



## **Dr. D. Wagner A. Kamakura**

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- Concesión del Grado de Doctor Honoris Causa por la Universidad de Granada, propuesta en Sesión Extraordinaria del Consejo de Gobierno celebrado el 10 de marzo de 2011 y aprobada por el Claustro Universitario en sesión de 25 de marzo de 2011.



***Dr. D. Wagner A. Kamakura.***  
***Currículum***

January 2010

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## PROFESSIONAL EXPERIENCE

- 2001 to date *Duke University*  
Ford Motor Company Professor of Global Marketing
- University of Iowa*  
2000 to 2001 Cedar Rapids Area Business Chair  
1998 to 2000 Wendell A. Smith Chair in Marketing
- University of Pittsburgh*  
1996-1998 The Thomas Marshall Chair in Marketing  
1995-1998 Professor of Business Administration  
1992-1995 Associate Professor (tenured). Taught Doctoral Seminars, MBA courses on Marketing Research, Business Forecasting, Pricing and Sales Promotions, and Undergraduate courses on Marketing Research.
- Vanderbilt University*  
1989 to 1992 Associate Professor (tenured) . Taught Doctoral Seminars, MBA courses on Marketing Research and Undergraduate Marketing Management courses.  
1987 to 1989 Assistant Professor.
- 1982 to 1986 *State University of New York at Buffalo*  
Assistant Professor of Marketing. Taught graduate Seminars on Marketing Models and Sales Forecasting, and undergraduate courses on Marketing Principles and Marketing Research.
- 1977 to 1979 *Duratex, S.A. (Brazil)* - Head of the Marketing Forecasting and Analysis Section
- 1976 to 1977 *Massey Ferguson do Brazil S.A* - Senior Marketing Analyst
- 1974 to 1976 *Duratex S.A.* - Junior Marketing Analyst

## VISITING POSITIONS

- Tilburg University, Netherlands July 1995
- EAESP - Fundacao Getulio Vargas, Brazil June 2001, June 2009
- National University of Singapore November 2001
- Monash University, Melbourne, February 2005-2009
- Universidad Sevilla, Spain March 2005-2009
- Universidad Granada, Spain March 2006-2009
- FEA - Universidade de Sao Paulo, Brazil July 2007
- Seoul National University, South Korea May 2008, 2009
- University of Technology Sydney, August 2009-Jan 2010

## EDUCATION

- 1979 to 1983 University of Texas at Austin - Ph.D. in Business Administration.  
Major: Marketing. Minor: Quantitative Methods. Dissertation: "Predicting Choice Shares Under Conditions of Brand Interdependence" under Professor Rajendra K. Srivastava
- 1976 to 1979 University of Sao Paulo, Brazil - M.S. in Industrial Engineering (Honors) with a major in Operations Research. Thesis: "Sales Forecasting Techniques: A Comparative Approach"
- 1975 to 1978 Getulio Vargas Foundation (Brazil) - Graduate Diploma in Business Administration.  
Major in Marketing Management.
- 1970 to 1974 Aeronautical Institute of Technology (Brazil) - B.S. in Mechanical Engineering

## HONORS

- 2006 Best reviewer award, *Journal of Retailing*
- 2005 O'Dell Award, *Journal of Marketing Research*
- 1999 Davidson Award for the best article published by the *Journal of Retailing* in 1997
- 1998 Davidson Award for the best article published by the *Journal of Retailing* in 1996
- Featured *JMR* author at the 1995 ART/Forum
- Runner-up for the 1994 O'Dell Award, *Journal of Marketing Research*
- 1992-1993 *Journal of Marketing Research*, Reviewer of the Year
- Honorable Mention at the Research Competition on "Using Marketing to Serve Society," by the Marketing Science Institute (1992)
- Winner of the Research Competition on "Brand Equity" by the Marketing Science Institute (1989)
- Consortium Fellow (American Marketing Association) 1981
- Consortium Fellow (Southwestern Marketing Association) 1981
- C.N.Pq. (Brazil) Scholarship - 1980/1982
- International Rotary Foundation Scholarship - 1978-1980
- Phi Kappa Phi - 1980/1983
- Master of Science Degree with honors (University of Sao Paulo, Brazil)

## LANGUAGES

- Fluent in English
- Fluent in Portuguese
- Speak and read Spanish

## PERSONAL

- Born 1950, Brazil
- Married, one son

## WORK IN PROGRESS

- “Measuring Contagion in the Diffusion of Consumer Packaged Goods,” with Rex Du
- “Measure twice, cut once: The carpenter rule still applies”
- “How customers evolve: A new framework for customer analysis”.
- “Identifying growth potentials with internal benchmarking across product categories and markets,” with Rex Du.
- “Comparison shopping using efficient consideration sets: Developing a shopping aid for consumers,” with Jagdish Agrawal, Vikas Mittal and Brian Ratchford
- “Designing Innovative Products or Services with a Reservation-Utility Model,” with Arwind Balasumbaran.

## PUBLICATIONS

- Naik, Prasad, Michel Wedel and Wagner A. Kamakura (2010) “Multi-Index Binary Response Analysis of Large Datasets,” *Journal of Business and Economic Statistics* 28(1), 67-81.
- Kamakura, Wagner A. and Sangkil Moon (2009), “Quality-Adjusted Price Comparison across Internet Retailers,” *International Journal of Research in Marketing*, 26 (September), 189-196
- Kamakura, Wagner A (2009) “American Timestyles: A Finite-Mixture Model for Time-Use Analysis,” *Multivariate Behavioral Research* 44(3), 332-361.
- Du, Rex and Wagner Kamakura (2008), “Where did all that money go? An analysis of consumer expenditures in America,” *Journal of Marketing*, 72 (Nov.) 109-131.
- Grewal, Dhruv, Gopal Iyer, Wagner A. Kamakura, Anuj Mehrotra and Arun Sharma (2008) “Evaluation of Subsidiary Performance: Combining Marketing Process and Marketing Outcome Performance Metrics,” *Journal of the Academy of Marketing Science*, 23 (Fall), pp.346-350
- Samaha, Stephen A. and Wagner A. Kamakura (2008) “Location, Location, Location: Assessing the Market Value of Real Estate Property,” *Real Estate Economics*, 36(4), pp.717-751.
- Naik, P., M.Wedel, L. Bacon, A. Bodapati, E. Bradlow, W. Kamakura, J. Kreulen, P. Lenk, D. Madigan, A.Montgomery (2008) “Challenges and Opportunities in High Dimensional Choice Data Analyses,” *Marketing Letters*, 19(4), 201-213..
- Kamakura, Wagner A. (2007) “Cross-Selling: Offering the Right Product to the Right Customer at the Right Time” in Le4zan Aksoy, Timothy Keiningham and David Bejou (Eds.) *Profit Maximization through Customer Relationship Marketing*, Haworth Press.
- Boatright, Peter, Wagner A. Kamakura and Suman Basuroy (2007) “Reviewing the Reviewers: The Impact of Individual Film Critics on Box-office Performance,” *Quantitative Marketing and Economics*, 5(4) 401-425.

**PUBLICATIONS** – continued

- Du, Rex, Wagner A. Kamakura and Carl Mela (2007) “Size and Share of Customer Wallet,” *Journal of Marketing* 71(2) 94-113.
- Kamakura, Wagner A. and Jose A. Mazzon (2007) “Accounting for Voter Heterogeneity Within and Across Districts With a Factor-Analytic Voter Choice Model,” *Political Analysis* 15(1), 67-84.
- Moon, Sangkil, Wagner A. Kamakura and Johannes Ledolter (2007) “Estimating Promotion Response When Competitive Promotions Are Unobservable,” *Journal of Marketing Research* 44, 503-515.
- Kamakura, Wagner A and Wooseong Kang (2007) “Chain-wide and Store-level Analysis for Cross-Category Management,” *Journal of Retailing* 83(2) 159-70.
- Kamakura, Wagner A, Jose A. Mazzon and Arnaud deBruyn (2006) “Modeling voter choice to predict the final outcome of two-stage elections,” *International Journal of Forecasting*, 22, 689-706.
- Neslin, Scott, Sunil Gupta, Wagner Kamakura, Junxiang Lu and Charlotte Mason (2006) “Defection Detection: Measuring and Understanding the Predictive Accuracy of Customer Churn Models,” *Journal of Marketing Research* 43 (May) 204-11.
- Kamakura, Wagner A., Suman Basuroy and Peter Boatright (2006) “Is silence golden? An inquiry into the meaning of silence in professional product evaluations,” *Quantitative Marketing and Economics*.
- De Sarbo, Wayne, Wagner A. Kamakura, Michel Wedel (2006), “Latent Structure Regression” in Grover, Rajiv and Marco Vriens (Eds.) The Handbook of Marketing Research, Thousand Oaks, CA: Sage Publications, 394-417.
- Du, Rex and Wagner A. Kamakura (2006) “Household Lifecycles and Life Styles in America,” *Journal of Marketing Research*, 43 (February), 121-132.
- Wagner Kamakura, Carl F. Mela et al (2006) “Choice Models and Customer Relationship Management,” *Marketing Letters*, 16(4) 279-91.
- Kamakura, Wagner A, Bruce Kossar and Michel Wedel (2004) “Identifying innovators for the cross-selling of new products,” *Management Science* 50 (August), 1120-1133.
- Dutta, Shantanu, Wagner A. Kamakura and Brian T. Ratchford (2004) “Deterministic and Stochastic Approaches for Assessing Technical Efficiency”, in Christine Moorman and Don Lehman (Eds.) *Assessing Marketing Strategy Performance*.
- Mittal, Vikas, Wagner A. Kamakura and Rahul Govind (2004) “Geographic patterns in customer satisfaction: An empirical investigation,” *Journal of Marketing*, 68 (July) 48-62.
- Kamakura, Wagner and Michel Wedel (2004) “An Empirical Bayes Procedure for Improving Individual-level Estimates and Predictions from Finite Mixture Logit Models,” *Journal of Business and Economic Statistics* 22(January), 121-5.

**PUBLICATIONS** – continued

- De Sarbo, Wayne, Wagner A. Kamakura and Michel Wedel (2004) “Applications of Multivariate Latent Variable Models in Marketing,” In Jerry Wind (Ed.) *Advances in Marketing Research and Modeling: The Academic and Industry Impact of Paul E. Green*, Boston, MA: Kluwer, 43-67.
- Lee, Jonathan, Peter Boatright and Wagner A. Kamakura (2003) “A Bayesian Model for Pre-launch Sales Forecasting of Recorded Music,” *Management Science* 49(2) 179-96.
- Kamakura, Wagner A, Michel Wedel, Fernando de Rosa and Jose A. Mazzon (2003). “Cross-selling through Database Marketing: A Mixed Data Factor Analyzer for Data Augmentation and Prediction,” *International Journal of Research in Marketing* 20, 45-65.
- Venkatesh, R and Wagner A. Kamakura (2003) “Optimal Bundling and Pricing under a Monopoly: Contrasting Complements and Substitutes from Independently Valued Products”, *Journal of Business* 76(2), 211-31.
- Wedel, Michel Ulf Bockenholt and Wagner A. Kamakura (2003). “Factor Analysis of Multivariate Count Data,” *Journal of Multivariate Analysis* 87, 356-69.
- Böckenholt, Ulf, Wagner A. Kamakura and Michel Wedel (2003) “The structure of self-reported affect: A mixed effects Poisson factor model,” *British Journal of Mathematical and Statistical Psychology*, 56(2), 215-30
- Ozer, Muammer and Wagner A. Kamakura (2003) “A Multi-trait Multi-method Validity Test of Partworth Estimates,” in Anders Gustafsson, Andreas Herrmann and Frank Huber (Eds.), Conjoint Measurement: Methods and Applications (3<sup>rd</sup> Edition), Berlin: Springer.
- Kamakura, Wagner A. and Michel Wedel (2003) “List Augmentation with Model Based Multiple Imputation: A Case Study Using a Mixed-Outcome Factor Model,” *Statistica Neerlandica* 57(1) 46-57.
- Wedel Michel , Kamakura Wagner (2002) “Introduction to the special issue on market segmentation,” *International Journal of Research in Marketing*, 19 (3): 181-183.
- Elrod, Terry et al (2002) “Inferring market structure from customer response to competing and complementary products,” *Marketing Letters*, 13 (3): 221-232.
- Kamakura, Wagner A., Vikas Mittal, Fernando de Rosa and Jose Afonso Mazzon (2002), “Assessing the Service-Profit Chain,” *Marketing Science*, 21(3), 294-317.
- Wedel, Michel and Wagner A. Kamakura (2001) “Factor Analysis with Mixed Observed and Latent Variables in the Exponential Family,” *Psychometrika* 66(4) 515-30.
- Kamakura, Wagner A. (2001) “From the Editor,” *Journal of Marketing Research*, 38(1), 1-2.
- Kamakura, Wagner A. and Michel Wedel (2001) “Exploratory Tobit Factor Analysis for Multivariate Censored Data,” *Multivariate Behavioral Research* 36(1) 53-82.

**PUBLICATIONS** – continued

- Mittal, Vikas and Wagner A. Kamakura (2001) “Satisfaction and repurchase behavior: The moderating influence of customer and market characteristics,” *Journal of Marketing Research* 38 (1), 131-42.
- Haaijer, R, W.A. Kamakura and M. Wedel (2001) “The no-choice alternative in conjoint choice experiments,” *International Journal of Market Research* 43(1) 93-106.
- Hutchinson, Wes, Wagner A. Kamakura and John Lynch (2000) “Unobserved Heterogeneity as an Alternative Explanation for Reversal Effects in Behavioral Research,” *Journal of Consumer Research* 27(3) 324-44.
- Kamakura, Wagner A. and Michel Wedel (2000) “Factor Analysis and Missing Data,” *Journal of Marketing Research* 37(4) 490-98.
- Wedel, M., W.A. Kamakura and U. Bockenholt (2000) “Marketing data, models and decisions,” *International Journal of Research in Marketing* 17(2-3) 203-208.
- Agrawal, Jagdish and Wagner A. Kamakura (2000) “Country of Origin: A Competitive Advantage?” *International Journal of Research in Marketing* 16(4) 255-67.
- Wedel, Michel and Wagner A. Kamakura (2000) Market Segmentation: Conceptual Methodological Foundations, Second Edition. Boston: Kluwer Academic Publishers.
- Balasubramanian, Siva, Wagner A. Kamakura and Brian T. Ratchford (2000) “Diffusion Models with Replacement and Multiple Purchases,” in Vijay Mahajan, Jerry Wind and Eitan Muller (Eds.), New Product Diffusion Models, Boston: Kluwer Academic Publishers.
- Haaijer, Marinus E. Wagner A. Kamakura and Michel Wedel (2000) “Response Latencies in the Analysis of Conjoint Choice Experiments,” *Journal of Marketing Research* 37(3) 376-82.
- Wedel, Michel et al. (1999) “Discrete and Continuous Representations of Unobserved Heterogeneity in Choice Modeling,” *Marketing Letters*.
- Balasubramanian, S., S. Gupta, W. Kamakura and M. Wedel (1998) “Modeling Large Data Sets in Marketing,” *Statistica Neerlandica* 52(3) 303-23.
- Wedel, Michel and Wagner A. Kamakura (1998), Marketing Segmentation: Conceptual and Methodological Foundations, Boston: Kluwer Academic Publishers.
- Kamakura, Wagner A. and Michel Wedel (1997), “Statistical Data-Fusion for Cross-Tabulation,” *Journal of Marketing Research* 34(4), November, 485-498.
- Russell, Gary J. and Wagner A. Kamakura (1997), “Modeling Multiple Category Brand Preference with Household Basket Data,” *Journal of Retailing* 73(4) 439-61.

- Kamakura, Wagner A., Tomasz Lenartowicz and Brian T. Ratchford (1996), "Productivity Assessment of Multiple Retail Outlets," *Journal of Retailing*, 72(4) 333-56.

**PUBLICATIONS** – continued

- Kamakura, Wagner A., Byung-Do Kim and Jonathan Lee (1996), "Modeling Consumer Choice Processes: Preference and Structural Heterogeneity," *Marketing Science*, 15(2) 152-72.
- Lee, Moonkyu, Jonathan Lee and Wagner A. Kamakura (1996), "Consumer Evaluations of Line Extensions: A Conjoint Approach," *Advances of Consumer Research* 23: 289-95.
- Wedel, Michel, Wagner A. Kamakura and Wayne S. DeSarbo (1995), "Implications for Asymmetry, Nonproportionality and Heterogeneity in Brand Switching from Piece-wise Exponential Mixture Hazard Models," *Journal of Marketing Research*, November.
- Kamakura, Wagner A. and Michel Wedel (1995), "Life-Style Segmentation with Tailored Interviews," *Journal of Marketing Research*, 32(3) 308-317.
- Agrawal, Jagdish and Wagner A. Kamakura (1995), "The Economic Worth of Celebrity Endorsers: An Event Study Analysis," *Journal of Marketing*, July.
- Russell, G. J. and W. A. Kamakura (1994), "Understanding Brand Price Competition with Macro and Micro Level Scanner Data," *Journal of Marketing Research*, May, 289-303.
- Kamakura, W. A., M. Wedel and J. Agrawal (1994), "Concomitant-Variable Latent Class Models for the External Analysis of Choice Data," *International Journal of Research in Marketing*, November.
- Ulf Bockenholt et al. (1994), "Issues in the Estimation and Application of Latent Structure Models of Choice," *Marketing Letters*.
- Kamakura, W. A., T. P. Novak, J.B. Steenkamp and T.M. Verhallen (1994), "Identifying Pan-European Value Segments," *Recherche et Application en Marketing*.
- Steenkamp, J.B., T.M. Verhallen, J.H. Gouda, W. A. Kamakura and T.P. Novak (1993), "De Zoektocht naar de Europese Consument: Heilige Graal of Kansrijke Missie?" *Tijdschrift voor Marketing*, September, 17-23.
- Kamakura, Wagner A., and Gary J. Russell (1993), "Measuring Brand Value with Scanner Data," *International Journal of Research Marketing*, April, 3-22.
- Rust, Roland T., Wagner A. Kamakura and Mark I. Alpert (1992), "Preference Segmentation and Viewing Choice Models for Network Television," *Journal of Advertising*, March, 1-18.
- Kamakura, Wagner A., and Thomas P. Novak (1992), "Values Segmentation: Exploring the Meaning of LOV," *Journal of Consumer Research*, September, 119-131.
- Kamakura, Wagner A., Sridhar Ramaswami and Rajenda K. Srivastava (1991), "Applying Latent Trait Analysis in the Evaluation of Prospects for Cross-Selling of Financial Services," *International Journal of Research in Marketing*, 329-49.



- McAlister, Leigh et al. (1991), "Incorporating Choice Dynamics in Models of Consumer Behavior," *Marketing Letters*.

**PUBLICATIONS** – continued

- Kamakura, Wagner A. (1991), "Estimating Flexible Distributions of Ideal Points," *Psychometrika*, September.
- \_\_\_\_\_ and Jose A. Mazzon (1991), "Values Segmentation: A Model for the Measurement of Values and Value Systems," *Journal of Consumer Research*, September, 208-21.
- Kamakura, Wagner A. (1989), "The Estimation of Multinomial Probit Models: A New Calibration Algorithm," *Transportation Science*, November, 253-65.
- \_\_\_\_\_ and Gary J. Russell (1989), "A Probabilistic Choice Model for Market Segmentation and Elasticity Structuring," *Journal of Marketing Research*, November, 379-90.
- Balasubramanian, Siva and Wagner A. Kamakura (1989), "Measuring Consumer Attitudes Towards the Marketplace with Tailored Interviews," with Siva Balasubramanian, *Journal of Marketing Research*, August, 311-26.
- Kamakura, Wagner A. and Siva Balasubramanian (1989), "Tailored Interviewing: An Application of Item Response Theory for Personality Measurement," *Journal of Personality Assessment*, 53, 502-19.
- Kamakura, Wagner A., Brian T. Ratchford and Jagdish Agrawal (1988), "Measuring Market Efficiency and Welfare Loss," *Journal of Consumer Research*, December, 289-302.
- Kamakura, Wagner A. (1988), "A Note on the Use of Categorical Variables in Data Envelopment Analysis," *Management Science*, October, 1273-6.
- \_\_\_\_\_ and Siva Balasubramanian (1988), "Long-Term View of the Diffusion of Durables: A Study of the Role of Price and Adoption Influence Process via Tests of Nested Models," *International Journal of Research in Marketing*, 5, 1-13.
- Kamakura, Wagner A. (1988), "A Least-Squares Procedure for Benefit Segmentation Based on Conjoint Experiments," *Journal of Marketing Research*, May 1988, 157-67.
- Gessner, Guy, Wagner A. Kamakura, Naresh Malhotra and Mark Zmijewski (1987), "Estimating Models with Limited (Binary) Dependent Variables," *Journal of Business Research*, 4, 1-17.
- Kamakura, Wagner A. and Siva Balasubramanian (1987), "Long-Term Forecasting with Innovation Diffusion Models: The Impact of Replacement Purchases," *Journal of Forecasting*, March, 1-19.
- Kamakura, Wagner A. and Rajendra Srivastava (1986), "An Ideal-Point Probabilistic Choice Model for Heterogeneous Preferences," *Marketing Science*, Summer, 199-218.
- Kamakura, Wagner A. and Guy Gessner (1986), "Consumer Sentiment and Buying Intentions Revisited: A Comparison of Predictive Usefulness," *Journal of Economic Psychology*, July, 197-220.

## **PUBLICATIONS** – continued

- Gessner, Guy and Wagner A. Kamakura (1985), “Legal Services Marketing: An Empirical Investigation of the Interrelationship among Marriage Dissolutions, Personal Bankruptcy and Unemployment,” N.K. Malhotra (ed.), in *Developments in Marketing Science*, Vol. VIII.
- Kamakura, Wagner A. and Rajendra Srivastava (1984), “Predicting Choice Shares Under Conditions of Brand Interdependence,” *Journal of Marketing Research*, 21, November, 420-34.
- Kamakura, Wagner A. and Rajendra Srivastava (1983), “The Use of Probabilistic Choice Models in Estimating Demand for New Product Concepts,” Fred S. Zufryden (ed.), in *Advances and Practices of Marketing Science*.
- \_\_\_\_\_ “Adapting Latent Trait Models for Attitude Scaling (1983),” in *Proceedings of the AMA 1983 Winter Conference*.
- Leone, Robert and Wagner A. Kamakura (1983), “The Usefulness of Consumer Sentiment in Predicting Consumer Expenditures,” R. Bagozzi and A. Tybout (ed.), in *Proceedings of the X ACR Conference*.
- Kamakura, Wagner A. (1981), “Predicting Market Shares for New Products: A Comparison of Probit and Logit Methodologies,” R. K. Srivastava and A. Shocker (eds.), in *Proceedings of the Second MSI Conference on Product Planning*.
- \_\_\_\_\_ and Rajendra Srivastava (1981), “Latent Trait Theory and Attitude Scaling: The Use of Information Functions for Item Selection and Handling of ‘Don’t Know’ Responses,” A. Mitchell (ed.), in *Proceedings of the IX ACR Conference*.

## **BOOK REVIEWS**

- P. Swann and M. Taghavi (1994), Measuring Price and Quality Competitiveness: A Study of Eighteen British Product Markets, *Journal of Retailing and Consumer Services*, (December, 121-2).
- C. F. Manski and D. McFadden (eds.): Structural Analysis of Discrete Data with Economic Applications, for the *Journal of Marketing Research* (November 1982) 614-15.

## **CONFERENCE PRESENTATIONS**

- “How Consumers Spend their Consumption Budget in a Recession,” presented at the 2009 ANZMAC Conference (November 2009)
- “How Americans spend their time, ” 2nd Latin America ACR Conference (August 2008)
- “Multidimensional Sequence Analysis for the Longitudinal Analysis of Consumer Behavior,“ with Anita Prinzie 36th EMAC Conference in Reykjavik (May 2007)

- “An Ecological-Inference Model for Drawing Conclusions about Individuals from Aggregate Data,” with Andres Musalem, 2007 INFORMS Marketing Science Conference in Singapore (June 2007)

#### CONFERENCE PRESENTATIONS

- “Assessing Market Value of Real Estate with a Geographically-Weighted Stochastic Frontier Model,” with Stephen Samaha, 2007 INFORMS Marketing Science Conference in Singapore (June 2007)
- “Predicting the final outcome of two-stage elections,” European Marketing Association Conference, Athens (2006)
- “Prospecting for customers in latent and geographic space,” *Marketing Science*, Pittsburgh (2006)
- “Is Silence Golden? An Inquiry into the Meaning of Silence in Professional Product Evaluations,” presented at *Marketing Science*, Atlanta (2005)
- “Household Lifecycles and Life Styles in America,” with Rex Du, presented at *Marketing Science*, Rotterdam (2004)
- “Accounting for unobserved heterogeneity and non-stationarity in store-level cross-category analysis,” with Wooseong Kang, presented at the 15<sup>th</sup> *Annual ART/Forum* (2004)
- “Aplicações de database marketing para a gestão do relacionamento com o cliente,” Keynote presentation at the *CiDBM International Conference on Database Marketing*, Brazil (2002)
- “Avanços recentes e tendencias em pesquisa no Marketing,” Keynote presentation at the 2002 *Conference of the ANPAD*, Brazil (2002)
- “Multivariate Data Analysis and its Applications,” presented at the *Conference on the Academic and Industry Impact of Paul E. Green*
- “Cross-selling New Products with Database Marketing,” presented at the *Doctoral Consortium of the American Marketing Association*, University of Miami (2001)
- “Producing Profitable Customer Satisfaction and Retention,” presented at the 12<sup>th</sup> *Annual ART/Forum* (2001).
- “Market Segmentation with Finite Mixture Model,” 5<sup>th</sup> *Sensometrics Meetings*
- “Missing Data in Exploratory Factor Analysis for Discrete and Continuous Variables,” with Michel Wedel, presented at the 1999 Marketing Science Conference.
- Bundling Complementors or Substitutors: Optimal Strategies, Prices and Profits,” with R. Venkatesh, presented at the 1998 Marketing Science Conference.
- “Satisfaction and Repurchase Behavior: The Moderating Influence of Customer and Market Characteristics,” with Vikas Mittal, presented at the 1997 Marketing Science Conference.

- “Identifying Innovative Customers with Latent-Markov Models,” with Bruce Kossar, presented at the 1997 Marketing Science Conference and at the 1997 ART/Forum.

## CONFERENCE PRESENTATIONS

- “Improving the Estimation of Preference Functions with Latent-Response Information,” with Marinus E. Haaijer and Michel Wedel, presented at the 1997 Marketing Science Conference.
- “A Simple Approach for Micro-Marketing with Single Source Data,” presented at the conference on The Statistical Analysis of Large Data Sets in Business Economics, organized by the Rotterdam Institute of Business and Economics.
- “Hazard and Diffusion Models for Smoking Onset: A Segment-Level Historical Analysis,” with Thomas P. Novak, Frank Bass and Clyde Dent, presented at the Association for Consumer Research (October 1992).
- “Segmenting Markets Based on Brand Preferences and Choice Processes,” with Byung-Do Kim and Jonathan Lee, presented at the 1996 AMA Advanced Research Techniques - Forum and 1996 AMA Doctoral Consortium (August 1996).
- “Statistical Data Fusion for Cross-Tabulation,” with Michel Wedel, presented at the 1996 Marketing Science Conference (March 1996).
- “Schema Model of Line Extensions Using Multiple Rank-Ordered Choice Sets and Behavioral Concomitant Variables,” with Jonathan Lee and Moonkyu Lee, presented at the 1996 Marketing Science Conference (March 1996).
- “Response Times in Conjoint Models,” with Marinus E. Haaijer and Michel Wedel, presented at the 1996 Marketing Science Conference (March 1996).
- “Modeling Consumer Choice Processes: Preference and Structural Heterogeneity,” with Byung-Do Kim and Jonathan Lee, presented at the 1995 International Marketing Science Conference (July 1995) and at the 1995 Joint Statistical Meetings of the ASA (August 1995).
- “Understanding Brand Price Competition with Macro and Micro Level Scanner Data,” with Gary Russell, invited presentation at the Sixth Annual Advanced Research Techniques Forum, (June 1995).
- “Productivity Assessment of Multiple Retail Outlets,” with Tomasz Lenartowicz and Brian T. Ratchford, presented at the 1994 Marketing Science Conference (March 1994) and at the Recent Advances in Retailing & Services Sciences Conference (May 1994).
- “Modifying the Clusterwise Logit Model for Micro-Marketing with Scanner Data,” with Fusun Gonul, presented at the ORSA/TIMS Conference on the New Frontiers in Scanner Research (September 1993).
- “Micro-Marketing with Scanner Data,” presented at the Duke Invitational Symposium on Consumer Decision Making and Choice Behavior (July 1993).

- “A Discrete-Time Mixture Duration Model for the Analysis of Purchase Timing and Brand Choice,” with Michel Wedel and Wayne S. DeSarbo, presented at the 1993 Marketing Science Conference (March 1993).

#### **CONFERENCE PRESENTATIONS**

- “Hazard Models for the Impact of Consumer and Marketing Variables on Smoking Onset and Cessation,” with Thomas P. Novak, presented at the 1993 Marketing Science Conference (March 1993).
- “Understanding Brand Competition Using Micro and Macro Scanner Data,” with Gary J. Russell, presented at the ORSA/TIMS Joint National Meeting (November 1992).
- “Identifying Cross-National Value Systems with a Clusterwise Rank Logit Model,” with Thomas P. Novak and J.B. Steenkamp, presented at the 1992 Marketing Science Conference (July 1992).
- “Values Segmentation: A Model for the Measurement of Values and Value Systems,” with Jose A. Mazzon, presented at the TIMS XXX-SOBRAPO XXIII Joint International Meeting (July 1991).
- “Value Systems Segmentation: Exploring the Value of LOV,” with Thomas P. Novak, presented at the 1991 TIMS Marketing Science Conference (March 1991).
- “Preference Segmentation and Viewing Choice Models for Network Television,” with Roland T. Rust, presented at the 1991 TIMS Marketing Science Conference (March 1991).
- “Measuring Brand Competition with Household Substitution Patterns,” with Gary J. Russell. Presented at the ORSA/TIMS Conference on the New Frontiers in Scanner Research (January 1991).
- “Brand Equity: Measuring Brand Performance with Scanner Data,” with Gary J. Russell. Presented at the Conference on Managing Brand Equity sponsored by the Marketing Science Institute (November 1990).
- “Measuring Loyalty and Brand Preference with Scanner Data,” with Gary J. Russell. Presented at the 1990 ORSA/TIMS Joint National Meeting (October 1990).
- “Qualification of Prospects for Cross-Selling in the Financial Services Industry,” with Rajendra K. Srivastava and Sridhar H. Ramaswami. Presented at the 1990 TIMS Services Marketing Conference (September 1990) and at the 9th Annual Services Marketing Conference (October 1990).
- “A Clusterwise Multinomial Logit Model for Benefit Segmentation,” with Jagdish Agrawal. Presented at the Banff Invitational Symposium on Consumer Decision Making and Choice Behavior (April 1990).
- “A Scanner-Based Measure of Brand Equity,” with Gary J. Russell. Presented at the Workshop on Brand Equity of the Marketing Science Institute (February 1990) and at the Marketing Science Conference (March 1990).
- “Segmentacao por Beneficios Baseada numa Analise Conjunta,” presented to the Faculty of Economics and Management at the University of Sao Paulo, Brazil (January 1990).

- “A Probabilistic Choice Model for Market Segmentation and Elasticity Structure,” presented at the Meetings of the International Federation of Classification Societies (June 1989).

## CONFERENCE PRESENTATIONS

- “A Latent-Class Model for Benefit Segmentation with Conjoint Experiments,” with Jagdish Agrawal. Presented at the meetings of the International Federation of Classification Societies (June 1989).
- “Tailored Construct Measurement Using Item Response Theory: A Marketing Application”, with Siva Balasubramanian. Presented at the ORSA/TIMS Marketing Science Conference (March 1989).
- “Loyalty and Variety Seeking in Longitudinal Choice Behavior,” with Gary Russell, presented at the Joint National Meeting of the ORSA/TIMS (October 1988).
- “Use Of Latent Trait Models in Predicting Order of Product Acquisitions,” with Rajendra K. Srivastava, presented at the Joint National Meeting of the ORSA/TIMS (October 1988).
- “Estimating Flexible Distributions of Ideal Points.” Presented at the EURO-TIMS Joint International Conference (July 1988).
- “An Improved Method for Predicting Market Share from a Panel Data-Based Model Incorporating Purchase Sets and Household-Level Market Shares,” with Russ Winer. Presented at the ORSA/TIMS Marketing Science Conference (March 1988).
- “Measuring Market Efficiency and Welfare Loss,” presented at the ORSA/TIMS Marketing Science Conference (June, 1987).
- “Predicting Choice Shares for New Products with Conjoint Experiments,” presented at the International Symposium on Forecasting (May 1987).
- “A Minimum-Variance Procedure for the Identification of Benefit Segments,” presented at the Joint National Meeting of the ORSA/TIMS (October, 1986).
- “Forecasting with Innovation Diffusion Models,” presented at the Joint National Meeting of the OSRA/TIMS (May 1985).
- “Estimating the Distribution of Ideal Point: A Probit Unfolding Model,” with Rajendra Srivastava, presented at the Joint National Meeting of the ORSA/TIMS (November 1984).
- “Reliability Test of Deal Proneness Measures,” with Jagdish Agrawal and Paul Prabhaker, presented at the Joint National Meeting of the ORSA/TIMS, (May 1984).
- “A Normative Approach to Deal Proneness,” with Paul Prabhaker, presented at the Joint National Meeting of the ORSA/TIMS (November 1983).

## REFeree ACTIVITY

### Editorial Boards

- *Marketing Science*
- *International Journal of Research in Marketing*
- *Journal of Marketing Research*
- *Journal of Retailing*
- *Journal of Business Research*

### Ad hoc reviewer

*Management Science, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, National Science Foundation, Technological Forecasting and Social Change, Psychometrika, SSHRC of Canada.*

## DISSERTATION COMMITTEES

- Chair: Rex Du, "Essays on Customer Valuation," Duke University 2005
- Chair: Jonathan Lee, "Empirical Generalizations in New Product Forecasting," University of Pittsburgh 1998
- Member: Gangseog Ryu, "Pattern of Information Transmission and Changes in Word-of-Mouth Communications, University of Pittsburgh 1998
- Member: Brian Griner, "Valuation of Water Quality Enhancements in the Lower Allegheny Watershed Using Discrete Choice Models and Conjoint Analysis," University of Pittsburgh 1997.
- Chair: Suman Basuroy, "Cross Promotion as Tactical Alliance: Theory and Implementation," University of Pittsburgh 1995
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- Member: Karen R. France, "The Impact of Program Affective Valence and Level of Cognitive Appraisal on Advertisement Processing and Effectiveness," University of Pittsburgh 1993
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- Member: T. C. Srinivasan, "Corner Solution Approaches to Modeling Choice," Vanderbilt University 1989
- Member: Jagdish Agrawal, "Patterns of Store Choice for Groceries: A Theoretical Framework and Empirical Investigation," SUNY Buffalo 1988
- Member: Narasimhan Srinivasan, "A Causal Model of External Search for Information for Durables- A Particular Investigation in the Case of New Automobiles," SUNY Buffalo 1987
- Member: Siva Balasubramanian, "The Processing of Verbal/Non-Verbal Content in Television Advertisement-A Theory and Its Empirical Investigation," SUNY Buffalo 1986
- Member: Glen Stoops, "An Aggregate Level Analysis of the Effects of Retailing Mix Variables on Retail Store Patronage," SUNY Buffalo 1984

## GRANTS

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- The Institute for Industrial Competitiveness, 1995-1996