

PROFESSIONAL BIOGRAPHY

Richard Staelin

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Duke University

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-present	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
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The University of Chicago

1973	Visiting Associate Professor, Graduate School of Business
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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

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, Special Issue on CRM	2004-2005
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
Member of the Nobel Prize nominating committee	1991-1993
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
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

Business Activities

Member of Executive Board and Treasurer of the Arts and Crafts Center, Pittsburgh, PA	1976-1979
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-
Chairman of the Board, BioElectronics Corporation Frederick, Maryland	2009-

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

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 Eunkyu 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 Biyalogrosky 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*.
- “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 (2010).

Accepted for publication

"Marketing Modeling Reality, and The Realities of Marketing Modeling," joint with 9 other authors, *Marketing Letters*, forthcoming 2010.

"When Being Different is Better: An Analysis of Cross-Function and Same Function Alliances", joint with Wilfred Amaldoss. *Management Science*, forthcoming.

"Patient Satisfaction and its Relationship with Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction" joint with Bill Boulding, Seth Glickman, Matthew Manary, and Kevin Schulman. *Circulation*, forthcoming.

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

Carnegie-Mellon University

Ion Amariuta
Robert Atkinson (Chairman)
Ruth Bolton (Chairman)
Merrie Brucks
Dipankar Chakravarti (Chairman)
Randall Chapman (Chairman)
Krish Doraiswamy (Chairman)
Julie Edell (Chairman)
Meryl Gardner
Rajiv Lal (Chairman)
Girish Punj (Chairman)
S. P. Raj (Chairman)
Ram Rao
Roy Shanker (Chairman)
Robert Shoemaker
Eric von Hippel
Russell Winer (Chairman)

Touche Ross (F)
University of Illinois (F)
Arizona State University (P) (retired)
University of Arizona (P)
Johns Hopkins (P)
Consulting
DuPont (P)
Duke University (P)
University of Delaware (P)
Harvard University (P)
University of Connecticut (P)
Syracuse (P)
University of Texas at Dallas (P)
Institute for Defense Analyses (F)
New York University (P) (Retired)
M.I.T. (P)
New York University (P)

Other Universities

Grahame Dowling
Raj Srivastava
Bruce Wicking

University of New South Wales (P)
Emory University (P)
University of New South Wales (F)

Duke University

Helen Anderson
Eyal Bialogorsky (Co-Chairman)
Derrick Boone (Co-Chairman)
Hank Boyd (Co-Chairman)
Anne Brumbaugh
Norris Bruce (Co-Chairman)
Markus Christen (Co-Chairman)
Randall Cook
Rex Du
Jennifer Escalas
Anil Gaba
Ronald Goodstein
David Hansen (Co-Chairman)
James Jeck (Chairman)
Ajay Kalra (Co-Chairman)
William Kawashima (Chairman)
Kevin Keller (Co-Chairman)
Sang Yong Kim (Chairman)
Eunkyoo Lee (Co-Chairman)
Alison Lo (Co-Chairman)
Mitch Lovett (Co-Chairman)
Kathryn Sharpe (Chairman)
Abhijit Guha (Co-Chairman)
Russ Morgan

University of Arizona (F)
Arison School of Business, IDC University, Herzelia (P)
Wake Forest (P)
University of Maryland (non-tenure track)
Wake Forest (P)
University of Texas, Dallas (F)
INSEAD (P)
University of Western Ontario (F)
University of Houston (P)
Vanderbilt (P)
INSEAD (P)
Georgetown University (P)
Texas Southern University (P)
North Carolina State University (F)
Rice (P)
Consulting (F)
Dartmouth College (P)
Korea University (P)
Syracuse University (P)
University of Washington Bothell (P)
University of Rochester (P)
University of Virginia (F)
Wayne State University (P)
Consulting

Ning Li (Co-Chairman)
Donald Outland (Chairman)
William Ross (Co-Chairman)
Baba Shiv
Itamar Simonson
Margaret Smith

George Mason University (P)
IBM
Pennsylvania State University (P)
Stanford University (P)
Stanford University (P)
Guilford University (F)

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

March 2010