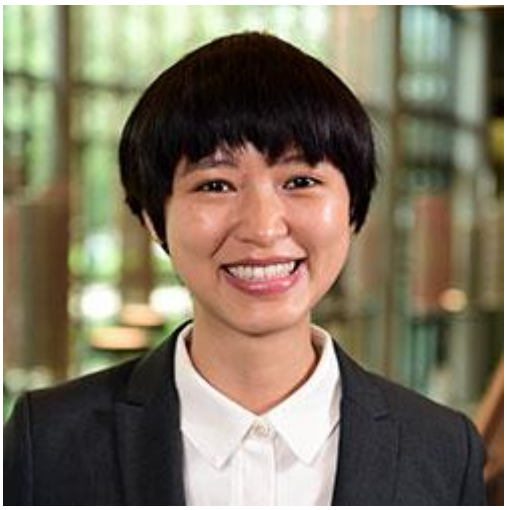
Research Notes: Eugena Leung

March 31, 2023



Eugina Leung’s article “Man Versus Machine: Resisting Automation in Identity-Based Consumer Behavior,” co-authored with Gabriele Paolacci (Erasmus University) and Stefano Puntoni (University of Pennsylvania), was selected as a finalist for the 2023 Weitz-Winer-O’Dell Award. Chosen by the Editorial Review Board of the *Journal of Marketing Research*, the award recognizes the *JMR* article published five years earlier that has made the most significant, long-term contribution to marketing theory, methodology and/or practice. Leung is an assistant professor of marketing.