Fred M. Feinberg

Ross School of Business, University of Michigan
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Education

Massachusetts Institute of Technology, Sloan School of Management
   Ph.D. Management, 1989
   Dissertation: *Pulsing Policies for Aggregate Advertising Models* (Chair: John D. C. Little)

Cornell University, doctoral program in Mathematics, 1983-84

Massachusetts Institute of Technology: S.B. Mathematics, 1983; S.B. Philosophy, 1983

Academic and Research Appointments

Stephen M. Ross School of Business, University of Michigan   1998 - present
   Joseph and Sally Handleman Professor of Marketing
   Professor of Statistics (cross-appointed, by courtesy, 2013-)

University of Toronto, Division of Management and Economics   1993 – 1998

Fuqua School of Business, Duke University   1988 – 1993

Editorial and Professional Positions:

President, *INFORMS Society for Marketing Science*, 2018-2020 ("Past President", 2020-2022)
Marketing Science, Senior Editor, 2014-2016; Associate Editor, 2007-2014
Production and Operations Management, Departmental Editor, OM-Marketing Interface, 2018-
   (Senior Editor, 2003- 2014)
Journal of Marketing Research, Associate Editor, 2008-2014, 2016-present
Design Science, Associate Editor, 2017-
American Statistical Association Representative to *JCR* Policy Board (2017-)
Editorial Boards: *Marketing Letters* (2001 -); *International Journal of Research in Marketing* (2017-)
   Review of Marketing Science (2001 -); *Asia Marketing Journal* (2012 -); *Customer Needs and
   Solutions* (2014 -); *Journal of Marketing* (2018-)

Honors and Awards

"Researcher of the Year", Ross School of Business, 2018

Excellence in Teaching Award, RSB Doctoral Program, 2021, 2018, 2011

Best Paper Award, 2011, *International Journal of Research in Marketing*

Finalist, William F. O'Dell Award (for most significant, long-term contribution to Marketing)

Finalist, John D. C. Little Award for Best Paper in a TIMS Journal

M-Cubed Grant, PI, 2013-15, ($60K); 2016 – ($60K)

Ford Motor Company Grant, PI, 2011-2013 ($180K)

CORE Award for Contributions to Research Environment, 2011

Bank One Corporation Chair, 2004-2007

Mary Kay and Michael R. Hallman Research Fellowship (2003-06, 07-present)

Three-Year Research Fellowships, Social Sciences and Humanities Research Council of Canada

Rotman School of Business, University of Toronto, Excellence in Teaching Award

Fuqua School of Business, Duke University, Excellence in Teaching Award

Zannetos Dissertation Competition, Prizewinner

Doctoral Consortium Fellow, American Marketing Association

Phi Beta Kappa

Research Interests

Marketing models, Econometrics, and Bayesian statistics

Choice theory, Discrete choice models, and Dyadic choice

Dynamic models of advertising, promotion, brand choice, and variety-seeking

Optimal stopping, cutoff models, ordinal statistics and processes

Decision theory, decision-making under uncertainty

Mathematical psychology, cross-age and -cultural cognition

Marketing's interface with Engineering, Design, and other disciplines

Text: *Modern Marketing Research: Concepts, Methods and Cases*, 2nd Edition
Fred M. Feinberg, Thomas C. Kinnear and James R. Taylor
Thomson Academic Publishing, April, 2012 (1st Edition, 2008)

Publications in Academic Journals

Lee, Kee Yeun and Fred M. Feinberg (2021), "Modeling and Measuring Scale Attraction Effects: A Charitable Donation Panel Field Experiment" (conditionally accepted, *Journal of Marketing Research*).

Feinberg, Fred M., Elizabeth Bruch, Michael Braun, Brett Hemenway Falk, Nina Fefferman, Elea McDonnell Feit, John Helveston, Daniel Larremore, Blake McShane Alice Patania, and Mario Small (2020), "Choices in Networks: A Research Framework," *Marketing Letters*, 31(4), 349–359 (2020). [doi.org/10.1007/s11002-020-09541-9]

Tian, Longxiu, and Fred M. Feinberg (2020), "Optimizing price menus for duration discounts: A subscription selectivity field experiment," *Marketing Science*, 39(6), 1181-1198. [doi.org/10.1287/mksc.2020.1265]

Turjeman, Dana, and Fred M. Feinberg (2020), "Our Data-driven Future: Promise, Perils, and Prognoses," Review of Marketing Research, 17, 105-121. [doi.org/10.1108/S1548-643520200000017012]

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2019) "Designing Profitable Joint Product-Service Channels: Case Study on Tablet and eBook Markets", *Design Science,* 5, e12. [doi.org/10.1017/dsj.2019.11]

Chae, Inyoung, Hernan Bruno, and Fred M. Feinberg (2019) "Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement on Website Visits", *Journal of Marketing Research*, 56(1) 57-75. [doi.org/10.1177/0022243718820587]

Dellaert, Benedict, Joffre Swait, Wiktor Adamowicz, Theo Arentze, Elizabeth Bruch, Elisabetta Cherchi, Caspar Chorus, Bas Donkers, Fred M. Feinberg, A. A. J. Marley, Linda Salisbury (2018), "Individuals' Decisions in the Presence of Multiple Goals", *Customer Needs and Solutions*, 5(51), 51-64. [doi.org/10.1007/s40547-017-0071-1]

Batra, Rajeev, Nilufer Aydinoglu, Charles Zhang, and Fred M. Feinberg (2017), "Positioning Multi-Country Brands: The Impact of Heterogeneity in Cultural Values and Competitive Set," *Journal of Marketing Research*, 54(6), 914-931. [doi.org/10.1509/jmr.13.0058]

Bruch, Elizabeth, and Fred M. Feinberg (2017), "Decision Making Processes in Social Contexts,"*Annual Review of Sociology*, 43, 207-227. [doi.org/10.1146/annurev-soc-060116-053622]

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2017) "Autonomous Electric Vehicle Sharing System Design," *J. Mechanical Design*, 139(1), 011402, 1-10. [doi.org/10.1115/1.4034471]

Bruch, Elizabeth, Fred M. Feinberg, and Kee Yeun Lee (2016), "Extracting multistage screening rules from online dating activity data," *Proceedings of the National Academy of Sciences*, 113(38), 10530–10535. [doi.org10.1073/pnas.1522494113]

Feinberg, Fred M., Linda Salisbury, and Yuanping Ying (2016), "When Random Assignment Is Not Enough: Accounting for Item Selectivity in Experimental Research", *Marketing Science*, 35(6), 976-994. [dx.doi.org/10.1287/mksc.2016.0991]

Kang, Namwoo, Ren, Y., Fred M. Feinberg, and Panos Y. Papalambros (2016) "Public Investment and Electric Vehicle Design: A Model- based Market Analysis Framework with Application to a USA-China Comparison Study", *Design Science*, 2(e6), 1-42. [doi.org/10.1017/dsj.2016.7]

Wedel, Michel, Jie Zhang, and Fred M. Feinberg (2015), "Implementing Retail Category Management: a Model-Based Approach to Setting Optimal Markups", *Customer Needs and Solutions*, 2(2), 165-176.

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2015) "Integrated Decision Making in Electric Vehicle and Charging Station Location Network Design", *Journal of Mechanical Design*, 137(6), 061402, 1-10.

Desai, Preyas S., Fred M. Feinberg, Ganesh Iyer, K. Sudhir, and Russ Winer (2014), "Editorial—New Editorial Structure for Marketing Science," *Marketing Science*, 33(2), 163-164.

Salisbury, Linda and Fred M. Feinberg (2012), "All Things Considered? The Role of Choice Set Formation in Diversification," *Journal of Marketing Research*, 49(3), 320-335.

Feinberg, Fred M. (2012), "Mediation Analysis and Categorical Variables: Some Further Frontiers," *Journal of Consumer Psychology*, 22(4), 595–598.

Michalek, J., F. Feinberg, F. Adiguzel P. Ebbes and P. Y. Papalambros (2011), "Enhancing Marketing with Engineering: Optimal Product Line Design for Heterogeneous Markets," *International Journal of Research in Marketing*, 28, 1-12. Lead article and discussion paper. Best article award for 2011 in *IJRM*.

Van Ittersum, Koert and Fred M. Feinberg (2010), "Cumulative Timed Intent: A New Predictive Tool for Technology Adoption," *Journal of Marketing Research*, Vol. 47(5), 808–822

Salisbury, Linda and Fred M. Feinberg (2010), "Alleviating the Constant Stochastic Variance Assumption in Marketing Research: Theory, Measurement and Experimental Test," *Marketing Science*, Vol. 29(1), 1-17. Lead article and discussion paper.

Feit, Eleanor M., Mark A. Beltramo and Fred M. Feinberg (2010), "Reality Check: Combining Choice Experiments with Market Data to Estimate the Importance of Product Attributes," *Management Science*, Vol. 56(5), 785-800.

Salisbury, Linda and Fred M. Feinberg (2010), "Temporal Stochastic Inflation in Choice-Based Research," *Marketing Science*, Vol. 29(1), 32-39.

Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin, Vithala R. Rao

(2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, Vol. 19(3-4), 337-354.

Salisbury, Linda and Fred M. Feinberg (2008), "Future Preference Uncertainty and Diversification: The Role of Temporal Stochastic Inflation," *Journal of Consumer Research*, Vol. 35 (August), 349-359.

Krishna, Aradhna, Fred M. Feinberg, and Z. John Zhang (2007), "Should Price Increases be Targeted? – Pricing Power and Selective versus Across-the-board Price Increases," *Management Science*, Vol. 53 (9), September, 1407-1422.

Kim, Jin Gyo, Ulrich Menzefricke, and Fred M. Feinberg (2007), "Capturing Flexible Heterogeneous Utility Curves: A Bayesian Spline Approach," *Management Science*, Vol. 53 (2), February, 340-354.

Ying, Yuanping, Fred M. Feinberg and Michel Wedel (2006), "Leveraging Missing Ratings to Improve Online Recommendation Systems," *Journal of Marketing Research*, Vol. 43 (August), 355-365.

Yoon, Carolyn, Angela H. Gutchess, Fred M. Feinberg and Thad A. Polk (2006), "A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments," *Journal of Consumer Research*, Vol. 33 (1), 31-40.

Yoon, Carolyn, Fred M. Feinberg and Angela H. Gutchess (2006), "Pictorial Naming Specificity across Ages and Cultures: A Latent Class Analysis of Picture Norms for Younger and Older Americans and Chinese," *Gerontology*, Vol. 52, 295–305.

Gutchess, Angela H., Carolyn Yoon, Ting Luo, Fred M. Feinberg, Qicheng Jing, Richard E. Nisbett, and Denise C. Park (2006), "Categorical Organization in Free Recall across Culture and Age," *Gerontology*, Vol. 52, 314–323.

Kim, Jin Gyo, Ulrich Menzefricke and Fred M. Feinberg (2005), "Modeling Parametric Evolution in a Random Utility Framework," *Journal of Business and Economic Statistics*, Vol. 23 (5), 282-294. [Recipient of the *American Statistical Association*'s 2003 Zellner Award.]

Michalek, J., F. Feinberg and P. Y. Papalambros (2005), "Linking Marketing and Engineering Product Design Decisions via Analytical Target Cascading," *J. Product Innovation Management*, Vol. 22 (1), 42-62.

Vakratsas, D., F. Feinberg, F. Bass and G. K. Gurumurthy (2004), "The Shape of Advertising Response Functions Revisited: A Model of Dynamic Probabilistic Thresholds," *Marketing Science*, Vol. 23 (1), 109-119.

Kim, Jin Gyo, Ulrich Menzefricke and Fred M. Feinberg (2004), "Assessing Heterogeneity in Discrete Choice Models Using a Dirichlet Process Prior," *Review of Marketing Science*, Vol. 2, Article 1.

Yoon, Carolyn, Fred M. Feinberg, Ping Hu, A. H. Gutchess, T. Hedden, Hiu-Ying Chen, Cui Yao, Shulan Jiao, and Denise Park (2004), "Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults," *Psychology and Aging*, Vol. 19 (3), 379–393.

Michalek, J., F. Feinberg and P. Y. Papalambros (2004), "An Optimal Marketing and Engineering Design Model for Product Development using Analytical Target Cascading," *Tools and Methods of Competitive Engineering*, Horváth and Xirouchakis, Eds., Millpress, Rotterdam.

Yoon, Carolyn, Ting Luo, Fred M. Feinberg, Joseph A. Mikels, Trey Hedden, Angela Hall Gutchess, Hiu-Ying Chen, Shulan Jiao, & Denise C. Park (2004), "A Cross-Culturally Standardized Set of Pictures for Younger and Older Adults: American and Chinese Norms for Name Agreement, Concept Agreement, and Familiarity," *Behavior Research Methods*, Vol. 36 (4), 639–649.

Desmet, Pierre and Fred M. Feinberg (2003), "Ask and Ye Shall Receive: The Effects of the Appeals Scale on Consumers' Donation Behavior," *J. Economic Psychology*, Vol. 24 (3), 349-376.

Feinberg, Fred M., Aradhna Krishna and Z. J. Zhang (2002), "Do We Care What Others Get? A Behaviorist Approach to Targeted Promotions," *Journal of Marketing Research*, Vol. 39 (3), 277-291.

Feinberg, Fred M. (2001), "On Continuous-Time Optimal Advertising under S-Shaped Response" *Management Science*, Vol. 47 (11), November, 1476-1487.

Yoon, Carolyn, Lynn Hasher, Fred M. Feinberg, T.A. Rahhal and G. Winocur (2000), "Cross-cultural Differences in Memory: The Role of Culture-based Stereotypes about Aging," *Psychology and Aging*, Vol. 15 (4), 694-704.

Meyer, Robert, Tülin Erdem, Fred M. Feinberg, Itzhak Gilboa, Wes Hutchinson, Aradhna Krishna, Steve Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, Vol. 8 (3), 349-360.

Feinberg, Fred M. and Joel Huber (1996), "A Theory of Cutoff Formation under Imperfect Information," *Management Science*, Vol. 42 (1), 65-84.

Feinberg, Fred M., Leigh McAlister and Barbara Kahn (1994), "Implications and Relative Fit of Several First-Order Markov Models of Consumer Variety-Seeking," *European Journal of Operational Research*, Vol. 76 (Oct.), 309-314.

Feinberg, Fred M. (1992), "Pulsing Policies for Aggregate Advertising Models," *Marketing Science*, Vol. 11 (3), 221-234. [Finalist, John D. C. Little Award for best paper in a TIMS journal.]

Feinberg, Fred M., Leigh McAlister and Barbara Kahn (1992), "Market Share Response when Consumers Seek Variety," *Journal of Marketing Research*, Vol. 29 (May), 227-237.

Technical Reports

Feit, Eleanor M., Mark A. Beltramo and Fred M. Feinberg (2006), "Using Vehicle Purchase Data to Validate and Calibrate Conjoint Consumer Choice Models," Collaborative Report, General Motors Research & Development Center" [NDA under GM General License Agreement.]

Book Chapters

Feinberg, Fred M. and Richard Gonzalez (forthcoming), "Bayesian Modeling for Psychologists: An Applied Approach," in *APA Handbook of Research Methods in Psychology, 2nd Edition*, American Psychological Association.

Feit, Eleanor, Fred M. Feinberg, and Peter J. Lenk (2017), "Bayesian Analysis", in *Advanced Methods for Modeling Markets*, Peter S.H. Leeflang, Jaap E. Wieringa, Tammo H.A. Bijmolt, and Koen H. Pauwels, Eds., Springer, 493-554.

Swait, Joffre and Fred M. Feinberg (2014), "Deciding How to Decide: An Agenda for Multi-Stage Choice Modeling Research in Marketing," *Handbook of Choice Modelling*, Stephane Hess and Andrew Daly, Eds., Edward Elgar, United Kingdom.

Feinberg, Fred M. and Richard Gonzalez (2012), "Bayesian Modeling for Psychologists: An Applied Approach," in *APA Handbook of Research Methods in Psychology: Vol. 2. Research Designs*, American Psychological Association, pp. 445-464.

Fred M. Feinberg (2010), "Discriminant Analysis for Marketing Research Applications," *Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research*: Wagner Kamakura, ed.

Plassmann, Hilke , Carolyn Yoon, Fred M. Feinberg and Baba Shiv (2010), "Consumer Neuroscience", *Wiley International Encyclopedia of Marketing, Volume 3: Consumer Behavior*: Richard P. Bagozzi and Ayalla Ruvio, eds.

Yoon, Carolyn, Fred M. Feinberg, and Norbert Schwarz (2010), "Why Do Older Consumers Tell Us They Are More Satisfied?," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Taylor & Francis, pp. 209-228.

Proceedings Papers (Refereed)

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2015) "Autonomous Electric Vehicle Sharing System Design", *Proceedings of the ASME 2015 International Design & Engineering*

Technical Conferences, Boston, Aug 2-Aug 5, DETC2015-46491 (Dow Distinguished Award for Interdisciplinary Sustainability).

Kang, Namwoo, Manos Emmanoulopoulos, Max Yi Ren, Fred M. Feinberg, and Panos Y. Papalambros (2015) "A Framework for Quantitative Analysis of Government Policy Influence on Electric Vehicle Market", *Proceedings of the 20th International Conference on Engineering Design*, Milan, Italy, Jul 27-Jul 30, ISBN: 978-1-904670-68-1.

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2014) "Integrated Decision Making in Electric Vehicle and Charging Station Location Network Design", Proceedings of the ASME 2014 International Design & Engineering Technical Conferences, Buffalo, Aug 17-Aug 20, doi:10.1115/DETC2014-35270.

Salisbury, Linda, Fred M. Feinberg, Yuanping Ying (2013), "When Random Assignment Is Not Enough: Accounting for Intentional Selectivity in Experimental Research,"Proceedings of the 2013 International Choice Modeling Conference.

Kang, Namwoo, Fred M. Feinberg, and Panos Y. Papalambros (2013) "A Framework for Enterprise-driven Product Service Systems Design", Proceedings of the 19th International Conference on Engineering Design, Seoul, Korea, Aug 4-Aug 7, ISBN: 978-1-904670-47-6.

Feit, Eleanor M., Fred M. Feinberg and Mark A. Beltramo (2006), "Validating Discrete Choice Models for Use in Engineering Design Optimization," *Proceedings of 2006 NSF Design, Service, and Manufacturing Grantees and Research Conference*, St. Louis, Missouri (Grant # 0541610)

Brown, Christina L. and Fred M. Feinberg (2002), "How Does Choice Affect Evaluations?," Advances *in Consumer Research*, Volume 29, 330-332.

Feinberg, Fred M., Aradhna Krishna and Z. John Zhang (2000), "A Bounded Rationality Approach to Targeted Promotions," *Proceedings of the 2000 INFORMS Conference.*

Feinberg, Fred M. (1997), "Product Line Pricing with Variable Consumer Cross-Elasticities," *European Marketing Association Conference*, 1666-1675.

Working Papers and Papers under Review (alphabetical)

Abedi, Vahideh, Fred M. Feinberg, Dmitry Krass, and Oded Berman, "Crossing the Chasm: Strategic New Product Media Planning under Channel Synergy" (in preparation for 2nd review, *Production and Operations Management*)

Huang, Bo, Kathryn Stecke, and Fred M. Feinberg, "Surging Popularity or Merely Momentum? Measuring Brand Equities for Dynamic Product Portfolios" (working paper).

Huber, Joel and Fred M. Feinberg, "Optimality and Adaptivity in Quota and Level Cutoff Strategies" (working paper).

Kang, Namwoo, Max Yi Ren, Fred M. Feinberg, and Panos Y. Papalambros "Form + Function: Optimizing Aesthetic Product Design via Adaptive, Geometrized Preference Elicitation" (in preparation for 3rd review, *Marketing Science*).

Palazzolo, Michael, and Fred M. Feinberg, "Modeling Consideration Set Substitution" (in preparation, *Journal of the American Statistical Association*).

Rizzo, Cristian, Alessandro M. Peluso, Fabrizio Durante, Gianluigi Guido, and Fred M. Feinberg, "The Impact of Store Flyer Characteristics on Retail Sales: A Regularized Regression Approach," under review at *Journal of Retailing*

Turjeman, Dana, and Fred M. Feinberg, "When The Data Are Out: Measuring Behavioral Changes Following a Data Breach" (in preparation for 2nd review, *Marketing Science*)

Vaid, Shashank and Fred M. Feinberg, "Digital Lead Generation in AI-Driven Democratized Online Platforms"

Research in Progress (alphabetical)

Ahn, Gwen, Arnaud De Bruyn, Kee Yeun Lee, and Fred M. Feinberg, "A Large-Scale, Orthogonalized Field Experiment in Charitable Donation Appeals"

Ahn, Gwen, Eric M. Schwartz, and Fred M. Feinberg, "Ticket Bundling for Arts Organizations: A Gaussian Process Model with Latent Content Analysis"

Bruch, Elizabeth, and Fred M. Feinberg, "Quantifying Chemistry in Online Dating"

Bruch, Elizabeth, and Fred M. Feinberg, "Capturing Individuals' Latent Choice Stages in Social Contexts: Methods and Models"

Choi, Jangwon, Inyoung Chae, and Fred M. Feinberg, "Goodwill Revisited: A Multiply Regularized Metric for Past Advertising Impact"

Choi, Jangwon, Inyoung Chae, and Fred M. Feinberg, "Just Wait Until It's Free: A New Type of Online Promotional Incentive"

Clithero, John, Fred M. Feinberg, Alex Genevsky, Douglas Holt, Fred M. Feinberg, and Carolyn Yoon, "Widening the Aperture in Consumer Choice Research: From Neuroscience to Sociocultural Discourse"

Feinberg, Fred M., "Rapid, Non-Parametric Assessment of Heterogeneity in Statistical Models"

Fong, Jessica, and Fred M. Feinberg, "How does the number of matches in online dating affect satisfaction and profitability: A Field Experiment"

Lee, Kee Yeun, Elizabeth Bruch, and Fred M. Feinberg, "A Framework for Noncompensatory, Multivariate, Multi-Stage Decisions"

Tian, Longxiu, and Fred M. Feinberg, "Augmenting One-Shot Field Experiments with Longitudinal Customer Data: An Application to Menu-Based Subscription Pricing"

Tian, Longxiu, Linda Salisbury, and Fred M. Feinberg, "Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model"

Vaid, Shashank and Fred M. Feinberg, "Price-Gouging During COVID"

Variety of projects ongoing with: (1) Center for Sustainable Philanthropy, University of Plymouth (U.K.), working group of Prof. Jennifer Shang, with Gwen Ahn; (2) Department of Sociology, University of Michigan, working group of Prof. Elizabeth Bruch; (3) Inbal Nahum-Shani's lab for mobile health analytics at ISR.

Conference Presentations (last 10 years)

INFORMS Marketing Science Conference, Duke University (ONLINE), June, 2020: (1) *Comparing The Effectiveness Of Retargeting And Acquisition Online Banner Ads: A Nonparametric Approach To Estimating Ad Stock*; (2) *When To Buy, When To Attend - Modeling Event Ticket Purchase Dynamics*

INFORMS Marketing Science Conference, Università Roma Tre, June, 2019: (1) *Ticket Purchasers to Donors: Understanding Co-evolution of Multiactivity Engagement with the Firm*; (2) *When the Data Are Out: Assessing Behavioral Changes Following a Data Breach*

INFORMS Marketing Science Conference, Temple University, Philadelphia, June, 2018: *Form + Function: Aesthetic Product Design Via Adaptive, Geometrized Conjoint*

INFORMS Marketing Science Conference, University of Southern California, June, 2017: *Augmenting One-shot Field Experiments With Longitudinal Customer Data: An Application To Menu-based Subscription Pricing.*

INFORMS Marketing Science Conference, Fudan University, Beijing, China, June, 2016: (1) *Preference In The Eye Of The Beholder: Visual Design Assessment Via Real-time, Geometrized Adaptive Conjoint*; (2) *Deal-breakers Or Deal-makers?: Modeling Multi-stage Mate Choice Behavior.*

The 10th Triennial Invitational Choice Symposium, Lake Louise, Alberta, May, 2016: *Goal-Directed, Noncompensatory, Staged Choice.*

INFORMS Marketing Science Conference, Johns Hopkins University, Baltimore, June, 2015: (1) *A Search Cost Model of Consideration Set Formation*; (2) *Wearout, Wariness, or Weariness? Measuring Potential Negative Consequences of Online Ad Volume.*

INFORMS Marketing Science Conference, Emory University, Atlanta, June, 2014: (1) *A Two-stage Mate Choice Model with Potentially Non-compensatory Decision Rules*; (2) *Wearout or Weariness? Accounting for Potential Negative Consequences of Ad Volume and Timing*; (3) A Search Cost Model of Consideration Set Formation; (4) The First is Always the Toughest: The Managerial Implications of Search Cost Savings.

Correcting for Item Selectivity in Consumer Evaluations, INFORMS Marketing Science Conference, Istanbul, Turkey, 2013.

INFORMS Marketing Science Conference, Houston, Texas, 2011: (1) *Melding Marketing and Engineering: Engine Mix Planning Optimization Across an Auto Fleet*; (2) *Measuring Scale Attraction Effects in Charitable Donations: An Application to Optimal "Laddering"*; (3) *Does Choice Set Formation Drive the Diversification Effect? A Model and Experimental Evidence*; (4) *Forecasting Substitution Patterns when Consumers Diversify Their Consideration Sets*.

Invited Lectures (last 10 years)

Real-Time 3D Product Design, Simon Fraser University Online Marketing Seminar, February 23, 2021

An Overview of Modern Marketing Research Methods, Design Science 502, Guest Lecture, University of Michigan, February 17, 2021

Form + Function: Real-Time 3D Product Design via Adaptive, Bi-Level Queries, Virtual Quant Marketing Seminar, January 25, 2021

Interactive Online Product Design, George Washington University, October 16, 2021

Form + Function: Real-Time 3D Product Design via Adaptive, Geometrized Conjoint, Herbert School of Business, University of Miami, February, 2020

Real-Time 3D Product Design via Adaptive, Geometrized Conjoint, Booth School of Business, University of Chicago, November, 2019

Women in Leadership + UpClose Research Lecture, October, 2019

Models of Human Choice and "Big" Data, Big Data Summer Research Institute, July, 2019

(1) *"Internal" service & You*, and (2) *ISMS: What We Are, What We Do*, AMA-SHETH Doctoral Consortium, Stern School of Management, New York University, June, 2019

Bayesian Fusion for Discrete Panel Data with Ongoing Self-Selection, ISMS Doctoral Consortium, Università Roma Tre, June, 2019

Decision Processes in Networks, 11th Triennial Choice Symposium, Georgetown University, May, 2019

Modeling Dyadic Choice using Online Dating Activity Data, Bauer College of Business, University of Houston, April, 2019

The Choice: Finding THE ONE, Ross School of Business, February, 2019

"Scholar's Journey", *Hosmer Seminar Series*, Ross School of Business November, 2018

Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, University of Montreal, Faculty of Business, Montreal, Quebec, Canada, October, 2018

Women in Leadership + UpClose Research Lecture, October, 2018

Big Data + Models of Human Choice Applied to… Online Dating, BA380 Senior Thesis Seminar, September, 2018

Nifty Things We Can Do with Big Data + Models of Human Choice, Big Data Summer Research Institute, July, 2018

Fusion for Panels with Ongoing Self-Selection, ISMS Marketing Science Doctoral Consortium, Temple University, June, 2018

The Marketing – Design Science Interface @UMich, Kyoto University Joint Meetings, Ann Arbor, May, 2018.

Form + Function: Real-time Visual Design Assessment via Hierarchical Bayes Discrete Choice and Machine Learning, UMich Dept. of Statistics, April, 2018.

Nifty Things We Can Do With Big Data + Models of Human Choice [Applied to… Online Dating] (various versions), Cognitive Science Community (March, 2018); UROP (February, 2018); RSB "Extra Credit" Series (November, 2017); WILC (October, 2017)

Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model, Wharton School, University of Pennsylvania, February, 2017

Detecting Cupid's Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, Arizona State University, February, 2018.

Analytical Product Design: Conjoint Analysis and Assessing Consumer Utility, UMich Dept. of Mechanical Engineering, November, 2017.

Teaching Data Science, MIDAS, November, 2017.

Quantifying Aesthetic Reactions via Bids on eBay, Literati Bookstore, October, 2017.

[Some] Empirical and Econometric "Opportunities" in Marketing, Vienna University of Economics and Business, October, 2017.

Detecting Cupid's Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, Vienna University of Economics and Business, October, 2017.

Leveraging Big Data While Maintaining Anonymity: Bayesian Data Fusion, MIDAS, October, 2017.

Measuring and Promoting Awareness of User Cyber-Security NSF, August, 2017.

Bayesian Magic for Complex Social Science Data: Fusion, Nonparametrics, Dynamics, Dyads, Networks, ICOS Data Camp, June, 2017.

Bayesian Magic for Complex Social Data, Decision-Making in Urban Contexts Workshop, Radcliffe Institute for Advanced Study, December, 2016.

Detecting Cupid's Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, Korea University School of Business, June, 2016.

Empirical and Econometric Opportunities in Marketing: Nonparametrics, Fusion, Sparseness, Dynamics, Dyads / Networks, Machine Learning. ISMS Doctoral Consortium, Fudan University, Beijing, China, June, 2016.

Detecting Cupid's Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, Hosmer Faculty Seminar, Ross School of Business, University of Michigan, November, 2015.

Detecting Cupid's Vector: Understanding Mate Choice via Online Dating Activity Data, Rotman School of Management, University of Toronto, October, 2015.

Extracting Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data, Smith School of Management, University of Maryland, October, 2015.

Detecting Cupid's Vector: Understanding Mate Choice via Online Dating Activity Data, Simon School of Management, University of Rochester, September, 2015.

Effective Instruction, a.k.a., Making Teaching "Win-Win". Sheth Doctoral Consortium, London School of Business, London, U.K., July, 2015.

The Incredibly Rich World of "Dyadic" Online Interactions. ISMS Doctoral Consortium, Baltimore, Maryland, June, 2015.

Match-Makers and Deal-Breakers: Modeling Search Strategies and Choice Behavior on Online Dating Sites, McDonough School of Business, Georgetown University, May, 2015.

Match-Makers and Deal-Breakers: Modeling Search Strategies and Choice Behavior on Online Dating Sites, Kenan-Flagler School of Business, University of North Carolina, April, 2015.

Econometric "Opportunities" in Marketing: Bayesianism, Fusion, Sparseness, Dynamics, Choice Theory, Dyads, Nonparametrics, Big Data, Machine Learning, Haring Doctoral Symposium, Keynote Address, University of Indiana, March, 2015.

Match-Makers and Deal-Breakers: Modeling Search Strategies and Choice Behavior on Online Dating Sites, Wharton School, University of Pennsylvania, February, 2015.

Match-Makers and Deal-Breakers: Modeling Search Strategies and Choice Behavior on Online Dating Sites, Katz School of Business, University of Pittsburgh, January, 2015.

Conjoint Analysis, Special Lecture for Sawtooth Case Competition, Ross School of Business, University of Michigan, January, 2015.

Match-Makers and Deal-Breakers: Modeling Search Strategies and Choice Behavior on Online Dating Sites, Quantitative Methodology Program, University of Michigan, November, 2014.

Correcting for Item Selectivity in Consumer Evaluations, Fisher College of Business, Ohio State University, November, 2014.

A Cognitively Plausible Model of Mate Choice (aka, "Dyadic Bayesian Discrete Choice Models, applied to Web-Based Network Data"), MCubed Forum, October, 2014.

Correcting for Item Selectivity in Consumer Evaluations, Carroll School of Business, Boston College, October, 2014.

Consumer Marketing Research in Five Minutes (or so), Clorox Special Lecture, Ross School of Business, University of Michigan, September, 2014.

Some Topics in Econometrics that will (likely) Be Important in Marketing: Getting the Right Answers from Our Data, Sheth Doctoral Consortium, Kellogg School of Management, Northwestern University, June, 2014.

Publishing in Marketing Science, Sheth Doctoral Consortium, Kellogg School of Management, Northwestern University, June, 2014.

A Model of Scale Point Attractiveness: Are We More Generous Depending on How We Are Asked?, Rice University Marketing Camp, May, 2014.

Correcting for Item Selectivity in Consumer Evaluations, University of Wisconsin, Madison, April, 2014.

Accounting for Item Selectivity Bias in Consumer Experiments, University of California, San Diego, February, 2014.

When Random Assignment is Not Enough: Correcting for Item Selectivity in Consumer Evaluations, ESSEC, Cergy-Pontoise, France, December, 2013.

Correcting for Item Selectivity in Consumer Evaluations, INSEAD, Fontainebleau, France, December, 2013.

Modeling Scale Attraction Effects: An Integrated Approach, London Business School, London, England, November, 2013.

"Surveys 101: Problem Solving, Troubleshooting, Entrepreneurship and Making the Transition to the Work Place", ChE 405 / Eng 405, University of Michigan, Engineering

Modeling Scale Attraction Effects: An Integrated Approach, HEC Marketing Camp, Jouy-en-Josas, France, August, 2013.

Some Econometric Challenges in Marketing: Bayesianism, Fusion, Sparseness, Dynamics, Choice Theory, Dyads, ISMS Doctoral Consortium, Istanbul, Turkey, July, 2013.

Effective Instruction, Sheth Doctoral Consortium, RSB, University of Michigan, June, 2013.

Modern Bayesian Modeling for Marketing Applications, keynote speech, Ford Motor Company Bayesian Research Summit, June, 2013.

Optimizing Long-Run Charitable Donations and "Laddering" via an Attractive Model of Scaling Effects, University of Iowa Marketing Camp, May, 2013.

A General Model of Scaling Effects applied to Donation Behavior, Fuqua School of Business, Duke University, April, 2013.

Modeling Scale Attraction Effects: An Application to Charitable Donations, Tepper School of Business, Carnegie-Mellon University, March, 2013.

Modeling Charitable Giving in a Large Database using Dynamic Bayesian Choice Models, Stern School of Business, New York University, February, 2013.

A General Model of Individual-Level Scaling Effects, Emory University, January, 2013.

Are We Attracted By Scales Themselves? An Application to Charitable Donations and Optimal Laddering, Buck Weaver Symposium, MIT-Sloan, March, 2012.

The Concomitants of Order Statistics and Optimal Statistical Decision Theory, Department of Statistics, University of Michigan, March, 2012.

A Conjoined Preference Elicitation and Engineering Topology Model, with Automotive Applications, University of California, Davis, January, 2012.

Courses Taught:

> Marketing Engineering
> Marketing Research Design and Analysis I and II
> Statistical Methods for Management
> Principles of Marketing Management
> Introduction to Marketing Strategy
> Marketing Models (doctoral seminar)
> Internet Marketing
> Mathematical Statistics (doctoral seminar)

Ad hoc **Reviewer**: *European Journal of Operational Research, International Journal of Research in Marketing, Journal of Business and Economic Statistics, Journal of Economic Psychology, Journal of Economics and Management Strategy, Kluwer Academic Press, Management Science, Operations Research*

Professional Service:

Selection Committee, Marketing Science Editor, 2021
Marketing Science Conference, Co-Chair, Ross School of Business, 2009
INFORMS, Meetings Committee (2004-), Chair (2009-15)
Marketing Science Conference, Session Organization Committee
European Marketing Association Conference, Reviewer
INFORMS Conference, Marketing Special Session Cluster Chair
Alden Clayton Doctoral Dissertation Competition, Reviewer

University / Departmental Service and Activities:

Ross School of Business, Marketing Area Chair (2017-)

Ross School Executive Committee (2011-2013)

Marketing Doctoral Program Committee (1998-2005), Chair (2005-2011)

FAST Connections, Faculty Liaison (2007-2011)

Design Science Doctoral Program, Core Faculty (2005-)

University Cognate Panel (2005-)

Hosmer Speaker Series, Coordinator (2005-2007)

Ford Piquette and Block M Lab Projects, Core Faculty (2004-2007)

Antilium Project, Core Faculty (2002-2006)

Quantitative Methods Program, Core Faculty (1998-)

UMBS E-Commerce Speaker Series, Chair (1999)

Dissertation Committees, University of Michigan:

Jangwon Choi, *Marketing (Chair)*

Gwen Ahn, *Marketing (Chair)*

Dana Turjeman, *Marketing (Chair)*

Longxiu Tian, *Marketing (Chair)*

Matt Nelson, *Design Science (Co-Chair)*

Mike Palazzolo, *Marketing (Chair)*

Kee Yeun Lee, *Marketing (Chair)*

Eleanor McDonnell Feit, *Marketing (Chair)*

Namwoo Kang, *Design Science (Co-Chair)*

Linda Salisbury, *Marketing (Co-Chair)*

Bo Huang, *Business Economics* (Co-Chair)

Hiroshi Onishi, *Marketing*

Mary Wagner, *Marketing*

Hong Yuan, *Marketing*

Yuanping Ying, *Marketing*

` Shelby (Xiaobi) Huang, *Biostatistics*

Nikolay Iskrev, *Economics*

Adair Morse, *Finance* (RSB)

Bart Frischknecht, *Mechanical Engineering*

Panayiotis Georgiopoulos, *Mechanical Engineering*

Erin MacDonald, *Mechanical Engineering*

Jeremy Michalek, *Mechanical Engineering*

W. Ross Morrow, *Mechanical Engineering*

Esra Suel, *Mechanical Engineering, Design Science*

Tobias Berger, *Mathematics*

Jim Lynn Brown, *Mathematics*

Shiang-Tung Jung, *Statistics*

Kuang-Tsung (Jack) Chen, *Survey Methodology*

Dissertation Committees, outside University of Michigan:

Inyoung Chae, *Marketing* (INSEAD), *Co-Chair*

Jason Bell, *Marketing* (University of Iowa)

Lianhua Li, *Marketing* (University of Alberta)

Vahideh Sadat Abedi, *Operations Management* (University of Toronto)

Marcus Lee, *Marketing* (University of Toronto)

James Jeck, *Marketing* (Duke University)