

NEWS RELEASE

College of Business

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Faculty Honored for Excellence in Research

Champaign, Ill. — Two College of Business faculty were announced as recipients of the 2003 Dean's Awards for Excellence in Research at the College of Business Recognition Ceremony on April 30. George Deltas, assistant professor of economics, was named as the junior researcher and Brian Wansink, professor of business administration, was named as the senior researcher. Greg Oldham, Associate Dean of the Faculty, made the announcement.

George Deltas joined the College of Business in 1995. Frequently published in top, peer-reviewed journals, Deltas is working on auction design and the analysis of bidder behavior, the study of audit markets, the analysis of firm strategic behavior, and the study of labor markets. He is a co-PI on two NSF grants investigating the re-structuring of electricity markets and on an NSF/EPA grant investigating voluntary environmental practices of firms. He received a PhD and an MS from Yale University and his BS from the Massachusetts Institute of Technology.

Brian Wansink researches the impact of marketing activities on consumption. Widely published in academic journals and in the popular press, Wansink is noted for his leadership role in understanding the psychological issues related to food consumption and impulse purchases. Prior to joining the College of Business in 1997, Wansink was on the faculty at the University of Pennsylvania and Dartmouth College. He holds a PhD from Stanford University, an MA from Drake University, and a BS from Wayne State College. He has a joint appointment in the Department of Agricultural and Consumer Economics in the College of Agriculture, Consumer, and Environmental Sciences, and is the founder and director of the Food and Brand Lab (www.FoodPsychology.com).

Nationally recognized as one of the leading business schools, the Illinois College of Business has outstanding programs in accounting, business, economics, and finance. The college enrolls approximately 3,300 undergraduates, 900 MBA and master's students, and 165 doctoral candidates.

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For More Information:

www.business.uiuc.edu/faculty/deltas.html
www.business.uiuc.edu/faculty/wansink.html
www.consumerpsychology.net