

## **Curriculum Vitae of STEVEN MARK SHUGAN**

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### **DOCTORAL RESEARCH 1974-1977**

#### **NORTHWESTERN UNIVERSITY, EVANSTON, ILLINOIS**

Ph.D.            **DEPARTMENT OF MANAGERIAL ECONOMICS AND DECISION  
SCIENCES** (defended 6/77. graduation 6/17/78)

Research:      Quantitative Methods and Marketing

Thesis:        Descriptive Stochastic Preference Theory and Dynamic Optimization: Applications  
                  Toward Predicting Consumer Choice with Marketing Consequences

GPA:            Honors:    Fellowship, Northwestern University Graduate School of Management  
                  4.7/5.0

### **UNDERGRADUATE & MASTERS 1970-1974**

#### **SOUTHERN ILLINOIS UNIVERSITY CARBONDALE, ILLINOIS**

Master of Business Administration (8/9/74)	Concentration: <b>MARKETING &amp; OPERATIONS RESEARCH</b> Research: Multi-objective decision analysis Honors: Graduate Assistantship
Bachelor of Science, College of Science (8/31/73)	Major: <b>CHEMISTRY</b> Minor: <b>MATHEMATICS</b> (1 course short of major) Honors: Dean's List, President Scholar (Freshman year)

## **TEACHING INTERESTS**

Marketing, Product and Service Strategy, Multivariate Statistical Analysis, Marketing Models, Econometrics, New Products, Models of Competition, Industrial Marketing

## **RESEARCH INTERESTS**

Normative Methods for Modeling Competition, Services Marketing, Entertainment Marketing, Advance-Selling, Markets for Evaluative Information, Models of Selling and Product Policy, Channels of Distribution, Consumer Decision-Making

## **TEACHING EXPERIENCE**

### **July 1992 to present**

Russell Berrie Eminent Scholar Chair and Professor in Marketing. UNIVERSITY OF FLORIDA, College of Business Administration. Primary teaching and research in Marketing.

COMMITTEES: Tenure and Promotion Committee (Chair), UFRF Foundation Professor Awards (Chair), Information Resources (Chair), Florida MBA Curriculum, College Research (chair), College Information Resources (Chair), University of Florida Foundation Professor, Huber Hurst Eminent Scholar, Cordell Eminent Scholar, Higdon Eminent Scholar Chair Search, PEP awards, J.C. Penney Professorship, MBA Taskforce, Recruiting, MBA Sports and Entertainment Faculty advisor, George Hay Brown Marketing Scholars Award and many others committees

### **July 1991 to June 1992**

Visiting Russell Berrie Eminent Scholar Chair and Professor of Marketing. UNIVERSITY OF FLORIDA, College of Business Administration. Primary teaching and research in Marketing

### **July 1987 to June 1992**

Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing. Some teaching in econometrics. Tenure and Promotion Committee, G.S.B. Ph.D. Committee, Marketing Ph.D. Committee Chairperson, Computer Policy Committee, Appointments Committee, G.S.B. Awards Committee and others.

### **July 1982 to June 1987**

Associate Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing. Some teaching in econometrics. Served on Marketing Ph.D. Exam Committee and Computer Policy Committee. Promoted on 7-1-82

**July 1979 to June 1982**

Assistant Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing

**July 1977 to June 1979**

Assistant Professor. UNIVERSITY OF ROCHESTER, GRADUATE SCHOOL OF MANAGEMENT. Primary teaching and research in Marketing. Served on Admissions Committee

**Fall 1976**

Lecturer. NORTHWESTERN UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT. Taught computer course for MBA students. Also, Assistant Instructor in Executive Masters Program

**1975 to 1976**

Lecturer. NORTHWESTERN UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT. Taught a weekly tutorial session on statistics and linear programming for MBA students.

**SEMINARS AND CONSULTING**

A-B Distributors, Jacksonville, Florida  
Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A.  
Arnstein, Gluck, Lehr and Milligan, Chicago, Illinois  
Beltone Corporation, Chicago, Illinois  
Binks Manufacturing, Franklin Park, Illinois  
Biogen Corporation, Cambridge, MA  
Carlisle Corporation, Carlisle, Pennsylvania  
Cornerstone Research  
Eastman Kodak Company, Rochester, New York  
Exxon Enterprises, New York, New York and Orlando, Florida  
Fish & Neave, New York, New York  
Government of Cyprus, Cyprus  
Hakuhodo Inc., Tokyo, Japan  
Hinshaw, Culbertson, Moelmann, Hoban and Fuller

IMR Research, Hinsdale, Illinois  
International Harvester, Chicago, Illinois  
Jenner & Block, Chicago, Illinois  
Keebler Company, Elmhurst, Illinois  
Kimberly Clark, Neenah, Wisconsin  
Leydig, Voit, Osann and Mayer, Chicago, Illinois  
Maxwell Sroge Company, Chicago, Illinois  
Parameter Investigation, Evanston, Illinois  
Portec Inc., Illinois  
Schiff, Hardin and Waite, Chicago, Illinois  
Scimed Life Systems, Inc., Minneapolis, Minnesota  
Smith, Hulsey and Busey, Jacksonville, Florida  
Sorkin-Enenstein Research Service, Chicago, Illinois.  
Southgate Distributors, Alsip, Illinois  
United States Postal System, Washington, D.C.  
Wotitzky, Wotitzky, Ross & Goldman, P.A.  
And others

## **OTHER EXPERIENCE**

### **Instructor.**

“Professional M.B.A. Program,” University of Florida, 2002.  
“Managers M.B.A. Program,” University of Florida, 2000.  
“Executive M.B.A. Program,” AT&T Universal Card, 1995-1997  
“Marketing of Services”, **SDA Bocconi** Business School, Milano, Italy (1993, 1994, 1995).  
“Marketing the Mature Product”, University of Chicago's Post Graduate Seminar Series. (1986, 1987)  
“Industrial Marketing”, University of Chicago's Post Graduate Seminar Series (1987, 1988, 1989).  
“Creating New Products and Services”, University of Chicago's Post Graduate Seminar Series (1989, 1990).  
“Marketing Financial Services”, University of Chicago's Post Graduate Seminar Series (1990).

**Programmer.**

MEDS department, Northwestern University, 1975.

**Assistantship.**

Southern Illinois University, Carbondale, IL, 1973-1974.

**MOST CITED PUBLICATIONS (As of 1/08)**

**"Managing Channel Profits"** (with Abel P. Jeuland), *Marketing Science*, Vol. 2, No. 3 (Summer 1983), 239-272 note: ISI only lists this article under the co-author. Reprinted in *Marketing Science*, Vol. 27, No. 1, Jan.-Feb. 2008.

**"The Cost of Thinking,"** *Journal of Consumer Research*, Vol. 7, No.2 (September 1980), 99-111

**"Defensive Marketing Strategies"** (with John R. Hauser), *Marketing Science*, Vol. 2, No. 4 (Fall 1983), 319-360 [INFORMS best paper award –note ISI only lists this article under the co-author. Reprinted in *Marketing Science*, Vol. 27, No. 1, Jan.-Feb. 2008.

**"Film critics: Influencers or predictors?"** (with Jehoshua Eliashberg) *Journal of Marketing*, Vol. 61, No. 2 (April 1997), 68-78 [2000 Marketing Science Institute best paper award] .

**"Strategic Service Pricing and Yield Management"** (with R Desiraju) *Journal of Marketing*, Vol. 63, No. 1 (January 1999), 44-56 [Winner: Marketing Science Institute/H. Paul Root Best Paper Award] note: Google Scholar only lists this article under the co-author

**"Branded Variants: A Retail Perspective,"** (with Mark Bergen and Shantanu Dutta) *Journal of Marketing Research*, Vol. 33, No. 1 (February 1996), 219-232 [nominated best paper *JMR*]

**"Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell,"** (with Jinhong Xie), *Marketing Science*, Vol. 20, No. 3., Summer 2001 [Lead Article, John D.C. Little Best Paper Award], 219-243.

**PUBLICATIONS [available at <http://www.cba.ufl.edu/facstaff/profiles/shugan.htm>]**

"Relevancy is Robust Prediction not alleged Realism (forthcoming)" *Marketing Science*.

"Metrics – When and Why Non-Averaging Statistics Work," (forthcoming) *MANAGEMENT SCIENCE*.

"Ignore Successful Followers – Entry is Still Urgent," (forthcoming, April 2009) *Journal of Marketing Research*.

"Editorial: Introduction to the Special Classics Issue," *Marketing Science*, 2008, Vol. 27, No. 1, January–February, pp. 9–11.

"Advance Selling," (with Jinhong Xie) in Vithala R. Rao (Editor), *Handbook of Research in Pricing*, 2008, Edward Elgar Publishing, Northampton, MA, forthcoming.

"Managing Channel Profits" (reprinted) with Abel P. Jeuland, *Marketing Science*, 2008, Vol. 27, No.1, 52-69.

“Defensive Marketing Strategies” (reprinted) with John R. Hauser, *Marketing Science*, 2008, Vol. 27, No.1, 88–110.

“Commentary on Defensive Marketing Strategies,” *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 85-87.

“Commentary on Managing Channel Profits,” *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 49-51.

“Editorial: Database Submissions” *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 7-8.

Erin Anderson's memorial on Marketing Models and Channels (with many other authors), forthcoming, *Marketing Letters*.

Causality, Unintended Consequences and Deducing Shared Causes [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 6, pp. 731–741

The Editor’s Secrets [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 5, 589-595

It’s the Findings, Stupid, Not the Assumptions? [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 4, 449-459

“Thanks to the Many Individuals Who Make Publication of Marketing Science Possible, *Marketing Science*, vol. 26 no. 3 285-292. This is not a research work but rather an extensive analysis of those who contribute to the peer review process at the journal that I was editor-in-chief

“Editorial: The Anna Karenina Bias: Which Variables to Observe?” *Marketing Science*, 2007, Vol. 26, No. 2, 145-148.

“Editorial: Does Good Marketing Cause Bad Unemployment?” *Marketing Science*, 2007, Vol. 26, No. 1, 1–17.

“Anti-business Movies and Folk Marketing” *Marketing Science*, 2006, Vol. 25, No. 6, 681–685.

“Editorial: Fifty Years of Marketing Science” *Marketing Science*, 2006, Vol. 25, No. 6, 551–555.

“Editorial: Who is Afraid to Give Freedom of Speech to Marketing Folks?” *Marketing Science*, 2006, Vol. 25, No. 5, 403–410.

“Editorial: Thanks to the Many Individuals Who Make Publication of Marketing Science Possible,” *Marketing Science*, 2006, Vol. 25, No. 4, pp. 293–300.

“Editorial: Errors-in-the-variables, unobserved heterogeneity and other ways of hiding statistical error,” *Marketing Science*, 2006, Vol. 25, No. 3, pp. 203–216.

“Editorial: Save Research—Abandon the Case Method of Teaching,” *Marketing Science*, 2006, Vol. 25, No. 2, pp. 109–116.

“Editorial: Are Consumers Rational? Experimental Evidence?” *Marketing Science*, 2006, Vol. 25., No. 1 pp. 1-7.

“Advance-selling as a Competitive Marketing Tool,” (with Jinhong Xie), *International Journal of Research in Marketing*, 2005, Vol. 55, No. 3, pp. 351-373

- “Theatrical Releases And The Launching Of Motion Pictures,” (with Charles Moul), in *A Concise Handbook of Movie Industry Economics*, 2005, ISBN: 0521843847 & 0521843847, Cambridge Press, 2005.
- “Editorial: Marketing and Designing Transaction Games,” *Marketing Science*, 2005, Vol. 24, No. 4, pp. 525–530
- “Editorial: Brand Loyalty Programs: Are They Shams? *Marketing Science*, 2005, Vol. 24, No. 2, pp. 185-1993.
- “Comments on Competitive Responsiveness” *Marketing Science*, Vol. 24, No. 1, Spring 2005, pp. 3-7 [editorial]
- “The Impact of Advancing Technology on Marketing and Academic Research,” *Marketing Science*, Vol. 23, No. 4, Fall 2004, pp. 469–475 [editorial]
- “Consulting, Research, and Consulting Research,” *Marketing Science*, Vol. 23, No. 2, Spring 2004, pp. 173–179 [editorial]
- “Endogeneity in Marketing Decision Models,” *Marketing Science*, Vol. 23, No. 1, Winter 2004, pp. 1-3 [editorial]
- “Theatrical Release and the Launching of Motion Pictures,” (with Charles Moul), in *The Handbook of Movie Economics*, Cambridge Press, forthcoming.
- “Advance Selling for Services,” (with Jinhong Xie) *California Management Review*, 2004, 46(3) 37–54.
- “Finance, Operations And Marketing Conflicts In Service Firms, *Journal of Marketing*, Invited Commentaries on "Evolving to a New Dominant Logic for Marketing". January 2004, Vol. 68 Issue 1, p. 18-28
- “Marketing Perspectives on Federal Communications Commission Policies,” *Journal of Public Policy and Marketing*, Vol. 22, No. 1, Spring 2003, 35-40.
- “Journal Rankings: Save the Outlets For Your Research,” *Marketing Science*, Vol. 22, No. 4, Fall 2003. [Editorial] p. 437-442
- “Compartmentalized Reviews and Other Initiatives: Should Marketing Scientists Review Manuscripts in Consumer Behavior?” *Marketing Science*, Vol. 22, No. 2, Spring 2003, 151-160. [Editorial]
- “Defining Interesting Research Problems,” *Marketing Science*, Vol. 22, No. 1, Winter 2003, 1-15. [Editorial]
- “In Search of Data - An Editorial, ” *Marketing Science*, Vol. 21, No. 4, Fall 2002, 369-377.
- “Marketing Science, Models, Monopoly Models and Why We Need Them: - An Editorial, ” *Marketing Science*, Vol. 21, No.3, Summer 2002, 223-228.
- “Service Marketing and Management: Capacity as a Strategic Marketing Variable,” Chapter 19 in *Handbook of Marketing*, Robin Wensley and Barton Weitz, eds., Sage Publications, Thousand Oaks, London, November 2002, 484-512. ISBN: 0761956824
- “Changes in the Review Process - An Editorial,” *Marketing Science*, Vol. 21, No.2, Spring 2002, iii-v.

- “The Mission of Marketing Science - An Editorial”, *Marketing Science*, Vol. 21, No.1, Winter 2002, 1-13.
- “The Cost of Thinking”, reprinted, “*Intellectual Legacies in Modern Economics*”, Elgar Publishing Ltd, Peter Earl Editor, Volume 1, Part 4, January 2002, ISBN 1858985269, pp. 263-275.
- “Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell,” (with Jinhong Xie), *Marketing Science*, Vol. 20, No. 3., Summer 2001 [Lead Article, John D.C. Little Best Paper Award], 219-243.
- “Retail Product-line Pricing Strategy when Costs and Products Change” (coauthored with Ramarao Desiraju), *Journal of Retailing*, Spring 2001, Vol. 77, No. 1, pp. 17-38. [Journal of Retail Best Paper Award (Davidson Award)]
- “Recent Research in the Motion Picture Industry” *Inaugural Business and Economics Scholars Workshop in Motion Picture Industry Studies*, (Proceedings) Eliashberg and Mallen, Editors. October 2000, 65-86.
- “Services and Seasonal Demand,” (with Sonja Radas) in *Handbook of Services Marketing and Management*, Teresa A. Swartz, Dawn Iacobucci (Eds.), Sage Publications, 2000, p147-170. ISBN: 0761916121
- “Advance Pricing of Services and Other Implications of Separating Purchase and Consumption,” (co-authored with Jinhong Xie), *Journal of Service Research*, February 2000, Vol. 2, no.3 (February) 227-239. [Finalist: JSR Excellence in Service Research Paper Award]
- “Strategic Service Pricing and Yield Management,” (co-authored with Ramarao Desiraju), *Journal of Marketing*, January 1999, Vol. 63, No. 1, 44-56. [Winner: Marketing Science Institute/H. Paul Root Best Paper Award]
- “Managing Service Demand: Shifting and Bundling,” (co-authored with Sonja Radas), *Journal of Service Research*, Vol. 1, No. 1, August 1998, pp. 47-64.
- “Seasonal Marketing and Timing New Product Introductions,” (co-authored with Sonja Radas), *Journal of Marketing Research*, Vol. 35, No. 3, August 1998, pp. 296-315.
- “Models, Theory and Selecting Research Topics: A Discussion,” *Proceedings of the 14<sup>th</sup> Paul D. Converse Symposium*, James D. Hess and Kent B. Monroe, Eds., American Marketing Assoc., 1998, 96-107.
- “Film Critics: Influencers or Predictors,” (co-authored with Jehoshua Eliashberg), *Journal of Marketing*, Vol. 61, No. 2, April 1997, p. 68-78.
- “Branded Variants: A Retail Perspective” (with Mark Bergen and Shantanu Dutta), *Journal of Marketing Research*, Winter/February 1996, Vol. XXXIII (33), No. 1, p. 9-19 [Finalist, Journal of Marketing Research William O'Dell Award best paper Award]
- “The Value of Marketing Expertise” (with Mehmet Pasa), *Management Science*, March 1996, Vol.42, No. 3, p.370-388.
- “The Market Forecaster's Dilemma” (with Chaim Ehrman), *Marketing Science*, Vol. 14, No. 2, Spring 1995, p.123-147.

- “Explanations for Service Growth”, in *Service Quality*, Richard Oliver and Roland Rust, Ed., Sage Publications, 1994, pp. 223-240.
- “Repositioning for Changing Preferences: The Case of Beef versus Poultry” (with Eugene Anderson), *Journal of Consumer Research*, Vol. 18, No.2, September 1991, pp. 219-232.
- “Product Assortment in a Triopoly,” *Management Science*, Volume 35, Number 3, March 1989, p. 304-320.
- “Branded Variants,” *Research in Marketing*, Summer Educators Conference August, 1989.
- “Competitive Pricing Behavior in Distribution Systems,” (with Abel Jeuland) in *Issues in Pricing: Theory and Research*, Timothy Devinney, ed., (Lexington, Mass: Lexington Books, 1988), pp. 219-238.
- “Microcomputers in Marketing” *Marketing Science*, Volume 7, Number 3, Summer 1988, pp. 311-314.
- “Channel of Distribution Profits when Channel Members Form Conjectures” with Abel Jeuland, *Marketing Science*, Volume 7, Number 2, (Spring 1988), pp. 202-210.
- “REPLY: Managing Channel Profits: Comment”, with Abel Jeuland, *Marketing Science*, Volume 7, Number 1, (Winter 1988), pp. 103-106.
- “Pricing when Different Outlets Offer Different Assortments of Brands,” in *Issues in Pricing: Theory and Research*, Devinney, ed., (Lexington, Mass: Lexington Books, 1988), pp. 219-238
- (also listed previously) “Estimating Brand Positioning Maps Using Supermarket Scanning Data,” *Journal of Marketing Research*, Vol. XXIV (24), No. 1, (February 1987), 1-18.
- “Implicit Understanding in Channels of Distribution,” *Management Science*, Vol. 31, No. 4 (April 1985), 435-460.
- “Price-Quality Relationships,” *Advances in Consumer Research*, Thomas C. Kinnear, ed., Vol. XI, (1984), 627-632.
- “Comments on 'Pricing a Product Line“ *Journal of Business*, vol. 57, no. 1, part 2, (January 1984), S101-108.
- (also listed previously) “Defensive Marketing Strategies” (with John R. Hauser), *Marketing Science*, Vol. 2, No. 4 (Fall 1983), 319-360.
- (also listed previously) “Managing Channel Profits” (with Abel P. Jeuland), *Marketing Science*, Vol. 2, No. 3 (Summer 1983), 239-272.
- “Coordination in Marketing Channels” (with Abel P. Jeuland), in *Productivity and Efficiency in Distribution Systems*, David A. Gautschi, ed. (New York: North Holland, 1983), 17-32.
- “The Cost of Thinking: Its Implications,” in *Research in Marketing, Supplement 1: Choice Models for Buyer Behavior*, Leigh McAlister, ed. (Greenwich, Conn.: JAI Press, 1982), 169-184.
- “Displays and Advertising: A Theory of Seduction,” *Advances in Consumer Research*, Andrew A. Mitchell, ed., Vol. IX, (1981), 118-124.

(also listed previously) “The Cost of Thinking,” *Journal of Consumer Research*, Vol. 7, No.2 (September 1980), 99-111.

“Intensity Measures of Consumer Preference,” (with John Hauser) *Operations Research*, Vol. 28, No. 2 (March-April 1980): 278-320.

“Instructor Manual,” for *Design and Marketing of New Products* by G. L. Urban and J. R. Hauser, Prentice-Hall, 1980.

“Choice Models: A Review-(An Abstract)” (with D. Horsky and S. Sen), *Research Frontiers in Marketing*, 1978 AMA Proceedings, S. Jain, ed.

“Extended Conjoint Analysis with Intensity Measures and Computer Assisted Interviews: Applications to TeleCommunications and Travel” (with J. Hauser), *Advances in Consumer Research*, Vol. V, H.K. Hunt, ed., 1977, 440-447.

## **WORKING PAPERS AND PAPERS UNDER REVIEW**

“Advance Selling Theory” (coauthored with Jinhong Xie) , written for the *Handbook on Research on Pricing*, ed. Vithala R. Rao, E-Elgar publishers, forthcoming.

“Surprise and Secrets as Competitive Tools” (coauthored with Jinhong Xie)

“Selective Service Strategies: The Impact of Transaction Costs on Optimal Service Levels,” (coauthored with Sonja Radas), under review

“Product Evaluations on the Internet: Marketing Implications”, (coauthored with Larry Winner), under review

“Determinants of New Product Performance: Product, Process, and Now People,” (coauthored with Yubo Chen)

## **BOOKS**

BankBucks: A Services Marketing Simulation, Fort Worth: Dryden Press, 1993.

Marketing & Managing Services, McGraw-Hill Higher Education, not completed, several chapters available

## **OTHER WORKING PAPERS**

### **ACTIVE:**

“Cross Segment Externalities” (co-authored with Jinhong Xie), in progress

**INACTIVE BUT COMPLETED:**

“Using Intent Measures to Forecast Motion Picture Success”, (completed, co-authored with Joffre Swait).

“Pre-Concept New Product Forecasting”

“Forecasting Failure and Success of New Films”

“Some Perspectives on Short-Term Promotions and Advertising Campaigns”

Designing and Building a Market Research Information System,” (co-authored with John R. Hauser).

Delivery vs. Design Attributes in Primary Health Care,” (co-authored with Chaim M. Ehrman).

“A Theory for Marketing Sciences” (completed)

“Marketing Incentives for Acquisitions: Spin-offs, Carve-outs and Buybacks,” (coauthored with Yu Bo Chen), in progress

“The Impact of Uncertainty on Defensive Strategy,” (coauthored with Yu Bo Chen), in progress

“Service Pricing with Capacity Constraints”, (co-authored with Hyongjae Rhee)

“Brand Positioning Maps from Price/Share Data: The Case of Bathroom Tissue”

“3-D Positioning Maps for Super-Market Scanning Data”

“Evolution of Marketing Science” (co-authored with Dan Horsky and Subrata Sen).

“Product Assortment and Spatial Dispersion of Retail Price” (coauthored with by Shan-Yu Chou and Abel Jeuland)

“Multivariate Analysis of Choice Data and Census Data in Marketing” (with Subrata Sen)

“A Mathematical Programming Model for Optimal Product Line Structuring” (with V. Balachandran)

**OTHER RESEARCH**

Developed software package known as SMS. This instructional software package is A Service Marketing Simulation.

Developed software package known as ARES. This instructional software package is A Retailing Environment Simulation

Developed the software package known as BankBucks. This instructional software package simulates the marketing activities of a service (specifically a financial service).

Developed the software package, DEFMAP. This software package implements the estimation procedure in “Estimating Brand Positioning Maps Using Supermarket Scanning Data,” by Steven M. Shugan, Journal of Marketing Research, Vol. XXIV, No. 1.

## INVITED PAPERS AND TALKS

“Peak and Off-peak Strategies in Constrained Capacity Industries (with Aydın Alptekinoğlu).”

INFORMS Annual Meeting :: Washington DC, 10/14/08

“Perspectives: Revenue Management vs. Marketing Science” in “Marketing Science and Revenue Management, Contrast and Commonality” INFORMS Annual Meeting Washington DC, 10/13/08

“Managing Seasonal Congestion (with Aydın Alptekinoğlu),” 2008 Frontiers in Service Conference, Washington DC.10/4/08

Participant. Summer AMA 2008 - San Diego, CA. 8/8/08-8/13/08.

Participant. 6th SICS-Summer Institute in Competitive Strategy. Berkeley, CA. 7/14/08-7/18/08

“Measures, Metrics, and Models,” (with Deb Mitra) 2008 Yale Center for Customer Insights Conference on Collaborative & Multidisciplinary Research. Yale, New Haven, CT. 5/12/08.

“Managing Quality with Constrained Capacity in Equilibrium,” (with Aydın Alptekinoğlu). 2008 Dynamic Games in Management Science. HEC Montréal (Québec) Canada on 5/2/08.

Participant. Bob Blattberg Conference. Allen Center. Northwestern University. Evanston. IL. 4/18/08.

“Comments on Probabilistic Selling,” 2008 University of Texas Marketing Conference, Dallas, Texas. 2/23/08.

Participant/Admin (committee meeting/presentation). 2007 INFORMS Annual Meeting, Seattle, Wa. 11/5/2007.

“Nurturing Innovation and Educational Impact for Research in Information Systems Conference on Information Systems and Technology,” 2007 Conference on Information Systems and Technology, Seattle, Wa. 11/3/2007.

“Revenue Management and Dynamic Pricing,” 2007 The Practice and Impact of Marketing Science, Wharton, Philadelphia, Penn. 10/14/2007.

Participant/Admin. 2007 Frontiers in Service Conference, San Francisco, Ca. 10/6/2007.

“Presentation to Workshop in Theory-Rich Marketing Modeling,” 2007, Duke University, Durham, North Carolina 8/17/2007.

“Comments on Obesity Research,” Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley 7/19/2007

“People Metrics and New Product Forecasting (with Debanjan Mitra),” 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/29/2007

“Meet the Editors Presentation,” 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/28/2007

“Publishing,” 2007 ISMS Doctoral Consortium, Singapore, 6/27/2007.

- “Normative versus Descriptive Game Theory,” Second Workshop on Game Theory in Marketing, HEC Montréal. 6/5/2007.
- “How to come up with good ideas,” 2007 American Marketing Association Sheth Foundation Doctoral Consortium. W. P. Carey School of Business. Phoenix, AZ. 5/18/07
- “ Introduction to *Marketing Science*,” 2007 Annual Conference The Academy of Marketing Science, Coral Gables, Florida, 5/24/2007.
- “People Metrics, Metrics and Pre-Concept Forecasting,” Santa Clara University, Leavey School of Business, Santa Clara, California, 5/5/2007
- “People Metrics, Metrics and Forecasting,” University of California, Berkeley, Haas School of Business, Berkeley, California, 4/27/07
- “People Metrics, Metrics and Forecasting,” David Eccles School of Business, University of Utah, Salt Lake City, Utah, 4/25/07
- “Metrics, People and Pre-concept Forecasting,” Mays Business School at Texas A&M University, College Station, Texas, 4/27/07
- “Marketing Metrics and People Metrics,” Spring Marketing Seminar, Olin School of Business, Washington University, St Louis, Missouri, 4/13/07
- “Metrics, Marketing Metrics and People Metrics,” Kellogg School of Management, Northwestern University (Marketing Seminar), Evanston, IL, 4/11/07
- “Marketing Metrics and Pre-Concept Forecasting,” Marketing Research Seminar at North Carolina State University, Raleigh, North Carolina, 3/30/07.
- “Metrics, Marketing Metrics and People Metrics,” Frank M. Bass Conference, University of Texas, Dallas, Texas, 3/1/07.
- “Metrics, Marketing Metrics and People Metrics,” Operations Workshop, Marshall School of Business at the University of Southern California, Los Angeles, California, 3/9/07.
- “Metrics, Marketing Metrics and People Metrics,” Operations Workshop, Sauder School of Business at the University of British Columbia, Vancouver, BC, Canada, 3/12/07.
- New Distribution Channels (moderator) Music Law Conference, Levin College of Law, University of Florida, Gainesville, FL. 2/10/07
- “People-Metrics for Pre-Concept Forecasting,” Mini-Conference on Product Strategy, Decision and Information Systems Department, University of Florida, Gainesville, FL, 1/26/07.
- “Report on the *Marketing Science* Journal (meeting only)” INFORMS Annual Meeting Pittsburgh, PA 2006 11/5-11/8/06
- “People-Metrics for Pre-Concept Forecasting,” The University of Florida (Marketing Seminar Series), Gainesville, FL, 11/3/06
- “Brand loyalty Programs” 2006, University of Miami, Miami, FL, 10/23/06

- “In Search of Data: Empirical Research” Kellogg Operations Workshop 2006, Northwestern University, Evanston, IL, 9/8/06-9/9/06
- “When and How to Advance Sell” (with Jinhong Xie) INFORMS 2006 International Conference, Hong Kong, 6/25/06-6/28/06.
- “Brand Loyalty Programs: Are they Shams?” 2006 INFORMS Marketing Science Conference, University of Pittsburgh, Pittsburgh, Penn., 6/8/06-6/10/06. Also, “Publishing and the Review Process” special meet the editors session at this conference.
- “The State of Marketing Science” 2006 ISMS Doctoral Consortium, University of Pittsburgh, Katz Graduate School of Business, Pittsburgh, Penn., 6/7/06
- “Publishing and the Review Process” special meet the editors session, Academy of Marketing Science Conference, San Antonio, Texas, 5/24-5/27/06
- Attended, “Marketing Science” The Future of Distribution Channels Research Conference, Wharton School, University of Pennsylvania, Philadelphia, PA 5/18/06-5/19/06
- “Issues in Marketing Science and Recent Research on Advance Selling”, Korea University Business School, Seoul, Korea, 4/28/06.
- “Board Meeting”, ISMS Retreat, INFORMS Society for Marketing Science, New York, N.Y., 4/9-10/06.
- “Brand Loyalty Programs,” College of Business at the University of Missouri, Columbia, MO, 3/17/06.
- “Advance-Selling as a Competitive Marketing Tool,” University of Colorado, Boulder, CO, 3/10/06.
- “Navigating the Review Process,” 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/19/06.
- “Marketing's Self-Schema: Influence on the Discipline and Broader Community Session,” Special Session (Kohli chair) 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/19/06.
- “Customer Management: Is it Truly Valuable to Retailers,” SIG Session, 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/18/06.
- “Board Meeting and presentations”, INFORMS 2005 Annual Meeting, San Francisco, CA., 11/(14 & 15)/05
- “Marketing Science,” INFORMS 2005 Annual Meeting, San Francisco, CA., 11/14/05
- “Are Most Loyalty Programs Shams?” Fall 2005 Board of Trustees Meeting and Conference on Connecting with Customers in a Complex World. Chicago, IL. 11/3/05.
- “Board Meeting”, 14th Annual Frontiers in Services Conference. Tempe, Arizona. 10/7/05.
- “Behind the Scenes at the Journal” Summer Marketing Educators' Conference - American Marketing Association, San Francisco, CA. 7/31/05
- “Research in Marketing Science” San Francisco Business-to-Business Ph.D. Student Research Camp, San Francisco, CA. 7/28/05

- “Research, Reviewing and Publishing,” 2005 American Marketing Association Doctoral Consortium, University of Connecticut, Storrs, CT 7/8/05
- “Comments of An Equilibrium Model of a Dynamic Auction Marketplace,” 2005 Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley. CA, 6/30/05.
- “Surprise and Secrets as a Competitive Tool,” (with J. Xie) 2005 INFORMS Marketing Science Conference Information, Emory University, Atlanta, GA. 6/17/05.
- “ISMS Practice Prize Event,” 2005 INFORMS Marketing Science Conference Information, Emory University, Atlanta, GA. 6/17/05.
- “State of the journal,” 2005 INFORMS Society for Marketing Science Doctoral Consortium, Emory University, Atlanta, 6/16/05.
- “Navigating the Review Process: Some Guideposts” 2005 Academy of Marketing Science Conference. Palm Harbor Florida, 5/26/05.
- “Big and Small issues in Marketing,” Keynote Lunch Address, University of Alberta, Marketing Department Research Retreat, Banff, Canada, 5/14/05.
- “Brand Loyalty Programs: Are They Shams?,” University of Alberta, Marketing Department Research Retreat, Banff, Canada, 5/13/05.
- “The Haring Symposium Key Note Address: Big & Small Issues in Marketing” University of Indiana, Haring Symposium, Bloomington, 4/2/05.
- “Advance Selling” Baruch College, City of New York Campus, New York, 3/10/05.
- “Does loyalty cause loyalty programs?” University of Southern California, Brown Bag Lunch Series, Los Angeles, 2/23/05
- “Advance Selling as a Competitive Tool,” University of Southern California, Marketing Department Seminar Series, Los Angeles, 2/18/05
- “Navigating the Review Process,” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.
- “Issues Confronting the Academic Marketing,” in the Academic Council Special Session: Are Marketing Academics Looking Too Closely at the Trees and Missing the Forest?” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.
- “Why Finance and Operations Often Dominate Marketing In Service Firms,” in the “Service And Relationship Marketing Track Special Session: Views from the Edge: Emerging Perspectives on Service Relationships,” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.
- “Advance-Selling as a Competitive Marketing Tool,” Marketing Colloquia Fall 2004, The Wharton School, Univ. of Pennsylvania, Philadelphia, 12/9/04.
- “Marketing Science, Models, Monopoly Models and Why We Need Them” University of Florida Workshop, Gainesville 11/19/04
- “Status Report on Marketing Science (private board meeting – not a session), INFORMS annual meeting, Denver, 10/24-10/27/04.

“Meet the Editors,” 2004 North American Association for Consumer Research Conference, Portland, Oregon, 10/9/04.

“Meet the Editors,” 2004 AMA Summer Marketing Educators’ Conference, Boston, 8/8/04.

“Impact of New Technologies on Selling: Including Biometrics, Smart Cards and Information Postings,” AMS Conference on Hot Thoughts on Innovation. Marriott Copley, Boston. 8/6/04.

“Navigating the Review Process: Some Guideposts,” 2004 PhD Project Marketing Students Association (MDSA), Boston, 8/6/04.

“Comments on Channel Bargaining with Retailer Asymmetry,” Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley 7/31/04

“The Impact of Capacity Constraints on Customer Service” (with Sonja Radas), Special Session: Models of Service and Satisfaction, 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04

“New Products, Product Reviews, and Marketing Strategy: An Analysis for Movies and Automobiles” (with Larry Winner) 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04

Panel: INFORMS Society for Marketing Science, Practice Prize Competition, Erasmus Universiteit, Rotterdam, Netherlands 6/25/04 – on DVD

“Doing Research That Has Impact” Plenary Session, 2004 INFORMS Society for Marketing Science, Doctoral Consortium, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/23/04

“Modeling How Advancing Technology Impacts Marketing Activities”, 2004 AMA Sheth Foundation Doctoral Consortium at Mays Business School, Texas A&M, College Station, Texas, 6/18/04

“Plenary Session on Research, Reviewing and Publishing: Shugan’s Five Issues List,” 2004 AMA Sheth Foundation Doctoral Consortium at Mays Business School, Texas A&M, College Station, Texas, 6/18/04

“Panel Discussion on Research and Publishing,” 2004 Annual Conference of the Academy of Marketing Science, Vancouver, Canada, 5/28/04

“About *Marketing Science*” AMA Winter Marketing Educators' Conference, Scottsdale, AZ, 2/08/04.

“Advance Selling and Emerging Technologies for Advance Transactions” Cotting Conference Room, Harvard Business School Seminar Series in Marketing, Boston 1/21/04.

“Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints (with Sonja Radas,” 2003 Annual Frontiers In Services Conference, Bethesda, Maryland 10/23-10/26/03.

“Critics Reviews and Marketing Strategy” with Larry Winner, UF Internal Marketing Workshop 10/17/03

“Surprise and Secrets as Competitive Tools” with Jinhong Xie, UF Internal Marketing Workshop 9/19/03.

“Retail Product-line Pricing Strategy when Costs and Products Change”, Davidson Award Presentation, American Marketing Association Educators Conference, Chicago, IL, 8/16/03.

- “Surprise and Secrets as Competitive Tools,” 2003 Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley, 6/24/03.
- “Meet the Editors - Why Publish in Marketing Science,” 2003 Marketing Science Conference, University of Maryland, 6/13/03.
- Panel: INFORMS Society for Marketing Science Practice Prize, 2003 Marketing Science Conference, University of Maryland, 6/12/03 – on DVD
- “Surprise and Secrets as Competitive Tools,” 2003 Marketing Science Conference, University of Maryland, 6/14/03.
- “The Outlook for Services, Retailing, and CRM,” University of Maryland, Marketing Science Doctoral Consortium, 6/12/03.
- “How to Publish in Marketing,” University of Maryland, Marketing Science Doctoral Consortium, 6/12/03.
- “Perspectives on Advance Selling,” Columbia University Workshop 5/31/03-6/1/03, New York, New York.
- “Keynote Address” at the Annual University of Houston Doctoral Symposium, 4/11/03, Houston, Texas
- “Theatrical Release: The Launching of Motion Pictures,” Washington University Weidenbaum Center on the Economy, Government, and Public Policy 4/3/03
- “The Five Steps to Academic Fortune,” Katz Graduate School of Business, University of Pittsburgh, 2/28/03
- “Advance Selling of Services and Other Implications of Separating Purchase and Consumption,” Pittsburgh Sheth Camp Springs Mountain Resort (rescheduled) 2/28/03.
- “Advance Selling in Competitive Environments,” Olin School of Business at Washington University in St. Louis 2/21/03
- “Advance Selling Strategies,” Yale University, School of Management, 1/31/03
- “Advance Selling,” University of Michigan, Business School, 1/10/03
- “Marketing Science,” INFORMS Annual Meeting 2002 San Jose, California, 11/17/02
- “Forward Selling Strategies,” AB Freeman School of Business, Tulane University, New Orleans, Louisiana, 10/25/02
- “Strategies for Advance Selling,” Fuqua School of Business, Duke University, Raleigh, North Carolina, 10/08/02
- “Advance Selling Strategies,” William E. Simon Graduate School of Business Administration, University of Rochester, Workshop, Rochester, New York, 9/30/02
- “Meet The Editor Reception,” 2002 American Marketing Association, San Diego, California, 7/4/02
- “Selective Service Strategies: Implications of Response Thresholds and Capacity Constraints” (with

- Sonja Radas), 2002 Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02
- “New Product Development Team Metrics: Empirical Evidence from the Motion Picture Industry” (with Yubo Chen), 2002 Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02
- “The Mission of Marketing Science,” 2002 Marketing Science Doctoral Consortium, Edmonton, Alberta, Canada, 6/29/02
- “Implications of Separating Consumption and Sales: Advance-Selling Strategies,” (with Jinhong Xie), 2002 Summer Research Camp, Insead, Fontainebleau, France 6/10/02
- “Panel Presentation On Publishing In Marketing,” 2002 AMA Sheth Foundation Doctoral Consortium, Emory University, Atlanta 6/7/02
- “Panel Presentation On The Review Process In Marketing,” 2002 Academy of Marketing Science Conference, Sanibel Island, FL 5/30/02
- “Advance-Selling Strategies,” (with Jinhong Xie), University of Southern California, Los Angeles 4/20/02
- Selective Marketing Strategies: Implications Of Response Thresholds And Capacity Constraints” (with Sonja Radas) University of North Carolina, Chapel Hill,, NC 4/5/02
- “Selective Marketing Strategies: Implications Of Response Thresholds And Capacity Constraints” (with Sonja Radas), Emory University, Atlanta 3/22/02
- “New Product Development Team Metrics,” (with Yubo Chen) Workshop 3/12/02
- “New Technologies and Advance Selling” (with Jinhong Xie) Workshop 2/8/02
- “5 Steps To Academic Fortune”, Senior Scholar Seminar, Gainesville, Florida 10/12/01.
- “Selective Service Strategies: The Impact of Transaction Costs on Optimal Service Levels,” (with Sonja Radas), INFORMS Annual Meeting, Miami, Florida, November 4-7, 2001.
- “Advance-Selling Strategies with Competition,” (With Jinhong Xie), Frontiers In Services Conference, Washington, D.C., October 25-28, 2001
- The Impact of Internet Websites and Related Technologies on Competitive Advance Selling (with Jinhong Xie), Marketing Science Conference 2001 Wiesbaden, Germany, July 05-08, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), Robert H. Smith School of Business, University of Maryland, College Park , MD, June 5, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), Massachusetts Institute of Technology Seminar, Boston, March 20, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), University of Texas at Dallas Speaker Series, Dallas, Texas, Feb. 16, 2001
- Attended American Economic Association Annual Meeting, New Orleans, LA, January 5-7, 2001.
- “Enabling Movie Design and Cumulative Box Office Predictions Using Historical Data and Consumer

Intent-to-View,” (with Joffre Swait), ARF Entertainment Conference November 1-2, 2000, Beverly Hills

“Pre-Payment Web Site Strategies and other Advance-Selling Technologies with Competition,” co-authored with Jinhong Xie”, 9th Annual Frontiers in Services Conference (sponsored by the American Marketing Association) (9/23/00), Nashville, Tenn.

Attended Summer American Marketing Association Meeting, Chicago, August 6, 2000.

“Advance Pricing, Internet Selling with Pre-Payments and Web Site

Strategies with Competition,” presented at the 2000 INFORMS Marketing Science Conference, June 22-25, 2000, UCLA, Los Angeles, Ca.

“Using Intent Measures to Forecast Motion Picture Success” presented at Business and Economics Scholars Workshop in Motion Picture Industry Studies, Boca Raton, Florida, April 30, 2000.

“Product Evaluations on the Internet,” INFORMS Annual Meeting, Philadelphia, November, 1999

“New Product Forecasting Before the Concept” presented at the Tenth Annual Advanced Research Techniques Forum, Santa Fe, New Mexico , June 13-16, 1999.

“The Impact of Smart Cards on Services” presented at AMA's 1999 Summer Educators' Conference, San Francisco, August 7-10, 1999.

“Forward Pricing”, “Pricing Implications for Internet Retailing” presented at the 1999 Marketing Science Conference, University of Syracuse, Syracuse New York. (5/20/99-5/23/99)

“Segmentation, Limiting Sales and Exclusivity Strategies” presented at the 1999 Marketing Science Conference, University of Syracuse, Syracuse New York. (5/20/99-5/23/99)

“Forward Pricing”, seminar presented at Olin School of Business, Washington University, Feb. 5, 1999, St. Louis.

“Pre-Concept New Product Forecasting”, seminar presented at McGill University, Jan. 15, 1999, Montreal, Canada,

“Forecasting New Product Success Before Developing the New Product Concept”, 1998 INFORMS Meetings, Seattle Washington (10/27/98)

“Strategic Service Pricing and Yield Management”, 1998 Annual Frontiers in Services Conference (sponsored by the American Marketing Association) (9/25/98), Nashville, Tenn.

“Discussion of Competitive Diffusion Models”, Wharton Conference on New Product Diffusion Models, (9/19/98), Philadelphia

Attended Summer American Marketing Association Meeting (8/15/98), Boston .

“The Failure and Success of New Films,” UCLA Research Camp, Feb. 7, 1998, Los Angeles.

“Early Forecasting for New Films,” USC Research Camp, Jan. 17, 1998, Los Angeles.

“Translating Stated Intent to Sales: Applications to Motion Picture Forecasting,” Frontiers in Services,

- Vanderbilt University, Oct. 2-4, 1997.
- “Manufacturer/Retailer Cooperation,” for 500 people sponsored by Unilever de Argentina, Buenos Aires, Argentina, Sept. 24-26, 1997.
- “Forecasting Motion Picture Success,” Copernicus, Boston, Aug. 14, 1997.
- “Service Capacity: A Strategic Advantage,” AMA Conference, Chicago, Aug. 3-6, 1997. (Katherine Lemon Chair)
- “Motion Picture Design and Forecasting,” AMA A/R/T Forum, Monterey, California, June 22-25, 1997.
- “Branded Variants: A Retail Perspective,” AMA A/R/T Forum, Monterey, California, June 22-25, 1997.
- “Seasonal Marketing,” New York University Workshop, January 30, 1997.
- “Pricing Capacity-Constrained Services,” 97 INFORMS Marketing Science Conference, University of California at Berkeley, March 21-24, 1997.
- “Motion Picture Design and Forecasting,” 1997 INFORMS Marketing Science Conference, University of California at Berkeley, March 21-24, 1997.
- “Service Quality and Competitive Strategy,” 1996 Frontiers in Services Conference, Vanderbilt University, Nashville, Oct. 3-5, 1996.
- “Models and Theory in Marketing,” 1996 Doctoral Consortium, Boulder Colorado, July 31, 1996.
- “Models, Theory and Selecting Research Topics,” 1996 Paul D. Converse Marketing Symposium, University of Illinois, Urbana, May 6-8.
- “Seasonal Marketing and New Product Introductions,” 1996 INFORMS Marketing Science Marketing, Gainesville, Florida, March 1996.
- “Seasonal Marketing and New Product Introductions,” 1996 Northwestern Research Camp, Friday, October 13, 1995
- “Seasonal Marketing & Timing Introductions,” 1995 New Orleans INFORMS Conference.
- “Pricing Strategies for Retail Assortment,” International Informs Conference, Singapore, June 25-28, 1995.
- “Seasonal Marketing,” 1995 Vanderbilt AMA Services Marketing Conference, October 1995.
- “Pricing Strategies for Retail Assortment,” International Informs Conference, Singapore, June 25-28, 1995. (presented by co-author)
- “The Value of Marketing Expertise,” February 3, 1995, Gainesville
- “Marketing Choice Models in Litigation Support,” ORSA/TIMS Joint National Meeting, Detroit, Michigan, October 24, 1994.
- “Marketing Motion Pictures and Other Entertainment Services,” 1994 Frontiers in Services, Nashville, Tenn., October 8, 1994.

- “Choice Models in Litigation,” 1994 Marketing Science Conference, Tucson, Arizona, Friday, March 18, 1994.
- “Current Trends in Marketing Modeling,” Plenary Session, AMA conference - St. Petersburg Florida, Sunday, February 20, 1994.
- “Services that Provide Forecasts,” 1993 Frontiers in Services conference, Friday, October 22, 1993.
- “Predicting Motion Picture Success,” (with Josh Eliashberg) Marketing Science Conference, St. Louis, Mo., March 14<sup>th</sup>, and at CBA on March 26, 1993
- “Improving Service Quality”, Florida Workshop Series, March 30, 1993.
- “Forecasting Motion Picture Success,” (with Josh Eliashberg) Joint National ORSA/TIMS Meeting, San Francisco, later titled, “Critics Reviews of Motion Pictures”, November 1992
- “A Comparison of New Service & New Product Development Problems”, Wharton Service Productivity and Quality Conference, Philadelphia, Oct. 25, 1992.
- “Explanations for Service Growth”, Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee, September 25<sup>th</sup>, 1992.
- “Theoretical Models in Marketing”, American Marketing Association 1992 Doctoral Consortium, Michigan State University, East Lansing, Michigan, August 7<sup>th</sup>, 1992.
- “Branded Variants: A Channel Coordination Perspective”, Marketing Science Conference, London, England, July 13<sup>th</sup>, 1992.
- “Price-Share Revealed Brand Positioning”, Marketing Science Conference, London, England, July 12<sup>th</sup>, 1992.
- “Telecommunications Marketing: Principles and Practice”, Conference on Telecommunications Demand Analysis: New Services, Bundling and Marketing, Gainesville, Florida, June 4, 1992.
- “The Market Forecaster's Dilemma,” University of Florida Workshop, Gainesville, Florida, April 17, 1992 and at the University of Alberta Workshop, Edmonton, Canada, March 23, 1992
- “Delivery vs. Design Attributes in Primary Health Care”, TIMS College on Marketing, 2nd Special Interest Conference on Service Quality, Service Satisfaction and Services Marketing, Vanderbilt University, Nashville, Tenn., March 2, 1992
- Closing Talk, University of Florida Winter Research Retreat 1992, 1993, 1994, 1995, 1997, 1998, 1999, 2000 Gainesville, Florida.
- “Marketing Financial Services”, Concord Leasing Group, Palm Beach, Florida, February 10, 1992
- “Marketing Myopia in Primary Health Care: Some New Insights”, ORSA/TIMS Joint National Meetings, Anaheim, Calif., 11/5/1991.
- “Marketing Financial Services”, FIRE-MSS Center Seminar Series, Newark Delaware, September 20, 1991 (senior level banking executives in Wilmington).
- “When Market Expertise is Valuable: An Empirical Decision-Theoretic Analysis”, University of

Delaware, Newark Delaware, 9/20/1991

“When Market Expertise is Valuable: An Empirical Decision-Theoretic Analysis”, Marketing Science Confer., 3/22/91, Wilmington, Delaware.

“Retail Assortments and Service Lines”, Marketing Science Conference, March 23, 1991, Wilmington, Delaware.

“Methods and Models in Marketing”, University of Florida, December 3, 1990, Gainesville, Florida

“The Function of Marketing Research Suppliers”, Joint National ORSA/TIMS Meeting, October 31, 1990, Philadelphia.

“Service Lines”, TIMS College of Marketing Special Interest Conference on Services Marketing, Vanderbilt University, 9/18/90, Nashville

“Quantitative Methods in Marketing”, American Marketing Association Doctoral Consortium, 8/1/90, University of Florida, Gainesville.

“Forecaster Incentives”, Stanford University Summer Workshop Camp, August 17, 1990, Palo Alto, California.

“The Five Steps to Academic Fortune”, Albert Haring Symposium, Keynote Address, Univ. of Indiana, 4/6/90, Bloomington, Indiana.

Can Simulation Games Replace Cases?”, Washington University Seminar, January 17, 1990, Saint Louis, Missouri.

“Branded Variants”, presented at the American Marketing Association Meetings, August 1989, Chicago, Illinois.

“The Evolution of Marketing Science” American Marketing Association Doctoral Consortium at Harvard University, August 2-6, 1989, Boston, Massachusetts.

“Branding and Consumer Search”, the Institute of Management Sciences International Conference XXIX., July 23-27, 1989, Osaka, Japan.

“Brand Positioning: Recent Developments”, HAKUHODO Inc., July 17<sup>th</sup>, 1989, Tokyo, Japan.

“Product Assortment in a Triopoly”, University of Florida Seminar, May 5, 1989, Gainesville, Florida

“Incentives of Market Research Suppliers”, Chicago Marketing Modeller's Meeting, DDB Needham, April 11, 1989, Chicago.

“Asymmetric Repositioning Costs and Quality Competition” (with Eugene Anderson) Marketing Science Conference, Duke University, March 15-19, 1989, Durham, North Carolina.

“Retail Pricing and Product Assortment” Marketing Science Conference, Duke University, North Carolina, March 15-19, 1989.

“Forecaster Incentives: Prophet's Fear and Survivor's Curse” (coauthored with Chaim M. Ehrman), presented at the Joint National ORSA/TIMS Meetings, October 24<sup>th</sup>, 1988, Denver, Colorado.

- “Evolution of Marketing Science” (coauthored with Dan Horsky and Subrata Sen) presented at the 1988 Joint National ORSA/TIMS Meetings. John Hauser, David Schmittlein, Alvin Silk and Richard Staelin, discussants, October 19<sup>th</sup> 1988, Denver, Colorado.
- “Branded Variants” presented at the 1988 ORSA/TIMS Marketing Science Conference, March 24, 1988, Seattle Washington.
- “Incentives of Market Research Suppliers,” (with C. Ehrman), presented at the 1988 Joint National TIMS/ORSA meetings, October 23-25, 1988, Denver, Colorado.
- “The Häagen-Dazs Dilemma: Product Assortment in a Triopoly,” presented at the ORSA/TIMS Meeting, 10/25-28/87, St. Louis.
- “Estimating Positioning Maps from Supermarket Scanner Data”, presented at the AMA Doctoral Consortium at New York University, July 30<sup>th</sup>-August 1<sup>st</sup>, 1987.
- “Discussion on Services Marketing,” presented at the ORSA/TIMS Meetings, October 27-29, 1986, Miami.
- “Three-Dimensional Brand Maps from Supermarket Scanning Data,” given at ORSA/TIMS Meeting, 10/27-29/1986, Miami.
- “Estimating Three-Dimensional per Dollar Brand Maps from Aggregate Data: The Case of Bathroom Tissue,” presented at the ORSA/TIMS Marketing Science Conference, March 12-15, 1986, Dallas.”Product Line Pricing and Structuring,” presented at the Joint National ORSA/TIMS Meetings, November 4-6, 1985, Atlanta.
- “Using Price to Estimate Brand Positioning Maps,” presented at the Joint National ORSA/TIMS Meetings, November 26-28, 1984, Dallas Texas.
- “Estimating Price-Scaled Multi-dimensional Brand Maps,” presented at the TIMS International Meetings, June 17-21, 1984, Copenhagen, Denmark.
- MINI-CONFERENCE “Techniques for Inferring Consumer Market Structure”, Marketing Science Institute, sponsor, April 4, 1984, Cambridge Mass.
- “Marketing Theory,” and “Marketing Industrial and Other Intangible Products,” presented at the National ORSA/TIMS Meetings, Nov. 7-9, 1983, Orlando.
- MINI-CONFERENCE “Marketing Strategies for Consumer Firms” (with J. Hauser), Market Science Institute, sponsor, Sept. 27, 1983, Cambridge Mass.
- “Price-Quality Relationships,” presented at the Annual Meeting of the Association for Consumer Research, October 20-23, 1983.
- “The Effect of Competition on Market Prices,” presented at 1983 Joint National ORSA/TIMS meetings, 4/25 -4/27/83, Chicago.
- “Review of Product Line Pricing by Oren, Smith and Wilson,” presented at the Pricing Strategy Conference, Univ. of Rochester, September 24-25, 1982.
- “Displays and Advertising: A Theory of Seduction,” presented at the 25<sup>th</sup> International Meeting of the

Institute of Management Science, July 12-14, 1982, Lausanne, Switzerland.

“Designing the Marketing Mix for Services,” presented at the fourth ORSA/TIMS Special interest Conference on Market Measurement and Analysis, March 18-20, 1982, Philadelphia Penn..

“A Theory for Marketing Services,” presented at the 1982 Joint National ORSA/TIMS meetings, April 19-21, 1982, Detroit Michigan.

“Intensity of Preference,” (with John Hauser) ORSA/TIMS Joint National meeting, San Diego, CA, October 1982.

“Displays and Advertising: A Theory of Seduction,” presented at the National Conference for the Association of Consumer Research, October 23-25, 1981, St. Louis, Missouri.

“Managing Channel Profits” (with A. Jeuland) presented at the Distribution Productivity Conference, Cornell University, October 16-17, 1981, Ithaca.

“Managing Channel Profits”, “Defensive Marketing Strategies”, “The Cost of Thinking,” all presented at the 1981 Joint National ORSA/TIMS meetings on October 12-14, 1981, in Houston, Texas.

“Defensive Marketing Strategies, Part II,” (with John Hauser), ORSA/TIMS Joint National Meeting, Houston, Texas, October 1981.

“Review of Agendas and Choice Probabilities” presented at the Conference on the Effect of Item Similarity on Choice Probabilities on June 17-21, 1981, Duke University, Durham, North Carolina.

“Strategic Response to Competitive New Products” (with J. Hauser), presented at the National CORS/TIMS/ORSA meeting, May 1981, Toronto, Canada.

“The Role of Quantity Discounts in Managing Channel Profits” (with A. Jeuland) at the 3<sup>rd</sup> ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, March 26-27, 1981, New York, New York.

“Saving Happiness: Inventorying Attributes,” (with Josh Eliashberg) presented at the National ORSA/TIMS meeting, November 10-12, 1980, Colorado Springs, Colorado.

“Perspectives on Advertising Copy Content,” presented at the National ORSA/TIMS meeting, November 10-12, 1980, Colorado Springs, Colorado.

“The Role of Quantity Discounts in Managing Channel Profits,” presented at the TIMS/ORSA/EURO Marketing Conference, Management Science in Marketing: An International Perspective, June 26-27, 1980, Cergy-Pontoise, France.

“The Cost of Thinking: Its Implications,” given at the Special Topic Session: Consumer Decision Making: Some New Directions From Management Science, 11<sup>th</sup> Annual Conference of the Association for Consumer Research, October 16-19, 1980, Arlington, Virginia. Also presented at the Interdisciplinary Choice Theory Conference at the University of Washington, April 10-13, 1980, Seattle, Washington.

“Defender: Strategic Response to Competitive New Products” (with J. Hauser) given at the 2<sup>nd</sup> ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, 3/80, Austin, Texas.

- “The Cost of Thinking” presented at the National TIMS/ORSA Meetings, 10/15-10/17, 1979, Milwaukee, Wisconsin.
- “Seducing Consumers at Point of Purchase,” presented at the National TIMS/ORSA Meetings, 4/30-5/2, 1979, New Orleans, Louisiana.
- “Methods for Computing Probabilities of Choice,”(with John Hauser) presented at the XXIV International Meeting of the Institute of Management Sciences, 6/18-6/22, 1979, Honolulu, Hawaii.
- “Preference Interactions: Analyses for Optimal Product Selection” (with V. Balachandran) presented at the National TIMS/ORSA Meetings, 1978, Los Angeles, California.
- “Measures of Consumer Preference,” presented at the ACR Conference, 1978, Miami, Florida.
- “Multivariate Analysis of Census Data” (with S. Sen) presented at the AMA Census Bureau Conference, 1978, Washington, D.C.
- “Choice Models: A Review” (with D. Horsky and S. Sen) presented at the A.M.A. Educator's Conference 8/6-9/78, Chicago, Illinois.
- “P.A.R.I.S An Interactive Market Research Information System” (with J. Hauser) given at National TIMS/ORSA Meetings, 1978, New York.
- “Consumer Preference Functions: Theory, Measurement, Estimation and Application” (with J. Hauser) presented at the National TIMS/ORSA Meetings, 1977, Atlanta, Georgia.
- “Extended Conjoint Analysis with Intensity Measures and Computer Assisted Interviews: Applications to Telecommunications and Travel” (with J. Hauser), presented at the 11<sup>th</sup> Annual Conference of the Association for Consumer Research, October 16-18, 1980, Arlington, Virginia. Also presented at the 1978 ASA 25<sup>th</sup> Annual Midwest Statistics Conference.

## EDITORIAL POSITIONS

- Editor-in-chief, Marketing Science (2001-present)
- MRN Marketing Network Advisory Board (2001-present)
- Editorial Board, Journal of Marketing (1999-present)
- Editorial Board, Journal of Marketing Research (1991-present)
- Editorial Board, Journal of Service Research (1998-present)
- Editorial Board, Marketing Science (1983-present).
- Editorial Board, Quantitative Marketing Abstracts (2002-present)
- Editorial Board, Journal of Public Policy and Marketing (2001-2004)
- Editorial Board, Quarterly Journal of Electronic Commerce (1999-2003)

Ad Hoc Reviewer, *Journal of Personality and Social Psychology* (2008-present)

Ad Hoc Reviewer, *Journal of Consumer Research* (1980-present).

Ad Hoc Reviewer, *Journal of Public Policy and Marketing* (1980-present)

Co-Editor, Journal of Business (1990-1992)

Associate Editor, Management Science (1982-1990).

Editorial Board, Journal of Direct Marketing (1988-1989).

Editorial Board, Journal of Consumer Research (1981-1984).

## **SELECTED OFFICES HELD**

Advisory Board, Informs College On Marketing, 2001-Present

ISMS Practice Prize Competition Committee (2003, 2004, 2005, 2006)

Institute For Operations Research And The Management Sciences (Informs) Publications Committee

CONFERENCE CHAIRPERSON, 1996 INFORMS Marketing Science Conference, Gainesville, Florida, March 7-10, 1996. This conference featured over 300 papers with over 420 participants.

CHAIRPERSON, TIMS COLLEGE ON MARKETING, January 1988-January 1990.

COUNCIL, TIMS COLLEGE ON MARKETING, 1988-1993

CONFERENCE CHAIRPERSON, 1984 ORSA/TIMS Marketing Science Conference, Chicago, Illinois, March 11-14, 1984. This conference featured over 100 papers with over 140 participants.

CONFERENCE ORGANIZING COUNCIL (numerous conferences)

## **OTHER ACTIVITIES**

ISMS Practice Prize Committee, 2003-2007.

INFORMS College on Marketing, Board Member, 2002-2007.

Organizing Committee, The Future of Distribution Channels Modeling, Wharton School, University of Pennsylvania, May 18th and 19th, 2006.

The INFORMS (Institute for Operations Research and the Management Sciences) Advisory Committee for the College on Marketing

The Association to Advance Collegiate Schools of Business (AACSB) Peer Review Team for Massachusetts Institute of Technology, with Donald Jacobs (chairman), John Roberts, Bob Swieringa

Dissertation Chairperson, supervised dissertation of Mehmet Pasa, Shanu Chou, Eugene Anderson , Sonja Radas, Hongjae Rhee, Larry Winner, Yu Bo Chen, Inigo Arroniz

Dissertation Committee, Amitav Chakravarti, Anne Stringfellow, Craig Setson (incomplete), Dean Fairchild, Donna Bobek, Eugene Kendal, Hayden Noel, Hyongjae Rhee, Joni L. Jones, Lawrence Winner, Lisa Bolton, Mehmet Pasa (Chair), Pauline O. Chin, Prasad Naik, Rajan Hooda, Rita McMillan, Sandy Jap, Shanu Chou, Sonja Radas, Tom Meyvis, Velitchka Kaltcheva, Wanki Moon, YuBo Chen, Qi Wang, Sung Wook Shim, Qiong Wang, Samsup Jo, Qian Candy Tang, Jangyul Robert Kim (Public Relations), Eyun-Jung Ki (Public Relations), Younghan Bae, Xiaoqing Jing and others

Master Thesis Chairperson, Sarita Bhagwat, Yingting Zhang

University of Cypress Organizing Committee, on 4 person selection committee appointed by the Governing Board of the University of Cyprus to hire faculty for a new Business Management and Public Administration College, 9/91, Nicosia, Cypress.

Chairperson, 1998 Paul Green Award Committee (American Marketing Association)

Co-Chair, 1993 American Marketing Association Dissertation Awards Committee.

CSM Advisory Board Director, Vanderbilt University, Center, 1993-1994

Commencement Marshal, 1992 December 19, 1993 May 1

Faculty Associate, CSM Advisory Board, Vanderbilt University.

Statistical Analyst, Analyzed data for the U.S. Postal Service to help determine the viability of a new class of mail -- "Business Class"

Other, supervised several M.B.A. honors papers in marketing.

\*\*\*\*

Session Chairperson, Research Methods in Innovation, 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/29/2007

Session Chairperson, Innovation, 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04.

Session Chairperson, 2002 INFORMS Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02

Session Chairperson, 2000 INFORMS Marketing Science Conference, (Internet: Pricing), June 22-25, 2000, UCLA, Los Angeles, California.

Session Chairperson, "Marketing on the Internet", INFORMS annual meeting, Philadelphia, PA, November 7-10, 1999.

Session Chairperson, Frontiers in Services, Vanderbilt University, Oct.2-4, 1997.

Session Chairperson, 1997 Marketing Science Conference ( New Products)

Session Chairperson, 1997 Marketing Science Conference ( Competitive Pricing with Capacity Constraints).

Honors Committees, Robin Clark and others

Author of Column on Computer Applications in Marketing, Marketing Science (1988).

Conference Chairperson, University of Florida Winter Research Retreat, 1998, 1997, 1996, 1994, 1993

Conference Chairperson, University of Florida Winter Research Retreat, February 20-23 1992, Gainesville, Florida.

Organizing Committee, Conference on The Service Productivity & Quality Challenge, Wharton Business School, 1992

Track Co-Chairperson, National ORSA/TIMS, 10/90, Philadelphia.

Session Chairperson, AMA Conference on Frontiers in Services Marketing” Vanderbilt University, 1995

Session Chairperson, “Interface of Marketing with Other Areas”, National ORSA/TIMS Meeting, October 1990, Philadelphia.

Session Chairperson, 1991 Marketing Science Conference, March 22, 1990. Wilmington, Delaware.

Session Organizer, 1990 Marketing Science Conf., 3/22/90. Urbana, IL.

Session Organizer, 1989 ORSA/TIMS National Conference held at the Marriott Marquis in New York City, October 29-November 1.

Session Chairperson, 1989 Marketing Science Conference, Duke University, North Carolina, March 15-19.

Member, Marketing Science Institute, Services Steering Group, 1992

Session Chairperson, 1988 ORSA/TIMS National Meeting in Denver to present. Colorado, Oct. 23-26.

Chairperson, 1988 O’dell Award Committee (American Marketing Association)

Session Chairperson, 1992 TIMS/ORSA National Meeting, San Francisco,

Track Chairperson, Marketing Sessions, 1987 Joint National ORSA/TIMS Nov. meetings held in St. Louis in October.

Session Chairperson, 1986 International TIMS Meeting in Australia

Member, Marketing Science Institute, Packaged Goods Steering Group,

Session Chairperson, 1985 ORSA/TIMS National Meeting, Dallas Texas

Session Chairperson, 1985 TIMS/ORSA National Meeting, Atlanta, 1985.

Session Chairperson, 1984 Management Conference, Chicago, April 9.

Session Chairperson, 1984 TIMS/ORSA National Meeting, Dallas, Nov.

Session Chairperson, 1983 ORSA/TIMS National Meeting, Orlando Florida  
Session Chairperson, 1983 Marketing Science Conference, Los Angeles, California.  
Session Chairperson, 1983 ORSA/TIMS National Meeting, Chicago, IL.  
Session Chairperson, 1982 TIMS International Meeting, Lausanne, Switzerland.  
Session Chairperson, 1982 ORSA/TIMS National Meeting, Detroit, Michigan  
Session Chairperson, 1981 ORSA/TIMS National Meeting, Houston Texas.  
Session Chairperson, 1981 ORSA/TIMS National Meeting, Toronto, Canada  
Session Chairperson, 1987 ORSA/TIMS National Meeting, Milwaukee, Wisconsin  
Session Chairperson, 1980 TIMS/ORSA National Meeting, Colorado Springs, Colorado.  
Discussant, Economics-Marketing Interface Conference, University of Rochester.  
Panelist, 1982 A.M.A. Educator's Conference, Chicago Illinois, August 1-4,  
Participant, New Products and Innovation in Services, University of Pennsylvania, May 3, 1991.  
Participant, New Product Development Conference, University of Pittsburgh.  
Participant, Upper State New York Regional Marketing Workshop Series.  
Advisory Committee, 1985, 1986, 1987 and 1988 ORSA/TIMS Marketing Science Conferences,  
AACSB seminar on "Micro-Computer Applications in the Marketing Curriculum" and others.  
Numerous GSB Workshops in CDR, econometrics and marketing

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Institute for Operations Research and Management Sciences (INFORMS)  
American Statistical Association (ASA)

## **REFEREE**

Interfaces, Marketing Science, Management Science, Journal of Marketing Research, Journal of Consumer Research, Operations Research, Journal of Marketing, Decision Sciences, Production and Operations Management, The Journal of Business, Journal of Marketing, AIDS, The National Science Foundation, Journal of Business and Economic Statistics. Journal of Retailing, Production

and Operations Management, Journal of Marketing and Public Policy, International Conference on Information Systems (ICIS)., and several textbook publishers

## RECOGNITIONS

- 2008 INFORMS Organization Fellow: Class of 2008
- 2008 Inaugural Fellow of Society for Marketing Science
- 2008 INFORMS Service Award
- 2007 Plenary Speaker, Duke University Theory Rich Marketing Modeling Seminar
- 2006 Keynote Speaker 2<sup>nd</sup> KUBS International Symposium of Marketing – Korea University
- 2006 Distinguished Speaker in Marketing, Leeds School of Business, University of Colorado,
- 2005 Marshall Distinguished Scholar, University of Southern California, 2/17/05-3/2/05
- 2005 ISMS advisory Board.
- 2005 Plenary Keynote Speaker 35th Annual Haring Symposium, Indiana University, April 1 - 2, 2005
- 2005 Consortium Faculty Member Plaque (39th annual AMA Sheth Foundation Doctoral Consortium 6/2004)
- 2004 Plenary Speaker, 2004 INFORMS Society for Marketing Science, Doctoral Consortium, Rotterdam School of Economics/Management, Erasmus Universiteit,
- 2004 Plenary Speaker, AMA Sheth Foundation Doctoral Consortium, Houston, Texas .
- 2003 Davidson Award for the Best article in *Journal of Retailing*.
- 2003 Keynote speaker at the Annual University of Houston Doctoral Symposium
- 2002 John D.C. Little Best Paper Award for the “best” article appearing in *Marketing Science* and *Management Science* in 2001.
- 2002 Hightower Distinguished Lecturer in Marketing
- 2001 Finalist for William O'Dell Award for the “best” article appearing in the *Journal of Marketing Research* in 1996.
- 2000 Finalist for the FedEx Excellence in Service Award for the best paper published in the *Journal of Service Research*.
- 2000 Marketing Science Institute/Paul Root award for the paper making the best contribution to marketing practice published in the *Journal of Marketing* in 1998.
- 1998 University Research Foundation Professor (only business school professor in 1998 awarded this honor - includes salary increase and research funds).

1997 Invited Paper to A/R/T Forum

1996 Converse Awards Discussant

1996 Finalist for Paul E. Green Best Paper Award

1996 Invited member of Beta Gamma Sigma

1996 Recognition Letters from Provost and Dean for Superior Teaching

1996 AMA Doctoral Consortium Faculty Fellow, University of Colorado

1995 University of Florida Superior Teaching Award (TIP \$5000 annuity)

1993 co-chair, American Marketing Association Dissertation Awards

1992-1996 Provost Letter of Congratulations on Teaching Quality

1992 AMA Doctoral Consortium Faculty Fellow, Michigan State University

1990 Albert Haring Symposium Faculty Fellow and Keynote Speaker, University of Indiana.

1990 AMA Doctoral Consortium Faculty Fellow, University of Florida.

1987 AMA Doctoral Consortium Faculty Fellow, New York University

1989 AMA Doctoral Consortium Faculty Fellow, Harvard University

1987 Finalist for O'Dell Award (for most impactful article in Journal of Marketing Research)

1984 Received 1983 TIMS College on Marketing Best Paper Award for "Defensive Marketing Strategies".

Cited in Marquis' Who's Who in the World, 18<sup>th</sup> edition.

Cited in Marquis' Who's Who in Emerging Leaders, 18<sup>th</sup> edition.

Cited in Marquis' Who's Who in the Midwest, 18th edition.

Cited in Marquis' Who's Who in the South and Southwest, 25th edition

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3. An Econometric Model of Location and Pricing in the Gasoline Market. By: Chan, Tat Y; Padmanabhan, V; Seetharaman, P.B. *Journal of Marketing Research (JMR)*, Nov2007, Vol. 44 Issue 4, p622-635, 14p, 6 charts, 1 graph; DOI: 10.1509/jmkr.44.4.622; (AN 26989744)
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  59. Reliable entertainment: Spanish consumers' preferences regarding a film's country of origin Ercilia García-Álvarez, Nela Filimon, Jordi López-Sintas. *International Journal of Nonprofit and Voluntary Sector Marketing*. London: Aug 2007. Vol. 12, Iss. 3; p. 217 (13 pages)
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  64. Reviewing the reviewers: The impact of individual film critics on box office performance Peter Boatwright, Suman Basuroy, Wagner Kamakura. *Quantitative Marketing and Economics*. Dordrecht: Dec 2007. Vol. 5, Iss. 4; p. 401 (25 pages)
  65. Seeing Through the Heart's Eye: The Interference of System 1 in System 2 Himanshu Mishra, Arul Mishra, Dhananjay Nayakankuppam. *Marketing Science*. Linthicum: Sep/Oct 2007. Vol. 26, Iss. 5; p. 666 (15 pages)
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