

DAVID C. SCHMITTLEIN
PROFESSIONAL RESUME

Home:

323 Fishers Road
Bryn Mawr, PA 19010

Office:

The Wharton School
University of Pennsylvania
Philadelphia, PA 19104

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

University of Pennsylvania, The Wharton School

Deputy Dean, 2000-present.

Chair, Marketing Department, 1994-2000.

Ira A. Lipman Professor, 1996-present.

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

Professor of Marketing, July 1990 - present.

Associate Professor of Marketing, July 1983 - June 1990.

Assistant Professor of Marketing, July 1980 - June 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

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*, forthcoming.
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*, forthcoming.

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.

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

Deputy Dean, The Wharton School, 2000-present
 Chair, Marketing Department, 1994-2000.
 Vice Dean and Director, Wharton Doctoral Programs, 1993-1995.

COMMITTEE RESPONSIBILITY

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.

University of Pennsylvania Committees

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

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

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

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

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)

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 Marketing Association

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, Business 2.0, Business Week, Fortune, National Public Radio's Marketplace, Reuters, The ABC Evening News with Peter Jennings, 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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