Dipayan (Dip) Biswas is the Frank Harvey Endowed Professor of Marketing at University of South Florida. His overarching research interest is in sensory marketing and its implications for digital marketing, AI, food/beverage marketing, and retailing. His research has been published in *Journal of Consumer Research* (JCR), *Journal of Marketing* (JM), *Journal of Marketing Research* (JMR), *Journal of the Academy of Marketing Science* (JAMS), and *Journal of Business Research* (JBR) among other journals. He is Editor-in-Chief of *JBR*, Area Editor of *JAMS*, and on the editorial review boards of *JCR* and *JM*. He is a past Associate Editor of *JMR*, *JR*, and *JPP&M*. He has collaborated on research projects with many companies across multiple countries. His research has been covered by over 200 media outlets worldwide (including WSJ, NYT, and CNN, among others).