

**Carroll School of Management Prof. Kathleen Seiders
Wins Prestigious Public Policy/Marketing Award**

CHESTNUT HILL, MASS. (1-24-06) -- Boston College Marketing Associate Professor Kathleen Seiders has been named the winner of the Thomas C. Kinnear/*Journal of Public Policy & Marketing* Award.

The award will be presented in June at the 2006 Marketing and Public Policy Conference in California.

Seiders earned the award for the article "**Obesity and the Role of Food Marketing: A Policy Analysis of Issues and Remedies**," which she co-wrote with Babson Law Professor Richard Petty. According to the American Marketing Association Foundation, the Kinnear/*JPP&M* award honors the article that "makes the most significant contribution to the understanding of marketing and public policy issues" within the past three years.

The Journal of Public Policy & Marketing is an interdisciplinary publication that chronicles and analyzes marketing's broader impact on consumer welfare and economic performance as well as relevant policies and actions taken by the various branches of government that affect marketing practice and consumers.

Kathleen Seiders' research has been published in numerous journals, including *Organizational Dynamics*, *Journal of Marketing*, *Sloan Management Review*, *Marketing Management*, *Academy of Management Executive*, *Journal of Retailing*, and *Annals of Internal Medicine*. She also has been a guest on BBC Radio, National Public Radio's *Marketplace* and *All Things Considered*, CBS *This Morning*, CBS *60 Minutes*, and CNBC news.

Her current research projects focus on service convenience.

She received her PhD at Texas A&M University, where she was affiliated with the Center for Retailing Studies, and previously taught at Babson College. She had a ten-year career in food retailing, with a focus on operations management.

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