Research Notes: Harish Sujan

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Harish Sujan's article "The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson–Customer Interactions," co-authored with Zachary R. Hall and Michael Ahearne, was published in the May 2015 issue of Journal of Marketing. In the article, the authors evaluate the influence of accurate judgements by salespeople about customers in face-to-face interactions and argue that salespeople who make accurate intuitive judgements improve their selling performance by enabling more appropriate initial sales strategies. Sujan is the A. B. Freeman Chair of Business and professor of marketing at the A. B. Freeman School of Business.