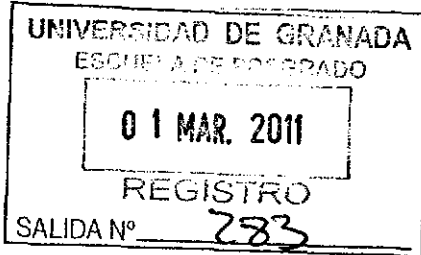




UGR Universidad
de Granada

EP Escuela de
Posgrado



Fecha: martes, 01 de marzo de 2011

Su Ref.

Nuestra Ref. jbc

Fecha de Salida:

Unidad de Origen: ESCUELA DE POSGRADO

Asunto:

Informando propuesta nombramiento Doctor Honoris Causa

Destinatario:

ILTMA. SRA. SECRETARIA GENERAL
DE LA UNIVERSIDAD DE GRANADA

De conformidad con lo dispuesto en el artículo 175 de los Estatutos de esta Universidad y la Normativa Reguladora de las propuestas de Grado de Doctor Honoris Causa, y una vez transcurrido el preceptivo periodo de exposición pública, este Consejo asesor de Doctorado ha acordado informar favorablemente la propuesta formulada por el Departamento de Comercialización e Investigación de Mercados para la concesión del Grado de Doctor "Honoris Causa" a determinados doctores, y elevarla al Consejo de Gobierno:

EL DIRECTOR D ELA ESCUELA DE POSGRADO

Ilustre Director
Escuela de Posgrado

JOSÉ ÁNGEL IBAÑEZ ZAPATA, PROFESOR TITULAR DE UNIVERSIDAD Y SECRETARIO DEL DEPARTAMENTO DE COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS DE LA UNIVERSIDAD DE GRANADA

CERTIFICA:

Que en Consejo Extraordinario de Departamento celebrado el día 23 de noviembre de 2009 se aprobó por mayoría absoluta (por unanimidad) la presentación de la solicitud de nombramiento de Doctor Honoris Causa al profesor D. Wagner Kamakura.



Y para que así conste donde proceda, firmo el presente en Granada a 23 de noviembre de 2009.


cim

D^a Dolores Ferre Cano
Vicerrectora de Enseñanzas de Grado y Posgrado
Universidad de Granada

De acuerdo con la normativa de la Universidad de Granada respecto al doctorado "Honoris causa", en concreto el Documento aprobado en sesión extraordinaria de J.G. de 18 de diciembre de 1996 sobre **NORMAS DE LA UNIVERSIDAD DE GRANADA PARA LA PROPUESTA GRADO DE DOCTOR "HONORIS CAUSA"**, que dice:

Para que una propuesta pueda ser admitida a trámite por la Comisión de Doctorado deberá reunir los siguientes requisitos:

- a) Estar acompañada de una memoria justificativa de los méritos académicos, científicos, artísticos, literarios, culturales o sociales del candidato y la indicación expresa de uno de los grandes campos del saber (Ciencias Experimentales y de la Salud, Humanidades, Ciencias Sociales y Jurídicas, Humanidades y Enseñanzas Técnicas) por el que se propone.*
- b) El voto favorable de la mayoría absoluta de los miembros del Consejo de Departamento proponente.*
- c) Si la propuesta de nombramiento partiera de una Junta de Centro o de un Consejo de Instituto Universitario, se requerirá el voto favorable de la mayoría absoluta de los miembros.*
- d) El voto favorable de la mayoría de los miembros del resto de las Juntas de los Centros enmarcados en el campo por el que sea presentado el aspirante al grado.*

cim

Y para el cumplimiento de estos requisitos, adjuntamos la memoria justificativa de méritos y apoyos por parte de departamentos y centros a la propuesta de doctor "Honoris Causa" del profesor Dr. Wagner A. Kamakura de la Universidad de Duke realizada por el departamento de Comercialización e Investigación de Mercados y de la Facultad de Ciencias Económicas y Empresariales.

Solicitamos que se dé por presentada la propuesta del profesor Kamakura como doctor "Honoris causa" y quedamos a su disposición para cualquier aclaración que sea necesaria.

Granada a 4 de octubre de 2010.



Juan Sánchez Fernández
Director
Depto. del Comercialización e Investigación de Mercados
Universidad de Granada



ALGUNOS ASPECTOS a DESTACAR

COLABORACIÓN CON LA UNIVERSIDAD DE GRANADA: FACULTAD DE CIENCIAS ECONÓMICAS Y EMPRESARIALES:

- > Profesor del Master de Marketing y Comportamiento del Consumidor (2 créditos) durante 5 años.
- > Conferencias impartidas en la Facultad, 4 conferencias.
- > Seminarios anuales durante los últimos 5 años con profesores de la Facultad.
- > Participación en Tribunal de Tesis Doctoral.
- > Participación en proyectos de investigación (convocatoria actual)
- > Participación en publicaciones: colaboración en libro "Técnicas de análisis de datos en investigación de mercados" Capítulos: "Segmentación por clases latentes" y "Análisis Conjunto". Próxima edición.

PARTICIPACIÓN EN POSTGRADO EN UNIVERSIDADES DE DIFERENTES PAÍSES, ENTRE ELLOS:

- > Holanda: Tilburg University,
- > Brazil: EAESP - Fundação Getulio Vargas, FEA - Universidade de Sao Paulo
- > Singapur: National University of Singapore
- > Australia: Monash University, Melbourne,
- > España: Universidad de Sevilla, Universidad de Granada
- > Corea: Seoul National University, South Korea
- > India
- > EEUU: University of Texas, Duke University

RECONOCIMIENTOS a DESTACAR COMO INVESTIGADOR

- > 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

cim





**EDUARDO PEIS REDONDO, SECRETARIO DE LA FACULTAD DE
COMUNICACIÓN Y DOCUMENTACIÓN DE LA UNIVERSIDAD DE
GRANADA**

HACE CONSTAR:

Que en sesión ordinaria de la Junta de la Facultad de Comunicación y de Documentación de la Universidad de Granada celebrada el día 24 de junio de 2010, se aprobó por unanimidad, la adhesión a la propuesta del Departamento de Comercialización e Investigación de Mercados de concesión de grado de Doctor Honoris Causa por la Universidad de Granada, al profesor *Dr. Wagner Kamakura*.

Y para que conste, a los efectos oportunos, extiendo el presente certificado en Granada, a veintiocho de junio de dos mil diez.



Tdo. EDUARDO PEIS

NURIA TORRES ROSELL, Profesora Titular de Derecho Procesal de la Universidad de Granada y Secretaria de su Facultad de Derecho, certifica que:

En la sesión extraordinaria celebrada el día 16 de junio del 2010, la Junta de Centro de la Facultad de Derecho ha aprobado por asentimiento la adhesión de la Facultad a la propuesta del Departamento de Comercialización e Investigación de Mercados para la concesión del doctorado "Honoris Causa" al Dr. Wagner A. Kamakura

Doy fe como Secretaria de la Facultad de Derecho de que así consta en el acta provisional de la sesión Extraordinaria de la Junta de Centro de la Facultad de Derecho celebrada el 16 de junio del 2010, en Granada a 1 de julio del 2010.

Vº Bº del Decano

Juan Lopez Martínez

La Secretaria

Nuria Torres Rosell

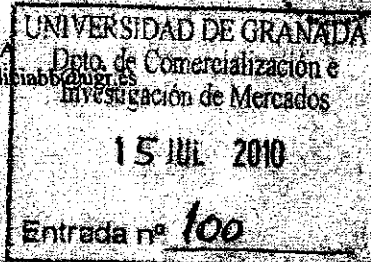


UNIVERSIDAD DE GRANADA
CAMPUS DE MELILLA
FACULTAD DE EDUCACIÓN Y HUMANIDADES



SECRETARÍA

C/ Santander, 1. 52071-MELILLA
 Tel. 952698720 - FAX 952691170 - Email: aliciabb@ugr.es



D^a ALICIA BENARROCH BENARROCH, PROFESORA TITULAR DE LA UNIVERSIDAD DE GRANADA Y SECRETARIA DE LA FACULTAD DE EDUCACIÓN Y HUMANIDADES DEL CAMPUS DE MELILLA

HAGO CONSTAR:

Que, en cumplimiento del apartado 3.d) de la normativa de la Universidad de Granada, relacionada con el grado de doctor honoris causa, en la Junta de la Facultad de Educación y Humanidades de Melilla, de fecha 24 de junio de 2010, se aprobó por mayoría la propuesta presentada por el Departamento de Comercialización e Investigación de Mercados para la concesión de la distinción Doctor Honoris Causa al doctor Wagner C. Kamakura.

Y para que así conste, firmo el presente en Melilla a veinticinco de junio de 2010.

VºBº
 El Decano
 Juan Granda Vera

La Secretaria
Alicia Benarroch Benarroch



DEPARTAMENTO DE ECONOMÍA INTERNACIONAL
Y DE ESPAÑA
UNIVERSIDAD DE GRANADA

DPTO. ECONOMIA INTERNACIONAL Y DE ESPAÑA UNIVERSIDAD DE GRANADA	
Fecha: 28 JUN. 2010	
REGISTRO	
ENTRADA	SALIDA
Nº	Nº 71

Director
Departamento de Comercialización e Investigación de Mercados
Universidad de Granada

Granada, 28 de Junio de 2010

Estimado Juan,

Atendiendo a tu petición fechada el 25 de Mayo, en la que nos solicitas la aprobación por Consejo de Departamento de la propuesta de concesión de la mención de Doctor Honoris Causa del doctor Wagner C. Kamakura de la Universidad de Duke, propuesta por tu Departamento, me es grato informarte que en el Consejo de Departamento celebrado el día 28 de Junio, se acordó informar favorablemente sobre dicha concesión, recogida en el punto 5 del orden del día.

Atentamente,

El Director del Departamento



Fdo.: Eduardo Cuenca García



UGR

Universidad
de Granada

UNIVERSIDAD DE GRANADA
Dept. de Comercialización e Investigación de Mercados
9 JUL 2010
Entrada nº 97

DPTO. TEORÍA E HISTORIA ECONÓMICA	
UNIVERSIDAD DE GRANADA	
Fecha	09 JUL. 2010
REGISTRO	
ENTRADA	SALIDA
Nº	Nº 81

El Departamento que represento ha acordado en sesión ordinaria adherirse a la propuesta del Departamento de Comercialización e Investigación de Mercados a la solicitud de que la Universidad de Granada conceda un Doctorado *Honoris Causa* al profesor doctor W. Kamajura.

El Departamento entiende que el profesor Kamajura reúne méritos suficientes para ello y que ha mantenido una estrecha colaboración con el Departamento solicitante, de todo lo cual nos congratulamos.

Reciba un cordial saludo.

Granada, a seis de Julio de dos mil diez.

Edo. Dr. Gregorio Núñez

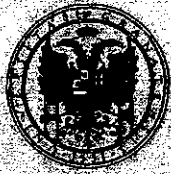


- c.c. Sra. Secretaria general de la Universidad de Granada
- c.c. Sr. Director del Departamento de Comercialización e Investigación de Mercados, Universidad de Granada
- c.c. Sra. Decana de la Facultad de Ciencias Económicas y Empresariales, Universidad de Granada

Sr. Rector de la Universidad de Granada

Campus Universitario Cartuja
18071 Granada
España
Tel. +34 958 240005

Departamento de Teoría e Historia Económica



Universidad de Granada
Departamento de Organización de Empresas

María del Mar Fuentes Fuentes, Secretaria del Departamento de Organización de Empresas de la Universidad de Granada

CERTIFICA

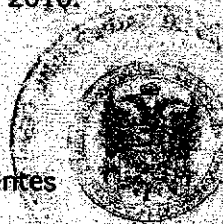
Que en Consejo de Departamento celebrado el día 30 de junio de 2010, ha sido aprobado por unanimidad el apoyo para la concesión de la mención de Doctor Honoris Causa al doctor **Wagner Kamakura** de la Universidad de Duke.

Y para que conste y surta los efectos oportunos allí donde proceda firmo la presente.

Granada, 30 de junio de 2010.


Fdo: María del Mar Fuentes Fuentes

Secretaria del departamento




Firmado: Luis M. Molina Fernández

Director del departamento

CURRICULUM VIATE

cim



Wagner A. Kamakura

Page 2

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

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

- 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.

- 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.

- “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 15th 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 12th Annual ART/Forum (2001).
- “Market Segmentation with Finite Mixture Model,” 5th *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.

- "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).

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
- Member: David Mothersbaugh, "Advertising as Search Heuristic," University of Pittsburgh 1995
- Member: Karen R. France, "The Impact of Program Affective Valence and Level of Cognitive Appraisal on Advertisement Processing and Effectiveness," University of Pittsburgh 1993
- Member: Douglas B. Grisaffe (Psychology and Human Development), "Self-Monitoring and Deterministic Choice Behavior: A Moderated Model of Situational Self-Image," Vanderbilt University 1989
- 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

- The Bonham Fund, The University of Texas at Austin, 1981
- Research Development Fund, State University of New York, 1983, 1984
- Summer Research Grant, State University of New York, 1985, 1986
- Summer Research Grant, Vanderbilt University, 1987, 1988, 1989, 1990, 1991

INDICADORES: GOOGLE SCHOLAR

cim



INDICADORES: SCOPUS


cim



(2010) *Journal of Business and Economic Statistics*, 28 (1), pp. 67-81.

2)

Kamakura, W.A., Moon, S.

Quality-adjusted price comparison of non-homogeneous products across Internet retailers

(2009) *International Journal of Research in Marketing*, 26 (3), pp. 189-196.

3)

Grewal, D., Iyer, G.R., Kamakura, W.A., Mehrotra, A., Sharma, A.

Evaluation of subsidiary marketing performance: Combining process and outcome performance metrics

(2009) *Journal of the Academy of Marketing Science*, 37 (2), pp. 117-129.

4)

Kamakura, W.A.

American time-styles: A finite-mixture allocation model for time-use analysis

(2009) *Multivariate Behavioral Research*, 44 (3), pp. 332-361.

5)

Samaha, S.A., Kamakura, W.A.

Assessing the market value of real estate property with a geographically weighted stochastic frontier model

(2008) *Real Estate Economics*, 36 (4), pp. 717-751.

6)

Naik, P., Montgomery, A., Wedel, M., Bacon, L., Bodapati, A., Bradlow, E., Kamakura, W., Madigan, D.M.

Challenges and opportunities in high-dimensional choice data analyses

(2008) *Marketing Letters*, 19 (3-4), pp. 201-213.

7)

Du, R.Y., Kamakura, W.A.

Where did all that money go? Understanding how consumers allocate their consumption budget

(2008) *Journal of Marketing*, 72 (6), pp. 109-131.

8)

Kamakura, W.A., Mazzon, J.A.

Accounting for voter heterogeneity within and across districts with a factor-analytic voter-choice model

(2007) *Political Analysis*, 15 (1), pp. 67-84.

9)

Kamakura, W.

Cross-selling: Offering the right product to the right customer at the right time

(2007) *Journal of Relationship Marketing*, 6 (3-4), pp. 41-58.

10)

Boatwright, P., Basuroy, S., Kamakura, W.

Reviewing the reviewers: The impact of individual film critics on box office performance

(2007) *Quantitative Marketing and Economics*, 5 (4), pp. 401-425.

21)

Kamakura, W.A., Wedel, M.

An Empirical Bayes Procedure for Improving Individual-Level Estimates and Predictions from Finite Mixtures of Multinomial Logit Models

(2004) *Journal of Business and Economic Statistics*, 22 (1), pp. 121-125.

22)

Böckenholt, U., Kamakura, W.A., Wedel, M.

The structure of self-reported emotional experiences: A mixed-effects Poisson factor model

(2003) *British Journal of Mathematical and Statistical Psychology*, 56 (2), pp. 215-229.

23)

Wedel, M., Böckenholt, U., Kamakura, W.A.

Factor models for multivariate count data

(2003) *Journal of Multivariate Analysis*, 87 (2), pp. 356-369.

24)

Venkatesh, R., Kamakura, W.

Optimal Bundling and Pricing under a Monopoly: Contrasting Complements and Substitutes from Independently Valued Products

(2003) *Journal of Business*, 76 (2), pp. 211-231.

25)

Kamakura, W.A., Wedel, M., de Rosa, F., Mazzon, J.A.

Cross-selling through database marketing: A mixed data factor analyzer for data augmentation and prediction

(2003) *International Journal of Research in Marketing*, 20 (1), pp. 45-65.

Copyright © 2010 Elsevier B.V. All rights reserved. Scopus ® is a registered trademark of Elsevier B.V.

Print *h*-Graph

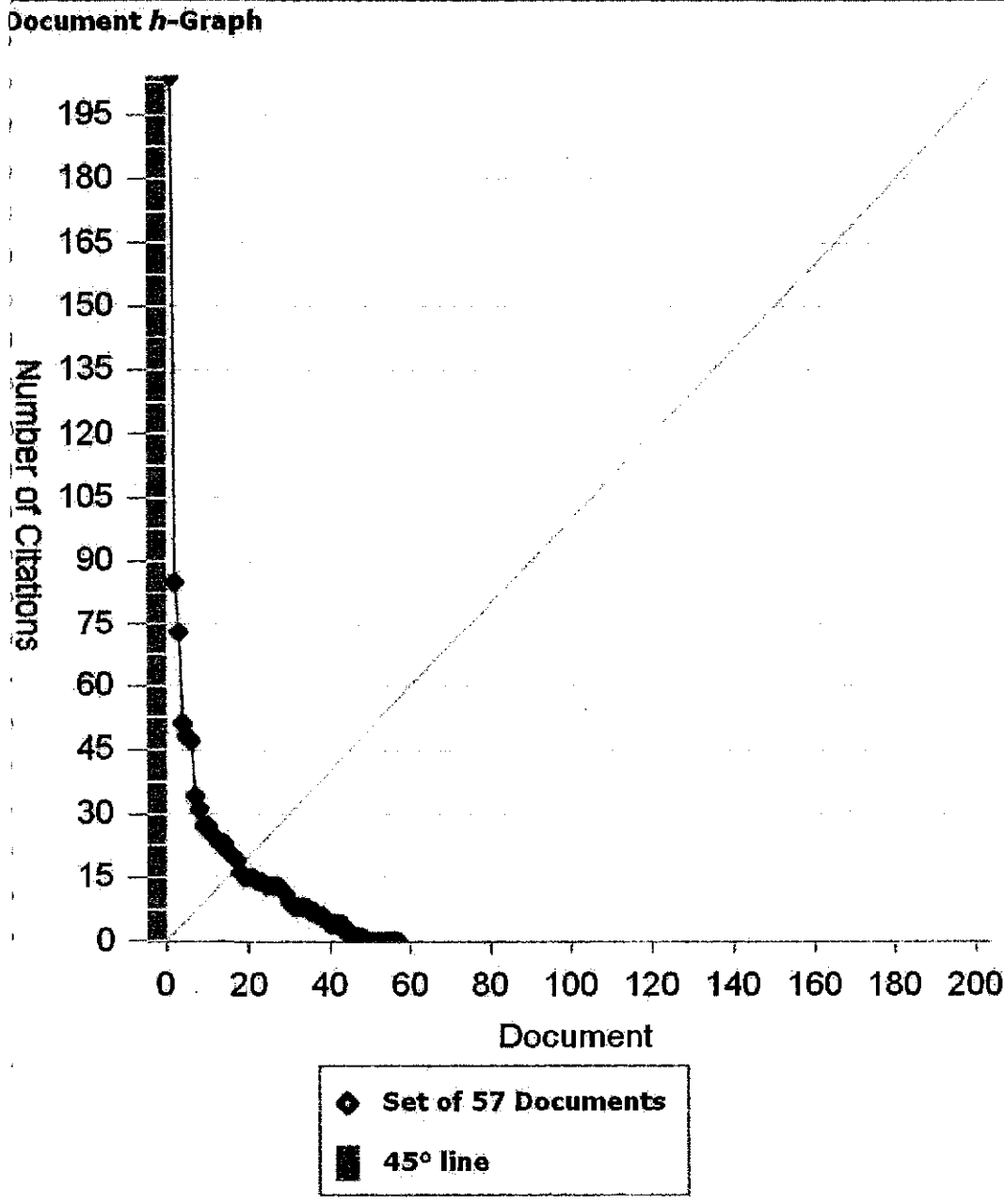
Date of Creation: 29 January 2010

This is a *h*-graph for a set of 57 documents.

h index = 17 (of the 57 documents considered for the *h*-Index, 17 have been cited at least 17 times.)

Note: Scopus does not have complete citation information for articles published before 1996.

The *h*-graph measures the impact of a set of articles and shows the number of citations per document.



	2006	2007	2008	2009	2010	Total	Average Citations per Year
	110	152	170	203	14	36,691	1265.21
5. Author(s): KAMAKURA, WA; NOVAK, TP Title: VALUE-SYSTEM SEGMENTATION - EXPLORING THE MEANING OF LOV Source: JOURNAL OF CONSUMER RESEARCH, 19 (1): 119-132 JUN 1992 ISSN: 0093-5301	1	8	5	4	0	45	2.37
6. Author(s): Kamakura, WA; Wedel, M; de Rosa, F; et al. Title: Cross-selling through database marketing: a mixed data factor analyzer for data augmentation and prediction Source: INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, 20 (1): 45-65 MAR 2003 ISSN: 0167-8116	4	9	12	9	1	42	5.25
7. Author(s): Kamakura, WA; Kim, BD; Lee, J Title: Modeling preference and structural heterogeneity in consumer choice Source: MARKETING SCIENCE, 15 (2): 152-172 1996 ISSN: 0732-2399	6	3	2	6	0	43	2.87
8. Author(s): KAMAKURA, WA; SRIVASTAVA, RK Title: PREDICTING CHOICE SHARES UNDER CONDITIONS OF BRAND INTERDEPENDENCE Source: JOURNAL OF MARKETING RESEARCH, 21 (4): 420-434 1984 ISSN: 0022-2437	1	0	0	2	0	37	1.37
9. Author(s): Hutchinson, JW; Kamakura, WA; Lynch, JG Title: Unobserved heterogeneity as an alternative explanation for "reversal" effects in behavioral research Source: JOURNAL OF CONSUMER RESEARCH, 27 (3): 324-344 DEC 2000 ISSN: 0093-5301	6	3	1	5	1	28	2.55
10. Author(s): KAMAKURA, WA; RATCHFORD, BT; AGRAWAL, J Title: MEASURING MARKET-EFFICIENCY AND WELFARE LOSS Source: JOURNAL OF CONSUMER RESEARCH, 15 (3): 289-302 DEC 1988 ISSN: 0093-5301	0	1	3	4	0	28	1.27

[Back to Results](#)

ISI Web of Knowledge
Page 1 (Articles 1 -- 10)
◀ [1] ▶

[Print This Page](#)