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

2000
Richard P. Bagozzi, University of Michigan
Russell W. Belk, York University
John G. Lynch, Jr., University of Colorado
Everett M. Rogers

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 H. Beckman
Joel Dean
William J. Reilly
Harry R. Tosdal

1957
Lyndon B. Johnson
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