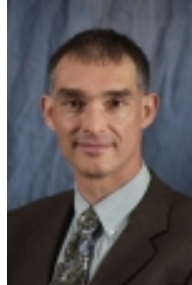


MICHEL WEDEL



AUGUST 2005

PERSONAL DATA

Date of birth: 31 May 1957
Gender: Male
Nationality: Netherlands
Civil Status: Single
Languages: Dutch, English, French, German, some Spanish.
Home Address: 1515 Westfield Avenue, MI 48103, Ann Arbor, USA.
Business Addresses: Department of Marketing, University of Michigan
Business School, 701 Tappan Street, 48109 Ann
Arbor, U.S.A.
Phone: +1-734-9363228
E-mail: Wedel@umich.edu
Homepage: <http://www.bus.umich.edu/academic/faculty/wedel.html>

WORK EXPERIENCE

1. June 2004: - Honorary Chair, Department of Economics, University of Groningen.
Groningen, Netherlands.
2. January 2003 - :Dwight F. Benton Professor of Marketing, [Stephen M. Ross School of Business at the University of Michigan](#),
Ann Arbor, USA

3. September 2000 – December 2002: Visiting Professor of Marketing,
University of Michigan Business School,
Ann Arbor, USA
4. June 1991–December 2002: Faculty of Economics, Department of
Marketing and Marketing Research, [University of Groningen](#),
Groningen, Netherlands

- Professor of Marketing Research
- Chairman of the Department of Marketing and Marketing Research (1998-2000)

As a chairman of the department I was involved in the development of departmental and individual goals, promotion decisions of faculty, hiring of new faculty, planning of the undergraduate curriculum and the introduction of an internet-based study system.

5. April 1982– June 1991 [TNO-Nutrition](#), Department of Human Nutrition
Zeist, Netherlands

- Statistical Epidemiologist
- Head of the Statistics and Computing Group

As head of the Statistics and Computing Group I was responsible for the design and analysis of experimental and survey physiological, epidemiologic and consumer studies. I initiated a program of consumer research into food choice patterns.

CONSULTANCY

TNO-Nutrition Institute (Zeist), Steering Committee for the Promotion of Healthy Nutrition of the Ministry of Public Health (The Hague), Science & Strategy (Utrecht), Hellen Keller Foundation (Dhaka, Bangladesh), Deloitte & Touche (Arnhem), Committee Boards for Poultry & Eggs and Meat & Meat products (Amsterdam), Organisation for the Promotion of Interests of Producers of Branded Products, and A.C. Nielsen (Amsterdam), Marketing Research Division of Telemobil (Oslo, Norway), Iglo-Ola division of Unilever, (Rotterdam), Netherlands Nutrition Centre (The Hague), Marketing Research Division of Wolters-Noorthoff (Groningen), Netherlands Society of the Bicycle and Car Industry (Amsterdam), MARS BV. (Amsterdam), Association of Dutch Advertisers (Amsterdam), Hellen Keller Foundation (Djakarta, Indonesia), A.C. Nielsen International Modeling Group (Paris), NOC/NSF Netherlands Sports Association (Arnhem), TNO-Sensory and Market Research Group (Zeist), Association of Dutch Advertisers and Intomart (Amsterdam), Research-International, (San Francisco, USA), Unilever (Liverpool, UK.), McKinsey&Company (Amsterdam), Nauta Dutilh (Amsterdam), DaimlerChrysler (Berlin), Trustmark AG (Zurich), IntelliQuest (Austin), Wegener Direct Marketing Group (Zeist), Microsoft (Seattle).

Examples: As a consultant for *A.C. Nielsen* (NL) I monitored the transfer from the retail audit to the checkout scanning data collection systems, and the development of a bridging system between the two; as a consultant for *A.C. Nielsen International Modeling* group I have been involved in the design and development of the analytical model framework and its computer implementation for the analysis of store level scanning data across the EU; as a consultant for *The Netherlands Association of Advertisers* I monitored the Intomart TV people meter system that reports audience statistics for TV commercials and programs from data collection to reporting.

EDUCATION

- 1969–1975 Atheneum B, Thorbecke Lyceum, The Hague
- 1975-1981 MS.c., Biomathematics, [University of Leiden](#)
- 1980-1980 M.A. Business Management, [University of Delft](#)
- 1983-1986 MS.c. Statistics, [Netherlands Association for Statistics](#)
- 1987-1990 Ph.D. Marketing Research, [University of Wageningen](#)

COURSES TAKEN

Statistical Methods in Cancer Research (1983, International Agency for Research in Cancer, Prof. Breslow & N.E. Day, Lyon), FORTRAN (1984, Digital, Nieuwegein), VAX/VMS utilities and commands (1984, Digital, Nieuwegein), Systematic Problem Solving (1986, TNO, Rijswijk); Research Project Management (1987, TNO, Rijswijk); Knowledge Based Systems (1989, University of Maastricht); Statistical Methods in Clinical Trials (1989, University of Limburg); Preferential Choice Models for Marketing Research (1990, G. De Soete & D. Carroll, Brugge); Social Network Analysis, (1991, S. Wasserman, Groningen); Loglinear modelling, (1992, A. Agresti, Groningen); GAUSS (1993, R. Koning, Groningen); Longitudinal data Analysis, (1994, J.K. Lindsey, Groningen). Event History Modeling, (1996, H.P. Blossfeld, Groningen); Modern Regression and Classification, (1998, T. Hastie & R. Tibshirani, Leiden); Introduction to S-plus (1999; L. Lam, Groningen); Graphical Markov Models, (1999, D.R. Cox & N. Wermuth, Groningen), S-Plus (1999; ProGamma, Amsterdam), MAPLE (2000, ProGamma, Amsterdam), Didactical Methods for the Internet, (2000 Groningen, Netherlands), Bayesian Inference (2001, P.Damien Groningen), Seminar Series on Bayesian Statistics (2004, Ann Arbor).

THESIS

7 December 1990 University of Wageningen, The Netherlands.

Clusterwise Regression and Market Segmentation - developments and applications.

Promotores: Prof. Dr. Ir. M.T.G. Meulenberg, Prof. Dr. P.S.H. Leeftang,
Copromotor: Dr. Ir. J.E.B.M. Steenkamp

ORATIO

30 March 1993 University of Groningen, Faculty of Economics

Marketing Research, Market Structure Analysis and Marketing: Inter en Intra-Disciplinary Integration.

Official address at the honour of the acceptance of the Chair of Methods of Marketing Research and Market Structure Analysis at the Department of Marketing and Marketing Research

COMPUTER PROGRAMMING

- Programming: FORTRAN, APL, EXCEL, PLI, GAUSS.
- Statistical Packages: GENSTAT, GLIM, BMDP, SPSS, LISREL, LIMDEP, TSP, STATA, E-VIEWS, CLUSTAN, PCMD5, S-PLUS, R, NORM, PANMARK, LATENT GOLD, WINBUGS.
- Software Developed: RMSClust (with C. Kistemaker), FCR (with C. Kistemaker), GLIMMIX versions 1.0, 2.0, 3.0 (with P. Boer).

COURSES TAUGHT

- Methods for Marketing Research I (BBA; U. of Groningen)
- Methods for Marketing Research II (BBA; U. of Groningen)
- Advanced Market Research: Marketing Engineering (BBA; U. of Groningen; rating: 2000: 4.2/5, 2001: 4.8/5)
- Qualitative Marketing Research (BBA; U. of Groningen)
- International Marketing Research (BBA; U. of Groningen)
- Micro Econometrics (BBA; U. of Groningen)
- Market Structure Analysis (BBA; U. of Groningen)
- Market Segmentation (BBA; U. of Groningen)
- Research Methodology; (LNBE: National Network for Ph.D. students in Business Economics, U. of Rotterdam)
- Research Methods, GLM, (Ph.D.; U. of Michigan; ratings: 2001: 4.8/5, 2002: 4.4/5, 2003: 4.3/5, 2004: 4.7/5, 2005: 4.5)
- Structural Modeling (Ph.D.; U. of Michigan 2005: 5.0/5.0).
- Models for Marketing Decisions (MBA, U. of Michigan; ratings: 2001: 4.7/5, 2002: 4.2/5, 2003: 4.9/5, 2004: 4.8/5, 4.9/5, 2005: 4.9/5, 4.9/5)

- Conjoint Analysis and MDS; (EDEN: European Network for Ph.D. students in Marketing, U. of Leuven)
- Sports Marketing (MBA; Institute for Sports Management, Groningen)
- Marketing Research (MBA; Institute for Academic Studies, U. of Tilburg)
- Market Segmentation (BBA; Seminar at the University of Vienna, Austria)
- Mixture Modelling with GLIMMIX (Progamma, U. of Groningen)
- Mixture Models in Demographics (Ph.D.; National Science Foundation, U. of Groningen).
- Visual Marketing, (Aston Business School, Birmingham), with Rik Pieters, July 2005.

GRANTS

- Netherlands Science Foundation, 4-year Doctorate Research Programs, 1992 (T.H.A. Bijmolt), 1993 (E. Rosbergen), 2000 (F. Adiguzel), 2001 (A. Daryanto).
- 1993, Netherlands Science Foundation, 4-year Post-doctorate Research Program (W. Krijnen)
- 1994, The Europe Community Specific Program for Research, Technological Development and Demonstration in the Field of Agriculture and Agro-Industry, 4-year Doctorate program, with J.E.B.M. Steenkamp (F. ter Hofstede).
- Grotius 2-year post doctoral scholarship, 2000 (M. van der Velde).
- Teradata Center for CRM at Duke University, 2003, for “A Fast Nonparametric Method to Analyze Large Customer Transaction Data for the Development of CRM programs,” with P. Naik.
- Marketing Science Institute, 2003, for “Examining Promotional Effectiveness and Its Financial Implications in Online and Brick-and-Mortar Stores,” with J. Zhang.

AWARDS AND HONORS

- Publication Ranking Faculty of Economics University of Groningen (*Economische Zaken*), 1991-1995 8th place, 1992-1996 7th place, 1993-1997 2nd place, 1994-1998 2nd place, 1995-1999 1st place;
- Publication Ranking Netherlands Marketing Scientists (*Maandblad voor Accountancy en Bedrijfseconomie*), 1990-1993 2nd place; Publication Top Netherlands Management Scientists (*Economische en Statistische Berichten* 12-2000), 1984-1996, among best 8 Dutch Management Scientists; Economists Citation Ranking, *Economische en Statistische Berichten* 01-2001), 1999-2000: 28th place; Publication Ranking Netherlands Economists (*Intermediair* 34); 1993-1997: 14th place; (*Intermediair* 35);

- 1994-1998: 18th place; (*Intermediar 36*); 1995-1999: 6th place; (*Intermediar 37*); 1998-2002: 2nd place.
- One of the only 2 non-US based scholars in the Global Marketing top-40 (*Journal of Marketing Education*, with J.B. Steenkamp, August 2000); 1991-1998.
 - *Marketing Science* Reviewer Ranking 2001: Overall 1st place, 2002: Overall 2nd place.
 - Researcher of the year 2004, Michigan Business School.
 - Honorary Chair at the Department of Economics, University of Groningen, Netherlands, 2004-present.
 - O'Dell award 2004, for most impactful publication in 1999, *Journal of Marketing Research*.
 - Dr. Hendrik Muller 2-yearly award for outstanding research in the Social and Behavioral Sciences, Royal Dutch Academy for the Sciences, 2005 (with J.B.Steenkamp).
 - ISI-Citations 1988 – 2002 Nutrition and Epidemiology: 724.
 - ISI-Citations 1991 – 2005: Marketing and Research Methodology: 572.
 - ISI-Citations 1998 – 2001: Overall 505.
 - ScholarGoogle-Citations-2004: 702.

PH.D. SUPERVISION

- M.Vriens, with D. Wittink, 5 October 1995, Groningen, *Associate Professor University of Tilburg*.
- T.H.A. Bijmolt, 29 September 1996, Groningen, Cum Laude, *Full Professor University of Tilburg, Full Professor University of Groningen*.
- E. Rosbergen, with F.G.M. Pieters, 26 February 1998, Groningen. *Project Manager, MuConsult, Hilversum*.
- M.E. Haaijer, 6 May 1999, Groningen, *Project Manager, MuConsult, Hilversum*.
- F. Ter Hofstede, with J.B.E.M. Steenkamp, 9 June 1999, Wageningen, Cum Laude, *Assistant Professor, Carnegie Mellon University, Assistant Professor University of Texas at Austin*.
- Z. Sándor, with T.J. Wansbeek and P. Kooreman, 22 November 2001, Groningen, *Assistant Professor, Erasmus University, Rotterdam*.
- J. L.C.M. Woltman Elpers, with F.G.M. Pieters, 18 December 2003, Groningen. (Media coverage: TV: TROS, SBS6, TV-Noord, Newspaper: Volkskrant, Telegraaf, de Gelderlander, Radio: NOS radio, Radio Noord, Business News), *Consultant, McKinsey, Dusseldorf, Germany*.
- L. Voerman, with P.S. Zwart, 5 January 2004, Groningen. *Assistant Professor, University of Groningen*.
- P. Ebbes, with A.G.M. Steerneman and U. Böckenholt, 23 December 2004, Groningen, *Assistant Professor, Pennsylvania State University*.

- J. Boter, in progress, *Assistant Professor, Free University of Amsterdam*.
- F. Adiguzel, in progress
- R. van der Lans, with F.G.M. Pieters, in progress. *Assistant Professor, Erasmus University of Rotterdam*.
- Y. Ying, with F. Feinberg and J. Zhang, in progress, *Assistant Professor, University of Texas at Dallas*.
- T. Teixeira, with F.G.M. Pieters, in progress.

PH.D. COMMITTEES

R.H. Renssen (June 1991, Groningen); R.T. Frambach (April 1993, Tilburg); J.R. Bult (September 1993, Groningen); Th.W. de Boer (April 1994, Groningen); E.W. Foekens (March 1995, Groningen); Y. van Everdingen (March 1995, Amsterdam); G.B. Dijksterhuis (May 1995, Leiden); E.J.C. Boerkamp (June 1995, Groningen); C. Reezicht (September 1995, Groningen); D.J. Kiewiet (August 1996, Groningen); A. Molenaar (October 1996, Groningen); K. Venetis (September 1997, Maastricht); H. Van der Scheer (January 1998, Groningen); A. Hoogendoorn (February 1999, Tilburg); G. de Jong (January 1998, Groningen); M. Kemp (March 1999, Groningen); H. van Heerde (December 1999, Groningen); J. Gupta (April 2001, Ann Arbor); S. Stremersch (December 2001, Tilburg); M. Kornelis (October 2002, Groningen); J.J. Jonkers (October 2002, Rotterdam); E. Van Nierop (December 2002, Rotterdam); L. Voerman (January 2004, Groningen); N. Farag (June 2004, Ann Arbor); J. Dias (November 2005, Groningen); J. Qin (December 2005, Ann Arbor); H. Cho (In progress, Ann Arbor).

PROFESSIONAL MEMBERSHIPS

Netherlands Society for Statistics, Netherlands Society for Ordination and Classification, Netherlands Association of Marketing Researchers, European Marketing Academy, Psychometric Society, International Federation of Classification Societies, American Marketing Academy, INFORMS, American Statistical Association

OTHER PROFESSIONAL ACTIVITIES

ADMINISTRATIVE

- 1995-1998 Member of the board of the Netherlands Association of Marketing Researchers
- 1994-1997 Member of the executive committee of the European Marketing Academy, and National Representative

- 1997 – present Chairman of the Department of Marketing and Marketing Research, faculty of Economics, University of Groningen
- 1995-1999 Initiator and Coordinator of Student Exchange Program of University of Groningen and University of Tokyo.
- 1991 – present Various committees at the University of Groningen: Committee for Technical Business Education, Committee for International Student Exchange (chair), Board of the Department of Business Economics, Science Committees of the Faculty of Economics and of SOM, Board of the program committee of the Small Business & Economics Education program, Board of the Foundation Market Support Group, Education Committees for Econometrics and Economics, Education Committee for the International Economics and Business Program, numerous Job Application Committees.
- 1997 – 1999 Chairman of the Marketing and Econometrics Theme of the Research School Systems, Organization and Management SOM, University of Groningen.
- 2000-2002: Coordinator of the Marketing Ph.D. Program of the University of Groningen.
- 2003-Present: Coordinator of the Marketing Ph.D. Program of the Stephen M. Ross School of Business at the University of Michigan.
- Various Committees at the Stephen M. Ross School of Business at the University of Michigan, such as the Marketing Recruiting Committee (chair, 2003), the RBS Doctoral Studies Committee, the Research Committee, the Building Committee, the Appeals Committee, and the Executive Committee.
- 2001-2002: Member of the board of the Netherlands Classification Society.
- 2003-Present: Coordinator of the Marketing Ph.D. program University of Michigan Business School.
- 1999 – 2000: President of the Netherlands Classification Society.
- 2002, 2003: Member of the *Journal of Marketing Research* Odell Award Committee.

EDITORSHIPS

- Editor of Special Issue of
 - *Journal of Econometrics*, 89, Nos 1-2, (March/April) 1999. Annals of Econometrics, on: Econometric Developments in Marketing, with T.J. Wansbeek.
 - *International Journal of Research in Marketing*, 2002, 19 (3), on: Market Segmentation, with W.A. Kamakura

- *Agricultural Marketing and Consumer Behavior in a Changing World* (B Wierenga, K Grunert, JBEM Steenkamp, M Wedel and A van Tilburg, eds.), 1996, Wageningen.
- Area Editor of
 - [*Marketing Science*](#), 2000-present
 - [*Statistica Neerlandica*](#), 2000-2002.
 - *Annual of the Netherlands Association for Marketing Researchers*, 1994-2000:
- Editorial Board of
 - [*Marketing Letters*](#), 2001-2002.
 - [*Marketing Science*](#), 1998-2000.
 - [*International Journal for Research in Marketing*](#), 1992-present.
 - [*Journal of Marketing Research*](#), 1998-present.
 - [*Journal of Marketing*](#), 2002-present.
 - [*Quantitative Marketing and Economics*](#), 2002-present.
 - [*Journal of Classification*](#), 2002-present.
- Board of Consulting Editors of
 - *International Journal for Research in Marketing*, 2000-present.
 - *Recherche et Applications en Marketing*, 2001-present.
- Ad Hoc Reviewer for
 - *Computational Statistics and Data Analysis*, *Journal of Classification*, *British Journal of Mathematical and Statistical Psychology*, *Psychometrika*, *Journal of the American Statistical Association*, *Journal of Business and Economic Statistics*, *Journal of Econometrics*, *Journal of Applied Econometrics*, *Journal of Consumer Research*, *Journal of Business Research*, *Journal of Business*, *Journal of Retailing and Consumer Services*, *Journal of the Royal Statistical Society (B)*, *Management Science*, *Statistica Neerlandica*, *Recherche et Applications in Marketing*, EMAC, ART and IFCS conferences.
- Fellow of
 - NAKE, Netherlands Network of Economics,
 - LNBE, Netherlands Network of Business Economics.
- Expert Research Evaluator for
 - *Netherlands National Science Foundation*
 - *European Commission*, DG Research
 - *Social Sciences and Humanities Research Council of Canada*
 - *Marketing Science Institute*

CONFERENCES, LECTURES AND PRESENTATIONS

INVITED LECTURES

1990: University of Groningen (Netherlands); 1990: Vanderbilt University (Nashville, USA), 1990: University of Pittsburgh (Pittsburgh, USA); 1990: University of Michigan, Ann Arbor (USA); 1992: Cornell University (Ithaca, USA); 1992: University of Pittsburgh (Pittsburgh, USA); 1992: Troisiemes Journees Europeennes Agro-Industrie et Methodes Statistiques (Montpellier, France); 1993: University of Leuven (Leuven, Belgium); 1994: Conference de l'association Francaise du Marketing (Paris, France); 1994: PTT-Telecommunications, Groningen; 1994: Tinbergen Institute, Erasmus University (Rotterdam, Netherlands); 1995: University of Tokyo (Tokyo, Japan), 1996: Tinbergen Institute, Erasmus University (Rotterdam, Netherlands); 1996: Invitational Choice Conference (Columbia University, New York); 1996: Deutsches Gesellschaft fur Operations research (Braunschweig, Germany); 1997 University of Aarhus Denmark; 1997: University of Aalborg, Denmark; 1997: RIBES conference on large data-sets (Rotterdam, Netherlands); 1997: Rabo Bank, Eindhoven; 1997: University of Mannheim, Germany; 1998: Invitational Choice Conference HEC, Paris (France); 1998: University of Tilburg, (Tilburg, Netherlands); 1998: University of Vienna, (Vienna, Austria), 1998: AMA-ART Forum Tutorial on Market Segmentation, Keystone (USA, Evaluations: 4.9/5); 1998: Unilever Consumer Science Symposium (Liverpool, Great Britain), 1998: Dupont lecture Series University of Michigan; 1998: University of Iowa (Iowa, USA); 1998: Humboldt University (Berlin, Germany); 1998: University of Tokyo (Tokyo, Japan), 1999: Columbia University (New York, USA), 1999: Conference on Marketing and Econometrics (Tilburg, Netherlands), 1999: European Meeting of the Psychometric Society (Lüneburg, Germany); 1999: Symposium on Advanced Methods of Marketing Research (Rotterdam, Netherlands), 1998, 1999: University of Iowa, (Iowa, USA); 1999: Pennsylvania State University (State College, USA); 1999: Yale University, (South Haven, USA); 1999: University of Michigan, USA, 1999: Erasmus University Graduate Course on Statistics for Econometricians (Rotterdam, Netherlands). 2000: University of Florida Wintercamp (Gainesville, USA), 2000: London Business School (London, UK), 2000: Daimler-Chrysler (Berlin), Netherlands Institute for Marketing (NIMA) Workshop on Market Segmentation (Staverden, Netherlands), 2000: A.C. Nielsen Center for Marketing Research, University of Wisconsin, (Madison, USA), 2000: AMA-ART Forum Tutorial on Market Segmentation, (Monterey, USA, Evaluations: 4.8/5), 2001: Carnegie Mellon University (Pittsburgh, USA); 2001: University of California at Davis (Davis, USA); 2001: INSEAD (Fontainebleau, France), 2001: CFI-Group (Ann Arbor, USA), Wegener DM-Day (Zeist, Netherlands), 2002: Wharton, Paul Green Tribute Conference

(Philadelphia, USA), 2002: Invited discussant, I.O. Conference on Competition and Market Power (Groningen, Netherlands), 2002: University of Texas (Austin, USA); 2002: SMS Doctoral Consortium (Edmonton, Canada); 2003: New York University, (New York, USA), 2003: CEMMAP University College (London, England), 2003: Wharton (Philadelphia, USA); 2003: Decision Consortium Annual Conference (Ann Arbor, USA); 2003: Duke University (Durham, USA), 2003: Hosmer Lunch Speaker Series, University of Michigan (Ann Arbor, USA); 2003: Tilburg University (Tilburg, Netherlands), 2003: Conference in the Honor of M.Wedel, University of Groningen (Groningen, Netherlands), 2004: UCLA (Los Angeles, USA), 2004: AMA-ART Forum Tutorial on Market Segmentation (Whistler, Canada), 2004: Invitational Choice Conference (Boulder, USA), 2004: Ohio-State University (Columbus, USA); 2004: University of California at Berkeley (Berkeley, USA); 2004: ACR Doctoral Consortium (Portland, USA), 2004: Informs Marketing Science Doctoral Consortium (Rotterdam, Netherlands); 2004: International Conference of The Institute of Statistical Mathematics (Tokyo, Japan), 2004: Senior Scholar Luncheon, University of Michigan (Ann Arbor, USA); 2004: Conference of the Japan Institute of Marketing Science (Tokyo, Japan), 2004: Conference of the Research Institute on Systems, Organisation and Management (Groningen, Netherlands), 2005: Winter AMA Conference, Session on Global Marketing (San Antonio, USA), 2005: Harvard Business School (Boston, USA); 2005: Decision Consortium Annual Conference (Ann Arbor, USA); 2005: AMA-ART Forum Tutorial on Market Segmentation, (Coer d'Alene, USA), 2005: AMA-ART Forum Tutorial on Visual Marketing, (Coer d'Alene, USA).

CONFERENCE PRESENTATIONS

Conferences of the European Marketing Academy, Marketing Science Conferences, Conference of the Deutsches Gesellschaft fur Operations Research, Conferences of the International Federation of Classification Societies, Conference of the European Psychometric Society, Annual Conference of the European Society of Agricultural Economics, European Econometrics Conference, Conferences of the Netherlands Statistical Society, University of Michigan Decision Consortium, Joint Statistical Meeting of the American Statistical Association, Conferences of the Netherlands Classification Society, European Quantitative Symposia in Marketing, Conferences of the Biometrics Society, Conferences of the Nutrition Society.

PANEL AND CONFERENCE CHAIRS

Chair of the heterogeneity and Bayesian methods session of the 1998 Choice Conference, Paris, France (with Wagner Kamakura), Chair of

the panel on projective techniques in qualitative research, (1995, NVMI, Amersfoort), Chair of the panel on marketing developments after the year 2000, (1999, Groningen), Chair of the Symposium on Marketing and Sports (1997, 2000, Groningen), Chair of the Symposium on Segmentation Software, Netherlands Statistical Association (2000, Utrecht), SMS Doctoral Consortium, Session on Structural Models (2003, University of Maryland), SMS Doctoral Consortium, Session on Measurement (2004, University of Rotterdam).

CONFERENCE AND WORKSHOP ORGANISATION

Member of the Steering committee of the 1998 Choice Conference, Paris, France, Member of the Steering committee of the 1998 Conference on Customer Based Marketing, Groningen Netherlands, Member of the Program committee of the IFCS-2000 Conference, (IFCS, 2000, Namur, Belgium), Mini-Symposium on Quantitative Approaches in Marketing (EMAC, 1997, London), Symposium on Mixture Models, Netherlands Classification Society (2000, Groningen), Course on Bayesian Statistics, IOPS/SOM (2000, Groningen), Session on Mixture models at the IFCS 2000 conference (Namur, with H.Bozdogan), Symposium on The New Marketing and Privacy, 25-year professorship of Prof. Leeflang (2001, University of Groningen); Marketing Research Camp (2002, University of Groningen); member of the Program committee of the ART forum (2003, Whistler), IC1, Visual Marketing conference, (2005, University of Michigan, Ann Arbor, USA), Bayesian Workgroup (2004, University of Michigan).

RESEARCH INTERESTS

I am interested in marketing research methodology and the application of statistical and econometric methods to marketing problems. Recent work deals with segmentation and positioning, consumer perception, attitude formation, consumer values, visual attention, consideration sets, choice processes, hedonic consumption, market segmentation, cross category analysis, category management, experimental choice design, data fusion, tailored interviewing, pricing, advertising, the analysis of eye movements, mixture models, choice models, multidimensional scaling models, Bayesian applications, tree-models, factor models and hazard models.

LEISURE INTERESTS

Kyokushin Karate, full contact. Grade: 4-th Dan. Heavy weight competitor. Netherlands Champion 1978-1987. Various international titles (a.o. twice Ibusz Oyama Cup Budapest), European Champion 1987-1988. Coach of

the Netherlands National team, 1987-1991, Chief instructor and president of Tamashii Dojo, 1988-1992, Utrecht (NL). International Instructor (Papendal (NL), Lille (Fr) , Paris (Fr), Barcelona (Sp), Lloret de Mar (Sp), Kaunas (Lt), Kopenhagen (Dm), Tromso (Nw), Hergiswil (Sw), Oradea (Rm), Tokyo (Jpn), Naha (Jpn). International Referee. Member of the Dutch board of directors 1988-1995, Member of the European board of directors, Auditor of the EKO 1996-2000, Auditor of the IKO, 2000-2001. Author of: *Kyokushin Karate: Training and Fighting*, 1990, Nikko-Toshogu Press. Instruction Video (Part 1 & 2), 1990, Nikko-Toshogu Press. Fitness, Boxing, Running (NY-Marathon '94, ½ Marathons, ¼ Triathlon), Mountain and Road Biking (Several top-5 MI placements, sports class 45+).

MARKETING PUBLICATIONS

In the publication list below, five key publications are indicated with 

BOOKS

- **Market Segmentation: Conceptual and Methodological Foundations.** Dordrecht, Kluwer, 1998. M. Wedel, W.A. Kamakura, p. 1-387. 1st edition.
 - *Reviewed by:* Bockenholt, U. (2000). *Journal of Classification*, 17, 143-145.
 - *Reviewed by:* Calantone, R. and Mishra, S. (2000). *Journal of Marketing Research*, 37, 135.
- **Market Segmentation: Conceptual and Methodological Foundations.** Dordrecht, Kluwer, 2000. M. Wedel, W.A. Kamakura, p. 1-382. 2nd edition.
 - *Reviewed by:* Dudgeon, P. (2002). *Journal of Classification*, 19, 179-182.
 - Cited 125 times (www.scholar.google.com)
- **Building Models for Marketing Decisions**, 2000. Dordrecht: Kluwer. P.S.H. Leeftang, D.R. Wittink, M. Wedel, Ph. Naert.
 - *Reviewed by:* Taylor K.A. (2001). *Journal of Marketing Research*, 38 (2), 278.
 - Cited 60 times (www.scholar.google.com)

CONJOINT ANALYSIS

- Latent class metric conjoint analysis. *Marketing Letters*, 3 (3), 1992: 273-288. W.S. DeSarbo, M. Wedel, M. Vriens, V. Ramaswamy.
- Concomitant variable latent class models for conjoint analysis. *International Journal for Research in Marketing*, 11, (5) 1994, 451-464 W.A. Kamakura, M. Wedel, J. Agrawal.
- Segmentation methods for metric conjoint analysis: A Monte Carlo comparison. *Journal of Marketing Research*, 33 (February), 1996, 73-85, M. Vriens, M. Wedel, T. Wilms.
- Bayesian prediction in hybrid conjoint analysis. *Journal of Marketing Research*, 2002, 34 (2), 253-261, F. ter Hofstede, Y. Kim and M. Wedel.

CONJOINT CHOICE DESIGN

- Designing Conjoint Choice Experiments Using Managers' Prior Beliefs. *Journal of Marketing Research*, 2001, 38 (4), 430-444. Z. Sándor, M. Wedel
- Profile Construction in Experimental Choice Designs for Mixed Logit Models, [*Marketing Science*, 2002, 21 \(4\), 455-475](#), Z. Sándor, M. Wedel.
- Differentiated Bayesian Conjoint Choice Designs. *Journal of Marketing Research*, 2005, 55 (May), 210-218. Z. Sandor, M. Wedel.

CONJOINT CHOICE EXPERIMENTS

- Assessing the effects of abstract attributes and brand familiarity in conjoint choice experiments. *International Journal for Research in Marketing*, 1998, 15 (1), 71-78. M. Wedel, M. Vriens, T.H.A. Bijmolt, W. Krijnen, P.S.H. Leeflang.
- Ratings-based versus choice-based latent class conjoint models- An

- empirical comparison. *Journal of the Market Research Society*, 40 (3), 1998, 237-248. M. Vriens, H. Oppewal, M. Wedel.
- Utility Covariances and Context Effects in Conjoint MNP Models [*Marketing Science*, 1998, 17 \(3\), 236-252](#), M.E. Haaijer, M. Wedel, M. Vriens, T.J. Wansbeek
 - Conjoint Choice Experiments: General Characteristics and Alternative Model Specifications. M.E. Haaijer, M. Wedel, In: A Gustafsson, A. Herrmann and F. Huber (eds.) *Conjoint Measurement: Methods and Applications*, Berlin: Springer, 2000, Ch. 13, 319-360 (1st ed.), 2001, Ch 14, 345-387 (2nd ed.).
 - The 'No-Choice' Alternative in Conjoint Choice Experiments. *International Journal of Marketing Research*, 2000, 43 (1), 93-106. M.E. Haaijer, W.A. Kamakura, M. Wedel
 - The information content of response latencies in conjoint choice experiments. *Journal of Marketing Research*, 2000, 37 (3), 376-382, M.E. Haaijer, W.A. Kamakura, M. Wedel

CROSS-CATEGORY ANALYSIS



- Analyzing Brand Competition across Subcategories, *Journal of Marketing Research*, 2004, 41 (4). M.Wedel, J. Zhang,

CROSS-SELLING, ADVERTISING

- Cross-selling financial services with database marketing. [*International Journal of Research in Marketing*](#), 2003, 20(1), 45-65. W.A. Kamakura, F. de Rosa, M. Wedel, J.A. Mazzon.
- Identifying Innovators for the Cross Selling of New Products, *Management Science*, 2004, 50(8), 1120-1132. W.A. Kamakura, B. Kosslar, M. Wedel
- The Influence of Moment-to-Moment Pleasantness and Informativeness on Zapping TV Commercials: A Functional Data and Survival Analysis Approach, *Journal of Marketing Research*, 2003, 40(4), 437-453. J.L.C.M. Woltman Elpers, M. Wedel, F.G.M. Pieters.

INTERNATIONAL MARKETING

- A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness. *Journal of Marketing*, 63 (2) 1999, 55-69, J.B.E.M. Steenkamp, F. ter Hofstede, M. Wedel
- International market segmentation based on consumer-product relations. *Journal of Marketing Research*, 36 (February), 1999, 1-17, F. Ter Hofstede, J.B.E.M. Steenkamp, M. Wedel (*lead article, Winner 2004 O'dell award*).
- Identifying spatial segments in international markets. [*Marketing Science*, 2002, 21 \(2\), 160-177](#), F. ter Hofstede, M. Wedel, J.B.E.M. Steenkamp. (*Finalist for the John Little award*).
- Identification de segment spatiaux pour des marchés internationaux. *Recherche et Applications en Marketing*, 2003, 18 (3), 81-104. F. ter Hofstede, M. Wedel, J.B.E.M. Steenkamp.

MARKETING APPLICATIONS

- A model for the effects of psychological pricing in Gabor-Granger price studies. *Journal of Economic Psychology*, 19 (2) 1998, 237-260. M. Wedel, P.S.H. Leeftang.
- The validity of APT as a method to measure means end chains. *International Journal for Research in Marketing*, 1998, 15 (1), 37-50. A. Oudeneart, F. Ter Hofstede, J.B.E.M. Steenkamp, M. Wedel
- Adoption of a service innovation in the business market: An empirical test of supply-side variables. *Journal of Business Research*, 1998, 41 (2). 161- 174. R. Frambach, B. Nooteboom, H. Barkma, M. Wedel.
- Segmentation of Hedonic Consumption: An Application of Latent Class Analysis to Consumer Transaction Databases. *Journal of Market Focussed Management*, 1999, 3, 295-311, J. Boter, M. Wedel
- Identifying random-scoring respondents in sensory research

using Finite mixture regression models G. Cleaver, M. Wedel. *Food Quality and Preference*, 12 (5-7), 2001, 373-384. G. Cleaver, M. Wedel.

- Consideration Sets, Intentions, and the Inclusion of “Don’t Know” in a Two-Stage Model for Voter Choice, *International Journal of Forecasting*, 2004, forthcoming, R. Paap, E. Van Nierop, H.J. van Heerde, M.Wedel, Ph.H. Franses, K.J.Alssem.
- User Categorisation of Public Library Collections, *Library and Information Science Research*, 2005, 27, 190-202. J. Boter, M. Wedel.
- Using Travel Cost to Compare the Use Value of Competing Cultural Organisations. 2005, *Journal of Cultural Economics*, 29, 13-33. J. Boter, J. Rouwendal, M. Wedel.

MARKET SEGMENTATION

- Fuzzy clusterwise regression and market segmentation, developments and applications. *Thesis*, 7 December 1990, University of Wageningen, M. Wedel.
- Consumer benefit segmentation using clusterwise linear regression. *International Journal of Research in Marketing*, 6 (1), 1989, 45-59. M. Wedel, C. Kistemaker.
- A fuzzy clusterwise regression approach to benefit segmentation. *International Journal of Research in Marketing* 6 (4), 1989, 241-258. M. Wedel, J.E.B.M. Steenkamp.
- A clusterwise regression method for simultaneous fuzzy market structuring and benefit segmentation. *Journal of Marketing Research*, 28 (November), 1991, 385-397. M. Wedel, J.E.B.M. Steenkamp (*lead article*).
- Segmentation retail-markets on store image using a consumer-based methodology. *Journal of Retailing*, 67, 1991, 300-320. J.E.B.M. Steenkamp, M. Wedel.

- Fuzzy clusterwise regression in benefit segmentation: application and investigation in its validity. *Journal of Business Research*, 26, (3), 1993, 237-249. J.E.B.M. Steenkamp, M. Wedel.
- Introduction to the special issue on market segmentation. *International Journal of Research in Marketing*, 19 (3), 2002, 181-184. M. Wedel, W.A. Kamakura.

MARKETING REVIEWS AND DISCUSSIONS

- Representing Heterogeneity in Consumer response models. *Marketing Letters*, 1997, 8 (3): 335-348. W.S. DeSarbo, A. Ansari, P. Chintagunta, C. Himmelberg, K. Jedidi, R. Johnson, W.A. Kamakura, P. Lenk, K. Srinivasan, M. Wedel.
- Modeling large datasets in marketing. *Statistica Neerlandica*, 1998, 52 (3), 303-324, S Balasubramanian, S. Gupta, W.A. Kamakura, M. Wedel.
- Marketing and Econometrics: the editors' introduction. *Journal of Econometrics*, 1999, 89 (March/April), 1-14, T.A. Wansbeek, M. Wedel.
- Discrete and continuous representation of heterogeneity, *Marketing Letters*, 1999, 10 (3), 217-230, M. Wedel, W.A. Kamakura, N. Arora, A. Bemmaor, J. Chiang, T. Elrod, R. Johnson, P. Lenk, S. Neslin, C.S. Poulsen
- Comment on Microeconometrics by J.A. Hausman. *Journal of Econometrics*, 2001, 100/101, 89-91, T. Wansbeek, M. Wedel, E. Meijer.
- Bayesian Econometrics: A Reaction to Geweke. *Journal of Econometrics*, 2001, 100/101, 79-80, P. Lenk, M. Wedel.
- Marketing Data, Models and Decisions. M. Wedel, W.A. Kamakura, U. Böckenholt, *International Journal of Research in Marketing*, 2000, 17 (2-3), 203-208.

- Choice Models and Customer Relationship Management, 2005. *Marketing Letters*, (Forthcoming), W.A. Kamakura, C.F. Mela, A. Ansari, A. Bodapati, P. Fader, R. Iyengar, P. Naik, S. Neslin, B. Sun, P.C. Verhoef, M. Wedel, R. Wilcox.

VALUES AND LIFE STYLE

- Life-style segmentation with tailored interviewing. *Journal of Marketing Research*, 32, (August), 1995, 308-317, W.A. Kamakura, M. Wedel.
- The dynamics of value segments: Modeling framework and empirical illustration. *International Journal of Research in Marketing*, 19 (3) 2002, 267-286, K. Brangule-Vlagsma, F.G.M. Pieters, M. Wedel

VISUAL ATTENTION

- Undirected visual attention to advertising, a segment level analysis. *Journal of Consumer Research*, 24 (3) 1997, 305-314, E. Rosbergen, F.G.M. Pieters, M. Wedel.
- Visual attention to repeated print advertising: a test of scanpath theory. *Journal of Marketing Research*, 36 (November) 1999, 424-438, F.G.M. Pieters, E. Rosbergen, M. Wedel
- Eye fixations on advertisements and memory for brands: a model and findings. [*Marketing Science*, 19 \(4\), 2000, 297-312](#), M. Wedel, F.G.M. Pieters (*lead article*).
- La fixation des yeux sur les publicites et la Memorisation des Marques: un Modele et ses Resultats. *Recherche et Applications en Marketing*, 16 (2), 2001, 87-106. M. Wedel, F.G.M. Pieters.
- Breaking through the Clutter: Benefits of Advertisement Originality and Familiarity for Brand Attention and Memory, *Management Science*, 2002, 48 (6), 765-781. F.G.M. Pieters, L. Warlop M. Wedel.
- The Representation of Local and Global Exploration Modes in Eye



Movements through Bayesian Hidden Markov Models. *Psychometrika*, 2003, 68 (4), 519-542. J. Liechty, F.G.M. Pieters, M. Wedel

- Evidence for Covert Attention Switching from Eye-Movements. *Psychometrika*, 2003, 68 (4), 557-562. M.Wedel, F.G.M. Pieters, J. Liechty.



- Attention Capture and Transfer by elements of Advertisements. F.G.M. Pieters, M. Wedel., *Journal of Marketing*, 2004, 68 (2), 36-50.

RESEARCH METHODOLOGY PUBLICATIONS

FACTOR ANALYSIS



- Factor analysis with observed and latent variables in the exponential family, *Psychometrika*, 66 (4), 2001, 515-530, M. Wedel, W.A. Kamakura.
- Exploratory Tobit factor analysis for multivariate censored data, *Multivariate Behavioral Research*, 36 (1), 2001, 53-82. W.A. Kamakura, M. Wedel
- The spatial representation of market information. *Marketing Science*, 20 (4), 2001, 426-441, W.S. DeSarbo, A. Degeratu, M. Wedel, M.K. Saxton.
- Factor Models for Multivariate Count Data, *Journal of Multivariate Analysis*, 2003, 87 (2), 356-369, M. Wedel, U. Bockenholt, W.A. Kamakura.
- The Structure of Self-Reported Emotional Experiences: A Mixed Effects Poisson Factor Model, *British Journal of Mathematical and Statistical Psychology*, 2003, 56, 215-229, Bockenholt, W.A. Kamakura, M. Wedel
- Bayesian Estimation of Circumplex Random Effects Models Subject to Prior Theory Constrains and Subject-Specific Scale Usage Bias. *Psychometrika*, 2005, forthcoming. P. Lenk, M. Wedel, U. Bockenholt.

HAZARD MODELS

- Implications for asymmetry, non-proportionality and heterogeneity in brand switching from piece-wise exponential mixture hazard models, *Journal of Marketing Research*, 32 (November), 1995, 457-462. M. Wedel, W.A. Kamakura, W.S. DeSarbo, E.W. ter Hofstede.
- A Monte Carlo study of time aggregation in continuous-time and discrete-time parametric hazard models. *Economics Letters*, 58, 1998, 149-156, F. Ter Hofstede, M. Wedel
- Time aggregation effects on the baseline of continuous-time and discrete-time hazard models. *Economics Letters*, 63, 1999, 145-150, F. ter Hofstede, M. Wedel

INSTRUMENTAL VARIABLES AND ENDOGENEITY

- Regressor and random-effects dependencies in multilevel models. *Statistica Neerlandica*, 58 (2) 2004, 161-178, P. Ebbes, U. Bockenholt, M. Wedel
- New Evidence for the Effect of Education on Income: Solving Endogeneity with Latent Instrumental Variables. *Quantitative Marketing and Economics*, 2004, Forthcoming. P. Ebbes, M. Wedel, T. Steerneman, U. Bockenholt.
- Structural Modeling in Marketing: A Review and Assessment, 2005, P. Chintagunta, T. Erdem, P.E. Rossi, M. Wedel, *Marketing Science*, (forthcoming).

MISSING DATA AND DATAFUSION



- Statistical data-fusion for cross-tabulation. *Journal of Marketing Research*, 34 (November) 1997, 485-498, W.A. Kamakura, M. Wedel.
- Factor Analysis and Missing Data, *Journal of Marketing Research*, 2000, 37 (November), 490-498, W.A. Kamakura, M. Wedel

- List Augmentation with Model Based Multiple Imputation: A Case Study Using a Mixed-Outcome Factor Model, *Statistica Neerlandica (Special Issue on Missing Data)*, 2003, 57 (1), 46-57, W.A. Kamakura, M. Wedel.

MIXTURE MODELS

- A review of recent developments in latent class regression models. In: *Advanced methods of Marketing Research*, (RP Bagozzi, ed.), New York: Blackwell, 1994, Ch. 10, 352-388, M. Wedel, W.S. DeSarbo.
- Mixture Regression models. In: *Advances in Latent Class Models*, 2002, J Hagenaars and A. McCutcheon (eds). Cambridge: Cambridge University Press, Ch. 13, p. 366-382. M. Wedel, W.S. DeSarbo.
- A latent class Poisson regression model for heterogeneous count data with an application to direct mail. *Journal of Applied Econometrics*, 8, 1993, 397-411. M. Wedel, W.S. DeSarbo, J.R. Bult, V. Ramaswamy.
- A latent class binomial logit methodology for the analysis of paired comparison choice data: an application reinvestigating the determinants of perceived risk. *Decision Sciences*, 24 (6), 1993, 1157 - 1170. M. Wedel, W.S. DeSarbo.
- A mixture likelihood approach for generalised linear models. *Journal of Classification*, 12 (1), 1995, 21-56. M. Wedel, W.S. DeSarbo.
- A partitioning clustering method minimizing the residual mean square for finding consumer segments with similar preference weights. *Kwantitatieve Methoden* 28 (1988), 137-149. M. Wedel, C. Kistemaker
- GLIMMIX: A program for mixtures of generalized linear regression models, and its applications in marketing. *Kwantitatieve Methoden*, 1995, 50, 55-70, M. Wedel.
- The desaggregate estimation of simultaneous equation models: An application to the price-quality relationship. *Structural Equations Modeling*, 1996, 3 (3), 266-289, K. Jedidi, V. Ramaswamy, W.S.

DeSarbo, M. Wedel.

- Mixture model analysis of complex samples. *Journal of Classification*, 15 (2), 1998, 225-244. M. Wedel, F. ter Hofstede, J.E.B.M. Steenkamp.
- Computing the Standard Errors of Mixture Model Parameter Estimates when Classes are Well Separated. *Computational Statistics*, 16 (4), 2001, 539-558, M. Wedel.
- GLIMMIX: Software for Estimating Mixtures and Mixtures of Generalized Linear Models. *Journal of Classification*, 18 (1), 2001, 129-137, M. Wedel.
- Segment Profiling With Mixture Models, *Marketing Letters*, 13 (1) 2002, 17-25. M. Wedel W.S. DeSarbo.
- Concomitant Variables in Finite Mixture Models. *Statistica Neerlandica*, 56 (3) 2002, 362-375, M. Wedel.
- An Empirical Bayes Procedure for Improving Individual Level Estimates and Predictions from Finite Mixtures of Multinomial Logit Models. *Journal of Business and Economic Statistics*, 22 (1), 2004, 121-126. W.A.Kamakura, M. Wedel
- On EM, SEM and MCMC performance for problematic mixture Gaussian likelihoods. *Statistics and Computing*, 2004, 14(4), 323-332, J.Goncalves-Dias M. Wedel.

MULTIDIMENSIONAL SCALING

- The effect of alternative methods of collecting similarity data for Multidimensional Scaling. *International Journal of Research in Marketing*, 1995, 12, (4) 363-371. T.H.A. Bijmolt, M. Wedel.
- An exponential family mixture MDS methodology for simultaneous segmentation and product positioning. *Journal of Business and Economic Statistics*, 1996, 14(4), 447-459. M. Wedel, W.S. DeSarbo.
- The identification of sensory dimensions of food products from scanner data using the STUNMIX methodology. In: *Agricultural Marketing in a Changing World* (Wierenga, Steenkamp, Tilburg,

Wedel eds.), 1996, 189-200, M. Wedel.

- A spatial interaction model for deriving joint space maps of bundle compositions and market segmentation pick-any data: an application to new product options. *Marketing Letters*, 1996, 7 (2): 131-145, W.S. DeSarbo, V. Ramaswamy, M. Wedel, T.H.A. Bijmolt.
- Judgments of Brand similarity. *International Journal of Research in Marketing*, 1998, 15 (3), 249-268. T.H.A. Bijmolt, M. Wedel, R.G.M. Pieters, W.S. DeSarbo.
- A multidimensional scaling model accomodating differential stimulus familiarity. *Multivariate Behavioral Research*, 33(1), 41-63, 1998. T.H.A. Bijmolt, W.S. DeSarbo, M. Wedel.
- A Bayesian approach to the spatial representation of market structure from consumer choice data. *European Journal of Operational Research*, 1998, 111 (2), 285-305, W.S. DeSarbo, Y. Kim, M. Wedel, D. Fong.
- A comparison of multidimensional scaling methods for perceptual mapping. *Journal of Marketing Research*, 1999, 36 (May), 277-285, T.H.A. Bijmolt, M. Wedel.

TIME SERIES MODELS

- Habit persistence in time series models of discrete choice. *Marketing Letters*, 12 (1), 2001, 25-36. M.E. Haaijer, M. Wedel.

TREE MODELS

- Mixtures of (constrained) ultrametric trees. *Psychometrika*, 63 (4) 1998, 419-443 M. Wedel, W.S. DeSarbo
- Mixed tree and spatial representation of dissimilarity judgments. *Journal of Classification*, 17 (2), 2000, 243-272, M. Wedel, T.H.A. Bijmolt.

EPIDEMIOLOGY AND NUTRITION PUBLICATIONS

EPIDEMIOLOGY

- Discovering an Epidemic before it has reached a certain level of prevalence. *Biometrics* 39 (1983):765-770. J.A.J. Metz, M. Wedel, A.F. Angulo.
- Dietary intake, nutritional status and well being of cancer patients. A prospective study. *European Journal of Cancer and Clinical Oncology* 21, (1985), 12: 1449-1459. P.F. Bruning, R.J. Egger, A.C. Gooskens, R.J.J. Hermus, K.F.A.M. Hulshof, C. Kistemaker, E.H. Klein Poelhuis, A. Kobashi-Schoot, J. Odink, W.H.P. Schreurs, M. Wedel.
- The influence of radiotherapy and chemotherapy on the vitamin status of cancer patients. *International Journal of Vitamin and Nutrition Research* 55 (1985): 425-432. W.H.P. Schreurs, J. Odink, R.J. Egger, M. Wedel, P.F. Bruning.
- Anthropometrical data of three groups of cancer patients, - a prospective study during cancer treatment. *Nutrition Reports International* 35 (1987), 1: 135-145. R.J. Egger, A.C. Gooskens, J.C. Huldij, M. Wedel, P.F. Bruning.
- Food intake in three groups of cancer patients, a prospective study during cancer treatment. *Human Nutrition: Applied Nutrition* 41A (1987): 23-37. K.F.A.M. Hulshof, A.C. Gooskens, M. Wedel, P.F. Bruning.
- Iron metabolism and vitamin A deficiency in Northeast Thailand. *American Journal of Clinical Nutrition* 50 (1989), 332-338. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, J. Schrijver, S. Saowakhontha, W.H.P. Schreurs.
- A prevalence study of vitamin A deficiency and xerophthalmia in Northeastern Thailand. *American Journal of Epidemiology* 129 (1989), 6: 1095-1103. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, K. Chusilp, S. Saowakhontha, W.H.P. Schreurs.

- Short term effects of a single oral massive dose of vitamin A on anaemia. *American Journal of Clinical Nutrition* 51 (1990): 76-79. M.W. Bloem, M. Wedel, E.J. van Achtmaal, A.J. Speek, S. Saowakhontha, W.H.P. Schreurs.
- Mild Vitamin A deficiency and risk of respiratory tract diseases and diarrhoea in pre-school and school children in Northeastern Thailand. *American Journal of Epidemiology* 131 (1990): 332-339. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, J. Schrijver, S. Saowakhontha, W.H.P. Schreurs.
- The authors reply. Letter to the editor. *American Journal of Epidemiology* 133 (1991): 320-321. M. Bloem, M. Wedel.
- Association between intestinal parasitoses and nutritional status in 3-8-year-old children in Northeast Thailand. *Tropical and Geographical Medicine* 42 (1990), 4: 312-323. R.J. Egger, E.H. Hofhuis, M.W. Bloem, K. Chusilp, M. Wedel, C. Intrakhao, S. Saowakhontha, W.H.P. Schreurs.

NUTRITION SURVEILLANCE

- Diet and other life-style factors in high and low socio-economic groups (Dutch Nutrition Surveillance System). *European Journal of Clinical Nutrition* 45 (1991), 441-450. K.F.A.M. Hulshof, M.R.H. Löwik, F.J. Kok, M. Wedel, H.A.M. Brants, R.J.J. Hermus, F. ten Hoor.
- Dietary intake, life style and nutritional status of 18-year old men in the Netherlands. *Nutrition Reports International* 37 (1988), 4: 755-764. K.F.A.M. Hulshof, M. Wedel, Th. Ockhuizen.
- Dose-response relationships regarding vitamin B-6 in elderly people: a nation wide nutritional survey (Dutch Nutritional Surveillance System). *American Journal of Clinical Nutrition* 50 (1989): 391-399. M.R.H. Löwik, H. van den Berg, S. Westenbrink, M. Wedel, J. Schrijver, Th. Ockhuizen.
- Dutch dietary guidelines: impact on blood lipids, blood pressure, body

- composition and urinary mineral excretion of Dutch middle-aged men. *European Journal of Clinical Nutrition* 45 (1991), 431-439. W. van Dokkum, E.J. van der Beek, S. de Pee, G. Schaafsma, A. Wesstra, M. Wedel.
- Food intake and socio-economic status in children in northeast thailand. *Tropical and Geographical Medicine* 43 (1&2) (1991), 42-50. R.J. Egger, E.H. Hofhuis, B. Sukonthanyakorn, E.M. van der Ven, P. Scriboonlue, M. Wedel, S. Saowakontha, W.H.P. Schreurs.
 - Nutrition and blood pressure among elderly men and women. *Journal of the American College of Nutrition* 8 (1989), 5: 460. M.R.H. Löwik, Z. Hofman, F.J. Kok, M. Wedel, K.A.F.M. Hulshof, J. Odink, G. Schaafsma.
 - Nutritional risks among Dutch elderly people. *Journal of the American College of Nutrition* 8 (1989), 5: 441. M.R.H. Löwik, J. Schrijver, M. Wedel, S. Westenbrink.
 - Nutrition and ageing: Nutritional status of "apparently healthy" elderly (Dutch nutrition surveillance system). *Journal of the American College of Nutrition* 9 (1990): 18-27. M.R.H. Löwik, J. Schrijver, J. Odink, H. van den Berg, M. Wedel, R.J.J. Hermus.
 - Effect of dietary fiber on the vitamin B-6 status among vegetarian and non-vegetarian elderly (Dutch nutrition surveillance system). *Journal of the American College of Nutrition* 9 (1990), 3:241-249. M.R.H. Löwik, J. Schrijver, H. van den Berg, K.F.A.M. Hulshof, M. Wedel, Th. Ockhuizen.
 - Vitamin D status, parathyroid hormone and sunlight in Turkish, Moroccan and Caucasian children in the Netherlands. *European Journal of Clinical Nutrition* 44 (1990), 461-470. J.F. Meulmeester, H. van den Berg, M. Wedel, P.G. Boshuis, K.F.A.M. Hulshof, R. Luyken.
 - Long term effects of a vegetarian diet on the nutritional status of elderly People (Dutch Nutrition Surveillance System). *Journal of the American College of Nutrition* 9 (1990), 600-609. M.R.H. Löwik, J.

Schrijver, J. Odink, H. van den Berg, M. Wedel.

- Dependence of Vitamin B-6 status Assessment on alcohol intake among elderly men and women (Dutch Nutrition Surveillance System). *Journal of Nutrition* 120 (1990), 1344-1351. M.R.H. Löwik, G. van Poppel, M. Wedel, H. van den Berg, J. Schrijver.
- Cardiovascular risk factors among elderly people (Dutch Nutrition Surveillance System). In: *From Gene to Man - Gerontological Research in the Netherlands*. C.F.A. van Bezooijen, R. Ravid and A.A.J. Verhofstad, eds. (1990), Stichting Gerontologie en Geriatrie. M.R.H. Löwik, J. Odink, M. Wedel, H. Brandts, F.J. Kok, Th. Ockhuizen.
- Nutrition and blood pressure among elderly men and women (Dutch nutrition surveillance system). *Journal of the American College of Nutrition* 10 (1991), 2: 149-155. M.R.H. Löwik, Z. Hofman, F.J. Kok, M. Wedel, K.F.A.M. Hulshof, J. Odink, G.J. Schaafsma.
- Nutrition and serum cholesterol levels among elderly men and women (Dutch nutrition surveillance system). *Journal of Gerontology: Medical Sciences* 46 (1991), 1: M23-28. M.R.H. Löwik, M. Wedel, F.J. Kok, J. Odink, S. Westenbrink, J.F. Meulmeester.
- Iodide Excretion before and after revision of Goiter Prophylaxis (Dutch Nutrition Surveillance System) *European Journal of Clinical Nutrition* (1992) 46: 671-678. J. Brug M.R.H. Löwik, M. Wedel, J. Odink.
- Clustering of dietary variables and other lifestyle factors (Dutch Nutritional Surveillance System). *Journal of Epidemiology and Community Health* (1992) 46: 417-424. K.F.A.M. Hulshof, M. Wedel, M.R.H. Löwik, F.J. Kok, C. Kistemaker, R.J.J. Hermus, F. ten Hoor, Th. Ockhuizen.
- Marginal nutritional status among institutionalized elderly women as compared to those living more independently (Dutch Nutrition Surveillance System). *Journal of the American college of Nutrition*, Vol. 11, No. 6, 673-681 (1992). M.R.H. Löwik, H. van den Berg, J.

Schrijver, J. Odink, M. Wedel, P. van Houten.

- Thiamin, Riboflavin and vitamin B-6: Impact of Restricted intake on physical performance in man. *Journal of the American College of Nutrition*, 13 (6) (1994), 629-640. E.J. van der Beek, W. van Dokkum, M. Wedel, J. Schrijver, H. van den Berg.
- Fat Watch: A nationwide campaign in the Netherlands to reduce fat intake: proces evaluations. *Nutrition and Health*, 1998, 12, pp. 107-117. J.C.J.F. van der Feen de Lille, M. Riedstra, W. Hardeman, M. Wedel, J. Brug, J.F.A .Pruyn, M.R.H. Lowik

ALCOHOL RESEARCH

- Application of a three-compartment model to a study of the effects of sex, alcohol dose and concentration, exercise and food consumption on the pharmacokinetics of ethanol in healthy volunteers, *Alcohol and Alcoholism*, 26 (3), 329-336 (1991). M. Wedel, J.E. Pieters, N.A. Pikaar, Th. Ockhuizen.
- Effects of moderate alcohol consumption on platelet aggregation, fibrinolysis and blood lipids. *Metabolism* 36 (1987), 6: 538 -543. N.A. Pikaar, M. Wedel, E.J. van der Beek, H.J.M. Kempen, C. Cluft, Th. Ockhuizen, R.J.J. Hermus.
- Influence of long term, moderate alcohol consumption on the excretion of free and conjugated catecholamines and total salsolinol. *Biogenic Amines* 4 (1987): 391-398. J. Odink, N.A. Pikaar, M. Wedel.
- Influence of several factors on blood alcohol concentrations after drinking alcohol. *Alcohol and Alcoholism* 23 (1988), 4: 289-297. N.A. Pikaar, M. Wedel, R.J.J. Hermus.
- Changes in blood lipids and lipoproteins after a moderate dose of alcohol in young and middle aged men. *Alcohol and Alcoholism* 24 (1989), 4: 386. G. Schaafsma, Th. Ockhuizen, H. van de Pol, J. Veenstra, M. Wedel.
- Effects of a moderate dose of alcohol on platelet function and tissue-

type plasminogen activator in young and middle aged men. *Alcohol and Alcoholism* 24 (1989), 4: 389. J. Veenstra, C. Kluft, Th. Ockhuizen, H. van de Pol, M. Wedel, G. Schaafsma.

- Parameter estimation in a three compartment model for blood alcohol curves. *Alcohol and Alcoholism* 25 (1989), 1: 17-24. J.E. Pieters, M. Wedel, G. Schaafsma.
- Effects of a moderate dose of alcohol on platelet function and tissue-type plasminogen activator and plasminogen activator inhibitor. *Thrombosis and Haemostasis* (1990). J. Veenstra, C. Kluft, Th. Ockhuizen, H. van de Pol, M. Wedel and G. Schaafsma.
- Effects of four days of moderate wine and coffee consumption on fibrinolysis and platelet aggregation. *Fibrinolysis* 4 (1990), 215-220. J. Veenstra, C. Kluft, Th. Ockhuizen, N.A. Pikaar, H. van de Pol, M. Wedel, G. Schaafsma.
- Effects of a moderate dose of alcohol on blood lipids and lipoproteins postprandially and in the fasting state. *Alcohol and Alcoholism* 25 (1990), 4: 371-377. J. Veenstra, Th. Ockhuizen, H. van de Pol, M. Wedel, G.J. Schaafsma.

ANTHROPOMETRIC RESEARCH

- Comparison of ultrasonic and skin-fold calliper measurement of subcutaneous fat tissue. *International Journal of Obesity* 10 (1986): 161-168. T. Weits, E.J. van der Beek, M. Wedel.
- Computed tomography measurement of fat tissue in relation to anthropometry. *International Journal of Obesity* 12 (1988): 217-225. T. Weits, E.J. van der Beek, M. Wedel.
- Fat patterning during weight reduction: a multimode investigation. *Netherlands Journal of Medicine* 35 (1989): 174-184. T. Weits, E.J. van der Beek, M. Wedel, M.W.A. Höben, H.P.F. Koppeschaar.

VITAMINE RESEARCH

- Vitamin C restriction and physical performance. *Proceedings of the Nutrition Society* 25 (1986), 2: 65a. E.J. van der Beek, W. van Dokkum, J. Schrijver, M. Wedel.
- The impact of restricted vitamin intake on functional performance in man. *Proceedings of the Nutrition Society* 45 (1986), 2: 65a. E.J. van der Beek, W. van Dokkum, J. Schrijver, M. Wedel, A.W.K. Gaillard.
- Impact of combined restricted vitamin B1, B2, B6 and C-intake on functional performance in man. *American Journal of Clinical Nutrition* 48 (1988): 1451-1462. E.J. van der Beek, W. van Dokkum, J. Schrijver, M. Wedel, A.W.K. Gaillard, A. Wesstra, H. van de Weerd, R.J.J. Hermus.
- Short-term effects of marginal vitamin B deficiencies on immune parameters in healthy young volunteers. *Nutrition Research* 10 (1990): 483-492. Th. Ockhuizen, S. Spanhaak, N. Mares, J. Veenstra, M. Wedel, J. Mulder, H. van den Berg.
- Vitamin C analysis in whole blood, plasma and cells using reduced glutathione as preservative (Stabilizer): Losses and redistribution. *International Journal of Vitamin and Nutrition Research* 61 (1991): 43-45. M.R.H. Löwik, J. Schrijver, M. Wedel.

NUTRITION APPLICATIONS

- The relationship of diet, body composition, physical activity and quality of metabolic control to blood lipid levels in type-I diabetic men. *International Journal of Sports Medicine* 5 (1984), 5: 59-63 E.J. van der Beek, M. Wedel, A. van der Zedde, M. Bovens, B.J. Leep, R.J.J. Hermus, J.A. Schouten, E.A. van der Veen.
- The reproducibility of the conversion of nitrate to nitrite in human saliva after a nitrate load. *Food and Chemical Toxicology* 26 (1988), 2: 93-97. P.M.J. Bos, P.A. van den Brandt, M. Wedel, Th. Ockhuizen.
- Food preferences and aversions and dietary pattern in anorexia nervosa.

Human Nutrition Clinical Nutrition 42 (1988): 671-678. C.J.M. van Binsbergen, K.F.A.M. Hulshof, M. Wedel, J. Odink, H.J.T. Coelingh-Bennink.

- Comparative analysis of the penetrative capacity of the synopses and of the full papers published in the same broad-scope agricultural journal. *Journal of Information Science* (1990), 16: 155-164. D.G. van der Heij, J. van der Burg, I.R.C. Cressie, M. Wedel.
- Effect of various levels of selenium in wheat and meat on blood Se status indices and on Se balance in Dutch men. *British Journal of Nutrition* (1991), 65: 69-80. H.W. van der Torre, W. van Dokkum, G.J. Schaafsma, M. Wedel, Th. Ockhuizen.

DUTCH AND PRACTITIONER MARKETING PUBLICATIONS

- Ontwikkeling van een vragenlijst naar Voedingskennis. *Nederlands Tijdschrift voor dietisten* (1994), 49 (4), 78-81. G.R.A. Paas, P. Schneijder, M. Wedel, M.R.H. Löwik.
- Marktsegmentatie onderzoek in theorie en praktijk. *Jaarboek van de Nederlandse Vereniging van Marktonderzoekers 1992/1993*. 1992, 207-222. H.G.J. Gankema, M. Wedel.
- Voedselkeuzegedrag en realisatie van de gewenste voeding. *Nederlands Tijdschrift voor Diëtenisten* 5 (1988): 107-110. M. Wedel, H. Wolters.
- Marktsegmenten en hun belang voor voedingsinformatie en gedragsbeïnvloeding. *Voedings-Middelen Technologie* 21 (1988): 59-61. M. Wedel, M.R.H. Löwik, Th. Ockhuizen.
- Kunnen we de consument nog voldoende segmenteren? In: *Voedsel in beweging, symposium 50 jaar voedingsonderzoek* TNO, van Dokkum, W., en D.G. van der Heij (eds), Pudoc, Wageningen 1990. M. Wedel.
- Doordacht segmenteren bij couponacties. Analyse van het bereik van een marktinstrument. *Tijdschrift voor Marketing*, 1994, 28 (2) 37-42, M. Wedel, W.S. DeSarbo.
- Kiezen van Marktonderzoekbureaus, kies op kwaliteit. *Tijdschrift voor*

Marketing, 1994, 28 (3), 32-37, M. Wedel.

- Het selecteren van een Marktonderzoeksbureau. In: *Checklisten Algemeen Management*, H.E. Wijnberg (red). Kluwer, 2c.2.2-01-2c.2.2-13. M. Wedel.
- De marktonderzoekopleiding aan de Rijksuniversiteit Groningen. *Onderzoek*, 1994, 12, 35- 37. M. Wedel.
- Prijsgevoeligheden. *Jaarboek van de Nederlandse Vereniging voor Marktonderzoekers*, 1994/1995, 71-88. P.S.H. Leeftang, M. Wedel.
- De vraagzijde van de Nederlandse onderzoekmarkt: verschillen tussen grote en kleine bedrijven. *Jaarboek van de Nederlandse Vereniging voor Marktonderzoekers* (1995/96), 1-17. P.S. Zwart, J.E. van der Werf, M. Wedel
- Het beschrijven van merkwisseling en tussenaankooptijden met event history analyse. (1995) *Onderzoek* 13 (5), 6-8. F. ter Hofstede, M. Wedel
- Marktsegmentatie: een dynamisch concept. (1995) *Markit*, Winter 1995, 4-6. M. Wedel.
- Nederlands Marktonderzoek is te Goedkoop. *Nieuwsribune*, 1997, 14 (40), 46-47. M. Wedel
- Visuele aandacht voor print reclame: een tweetal experimenten. *Jaarboek van de Nederlandse Vereniging voor Marktonderzoek en Informatiemanagement*, 1998, 81-93. E. Rosbergen, M. Wedel, F.G.M. Pieters.
- De rol van de universiteit in Marktonderzoek. *Markit* 1998 (winter), 19-21. M. Wedel.
- Marktonderzoek bij Diensten. In: *ten Dienste, recente ontwikkelingen in de marketing van diensten*. (K.J. Alsem, P.S.H. Leeftang, G.B.W. Willenborg eds.). 30-39, M. Wedel.
- Marktsegmentatie. *Markant* 1998 (juni), 7. M. Wedel.
- De Afstudeervariant Marketing aan de Economische faculteit van de Rijksuniversiteit Groningen na 1999. *Onderzoek*, 1999 (october, 26-27) M. Wedel, K.R.E. Huizingh.
- Marktsegmentatie Achterhaald? *Onderzoek*, 2000 (Maart 13-14). M. Wedel

- Is Marktsegmentatie Achterhaald? *Economische En Statistische Berichten*, 2000 (22 December 2000).
- Split-Questionnaire Design: A new tool in survey design and panel management. *Marketing Research*, 2001 (Summer), 14-19. M. Vriens, M. Wedel, Z. Sandor.
- There may be no brand user differences, but segments are there. *Marketing Research*, 2001 (Summer), 43-44. M. Wedel, W.A. Kamakura.
- Is Market Segmentation History?, *Marketing Research*, 2001 (Winter). 13 (4), 27-29, M. Wedel.

DUTCH RESEARCH METHODOLOGY PUBLICATIONS

- Clustergewijze regressie en marktsegmentatie. *Onderzoek* 4, 1992, 39-41. H.G.J. Gankema, M. Wedel.
- Neurale netwerken en statistische analyse in de marketing. In: *Informatie Meester!* (K. Boskma, J.L. Bouma, J.C. Frowein, P.S.H. Leeftang, H.G. Sol, K. Wezeman, eds.) 126-136, Th.W. de Boer, K.R.E. Huizingh, M. Wedel.
- Exacte tests, nuttig voor het marktonderzoek? *Onderzoek*, 1995 13(8/9), 44-45. M. Wedel
- Neurale Netwerken versus statistische methoden: een vergelijking. *Jaarboek van de Nederlandse Vereniging voor Marktonderzoekers* (1995/96), 55-66, K.R.E. Huizingh, T.H.W. de Boer, M. Wedel
- Het beschrijven van merkwisseling en tussenaankooptijden met event history analyse. (1995) *Onderzoek* 13 (5), 6-8. F. ter Hofstede, M. Wedel
- Een datafusie-procedure voor het maken van kruistabellen. *Jaarboek van de Nederlandse Vereniging voor Marktonderzoek en Informatiemanagement*, 1997, 95-106. H. Vrolijk, M. Wedel.
- Marketing and Econometrics! *Vesting, Medium Economische Toepassingen*, januari 1997, 21-23, M. Wedel, T. Wansbeek.
- GLIMMIX: A program for estimating mixture and mixture regression models. *Programma Info*, spring 1997, 3-5, M. Wedel.

DUTCH NUTRITION PUBLICATIONS

- Evaluation of skinfold measures. *Nederlands Militair Geneeskundig Tijdschrift* 6 (1984): 195-199. R. Luyken, C. Kistemaker, M. Wedel, F.W.M. Luyken-Koning.
- The influence of Body Fatness on physical performance of Dutch Military Personnel. *Nederlands Militair Geneeskundig Tijdschrift* 6 (1984): 201-209. M. Bloem, E.J. van der Beek, M. Wedel.
- Diet and other life-style factors in different socio-economic groups in the Netherlands. *Tijdschrift Sociale Gezondheidszorg, gezondheid en samenleving* 69 (1991): 1. K.F.A.M. Hulshof, F.J. Kok, M.R.H. Löwik, M. Wedel, E.J.M. Aarnink, H.M. Brants.
- Onderzoek naar de voeding en voedingstoestand van zelfstandig wonende mensen van 65 tot 80 jaar. *Voeding* 46 (1987), 6: 177-191. M.R.H. Lowik, S. Westenbrink, J.F. Meulmeester, H. van den Berg, K.F.A.M. Hulshof, C. Kistemaker, J. Odink, C.M. de Rover, J. Schrijver, M. Wedel.
- Natrium, kalium en alledaagse voedingsmiddelen. *Voeding* 48 (1987), 12: 351-356. J.J. van Binsbergen, K.F.A.M. Hulshof, R.J. Egger, M. Wedel, R.J.J. Hermus.
- Realisatie Richtlijnen goede voeding: consequenties voor gedragsbeïnvloeding. *Voeding* 49 (1988): 268-272. M.R.H. Löwik, M. Wedel, K.F.A.M. Hulshof, Th. Ockhuizen.
- De voedingstoestand van Turkse en Marokkaanse kinderen in Nederland. *Voeding* 49 (1988), 4: 84-89. J.F. Meulmeester, M. Wedel, H. van den Berg, K.F.A.M. Hulshof, C. Kistemaker, M. Bovens, R. Luyken.
- De voeding van Turkse en Marokkaanse kinderen in Nederland. *Voeding* 49 (1988), 6: 143-150. K.F.A.M. Hulshof, C. Kistemaker, M.F. Bovens, J.F. Meulmeester, M. Wedel, R. Luyken.
- Invloed van consumptie van mono- en disachariden op risicofactoren voor welvaartsziekten. *Voeding* 49 (1988), 11: 287. E.J. van der Beek, W. van Dokkum, M. Wedel, G. Schaafsma, Th. Ockhuizen.

- Invloed van sociaal-economische factoren op voeding en voedingstoestand van ouderen. *Voeding* 50 (1989), 2: 38-42. M.R.H. Löwik, S. Westenbrink, M. Wedel, J. Schrijver.
- Referentiewaarden voor hemoglobine bij ouderen gezien vanuit de voeding en de gezondheidstoestand. *Voeding* 51 (1990), 9: 211-215. M.R.H. Löwik, N.A. Pikaar, E.J. van der Beek, M. Wedel, S. Westenbrink.
- Determinanten van het hemoglobinegehalte bij Nederlandse ouderen. In: *Ouder worden nu '90*, Knipscheer, CPM, J.J.M. Michels, M.W. Ribbe (eds.). Almere, Versluys Uitgeverij, 1990. M.R.H. Löwik, N.A. Pikaar, E.J. van der Beek, M. Wedel, S. Westenbrink.
- Evaluatie van de vitamine B-6 voorziening van de Nederlandse bevolking. *Voeding* (1991), 52: 4-9. J. Brug, M.R.H. Löwik, C. Kistemaker, M. Wedel.
- Evaluatie van de Vitamine C voorziening in Nederland (Voedselconsumptiepeiling 1987/ 1988). *Voeding* (1991) 52, 269-275. M.R.H. Löwik, M. Wedel, C. Kistemaker, H.A.M. Brants, H. van den Berg, Th. Ockhuizen.
- Invloed van Sociaal-Economische Status op Voeding en andere levensstijl factoren (Voedselconsumptiepeiling 1987 - 1988) In: *Sociaal-Economische Gezondheidsverschillen Onderzocht*, III, J.P. Mackenbach (red.) Den Haag DOP. (1991), 51-70. K.F.A.M. Hulshof, M.R.H. Löwik, F.J. Kok, M. Wedel, C. Kistemaker, H.A.M. Brants.

SUBMITTED PAPERS AND WORKING PAPERS

- Improving Online Product Recommendations by Including Nonrated Items, *Journal of Marketing Research*, (Conditionally Accepted). Yuanping Ying, Michel Wedel, Fred Feinberg.
- Modeling Unobserved Consideration Sets For Household Panel Data, 2003, *Marketing Science*, E. van Nierop, R. Paap, B. Bronnenberg, Ph. H. Franses, M.Wedel (2nd revision).
- Goal Control of Visual Attention to Advertising: The Yarbus Implication, 2004, F.G.M.Pieters, M.Wedel, *Journal of Consumer Research*, (1st Revision).
- A model-based approach to setting optimal retail markups, 2004, M.Wedel, J. Zhang, F.Feinberg, *Journal of Applied Econometrics*, (1st Revision).
- The effectiveness of customized promotions in online and offline stores, 2004, J.Zhang, M. Wedel, *Journal of Marketing Research*, (1st Revision).
- Representing Brand and Category Personality, 2005, R. Batra, P. Lenk, M.Wedel, *Journal of Marketing*, (1st Revision).
- Frugal-IV alternatives to identify the parameter for an endogeneous regressor. *Journal of Applied Econometrics*, (1st Revision). P. Ebbes, M. Wedel, U. Bockenholt.
- Latent Structure Regression, In: *Handbook of Marketing Research* (R. Grover & M. Vriens, eds.), 2005. W.S. DeSarbo, W.A. Kamakura, M. Wedel (Revised).
- Eye Movement Analysis of Target Search, 2004. R. van der Lans, R. Pieters, M. Wedel. *Journal of the American Statistical Association*, submitted.
- The Empirical Relationship between Buyer Satisfaction and GDP, 2004. C. Fornell, P.Damien, M.Kackzpercik, M.Wedel. *American Economic Review*, (1st Revision)..
- How Feature Ads Work, 2004. *Management Science*, (1st Revision), R.

Pieters, M. Wedel, J. Zhang.

- The Design of Split Questionnaires, 2005, *Journal of Marketing Research*, (2nd revision), F. Adiguzel, M. Wedel
- Multi-Index Binary Response Analysis of Large Datasets, 2004, *Journal of Business and Economic Statistics*, submitted, P. Naik, M. Wedel
- Separating Price Components in Price Evaluation: An Alternative Explanation for Non-Linear Pricing. 2005. *Marketing Science*. (submitted) A. Krishna M. Wedel
- Temporal Dynamics of Scene Perception: Goals Influence Switching Between Attention States. 2005. *Working paper*. M.Wedel, R. Pieters, J. Liechty
- The Consequences of Attention to Branding in Television Commercials: Brand Identification Promotes Avoidance. 2004. J. Woltman-Elpers, R. Pieters, M. Wedel. *Working Paper*.