

**Greg M. Allenby**  
CURRICULUM VITAE

Max M. Fisher College of Business  
The Ohio State University  
Columbus, Ohio 43210  
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Worthington, Ohio 43085  
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allenby.1@osu.edu

Personal                      Born August 1, 1956; Married; 2 Children

Education                    Ph.D., 1988, Graduate School of Business, University of Chicago  
(Statistics and Marketing). Dissertation Title: "The Identification,  
Estimation and Testing of Demand Structures."

   M.B.A., 1986, Graduate School of Business, University of Chicago  
(Statistics and Behavioral Science).

   M.S., 1981, Illinois Institute of Technology (Operations Research).

   B.S., 1978, Ohio Northern University (Mechanical Engineering).

Employment                   Helen C. Kurtz Chair in Marketing (9/99 - )  
Professor of Marketing and Statistics (9/99 - )  
Associate Professor of Marketing (9/94 – 9/99)  
Assistant Professor of Marketing (7/88 – 9/94)  
Ohio State University, Columbus, Ohio

   Visiting Professor of Marketing (3/01 - 6/01)  
Visiting Scholar and Associate Professor of Marketing (9/95 - 6/96)  
Lecturer in Statistics and Econometrics (3/87 - 6/88)  
Graduate School of Business, University of Chicago, Chicago, Illinois

   Teaching and Research Assistant (1/84 - 3/87)  
Graduate School of Business, University of Chicago, Chicago, Illinois

   Operations Research Analyst (11/79 - 1/84)  
Michael Reese Hospital and Medical Center, Chicago, Illinois

   Corporate Engineer (6/78 - 11/79)  
R.R. Donnelley and Sons Company, Chicago, Illinois

## Books and Book Chapters

1. Rossi, Peter E., Greg M. Allenby and Robert McCulloch (2005) Bayesian Statistics and Marketing, John Wiley & Sons.
2. Allenby, Greg M. and Peter E. Rossi (2006) "Hierarchical Bayes Models" in The Handbook of Marketing Research, Rajiv Grover and Marco Vriens, editors. Sage Publications.

## Publications

1. Qing, Liu, Thomas Otter and Greg M. Allenby (2007) "Investigating Endogeneity Bias in Marketing," *Marketing Science*, forthcoming.
2. Gilbride, Timothy J. and Greg M. Allenby (2006) "Estimating Heterogeneous EBA and Economic Screening Rule Choice Models," *Marketing Science*, 25, 494-509.
3. Kim, Jaehwan, Greg M. Allenby and Peter E. Rossi (2006) "Product Attributes and Models of Multiple Discreteness," *Journal of Econometrics*, forthcoming.
4. Gilbride, Timothy J., Greg M. Allenby and Jeff Brazell (2006) "Models of Heterogeneous Variable Selection," *Journal of Marketing Research*, 43, 420-430.
5. Morrin, Maureen, Jonathan Lee and Greg M. Allenby (2006) "Determinants of Trademark Dilution," *Journal of Consumer Research*, 33, 248-257.
6. Gilbride, Timothy J., Sha Yang and Greg M. Allenby (2005) "Modeling Simultaneity in Survey Data," *Quantitative Marketing and Economics*, 3, 4, 311-345.
7. Fennell, Geraldine and Greg M. Allenby (2005) "Entertaining Romp, But Case Overstated", note in response to "The Tripping Point" by Stephen Brown, *Marketing Research*, 17, 2, 44-45.
8. Allenby, Greg M., Jeff Brazell, Tim Gilbride and Thomas Otter (2005) "Avoiding IIA Meltdown," *Sawtooth Software Conference Proceedings*.
9. Allenby, Greg, Geraldine Fennell, Joel Huber, Thomas Eagle, Tim Gilbride, Dan Horsky, Jaehwan Kim, Peter Lenk, Rich Johnson, Elie Ofek, Brian Orme, Thomas Otter, Joan Walker (2005) "Adjusting Choice Models to Better Predict Market Behavior," *Marketing Letters*, 16, 3, 197-208.
10. Fennell, Geraldine and Greg M. Allenby (2004) "An Integrated Approach: Market Definition, Market Segmentation and Brand Positioning Create a Powerful Combination," *Marketing Research*, 16, 4, 28-34.

11. Gilbride, Timothy J. and Greg M. Allenby (2004) "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406.
12. Allenby, Greg M., David G. Bakken and Peter E. Rossi (2004) "The HB Revolution: How Bayesian Methods Have Changed the Face of Marketing Research," *Marketing Research*, 16, 2, 20-25.
13. Allenby, Greg M., Thomas S. Shively, Sha Yang and Mark J. Garratt (2004) "A Choice Model for Packaged Goods: Dealing with Discrete Quantities and Quantity Discounts," *Marketing Science*, 23, 1, 95-108.
14. Bradlow, Eric T., Peter J. Lenk, Greg M. Allenby and Peter E. Rossi (2004) "When BDT in Marketing Meant Bayesian Decision Theory: The Influence of Paul Green's Research," in *Marketing Research and Modeling: Progress and Prospects, A Tribute to Paul Green*, Y. Wind and P.E. Green, editors, p. 17-39, Kluwer Academic Press.
15. Yang, Sha, Yuxin Chen and Greg M. Allenby (2003) "Bayesian Analysis of Simultaneous Demand and Supply," with discussion, *Quantitative Marketing and Economics*, 1, 251-304.
16. Rossi, Peter E. and Greg M. Allenby (2003) "Bayesian Statistics and Marketing," *Marketing Science*, 22, 304-328.
17. Allenby, Greg M. and Peter E. Rossi (2003) "Perspectives Based on 10 Years of HB in Marketing Research," *Sawtooth Software Conference Proceedings*.
18. Fennell, Geraldine, Greg M. Allenby, Sha Yang and Yancy Edwards (2003) "The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Use," *Quantitative Marketing and Economics*, 1, 223-244.
19. Fennell, Geraldine and Greg M. Allenby (2003) "Specifying Your Market's Boundaries," *Marketing Research*, 15, 2, 32-37.
20. Jen, Lichung, Chien-Heng Chou and Greg M. Allenby (2003) "A Bayesian Approach to Modeling Purchase Frequency," *Marketing Letters*, 14, 1, 5-20.
21. Yang, Sha and Greg M. Allenby (2003) "Modeling Interdependent Consumer Preferences," *Journal of Marketing Research*, 40, 282-294.
22. Edwards, Yancy D. and Greg M. Allenby (2003) "Multivariate Analysis of Multiple Response Data," *Journal of Marketing Research*, 40, 321-334.
23. Kim, Jaehwan, Greg M. Allenby, and Peter E. Rossi (2002) "Modeling Consumer Demand for Variety," *Marketing Science*, 21, 3, 229-250.

24. Allenby, Greg, Geraldine Fennell, Albert Bemmaor, Vijay Bhargava, Francois Christen, Jackie Dawley, Peter Dickson, Yancy Edwards, Mark Garratt, Jim Ginter, Alan Sawyer, Rick Staelin, and Sha Yang (2002) "Market Segmentation Research: Beyond Within and Across Group Differences," *Marketing Letters*, 13, 3, 233-244.
25. Allenby, Greg, Neeraj Arora, Chris Diener, Jaehwan Kim, Mike Lotti and Paul Markowitz (2002) "Distinguishing Likelihoods, Loss Functions and Heterogeneity in the Evaluation of Marketing Models," *Canadian Journal of Marketing Research*, 20.1, 44-59.
26. Yang, Sha, Greg M. Allenby and Geraldine Fennell (2002) "Modeling Variation in Brand Preference: The Roles of Objective Environment and Motivating Conditions," *Marketing Science*, 21, 1, 14-31.
27. Fennell, Geraldine and Greg M. Allenby (2002) "No Brand Segmentation? Let's Not Rush to Judgment," *Marketing Research*, 14, 1, 14-18.
28. Rossi, Peter E., Zvi Gilula and Greg M. Allenby (2001) "Overcoming Scale Usage Heterogeneity: A Bayesian Hierarchical Approach," *Journal of the American Statistical Association*, 96, 20-31.
29. Allenby, Greg M. (2001) Discussant in "Special Issue: Methodological and Statistical Concern of the Experimental Behavioral Researcher," *Journal of Consumer Psychology*, 10, 1 & 2.
30. Peter E. Rossi and Greg M. Allenby (2000) "Statistics and Marketing," *Journal of the American Statistical Association*, 95, 635-38. Reprinted in *Statistics in the 21<sup>st</sup> Century*, edited by Adrian E. Raftery, Martin A. Tanner and Martin T. Wells, Chapman & Hall (2001).
31. Shively, Thomas S., Greg M. Allenby and Robert Kohn (2000) "A Nonparametric Approach to Identifying Latent Relationships in Hierarchical Models," *Marketing Science*, 19, 2, 149-162.
32. Yang, Sha and Greg M. Allenby (2000) "A Model for Observation, Structural and Household Heterogeneity in Panel Data," *Marketing Letters*, 11, 2, 137-149.
33. Arora, Neeraj and Greg M. Allenby (1999) "Measuring the Influence of Individual Preference Structures in Group Decision Making," *Journal of Marketing Research*, 36, 476-487.
34. Allenby, Greg M., Robert P. Leone and Lichung Jen (1999) "A Dynamic Model of Purchase Timing with Application to Direct Marketing," *Journal of the American Statistical Association*, 94, 365-374.

35. Allenby, Greg M. and Peter E. Rossi (1999) "Marketing Models of Consumer Heterogeneity," *Journal of Econometrics*, 89, 57-78.
36. Allenby, Greg, Neeli Bendapudi, Bob Burnkrant, Leslie Fine, Jim Ginter, Bob Leone, Mark Stiving and Rao Unnava, (1998) "Market Segmentation in the 21<sup>st</sup> Century: Discrete Solutions to Continuous Problems," *Seoul Journal of Business*, 4, 2, 129-157.
37. Arora, Neeraj, Greg M. Allenby and James L. Ginter (1998) "A Hierarchical Bayes Model of Primary and Secondary Demand," *Marketing Science*, 17, 29-44.
38. Allenby, Greg M., Neeraj Arora and James L. Ginter (1998) "On the Heterogeneity of Demand," *Journal of Marketing Research*, 35, 384-389.
39. Rossi, Peter E., Robert E. McCulloch and Greg M. Allenby (1996) "The Value of Purchase History Data in Target Marketing," *Marketing Science*, 15, 321-340.
40. Allenby, Greg M., Lichung Jen and Robert P. Leone (1996) "Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales," *Journal of Business and Economic Statistics*, 14, 103-112.
41. Allenby, Greg M. (1996) "Interactive Graphical Methods in the Analysis of Customer Panel Data - A Comment," *Journal of Business and Economic Statistics*, 14, 126-127.
42. Rossi, Peter E., Robert E. McCulloch and Greg M. Allenby (1995) "Hierarchical Modelling of Consumer Heterogeneity: An Application to Target Marketing," Case Studies in Bayesian Statistics, edited by Constantine Gatsonis, James S. Hodges, Robert E. Kass and Nozer D. Singpurwalla, p.323-349, New York: Springer-Verlag.
43. Allenby, Greg M. and James L. Ginter (1995) "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403.
44. Allenby, Greg M., Neeraj Arora and James L. Ginter (1995) "Incorporating Prior Knowledge into the Analysis of Conjoint Studies," *Journal of Marketing Research*, 32, 152-162.
45. Allenby, Greg M. and Peter J. Lenk (1995) "Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice," *Journal of Business and Economic Statistics*, 13, 281-290.
46. Allenby, Greg M. and James L. Ginter (1995) "The Effects of In-Store Displays and Feature Advertising on Consideration Sets," *International Journal of Research in Marketing*, 12, 67-80.
47. Allenby, Greg M. and Peter J. Lenk (1994) "Modeling Household Purchase Behavior with Logistic Normal Regression," *Journal of the American Statistical Association*, 89, 1218-1231.

48. Neslin, Scott, Greg Allenby, Andrew Ehrenberg, Steve Hoch, Gilles Laurent, Robert Leone, John Little, Leonard Lodish, Robert Shoemaker, and Dick Wittink (1994) "A Research Agenda for Making Scanner Data More Useful To Managers," *Marketing Letters*, 5, 395-411.
49. Allenby, Greg M. and Peter E. Rossi (1993) "A Marginal-Predictive Approach to Identifying Household Parameters," *Marketing Letters*, 4, 227-239.
50. Rossi, Peter E. and Greg M. Allenby (1993) "A Bayesian Approach to Estimating Household Parameters," *Journal of Marketing Research*, 30, 171-182.
51. Masters, Jim M., Greg M. Allenby, Bernard J. La Londe, and Arnie Maltz (1992) "On the Adoption of DRP," *Journal of Business Logistics*, 13, 47-68.
52. Allenby, Greg M. and Peter E. Rossi (1991) "Quality Perceptions and Asymmetric Switching Between Brands," *Marketing Science*, 10, 185-205.
53. Allenby, Greg M. and Peter E. Rossi (1991) "There is No Aggregation Bias: Why Macro Logit Models Work," *Journal of Business and Economic Statistics*, 9, 1-14.
54. Allenby, Greg M. (1990) "Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods," *Journal of Marketing Research*, 27, 379-389.
55. Allenby, Greg M. (1990) "Cross Validation, the Bayes Theorem, and Small Sample Bias," *Journal of Business and Economic Statistics*, 8, 171-178.
56. Allenby, Greg M. (1989) "A Unified Approach to Identifying, Estimating and Testing Demand Structures with Aggregate Scanner Data," *Marketing Science*, 8, 265-280.
57. Allenby, Greg M. and Robert C. Blattberg (1987), "A New Theory of Direct Market Testing, or Why Your Rollout Results Do Not Match Your Test Results," *Journal of Direct Marketing*, 1, 4, 24-37.
58. Tiao, GC, Reinsel, GC, Pedrick, JH, Allenby, GM, Mateer, CL, Miller, AJ, and DeLuisi, JJ (1986) "A Statistical Trend Analysis of Ozonesonde Data," *Journal of Geophysical Research*, 91, D12, 13,121-13,136.

## **Working Papers**

- Chandukala, Sandeep R., H. Rao Unnava and Greg M. Allenby "The Role of Motivating Wants in a Hierarchical Network Model for Advertising."
- Dotson, Jeffrey P., Joe Retzer and Greg M. Allenby "A Simultaneous Quantile Regression Model for Customer Linkage Analysis."

Liu, Qing, Angela Dean, David Bakken and Greg M. Allenby "Optimal Experimental Design for Hyperparameter Estimation: Learning When Effect-Sizes are Large."

Otter, Thomas, Greg M. Allenby and Trish van Zandt "An Integrated Model of Discrete Choice and Response Time."

Jen, Lichung, Chien-Heng Chou and Greg M. Allenby "A Bayesian Approach to Integrating Purchase Timing and Quantity in Customer Relationship Management."

Kao, Ling Jing, Chih-Chou Chiu, Timothy J. Gilbride, Thomas Otter and Greg M. Allenby "Evaluating the Effectiveness of Marketing Expenditures."

Kao, Ling-Jing, Lichung Jen and Greg M. Allenby "A State-Space Model of Purchase Timing for Direct Marketing."

Kim, Jaehwan, Greg M. Allenby and Peter E. Rossi, "A Generalized Linear Expenditure System for Discrete and Continuous Demand."

Kao, Ling-Jing and Greg M. Allenby "Estimating State-Space Models of Consumer Behavior: A Hierarchical Bayes Approach."

Fennell, Geraldine, and Greg M. Allenby, "Conceptualizing and Measuring User Wants: Understanding the Source of Brand Preference."

#### **Doctoral Students – former and current**

Neeraj Arora (Associate Professor with tenure, University of Wisconsin), thesis chair  
Lichung Jen (Associate Professor with tenure, Taiwan National University), thesis chair  
Sha Yang (Assistant Professor, New York University), thesis chair  
Jaehwan Kim (Assistant Professor, Korea University), thesis chair  
Yancy Edwards (Assistant Professor, University of South Florida), thesis chair  
Tim Gilbride (Assistant Professor, Notre Dame), thesis chair  
Ling-Jing Kao (Assistant Professor, Santa Clara University), thesis chair  
Qing Liu (PhD Student in Statistics, Ohio State), thesis co-chair  
Sandeep Rao (PhD Student, Ohio State)  
Jeff Dotson (PhD Student, Ohio State)

#### **Professional Activity**

Fellow of the American Statistical Association (elected 2003)

Marketing Science

Area Editor, 1994-present

Editorial Board, 1992-present

Journal of Marketing Research  
Associate Editor, 2006-present  
Editorial Board, 1994-present

Journal of Business and Economic Statistics  
Associate Editor, 1992-present

Marketing Letters  
Editorial Board, 2000-present

Quantitative Marketing and Economics  
Associate Editor, 2002-present

Reviewer for Marketing Science, Journal of Business and Economic Statistics,  
Management Science, International Journal of Research in Marketing, Journal of  
Marketing Research, Journal of Finance, Journal of Econometrics, Journal of  
Business, Journal of the American Statistical Association.

American Statistical Association, Marketing Section  
Chair, 2002-2003  
Chair-Elect, 2001-2002  
Secretary-Treasurer, 1997-1998

American Marketing Association  
Vice President, Research Council 2002-2003  
Vice President-Elect, Research Council 2001-2002  
Member, Research Council 1999-2004

INFORMS Society on Marketing Science, VP for Education 2005-2007

Program Committee, Advanced Research Technique Forum (American Marketing  
Association) 1997, 1998, 1999

Program Chair, Advanced Research Technique Forum (American Marketing  
Association) 2000.

Chair, Bayesian Applications and Methods in Marketing Conference (BAMMCONF),  
Ohio State University, November, 1999, 2000, 2001, 2002

Program Chair, Quantitative Marketing and Economics (QME), first conference,  
October, 2003, 2005.

## **Awards**

Advanced Research Technique Forum (American Marketing Association) – Best Presentation: "Modeling Interdependent Consumer Preferences." 2003.

John D.C. Little Award Finalist (INFORMS) for best paper appearing in an INFORMS journal in 2002.

Advanced Research Technique Forum (American Marketing Association) – Best Presentation: "A Choice Model for Packaged Goods: Dealing with Discrete Quantities and Quantity Discounts." 2001.

O'Dell Award Finalist (American Marketing Association) for best paper appearing in the Journal of Marketing Research in 1995.

Advanced Research Technique Forum (American Marketing Association) – Best Presentation: "Overcoming Scale Usage Heterogeneity: A Bayesian Hierarchical Approach." 1999.

JASA – Best Applications and Case Studies Invited Paper nominee for "A Dynamic Model of Purchase Timing with Application to Direct Marketing," 1998.

O'Dell Award Finalist (American Marketing Association) for best paper appearing in the Journal of Marketing Research in 1993.

John D.C. Little Award Finalist (INFORMS) for best paper appearing in an INFORMS journal in 1996.

Paul E. Green Award Finalist (American Marketing Association) for paper appearing in the Journal of Marketing Research in 1995 with the greatest relevance to the practice of market research.

O'Dell Award Finalist (American Marketing Association) for best paper appearing in the Journal of Marketing Research in 1990.

Frank M. Bass Dissertation Award, TIMS College of Marketing, March, 1991 for "A Unified Approach to Identifying, Estimating and Testing Demand Structures with Aggregate Scanner Data," Marketing Science, 8, 265-280.

Pace Setters Research Award, College of Business, Ohio State University, April, 1991.

Dean's Research Professorship, College of Business, Ohio State University, 1991.

## Grants

- "Hierarchical Bayes Methods in Psychology of Consumer Behavior," with Angela Dean, Steve Maceachern, Mario Peruggia, Trisha Van Zandt, Michael Browne, and Thomas Otter, \$618,878, National Science Foundation grant SES-0437251, 2004-2007.
- "Household Level Customization of Marketing Instruments: A Decision Theoretic Approach," with Peter E. Rossi, \$9,000, 1992 MSI competition on "Understanding and Measuring the Effect of Direct Marketing."

## Presentations

- "Product Attributes and Models of Multiple Discreteness"  
International Society of Forecasting, Santander, Spain, June 2006
- A Direct Approach to Evaluating Technical and Allocative Efficiency in Marketing  
University of Iowa Seminar on Bayesian Inference in Econometrics and Statistics, April 2006  
Columbia University GSB, March 2006
- "Retrospect and Prospect in Research in Bayesian Modeling"  
Korea University, Centennial Symposium, May, 2005
- "Estimating State-Space Models of Consumer Behavior: A Hierarchical Bayes Approach"  
Johannes Kepler University, Linz, Austria, September 2005  
University of Chicago, February 2005  
Ohio State Department of Statistics, October, 2004  
Tohoku University, Sendai, Japan, December 2004
- "Exploring the Determinants of Trademark Dilution: A Bayesian Network Model of Consumer Recall"  
Joint Statistical Meetings, August 2004  
Ohio State University, May 2004
- "Modeling Simultaneity in Survey Data"  
University of Alberta, CA, May 2005  
Stanford University GSB, April 2005  
Harvard Business University, March 2005  
University of Chicago, February 2005  
The Institute of Statistical Mathematics, Toyko, December 2004  
MIT Sloan School of Business, February, 2004  
Ohio State Survey Research Center, December, 2003
- "Bayesian Analysis of Simultaneous Demand and Supply"

UCLA, Anderson School of Business, September, 2003  
QME Conference, October, 2003

"Hierarchical Bayes Modeling – A New Research Tool"  
AMA Marketing Research Conference, September, 2003

"Bayesian Statistics and Marketing"  
University of Connecticut, May 2006  
Cornell University, March, 2006  
Johannes Kepler University, Austria (tutorial) September 2005  
Korea University (tutorial) May 2005  
University of Alberta (tutorial), May 2005  
Taiwan Institute of Marketing Science, 2004  
National Chiao Tung University (Taiwan), December, 2004  
University of Frankfurt (tutorial), September, 2004  
Peking University, June, 2004  
University of Texas at Dallas, February, 2004  
London Business School, May, 2003  
Taiwan National University, December 2002  
Institute of Statistical Mathematics, Tokyo, December 2002

"Database Marketing: The Ultimate Weapon for CRM?"  
Taiwan National University, December 2002

"Conceptualizing and Measuring User Wants: Understanding the Source of Brand Preference"  
University College, Dublin, May 2003  
Cardiff University Graduate School of Business, May 2003  
London Business School, May 2003  
University of Texas, San Antonio, April 2003  
University of Michigan, School of Business, January 2003  
Ohio State University, Fisher College of Business, November 2002  
Northwestern University, Kellogg School of Management, September 2002  
New York University, Stern School of Business, June 2002  
Advanced Research Technique Forum (AMA), June 2002

"When BDT Meant Bayesian Decision Theory: The Influence of Paul Green's Research"  
The University of Pennsylvania (Wharton), May, 2002

"Modeling Interdependent Consumer Preferences"  
Advanced Research Technique (ART) Forum, June 2003  
Tohoku University, Sendai, Japan, December 2002  
Department of Ag. Econ, Ohio State, October, 2002  
Joint Statistical Meetings, New York, August, 2002  
INFORMS Marketing Science Meetings, University of Alberta, June 2002  
Case Western Reserve University, April 2002  
University of Wisconsin – Madison, April 2002

University of Connecticut, February 2002

"A Choice Model for Packaged Goods: Dealing with Discrete Quantities and Quantity Discounts"

University of Iowa – October, 2002

University of Wisconsin – Milwaukee, April 2002

Purdue University, March 2002

University of Cincinnati, February 2002

University of Houston, November 2001

University of British Columbia, September 2001

Advanced Research Technique Forum (AMA), June 2001

University of Chicago, GSB, May, 2001

University of California, Berkeley, March 2001

"The Effectiveness of Brand-Related Segmentation Variables: Empirical Evidence and Conceptual Frameworks"

Sawtooth Software Conference, 2001

University of Pennsylvania (Wharton), October, 2000

University of Washington, September, 2000

"Overcoming Scale Usage Heterogeneity: A Bayesian Hierarchical Approach"

Vienna School of Business and Economics, March 2000

University of Southern California, January 1999

Department of Statistics, Ohio State, January 1999

Washington University, March 1999

University of Toronto, March 1999

Advanced Research Technique Forum (AMA), June 1999

"A Hierarchical Bayes Model of Primary and Secondary Demand"

Advanced Research Technique Forum (AMA), June 1998

"Hierarchical Bayes Methods in Conjoint Analysis"

Graduate School of Business, University of Chicago, May, 1998

"Market Segmentation in the 21<sup>st</sup> Century: Discrete Solutions to Continuous Problems"

Marketing Science Institute Conference, June, 1998

Harvard University, April, 1998

University of Florida, March, 1998

"A Dynamic Model of Purchase Timing with Application to Direct Marketing"

Yale School of Management, December, 1997

"An Introduction to Hierarchical Bayes Modeling"

Advanced Research Technique Forum (AMA), June 1998

Advanced Research Technique Forum (AMA), June 1997

- "On the Identification of Market Segments"  
 American Marketing Association Summer Educator's Conference, August 1997  
 Advanced Research Techniques Forum (AMA), June 1997
- "A Hierarchical Bayes Model of Purchase Timing with Application to Direct Marketing"  
 51<sup>st</sup> NSF-NBER Seminary on Bayesian Inference in Econometrics and Statistics  
 Notre Dame University, May 1997  
 Cornell University, April 1997
- "Using Nonparametric Random Effects Probit Models to Model Purchase Probabilities"  
 International Society for Bayesian Analysis (ISBA), Chicago, August 1996
- "Getting the Most Out of Database Marketing: New Approaches to Understanding Individual Differences"  
 School of Database Marketing, University of Notre Dame, August 1996
- "Recent Advances in Disaggregate Analysis: A Primer on the Gibbs Sampler"  
 Advanced Research Technique Forum (AMA), June 1996
- "Customer Valuation: A Hierarchical Bayes Approach for Estimating Recency, Frequency and Monetary Value in Direct Marketing"  
 University of Pittsburgh, February, 1996  
 University of Michigan, January, 1996
- "Using Extremes to Design Products and Segment Markets"  
 Advanced Research Technique Forum (AMA), June, 1995  
 Stanford University, May, 1995  
 The University of Texas at Austin, April, 1995  
 Pennsylvania State University, February, 1995  
 Department of Statistics, Ohio State, September, 1994
- "Hierarchical Conjoint Analysis"  
 American Statistical Association Meetings, Toronto, August, 1994  
 Marketing Science Conference, University of Arizona, March, 1994
- "Challenging Conventional Wisdom About Price Sensitivity, Advertising Effects and Brand Loyalty"  
 Duke University, Fuqua School of Business, October, 1993  
 Georgetown University, College of Business and Economics, October, 1993  
 International Society for Bayesian Analysis, San Francisco, August, 1993  
 Marketing Science Institute, May, 1993
- "Incorporating Prior Knowledge into the Design and Analysis of Conjoint Studies"  
 Advanced Research Technique Forum (AMA), June 1996  
 Marketing Science Conference, Washington University, March 1993

- "The Purchase Behavior of the Infrequent Shopper"  
Marketing Science Conference, Washington University, March 1993  
Harvard Business School, March, 1993  
University of Delaware, February, 1993
- "Household Level Customization of Marketing Instruments: A Decision Theoretic Approach"  
Marketing Science Conference, Washington University, March 1993  
DMA National Convention, Dallas, October 1992
- "Modeling Household Purchase Behavior"  
Carnegie Mellon University, GSIA, May, 1992.  
University of Chicago, Graduate School of Business, April, 1992.  
Ohio State University, Department of Statistics, April, 1992.
- "Modeling Competitive Subsets and Product Differentiation"  
The University of Toronto, College of Business, March, 1992.  
The Wharton School, University of Pennsylvania, April, 1991.  
Marketing Science Conference, University of Delaware, March, 1991.
- "A General Approach to Modeling Heterogeneity in Choice Models"  
Marketing Science Conference, University of Delaware, March, 1991.
- "Adjusting for Household Heterogeneity"  
Marketing Science Conference, University of Delaware, March, 1991.
- "Quality Perceptions and Asymmetric Switching Between Brands"  
Washington University, Olin School of Business, February, 1991.  
TIMS-UCLA Special Interest Conference on New Frontiers in Scanner Research,  
January, 1991.  
University of Rochester, Simon School of Business, November, 1990.  
University of Chicago, Graduate School of Business, May, 1990.  
Microeconomics Workshop, Ohio State University, May, 1990.  
Cornell University, March 1990.  
Marketing Science Conference, University of Illinois, March, 1990.
- "Hypothesis Testing with Scanner Data: The Advantage of Bayesian  
Methods"  
Marketing Science Conference, University of Illinois, March, 1990.
- "Adoption Rates for Non-Durables: Evaluating the Marketing Mix and Generating Early  
Forecasts"  
Marketing Science Conference, University of Illinois, March, 1990.
- "Cross Validation, the Bayes Theorem, and Small Sample Bias"  
Marketing Science Conference, Duke University, March, 1989.

"There is no Aggregation Bias: Why Macro Logit Models Work"

University of Texas at Dallas, April, 1991

Marketing Science Conference, Duke University, March, 1989.

Dartmouth College, February, 1989.

"A Unified Approach to Identifying, Estimating and Testing Demand Structures"

Ohio State University, Department of Agricultural Economics, November, 1988.

Ohio State University, Department of Statistics, October, 1988.

Marketing Science Conference, Seattle, March, 1988.

"How Do Brands Compete?"

ORSA/TIMS Fall Meeting, Denver, Colorado, October, 1988.

"Modeling Promotional Competition"

Marketing Science Institute meeting on Measuring and Evaluating Sales Promotions  
from the Manufacturer and Retailer Perspectives, Boston, May, 1988.

"State Space Models in Marketing"

Invited Lecture at the University of Texas at Austin, April, 1988.