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Focus on Authors

Greg M. Allenby (“A Nonparametric Approach to Identifying Latent Relationships in Hierarchical Models”) holds the Helen C. Kurtz Chair in Marketing at Ohio State University, where he specializes in the study of economic and statistical issues in marketing. His research deals with developing new insights about consumer behavior from customer data routinely collected by most organizations. These insights are used to develop and improve product development, pricing, promotion, market segmentation and target marketing activities. He is an Area Editor for *Marketing Science*, and is on the editorial board of the *Journal of Marketing Research*. He is also an associated editor of the *Journal of Business and Economic Statistics*. His research has been published in *Marketing Science*, the *Journal of Marketing Research*, the *Journal of the American Statistical Association*, the *Journal of Econometrics*, the *Journal of Business and Economic Statistics*, and other leading journals.