

Fred M. Feinberg

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Education

- 1984 – 1988 **Ph.D., M.I.T.-Sloan School of Management** Quantitative Marketing
Thesis title: *Pulsing Policies for Aggregate Advertising Models*
Advisor: John D. C. Little
- 1983 – 1984 **Cornell University** Doctoral Program in Mathematics
- 1979 – 1983 **S.B., M.I.T.** Mathematics
S.B., M.I.T. Linguistics and Philosophy

Academic and Research Appointments

- 1998 – **Joseph and Sally Handleman Professor of Marketing.** Stephen M. Ross School of Business, University of Michigan
- 2013 – **Professor of Statistics.** Department of Statistics, University of Michigan (by courtesy)
- 1993 – 1998 **Associate Professor.** University of Toronto, Division of Management and Economics
- 1988 – 1993 **Assistant Professor.** Fuqua School of Business, Duke University

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, 2018-2024; (Senior Editor, 2003-2014)

Journal of Marketing Research, Associate Editor, 2008-2014, 2016-2024

Journal of Marketing, Associate Editor, 2018-2024

Design Science, Associate Editor, 2017-present

American Statistical Association, Representative to JCR Policy Board, 2017-2024

Editorial Boards (Current): Marketing Letters (2001-); International Journal of Research in Marketing (2017-) Review of Marketing Science (2001-); Customer Needs and Solutions (2014-)

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); 2016-21 (\$60K)

Honors and Awards (continued)

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)

Research Publications

Journal Articles

- 1 Choi, J., Chae, I., & **Feinberg, F. M.** (2025b). Wait for free: A consumption-decelerating promotion for serialized digital media. *Journal of Marketing Research*, 62(1), 136–153.
- 2 Dew, R., Padilla, N., Luo, L. E., Oblander, S., Ansari, A., **Feinberg, F. M.**, ... Yin, M. (2025). Probabilistic machine learning: New frontiers for modeling consumers and their choices. *International Journal of Research in Marketing* (available online).
- 3 **Feinberg, F. M.**, Hauser, J. R., Roberts, J., & Zhang, J. (2025). The legacy of John Little for marketing science. *Marketing Science* (forthcoming).
- 4 Malik, J. K., **Feinberg, F. M.**, & Bruch, E. E. (2025). From transcripts to trajectories: A framework for studying academic pathways through college. *Conditionally Accepted, Proceedings of the National Academy of Sciences, NEXUS*.

- 5 Vaid, S., & **Feinberg, F. M.** (2025). Digital lead generation platforms: Rightsizing the seller base. *Journal of Retailing* (forthcoming).
- 6 **Feinberg, F. M.** (2024a). *p*-values as QWERTY: Curating evidence in the computational era. *Journal of Marketing*, 88(3), 20–28.
- 7 Lee, K. Y., & **Feinberg, F. M.** (2024). Optimal laddering via scale attraction effects: A charitable donation panel field experiment. *Journal of Marketing Research* (conditionally accepted).
- 8 Turjeman, D., & **Feinberg, F. M.** (2024). When the data are out: Measuring behavioral changes following a data breach. *Marketing Science*, 43(2), 440–461.
- 9 Abedi, V. S., Berman, O., **Feinberg, F. M.**, & Krass, D. (2022). Strategic new product media planning under emergent channel substitution and synergy. *Production and Operations Management*.
- 10 **Feinberg, F. M.**, Bruch, E., Braun, M., Falk, B. H., Fefferman, N., Feit, E. M., ... Patania, A. et al. (2020). Choices in networks: A research framework. *Marketing Letters*, 31(4), 349–359.
- 11 Tian, L., & **Feinberg, F. M.** (2020). Optimizing price menus for duration discounts: A subscription selectivity field experiment. *Marketing Science*, 39(6), 1181–1198.
- 12 Turjeman, D., & **Feinberg, F. M.** (2020). Our data-driven future: Promise, perils, and prognoses. *Review of Marketing Research*, 17, 105–121.
- 13 Chae, I., Bruno, H. A., & **Feinberg, F. M.** (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.
- 14 Kang, N., **Feinberg, F. M.**, & Papalambros, P. Y. (2019). Designing profitable joint product-service channels. *Design Science*, 5, e12.
- 15 Dellaert, B. G., Swait, J., Adamowicz, W. L., Arentze, T. A., Bruch, E. E., Cherchi, E., ... Marley, A. A. et al. (2018). Individuals' decisions in the presence of multiple goals. *Customer Needs and Solutions*, 5(1), 51–64.
- 16 Batra, R., Zhang, Y. C., Aydinoglu, N. Z., & **Feinberg, F. M.** (2017). Positioning multicountry brands: The impact of variation in cultural values and competitive set. *Journal of Marketing Research*, 54(6), 914–931.
- 17 Bruch, E., & **Feinberg, F. M.** (2017). Decision-making processes in social contexts. *Annual Review of Sociology*, 43, 207–227.
- 18 Kang, N., **Feinberg, F. M.**, & Papalambros, P. Y. (2017). Autonomous electric vehicle sharing system design. *Journal of Mechanical Design*, 139(1), 011402.
- 19 Bruch, E., **Feinberg, F. M.**, & Lee, K. Y. (2016). Extracting multistage screening rules from online dating activity data. *Proceedings of the National Academy of Sciences*, 113(38), 10530–10535.
- 20 **Feinberg, F. M.**, Salisbury, L. C., & Ying, Y. (2016). When random assignment is not enough: Accounting for item selectivity in experimental research. *Marketing Science*, 35(6), 976–994.
- 21 Kang, N., Ren, Y., **Feinberg, F. M.**, & Papalambros, P. Y. (2016). Public investment and electric vehicle design: A model-based market analysis framework with application to a usa–china comparison study. *Design Science*, 2.
- 22 Kang, N., **Feinberg, F. M.**, & Papalambros, P. Y. (2015). Integrated decision making in electric vehicle and charging station location network design. *Journal of Mechanical Design*, 137(6), 061402.
- 23 Wedel, M., Zhang, J., & **Feinberg, F. M.** (2015). Implementing retail category management: A model-based approach to setting optimal markups. *Customer Needs and Solutions*, 2(2), 165–176.

- 24 Desai, P. S., **Feinberg, F. M.**, Iyer, G., Sudhir, K., & Winer, R. (2014). New editorial structure for marketing science. *Marketing Science*, 33(2), 163–164.
- 25 **Feinberg, F. M.** (2012). Mediation analysis and categorical variables: Some further frontiers. *Journal of Consumer Psychology*, 22(4), 595–598.
- 26 Salisbury, L. C., & **Feinberg, F. M.** (2012). All things considered? the role of choice set formation in diversification. *Journal of Marketing Research*, 49(3), 320–335.
- 27 Michalek, J. J., Ebbes, P., Adigüzel, F., **Feinberg, F. M.**, & Papalambros, P. Y. (2011). Enhancing marketing with engineering: Optimal product line design for heterogeneous markets. *International Journal of Research in Marketing*, 28(1), 1–12.
- 28 Feit, E. M., Beltramo, M. A., & **Feinberg, F. M.** (2010). Reality check: Combining choice experiments with market data to estimate the importance of product attributes. *Management Science*, 56(5), 785–800.
- 29 Salisbury, L. C., & **Feinberg, F. M.** (2010a). Alleviating the constant stochastic variance assumption in decision research: Theory, measurement, and experimental test. *Marketing Science*, 29(1), 1–17.
- 30 Salisbury, L. C., & **Feinberg, F. M.** (2010b). Rejoinder—temporal stochastic inflation in choice-based research. *Marketing Science*, 29(1), 32–39.
- 31 Van Ittersum, K., & **Feinberg, F. M.** (2010). Cumulative timed intent: A new predictive tool for technology adoption. *Journal of Marketing Research*, 47(5), 808–822.
- 32 Netzer, O., Toubia, O., Bradlow, E. T., Dahan, E., Evgeniou, T., **Feinberg, F. M.**, ... Liechty, J. C. et al. (2008). Beyond conjoint analysis: Advances in preference measurement. *Marketing Letters*, 19(3), 337–354.
- 33 Salisbury, L. C., & **Feinberg, F. M.** (2008). Future preference uncertainty and diversification: The role of temporal stochastic inflation. *Journal of Consumer Research*, 35(2), 349–359.
- 34 Kim, J. G., Menzefricke, U., & **Feinberg, F. M.** (2007). Capturing flexible heterogeneous utility curves: A bayesian spline approach. *Management Science*, 53(2), 340–354.
- 35 Krishna, A., **Feinberg, F. M.**, & Zhang, Z. J. (2007). Should price increases be targeted?—pricing power and selective vs. across-the-board price increases. *Management Science*, 53(9), 1407–1422.
- 36 Gutchess, A. H., Yoon, C., Luo, T., **Feinberg, F. M.**, Hedden, T., Jing, Q., ... Park, D. C. (2006). Categorical organization in free recall across culture and age. *Gerontology*, 52(5), 314–323.
- 37 Ying, Y., **Feinberg, F. M.**, & Wedel, M. (2006). Leveraging missing ratings to improve online recommendation systems. *Journal of Marketing Research*, 43(3), 355–365.
- 38 Yoon, C., **Feinberg, F. M.**, & Gutchess, A. H. (2006). Pictorial naming specificity across ages and cultures: A latent class analysis of picture norms for younger and older americans and chinese. *Gerontology*, 52(5), 295–305.
- 39 Yoon, C., Gutchess, A. H., **Feinberg, F. M.**, & Polk, T. A. (2006). A functional magnetic resonance imaging study of neural dissociations between brand and person judgments. *Journal of Consumer Research*, 33(1), 31–40.
- 40 Kim, J. G., Menzefricke, U., & **Feinberg, F. M.** (2005). Modeling parametric evolution in a random utility framework. *Journal of Business & Economic Statistics*, 23(3), 282–294.
- 41 Michalek, J. J., **Feinberg, F. M.**, & Papalambros, P. Y. (2005). Linking marketing and engineering product design decisions via analytical target cascading. *Journal of Product Innovation Management*, 22(1), 42–62.

- 42 Yoon, C., Gutchess, A., **Feinberg, F. M.**, & Polk, T. (2005). Comparing brand and human personality via event-related fMRI. *Journal of Cognitive Neuroscience*, 203–203.
- 43 Kim, J. G., Menzefricke, U., & **Feinberg, F. M.** (2004). Assessing heterogeneity in discrete choice models using a dirichlet process prior. *Review of Marketing Science*, 2(1).
- 44 Vakratsas, D., **Feinberg, F. M.**, Bass, F. M., & Kalyanaram, G. (2004). The shape of advertising response functions revisited: A model of dynamic probabilistic thresholds. *Marketing Science*, 23(1), 109–119.
- 45 Yoon, C., **Feinberg, F. M.**, Hu, P., Gutchess, A. H., Hedden, T., Chen, H.-Y. M., ... Park, D. C. (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*, 19(3), 379–393.
- 46 Yoon, C., **Feinberg, F. M.**, Luo, T., Hedden, T., Gutchess, A. H., Chen, H.-Y. M., ... Park, D. C. (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, Instruments, & Computers*, 36(4), 639–649.
- 47 Desmet, P., & **Feinberg, F. M.** (2003). Ask and ye shall receive: The effect of the appeals scale on consumers' donation behavior. *Journal of Economic Psychology*, 24(3), 349–376.
- 48 **Feinberg, F. M.**, Krishna, A., & Zhang, Z. J. (2002). Do we care what others get? a behaviorist approach to targeted promotions. *Journal of Marketing Research*, 39(3), 277–291.
- 49 **Feinberg, F. M.** (2001). On continuous-time optimal advertising under s-shaped response. *Management Science*, 47(11), 1476–1487.
- 50 Yoon, C., Hasher, L., **Feinberg, F. M.**, Rahhal, T. A., & Winocur, G. (2000). Cross-cultural differences in memory: The role of culture-based stereotypes about aging. *Psychology and Aging*, 15(4), 694.
- 51 Meyer, R., Erdem, T., **Feinberg, F. M.**, Gilboa, I., Hutchinson, W., Krishna, A., ... Prelec, D. et al. (1997). Dynamic influences on individual choice behavior. *Marketing Letters*, 8(3), 349–360.
- 52 **Feinberg, F. M.**, & Huber, J. (1996). A theory of cutoff formation under imperfect information. *Management Science*, 42(1), 65–84.
- 53 **Feinberg, F. M.**, Kahn, B. E., & McAlister, L. (1994). Implications and relative fit of several first-order markov models of consumer variety seeking. *European Journal of Operational Research*, 76(2), 309–320.
- 54 **Feinberg, F. M.** (1992). Pulsing policies for aggregate advertising models. *Marketing Science*, 11(3), 221–234.
- 55 **Feinberg, F. M.**, Kahn, B. E., & McAlister, L. (1992). Market share response when consumers seek variety. *Journal of Marketing Research*, 29(2), 227–237.

Conference Proceedings

- 1 Y Nenkov, G., Blanchard, S., **Feinberg, F. M.**, Paul Hill, R., Mazar, N., Mende, M. et al. (2020). Shedding light on the invisibles: Extending consumer theories, methods, and insights to include financially vulnerable consumers. In *ACR North American Advances*.
- 2 Kang, N., Emmanoulopoulos, M., Ren, Y., **Feinberg, F. M.**, Papalambros, P. Y. et al. (2015). A framework for quantitative analysis of government policy influence on electric vehicle market. In *DS 80-5 Proceedings of the 20th International Conference on Engineering Design (ICED 15) Vol 5: Design Methods and Tools-Part 1, Milan, Italy, 27-30.07. 15* (pp. 001–010).

- 3 Kang, N., **Feinberg, F. M.**, & Papalambros, P. Y. (2014), In *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).
- 4 Feit, E. M., Beltramo, M. A., & **Feinberg, F. M.** (2013). Using vehicle purchase data to validate and calibrate conjoint consumer choice models. In *Collaborative Report, General Motors Research & Development Center [NDA under GM General License Agreement.]*
- 5 Kang, N., **Feinberg, F. M.**, & Papalambros, P. Y. (2013). A framework for enterprise-driven product service systems design. In *DS 75-4: Proceedings of the 19th International Conference on Engineering Design (ICED13), Design for Harmonies, Vol. 4: Product, Service and Systems Design, Seoul, Korea, 19-22.08. 2013.*
- 6 Ying, Y., **Feinberg, F. M.**, & Salisbury, L. C. (2013). Correcting for covert selection processes in consumer evaluations. In *International Choice Modelling Conference 2013.*
- 7 Feit, E. M., **Feinberg, F. M.**, & Beltramo, M. A. (2006). Validating discrete choice models for use in engineering design optimization. In *Proceedings of 2006 NSF Design, Service, and Manufacturing Grantees and Research Conference, St. Louis, Missouri (Grant # 0541610).*
- 8 Michalek, J. J., **Feinberg, F. M.**, & Papalambros, P. Y. (2004). An optimal marketing and engineering design model for product development using analytical target cascading. In *Proceedings of the Tools and Methods of Competitive Engineering Conference, Lausanne, Switzerland, April* (pp. 13–17).
- 9 Brown, C., & **Feinberg, F. M.** (2002). How does choice affect evaluations? In *ACR North American Advances.*

Books and Chapters

- 1 **Feinberg, F. M.**, & Gonzalez, R. (2023). Bayesian modeling for psychologists: An applied approach. In *APA handbook of research methods in psychology, 2nd edition.* American Psychological Association.
- 2 **Feinberg, F. M.** (2018). How can you capture data that reflects complex life decisions? In *Mapping out marketing: Navigation lessons from the ivory trenches* (pp. 18–19). Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN.
- 3 Feit, E. M., **Feinberg, F. M.**, & Lenk, P. J. (2017). Bayesian analysis. In *Advanced methods for modeling markets* (pp. 493–554). Springer International Publishing.
- 4 Swait, J., & **Feinberg, F. M.** (2014). Deciding how to decide: An agenda for multi-stage choice modelling research in marketing. In *Handbook of choice modelling.* Edward Elgar Publishing.
- 5 **Feinberg, F. M.**, & Gonzalez, R. (2012). Bayesian modeling for psychologists: An applied approach. In *APA handbook of research methods in psychology, vol. 2. research designs* (pp. 445–464).
- 6 van Ittersum, K., & **Feinberg, F. M.** (2012). I will... sooner or later: Predicting whether and when consumers intend to adopt new technologies. (Vol. 4, p. 24). De Gruyter Poland.
- 7 Plassmann, H., Yoon, C., **Feinberg, F. M.**, & Shiv, B. (2011). Consumer neuroscience. In *Wiley international encyclopedia of marketing.* West Sussex, UK: John Wiley & Sons.
- 8 **Feinberg, F. M.** (2010). Discriminant analysis for marketing research applications. John Wiley & Sons, Ltd Chichester, UK.
- 9 Yoon, C., **Feinberg, F. M.**, & Schwarz, N. (2010). Why do older consumers tell us they are more satisfied. (pp. 209–228). Routledge/Taylor & Francis Group New York.

Working Papers & Manuscripts under Review

- 1 Ahn, G., Schwartz, E., & **Feinberg, F. M.** (2025). *Customizing bundles of experiential goods: An application to performing arts ticket sales*. Under 3rd review, *Journal of Marketing Research*.
- 2 **Feinberg, F. M.**, Malik, J. K., & Sarkar, M. (2025). *Longer-term causal effects of the covid-19 pandemic on higher educational outcomes*. Under review, *Proceedings of the National Academy of Sciences*.
- 3 Huch, E., Dempsey, W., & **Feinberg, F. M.** (2025). *Robust bayesian inference of causal effects via randomization distributions*. To be submitted, *The Journal of the Royal Statistical Society, Series B (Statistical Methodology)*.
- 4 Huch, E., Nail, S., Melconian, T., Vongsathorn, X., & Feinberg, F. (2025). *Overall evaluation criteria for a/b tests: A nonparametric meta-analysis approach*. Submitted, *Marketing Science*.
- 5 Rizzo, C., Peluso, A. M., Durante, F., Guido, G., & **Feinberg, F. M.** (2025). *The impact of store flyer characteristics on retail sales: A regularized regression approach*. Submitted for 3rd review, *Journal of Retailing*.
- 6 Huang, H., Vaid, S., & **Feinberg, F. M.** (2023). *Price-gouging regulation during the pandemic: Causal effects on retailer and consumer activities*. In preparation for resubmission, *Management Science*.
- 7 Kang, N., Ren, Y., **Feinberg, F. M.**, & Papalambros, P. (2023). *Form + function: Optimizing aesthetic product design via adaptive, geometrized preference elicitation*. In preparation for 3rd review, *Marketing Science*.
- 8 Palazzolo, M., & **Feinberg, F. M.** (2023). *Substitution in multistage screening: Effects of the tohoku earthquake on the us auto market*. To be submitted to *Journal of the American Statistical Association*.
- 9 Huber, J., & **Feinberg, F. M.** (2022). *Optimality and adaptivity in quota and level cutoff strategies*, Working paper, Ross School of Business.

Research in Progress

- 1 Ahn, G., Fader, P., **Feinberg, F. M.**, & Gershensfeld, G. (2025). Price optimization across multiple channels: An application to NFL ticket purchases.
- 2 Bruch, E., **Feinberg, F. M.**, & Malik, J. K. (2025). Capturing individuals' latent choice stages in social contexts: Methods and models. In preparation; R package "DCMods" completed.
- 3 Choi, J., Chae, I., & **Feinberg, F. M.** (2025a). Comparing the effectiveness of retargeting and acquisition online banner ads: A flexible approach to estimating ad stock. In preparation for submission to *Marketing Science*.
- 4 Choi, J., Dempsey, W., Nahum-Shani, I., & **Feinberg, F. M.** (2025). To whom, when, and what to ask?: Assisting smoking cessation and detecting relapse with real time interventions.
- 5 Lee, K. Y., Ahn, G., De Bruyn, A., & **Feinberg, F. M.** (2025). Leveraging gaussian processes for counterfactual inference in one-shot field experiments: Evidence from a large-scale donation drive.
- 6 Tian, L., Salisbury, L., & **Feinberg, F. M.** (2025). Improving credit score forecasts when data are sparse: A dynamic hierarchical gaussian process model.
- 7 Wang, Z., Levy, S., & **Feinberg, F. M.** (2025). Unpacking the internal logic of promotional language: An application to cell phone forecasting.
- 8 Wang, Z., Malik, J. K., Bruch, E. E., & **Feinberg, F. M.** (2025). Different subjects, same journeys: Quantifying commonalities in student arcs.
- 9 Clithero, J., **Feinberg, F. M.**, Genevsky, A., Holt, D., & Yoon, C. (2024). Widening the aperture in consumer choice research: From neuroscience to sociocultural discourse. In preparation for submission to *Journal of Marketing*.

Presentations

Conference Presentations (last 10 years)

- 2024 INFORMS Marketing Science Conference, Sydney, Australia, July, 2024: (1) *Modeling Scale Attraction Effects: Optimal Laddering in a Charity Panel Field Experiment*; (2) *Large N, Small T, Multiple P: A Causal Matrix Completion Method for CRM Panel Data*
- 2023 The 12th Triennial Invitational Choice Symposium, Fontainebleau, France, August, 2023: *Probabilistic Machine Learning for Scalable, Flexible, and Interpretable Models of Choice*.
INFORMS Marketing Science Conference, University of Miami, June, 2023: (1) *Price-Gouging Regulation During the Pandemic: Causal Effects and Policy Implications*; (2) *From Transcripts to Trajectories a Data-Driven Framework for Studying Academic Pathways*
- 2022 INFORMS Marketing Science Conference, University of Miami (ONLINE), June, 2022: (1) *Leveraging Gaussian Processes for Counterfactual Inference in One-shot Field Experiments: Evidence from a Large-scale Donation Drive*; (2) *Leveraging Thick Descriptions to Customize Bundles for Experiential Goods: An Application to Performing Arts Subscriptions*; (3) *Pay Now vs. Free Later: Investigating the Impact of a Consumption-decelerating Promotion on a Serialized Digital Media Platform*; (4) *Strategic Media Planning for New Products: Channel Substitution and Synergy*
- 2021 INFORMS Marketing Science Conference, University of Rochester (ONLINE), June, 2021: (1) *Recommending Bundles for Experiential Products: Application to Performing Arts Subscriptions*
- 2020 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*
- 2019 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*
- 2018 INFORMS Marketing Science Conference, Temple University, Philadelphia, June, 2018: *Form + Function: Aesthetic Product Design Via Adaptive, Geometrized Conjoint*
- 2017 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*.
- 2016 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, Non-compensatory, Staged Choice*.
- 2015 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*.

Invited Lectures (last 10 years)

- 2025 *Assessing the Systemic Causal Effects of Price-Gouging Regulation on Consumer Response*, Marketing Science Institute, February 25, 2025.
- 2024 *Price-Gouging Regulation in Times of Crisis: Causal Effects and Policy Implications*, Cornell University, November 22, 2024.

Presentations (continued)

- LLMs as a Front End for “Interactive” Computational Statistics: Some Proofs-of-Concept*, MIDAS Workshop, University of Michigan, May 14, 2024.
- Price-Gouging Regulation During the Pandemic: Causal Effects and Policy Implications*, Carnegie-Mellon University, February 23, 2024.
- Marketing Research Fundamentals & Conjoint Analysis*, Guest Lectures, DESCI 502, College of Engineering, University of Michigan, February, 2024.
- 2023 *Price-Gouging Regulation During the Pandemic: Causal Effects and Policy Implications*, Northwestern University, October 18, 2023.
- Customizing Bundles for Experiential Goods: An application to performing arts subscriptions*, University of Texas, Austin, February 17, 2023.
- Customizing Bundles for Experiential Goods: An application to performing arts subscriptions*, University of Washington, January 13, 2023.
- 2022 *Ecosystem Brands in the Age of Ubiquitous Customer Data Streams*, HBS China Online, August 15, 2022.
- 2021 *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.
- 2020 *Form + Function: Real-Time 3D Product Design via Adaptive, Geometrized Conjoint*, Herbert School of Business, University of Miami, February, 2020.
- 2019 *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
- 2018 “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

Presentations (continued)

- 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)
- Detecting Cupid’s Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data*, Arizona State University, February, 2018.
- 2017 *Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model*, Wharton School, University of Pennsylvania, February, 2017
- 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.
- 2016 *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.
- 2015 *Detecting Cupid’s Vector: Universals and Deal-Breakers in Mate Choice via Online Dating Activity Data*, Homer 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.

Presentations (continued)

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.

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)

Service

Ad hoc Reviewer

Nature, *Journal of the American Statistical Association*, *Management Science*, *Operations Research*, *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

Professional Service

Selection Committee, Marketing Science Editor, 2021

Marketing Science Conference, Co-Chair, Ross School of Business, 2009

Chair, INFORMS Meetings Committee (2009-15); Member (2004-)

Marketing Science Conference, Session Organization Committee

European Marketing Association Conference, Reviewer

INFORMS Conference, Marketing Special Session Cluster Chair

Alden Clayton Doctoral Dissertation Competition, Reviewer

Service (continued)

University / Departmental Service and Activities

Chair, Ross Analytics Task Force (2024-2025)
Area Chair, Marketing, Ross School of Business (2017-2023)
Executive Committee, Ross School of Business (2011-2013)
Doctoral Program Committee, Chair (2005-2011), Member (1998-2005), Ross School of Business
Faculty Liaison, FAST Connections (2007-2011)
Design Science Doctoral Program, Core Faculty (2005-)
University Cognate Panel, Member (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 (1998-2020)
UMBS E-Commerce Speaker Series, Chair (1999)

Dissertation Committees

Dissertation Committees, Chair or Co-Chair

Zetao Wang, Marketing (Chair)
Easton Huch, Statistics (Co-Chair)
Jangwon Choi, Marketing (Chair)
Gwen Ahn, Marketing (Chair)
Matt Nelson, Design Science (Co-Chair)
Dana Turjeman, Marketing (Chair)
Longxiu Tian, Marketing (Chair)
Inyoung Chae, Marketing (INSEAD, 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, Marketing (Co-Chair)

Dissertation Committees, Member

Rayleigh Lei, Statistics
Michael Law, Statistics
Hiroshi Onishi, Marketing
Mary Wagner, Marketing
Hong Yuan, Marketing
Yuanping Ying, Marketing

Dissertation Committees (continued)

Shelby (Xiaobi) Huang, Biostatistics

Nikolay Iskrev, Economics

Adair Morse, Finance (Ross)

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

Henrique Laurino Dos Santos, Marketing (Wharton)

Samuel Levy, Marketing (Carnegie-Mellon)

Vahideh Sadat Abedi, Operations Management (University of Toronto)

Jason Bell, Marketing (University of Iowa)

Marcus Lee, Marketing (University of Toronto)

Lianhua Li, Marketing (University of Alberta)

James Jeck, Marketing (Duke University)