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-present; (Senior Editor, 2003-2014)

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

Journal of Marketing, Associate Editor, 2018-present

Design Science, Associate Editor, 2017 - present

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

Editorial Boards: 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. Turjeman, D., & **Feinberg**, **F. M.** (2023). When the data are out: Measuring behavioral changes following a data breach. *Available at SSRN 3427254. Marketing Science* (Forthcoming).

2. 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*.

3. Lee, K. Y., & **Feinberg**, **F. M.** (2022). Modeling and measuring scale attraction effects: A charitable donation panel field experiment. *Journal of Marketing Research (conditionally accepted)*.

4. **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.

5. Tian, L., & **Feinberg**, **F. M.** (2020). Optimizing price menus for duration discounts: A subscription selectivity field experiment. *Marketing Science*, *39*(6), 1181–1198.

6   Turjeman, D., & **Feinberg**, **F. M.** (2020). Our data-driven future: Promise, perils, and prognoses. *Review of Marketing Research*, *17*, 105–121.

7   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.

8   Kang, N., **Feinberg**, **F. M.**, & Papalambros, P. Y. (2019). Designing profitable joint product-service channels. *Design Science*, *5*, e12.

9   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.

10   Batra, R., Zhang, Y. C., Aydınoğlu, 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.

11   Bruch, E., & **Feinberg**, **F. M.** (2017). Decision-making processes in social contexts. *Annual Review of Sociology*, *43*, 207–227.

12   Kang, N., **Feinberg**, **F. M.**, & Papalambros, P. Y. (2017). Autonomous electric vehicle sharing system design. *Journal of Mechanical Design*, *139*(1), 011402.

13   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.

14   **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.

15   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*.

16   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.

17   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.

18   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.

19   **Feinberg**, **F. M.** (2012). Mediation analysis and categorical variables: Some further frontiers. *Journal of Consumer Psychology*, *22*(4), 595–598.

20   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.

21   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.

22   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.

23   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.

24 Salisbury, L. C., & **Feinberg, F. M.** (2010b). Rejoinder—temporal stochastic inflation in choice-based research. *Marketing Science*, *29*(1), 32–39.

25 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.

26 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.

27 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.

28 Kim, J. G., Menzefricke, U., & **Feinberg, F. M.** (2007). Capturing flexible heterogeneous utility curves: A bayesian spline approach. *Management Science*, *53*(2), 340–354.

29 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.

30 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.

31 Ying, Y., **Feinberg, F. M.**, & Wedel, M. (2006). Leveraging missing ratings to improve online recommendation systems. *Journal of Marketing Research*, *43*(3), 355–365.

32 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.

33 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.

34 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.

35 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.

36 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.

37 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).

38 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.

39 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.

40 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.

41 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.

42. **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.

43. **Feinberg**, F. M. (2001). On continuous-time optimal advertising under s-shaped response. *Management Science*, *47*(11), 1476–1487.

44. 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.

45. 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.

46. **Feinberg**, F. M., & Huber, J. (1996). A theory of cutoff formation under imperfect information. *Management Science*, *42*(1), 65–84.

47. **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.

48. **Feinberg**, F. M. (1992). Pulsing policies for aggregate advertising models. *Marketing Science*, *11*(3), 221–234.

49. **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. (2022). Bayesian modeling for psychologists: An applied approach. In *APA handbook of research methods in psychology, 2nd edition*.

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

1. Ahn, G., Schwartz, E., & **Feinberg, F. M.** (2023). *Leveraging variety preferences to customize bundles for experiential goods: An application to performing arts subscriptions*. In preparation for 2nd review, *Journal of Marketing Research*.

2. Choi, J., Chae, I., & **Feinberg, F. M.** (2023b). *Wait for free: A consumption-decelerating promotion for serialized digital media*. under 2nd review, *Journal of Marketing Research*.

3. Huang, H., Vaid, S., & **Feinberg, F. M.** (2023). *Price-gouging regulation during the pandemic: Causal effects on retailer and consumer activities*. Submitted, *Marketing Science Frontiers*.

4. 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*.

5. 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*.

6. Rizzo, C., Peluso, A. M., Durante, F., Guido, G., & **Feinberg, F. M.** (2023). *The impact of store flyer characteristics on retail sales: A regularized regression approach*. Under 2nd review, *Journal of Retailing*.

7. Vaid, S., & **Feinberg, F. M.** (2023). *Digital lead generation platforms: Rightsizing the seller base*. Under review, *Journal of Retailing*.

8   Huber, J., & **Feinberg**, F. M. (2022). *Optimality and adaptivity in quota and level cutoff strategies*, Working paper, Ross School of Business.

9   **Feinberg**, F. M. (2020). *The relative effects of state dependence and habit persistence on mean convergence in first order models of brand choice*.

Research in Progress

1   Ahn, G., Fader, P., **Feinberg**, F. M., & Gershenfeld, G. (2023). Price optimization across multiple channels: An application to NFL ticket purchases.

2   Bruch, E., **Feinberg**, F. M., & Malik, J. K. (2023). 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. (2023a). 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. (2023). To whom, when, and what to ask?: Assisting smoking cessation and detecting relapse with real time interventions.

5   Choi, J., & **Feinberg**, F. M. (2023). Optimizing one-shot promotional inducements in a two-sided choice setting: An application to scholarship offerings.

6   Clithero, J., **Feinberg**, F. M., Genevsky, A., Holt, D., & Yoon, C. (2023). Widening the aperture in consumer choice research: From neuroscience to sociocultural discourse. In preparation for submission to *Journal of Marketing*.

7   **Feinberg**, F. M. (2023). Rapid, non-parametric assessment of heterogeneity in statistical models.

8   Fong, J., & **Feinberg**, F. M. (2023). How does the number of matches in online dating affect satisfaction and profitability: A field experiment.

9   Lee, K. Y., Ahn, G., De Bruyn, A., & **Feinberg**, F. M. (2023). A large-scale, orthogonalized field experiment in charitable donation appeals.

10   Malik, J. K., Bruch, E. E., & **Feinberg**, F. M. (2023). Different subjects, same journeys: Quantifying commonalities in student arcs.

11   Malik, J. K., **Feinberg**, F. M., & Bruch, E. E. (2023). From transcripts to trajectories: A data-driven framework for studying academic pathways.

12   Sarkar, M., Malik, J. K., & **Feinberg**, F. M. (2023). Causal effects of the pandemic on university outcomes via lstm and synthetic control. In preparation for submission to *Nature: Human Behaviour*.

13   Tian, L., & **Feinberg**, F. M. (2023). Augmenting one-shot field experiments with longitudinal customer data: An application to menu-based subscription pricing.

14   Tian, L., Salisbury, L., & **Feinberg**, F. M. (2023). Improving credit score forecasts when data are sparse: A dynamic hierarchical gaussian process model.

Presentations

Conference Presentations (last 10 years)

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.*

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

Invited Lectures (last 10 years)

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.

Presentations (continued)

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

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.

Presentations (continued)

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*, Hosmer Faculty Seminar, Ross School of Business, University of Michigan, November, 2015.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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-)

UMBS E-Commerce Speaker Series, Chair (1999)

Dissertation Committees

Dissertation Committees, Chair or 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

Shelby (Xiaobi) Huang, Biostatistics

Nikolay Iskrev, Economics

Adair Morse, Finance (Ross)

Dissertation Committees (continued)

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

Vahideh Sadat Abedi, Operations Management (University of Toronto)

Jason Bell, Marketing (University of Iowa)

Marcus Lee, Marketing (University of Toronto)

Sam Levy, Marketing (Carnegie-Mellon)

Lianhua Li, Marketing (University of Alberta)

James Jeck, Marketing (Duke University)