeley  
**Gilbert Churchill**, Indiana University  
**George Day**, Wharton School, University of Pennsylvania  
**John Hauser**, Massachusetts Institute of Technology  
**Glen Urban**, Massachusetts Institute of Technology  
**Yoram Wind**, Wharton School, University of Pennsylvania

## 1992

**Richard Bagozzi**, University of Michigan  
**James Bettman**, Duke University  
**John Little**, Massachusetts Institute of Technology  
**Jagdish Sheth**, Emory University  
**William Wells**

## 1986

**Frank Bass**  
**Louis P. Bucklin**  
**Shelby D. Hunt**  
**Louis W. Stern**

## 1981

**Robert Bartels**  
**James Engel**  
**Martin Fishbein**  
**Wendell Smith**

## 1978

**Raymond Bauer**  
**Paul Green**  
**Philip Kotler**  
**Theodore Levitt**

## 1975

**Peter F. Drucker**  
**Ewald T. Grether**  
**John A. Howard**  
**Everett M. Rogers**

## 1967

**Wroe Alderson**  
**Paul F. Lazarsfeld**  
**Oskar Morgenstern**  
**John Von Neumann**  
**W. Lloyd Warner**

## 1961

**Reavis Cox**  
**George Katona**  
**Charles C. Parlin**

## 1959

**Theodore N. Beckman**  
**Joel Dean**  
**William J. Reilly**  
**Harry R. Tosdal**

## 1957

**Lyndon O. Brown**  
**J.F. Dewhurst**  
**George Gallup**  
**Roland S. Vaile**

## 1955

**Wroe Alderson**  
**Ewald T. Grether**  
**Rensis Likert**  
**Edwin G. Nourse**  
**Henry Schultz**

## 1953

**Edward H. Chamberlin**  
**Malcolm P. McNair**

## 1951

**Neil H. Borden**  
**Arthur C. Nielsen Sr.**  
**Daniel Starch**  
**Paul W. Steward**

## 1949

**Ralph Starr Butler**  
**Paul Cherington**  
**Fred E. Clark**  
**Melvin T. Copeland**  
**C.S. Duncan**  
**Herbert Hoover**  
**Paul H. Nystrom**  
**Walter Dill Scott**  
**Arch W. Shaw**  
**W.H.S. Stevens**  
**L.D.H. Weld**