

**DAVID C. SCHMITTLEIN**  
**PROFESSIONAL RESUME**

MIT Sloan School of Management  
30 Memorial Drive  
Cambridge, MA 02139

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**ACADEMIC EXPERIENCE**

**EDUCATION**

Columbia University, Graduate School of Business, *Ph.D.* (Marketing), May 1980.

Columbia University, Graduate School of Business, *Master of Philosophy*, May 1979.

Brown University, *Bachelor of Arts* (Mathematics) awarded Magna Cum Laude, May 1977.

**UNIVERSITY POSITIONS**

*Massachusetts Institute of Technology*, Sloan School of Management

John C Head III Dean, 2007-present.

*University of Pennsylvania*, The Wharton School

Interim Dean, July 2007.

Deputy Dean, 2000-2007.

Chair, Marketing Department, 1994-2000.

Ira A. Lipman Professor, 1996-2007.

Vice Dean and Director, Wharton Doctoral Programs, 1993-1995.

Professor of Marketing, 1990-2007.

Associate Professor of Marketing, 1983 - 1990.

Assistant Professor of Marketing, 1980 - 1983.

*The University of Tokyo*, Faculty of Economics

Visiting Professor, August 1992.

*Washington University*, John M. Olin School of Business

August A. Busch, Jr. Distinguished Scholar in Residence, 1992-1993.

## **COURSES TAUGHT (Wharton)**

Marketing Management (MBA and Undergraduate)  
Marketing Research (MBA and Undergraduate)  
Product Policy (MBA and Undergraduate)  
Advertising Management (MBA and Undergraduate)  
Research Methodology (Ph.D.)  
Marketing Proseminar (Ph.D.)  
Marketing Strategies (Executive Master's in Technology Management)

## **PUBLICATIONS**

### **A. Articles published in refereed journals**

1. Morrison, D. G. and D. C. Schmittlein, "Jobs, Strikes and Wars: Probability Models for Duration," *Organizational Behavior and Human Performance*, 25 (1980), 224-251.
2. Schmittlein, D. C. and D. G. Morrison, "On Individual-Level Inference in Job Duration Research: A Reexamination of the Wisconsin School Superintendents Study," *Administrative Science Quarterly*, 25 (1981), 84-89.
3. Morrison, D. G. and D. C. Schmittlein, "A Model of Careers in a Simple Hierarchy: Generalizing the Junior Professional's Decision Rule," *The Bell Journal of Economics*, 12 (1981), 310-320.
4. Schmittlein, D. C. and D. G. Morrison, "The Median Residual Lifetime: A Characterization Theorem and an Application," *Operations Research*, 29 (1981), 392-399.
5. Morrison, D. G. and D. C. Schmittlein, "Predicting Future Random Events Based on Past Performance," *Management Science*, 27 (1981), 1006-1023.
6. Schmittlein, D. C. and V. Mahajan, "Maximum Likelihood Estimation for an Innovation Diffusion Model of New Product Acceptance," *Marketing Science*, 1 (1982), 57-78.
7. Schmittlein, D. C. and D. G. Morrison, "Modeling and Estimation Using Job Duration Data," *Organizational Behavior and Human Performance*, 32 (1983), 1-22.
8. Schmittlein, D. C. and D. G. Morrison, "Prediction of Future Random Events with the Condensed Negative Binomial Distribution," *Journal of the American Statistical Association*, 78 (1983) 449-456.
9. Schmittlein, D. C., "Some Sampling Properties of a Model for Income Distribution," *Journal of Business and Economic Statistics*, 1 (1983), 147-153.
10. Schmittlein, D. C. and D. G. Morrison, "Measuring Miscomprehension for Televised Communications Using True-False Questions," *Journal of Consumer Research*, 10 (1983), 147-156.
11. Schmittlein, D. C., "Assessing Validity and Test-Retest Reliability for 'Pick K of N' Data," *Marketing Science*, 3 (1984), 23-40.

12. Anderson, E. and D. C. Schmittlein, "Integration of the Sales Force: An Empirical Examination," *The Rand Journal of Economics*, 15 (1984), 385-395.
  - Reprinted in O. E. Williamson and S. E. Masten (eds.), *Transaction Cost Economics*, Cheltenham, UK: Edward Elgar Publishing Ltd., a volume in the series, *The International Library of Critical Writings in Economics*, Mark Blaug (Series ed.), 1994.
13. Rust, R. T. and D. C. Schmittlein, "A Bayesian Cross-Validated Likelihood Method for Comparing Alternate Specifications of Quantitative Models," *Marketing Science*, 4 (1985), 20-40.
14. Schmittlein, D. C., A. C. Bemmaor and D. G. Morrison, "Why Does the NBD Model Work? Robustness in Representing Product Purchases, Brand Purchases and Imperfectly Recorded Purchases," *Marketing Science*, 4 (1985), 255-266.
15. Schmittlein, D. C. and D. G. Morrison, "Is the Customer Still Active?" *The American Statistician*, 39 (1985), 291-295.
16. Schmittlein, D. C., D. G. Morrison and R. Colombo, "Counting Your Customers: Who Are They and What Will They Do Next?" *Management Science*, 33 (1987), 1-24.
17. Morrison, D. G. and D. C. Schmittlein, "Generalizing the NBD Model for Customer Purchases: What Are the Implications and Is It Worth the Effort?" (with Comments and Reply) *Journal of Business and Economic Statistics*, 6 (1988), 145-166.
18. Schmittlein, D. C., "Surprising Inferences from Unsurprising Observations: Do Conditional Expectations Really Regress to the Mean?" *The American Statistician*, 43 (1989) 176-183.
19. Kahn, B. and D. C. Schmittlein, "Shopping Trip Behavior: An Empirical Investigation," *Marketing Letters*, 1, (1989) 55-70.
20. Morrison, D. G. and D. C. Schmittlein, "How Many Forecasters Do You Really Have? Mahalanobis Provides the Intuition for the Surprising Clemen and Winkler Result," *Operations Research*, 39, (1991) 519-523.
21. Schmittlein, D. C., J. Kim and D. G. Morrison, "Combining Forecasts: Operational Adjustments to Theoretically Optimal Rules," *Management Science*, 36 (1991) 1044-1056.
22. Bemmaor, A. C., and D. C. Schmittlein "Models of Purchase Timing and Models of Brand Choice: Outlook and Issues," *International Journal of Research in Marketing*, 8 (1991), 163-168.
23. Helsen, K. and D. C. Schmittlein, "Some Characterizations of Stockpiling Behavior Under Uncertainty," *Marketing Letters*, 3 (1992), 5-16.
24. Kahn, B. E. and D. C. Schmittlein, "The Relationship Between Purchases Made on Promotion and Shopping Trip Behavior," *Journal of Retailing*, 68 (1992) 294-315.
25. Helsen, K. and D. C. Schmittlein, "How Does A Product Market's Typical Price-Promotion Pattern Affect the Timing of Households' Purchases: An Empirical Study Using UPC Scanner Data," *Journal of Retailing*, 68 (1992) 316-338.

26. Morwitz, V. and D. C. Schmittlein, "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy?" *Journal of Marketing Research*, 29 (1992), 391-405.
  - Abstracted in the *Journal of Product Innovation Management*, 10 (1993), 359.
  - Winner, best paper award, 1994: American Marketing Association, Advanced Research Techniques Forum.
27. Schmittlein, D. C., L. G. Cooper and D. G. Morrison, "Truth in Concentration in the Land of (80/20) Laws," *Marketing Science*, 12, (1993) 167-183.
  - Finalist, Best Paper Award, Marketing Science Institute, 1994.
28. Morwitz, V., E. Johnson and D. C. Schmittlein, "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 20 (1993) 46-61.
29. Helsen, K. and D. C. Schmittlein "Analyzing Duration Times in Marketing: Evidence for the Effectiveness of Hazard Rate Models," *Marketing Science*, 12 (1993) 395-414.
30. Fader, P. F. and D. C. Schmittlein, "Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing," *Journal of Marketing Research*, 30 (1993) 478-493.
31. Helsen, K. and D. C. Schmittlein, "Understanding Price Effects for New Nondurables: How Price Responsiveness Varies Across Depth-of-Repeat Classes and Types of Consumer," *European Journal of Operational Research*, 76 (1994) 359-374.
32. Schmittlein, D. C. and R. A. Peterson, "Customer Base Analysis: An Industrial Purchase Process Application," *Marketing Science*, 13 (1994) 41-67.
  - Recipient, John D. C. Little Award for Best Paper in an INFORMS journal.
33. Sarigollu, E. and D. C. Schmittlein, "The Effect of Variety Seeking Behavior on Optimal Product Positioning," *Applied Stochastic Models and Data Analysis*, 12(1) (1996) 27-44.
34. Morwitz, V. and D. C. Schmittlein, "Testing New Direct Marketing Offerings: The Interplay of Management Judgment and Statistical Models," *Management Science*, 44(5) (1998) 610-628.
35. Morrison, D. G. and D. C. Schmittlein, "It Takes A Hot Goalie To Raise the Stanley Cup: The Role of Team Ability, Home Ice, and the Hot Hand in the Stanley Cup Finals," *Chance*, 11(1) (1998) 3-7.
36. Bickart, B. and D. C. Schmittlein, "The Distribution of Survey Contact and Participation in America: Constructing a Survey-Based Estimate," *Journal of Marketing Research*, 36 (May 1999) 286-294.
37. Bradlow, E.T. and D. C. Schmittlein, "The Little Engines That Could: Modeling the Performance of World Wide Web Search Engines," *Marketing Science*, 19(1) 2000..
38. Bowman, D., J. U. Farley and D. C. Schmittlein, "Cross-National Empirical Generalization of a Supplier Selection and Usage Model for Global Business Services," *Journal of International Business Studies*, 31(4) 2000.
39. Schmittlein, D.C. and D.G. Morrison, "A Live Baby or Your Money Back: The Marketing of *in vitro* Fertilization Procedures," *Management Science*, 49(12) 2003.

## **B. Other articles, including chapters in books**

1. Rust, R. T. and D. C. Schmittlein, "Theory and Empirical Fit: A Bayesian Approach to Comparing Structural Equation Models," in *Proceedings of the American Marketing Association's 1984 Winter Marketing Educators' Conference*.
2. Schmittlein, D. C. and Y. Wind, "Definitions of Marketing Models" in P. Bennett (ed.) *Dictionary of Marketing Terms*, Chicago, IL.: American Marketing Association, 1988.
3. Schmittlein, D. C., and Y. Wind, "Inferring Causality in Consumer Perception Studies in Litigation Contexts," in *Proceedings, NAD Workshop III, Advances in Claim Substantiation* (April 1991), 161-170.
4. Wind, Y., D. C. Schmittlein, and S. Shapiro, "Attribute Interdependencies in Product Performance Claims: Truth and Consequences," in *Proceedings, NAD Workshop IV, Product Performance Tests*, (June 1992), 99-108.
5. Schmittlein, D. C., "Customers as Strategic Assets," *The Financial Times*, December 1995.
  - Reprinted in *The Financial Post* (Toronto), November 30, 1996.
  - Reprinted as "Le client, un actif stratégique," in *Les Echos: Le Quotidien de la Economie*, March 1997. (France)
6. Schmittlein, D. C., "Why Customers Belong in Your List of Assets," *Australia Business Review Weekly*, May 19, 1997.
7. Schmittlein, D. C., "Keep Your Customer and You'll Be Satisfied," *Australia Business Review Weekly*, May 1997.
8. Schmittlein, D.C., "David Schmittlein on Marketing," *Customer Needs and Solutions*, February 2014. (invited article)

## **C. Reports and other materials**

1. Morrison, D. G. and D. C. Schmittlein, "A Nonstationary Markovian Binary Choice Model," May 1978.
2. Schmittlein, D. C., "A Stochastic Model for Evaluating Repeated Media Insertions," July 1981.
3. Schmittlein, D. C., "The Effect of Uncertainty on Attribute Importance in Linear Compensatory Models," September 1981.
4. Schmittlein, D. C., A. C. Bemmaor, and D. G. Morrison, "Conditional Expectations for a Generalized NBD Model: Theory and Applications," February 1982. A modified and extended version, with additional analyses, was published as article #14.
5. Schmittlein, D. C., V. Mahajan and Y. Wind, "The Role of Within Group Variance in the Design and Analysis of Market Experiments," June 1983.
6. Schmittlein, D. C., A. C. Bemmaor and D. G. Morrison, "Conditional Expectations for Brands in an NBD Product Category: A Mathematical Characterization with Managerial Implications," May 1984. A modified and extended version, with additional analyses, was published as article #14.

7. Schmittlein, D. C., "Issues in Measuring Concentration Among Firms, Suppliers and Customers," August 1984. Part of this paper is incorporated in a working paper with Lee Cooper and Donald G. Morrison, "Truth in Concentration in the Land of (80/20) Laws."
8. Schmittlein, D. C., "Which Preference Distributions Lead to Luce's Choice Axiom?" February 1986.
9. Schmittlein, D. C. and E. Sarigollu, "The Effect of Variety Seeking Behavior on Optimal Product Positioning," May 1987.
10. Schmittlein, D. C., H. Gatignon and B. A. Weitz, "Representing Multi-Item Choice: Development of a General Model, and Applications."
11. Schmittlein, D. C., "Methods for Choosing Among Statistical Models: The Relation Between Akaike's Information Criterion and the Likelihood Ratio Test," June 1987.
12. Reibstein, D. J. and D. C. Schmittlein, "The Complexity of the Conjoint Measurement Task Affects the Number of Attributes Used to Form Preferences: i.e., It Matters How You Measure," June 1987.
13. Schmittlein, D. C. and K. Helsen, "A Method for Analyzing Left-Filtered Marketing Durations with an Application to Panel Dropout," May 1989.
14. Schmittlein, D. C. and Y. Wind, "Combining Multiple Estimates: An Application to Damage Assessment Litigation," May 1989.
15. Schmittlein, D. C. and J. Kim, "A Generalized NBD Regression."
16. Farley, J. U. and D. C. Schmittlein, "Assessing How Many Customers Have Really Been Won or Lost in Industrial Markets," 1996.
17. Schmittlein, D. C. and D. G. Morrison, "No Problem! How Confident? Comforting Findings from JCR Pretests, Manipulation Checks, and Problem-Incidence Levels," 1998.

## **UNIVERSITY ACTIVITIES**

### **ADMINISTRATIVE APPOINTMENTS**

John C Head III Dean, MIT Sloan School of Management, 2007-present.  
 Interim Dean, The Wharton School, July 2007.  
 Deputy Dean, The Wharton School, 2000-2007.  
 Chair, Marketing Department, The Wharton School, 1994-2000.  
 Vice Dean and Director, Wharton Doctoral Programs, 1993-1995.

### **COMMITTEE RESPONSIBILITY**

#### *Massachusetts Institute of Technology Committees*

MIT Academic Council, 2007-present.  
 Board of Directors, *MIT Technology Review*, 2015-present.

#### *Wharton Marketing Department Committees*

Recruiting Committee, 1980-1991. Co-chair: 1985-87, 1988-89.  
 Doctoral Program Coordinator, 1988 - 1993.

Doctoral Committee, 1980 - 1993.  
Colloquium Committee, 1980 – 1983.

### *Wharton School Committees*

Computer Committee, 1980 - 1985.  
Graduate Admissions Committee, 1982 - 1984.  
Doctoral Admissions Committee, 1985 - 1993.  
Graduate Standards Committee, 1987 - 1989.  
Doctoral Executive Committee, 1988 - 1993.  
Advisory Committee on Faculty Personnel, 1993 - 1994.  
Wharton Quality Council, 1993.  
Wharton School Publishing Editorial Board, Chair, 2003-2007.

### *University of Pennsylvania Committees*

Graduate Council of the Faculties, 1990 - 1993.  
Provost's Council on Research, 2000-2007.  
Provost's Staff Conference Subcommittee, 2000-2007.  
Provost's Staff Conference (dean's alternate), 2000-2007.

### **DOCTORAL DISSERTATION COMMITTEE MEMBER**

Christopher J. Easingwood, 1981 (Operations Research)  
Dennis Dunn, 1983 (Statistics)  
Stephen Garrett, 1984 (Operations Research)  
Willem Verbeke, 1985 (Graduate School of Education)  
William Boulding, 1986  
Wujin Chu, 1987  
Rita Wheat, Columbia University, 1987  
Sanjay Rao, 1987  
Chong Lee, 1989 (Insurance)  
Charles Patton, 1989  
Sharmila Chatterjee, 1994  
Nancy Buchan, 1997  
Lisa Cain, 2002 (chair)  
Andres Ignacio Musalem Said, 2006

### **DOCTORAL DISSERTATION PRINCIPAL ADVISOR**

#### **Advisee/Initial Placement**

Emine Sarigollu, 1989 (Winner, MSI Dissertation Proposal Competition)/McGill University  
Kristiaan Helsen, 1990/University of Chicago  
Jin Ho Kim, 1990/Korean Air Force Academy  
Vicki Morwitz, 1991 (Winner, MSI Dissertation Proposal Competition)/New York University  
J. Douglas Bowman, 1992 (with John U. Farley)/Purdue University  
Bruce Hardie, 1994 (with Leonard M. Lodish)/London Business School

### **OTHER ACTIVITIES**

Co-director, Center for Marketing Strategy Research, The Wharton School, 1982-1985.



## PROFESSIONAL ACTIVITIES

### EDITORIAL ACTIVITIES

#### Editorships

*Marketing Science:*

Area Editor, 1985 - 1990, 1994 - 1997.

*International Journal of Research in Marketing:*

Guest Editor for special issue on the analysis of panel data, published 1991.

#### Member of the Editorial Board

*Journal of Interactive Marketing*, 1997-1999.

*Journal of Marketing Research*, 1983-2001.

*Marketing Letters*, 1989-2001.

*Marketing Science*, 1982 - 1990, 1994-2001.

*International Journal of Research in Marketing*, 1988 - 1992.

#### Occasional Reviewer

*European Journal of Operations Research*

*Journal of Marketing*

*Management Science*

*Operations Research*

*Psychometrika*

*Journal of Mathematical Psychology*

*Journal of Business and Economic Statistics*

*Journal of Consumer Research*

*The American Statistician*

Occasional Reviewer of applications for research grants for the National Science Foundation since 1982.

### ADMINISTRATIVE APPOINTMENTS

International Advisory Council, Tsinghua University School of Economics and Management, 2007-present.

International Advisory Board, Fudan University School of Management, 2015-present.

Trustee, The Conference Board, 2014-present.

International Advisory Board, HEC (France) 2004-2016

Planning Board, Asian University for Women Graduate School of Entrepreneurship and Management, 2009-2011.

Advisory Council, Asian Women's Leadership University Project, 2011-2013.

Siebel Energy Prize Advisory Board, 2011.

World Economic Forum Global Agenda Council on Marketing, 2008.

Academic Council, China Europe International Business School (CEIBS), 2006-2011.

International Advisory Council, Peking University Guanghua School of Management, 2006-2011.

Foundation Board, IMD International. 2008-2010.

Board of Governors, AMA Charles Coolidge Parlin Award, 1997-2000.

## **ORGANIZING PROFESSIONAL PROGRAMS**

Track Chair; Marketing Research and Methodology, AMA Summer Educators' Conference, 1994.  
Coordinator, American Marketing Association Doctoral Consortium, 1995.

## **LECTURING**

### **Presentations at National and International Conferences**

- "Probability Mixture Models for Job Duration: Some Manpower Planning Implications," TIMS/ORSA, Washington, D.C., 1980.
- "A New Model for Analyzing Products in Decline," TIMS/ORSA, Washington, D.C., 1980.
- "Some New Models for the Analysis of Recidivism Data," TIMS/ORSA, Washington, D.C., 1980.
- "The Effect of Uncertainty on Attribute Weights for Linear Compensatory Models," TIMS/ORSA, Houston, 1981.
- "Likelihood Methods for Comparing Predictive Marketing Models," TIMS/ORSA, San Diego, 1982.
- "A Probability Model for Brand Choice and Product Class Purchase," TIMS/ORSA, San Diego, 1982.
- "Measuring Advertising Miscomprehension Using Multiple Choice Questions," TIMS/ORSA, San Diego, 1982.
- "Maximum Likelihood Estimation for Innovation Diffusion Models," TIMS/ORSA, Lausanne, Switzerland, 1982.
- "Why and How Do Simple Models Work?" TIMS/ORSA, Dallas, 1984.
- "Measuring Market Structure and Market Boundaries," American Marketing Association Doctoral Consortium, Duke University, 1985.
- "Probability Models for Multi-Item Selection," TIMS/ORSA, Atlanta, 1985.
- "Non-Response in Surveys: New Methods for Describing The Forest When Some of the Trees Are Missing," TIMS/ORSA, Miami, 1986.
- "Marketing Science Developments in the U.S.," European-American Symposium on the World Wide Marketplace For Technology Based Products, Twente University of Technology, Enschede, The Netherlands 1987.
- "Probability Models for Nondurable Products: Representing Customer Purchase and Customer Retention Patterns," 16th Annual Management Science Colloquium, Kansai Economic Research Center, Osaka University, Osaka, Japan 1987.
- "Generalizing the NBD Model for Customer Purchases: What Are the Implications and Is It Worth the Effort?" American Statistical Assn. national meeting, San Francisco 1987.
- "New Methods for Analyzing Duration Times in Marketing," TIMS, Paris, 1988.
- "Creating and Managing Customer Information Bases," Marketing Science Institute, Boston, 1993.

"Ten Years of Scanner Data Research: What Have We Learned?" ORSA/TIMS Conference on Scanner Data, Toronto, 1993.

*Market Measurement and Analysis*, sponsored by TIMS/ORSA

University of Texas at Austin, March 1980  
New York University, March 1981  
The Wharton School, March 1982  
University of Southern California, March 1983

*Marketing Science Conference*, sponsored by TIMS/ORSA

Vanderbilt University, March 1985  
Centre HEC-ISA, Jouy-en-Josas, France, June 1987  
University of Washington, March 1988  
Duke University, March 1989  
University of Illinois, March 1990  
Washington University, March 1993  
University of New South Wales, Sydney, Australia, July 1995  
University of Florida, March 1996  
University of California, Berkeley, March 1997  
University of California, Los Angeles, June 2000  
University of Mainz, April 2001

**Presentations at Professional Workshops**

"Analyzing Consumer Response Data," presented at a workshop sponsored by the Philadelphia Chapter of TIMS/ORSA, June 1981

"Analyzing Duration Times in Marketing Research," presented at the Second Annual Columbia Summer Marketing Workshop, Columbia University, June 1989

"Using Customer Databases To Assess Customer Equity and Design Marketing Programs," American Marketing Association School of Database Marketing, University of Notre Dame, 1995

**AMA Doctoral Consortium Faculty Speaker**

1985 (Duke University)  
1990 (University of Florida)  
1991 (University of Southern California)  
1996 (University of Colorado, Boulder)  
2002 (Emory University)  
2004 (Texas A&M)  
2005 (University of Connecticut)

### **Guest Lecturer at Faculty Research Seminars**

Bell Laboratories, 1982  
Carnegie-Mellon University 1995, 1999  
Columbia University, 1984  
Cornell University, 1982  
Duke University, 1995  
Harvard University, 1982, 1990  
Hong Kong University of Science and Technology, 1997  
Johannes Gutenberg Universität, Mainz, Germany, 1995  
Massachusetts Institute of Technology, 1979  
McGill University, 1989  
New York University, 1979, 1984  
Northwestern University, 1989  
Stanford University, 1981  
University of California, Los Angeles, 1987, 1989, 1998.  
University of Chicago, 1985, 1996  
University of Florida, 1991  
University of Illinois, 1993  
University of Michigan, 1999  
University of Rochester, 1979, 1990, 1995  
University of Texas, Austin, 1986  
University of Texas, Dallas, 1987  
Washington University, 1989  
Yale University, 1984

### **PROFESSIONAL AFFILIATIONS**

American Statistical Association  
The Institute for Operations Research and Management Science (INFORMS)

### **RESEARCH GRANTS**

Center for Research in Career Development, Graduate School of Business, Columbia University, 1980-1982  
Center for Marketing Strategy Research, The Wharton School, 1980-1985  
Center for International Management Studies, The Wharton School, 1982  
Junior Faculty Research Fund grant, The Wharton School, 1984  
Management of Information Systems (MOIS) grant, The Wharton School, 1988.  
Marketing Science Institute Grant (with V. Morwitz), "Models for Direct Marketing Decisions," 1993.

### **FELLOWSHIPS**

Columbia University Graduate School of Business Fellowships, 1980-1982  
Summer Research Fellowship, University of Pennsylvania, 1982

### **HONORS**

Who's Who in Advertising, 1989  
1991-92 Outstanding Reviewer, *Journal of Marketing Research*, Editorial Review Board.  
Wharton Undergraduate Teaching Award, 1993  
Best Paper Award, American Marketing Association Advanced Research Techniques Forum, 1994

John D.C. Little Award for Best Marketing Paper in an *INFORMS* Journal, 1995

**MEDIA COVERAGE**

Quoted/cited in:

*Advertising Age, Adweek, Bloomberg, Business 2.0, Business Week, China.com, CNBC, Fortune, National Public Radio's Marketplace, People's Daily, Reuters, South China Morning Post, The ABC Evening News, The Economist, The Financial Times, The Los Angeles Times, The Philadelphia Inquirer, The New York Times, The Wall Street Journal, U.S. News & World Report, USA Today*

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