

## PROFESSIONAL BIOGRAPHY

### Richard Staelin

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#### Brief Overview

Richard Staelin has spent the last 50 years of his academic career researching and implementing marketing models and conducting analyses with the aim of impacting the practice of marketing and management. This includes a) publishing over 100 peer reviewed research paper, many of which are highly cited, b) educating and mentoring over 60 PhD students, a number of whom have gone on to be leaders in academia and industry, c) acting as a bridge between academia and the practice via his role as Executive Director of Marketing Science Institute, where he launched a number major research initiatives sponsored by professional societies and his role as Executive Director of Teradata CRM center where he not only obtained a \$5 million grant to sponsor multiple projects including a Churn competition that attracted entries from both industry and academia, but also influenced the practice of CRM via his writings, d) his senior leadership in designing and delivering numerous tailored Executive Education programs to major US and European firms helping them better practice marketing and led the develop and implementation of the first global executive MBA program delivered both in “space” and “place” , e) his involvement in two startups, one where he designed and help implement a unique survey platform based on his published work that resulted in helping to change industry practice associated with collecting high quality patient satisfaction data, and the other where he helped launch a new medical device in the UK, and f) his senior leadership both within Duke and Carnegie-Mellon Universities, and as Editor and Chief of the journal Marketing Science and President of ISMS

#### Duke University

2017	Gregory Mario and Jeremy Mario Professor of Business Administration
2012-2013	Area Coordinator for Marketing Group
2006-2009	Head of Marketing PhD Program
2000-2005	Executive Director, Teradata CRM Center
2002-2004	Deputy Dean
2000-2002	Associate Dean of Executive Education
1999-2000	Area Coordinator for Marketing Group
1997-1998	Academic Program Director for the Siemens Program
1995-1996	Managing Director of Executive Education
1995-1997	Managing Director of the Global Executive MBA Program
1993-1995	Area Coordinator for Marketing Group
1991-1993	Exec Director, Marketing Science Institute, Cambridge, MA
1983-1991	Associate Dean for Faculty Affairs
1983-2017	Edward & Rose Donnell Professor of Business Administration
1982-1983	T. Austin Finch Professor of Business Administration and Area Coordinator for Marketing

## **Carnegie-Mellon University**

1981-82 Professor, Graduate School of Industrial Administration  
& Department Head, Administration and Management Science  
1980 Assoc Dean and Professor, Graduate School of Industrial Administration  
1975-80 Associate Dean and Associate Professor, Graduate School of Industrial Administration  
1969-75 Assistant Professor, Graduate School of Industrial Administration

## **Australian Graduate School of Management**

1980-81 Visiting Professor

## **The University of Chicago**

1973 Visiting Associate Professor, Graduate School of Business

## **International Business Machines**

1965-66 Market Planner  
1964-65 Systems Analyst  
1963-64 Systems Engineer

## **Education**

University of Michigan	1966-69 Ph.D.
New York University	1963-65 Special Student
University of Michigan	1962-63 M.B.A.
University of Michigan	1957-62 B.S. (Math), B.S. (M.E.)

## **Grants**

Urban Redevelopment Authority (Jointly with D. Gensch) 1970-71  
Office of Education (Jointly with P. Sanday) 1972-73  
Health, Education and Welfare (Jointly with P. Sanday) 1972-74  
National Science Foundation (Jointly with D. Pittle and A. Weinstein (1973-77)  
National Science Foundation (Jointly with A. Mitchell and E. Russo) 1977-79  
University Research Council Grants 1983, 1984, 1985, 1986, 1987  
Consultant for EPA Grant 1986  
Control Data Corporation 1986, 1987, 1989  
Marketing Science Institute 1992, 2011

## **Professional Activities**

Editorial Review Board, International Journal of Customer Relationship Management	2009-
Past President, INFORMS Society for Marketing Science	2010-2011
President, INFORMS Society for Marketing Science	2008-2009
President-elect, INFORMS Society for Marketing Science	2006-2007
Area Editor, International Journal of Research in Marketing	2006-2009
Consulting Editor, Journal of Marketing,	2004-2005

Special Issue on CRM	
Advisory Board of Quantitative Marketing Abstracts, Marketing Research Network	2002-
Nominating Committee for the AMA/Distinguished Marketing Educators Award	1998-2000
Editor-in-Chief, <i>Marketing Science</i> , Special Issue On Managerial Decision Making	1997-1999
Editor-In-Chief, <i>Marketing Science</i>	1995-1997
Academic Advisory Board, <i>Marketing Science</i>	1994-
Member of MSI Executive Committee	1993-1995
Executive Director of <i>Marketing Science</i> Institute	1991-1993
<i>Marketing Science</i> Inst. Academic Advisory Council	1985-1987
Area Editor, <i>Marketing Science</i>	1982-1988
Editorial Board, <i>Journal of Consumer Research</i>	1975-1987
Editorial Board, <i>Journal of Marketing Research</i>	1974-1982, 1994-97
Editorial Board, <i>Journal of Marketing</i>	1978-1982, 2011-2014
Editorial Board, <i>Journal of Consumer Psychology</i>	1994-1998
Secy. of Marketing Subsection/Am Statistical Assn.	1976-1977
Track Chairman for the Educator's Conference for the American Marketing Association	1977,1988,1994
Member, American Marketing Association Education Policy Council	1977-1979
Secretary-Treasurer of TIMS College of Marketing	1978-1979

## Consulting

Department of Health, Education and Welfare	1970-1971
Food and Drug Administration	1971-1976
Federal Trade Commission	1978-1979, 1981-82
Bedriftsokomisk Institute, Oslo Norway - Invited Lecturer	1971
Technion, Haifa, Israel - Invited Lecturer	1978
Westinghouse Corporation, Demand Forecasting	1975-1976
Legal Consultant, Damage Calculations	1972-Present
Educational Management Corporation	1982
Adtel Corporation	1982-1983
MCI	1983-1984
Thomasville Furniture	1988-1989
Stanley Tools	1989
Noel Dunivant and Associates	1989
P & G Research	1990-1997
NECA	1993-1994
Microsoft	1997
Ford Motor Company	1997-1999
Winona Research	1998
SmithKline Beecham	1999
Bio Electronics Inc.	2018

## Business Activities

Member of Executive Board and Treasurer of the Arts and Crafts Center, Pittsburgh, PA	1976-1978
Member of Board of the Dispute Settlement Center Carrboro, NC	1991-1992
Member of Board of Visitors, Duke University Drama Department	1991-1995
Member of Board of Directors, BioElectronics Corporation Frederick, Maryland	2005-2017
Chairman of the Board, BioElectronics Corporation Frederick, Maryland	2009-2017
Advisory Board, Bivarus Inc.	2015-2017

### Awards and Honors

Honorable Mention, AMA Dissertation Award	1969
Winner, TIMS Marketing Paper of the Year Award	1985
Runner-up, TIMS Marketing Paper of the Year Award	1986
NCNB Faculty Award, Fuqua School of Business	1990
AMA/Irwin Distinguished Marketing Educators Award	1996
O'Dell Award, Best <i>Journal of Marketing Research</i> paper	1998
Distinguished Alumni Award, University of Michigan	2000
Converse Award	2000
Finalist for O'Dell Award, Best <i>Journal of Marketing Research</i> paper	2002
Harold H. Maynard Award, Journal of Marketing	2006
Best Paper Award, <i>Journal of Service Research</i>	2007
Inaugural Fellow ISMS	2008
Fellow, INFORMS	2008
Inaugural Fellow, AMA	2015
Best Teacher Award, Fuqua School of Business, DKU students	2015

### Articles, Books and Notes

"Another Look at A.I.D.," *Journal of Advertising Research*, October 1971, Vol. 11, No. 5.

"Why Differences in Buyer Decision Time - A Multivariate Approach," joint with Joseph W. Newman, *Journal of Marketing Research*, May 1971, Volume 8.

"Prepurchase Information Seeking for New Cars and Major Household Appliances," joint with Joseph W. Newman, *Journal of Marketing Research*, August, 1972.

"Information Sources of Durable Goods," joint with Joseph W. Newman, *Journal of Advertising Research*, Vol. 13, No. 2, April 1973.

"Shopping Behaviors with Attitudes of Blacks: An Empirical Study," joint with Dennis H. Gensch in *Relevance in Marketing: Problems, Research, Action*, F.C. Allvine (ed.), American Marketing Association, Chicago, Illinois, 1971, pp. 20-24.

- "The Appeal of Buying Black," joint with Dennis H. Gensch, *Journal of Marketing Research*, September, 1972.
- "Making Black Retail Outlets Work," joint with Dennis H. Gensch, *California Management Review*, September, 1972
- "On the Quality of Principal Components," joint with Terry C. Gleason, *American Marketing Association Proceedings*, Spring & Fall, 1972, Series No. 34.
- "Error in Judgmental Sales Forecasts: Theory and Experimental Results," joint with Ronald E. Turner, *Journal of Marketing Research*, February, 1973.
- "Improving the Metric Quality of Questionnaire Data," joint with Terry C. Gleason, *Psychometrica*, September, 1973.
- "Using the Computer to Schedule the Maintenance Shop," joint with Maury C. Kalnitz, *Instrument Maintenance Management*, Vol. 5, edited by George Gurrola, Instrument Society of America, Pittsburgh, 1970, pp. 77-80.
- "An Econometric Model for Estimating IQ Scores and Environmental Influences on the Pattern of Q Scores Over Time," joint with Joseph B. Kadane, Timothy W. McGuire, and Peggy Sanday, *American Statistical Association Conference Proceedings*, 1973.
- "Correlates of Consumer Safety Behavior," joint with Alan G. Weinstein, *Advances in Consumer Research*, Vol. 1, edited by Peter Wright, *Association for Consumer Research*, 1974.
- "Relationships Between Purchase Quantities for Different Brands of Consumer Non-Durables," joint with Robert Shoemaker, 1974 Combined Proceedings of The American Marketing Association, Chicago, 11, p. 113-118.
- "A Proposal for Handling Missing Data," joint with Terry C. Gleason, *Psychometrika*, Vol. 40, No. 2, June 1975.
- "The Effects of Sampling Variation on Sales Forecasts for New Consumer Products," joint with R. Shoemaker, *Journal of Marketing Research*, May, 1976.
- "An Unobservable Variables Model for Determining the Effects of Advertising on Consumer Purchases," joint with R. Winer, 1976 Fall Proceedings of The Am. Marketing Association.
- "How Accurate are Sales Forecasts for New Consumer Products?," joint with Robert Shoemaker, 1976 Fall Proceedings of The American Marketing Association.
- "Studies of the Information Seeking Behavior of Consumers," joint with J. Payne, *Cognition and Social Behavior.*, Elbaum and Associates, 1976.
- "A Model of the College Choice Process," joint with Girish Punj, 1976 Fall Proceedings of the American Marketing Association.

- "Models of Environmental Effects on the Development of IQ", joint with Joseph B. Kadane, Timothy W. McGuire and Peggy Sanday, *Journal of Educational Statistics*, Autumn, 1976.
- "Estimation of Environmental Effects on the Pattern of IQ Scores Over Time," joint with Joseph B. Kadane, Timothy W. McGuire and Peggy Sanday, in *Latent Variables in Socioeconomic Models*, ed. by D.J. Aigner and A.S. Goldberger, North Holland, Amsterdam 1977.
- "Consumer Product Safety: Strategies for Reducing the Incidence of Product-Related Injuries," joint with R.D. Pittle, *Consumerism: New Challenges for Marketing*, ed. by Norman Kangun and Lee Richardson, 1978.
- "The Effects of Attacks and Inoculations in a Public Policy Context: A Cognitive Structure Approach," joint with Meryl Gardner and Andrew Mitchell, 1977 Fall Proceedings of the American Marketing Association.
- "Longitudinal Decision Studies Using a Process Approach: Some Results from a Preliminary Experiment," joint with Richard Green and Andrew Mitchell, 1977 Fall Proceedings of the American Marketing Association.
- "A Cognitive Approach to Model-Building and Evaluation," joint with Dipankar Chakravarti and Andrew Mitchell, 1977 Fall Proceedings of the American Marketing Association.
- "Relation of Brand Choice to Purchase Frequency," joint with Robert W. Shoemaker, Joseph B. Kadane and F. Robert Shoaf, *Journal of Marketing Research*, Nov. 1977.
- "Attitude Change or Attitude Formation? An Unanswered Question," Joint with Carnegie-Mellon University Seminar, *Journal of Consumer Research*, March 1978.
- "How American Executives Disagree about the Risks of Investing in Eastern Europe," joint with Ion Amariuta and David P. Rutenberg, *Academy of Management Journal*, May 1979. Reprinted in Polish in *Zarzadzanie*, April 1978.
- "The Effects of Consumer Education on Consumer Product Safety Behavior," *Journal of Consumer Research*, June 1978.
- "The Choice Process for Graduate Business Schools," joint with Girish Punj, *Journal of Marketing Research*, August, 1978.
- "Regulation of the U.S. Food Industry," joint with M. Hinich, Study on Federal Regulation, Appendix to Volume VI Framework for Regulation, edited by Michael Klass and Leonard Weiss, December 1978.
- "Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach," joint with Dipankar Chakravarti and Andrew Mitchell, *Management Science*, February 1979.
- Analysis of Alternative Advertising Strategies in a Competitive Franchise Framework," joint with K. Doraiswamy and T. McGuire, 1979 Fall Proceedings of the American Marketing Association.

- "Structural Modelling: An Application for Testing Attitude Models and Convergent Validity," *Advances in Consumer Research*, Vol. VI, edited by William Wilkie, *Association for Consumer Research* 1979.
- "Estimating Response Rates for Different Market Segments from Questionnaire Data," joint with Walter Dolde and Tsu Yao, *Journal of Marketing Research*, May 1980.
- "Two Experiments Assessing the Efficacy of Judgment Based Models in Aiding Marketing Decisions," joint with Dipankar Chakravarti and Andrew Mitchell, 1980 Proceedings of the ORSA.ITIMS Special Interest Conference on Market Measurement and Analysis, published by Marketing Science Institute, Boston, Mass.
- Consumer Protection Legislation and the U.S. Food Industry, joint with Mel Hinich, Pergamon Press, 1980.
- "Appliance Performance Labeling and Point of Purchase Information: The Results of Three Experiments," Product Labeling and Health Risks, edited by Louis Morris, Michael Mazis and Ivan Barofsky, Banbury Center Cold Spring Harbor Laboratory, 1980.
- "Refrigerator Energy Labels" joint with Robert Redinger, Consumers and Energy Conservation, eds. John Claxton, Dennis Anderson, J.B. Ritchie and Gordon McDougall, New York, Praeger Publishers, 1981.
- "A Framework for Evaluating Consumer Information Regulation," joint with Howard Beales, Mike Mazis and Steve Salop, *Journal of Marketing*, Winter, 1981.
- "Consumer Search and Public Policy," joint with Howard Beales, Mike Mazis and Steve Salop, *Journal of Consumer Research*, June 1981.
- "A Procedure for Parameterizing Decision Calculus Models of Dynamic Marketing Response," joint with Dipankar Chakravarti and Andrew Mitchell in R. Leone (ed.) Proceedings of the Second Annual TTMS,/ORSA Conference on Marketing Measurement and Analysis, 1981.
- "Judgment Based Marketing Decision Models: Problems and Possible Solutions," joint with Dipankar Chakravarti and Andrew Mitchell, *Journal of Marketing*, Winter, 1981.
- "Information Processing Principles for Public Policymakers," joint with Mike Mazis, *Journal of Marketing and Public Policy*, Volume 1, 1982.
- "Exploiting Rank Ordered Choice Set Data Within the Stochastic Utility Model," joint with Randall Chapman, *Journal of Marketing Research*, August 1982.
- "The Effects of Channel Member Efficiency on Channel Structure," joint with Timothy McGuire, Productivity and Efficiency in Distribution Systems, edited by D. Gautschi, New York, North Holland, 1983.
- "An Industry Equilibrium Analysis of Downstream Vertical Integration," joint with Timothy McGuire, *Marketing Science*, Spring, 1983. (Runner-up for the 1983 TIMS Marketing Paper of the Year Award). This paper was re-published in the Jan-Feb 2008 issue of *Marketing Science* along with 7 other highly cited papers.
- "A Model of Consumer Information Search Behavior for New Automobiles, joint with Girish Punj, *Journal*

*of Consumer Research*, March 1983.

"An Information Processing Analysis of the Effects of Pictures in Print Advertisements," joint with Julie Edell, *Journal of Consumer Research*, June, 1983.

"An Approach for Developing an Optimal Quantity Discount Pricing Policy," joint with Rajiv Lal, *Management Science*, December, 1984.

"The Effect of Nutritional Information Disclosure in Advertising: An Information Processing Approach," joint with Merrie Brucks and Andrew A. Mitchell, *Journal of Public Policy and Marketing*, Vol. 3, August 1984. (Nominated for the JPP & M Best Article Award 1982-1986)

"Salesforce Compensation Plans: An Agency Theoretic Perspective," joint with Amiya Basu, Rajiv Lal and Seenu Srinivasan, *Marketing Science*, 4:4, Fall 1985. (Received the 1985 TIMS Marketing Paper of the Year Award)

"Guidelines for Designing an Effective Labeling System: Cognitive Considerations in Presenting Risk Information," joint with Jim Bettman and John Payne, *Journal of Public Policy and Marketing*, Vol. 5, 1986, 1-28. (Nominated for the JPP & M Best Article Award 1982-1986)

"Cognitive Considerations in Presenting Risk Information," joint with Jim Bettman and John Payne, in *Learning About Risk*, Harvard University Press, Viscusi and Magat, eds., 1987.

"Nutrition Information in the Supermarket," joint with J. Edward Russo, Catherine Nolan, Gary J. Russell, and Barbara Metcaff, *Journal of Consumer Research*, Vol. 13:1, June 1986, 48-70.

"Channel Efficiency, Incentive Compatibility, Transfer Pricing and Market Structure: An Equilibrium Analysis of Channel Relationships," joint with Timothy W. McGuire, June 1986 in *Research Marketing: Distribution Channels and Institutions*, Vol. 8, JAI Press, L.P. Bucklin and J.M. Carman, editors.

"Salesforce Compensation Plans in Environments with Asymmetric Information," joint with Rajiv Lal, *Marketing Science* Vol. 5:3, Summer, 1986. (Runner-up for the 1986 TIMS Marketing Paper of the Year Award.)

"Making Statistics More Effective in Schools of Business: Interdisciplinary Cooperation," joint with Robert Hamada, James M. Patell and William E. Wecker, *Proceedings of the Business and Economics Statistics Section-American Statistical Association*, 1986.

"Problems and Opportunities for Statistics in Accounting, Marketing, Finance, and Production," joint with Robert Hamada, James M. Patell and William E. Wecker, *Journal of Business and Economic Statistics*, 1987.

"Effects of Quality and Quantity of Information on Decision Effectiveness," joint with Kevin Keller, *Journal of Consumer Research* 14, September, 1987.

"Assessing Biases in Measuring Decision Effectiveness and Information Overload," joint with Kevin Keller, *Journal of Consumer Research* 15, March, 1989.



- "Market Share and Market Power," joint with William Boulding, *Management Science*, September, 1990.
- "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions," joint with William Boulding, Ajay Kalra and Valerie Zeithaml, *Journal of Marketing Research*, Vol 30 (1) February 1993. A Preliminary Version appeared as "Conceptualizing and Testing a Dynamic Process Model of Service Quality," joint with William Boulding, Ajay Kalra, and Valerie Zeithaml, Marketing Science Institute Working Paper, 92-121. (Selected to be presented at the Art Forum, finalist for Best Services Article Award, Winner of the O'Dell Award, 1998.)
- "A Look on the Cost Side: Market Share and the Competitive Environment," joint with William Boulding, *Marketing Science*, February, 1993.
- "A Dynamic Process Model of Service Quality Assessment," joint with William Boulding in International Service Quality Handbook, AMACOM Books, E.E. Scheuing and W.F.Christopher, editors, December 1993.
- "What's the Economic Theory Behind Program Cars?", joint with Debu Purohit, Auto Rental News, April/May 1994.
- "Mastering the Mix: The Differentiation Effects of Advertising Promotions and Salesforce Communications," joint with William Bolding and Eunkyu Lee, *Journal of Marketing Research*, May 1994. A Preliminary Version appeared as 'The Long-Term Differentiation Value of Marketing Communication Actions,' joint with William Boulding and Eunkyu Lee, Marketing Science Institute Working Paper, 92-134.
- "Salesforce Compensation Plans: An Individual Level Analysis," joint with Rajiv Lal and Donald Outland, *Marketing Letters*, 1994.
- "A Model of Perceived Risk and Intended Risk Handling Activity," joint with Grahame Dowling, *Journal of Consumer Research*, 1994.
- "Rentals, Sales, and Buybacks: Managing Secondary Distribution Channels," joint with Debu Purohit, *Journal of Marketing Research*, August 1994.
- "Understanding Managers' Strategic Decision Making Process", (joint with William Boulding, Marian Moore and 6 other members of Group 9 of the Duke Choice Conference), *Marketing Letters*, August 1994.
- "Identifying Generalizable Effects of Strategic Actions on Prior Performance: The Case of Returns to Research and Development Spending", *Marketing Science*, Volume 3b 1996.
- "Pulling the Plug to Stop the New Product Drain", joint with William Boulding and Ruskin Morgan, *Journal of Marketing Research*, February 1997.
- "Using Market-Level Data to Understand Promotion Effects in a Non-Linear Model", joint with Marcus Christen, Sachin Gupta, John Porter and Dick Wittink, *Journal of Marketing Research*, August 1997. (Finalist for O'Dell Award, 2002)

- "Vertical Strategic Interaction: Implications for Channel Pricing Strategy", joint with Eunkyu Lee, *Marketing Science*, Volume 16, Number 3, 1997.
- "Manufacturer Allowances and Retailer Pass-Through Rates in a Competitive Environment", joint with Sang Yong Kim, *Marketing Science*, Volume 18, Issue 1, 1999.
- "The Success of Marketing Management Support Systems", joint with Berend Wierenga and Gerrit H. Van Bruggen, *Marketing Science*, Volume 18, Issue 3, 1999.
- "Quality Double Whammy", joint with William Boulding, and Ajay Kalra, *Marketing Science*, Volume 18, Issue 4, 1999. Nominated for the John Little Best Paper Award.
- "Stuck in the Past: Why Managers Stay with a Losing Course of Action", joint with Eyal Biyalogorsky and William Boulding, *MSI, Working Paper Series*.
- "Criteria for Assessing Empirical Research on the Effects of Marketing Communications," Marketing Science Institute, paper #94-123, joint with Paul Bloom and Julie Edell. Also published in the Handbook of Marketing & Society, Sage, 2000, Chapter 3.
- "Recurrent Marketing Decisions: Decision Complexity, Decision Focus, and Firm Performance", joint with Marian Chapman, and William T. Ross, Jr, *Marketing Letters*, Nov 2000, Vol 11, (4).
- "The Impact of Firm Introductory Strategies on Consumers' Perceptions of Future Product Introductions and Purchase Decisions", joint with Derrick S. Boone and Kay Lemon, *The Journal of Product Innovation Management*, March 2001.
- "From Courtroom to Converse: My 30 Year Journey", Abbie Griffin and James D. Hess, editors, American Marketing Association Publications (2001).
- "Remembrance: Joseph W. Newman (1918-2001)", joint with Dipankar Chakravarti, *Journal of Consumer Behavior*, Vol 28(3), Dec 2001, p. 512-513.
- "The Structure Choice of Strategic Alliances," joint with Ning Li, William Boulding, and Preyas Desai, *Growing the International Firm: Success in Mergers, Acquisitions, Networks and Alliances*, Carnegie Bosch Institute, 2002.
- "Market Segmentation Research: Beyond Within and Across Group Differences", joint with Greg Allenby, et al., *Marketing Letters*, 13:3, 233-243, 2002 Kluwer Academic Publishers, The Netherlands.
- "Search Committee Report: Marketing Science – A Strong Franchise with a Bright Future", joint with John R. Hauser, Scott Carr, Barbara Kahn, and James Hess, *Marketing Science*, Vol. 21, No. 1, 2002.
- "The Better they are, the More They Give: Trade Promotions of Consumer Durables", joint with Norris Bruce and Preyas Desai, *Journal of Marketing Research*, February 2005.
- "Marketing Science-Growth and Evolution, joint with John Hauser, Greg Allenby, Fred Murphy, Jagmohan Raju and Joel Steckel, *Marketing Science Winter* 2005.

- “Era’s 3 and 4: My Reflections” single authored, *Special Issue of the Journal of Public Policy and Marketing*, Spring, 2005.
- “Influencing the Practice through Big New Ideas”, single authored, *Journal of Marketing*, October 2005.
- “A Customer Relationship Roadmap: What is Known, Potential Pitfalls and Where to Go” joint with Bill Boulding, Michael Ehret and Wesley Johnson, *Journal of Marketing*, October 2005
- “Incorporating Behavioral Anomalies in Strategic Models”, joint with 12 other authors, *Marketing Letters*, Vol 16, December, 2005.
- “Bridge, Focus, Attack or Stimulate: Retail Category Management Strategies with a Store Brand”, joint with Rex Du and Eunhyu Lee, *Quantitative Marketing and Economics*, Vol 3 (4) December 2005.
- “Enabling the Willing: Consumer Rebates For Durable Goods”, joint with Norris Bruce and Preyas Desai, *Marketing Science*, July-August 2006.
- “Stuck in the Past: Why Managers Persist with New Product Failures”, joint with Eyal Biyalogorsky and Bill Boulding, *Journal of Marketing*, April 2006. (Winner of the Harold H. Maynard award)
- “The Path to Customer Centricity”, joint with Denish Shah, Roland Rust, A. Parasuraman and George S. Day, *Journal of Service Research*, Vol 9, November 2006. (Winner of 2007 JSR Best Article Award.)
- “How to Attract Customers by Giving Them the Short End of the Stick”, joint with Alison Lo and John Lynch, *Journal of Marketing Research*, February 2007.
- “A Framework for Quality Improvement: An Analysis of Factors Responsible for Improvement at Hospitals Participating in the CRUSADE Quality Improvement Initiative,” joint with William F. Boulding, W. Brian Gibler, Seth W. Glickman, Barbara L. Lytle, Jyotsna Mulgund, E. Magnus Ohman, Eric D. Peterson, Matthew T. Roe, John S. Rumsfeld and Kevin A. Schulman, *American Heart Journal*, Vol 154 (6), December 2007.
- “Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand”, joint with Kathryn Sharpe and Joel Huber, *Journal of Consumer Behavior*, October 2008.
- “An Industry Equilibrium Analysis of Downstream Vertical Integration: Twenty Five Years Later”, *Marketing Science*, January-February 2008.
- “Optimal Market Intelligence Strategy When Management Attention Is Scarce”, joint with Markus Christen and William Boulding, *Management Science*. April 2009.
- “Alternative Pay-for-Performance Scoring Methods: Implications for Quality Improvement and Patient Outcomes”, joint with William Boulding, Seth Glickman, et al., *Medical Care*. Vol 47 (10), October 2009.
- “Cross-Function and Same-Function Alliances: How Does Alliance Structure Affect the Behavior of Partnering Firms?”, joint with Wilfred Amaldoss, *Management Science*, Vol 38 (2), February 2010.

- “Patient Satisfaction and Its Relationship with Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction”, joint with Seth Glickman, William Boulding and Matthew Manary, et al., *Circulation-Cardiovascular Quality and Outcomes*, Vol 3 (2), March 2010.
- “General Alliance Experience, Uncertainty, and Marketing Alliance Governance Mode Choice,” joint with Ning Li and William Boulding, *Journal of the Academy of Marketing Science*, Vol 38, Issue 2, April, 2010.
- “Marketing Modeling Reality and the Realities of Marketing Modeling”, joint with Ann Coughlan, SC Choi, W.J. Chu et al., *Marketing Letters*, Vol 21 (3), September, 2010.
- “Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications”, joint with Kathryn Sharpe, *Journal of Public Policy & Marketing*, Vol 29 (2), Fall, 2010.
- “Sophistication in Research in Marketing”, joint with Don Lehmann and Leigh McAlister, JM’s special 50<sup>th</sup> year anniversary issue, July, 2011.
- “Relationship between Patient Satisfaction with Inpatient Care and Hospital Readmission within 30 Days”, joint with Bill Boulding, Seth Glickman, Matthew Manary (and Kevin Schulman), *American Journal of Managed Care*, Vol 17 (1), January 2011.
- “Rust’s and Staelin’s Comments on: ‘A structural model of sales force compensation dynamics: estimation and field implementation’ ” joint with John Rust, *Quantitative Marketing and Economics*, September 2011.
- “Foreword: Revisiting the Workshop on Quantitative Marketing and Structural Econometrics”, joint with Brett Gordon, Raphael Thomadsen, Eric Bradlow, Jean-Pierre Dube’, *Marketing Science*, November 2011.
- “Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers” joint with Alex Belloni, Bill Boulding and Mitch Lovett, *Marketing Science*, Vol 31 (4) July August 2012.
- “A Strategic Perspective on Durable Goods”, joint with Debu Purohit, *Marketing Science*, Vol 31 (1) January-February 2012.
- “The Patient Experience and Health Outcomes” joint with Matthew Manary, William Boulding and Seth Glickman, *New England Journal of Medicine*, Vol 368 (3), January 17, 2013.
- “A ‘Meta-Analysis’ of Multi-Brand, Multi-Outlet Channel Systems” joint with Eunkyoo Lee, Rex Du and Weon Yoo. *Management Science*, Vol 59 (9), September 2013.
- “Marketing Science: A Strategic Review” joint with Pradeep Chintagunta, Mike Hanssens, John Hauser, Raju, and Kannan Srinivasan, *Marketing Science*, Vol 32 (1), Jan-Feb 2013.
- “The Company that You Keep: When to Buy a Competitor’s Keyword” joint with Preyas Desai and Woochel Shin. *Marketing Science*, Vol 33(4), Jul-Aug 2014.

- "Distribution Channels" joint with Eunkyoo Lee, *History of Marketing Science*, edited by Russ Winer and Scott Neslin, World Scientific, Vol 3 (2014), Singapore.
- "Organizational Characteristics and Patient Experiences With Hospital Care A Survey Study of Hospital Chief Patient Experience Officers" Joint with Matthew Manary, Seth Glickman, Kevin Schulman and Keith Kosel, *American Journal of Medical Quality*, 1062860614539994, first published on June 20, 2014.
- "Relationship Between Hospital Financial Performance and Clinical Quality", joint with Seth Glickman, Matthew Manary and Bill Boulding, *Behavioral Science and Public Policy* June 2015.
- "The Role of Paid and Earned Media in Building Entertainment Brands: Reminding, Informing, and Enhancing Enjoyment" joint with Mitch Lovett. *Marketing Science*, Online publication Jan 2016.
- "Do We Really Need to Change the Decision Maker? Counterintuitive Escalation of Commitment Results in Real Options Contexts" joint with Abhijit Guha and Bill Boulding, *Management Science*, October, 2017.
- "An Over-the-counter Central Sensitization Therapy: A Chronic Back Pain Registry Study of Pain Relief, Medication Use & Their Adverse Effects", joint with Sree N Koneru and Ian M Rawe, *Pain Management*, March, 2017.
- "Consumer Sophistication, Word-Of-Mouth and "False" Promotions", joint with Yiting Deng, Wei Wang, William Boulding, *Journal of Economic Behavior & Organization*, Vol 152 Pages: 98-123, August 2018.
- "Chronic Pain Intervention Using Pulsed Shortwave Therapy: The Relationship Between Pain Demographics and Central Sensitization Inventory", joint with Sree N. Koneru, and Ian M. Rawe, forthcoming (2019) in *Pain Management*.
- "Interpretation of Product Differentiation in Linear Demand Functions", joint with Sang-June Park, in C.A. Ingene, J.R. Brown and R.P. Dant (eds), "Handbook of Research In Distribution Channels", Cheltenham, UK and Northampton MA, USA Edward Elgar Publishing pp267-85, February 2019.

### **Company Reports**

- "Short Term Planner," ASDD Report, IBM, Peekskill, New York, 1964.
- "Market Forecasting Procedures," ASDD Report, IBM, Peekskill, New York.

### **Unpublished Working Papers**

- "An Analysis of Attitudes Toward Work as a Means of Getting Ahead in an Urban Poverty Neighborhood," joint with Peggy R. Sanday, W. P. 1-70-71.
- "A Post Test Market Decision Procedure for New Non-Durable Consumer Products," joint with Robert Shoemaker, W. P. 77-72-73.

"Risk-Reward Trade-Offs: A Study of Venture Capital Decision-Making," joint with William A. Wells, W. P. 63-73-74.

"A Study of the Effects of Food Regulation," joint with M. Hinich.

"Consumer Protection Regulation: A Discussion Paper," joint with M. Hinich.

"Payback as a Means of Predicting Product Choice," joint with Robert Redinger.

"An Experimental Investigation of Consumers' Decisions to Buy Energy-Efficient Refrigerators," joint with Robert Redinger.

## Ph.D. Supervision

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Robert Atkinson (Chairman)	University of Illinois (F)
Ruth Bolton (Chairman)	Arizona State University (P))
Merrie Brucks	University of Arizona (P)
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### Other Universities

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University of South Carolina (P)  
Duke University (non-tenure track)  
Johns Hopkins University (non-tenure track)  
Deceased  
Consulting (P)  
University of Connecticut (Retired))  
University of Florida (F)  
Stanford University (P)  
Stanford University (P)  
Guilford University (F)

(F) = First Appointment  
(P) = Present Appointment

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