

**Greg M. Allenby**  
CURRICULUM VITAE  
December, 2015

Max M. Fisher College of Business  
The Ohio State University  
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Personal                      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  
  
Research Professor, Korea University Business School (2013-2018)  
  
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.
3. Chandukala, Sandeep R., Jaehwan Kim, Thomas Otter, Peter E. Rossi and Greg M. Allenby (2008) "Choice Models in Marketing: Economic Assumptions, Challenges and Trends," in Foundations and Trends in Marketing, Vol 2, No. 2, 97-184. Now Publishers.
4. Liu, Qing, Thomas Otter and Greg M. Allenby (2009) "Measurement of Own- and Cross-Price Effects" in Handbook of Research in Pricing, Vithala Rao, editor. E-Elgar, Publishers.
5. Perspectives on Promotion and Database Marketing: The Collected Works of Robert C. Blattberg (2010), Greg M. Allenby, editor. World Scientific Publishing, Singapore.
6. Rossi, Peter E. and Greg M. Allenby (2011) "Bayesian Applications in Marketing," in Handbook of Bayesian Econometrics, Gary Koop, Herman van Dijk and John Geweke, editors, Oxford University Press.
7. Allenby, Greg M. and Peter E. Rossi (2016) "Bayesian Econometrics," in Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support, Natalie Mizik and Dominique Hanssens, editors, Edward Elgar Publishing.
8. Howell, John R., Greg M. Allenby and Peter E. Rossi (2016) "Feature Valuation Using Equilibrium Analysis," in Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support, Natalie Mizik and Dominique Hanssens, editors, Edward Elgar Publishing.
9. Allenby, Greg M., Jaehwan Kim and Peter E. Rossi (2016) "Economic Models of Choice," in Handbook of Marketing Decision Models, Berend Wierenga and Ralf van der Lands, editors, Springer.
10. Allenby, Greg M. and Jeff D. Brazell (2016) Seven Summits of Marketing Research: Decision-Based Analytics for Marketing's Toughest Problems, self-published, <http://fisher.osu.edu/7Summits>.

## Publications

1. Hardt, Nino, Alex Varbanov and Greg M. Allenby (2015) "Monetizing Ratings Data for Product Research," *Marketing Science*, forthcoming.

2. Büschken, Joachim and Greg M. Allenby (2015) "Sentence-Based Text Analysis for Customer Reviews," *Marketing Science*, forthcoming.
3. Howell, John R., Sanghak Lee and Greg M. Allenby (2015) "Price Promotions in Choice Models," *Marketing Science*, forthcoming.
4. Allenby, Greg M., Jeff D. Brazell, John R. Howell and Peter E. Rossi (2014) "Economic Valuation of Product Features," *Quantitative Marketing and Economics*, 12, 421-456.
5. Dyachenko, Tatiana, Rebecca W. Reczek and Greg M. Allenby (2014) "Models of Sequential Evaluation in Best-Worst Choice Tasks," *Marketing Science*, 33, 6, 828-828.
6. Allenby, Greg M., Jeff D. Brazell, John R. Howell and Peter E. Rossi (2014) "Valuation of Patented Product Features," *Journal of Law and Economics*, 57, 3, 629-663.
7. Allenby, Greg M., Eric T. Bradlow, Edward I. George, John Liechty and Robert E. McCullough (2014) "Perspectives on Bayesian Methods and Big Data," *Customer Needs and Solutions*, 1, 169-175.
8. Berry, Steve, Ahmed Khwaja, Vineet Kumar, Andres Musalem, Kenneth C. Wilbur, Greg Allenby, Bharat Anand, Pradeep Chintagunta, W. Michael Hanemann, Przemek Jeriorski and Angelo Mele (2014) "Structural Models of Complementary Choices," *Marketing Letters*, 25, 245-256.
9. Allenby, Greg M. (2014) "Dealing with Differences," in *Marketing Insights*, May/June 2014, 10-11.
10. Lee, Sanghak and Greg M. Allenby (2014) "Modeling Indivisible Demand," *Marketing Science*, 33, 3, 364-381.
11. Fennell, Geraldine and Greg M. Allenby (2014) "Conceptualizing and Measuring User Wants: Understanding the Source of Brand Preference," *Customer Needs and Solutions*, 1:23-39.
12. Allenby, Greg M., Jeff Brazell, John Howell and Peter Rossi (2014) "Using Conjoint Analysis to Determine the Market Value of Product Features," Proceedings of the 2013 Sawtooth Software Conference.
13. Dyachenko, Tatiana, Rebecca W. Naylor and Greg Allenby (2014) "The Ballad of Best and Worst," Proceedings of the 2013 Sawtooth Software Conference.
14. Allenby, Greg M. (2013) "The Inside Story," in *Marketing Insights*, Fall, 10-11.
15. Büschken, Joachim, Thomas Otter and Greg M. Allenby (2013) "The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis," *Marketing Science*, 32(4), 533-553.

16. Lee, Sanghak, Jaehwan Kim and Greg M. Allenby (2013) "A Direct Utility Model for Asymmetric Complements," *Marketing Science*, 32(3), 454-470.
17. Allenby, Greg M. (2013) "The Relevance of Being Bayes," in *Marketing Insights*, Spring, 10-11.
18. Allenby, Greg M. (2012) "ART Forum Needs to Elevate the Banner of Relevance," note in response to "Anatomy of a Censorship: A Cautionary Tale in 28 Email Fragments," by Chuck Chakrapani, *Marketing Research*, Winter, 32-39.
19. Hasegawa, Shohei, Nobuhiko Terui and Greg M. Allenby (2012) "Dynamic Brand Satiation," *Journal of Marketing Research*, 49 (Dec), 842-853.
20. Allenby, Greg M. (2012) "Big Data 2.0," Keynote speech at the Fall 2012 KMA conference, *Asian Marketing Journal*, 14, 3, 1-5.
21. Hans, Chris, Greg M. Allenby, Peter Craigmile, Ju Hee Lee, Steven MacEachern and Xini Xu (2012) "Covariance Decompositions for Accurate Computation in Bayesian Scale-Usage Models," *Journal of Computational Statistics and Graphical Analysis*, 21, 2, 538-557.
22. Allenby, Greg M. (2012) "Modeling Marketplace Behavior," *Journal of the Academy of Marketing Science*, 40<sup>th</sup> Anniversary Issue Invited Paper, 40, 155-166.
23. Liu, Qing, Angela M. Dean and Greg M. Allenby (2012) "Bayesian Designs for Hierarchical Linear Models," *Statistica Sinica*, 22, 1, 393-417.
24. Otter, Thomas, Timothy J. Gilbride and Greg M. Allenby (2011) "Testing Models of Strategic Behavior Characterized by Conditional Likelihoods," *Marketing Science*, 30, 4, 686-701.
25. Satomura, Takuya, Jaehwan Kim and Greg M. Allenby (2011) "Multiple Constraint Choice Models with Corner and Interior Solutions," *Marketing Science*, 30, 3, 481-490.
26. Chankukala, Sandeep Rao, Sylvia Long-Tolbert and Greg M. Allenby (2011) "A Threshold Model for Respondent Heterogeneity," *Marketing Letters*, 22, 133-146.
27. Chandukala, Sandeep R., Jeffrey P. Dotson, Jeff D. Brazell and Greg M. Allenby (2011) "Bayesian Analysis of Hierarchical Effects," *Marketing Science*, 30, 1, 123-133.
28. Terui, Nobuhiko, Masataka Ban and Greg M. Allenby (2011) "The Effect of Media Advertising on Brand Consideration and Choice," *Marketing Science*, 30, 1, 74-91.
29. Chankukala, Sandeep, Yancy Edwards and Greg M. Allenby (2011) "Identifying Unmet Demand," *Marketing Science*, 30, 1, 61-73.

30. Dotson, Jeffrey P. and Greg M. Allenby (2010) "Investigating the Strategic Influence of Customer and Employee Satisfaction on Firm Financial Performance," *Marketing Science*, 29, 5, 895-908.
31. Allenby, Greg M., Mark J. Garratt and Peter E. Rossi (2010) "A Model for Trade-Up and Change in Considered Brands," *Marketing Science*, 29, 1, 40-56.
32. Liu, Qing, Angela Dean, David Bakken and Greg M. Allenby (2009) "Studying the Level-Effect in Conjoint Analysis: An Application of Efficient Experimental Designs for Hyper-parameter Estimation," *Quantitative Marketing and Economics*, 7, 1, 69-93.
33. Jen, Lichung, Chien-Heng Chou and Greg M. Allenby (2009) "The Importance of Modeling Temporal Dependence of Timing and Quantity in Direct Marketing," *Journal of Marketing Research*, 46, 4, 482-493.
34. Allenby, Greg M. and Peter E. Rossi (2008) "Teaching Bayesian Statistics to Marketing and Business Students," *The American Statistician*, 62, 3, 195-198.
35. Dotson, Jeffrey P., Joe Retzer and Greg M. Allenby (2008) "Non-Normal Simultaneous Regression Models for Customer Linkage Analysis," *Quantitative Marketing and Economics*, 6, 257-277.
36. Otter, Thomas, Greg M. Allenby and Trish van Zandt (2008) "An Integrated Model of Discrete Choice and Response Time," *Journal of Marketing Research*, 45, 593-607.
37. Otter, Thomas, Joe Johnson, Joerg Rieskamp, Greg M. Allenby, Jeff D. Brazell, Adele Diederich, Wes Hutchinson, Steve MacEachern, Shiling Ruan, and Jim Townsend (2008) "Sequential Sampling Models of Choice: Some Recent Advances," *Marketing Letters*, 19, 255-267.
38. Liu, Qing, Thomas Otter and Greg M. Allenby (2007) "Endogeneity Bias – Fact or Fiction?" *2007 Sawtooth Software Conference Proceedings*, 345-354.
39. Liu, Qing, Angela M. Dean and Greg M. Allenby (2007) "Design for Estimation of Population Mean and Variance in Hierarchical Linear Models," *Journal of Statistical Theory and Practice*, 1, 3, 311-328.
40. Liu, Qing, Thomas Otter and Greg M. Allenby (2007) "Investigating Endogeneity Bias in Marketing," *Marketing Science*, 26, 5, 642-650.
41. Kim, Jaehwan, Greg M. Allenby and Peter E. Rossi (2007) "Product Attributes and Models of Multiple Discreteness," *Journal of Econometrics*, 138, 208-230.
42. Fennell, Geraldine and Greg M. Allenby (2006) "Multiple Perspectives: Marketing Needs to Unambiguously Articulate its Role as a Business and Societal Function," *Marketing Research*, 18, 4, 26-31.

43. Gilbride, Timothy J. and Greg M. Allenby (2006) "Estimating Heterogeneous EBA and Economic Screening Rule Choice Models," *Marketing Science*, 25, 494-509.
44. Gilbride, Timothy J., Greg M. Allenby and Jeff Brazell (2006) "Models of Heterogeneous Variable Selection," *Journal of Marketing Research*, 43, 420-430.
45. Morrin, Maureen, Jonathan Lee and Greg M. Allenby (2006) "Determinants of Trademark Dilution," *Journal of Consumer Research*, 33, 248-257.
46. Gilbride, Timothy J., Sha Yang and Greg M. Allenby (2005) "Modeling Simultaneity in Survey Data," *Quantitative Marketing and Economics*, 3, 4, 311-345.
47. 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.
48. Allenby, Greg M., Jeff Brazell, Tim Gilbride and Thomas Otter (2005) "Avoiding IIA Meltdown," *Sawtooth Software Conference Proceedings*.
49. 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.
50. 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.
51. Gilbride, Timothy J. and Greg M. Allenby (2004) "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406.
52. 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.
53. 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.
54. 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.
55. 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.

56. Rossi, Peter E. and Greg M. Allenby (2003) "Bayesian Statistics and Marketing," *Marketing Science*, 22, 304-328.
57. Allenby, Greg M. and Peter E. Rossi (2003) "Perspectives Based on 10 Years of HB in Marketing Research," *Sawtooth Software Conference Proceedings*.
58. 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.
59. Fennell, Geraldine and Greg M. Allenby (2003) "Specifying Your Market's Boundaries," *Marketing Research*, 15, 2, 32-37.
60. Jen, Lichung, Chien-Heng Chou and Greg M. Allenby (2003) "A Bayesian Approach to Modeling Purchase Frequency," *Marketing Letters*, 14, 1, 5-20.
61. Yang, Sha and Greg M. Allenby (2003) "Modeling Interdependent Consumer Preferences," *Journal of Marketing Research*, 40, 282-294.
62. Edwards, Yancy D. and Greg M. Allenby (2003) "Multivariate Analysis of Multiple Response Data," *Journal of Marketing Research*, 40, 321-334.
63. Kim, Jaehwan, Greg M. Allenby, and Peter E. Rossi (2002) "Modeling Consumer Demand for Variety," *Marketing Science*, 21, 3, 229-250.
64. 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.
65. 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.
66. 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.
67. Fennell, Geraldine and Greg M. Allenby (2002) "No Brand Segmentation? Let's Not Rush to Judgment," *Marketing Research*, 14, 1, 14-18.
68. 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.

69. Allenby, Greg M. (2001) Discussant in "Special Issue: Methodological and Statistical Concern of the Experimental Behavioral Researcher," *Journal of Consumer Psychology*, 10, 1 & 2.
70. 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).
71. 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.
72. Yang, Sha and Greg M. Allenby (2000) "A Model for Observation, Structural and Household Heterogeneity in Panel Data," *Marketing Letters*, 11, 2, 137-149.
73. 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.
74. 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.
75. Allenby, Greg M. and Peter E. Rossi (1999) "Marketing Models of Consumer Heterogeneity," *Journal of Econometrics*, 89, 57-78.
76. 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.
77. Arora, Neeraj, Greg M. Allenby and James L. Ginter (1998) "A Hierarchical Bayes Model of Primary and Secondary Demand," *Marketing Science*, 17, 29-44.
78. Allenby, Greg M., Neeraj Arora and James L. Ginter (1998) "On the Heterogeneity of Demand," *Journal of Marketing Research*, 35, 384-389.
79. 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.
80. 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.
81. 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.



82. 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.
83. Allenby, Greg M. and James L. Ginter (1995) "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403.
84. 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.
85. 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.
86. 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.
87. 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.
88. 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.
89. Allenby, Greg M. and Peter E. Rossi (1993) "A Marginal-Predictive Approach to Identifying Household Parameters," *Marketing Letters*, 4, 227-239.
90. Rossi, Peter E. and Greg M. Allenby (1993) "A Bayesian Approach to Estimating Household Parameters," *Journal of Marketing Research*, 30, 171-182.
91. 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.
92. Allenby, Greg M. and Peter E. Rossi (1991) "Quality Perceptions and Asymmetric Switching Between Brands," *Marketing Science*, 10, 185-205.
93. 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.
94. Allenby, Greg M. (1990) "Hypothesis Testing with Scanner Data: The Advantage of Bayesian Methods," *Journal of Marketing Research*, 27, 379-389.

95. Allenby, Greg M. (1990) "Cross Validation, the Bayes Theorem, and Small Sample Bias," *Journal of Business and Economic Statistics*, 8, 171-178.
96. Allenby, Greg M. (1989) "A Unified Approach to Identifying, Estimating and Testing Demand Structures with Aggregate Scanner Data," *Marketing Science*, 8, 265-280.
97. 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.
98. 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.

### **On-Line Presentations**

1. Allenby, G.M. (2010), "Heterogeneity", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM0992334-Allenby>)
2. Allenby, G.M. (2010), "Hierarchical models, conditional independence and data augmentation", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM0992331-Allenby>)
3. Allenby, G.M. (2010), "Metropolis algorithms, logit and quantile regression estimation", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM0992332-Allenby>)
4. Allenby, G.M. (2010), "Unit-level models and discrete demand", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM0992333-Allenby>)

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

Neeraj Arora (Chaired Professor, University of Wisconsin), thesis chair  
 Lichung Jen (Professor, Taiwan National University), thesis chair  
 Sha Yang (Professor, University of Southern California), thesis chair  
 Jaehwan Kim (Professor, Korea University), thesis chair  
 Yancy Edwards (Assistant Professor, Saint Leo University), thesis chair  
 Tim Gilbride (Associate Professor, University of Notre Dame), thesis chair  
 Ling-Jing Kao (Associate Professor, National Taipei Univ. of Technology), thesis chair

Qing Liu (Associate Professor, University of Wisconsin), thesis co-chair  
Sandeep Rao Chandukala (Assistant Professor, Singapore Management University),  
thesis chair  
Jeff Dotson (Associate Professor, BYU), thesis chair  
Sanghak Lee (Assistant Professor, University of Iowa), thesis chair  
John Howell (Assistant Professor, Penn State), thesis chair  
Tatiana Dyachenko (Assistant Professor, Georgetown University), thesis chair  
Marc Dotson (PhD Student, Ohio State), thesis chair  
Adam Smith (PhD Student, Ohio State), thesis chair  
Hyowon Kim (PhD Student, Ohio State), thesis chair

## **Professional Activity**

Fellow of the INFORMS Society for Marketing Science (elected 2014)

Research Professor, Korea University (2013-2018)

Trustee, Ohio Northern University, Ada Ohio (elected 2010)

Fellow of the American Statistical Association (elected 2003)

### *Quantitative Marketing and Economics*

Editor, 2010-2013

Associate Editor, 2002-2009

### *Marketing Insights*

Editorial Advisory Board (2013-2015)

### *Marketing Science*

Area Editor, 1994-2009

Editorial Board, 1992-2009

### *Journal of Marketing Research*

Associate Editor, 2006-2009

Editorial Board, 1994-2009

### *Journal of Business and Economic Statistics*

Associate Editor, 1992-2009

### *Marketing Letters*

Editorial Board, 2000-2009

### *Management Science*

Associate Editor, 2009

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*, *Quantitative Marketing and Economics*.

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, 2014-2015

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

Program Chair, Quantitative Marketing and Economics (QME) conference,  
October, 2003-2007.

## **Awards**

2014 ISMS Long Term Impact Award Finalist for "A Choice Model with Conjunctive,  
Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406.

2013 ISMS Long Term Impact Award Finalist for "A Choice Model with Conjunctive,  
Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406.

2012 AMA Parlin Award for leadership and impact on the profession of marketing research over  
an extended period of time.

2012 ISMS Long Term Impact Award Finalist for "Modeling Consumer Demand for Variety,"  
*Marketing Science*, 21, 3, 229-250, with Jaehwan Kim and Peter Rossi.

2012 ISMS Long Term Impact Award Finalist for "A Choice Model with Conjunctive,  
Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406.

- 2011 ISMS Long Term Impact Award Finalist for "Modeling Consumer Demand for Variety," *Marketing Science*, 21, 3, 229-250, with Jaehwan Kim and Peter Rossi.
- 2010 ISMS Long Term Impact Award Winner for "Bayesian Statistics and Marketing," *Marketing Science*, 22, 304-328, (INFORMS Society for Marketing Science), with Peter Rossi.
- 2010 ISMS Long Term Impact Award Finalist for "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406, with Tim Gilbride.
- 2009 ISMS Long Term Impact Award Finalist for "Bayesian Statistics and Marketing," *Marketing Science*, 22, 304-328, (INFORMS Society for Marketing Science), with Peter Rossi.
- 2004 ISMS John D.C. Little Award Finalist for best paper appearing in an INFORMS journal in 2004. (INFORMS Society for Marketing Science) "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules," *Marketing Science*, 23, 3, 391-406, with Tim Gilbride.
- Advanced Research Technique Forum (American Marketing Association) – Best Presentation: "Modeling Interdependent Consumer Preferences." 2003.
- ISMS John D.C. Little Award Finalist for best paper appearing in an INFORMS journal in 2002. "Modeling Consumer Demand for Variety," *Marketing Science*, 21, 3, 229-250, with Jaehwan Kim and Peter Rossi.
- 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. "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403, with Jim Ginter and Neeraj Arora.
- 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. "A Bayesian Approach to Estimating Household Parameters," *Journal of Marketing Research*, 30, 171-182, with Peter Rossi.

ISMS John D.C. Little Award Finalist (INFORMS Society for Marketing Science), for best paper appearing in an INFORMS journal in 1996. "The Value of Purchase History Data in Target Marketing," *Marketing Science*, 15, 321-340, with Peter Rossi and Rob McCulloch.

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. "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403, with Jim Ginter and Neeraj Arora.

O'Dell Award Finalist (American Marketing Association) for best paper appearing in the *Journal of Marketing Research* in 1990. "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403, with Jim Ginter and Neeraj Arora.

ISMS 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, 2004-2008.

"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**

"Benefit-Based Conjoint Analysis"  
Indian School of Business, January 2016

"An Economic Model for Charitable Donations"  
Santa Clara University, February 2014  
Wharton, February 2014  
UC Davis, March 2014  
University of South Carolina, April 2014

"The Economic Value of Product Features"

AEDE Department, Ohio State University, October 2013  
Sawtooth Software Conference, October 2013

"Big Data 2.0"

Keynote Address at the Korean Marketing Association Meeting, October 2012

"Seven Summits of Marketing Research"

AMA ART Forum, June 2013

University of North Carolina, April 2012

AMA ART Forum, June 2012

"Modeling Indivisible Demand"

London Business School, June 2013

Stanford GSB, January 2013

Korean Marketing Association, October 2012

Carnegie Mellon University, Tepper School, March 2012

"Choice Models for Budgeted Demand and Constrained Allocation"

University of Cincinnati, September 2011

Department of Statistics, Ohio State, October 2011

"Multiple Constraint Choice Models"

UCLA, February 2011

University of Texas at Dallas, February 2011

Vanderbilt University, March 2011

University of Wisconsin, Milwaukee 2011

"Modeling Unmet Demand"

Osaka University, Japan, September 2010

"Developing and Testing Models of Strategic Behavior"

University of Rochester, March, 2010

"Multiple Constraint Choice Models with Corner and Interior Solutions"

Duke University, September 2009

Goethe University, Frankfurt, September, 2009

"A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations"

University of Wisconsin, April 2009

Bauer School of Business, University of Houston, March 2009

Booth School of Business, University of Chicago, February 2009

Rotman School of Management, University of Toronto, February 2009

"A Model for Trade-up and Change in Considered Brands"

Goethe University, Frankfurt, Germany, September 2008  
Hong Kong University of Science and Technology, December 2007  
Advanced Research Technique Forum, June 2007

"Evaluating the Effectiveness of Marketing Expenditures"

University of Wisconsin, April 2009  
Indiana University, October, 2008  
Dartmouth College, November 2007  
Northwestern University, March 2007  
Yale School of Management, February 2007  
The University of Tsukuba, Tokyo, Japan, December 2006

"A Simultaneous Quantile Regression Model for Customer Linkage Analysis"

Korea University, December 2006  
Tohoku University, Japan, December 2006

"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 School, 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"  
 Indian Business School (tutorial), January 2016  
 ART Forum (tutorial), June 2009  
 Hebrew University (tutorial), Israel, April 2009  
 DStatG (German Statistical Association) September 2008  
 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.