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ERIC THOMAS BRADLOW

Work Address

The Wharton School
University of Pennsylvania
761 Jon M. Huntsman Hall
3730 Walnut Street
Philadelphia, PA 19104-6340
(215) 898-8255
Email: ebradlow@wharton.upenn.edu

Home Address

128 Bleddyn Road
Ardmore, PA 19003
(610) 649-5061

Education	HARVARD UNIVERSITY	Cambridge, MA
	Ph.D. in Statistics, November 1994 Cognate: Statistical Applications in Business and Marketing Research Thesis topic: Analysis of Ordinal Survey Data with No Answer Responses Advisor: Professor Alan M. Zaslavsky	
	HARVARD UNIVERSITY	Cambridge, MA
	A.M. in Statistics, March 1990	
	THE WHARTON SCHOOL, UNIV. of PENN	Philadelphia, PA
	Bachelor of Science in Economics, May 1988 - Major in Statistics	
Employment	THE WHARTON SCHOOL, UNIV. of PENN	Philadelphia, PA
	<ul style="list-style-type: none">• Chairperson, Wharton Marketing Department, 2014-• K.P. Chao Professor, Professor of Marketing, Statistics and Data Science, Education and Economics (tenured), July 2015-• Vice-Dean, AI and Analytics at Wharton, 2019-• Vice-Dean and Director, Wharton Doctoral Programs, July 2009-2016• K.P. Chao Professor, Professor of Marketing, Statistics, and Education (tenured), July 2006-2015• K.P. Chao Professor, Professor of Marketing and Statistics (tenured), July 2005-June 2006.• Associate Professor of Marketing and Statistics (tenured), July 2000-June 2005• Assistant Professor of Marketing and Statistics, July 1996 – June 2000• Lecturer, Statistics Department, January 1995 – May 1996• Academic Director, Wharton Small Business Dev. Center, March 2002-June 2008• Wharton Risk Center Fellow, February 2007-• Senior Fellow, Leonard Davis Institute of Health Economics, 2007-• Co-Director, Wharton Interactive Media Initiative, March 2008-December 2010	

	<ul style="list-style-type: none"> • Faculty Director, Wharton Customer Analytics Initiative, January 2011-2019 • University of Pennsylvania Fellow, 2009-2011 • Fellow, Warren Center in Network and Data Sciences, Penn School of Engineering, 2013- • Academic Fellow, Marketing Science Institute, 2020- 	
Research Interests	<ul style="list-style-type: none"> • Probability models for Marketing data • Applied Bayesian modeling • Missing data problems • Choice modeling • Statistical models for unique data structures 	
Work Experience	<p>GBK COLLECTIVE, LLC December 2015- Co-Founder and Chief Research Officer</p> <ul style="list-style-type: none"> • Business Intelligence • Marketing Research • Custom Analytics <p>EDUCATIONAL TESTING SERVICE (Princeton, NJ) Associate Research Scientist, September 1994 - June 1996 Statistics and Psychometric Research Division</p> <ul style="list-style-type: none"> • Bayesian Item Response Models • Testlet Models • Computerized Adaptive Testing 	New York, NY
	<p>E.I. DuPONT de NEMOURS & CO. May 1991 - August 1994 Statistician and Doctoral Research Fellow, Corporate Marketing and Business Research Division. Full time May 1991 - September 1992 while living in Wilmington. Part time Consultant September 1992 - August 1994</p> <ul style="list-style-type: none"> • Analysis of Categorical Survey Data (Multivariate Analysis, Logistic Regression, OLS Regression, Factor Analysis, Bayesian Modeling, etc.) • Experimental Design • Consultant to Corporate Management • Developed corporate metrics • Implemented a new “one page trade off” grid technique 	Wilmington, DE

	<p>RENT BUREAU, LLC June 2007-June 2015 Statistician, Research Fellow, and Equity Partner</p> <ul style="list-style-type: none"> • Address the predictive nature of monthly rental data on future rental behavior. • Business Strategy and Consulting 	Atlanta, GA
	<p>INVITE MEDIA, INC [Sold to Google] August 2007- June 2010 Chief Scientist</p> <ul style="list-style-type: none"> • Responsible for all statistical projects • Targeted banner advertising using click-through and social network data. • Business Strategy and Consulting 	Philadelphia, PA
	<p>OFFICE ARROW, INC. July 2008-July 2011 Statistical and Business Consultant</p> <ul style="list-style-type: none"> • Responsible for improving business model for social networking website 	Atlanta, GA
	<p>STRATEGIC DATA CORPORATION September 1999-September 2001 [Sold to Fox Media Interactive] Chief Scientist</p> <ul style="list-style-type: none"> • Development of targeted banner advertising engine <p>Statistical Consulting</p> <p>Board Memberships</p> <ul style="list-style-type: none"> • Wanderfly.com • Passionate Research • FABeetle.com • Clean Slate, Inc. <p>NOMI, INC.</p> <ul style="list-style-type: none"> • Academic Advisor and Statistical Consultant on Path Modeling 	Santa Monica, CA
Awards	<ul style="list-style-type: none"> • 4 time winner (1988-1991), Harvard University Derek Bok Center for excellence in teaching • E.I. DuPont de Nemours and Company young researcher award, Corporate Marketing Division, 1992 • Appointed Research Consultant, AT&T Bell Laboratories, 1997 • Finalist 1997 American Statistical Association Savage Award Dissertation Prize • 1998, 1999, 2001, 2012, 2013 Wharton MBA Core Curriculum Teaching Award 	

	<ul style="list-style-type: none"> • 1999, 2000, 2001, 2002, 2007, 2008 Miller-Sherrerd MBA Core Teaching Award • Invited Speaker and Spokesperson for $\mu\alpha\theta$, national mathematics high school honor society, 2001 • 2001-2002, 2004-2005, 2006-2007, 2010-2011, 2013-2014 Helen Kardon Moss Anvil Award Finalist • 2003, 2004, 2005, 2006, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023 Wharton School, MBA Excellence in Teaching Award • 2003 AERA Outstanding Reviewer • 2003 Wharton West WEMBA Teaching Award • 2004 Wharton School, Undergraduate Excellence in Teaching Award • Finalist, Paul E. Green Award for the best paper in Journal of Marketing Research, 2004. • Appointed Fellow of the American Statistical Association, 2005 • 2006, 2007, 2008 Wharton East WEMBA Teaching Award • 2006, 2007, 2008, 2011, 2012, 2014, 2015, 2018 “Goes Above and Beyond the Call of Duty” Wharton MBA Teaching Award • 2006 NCME Technical or Scientific Contribution to the Field of Educational Measurement: Development of Testlet Response Theory • 2006, 2007 Outstanding Reviewer -- Journal of Educational and Behavioral Statistics. • Winner of the 2006 Research Committee of the Society of General Internal Medicine Best Paper Award. • Winner, American Marketing Association, EXPLOR Award (2007) • Finalist, John D.C. Little Award (2008) for best paper in <i>Marketing Science</i> or <i>Management Science</i> • Appointed Fellow of the American Education Research Association, (2009). • Appointed Inaugural Fellow of the University of Pennsylvania, (2009) • Finalist, H. Paul Root Award (2009), Best Paper in <i>Journal of Marketing</i>. • Named Top-5 Business School Professor, <i>Financial Times</i> (2010) • Finalist, Paul E. Green Award for the best paper in Journal of Marketing Research, 2011, 2015. • Finalist, Steenkamp Award for Long-Term Impact, International Journal of Research in Marketing, 2015. • Winner, Helen Kardon Moss Anvil Award for MBA teaching. • Winner, Donald Lehmann Award for Best Dissertation Paper Journal of Marketing or Journal of Marketing Research (2016) • Winner, IJRM (2016) Jan-Benedict Steenkamp Paper Award for Long-term Impact • Winner John D.C. Little Award, Best Paper, <i>Marketing Science</i>, (2017) • Finalist, Davidson Award, Best Paper, <i>Journal of Retailing</i> (2018) • Provost's Lindback Award for Distinguished PhD Teaching and Mentoring (2020) • Fellow of the INFORMS Society for Marketing Science (2020) • Chief Data Officer Magazine - 2021 List of 100 Leading Academic Data
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	<p>Leaders</p> <ul style="list-style-type: none"> • Finalist H. Paul Root Award (2025) • Finalist, AMA/Maynard Award (2025)
Professional Associations	<ul style="list-style-type: none"> • Area Editor, Management Science 2025- • Area Editor, Journal of Consumer Research, 2025- • Member Inaugural AI at Penn Council (2024) • Academic Board Member, Marketing Science Institute • Board Member, American Marketing Association, 2013-2016. • Co-Editor, Replication Corner, <i>Marketing Letters</i>, 2012- • Area Editor, <i>Journal of Marketing Research</i>, 2012- • Area Editor, <i>Journal of the American Statistical Association</i>, Theory and Methods, 2011- • Editor-in-Chief: <i>Marketing Science</i>, 2008-2010 • Area Editor: Marketing Science, 2006-2007. • Associate Editor: <i>Psychometrika</i>, 2002-2007. • Senior Associate Editor: <i>Journal of Educational and Behavioral Statistics</i>, 2002-2007. • Associate Editor: <i>Journal of Educational and Behavioral Statistics</i>, 2002-2007. • Associate Editor: <i>Bayesian Analysis</i>, 2004- • Editorial Board: <i>International Journal of Research in Marketing</i>, 2007- • Chair, William O'Dell Award Committee, <i>Journal of Marketing Research</i> • Co-Editor, Replications Corner, <i>IJRM</i>, 2013- • Editorial Board: <i>Marketing Science</i>, 2001- 2007 • Editorial Board: <i>Journal of Marketing Research</i>, 2004- • Editorial Board: <i>Journal of Consumer Research</i>, 2007- • Associate Editor: <i>Quantitative Marketing and Economics</i>, 2003- • Editorial Board: <i>Marketing Letters</i>, 1999- • Editorial Board: <i>Quarterly Journal of Electronic Commerce</i>, 2000- 2007 • Editorial Board: <i>Journal of Marketing</i>, 2008- • Associate Editor: <i>Journal of Computational and Graphical Statistics</i>, 1997-2003 • Associate Editor: Special Issue of <i>Management Science</i>, 2003 • Program Committee Chair: Princeton-Trenton Chapter ASA, 1995-1996 • Chance Task Force : American Statistical Association, 2001-2002 • Treasurer, INFORMS Society on Marketing Science, 2005- • Management Committee: <i>Journal of Educational and Behavioral Statistics</i>, 2003-2006. • Section on Statistics in Marketing, American Statistical Association, Chair 2002, Council of Representatives 2005. • Appointed National Academy of Sciences Panel Member, Food Insecurity Task Force, 2004-2005. • Appointed National Academy of Sciences Panel Member, Census Program of Evaluations and Experiments, 2007-2008. • Reviewer: <i>Journal of the American Statistical Association</i>, <i>Psychometrika</i>, <i>Statistica Sinica</i>, <i>Marketing Science</i>, <i>Statistical Science</i>, <i>Journal of Educational Measurement</i>, <i>Marketing Letters</i>, <i>Journal of Marketing Research</i>, <i>Statistics in Medicine</i>, <i>The American Statistician</i>, <i>Management Science</i>, <i>Journal of Business and Economic Statistics</i>, <i>Journal of Educational and Behavioral Statistics</i>,

	<p><i>Journal of Computational and Graphical Statistics, Journal of Consumer Research, Applied Psychological Measurement, Quantitative Marketing and Economics, Chance</i></p>
<p>Publications in Refereed Journals</p>	<ol style="list-style-type: none"> 1) Doksum, K., Blyth, S., Bradlow, E.T., Meng, X-L., Zhao, H. (1994) "Correlation Curves as Local Measures of Variance Explained by Regression," <i>Journal of the American Statistical Association</i>, Vol. 89, 426, 571-572 2) Bradlow, E.T. (1996), "Negative Information and the Three-Parameter Logistic Model," <i>Journal of Educational and Behavioral Statistics</i>, Summer, Vol. 21, Number 2, 179-185. 3) Bradlow, E.T. (1997), "A Note on Multivariable Testing in Marketing Research ...or Forbes, Free Popcorn, and Experimental Design," <i>CHANCE</i>, Vol. 10(2), Summer, 11-13. 4) Bradlow, E.T. and Zaslavsky, A. M. (1997), "Case Influence Analysis in Bayesian Inference," <i>Journal of Computational and Graphical Statistics</i>, September, Vol. 6, 314-331. 5) Junker, B.W. and Bradlow, E.T. (1997), Discussion of Val Johnson's "Alternatives to GPA-based Evaluation of Student Performance," <i>Statistical Science</i>, Vol. 42, Number 4, 274-276. 6) Bradlow, E.T. and Wainer, H. (1998), "Publication Delays in Statistics Journals," <i>CHANCE</i>, 11(1), 42-45, Lead article. 7) Wainer, H., Palmer, S. J., and Bradlow, E.T. (1998), "A Selection of Selection Anomalies," <i>CHANCE</i>, 11(2), 3-7. 8) Bradlow, E.T. and Wainer, H. (1998), "Some Statistical and Logical Considerations when Rescoring Tests," <i>Statistica Sinica</i>, July, Vol. 8, No. 3, 713-728. 9) Bradlow, E.T. and Thomas, N. (1998), "Item Response Theory Models Applied to Data Allowing Examinee Choice," <i>Journal of Educational and Behavioral Statistics</i>, Fall, Vol. 23, No. 3, 236-243. 10) Bradlow, E.T., Weiss, R.E., and Cho, M. (1998), "Bayesian Identification of Outliers in Computerized Adaptive Tests," <i>Journal of the American Statistical Association</i>, September, Vol. 93, No. 443, 910-919. 11) Bradlow, E.T. (1998), "Encouragement Designs: An approach to self-selected samples in an experimental design," <i>Marketing Letters</i>, 9:4, 383-391. 12) Bradlow, E.T. and Zaslavsky, A. M. (1999), "A Hierarchical Latent Variable Model for Ordinal Data From a Customer Satisfaction Survey with 'No Answer' Responses," <i>Journal of the American Statistical Association</i>, March, Vol. 94, No. 445, 43-52. 13) Bradlow, E.T., Wainer, H., and Wang, X. (1999), "A Bayesian Random Effects Model for Testlets," <i>Psychometrika</i>, 64, 153-168. 14) West, P.M., Ariely, D., Bellman, S., Bradlow, E.T., Huber, J., Johnson, E., Kahn, B., Little, J., Schkade, D. (1999), "Agents to the Rescue?" <i>Marketing Letters</i>, HEC Special Issue on Advances in Choice Theory, 207-240. 15) Hoch, S.J., Bradlow, E.T., and Wansink, B. (1999), "The Variety of An Assortment," <i>Marketing Science</i>, Volume 18, Number 4, 527-546. 16) Montgomery, A.L. and Bradlow, E.T. (1999), "Why Analyst Overconfidence about the Functional Form of Demand Models Can Lead to Overpricing," <i>Marketing Science</i>, Volume 18, Number 4, 569-583. 17) Bradlow, E.T. and Schmittlein, D.C. (1999), "The Little Engines That Could: Modeling the Performance of World Wide Web Search Engines," <i>Marketing Science</i>, Volume 19, Number 1, 43-62.

- 18) Bradlow, E.T. and Rao, V.R. (2000), "A Hierarchical Bayes Model for Assortment Choice," *Journal of Marketing Research*, Vol. XXXVII (May), 259-268.
- 19) Bradlow, E.T. and Fitzsimons, G.J. (2001), "Subscale Distance and Item Clustering Effects in Self-Administered Surveys: A New Metric," *Journal of Marketing Research*, Vol. XXXVIII (May), 254-261.
- 20) Bradlow, E.T. and Weiss, R.E., (2001), "Outlier Measures and Norming Methods for Computerized Adaptive Tests," *Journal of Educational and Behavioral Statistics*, Spring, Vol. 26, No. 1, 83-102.
- 21) Bradlow, E.T. and Fader, P.S. (2001), "A Bayesian Lifetime Model for the 'Hot 100' Billboard Songs," *The Journal of the American Statistical Association*, Vol. 96, No. 454, 368-381.
- 22) Bradlow, E.T. and Hutchinson, W. (2001), "Choosing the Optimal Number of Clusters in K-means Clustering," a comment, *Journal of Consumer Psychology*, Vol. 10, Number 1 and 2, 103-104.
- 23) Bradlow, E.T., Hardie, B.G.S., and Fader, P.S. (2002), "Bayesian Inference for the Negative Binomial Distribution Via Polynomial Expansions," *Journal of Computational and Graphical Statistics*, Vol. 11, Number 1, 189-201.
- 24) Wang, X., Bradlow, E.T., and Wainer, H. (2002), "A General Bayesian Model for Testlets: Theory and Applications," *Applied Psychological Measurement*, 26 (1), 1090-128. Also listed as ETS GRE Technical Report 98-01.
- 25) Everson, P.J. and Bradlow, E.T. (2002), "Bayesian Inference for the Beta-Binomial Distribution via Polynomial Expansions," *Journal of Computational and Graphical Statistics*. Volume 11, Number 1, 202-207.
- 26) Hoch, S.J., Bradlow, E.T., and Wansink, B. (2002), "Rejoinder to 'The Variety of An Assortment: An Extension to the Attribute-Based Approach'," *Marketing Science*, Vol. 21, Number 3, 342-346.
- 27) Bradlow, E.T. (2002), "Exploring Repeated Measures Data Sets for Key Features Using Principal Components Analysis," *International Journal of Research in Marketing*, (19), 167-179.
- 28) Bradlow, E.T., Hoch, S., and Hutchinson, W. (2002), "An Assessment of Basic Computer Proficiency Among Active Internet Users: Test Construction, Calibration, Antecedents, and Consequences," *Journal of Educational and Behavioral Statistics*, Fall, Vol. 27, No. 3, 237-253.
- 29) Marshall, P. and Bradlow, E.T. (2002), "A Unified Approach to Conjoint Analysis Models," *Journal of the American Statistical Association*, Volume 97, Number 459, 674-682.
- 30) Silber, J.H., Rosenbaum, P.R., Even-Shoshan, O., Zhang, X., Bradlow, E.T., Shabbout, M. and Marsh, R. (2003), "Length of Stay, Conditional Length of Stay, and Prolonged Stay in Pediatric Asthma," *Health Services Research*, Volume 38, Number 3 (June), 867-886.
- 31) Bradlow, E.T. (2003), "A Comment on Comparing Harm Done by Mobility and Class Absence: Missing Students and Missing Data," *Journal of Educational and Behavioral Statistics*, 28(3).
- 32) Bradlow, E.T., Hu, Y., and Ho, T-H. (2004), "A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles," *Journal of Marketing Research*, **Lead Article and discussion paper**, Vol. XLI (November), 369-381. **Finalist, Paul E. Green Award, best paper in Journal of Marketing Research.**
- 33) Bradlow, E.T., Hu, Y. and Ho, T.H. (2004), "Modeling Behavioral Regularities of Consumer Learning in Conjoint Analysis," *Journal of Marketing Research*, Vol. XLI (November), 392-396.

- 34) Wainer, H., Wang, X., Skorupski, W. P., and Bradlow, E.T. (2005), "A Bayesian Advantage in Evaluating Passing Scores: The PPoP Curve," *Journal of Educational Measurement*, Fall, Vol 42, No 3, 271-282.
- 35) Park, Y.H. and Bradlow, E.T. (2005), "An Integrated Model for Bidding Behavior in Internet Auctions: Whether, Who, When, and How Much," *Journal of Marketing Research*, Vol. XLII (November 2005), 470–482. An article in the NY Daily News based on this paper appeared February 21st, 2006.
- 36) Bradlow, E.T. (2005), "Current Issues and a Wish-List for Conjoint Analysis," *Applied Stochastic Models in Business and Industry*, with discussion and rejoinder, Vol. 21, No 4-5, 319-323, 331-332.
- 37) Larson, J.S., Bradlow, E.T. and Fader, P. (2005), "An Exploratory Look at In-Store Supermarket Shopping Paths," *International Journal of Research in Marketing*, Vol. 22, No. 4, 395-414. **Winner, Steenkamp Award for Long-Term Impact.**
- 38) Bradlow, E.T., Bronnenberg, B., Russell, G.J., Arora, N., Bell, D.R., Deepak, S.D., ter Hoefstede, F., Sismeiro, C., Thomadsen, R., and Yang, S. (2005), "Spatial Models in Marketing", *Marketing Letters*, Volume 16, Numbers 3-4, 267-278.
- 39) Zanutto, E. and Bradlow, E.T. (2006), "The Perils of Data Pruning in Consumer Choice Models," *Quantitative Marketing and Economics*, September, Vol. 4, No. 3, 267-287.
- 40) Schweidel, D.A., Bradlow, E.T., and Williams, P. (2006), "A Feature-Based Approach to Assessing Advertisement Similarity," *Journal of Marketing Research*, Vol. 43, Issue 2, 237-243.
- 41) Musalem, A., Bradlow, E.T. and Raju, J. (2006), "Bayesian Estimation of Random-Coefficients Choice Models using Aggregate Data," *Journal of Applied Econometrics*, to appear.
- 42) Braun, M., Fader, P.S., Bradlow, E.T., and Kunreuther, H. (2006), "Modeling the 'Pseudodeductible' in Insurance Claims Decisions," *Management Science*, Vol. 52, No. 8., 1258-1272. **Winner of 2006 INFORMS Decision Analysis Society (DAS) student paper competition.**
- 43) Miller, S.J., Bradlow, E.T., and Dayarna, K. (2006) "Closed-Form Bayesian Inferences for the Logit Model via Polynomial Expansions", *Quantitative Marketing and Economics*, Vol 4. No 2, 173-206.
- 44) Schweitzer, M., Hershey, J., and Bradlow, E.T. (2006), "Promises and Lies: Restoring Violated Trust," *Organizational Behavior and Human Decision Processes*, Issue 1, September, Pages 1-19, **Lead Article.**
- 45) Werner, Rachel M. and Eric T. Bradlow (2006). "Relationship between Medicare's Hospital Compare performance measures and mortality rates." *Journal of the American Medical Association*, 296(22): 2694-2702 with discussion. **Winner of the 2006 Research Committee of the Society of General Internal Medicine Best Paper Award.** Response article, April 4th, 2007, Vol 297, no. 13, p 1431.
- 46) Burns, L.R., Lee, J.A., Bradlow, E.T. , and Antonacci, A.C. (2007), "Surgeon Evaluation of Suture and Endo-Mechanical Products", *Journal of Surgical Research*, Vol 141, 2, 220-233.
- 47) Bradlow, E.T. and Park, Y-H. (2007), "Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model," *Marketing Science*, Mar/Apr; 26(2): 218 – 229. **Finalist, John D.C. Little Award (2008) for best paper in Marketing Science or Management Science.**
- 48) Burns, L.R., Lee, J.A., Bradlow, E.T. , and Antonacci, A.C. (2007),

	<p>“Assessment of Medical Devices: How to Conduct Comparative Technology Evaluations of Product Performance”, <i>International Journal of Technology Assessment in Health Care</i>, 23(4):455-63.</p> <p>49) Schweidel, D.A., Fader, P.S, Bradlow, E.T. (2008), “Modeling Retention In and Across Cohorts”, <i>Journal of Marketing</i>, Vol 72, 82-94.</p> <p>50) McShane, B., Adrian, M., Bradlow, E.T., Fader, P.S. (2008), “Count Models Based on Weibull Interarrival Times”, <i>Journal of Business and Economic Statistics</i>, Vol 26, No. 3, 369-378.</p> <p>51) Wang, X., Bradlow, E., Wainer, H. & Muller, E. (2008). A Bayesian method for studying DIF: A cautionary tale filled with surprises and delights. <i>Journal of Educational and Behavioral Statistics</i>, 33, 363-384.</p> <p>52) Schweidel, D.A., Fader, P.S, and Bradlow, E.T. (2008), “A Bivariate Timing Model for Customer Acquisition and Retention, <i>Marketing Science</i>, Vol. 27, No. 5, September–October 2008, pp. 829–843.</p> <p>53) Werner, R.M., Bradlow, E.T., and Asch, D. A. (2008), “Evaluating the role of performance measures in quality improvement: Do process measures capture unmeasured quality information?”, <i>Health Services Research</i>, Lead Article, Vol. 43, Number 5, 1464-1484.</p> <p>54) Musalem, A., Bradlow, E.T., and Raju, J. (2008), “Who’s got the coupon? Estimating Consumer Preferences and Coupon Usage from Aggregate Information”, <i>Journal of Marketing Research</i>, Vol. XLV (December 2008), 715–730. 715.</p> <p>55) Naik, P., Wedel, M., Bacon, L., Bodapati, A., Bradlow, E.T., Kamakura, W., Kruegen, J., Lenk, P., Montgomery, Madigan, D., A.M. (2008), “Challenges and Opportunities in High Dimensional Choice Data Analyses”, <i>Marketing Letters</i>, December, 3-4, 201-213.</p> <p>56) Netzer, O., Toubia, O, Bradlow, E.T., Dahan, E., Evgeniou, T., Feinberg, F.M., Feit, E.M., Hui, S.K., Johnson, J., Liechty, J.C., Orlin, J.B., Rao, V.R. (2008), “Beyond Conjoint Analysis: Advances in Preference Measurement”, <i>Marketing Letters</i>, December, 3-4, 337-354.</p> <p>57) Bradlow, E.T., Jensen, S.T., Wolfers, J, and Wyner, A.J. (2008), “A Statistical Look at Roger Clemens’ Pitching Career”, <i>Chance</i>, Volume 21, Number 3, 24-30.</p> <p>58) Hui, S.K., Fader, P.S., and Bradlow, E.T. (2009) “Path Data in Marketing: An Integrative Framework and Prospectus for Model-Building”, <i>Marketing Science</i>, Vol. 28, No. 2, 320-335.</p> <p>59) Hui, S.K., Fader, P.S., and Bradlow, E.T. (2009), “The Traveling Salesman Goes Shopping: The Systematic Inefficiencies of Grocery Paths”, <i>Marketing Science</i>, 28 566-572.</p> <p>60) Hui, S.K., Bradlow, E.T., and Fader, P.S. (2009), “An Integrated Model of Grocery Store Shopping Path and Purchase Behavior”, <i>Journal of Consumer Research</i>, Vol. 36, 478-493.</p> <p>61) Ding, M, Park, Y.H, and Bradlow, E.T. (2009), “Alternative Preference Measurement Methods: Sequential Choice and Barter Conjoint”, <i>Management Science</i>, to appear.</p> <p>62) Chandon, P., Hutchinson, J.W., Bradlow, E.T. and Young, S. (2009), “Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Attention and Evaluation at the Point of Purchase”, <i>Journal of Marketing</i>, Lead Article, Vol 73, Number 6, 1-17. Finalist,</p>
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	<p>H. Paul Root Award for Best Paper in the Journal of Marketing. A managerial summary of this work also appears as "In-Store Marketing Work: Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation," <i>Journal of Retail Analytics</i>, 5 (4), 40-42.</p> <p>63) Kunreuther, H, Silvasi, G., Bradlow, E.T., and Small, D. (2009), "Bayesian Analysis of Deterministic and Stochastic Prisoner's Dilemma Games", <i>Journal of Decision Making</i>, to appear.</p> <p>64) Lee, K.L, Meyer, R.J. and Bradlow, E.T. (2009), "An Analysis of Internet Usage during Hurricane Katrina", <i>Risk Analysis</i>, 29(12), 2009, 1645 - 1808.</p> <p>65) Kaufman-Scarborough, C., Morrin, M., Petro, G., and Bradlow, E.T. (2010), "Improving the Crystal Ball: Consumer Consensus and Retail Prediction Markets", <i>Journal of Research in Interactive Marketing</i>, Vol. 4 Iss: 1, pp.30 - 45.</p> <p>66) Wang, X. Baldwin, S., Wainer, H. and Bradlow, E. T. with Reeve, B., Smith, A., Bellizzi, K. & Baumgartner, K. (2010). "Using Testlet Response Theory to Analyze Data from a Survey of Attitude Change among Breast Cancer Survivors", <i>Statistics in Medicine</i>, 29, Volume: 29 Issue: 19 Pages: 2028-2044 Published: AUG 30 2010.</p> <p>67) Werner, R.M. and Bradlow, E.T. (2010), "Public Reporting On Hospital Process Improvements Is Linked To Better Patient Outcomes", <i>Health Affairs</i>, 29, no. 7 (2010): 1319-1324.</p> <p>68) Musalem, A., Olivares, M, Bradlow, E.T, Terwiesch, and Corsten, D. (2010), "Structural Estimation of the Effect of Out-of-Stocks", <i>Management Science</i>, Volume 56, Number 7, 1180-1197.</p> <p>69) Ailawadi, K.A., Bradlow, E.T., Draganska, M., Nijs, V., Roederkerk, R., Sudhir, K., Wilbur, K., Zhang, J. (2010), "Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research", <i>Marketing Letters</i>, Vol 21, No. 3, 273-285.</p> <p>70) Zaslavsky, A.M. and Bradlow, E.T. (2010), "Posterior Predictive Outlier Detection Using Sample Reweighting", <i>Journal of Computational and Graphical Statistics</i>, Volume 19, Issue 4, 790-807.</p> <p>71) Wainer, H., Bradlow, E.T., and Wang, X. (2010), "Detecting DIF: Many Paths to Salvation", <i>Journal of Educational and Behavioral Statistics</i>, Volume 35, issue 4, 489-493.</p> <p>72) Schweidel, D.A., Bradlow, E.T., and Fader, P.S. (2011), "Portfolio Dynamics for Customers of a Multi-Service Provider", <i>Management Science</i>, volume 57, number 3, 471-486.</p> <p>73) Lee, T.Y., and Bradlow, E.T. (2011), "Automatic Construction of Conjoint Attributes and Levels From Online Customer Reviews", <i>Journal of Marketing Research</i>, Volume 48, Number 5, 881-894.</p> <p>74) Berger, J., Bradlow, E.T. Braunstein, A., Zhang, Y. (2012), "From Karen to Katie: Using Baby names to Study Cultural Evolution" <i>Psychological Science</i>, 23 (10), 1067-1073.</p> <p>75) McShane, B. B., Bradlow, E.T., and Berger, J. (2012), "Visual Influence and Social Groups", <i>Journal of Marketing Research</i>: Vol. 49, No. 6, pp. 854-871.</p> <p>76) Hui, Sam K. and Bradlow, E.T. (2012), "Bayesian Multi-Resolution</p>
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Books and Chapters	<p>106) Wainer, H., Bradlow, E.T., and Wang, X. (2007), “Testlet Response Theory and Its Applications”, Cambridge University Press, ISBN-13: 9780521681261 ISBN-10: 052168126X.</p> <p>107) Bradlow, E.T., Niedermeier, K., Williams, P. (2009), “Marketing in the Financial Services Industry”, McGraw-Hill, New York.</p> <p>108) Bradlow, E.T. (2000), “A Comparison of Computational Methods for Hierarchical Models in Customer Survey Questionnaire Data,” in <i>Simulation-Based Inference in Econometrics: Methods and Applications</i>, Mariano, R. S., Schuermann, T., and Weeks, M. (eds), Cambridge University Press, 307-327.</p> <p>109) Wainer, H., Bradlow, E.T., and Du, Z. (2000), “Testlet Response Theory: An Analog for the 3-PL Useful in Testlet-Based Adaptive Testing,” in <i>Computerized Adaptive Testing, Theory and Practice</i>, W.J. van der Linden, C.A.W. Glas (Eds). Kluwer-Nijhoff, 245-270.</p> <p>110) Glas, C.A.W., Wainer, H., and Bradlow, E.T. (2000), “Maximum Marginal Likelihood and Expected A Posteriori Estimation in Testlet-Based Adaptive Testing,” in <i>Computerized Adaptive Testing, Theory and Practice</i>, W.J. van der Linden, C.A.W. Glas (Eds). Kluwer-Nijhoff, 271-288.</p> <p>111) Bradlow, E.T., Lenk, P.J., Allenby, P.M., and Rossi, P.E. (2003), “When BDT in Marketing Meant Bayesian Decision Theory: The Influence of Paul Green’s Research,” in <i>Marketing Research and Modeling: Progress and Prospects, A Tribute to Paul Green</i>, Kluwer.</p> <p>112) Wainer, H., Brown, L.M., Bradlow, E.T., Wang, X., Skorupski, W.P., Boulet, J., and Mislevy, R.J. (2004), “An Application of Testlet Response Theory in the Scoring of A Complex Certification Examination,” in <i>Automated Scoring of Complex Tasks in Computer Based Testing</i>, D.M. Williamson, R. J. Mislevy, I.I. Bejar, (Eds.), Hillsdale, NJ: Lawrence Erlbaum Associates, Chapter X, pages xxx-xxx.</p> <p>113) Johnson, M., Sinharay, S., and Bradlow, E.T. (2005), "Hierarchical IRT Models," to appear in Handbook of Statistics, Vol 27 (Psychometrics), C. R. Rao and S. Sinharay (Eds).</p> <p>114) Chandon, Pierre, J. Wesley Hutchinson, Eric T. Bradlow, and Scott Young (2007), "Measuring the Value of Point-of-Purchase Marketing with Commercial Eye-Tracking Data," in <u>Visual Marketing: From Attention to Action</u>, ed. Michel Wedel and Rik Pieters, Mahwah, New Jersey: Lawrence Erlbaum Associates, 225-58.</p>

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Other Publications	<p>118) Wainer, H. and Bradlow, E.T. (1996), “On the Consequences of Some Test Rescoring Policies,” Educational Testing Service, Tech Rep. 96-5.</p> <p>119) Bradlow, E.T. and Zaslavsky, A. M. (1996), “Case Influence Analysis in Bayesian Inference,” <i>Proceedings of the 28th Symposium on the Interface</i>, Sydney, Australia, 150-161.</p> <p>120) Zaslavsky, A. M. and Bradlow, E.T. (1997), “Posterior Predictive Outlier Detection Using Sample Reweighting,” <i>Proceedings: Section of Bayesian Statistical Science, American Statistical Association</i>, 55-62.</p> <p>121) Bradlow, E.T. and Kalyanam, K. (1998), “A Comment on Customer Value Analysis,” <i>Case Studies in Bayesian Statistics IV</i>, Springer-Verlag, 60-63.</p> <p>122) Bradlow, E.T. (2002), “A Day in the Life,” <i>Amstat News</i>, 40-41, September.</p> <p>123) Wang, X, Bradlow, E. T., & Wainer, H. (2004). User's Guide for SCORIGHT (Version 3.0): A computer program for scoring tests built of testlets including a module for covariate analysis. ETS Technical Report RR-04-49. Princeton, NJ: Educational Testing Service.</p> <p>124) Bradlow, E.T. (2008), “Editorial: Enticing and Publishing the Home Run Paper”, <i>Marketing Science</i>, Jan-Feb, Vol. 27, no. 1, 4-6.</p> <p>125) Shugan, S.M, Bradlow, E.T. (2008), “Editorial: Database Submissions”, <i>Marketing Science</i>, Jan-Feb, Vol. 27, no. 1, 7-8.</p> <p>126) Bradlow, Eric, Shane Jensen, Justin Wolfers and Adi Wyner, “Report Backing Clemens Chooses Its Facts Carefully”, <i>New York Times</i>, February 10, 2008.</p> <p>127) Bradlow, E. T. (2008), “Editorial: The Scientific Process At Its Best”, <i>Marketing Science</i>, May-June, Vol. 27, no 3, 323.</p> <p>128) Bradlow, E.T. (2008), “Editorial: Maximizing Impact via Database Submissions”, <i>Marketing Science</i>, July-August, Vol. 27, no 4, 541.</p> <p>129) Bradlow, E.T. and Coughlan, A.T. (2009), “Analytical Transparency”, <i>Marketing Science</i>, May-June, Vol 28, 403-404.</p> <p>130) Bradlow, E.T. (2010), “It’s Never Goodbye to Marketing Science”, <i>Marketing Science</i>, Nov-Dec, Vol 29, Part 6, page 963.</p> <p>131) Gordon, B.R., Thomadsen, R., Bradlow, E.T., Dube, J.P., and Staelin, R. (2011), “Revisiting the Quantitative Marketing and Structural Economics Workshop”, <i>Marketing Science</i>.</p> <p>132) Bradlow, E.T. (2022), “What’s Old is New Again: A Reflection of the Method, Measurement, and Research work of Don Lehmann”, SAGE publication series.</p>
Submitted	<p>133) Bale, M., Feit, E.M., Bradlow, E. T (2025), “Brand Equity and Retail</p>

Papers	<p>Media Effectiveness”, <i>Journal of Marketing Research</i>.</p> <p>134) Gopalakrishnan, A., and Bradlow, E.T. (2025), “Hidden Markov Models: Backcasting Flexibility Versus Forecasting Limitations”, <i>Journal of Econometrics</i>.</p> <p>135) Yu, Q., Berman, R., Bradlow, E.T. (2025), "The Dark Side of Category Expansion: Will (and Which) Existing Ones "Pay the Price"?", <i>Marketing Science</i>, revision.</p> <p>136) Yang, L. Bradlow, E.T., and Fader, P. (2025), “Inferring Individual Preferences and Intra-Household Dynamics with Aggregate Data: An Application to Targeted TV Advertising”, <i>Management Science</i>.</p> <p>137) McCoy, J.P., Ciulli, R., and Bradlow, E.T. (2025) “Two-For-One Conjoint: Bayesian Cross Category Learning for Shared Attribute Categories”, <i>Journal of Marketing Research</i>, reject and resubmit.</p>
Papers in Progress	Working on a multitude of papers on branding, advertising effectiveness, and learning models.
Doctoral Supervisor	<ul style="list-style-type: none"> • Du, Z., Education Department, Columbia University (1998), Winner of AERA Division D – Mary Catherine Ellwein Outstanding Dissertation Award, 2002 American Psychological Association Division 5 Distinguished Dissertation Award • Cain, Lisa B., Marketing Department, The Wharton School, co-chair with Len Lodish (2001) • Musalem, Andres, Marketing Department, The Wharton School, co-chair with Jagmohan Raju (2006) • Schweidel, David, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2006) • Hui, Sam, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2008), Winner of Levy and Weitz Doctoral Dissertation Competition, AMA John A. Howard Dissertation Award, Honorable Mention Winner Academy of Marketing Science - Mary Kay Dissertation Competition, Finalist George B. Dantzig Dissertation Prize in Operations Research. • Zhang, Yao, Statistics Department, The Wharton School, co-chair with Dylan Small (2012) • Schwartz, Eric ,Marketing Department, The Wharton School, co-chair with Peter S. Fader (2013), Honorable Mention, 2012 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition • Wang, Pengyuan, Statistics Department, The Wharton School, co-chair with Ed George (2013) • Affandi, Raja, Statistics Department, The Wharton School, co-chair with Emily Fox (2014). • Gopalakrishnan, Arun, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2015) • Novak, Julie, Statistics Department, The Wharton School, co-chair with Shane Jensen (2015) • Stourm, Valeria, Marketing Department, The Wharton School, co-chair with Peter S. Fader (2016), Honorable Mention – AMA Mathew Joseph Emerging Scholar Award, Honorable Mention, 2015 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition. • Stourm, Ludovic, Marketing Department, The Wharton School, co-chair with

	<p>Raghu Iyengar (2016).</p> <ul style="list-style-type: none"> • Phan, Tung, Statistics Department, The Wharton School, co-chair with Shane Jensen (2016) • McCarthy, Daniel, Statistics Department, The Wharton School, co-chair with Shane Jensen (2017). Winner, ISMS Dissertation Award, Winner Alden G. Clayton Dissertation Prize. • Yang, Liangbin, Marketing Department, The Wharton School, co-chair with Peter Fader (2017) • Lu, Tong, Marketing Department, The Wharton School, co-chair with Wes Hutchinson (2018) • Lee, Sangkil, Psychology Department, University of Pennsylvania, co-chair with Joe Kable (2020) • Yu, Qi, Marketing Department, University of Pennsylvania, co-chair with Ron Berman (2021) • Kim, Mingyung, Marketing Department, University of Pennsylvania, co-chair with Raghu Iyengar (2024), Winner ISMS Doctoral Dissertation Prize, Finalist American Statistical Association Statistics in Marketing Dissertation Prize.
Doctoral Committees	<ul style="list-style-type: none"> • Zhou, H., Statistics Department, The Wharton School (1997) • Kostritskaya, K., Statistics Department, The Wharton School (1998) • Wang, Y., Statistics Department, The Wharton School (1998) • Moe, Wendy, Marketing Department, The Wharton School (2000) • Ming, Kewei, Statistics Department, The Wharton School (2000) • Diaz-Tena, Nuria, Statistics Department, The Wharton School (2001) • Deepak, Sri Devi, Marketing Department, Columbia University (2001) • Park, Young-Hoon, Marketing Department, The Wharton School (2001) • Eisenstein, Eric, Marketing Department, The Wharton School (2002) • Chen, Pei-Yu, OPIM Department, The Wharton School (2002) • May, Henry, School of Education, The University of Pennsylvania (2002) • Zhang, Ren, Statistics Department, The Wharton School (2002) • Janakiraman, Narayan, Marketing Department, The Wharton School (2003) • Hu, Ye, Marketing Department, The Wharton School (2004) • Sangyoung Song, Marketing Department, The Wharton School (2005) • Donovan, Mark, Department of Biostat, The University of Pennsylvania (2006) • Braun, Michael, OPIM Department, The Wharton School (2006) • Xu, Xinyi, Statistics Department, The Wharton School (2006) • Machin, Jane Marketing Department, The Wharton School (2006) • de Jong, Martijn G., Marketing Department, Tilburg University (2006) • Baldwin, Su, Department of Education, University of Mass-Amherst (2007) • Harik, Polina, Department of Education, University of Delaware (2008) • Wang, Lie, Statistics Department, The Wharton School (2008) • Verrochi, Nicole, Marketing Department, The Wharton School (2009) • McShane, Blake, Statistics Department, The Wharton School (2010) • Luming Wang, Marketing Department, University of Alberta (2010) • Bhattacharjee, Amit, Marketing Department, University of Pennsylvania (2012) • Bedev, Anton, Economics Department, University of Pennsylvania (2013) • Yang, Fan, Statistics Department, The Wharton School (2013) • Li, Ke, Marketing Department, Temple University (2013) • Lee, Jae Young, Marketing Department, The Wharton School (2014) • Li, Hui, Economics Department, University of Pennsylvania (2015)

	<ul style="list-style-type: none"> • Wei, Max, Economics Department, University of Pennsylvania (2015) • Li, Kathleen, Marketing Department, The Wharton School (2018) • Sunada, Takeaki, Economics Department, University of Pennsylvania (2019) • Pan, Qi, Economics Department, University of Pennsylvania (2019) • Li, Minshen, Economics Department, University of Pennsylvania (2019) • Fan, Jeremy, Marketing Department, University of Pennsylvania (2020) • Pavlov, Vladimir, Marketing Department, University of Pennsylvania (2021) • Rhodes, Morgan, Marketing Department, Drexel University (2023) • Aka, Ada, Psych and Marketing Departments, University of Pennsylvania (2023) • Tian, Zijun, Economics Department, University of Pennsylvania (2023) • Yuan, Yihao, Marketing Department, University of Pennsylvania (2024) • Zhao, Hangcheng, Marketing Department, University of Pennsylvania (2025) • Ciulli, Rachele, Marketing Department, University of Pennsylvania (2025)
University Service	<ul style="list-style-type: none"> • Participant, Faculty International Seminar in Korea, 1997 • Wharton MBA Curriculum Committee, 1997 • Moderator, Marketing Panel, Wharton Women in Business, October 1997 and October 1998 • Faculty Advisor, American Marketing Association, Wharton School 1996-1997 • MBA Advisor, Wharton Marketing Department, 1998- • Doctoral Committee Marketing Department 1997- • Computer Committee, Marketing Department 1997, 1998, 1999, 2000, 2007, 2008 • Chair Computer Committee, Marketing Department 2003-2004, 2007- • Faculty Recruiting Committee, Marketing Department 1999, 2000, 2002, 2004, 2008 • Chair, Faculty Recruiting Committee, Marketing Department 2001, 2004 • Chair, Senate Committee on the Economic Status of the Faculty 2001-2003 • Co-Course Head for MGMT 653, Field Application Project course • Senate Committee on the Economic Status of the Faculty 2001-2004 • University Council Committee on Personal Benefits, 2002-2003, 2007-2008. • University (Provost) Committee on Retirement Benefits, 2004 • Academic Director, Wharton Small Business Development Center, 2002-2008 • Wharton School Undergraduate Research Fellows Program, Advisor 2004. • MBA Cohort Mentor, 2003-2006. • Dean's Taskforce on the Undergraduate Curriculum, 2003-2004. • 2005-2006 Wharton Committee on Academic Freedom and Responsibility • 2005-2009 Wharton Research Data Services Advisory Board • 2005 Wharton Core Faculty Advisory Committee • 2003-2009 University of Pennsylvania, Faculty Senate • 2006-2009 University of Pennsylvania, University Council • 2006 Wharton West Q-Review Committee • 2007 Weiss Center Quinquennial Review Committee Chair • 2007, 2008 Wharton Executive MBA Committee • 2007-2008, Chairperson, Wharton Committee on Academic Freedom and Responsibility • 2008, University Committee on Personnel Benefits • 2008, Committee MBA Experience and Engagement Committee • 2009, University of Pennsylvania Provost Search Committee • 2009-2011, University of Pennsylvania Academic Planning and Budgeting

	<p>Committee</p> <ul style="list-style-type: none"> • 2009, University of Pennsylvania Patent Policy Committee • 2011, Review Committee for Center for Health Care Outcomes Research, University of Pennsylvania, School of Medicine • 2011, University of Pennsylvania, Vice Provost for Research, Research Endowment Committee • 2012-2013, University Council Committee on Personnel Benefits • Wharton Dean's Advisory Council, 2014-
Wharton Teaching Record	<ul style="list-style-type: none"> • Statistics 101 (introductory statistics), as Visiting Lecturer, September 1994 • Statistics 111 (introductory statistics) as Visiting Lecturer, September 1995 • Marketing 212 (marketing research), Fall 1996, Spring 2003 • Marketing 612 (2013-2025) – Marketing Core Strategy • Marketing 613 (2013) – Marketing Core Simulation • Marketing 621 (marketing essentials), Fall 2006, Fall 2007, WEMBA Spring 2008 • Marketing 622 (marketing management), Core Class (3 Sections), Spring 1998, Spring 1999, Spring 2000, Spring 2001, Spring 2005, Spring 2006, Spring 2007, WEMBA 2005, WEMBA 2006, WEMBA 2007, Spring 2011. • Marketing 756 (marketing research), Fall 1996, Fall 1998, Spring 2003 (WOMBA and WEMBA WEST), Fall 2003 (WEMBA WEST), Spring 2004, Summer 2004 (WEMBA WEST), Spring 2005 • Statistics 500 (Regression and ANOVA), Fall 2000 • Management 653 (Field Application Project), 2000-2001 • Marketing 964 (PhD Empirical Models in Marketing), Spring 2014-Spring 2024 • Marketing 966 (PhD Data Analysis), Spring 1999-2014
Papers Presented	<p>“Hierarchical Models for Customer Satisfaction Questionnaire Data,” Contributed Paper presented August 1993 at the Joint Statistical Meetings, San Francisco, CA</p> <p>“A Bayesian Model for Ordinal Survey Responses,” Invited Talk presented January 1994 at Dept. of Biostatistics, Harvard University</p> <p>“Case Influence Analysis in Bayesian Inference,” Invited Talk presented April 1995 at Dept. of Statistics, The Pennsylvania State University</p> <p>“Analysis of Ordinal Survey Data with ‘No Answer’ Responses,” Invited Talk presented June 1995 at Interface95 conference, Pittsburgh PA</p> <p>“Negative Information and the Three-Parameter Logistic Model,” Contributed Paper presented August 1995 at the Joint Statistical Meetings, Orlando, FL</p> <p>“Case Influence Analysis in Bayesian Inference,” Invited Talk presented July 1996, SISC - Interface96, Sydney, Australia</p> <p>“Error Rates Due to Rescoring Tests,” August 1996, Joint Statistical Meetings, Chicago, IL</p> <p>“Item Response Theory Models Applied to Data Allowing Examinee Choice,” Invited Talk presented March 1997, Duke University, Department of Statistics</p> <p>“Analysis of Ordinal Survey Data,” Invited Talk presented at the Ohio State</p>

	<p>University, May 1997</p> <p>“Posterior Predictive Outlier Detection Using Sample Reweighting,” Invited Talk, INFORMS meeting, Dallas, Texas, October 1997</p> <p>“The Variety of an Assortment,” Invited Talk, Cornell University, Marketing Department, December 1997</p> <p>“The Variety of an Assortment,” Invited Talk, University of Chicago, Marketing Department, January 1998</p> <p>“A Hierarchical Latent Variable Model for Ordinal Customer Satisfaction Data with No Answer Responses,” Invited Talk, Temple University, Marketing and Statistics Department, February 1998</p> <p>“The Variety of an Assortment,” Invited Talk, UCLA, Marketing Department, March 1998</p> <p>“A Hierarchical Bayes Model for Bundle Choices of a Fixed Size,” Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998</p> <p>“The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines,” Joint Statistical Meetings, Dallas, August 1998</p> <p>“The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines,” The Wharton School Statistics Department, March 1999</p> <p>“The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines,” Marketing Science Conference, Syracuse, NY, May 1999</p> <p>“A Bayesian Random Effects Model for Testlets,” Invited Talk, European Meeting of the Psychometric Society, Lueneberg, Germany, July 1999</p> <p>“The Little Engines that Could: Modeling the Performance of World Wide Web Search Engines,” The Pennsylvania State University, Marketing Department E-commerce Speaker Series, February 2000</p> <p>“Closed-Form Bayesian Inference for the Negative Binomial Distribution,” The Wharton School Statistics Department, April 2000</p> <p>“A Bayesian Lifetime Model for the Hot 100 Billboard Songs,” The University of Houston, July 2000</p> <p>“Launching New-Nondurables in Japan: Marketing Practices and Marketing Consequences,” Joint Statistical Meetings, Atlanta GA, August 2001</p> <p>“A Pattern Reinforcement Model for Partial Profile Conjoint,” University of Michigan Business School, January 2002</p> <p>“A Pattern Reinforcement Model for Partial Profile Conjoint,” University of California, Berkeley, Marketing Department, May 2002</p>
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	<p>“A Pattern Reinforcement Model for Partial Profile Conjoint,” Columbia University Department of Statistics, November 2002</p> <p>“An Integrated Model for Who, When, and How Much in Internet Auctions,” MIT Ph.D. Camp, September 2003</p> <p>“An Integrated Model for Who, When, and How Much in Internet Auctions,” Yale University, Marketing Department, September 2003</p> <p>“Spatial Statistics in Marketing”: 6th Invitation Choice Conference, University of Colorado at Boulder, June 2004</p> <p>“Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data”, Tilburg Marketing Camp, December 2004.</p> <p>“Who’s got the coupon? Estimating Consumer Preferences and Coupon Usage from Aggregate Information”, Olin School of Business, Washington University in St. Louis, April 2005.</p> <p>“Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data”, Harvard Business School, May 2005.</p> <p>“Bayesian Estimation of Random Coefficients Choice Models Using Aggregate Data”, Bayes Econometric Conference at Washington University, August 2005.</p> <p>“Modeling the Acquisition and Retention of Services at a Multi-Service Provider”, Joint Statistics Meetings, Minneapolis, MN, August 2005.</p> <p>“Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model”, NYU Statistics Department, March 2006.</p> <p>“Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model”, Stanford University, April 2006.</p> <p>“Bayesian Estimation of Bid Sequences in Internet Auctions Using a Generalized Record Breaking Model”, Northwestern University, September 2006.</p> <p>“Analysis of Path Data in Marketing with Applications to Grocery Shopping”, University of Maryland, May 2007.</p> <p>“Analysis of Path Data in Marketing with Applications to Grocery Shopping”, Wharton Alumni Forum, Hong Kong, May 2007.</p> <p>“Wharton SBDC in Action”, Zhejiang University, Hangzhou, China, May 2007.</p> <p>“Bayesian Estimation of IDS and Stochastic Prisoner’s Dilemma Games”, QME Conference, Chicago, IL, September 2007.</p> <p>“Bayesian Estimation of IDS and Stochastic Prisoner’s Dilemma Games”, University of Houston, Houston, TX, November 2007.</p> <p>“Bayesian Estimation of IDS and Stochastic Prisoner’s Dilemma Games”, Emory</p>
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	<p>University, Atlanta, GA, December 2007.</p> <p>“Bayesian Estimation of IDS and Stochastic Prisoner’s Dilemma Games”, University of Southern California, Los Angeles, CA, March 2008.</p> <p>“Future and Current Directions for Marketing Science”, Haring Symposium Keynote Address, University of Indiana, Bloomington, IN, April 2008.</p> <p>“Bayesian Estimation of IDS and Stochastic Prisoner’s Dilemma Games”, Columbia University Marketing Camp, May 2008.</p> <p>“Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks”, Emory University, September 2008.</p> <p>“Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks”, University of Rochester, October 2008.</p> <p>“Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks”, University of Miami, December 2008.</p> <p>“Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks”, USC, January 2009.</p> <p>“Bayesian Structural Estimation of Retail Demand Under Partially Observed Out-of-Stocks”, University of Wisconsin, January 2009.</p> <p>“Multichannel Forecasting of Media Usage”, Johns Hopkins University, September 2010.</p> <p>“Clumpiness Measures and Their Applications in Marketing”, Harvard University, May 2012</p> <p>“Clumpiness Measures and Their Applications in Marketing”, Harvard University, October 2012</p> <p>“From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing”, USC, March 2013</p> <p>“From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing”, Dartmouth Inaugural Marketing Camp, May 2013.</p> <p>“From RFM to RFMC: Clumpiness Measures and Their Applications in Marketing”, Temple, September 2014.</p> <p>“Bayesian Imputation for CRM Data with Anonymous Visits”, Kellogg School of Management, May 2016.</p> <p>“Selecting the Correct Data Granularity”, Stanford University, April 2019.</p> <p>“Selecting Data Granularity Using the Power Likelihood”, USC, September 2019.</p>
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	<p>“Two-for-One Conjoint: Bayesian Cross-Category Learning for Shared Attribute Product Categories”, Arizona State University, April 2022.</p> <p>“Bayesian Dual-Graph Clustering for Selecting Data Aggregation and Parameter Granularity”, Kellogg, September 2024.</p> <p>“Bayesian Dual-Graph Clustering for Selecting Data Aggregation and Parameter Granularity”, Harvard Business School, April 2025.</p>	
Executive Education Teaching	<p>Data Mining Seminar, December 1999 “Case Discussion Leader”</p> <p>DuPont Customized Program, January and February 2000, “Marketing Strategy”</p> <p>Essentials of Marketing Program 2003-2005</p> <p>Marketing in the Financial Services Industry 2003-2008</p> <p>Morgan Stanley Financial Services Program 2003-2007</p> <p>Management Engineers, 2005</p> <p>Wharton-NFL Program</p> <p>Academic Director, Wharton Philip-Morris Program, 2004-2008</p> <p>Academic Director and Founder, Google Program 2010-</p>	
Additional Teaching Experience	HARVARD UNIVERSITY	Cambridge, MA
	<p>Introduction to Quantitative Methods September 1988 - August 1990 and September 1992 - January 1994 Teaching Fellow.</p> <p>Quantitative Reasoning A (QRA) September 1990 – September 1991: Teaching Fellow:</p>	
	NORTHEASTERN UNIVERSITY	Boston. MA
	<p>Lecturer in Mathematics September 1988 – August 1990 Taught specialized courses for adults over thirty who needed to learn algebra and geometry for work.</p>	
Research Experience	<p>HARVARD UNIVERSITY January 1993 – August 1994</p>	Cambridge, MA
	<p>Research Assistant: Dept. of Health Care Policy. Finding applications of Bayesian Hierarchical Models in Health Care research. Under the direction of Professors Carl N. Morris and Constantine Gatsonis</p>	

	JOSLIN DIABETES CENTER Summer 1989	Boston, MA
	Research Assistant/Statistical Consultant: Developed methods of analyzing large scale longitudinal data sets to help determine the factors that trigger the onset of diabetes in those predisposed to the disease.	
Grants Received	<ul style="list-style-type: none"> • Awarded Wharton School Sol C. Snider Entrepreneurial Center Research Grant, 1999, \$7000 • Awarded Wharton WEBI initiative grant, co P.I. with Professors Reibstein and Kahn to study build-to-order sites, \$7,000, 2000. • Collaborator -- NIH Grant “Study of Pediatric Asthma”, P.I. -- Dr. Jeffrey Silber, Health Care Outcomes Research Department, The University of Pennsylvania, 5% time, 2001-2003. • “Research Advisor in Marketing”: Development of Management Technologies to Improve Productivity in Mass Consumption Supply Chains: the case of Supermarkets., P.I. – Professor Maximo Bosch, University of Chile, \$220,000, 2004- • Statistical and Marketing Consultant: USDA Meat Market Study, 2004-2008, \$4.3 Million Dollars: P.I Professor Martin Asher and RTI International. • “Developing methods to tailor depression treatment to older adults”, PI – Marsha Wittink, NIH Fund – 400-4312-4-552007-xxxx-2000-2932, \$475,000 	