



May 18, 2009

Dr. V. Kumar
Richard and Susan Lenny Distinguished Chair
Professor in Marketing
Department of Marketing
J.Mack Robinson College of Business
Georgia State University
35 Broad Street
Atlanta, GA 30303

Dear Dr. Kumar,

Congratulations! You are the recipient of the 2009 *Gilbert A. Churchill Award* for Lifetime Achievement in the academic study of Marketing Research. This annual award by the AMA Marketing Research Special Interest Group (MRSIG), is awarded to the individual who has been nominated by their peers and voted by the MRSIG Awards Committee as having made significant contributions to the study of Marketing Research over their career. You add a significant contribution to the illustrious group of distinguished academics listed below.

We will hold a reception on August 8th be at the 2009 Summer Educators' Conference in Chicago to make the presentations and to honor your contributions and achievements in the field. Feel free to invite guests.

Congratulations once again!

Best regards,

Thomas Brashear Alejandro
Visiting Professor, Università L. Bocconi
MRSIG Chair

Gilbert A. Churchill Award Recipients

- 2009 - V Kumar, Georgia State University
- 2008 - Michel Wedel, University of Maryland
- 2007 - Dominique Hanssens, University of California, Los Angeles
- 2005 - Don Lehmann, Columbia University
- 2004 - J. Paul Peter, University of Wisconsin
- 2003 - Richard P. Bagozzi, Rice University
- 2002 - Frank Bass, University of Texas
- 2001 - Donald Morrison, University of California, Los Angeles
- 2000 - Roland Rust, Vanderbilt University
- 1999 - Vijay Mahajan, University of Texas - Austin
- 1998 - Seenu Srinivasan, Stanford University
- 1997 - Bill Perreault, University of North Carolina
- 1996 - Paul Green, Wharton University