

## DAVID J. REIBSTEIN

The Wharton School  
University of Pennsylvania  
Philadelphia, PA 19104  
(215) 898-6643

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### EDUCATION

Doctor of Philosophy in Industrial Administration, Herman C. Krannert Graduate School of Industrial Administration, Purdue University, West Lafayette, Indiana.

- Major Area: Marketing – Major emphasis on the application of quantitative methods and econometric techniques to marketing problems, marketing research, model building, contemporary marketing theory and consumer behavior.
- Minor Area: Behavioral Science – Course work in simulation models of decision making, experimental design, experimental laboratory methods for research in social behavior, uses of the laboratory method and decision theory.
- Research Methodology – Course work in multivariate statistics, multidimensional scaling, numerical taxonomy and nonparametric statistics.

Doctoral Dissertation:

*An Empirical Study of Brand Choice and Switching Behavior*

Dissertation Chairman: Frank M. Bass

Honorary Master of Science, The Wharton School, University of Pennsylvania, Philadelphia, Pennsylvania.

Attended Masters of Business Administration Program, Graduate Business School, Tulane University, New Orleans, Louisiana.

Bachelor of Science in Business Administration, University of Kansas, Lawrence, Kansas. Bachelor of Arts in Statistics and Political Science, University of Kansas.

### ACADEMIC EMPLOYMENT

The Wharton School, 1980-Present

Diversity Advisor for Faculty hiring, 2019-2021

The William S. Woodside Professor, 1992-Present

The Julian Aresty Professor, 1988-1992

Vice Dean and Director of the Wharton Graduate Division, University of Pennsylvania, 1987-1992

Director of Wharton /PIMS Strategy Research Center, 1985-1989

Numerous other committees

Academic Director of Wharton Executive Seminars: Marketing Metrics, Competitive Marketing Strategy, New Research Techniques in Marketing; New Product Development and Management; and others.

Other Academic Appointments

Visiting Professor at Stanford Business School, Palo Alto, California, 1987-1988.

Visiting Professor, INSEAD, Fontainebleau, France, Summer 1984, 1985.

Assistant Professor of Marketing, Harvard Business School, July 1975-June 1980.

Research Assistant for Professor Frank M. Bass, Purdue University, West Lafayette, Indiana, Spring 1974.  
Graduate Instructor in Industrial Administration, Purdue University, September 1972-August 1974.  
Research Assistant for Professor John O. Tollefson, Kansas University, Lawrence, Kansas, Summer 1972  
Executive Director, The Marketing Science Institute, July 1999-2001  
Academic Trustee, Marketing Science Institute, Cambridge Massachusetts, 1993-1999, 2001-2005.  
Research Associate, Marketing Science Institute, Cambridge, Massachusetts, 1975-1980

#### Other

Indian School of Business (ISB), Hyderabad, Marketing Metrics, November-December 2005  
Chinese European Business School (CEIBS), Shanghai, Beijing, and Shenzhen Competitive Marketing Strategy, Executive MBA (EMBA), 2003, 2004, 2005  
Interdisciplinary Center (IDC), Herzalia, Israel, Competitive Marketing Strategy, June 2003, December 2005.  
Singapore Management University (SMU), Singapore, Competitive Marketing Strategy, July 2003, 2004, 2005.  
Member of Executive Committee, Marketing Science Institute, Cambridge, Massachusetts, 2001-2005.  
Member of Executive Director Council, Marketing Science Institute, Cambridge Massachusetts, 2005-present  
  
Member of Philadelphia Global Identity Partnership (PGIP) Leadership Council, 2019-Present

## TEACHING

The Wharton School, University of Pennsylvania, July 1980-present.

Marketing Management (MBA Program and Executive MBA Program)  
Advanced Management Program (Executive Education Program, Faculty)  
Marketing Research (MBA Program)  
Research for Strategic Decisions in Marketing (MBA Program)  
Pro-Seminar (Ph.D. Program)  
Marketing Strategy (MBA Program and Executive MBA Program)  
Core Marketing (MBA Program)  
Marketing Metrics (MBA Program and Executive Education Program, Academic Director and Faculty)  
Competitive Marketing Strategies (Executive Education Program, Academic Director and Faculty)  
Essentials of Marketing (Executive Education Program, Faculty)  
Pricing (Executive Education Program, Faculty)  
CFO (Executive Education Program, Faculty)  
Numerous Company Specific Programs

Stanford Business School, September 1987-January 1988

Marketing Research (MBA Program), September 1987-January 1988.  
Senior Management Program (1988, 1989, 1990)

INSEAD, April 1984-June 1984, May-June 1985

Marketing Strategy (MBA Program), April 1984-June 1984, May-June 1985.  
Advanced Industrial Marketing Strategy, most every year since 1985-2015 (Executive Program)

Harvard Business School, July 1975-June 1980.

First-Year Marketing (MBA Program)  
Marketing Research and Information Systems (MBA Program)  
Marketing Research Methodology (DBA Program)  
Research Design and Data Collection Methods (DBA Program)

Purdue University, September 1972-August 1974.

Marketing Principles: Undergraduate  
Marketing Management: Undergraduate  
Advertising Effectiveness: Undergraduate

#### Committee Work - Department and University

Ad hoc committee on WEMBA  
Ad hoc committee on Cross-functional Integration  
AMA and Early Career Hiring Committee, 2019-2020  
MBA Curriculum Committee  
MBA Executive Committee  
MBA Graduation Committee  
University Communications Committee  
University Classroom Facilities Committee  
X-Functional Committee  
Committee on Academic Freedom and Responsibility  
Vice Dean Search Committee  
Future of Advertising Committee  
Knowledge @ Wharton Committee  
Marketing Curriculum Committee  
Numerous other committees, too many to list

#### Conference Work

Co-hosted 2002 and 2003 CMO Summit at Wharton  
Chair, AMA Winter Educators' Conference (2003, 2012)  
Organizing Committee Member, Chair and Co-Chair, Marketing Meets Wall Street Conference (2013, 2015, 2017, 2019)  
Honorary Co-Chair, Annual Conference of China Marketing Science (2013)  
Session Chair, Theory + Practice in Marketing Conference (2015)  
Host, Wharton Nation Brand Conference (2016)  
and others

#### Doctoral Dissertation Committees:

<i>Candidate</i>	<i>Employer</i>
Marjorie Adams	University of Virginia
John Bateson	London School of Business
Suneal Bedi	Indiana University
William Boulding	Duke University
Cynthia Fraser	Columbia University
Steve Goldberg	University of Texas
Louis Gutentag	American Hospital Supply
Yogesh Joshi	University of Maryland
Rowland Moriarty	Harvard Business School
William Moulton	BASES

Erica Okada	University of Washington
Philip Parker	INSEAD
Edward Popper	Federal Trade Commission
Carsten Poulsen	Aalborg University
John Quelch	Harvard Business School
Venkat Ramaswamy	University of Michigan
Sanjay Rao	Synergic Resources Corporation
Dan Sarel	University of Miami of Florida
Emine Sarigollu	McGill University
Robert Young	Northeastern University

### Honors/Awards:

2021 PwC Finance Forum Best Paper Award for “Inalienable Customer Capital, Corporate Liquidity, and Stock Returns,” with Weinstein Wei Dou, Yan Ji, and Wei Wu.  
<https://www.pwccn.com/zh/3535summit.html>  
 SSRN Top Ten Download List 2020 for the 2020 working paper, “Drowning in Metrics: How Managers Select and Trade-off Metrics for Making Marketing Budgetary Decisions.”  
 Inducted as a Fellow at the College of Physicians 2017  
 The Rodney L. White Center for Financial Research winner of the 2017 Marshall Blume Prizes in Financial Research for “Consumer Capital, Financial Constraints and Stock Returns” by Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu  
 MSI Top Download Award 2015 for working paper “Marketing Return on Investment: Seeking Clarity for Concept and Measurement.”  
 iSIG Fellow, 2014  
 Wharton Class of 2008, “*Goes above and beyond the call of duty*” Award  
 Wharton Class of 2007, “*Goes above and beyond the call of duty*” Award  
Marketing Metrics: 50+ Metrics Every Executive Should Master (2006) was named as the “Best Business Book: Marketing” by Strategy & Business in 2007.  
 John S. Day Distinguished Alumni Academic Service Award at Purdue University, 2005.  
 WEMBA Excellence in Teaching Award, 1995, 1996, 1997, 1998, 2020.  
 The Helen Kardon Moss Anvil Award for Excellence in Teaching in the Graduate Division, 1995.  
 Miller-Sherrerd MBA Core Teaching Award, 1993-1999, 2004, 2005, 2007, 2008  
 Named “The Pick of the B-school Crop,” Business Week, 1993.  
 Selected by Fortune magazine as one of the nation's eight “Most Favorite Business School Professors” (the only one selected in marketing), January 22, 1982.  
 University of Pennsylvania Lindback Award Nominee (1981-82 – selected by faculty).  
 The Class of 1984 award (for the best teaching rating at Wharton for the preceding two years) 1987, 1995  
 Wharton Excellence in Teaching Award, 1982, 1984 -1988, 1993-1999, 2006.  
 Wharton Anvil Award Finalist (1981, 1982, 1983, 1984, 1985, 1986, 1987 – selected by students).  
 The Outstanding Graduate Instructor at Purdue University, The Krannert School (1973-74 – selected by students).  
 An Outstanding Graduate Instructor at Purdue University, The Krannert School (1973-74 – selected by students and faculty).  
 And, numerous others.

### REVIEWING AND EDITING

Special Editor, *Administrative Science*  
 Co-editor, Chicago Case Research Journal, 2015  
 Co-Editor, special issue on B2B Research, *Marketing Letters*, Sept 2010; Vol. 21, No. 3.  
 Co-edited a special issue of *Marketing Science* on “Competitive Responsiveness” (Winter 2005)  
 Editorial Review Board  
 International Journal of Internet Marketing and Advertising  
 International Journal of Research in Marketing

Marketing Management  
Marketing Letters  
Reviewing  
*Marketing Science*  
*Management Science*  
*Journal of Marketing*  
*Journal of Marketing Research*  
*International Journal of Marketing Research*  
*Marketing Letters*  
*Marketing Management*  
MSI  
Dissertation competition  
Special issue of *Journal of Marketing*

## RESEARCH PUBLICATIONS

### Refereed Journal Articles:

- “Damaged Damages: Errors in Patent and False Advertising Litigation,” with Suneal Bedi, *Alabama Law Review* (2021), Vol. 73, No. 2, 385-436.
- “Inalienable Customer Capital, Corporate Liquidity, and Stock Returns,” with Winston Wei Dou, Yan Ji and Wei Wu. *Journal of Finance*, February 2021 Issue (76:1).
- “Encouraging Business Scholars to Address Issues Facing Society,” with Leonard L. Berry, Frank Wijen, Luk Van Wassenhove, Chris Voss, Anders Gustafsson, Ann Vereecke and Ruth Bolton, AACSB, <https://aacsb.edu/blog/2021/february/encouraging-business-scholars-to-address-societal-impact>, February 8, 2021.
- “Measuring Trademark Dilution by Tarnishment,” with Suneal Bedi, *Indiana Law Journal*, Vol. 95(3), (Summer 2020). (Lead Article) (Kelley School of Business Research Paper No. 19-36; SSRN Top Download List, May & June 2020 for SSRN's Top Ten download list for: Intellectual Property: Trademark Law – Student Authors eJournal.).
- “Inalienable Customer Capital, Corporate Liquidity, and Stock Returns,” with Winston Wei Dou, Yan Ji and Wei Wu, Wiley.com, <https://onlinelibrary.wiley.com/doi/10.1111/jofi.12960>, July 10, 2020.
- “The Past, Present, and Future of Brands and Branding Research,” with Kevin Keller, Scott Neslin, Travis Oh and Donald Lehmann. *Marketing Letters* (2020) 31:151-162, <http://link.springer.com/article/10.1007/s11002-020-09524-w>
- “World Leaders and Nation Brands,” with Suneal Bedi in *Mind Your Marketing 2018: Journal of World Marketing Summit Group*, World Marketing Summit Group, [https://www.amazon.com/MIND-YOUR-MARKETING-2018-JOURNAL-ebook/dp/B07JH3XPN2/ref=cm\\_sw\\_em\\_r\\_dp\\_dz\\_v\\_U\\_8jk3Bb8WJQA1\\_lm](https://www.amazon.com/MIND-YOUR-MARKETING-2018-JOURNAL-ebook/dp/B07JH3XPN2/ref=cm_sw_em_r_dp_dz_v_U_8jk3Bb8WJQA1_lm), November 2018.
- “As You Extend Vertically Should You Use Your Brand,” with Jeffrey Cai, et al., (Under Review, submitted to the *Journal of Marketing* 2018).
- “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions,” with Ofer Mintz, et al (under review, submitted to the *Journal of Marketing* 2018).

- “Errors in Measuring Minor Attributes Using Choice Modeling,” with Suneal Bedi, (under review, submitted to *Journal of Marketing Research*, 2018)
- “Die Marke Deutschland,” with Denise Dahlhoff, *Global Investor* (January-March 2017) No. 3, pp. 69-72.
- “Improving Economic Prosperity through Nation Branding,” *Mind Your Marketing*, The Journal Of World Marketing Summit (October 2016) Vol 2 No. 1, pp. 100-106.
- “Turf Wars: Product Line Strategies in Competitive Markets,” with Yogesh Joshi and John Zhang, *Marketing Science*, January-February 2016, Vol. 35, No. 1, pp. 128-141.
- Author of “Closing the Gap between Marketing and Finance: The Link to Driving Wise Marketing Investment,” *GfK Marketing Intelligence Review Journal Online*, <http://www.degruyter.com/view/j/gfkmir.2015.7.issue-1/gfkmir-2015-0003/gfkmir-2015-0003.xml>, Vol. 7, Issue 1 (May 2015)
- Co-Author of “Marketing Return on Investment: Seeking Clarity for Concept and Measurement,” *Applied Marketing Analytics* (2015), Vol. 1, No. 3, pp 267-282.
- “Crisis Diagnostics: Assessing Brand Damage, Restoring Brand Equity,” with James R. Gregory and Richard S. Levick, *Marketing Management* (2012), Vol. 21, Issue 1, pp. 29-33.
- “Introduction to the Special Issue on B2B Research” with Sandy Jap, *#Springer Science+Business Media*, LLC 2010. Published on-line 16 March 2010, Vol. 21, Issue 3, pp. 207-209.
- “Metrics that Matter – to Marketing Managers,” with Neil Bendle, Paul Farris and Phillip Pfeifer, *Journal of Research and Management*, 2010, Vol. 6, Issue 1, pp. 18-23.
- “Dashboards as a Service: Why, What, How and What Research is Needed?” with Koen Pauwels, Tim Ambler, Bruce H. Clark, Pat LaPointe, David Reibstein, Bernd Skiera, Berend Wierenga and Thorsten Wiesel, *Journal of Service Research*, 2009, Vol. 12. No. 2, pp. 175-189.
- “Is this Marketing Academia Losing Its Way?” with George Day and Jerry Wind, *Journal of Marketing*, July 2009, Vol. 73, No. 4, pp. 1-3 (Guest Editorial).
- “A Broader Perspective of Network Effect,” *Journal of Marketing Research*, April 2009, Vol. 46, Issue 2, pp. 154-156.
- “Optimal Entry Timing in Markets with Social Influence,” with Yogesh Joshi and John Zhang, *Management Science*, June 2009, Vol. 55, No. 6, pp. 926-939. [Backlash: How Early Adopters React When the Mass Market Embraces a New Brand](#)
- “Choosing the Right Metrics to Maximize Profitability and Shareholder Value”, with J. Andrew Petersen, Leigh McAlister, Russell S. Winer, V. Kumar and Geoff Atkinson, *Journal of Retailing*, Volume 85, Issue 1, 2009, pp 95-111.
- "Competitor See, Competitor Do: Incumbent Entry in New Market Niches," with M. Debruyne, *Marketing Science*, Winter 2005, Vol. 24, No. 1, pp. 55-66.
- “Learning by Doing” *International Journal of Marketing Education*, 2005, Vol. 1, Issue 1, pp. 115-130.
- "When Five is a Crowd in the Market Share Attraction Model," with P. Farris, P. Pfeifer and E. van Neirop, *Journal of Research and Management*, 2005, Vol. 1, Issue 1, pp. 41-56.

- “Competitive Responsiveness,” with Dick R. Wittink, *Marketing Science*, Winter 2005, Vol. 24, No. 1, pp. 8-11.
- "House of Brands vs. Branded Houses," *Economist, Global Agenda*, Winter 2005, Vol. 3, pp. 175-177.
- “Rational Exuberance: The Wireless Industry’s Killer “B,” with Venkatesh Shankar and Tony Driscoll, *Strategy +Business*, Summer 2003, Issue 31, pp. 68-77.
- “What Attracts Customers to Online Stores, and What Keeps Them Coming Back?,” *Journal of the Academy of Marketing Science*, Fall 2002, Vol. 30, No. 4, pages 465-473.
- “Performance Measurement in Marketing,” with Sven Reinecke, *Koschenrechnungspraxis*, 46, Jg., 2002, H.1, 18-25.
- “The Impact of Business Objectives and the Time Horizon of Performance Evaluation on Pricing Behavior,” with Dick Wittink and S.K. Keil, *International Journal of Research in Marketing*, June 2001, Vol. 18, Nos. 1-2, 67-81.
- “Putting the Lesson Before the Test: Using Simulation to Analyze and Develop Competitive Strategies,” with Mark J. Chussil, *Competitive Intelligence Review*, (1<sup>st</sup> Quart 1999) Vol. 10, Issue 1, pp. 34-48.
- "Brand Equity and Vertical Product Line Extent," with Taylor Randall and Karl Ulrich, *Marketing Science*, November 1998, Vol. 17, No. 4, 1998, pp. 356-379.
- “Brand Equity and Line Extension: How Long Can you Go?” with Taylor Randall and Karl Ulrich, *The Financial Times*, October 5, 1998.
- “Virtual Competition” with Mark Chussil, *Marketing Research*, Special Issue, Winter 1997, pp. 44 – 51.
- “Dynamic Competitive Strategies,” with George S. Day, *Financial Times Guide to Management*, 1996.
- “Market Share and Distribution: A Generalization, a Speculation, and Some Implications,” with Paul Farris, Special Issue *Marketing Science*, Vol 14, No. 3 (Summer 1995), pp. 190-202.
- “Do Marketing Expenditures to Gain Distribution Cost the Customer?” with Paul Farris, *European Management Journal*, March 1995, Vol. 13, Issue 1, pp. 31-38.
- “Competitive Marketing Behavior in Industrial Markets,” with Venkatram Ramaswamy and Hubert Gatignon, *Journal of Marketing*, April 1994, Vol. 58, No. 2, pp. 45-55.
- “Effectiveness of Brand-Related 15-Second Commercials,” with Scott Ward and Terence A. Oliva, *Journal of Consumer Marketing*, Vol. 11 (2), 1994, pp. 38-44.
- “An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data” with Venkatram Ramaswamy, Wayne S. DeSarbo, and William T. Robinson, *Marketing Science*, Winter 1993, Vol. 12, No. 1, pp. 103-124.
- “The Effect of Differences in the Number of Attribute Levels on Conjoint Results,” with Dick R. Wittink, Lakshman Krishnamurthi, *Marketing Letters*, June 1990, Vol. 1, No. 2, pp. 113-123.
- “Conjoint Reliability Measures,” with Dick Wittink, William Boulding, John E. G. Bateson, and John W. Walsh, *Marketing Science*, Fall 1989, Vol. 8, No. 4, pp. 371-374.
- “Conjoint Analysis Reliability: Empirical Findings,” with John Bateson and William Boulding, *Marketing Science*, Summer 1988, Vol. 7, No. 3, pp. 271-286.

- “Pooling Logit Models,” with Hubert Gatignon, *Journal of Marketing Research*, Vol. 23, August 1986, pp. 281-285.
- “New Goldmines and Minefields for Market Researchers,” with Leonard Lodish, *Harvard Business Review*, Jan.-Feb. 1986, Vol. 64, Issue 1, pp. 168-182.
- “Benefit Segmentation in Industrial Markets,” with Rowland T. Moriarty, *Journal of Business Research*, December 1986, Vol. 14, Issue 6, pp. 463-486.
- “Forecasting the Impact of Socio Economic and Demographic Change on Product Demand,” with John M. McCann, *Journal of Marketing Research*, November 1985, Vol. 22, Issue 4, pp. 415-423.
- “An Investigation into the Order of the Brand Choice Process,” with Frank M. Bass, Moshe Givon, Manu Kalwani, and Gordon Wright, *Marketing Science*, Fall 1984, Vol. 3, No. 4, pp. 267-287.
- “Optimal Product Line Pricing: The Influence of Elasticities and Cross-Elasticities,” with Hubert Gatignon, *Journal of Marketing Research*, August 1984, Vol. 21, Issue 3, pp. 259-267.
- “Overcontrol in Advertising Experiments,” with Paul W. Farris, *Journal of Advertising Research*, June/July 1984, Vol. 24, Issue 3, pp. 37-47.
- “Robustness of Linear Models in Dynamic Multivariate Predictions,” with Herbert Moskowitz, Doyle Weiss, and Kah Kee Cheng, *Omega*, 1982, Vol. 10, Issue 6, pp. 647-61.
- “Factors Affecting Coupon Redemption Rates,” with Phyllis A. Traver, *Journal of Marketing*, Fall 1982, Vol. 46, No. 4, pp. 102-113.
- “An Analysis of Interdependent Decisions,” with Herbert Moskowitz, *Omega*, Vol. 9, No. 3, 1981, pp. 267-79.
- “The Direction of Causality Between Perception, Affect, and Behavior: An Application to Travel Behavior,” with Christopher H. Lovelock and Ricardo de P. Dobson, *Journal of Consumer Research*, March 1980, Vol. 6, No. 4, pp. 370-6.
- “How Prices, Ad Expenditures, and Profits Are Linked,” with Paul W. Farris, *Harvard Business Review*, November-December, 1979, pp. 173-84.
- “Structural Models for the Analysis of Traveler Attitude-Behavior Relationship,” with R. Dobson, F. Dunbar, C. Lovelock, and C. Smith, *Transportation*, December 1978, Vol. 7, pp. 351-63.
- “Market Research Corporation of America's Market Share Data,” *Antitrust Law Journal*, American Bar Association, Vol. 47, Issue 3, August 1978, pp. 1041-1048.
- “The Prediction of Individual Probabilities of Brand Choice,” *Journal of Consumer Research*, December 1978, Vol. 5, No. 3, pp. 163-168.
- “Number of Choices and Perceived Decision Freedom as a Determinant of Satisfaction and Consumer Behavior,” with Stuart Youngblood and Howard Fromkin, *Journal of Applied Psychology*, August 1975, Vol. 60, Issue 4, pp. 434-437.

#### **Books and Chapters in Books:**

- “How Marketing Can Save Democracy” with Windy, Y. (2020), Iacobucci, D. (Ed.) Continuing to Broaden the Marketing Concept (Review of Marketing Research, Vol. 17), Emerald Publishing Limited, pp. 29-51. <https://doi.org/10.1108/S1548-643520200000017004>



- “Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance (4<sup>th</sup> Edition),” with Neil T. Bendle, Paul W. Farris and Phillip E. Pfeifer. Pearson.
- “Marketing’s Search for a Common Language,” with Paul Farris and Karen Scheller in *Accountable Marketing: Linking Marketing Actions to Financial Performance*, David W. Stewart and Craig T. Gugel (eds.), (pp. 45-51). Routledge: Taylor & Francis Group, 2016.
- “Marketing Return on Investment: Seeking Clarity for Concept and Measurement,” *Marketing Accountability Standards Board (MASB) Book*, Forthcoming.
- “Marketing in the Firm and Society,” *Legends in Marketing: George S. Day, Volume 7* (2016).
- “Best Countries, Defining Success and Leadership in The Twenty-First Century,” John Gerzema and David Reibstein (2015).
- “Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance,” 3<sup>rd</sup> ed. Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer and David J. Reibstein. *Pearson Education, Inc.*, September 2015.
- “The Future of Marketing,” *Legends in Marketing: Yoram (Jerry) Wind, Vol. 8*, edited by George S. Day, SAGE Publications, 2014.
- “Marketing Strategy,” *Legends in Marketing: Yoram (Jerry) Wind, Vol. 4*, edited by Jagdish N. Sheth, SAGE Publications, 2014.
- “Domain 7: Marketing Organization & Competency,” with Paul W. Farris and Robert M. Malcolm, *AMA CMM Study Guide*, American Marketing Association, 2013.
- “Product Positioning,” edited by Barry Bayus, *Wiley International Encyclopedia of Marketing*, John Wiley and Sons, West Sussex UK, 2011.
- “Marketing Metrics The Definitive Guide to Measuring Marketing Performance,” 2<sup>nd</sup> ed. Farris, Paul W., Neil T. Bendle, Phillip E. Pfeifer and David J. Reibstein. *Wharton School Publishing*, February 2010.
- “Challenges in Measuring Return on Marketing Investment: Combining Research and Practice Perspectives,” with Koen Pauwels, *REVIEW OF MARKETING RESEARCH*, edited by Ed Naresh Malhotra, M.E. Sharpe, Inc., (pp 107-124) Irvine, CA, 2009.
- “Innovation Metrics,” edited by Barry Bayus, *Wiley International Encyclopedia of Marketing*, John Wiley and Sons, West Sussex UK, 2009.
- Marketing Management*, with Koen Pauwels, edited by Rajiv Grover and Naresh Malholtra, McGraw-Hill, 2009.
- “Marketing Metrics and Financial Performance,” with Donald R. Lehmann, *Marketing Science Institute*, 2006.
- Fifty + Metrics Every Marketer Should Know*, with P. Farris, N. Bendle and P. Pfeifer, *Wharton School Publishing*, 2006.
- “Global Branding,” with George Day, in *The Alliance on Globalizing*, Gatignon and Kimberly (eds.), Cambridge University Press, 2005.

- “Marketing Costs and Prices: An Expanded View,” with Paul Farris and Yogesh Joshi, in *Profit Impact of Marketing Strategy Project: Retrospect and Prospects*, Paul W. Farris and Michael J. Moore (eds.), (pp. 124-152). Cambridge University Press, 2004.
- Measuring and Allocating Marcom Budgets: Seven Expert Points of View*, with Rajeev Batra, “MSI Monograph, January 2003.
- “The Internet Buyer,” in J. Wind and V.J. Mahajan, *Digital Marketing*, (pp 201-225), New York, NY John Wiley & Sons, Inc., 2001.
- “Technology-Driven Demand: Implications for the Supply Chain,” with Marshall Fisher, in J. Wind and V.J. Mahajan, *Digital Marketing*, (pp 285-309), New York, NY, John Wiley & Sons, Inc., 2001.
- “Marketing Performance Measurements,” *Handbuch Marketing Controlling*, edited by Sven Reinecke and David Reibstein, Universitat St. Gallen, 2001.
- “Managing Product Variety: A Study of the Bicycle Industry,” with Karl Ulrich, Taylor Randall, and Marshall Fisher, *Product Variety Management: Research Advances (International Series in Operations Research & Management Science)*, edited by Teck-Hua Ho and Christopher S. Tang, (pp. 177-205), Kluwer Academic Publishers, 1998.
- Wharton on Dynamic Competitive Strategies*, edited with George Day; John Wiley & Sons, 1997.
- “Formulating Competitive Strategies,” with Hubert Gatignon, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.
- “Simulating Competitive Strategies,” with Mark J. Chussil, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.
- “Managing Competitive Interactions Through Competitive Market Signaling,” with Oliver Heil and George S. Day, *Wharton on Dynamic Competitive Strategies*, edited by George Day and David Reibstein; John Wiley & Sons, 1997.
- “Manufacture Prices, Retail Prices, Relative Prices, Absolute Prices,” with Paul Farris, *The Blackwell Encyclopedic Dictionary of Business Ethics*, edited by Edward Freeman and Patricia Werhane; Blackwell Publishers, 1996.
- Strategy Analysis with ValueWar*, with Mark J. Chussil, The Scientific Press, 1994.
- “Conjoint Analysis Reliability and Validity: A Framework for Future Research,” with John Bateson and William Boulding, *Review of Marketing*, 1987, pp. 451-477.
- Marketing: Concepts, Strategies, and Decisions*, Prentice-Hall, Inc., 1985.
- “Evidence on the Value of Strategic Planning in Marketing or How Much Planning Should a Marketing Planner Plan?” with J. Scott Armstrong, Chapter 2.1 in *Strategic Marketing and Management*, edited by H. Thomas and D. Gardner, John Wiley and Sons, Ltd., 1985, pp. 73-87.
- Cases in Marketing Research*, with F. Stewart DeBruicker, Prentice-Hall, 1983.
- “Incorporating Marketing into Corporate Planning Models,” with John M. McCann, in *Simulation in Business Planning and Decision Making*, edited by Thomas N. Naylor, Simulated Councils, Inc., Chapter 10, Volume 9, Number 1, 1981, pp. 89-98.
- “Attitude Measures and Brand Choice Frequency – Some Pitfalls To Be Avoided,” with Joel C. Huber, in *Attitude Research Plays for High Stakes*, edited by John C. Maloney and Bernard Silverman, 1977, pp. 148-164.

## Working Papers

- “The Branding of a Country,” with Suneal Bedi (submitted to JMR, January 2022).
- “Cryptomarketing,” with Reto Hofstetter, Emanuel de Bellis, Leif Brandes, Melanie Clegg, Cait Lamberton, Felicia Rohlfesen, Bernd Schmitt and Z. John Zhang. (submitted to Marketing Letters, November 2021).
- “Academia in Court: How Marketing Scholarship Informs The Law,” with Christopher Borek, Robert Vigil and Suneal Bedi. (submitted to Impact at JMR, October 2021).
- “Hybrid BYO Conjoint with Boosting for Data Fusion: Estimating Context Effects for Marketing Dashboards,” with Ofer Mintz, Yakov Bart and Peter Lenk (submitted to Marketing Science Journal September 2021, under review). SSRN, [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3502600](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3502600).
- “Drowning in Metrics: How Managers Select and Trade-off Metrics for Making Marketing Budgetary Decisions” with Mintz, Ofer, Yakov Bart and Peter Lenk (MSI Working Paper Series, 2019)
- “Errors In Measuring Minor Attributes Using Choice Modeling,” with Suneal Bedi (forthcoming).
- “Bad Brands: Empirical studies in Trademark Tarnishment,” with Suneal Bedi (Under review, submitted to Harvard Law Review).
- “As You Extend Vertically, Should You Use Your Brand?” Jeff Cai, Asish Sood and David Reibstein. (under review, submitted to the Journal of Marketing).
- “Seeking Self-correction in Business Science: Striving for Credible and Useful Knowledge,” et al. (under review, submitted to Science).
- “Consumer Capital, Financial Constraints and Stock Returns” by Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu (The Rodney L. White Center for Financial Research winner of the 2017 Marshall Blume Prizes in Financial Research).
- “A Tale of Two Markets: Brand Capital, Liquidity and Asset Prices,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu (2017).
- “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions,” David J. Reibstein, Yakov Bart, Peter Lenk, and Ofer Mintz (2017).
- “Marketing Return on Investment: Seeking Clarity for Concept and Measurement,” Paul W. Farris, Dominique M. Hanssens, James D. Lenskold, and David J. Reibstein, MSI Working Paper Series (2014), Report No. 14-108.
- “Turf Wars: Product Line Strategies in Markets With Preference Based Segmentation,” with Yogesh Joshi and John Zhang, *Marketing Science* (2013).
- “Reinventing Training for the Global Information Age,” with Jerry Wind
- “Incumbents’ response to competitive innovation: The role of competitors’ behavior in determining response time” with Marion Debruyne, October 2001.
- “Mobile e-Business: Disruptive Technology or Untethered Extension of Business as Usual?” with

Tony O'Driscoll and Venkatesh Shankar, under review, *Sloan Management Review*.

"Market Share and Distribution: A Generalization, A Speculation, and Some Implications" with Paul Farris, April 1994.

"An Empirical Pooling Approach For Estimating Marketing Mix Elasticities With PIMS Data," with Venkatram Ramaswamy, Wayne S. DeSarbo, and William T. Robinson, University of Michigan, Working Paper, January 1992.

"Conjoint Analysis Reliability's Empirical Findings," with John Bateson and William Boulding, Wharton Working Paper.

"The Determinants of Strategic Marketing Rivalry: An Empirical Investigation," with Hubert Gatignon and Venkatram Ramaswamy, Wharton Working Paper.

"Conjoint Analysis Reliability and Validity: A Framework for Future Research," with John Bateson and William Boulding, Wharton Working Paper.

"Pooling Logit Models," with Hubert Gatignon, Wharton Working Paper No. 85-042, July 1985.

"Do Advertising Frequency Response Functions Differ by Brand and Segment," with Hubert Gatignon, Wharton Working Paper, August 1985.

"Marketing Shock or Marketing Schlock," with Leonard M. Lodish, Wharton Working Paper No. 84-008R, May 1985.

"Overcontrol in Advertising Experiments," with Paul W. Farris, Wharton Working Paper No. 83-024, July 1983.

"Benefit Segmentation: An Industrial Application," with Rowland T. Moriarty, Marketing Science Institute Working Paper, Report No. 82-110, November 1982.

"Do Traditional Forms of Segmentation Yield Benefit Segments - An Industrial Application," with Rowland Moriarty, MSI Working Paper, 1981.

"Using a Nonlinear Response Function in Estimating Advertising's Carry-Over Effects," with Paul W. Farris, Marketing Science Institute Technical Report, Cambridge, Massachusetts, August 1978. Report #79-107.

"Incorporating Marketing into Corporate Planning Models," with John M. McCann, Marketing Science Institute Technical Report, Cambridge, Massachusetts, August 1978. Report #79-111.

"The Prediction of Individual Probabilities of Brand Choice," Harvard Business School Working Paper, August 1976.

"On Analyzing Interdependent Decisions in Marketing," with Herbert Moskowitz, Harvard Business School Working Paper, July 1976.

"Linking Market Segments Based on Derived Importance Weights to Household Characteristics," with Dick R. Wittink, Working Paper, August 1976.

"Market Segmentation via Derived Importance Weights," with John M. McCann and Dick R. Wittink, Institute Paper No. 518, Institute for Research in the Behavioral, Economic and Management Sciences, Krannert Graduate School of Industrial Administration, Purdue University, June 1976.

## **Other Publications**

- “Why the Economics of Media Will Not Heal a Divided America,” Editorial with Z. John Zhang, <https://www.smerconish.com/exclusive-content/why-the-economics-of-media-will-not-heal-a-divided-america>, November 13, 2021.
- “Guest Editorial: Responsible Research in Marketing,” with Michael Haenlein, Mary Jo Bitner, Ajay K. Kohli and Katherine N. Lemon, *Journal of Academy of Marketing Science* 50, 8-12 (2022). (Published online, <https://link.springer.com/article/10.1007%2Fs11747-021-00812-z>, September 2021.)
- “Marketing Organization & Competency,” *Certified Marketing Master (AMA CMM) Study Guide*, with Paul Farris, 2013, pp. 243-272. (Contributor)
- “Innovation Metrics,” *Wiley International Marketing Encyclopedia Product & Innovation Management*, with Venkatesh Shankar, 2011, Vol 5, pp. 91-96.
- “Product Positioning,” *Wiley International Marketing Encyclopedia Product & Innovation Management*, 2011, Vol 5. P. 203-204.
- “Metrics for Linking Marketing to Financial Performance,” *Marketing Science Institute Special Report*, with R. Srivastava, Winter 2005, p. 85-109.
- “Roundtable Discussion: B2B Exchanges,” with Sunil Gupta and John Paul MacDuffie, *Antitrust Magazine*, Fall 2000, Vol. 15, No. 1, pp. 8-16.
- “Putting the Lesson Before the Test,” with Mark Chussil, *Competitive Intelligence Review*, 1998.
- “Roundtable Discussion: Business Strategy and Decision Making” with Harry First, Brian R. Henry, David J. Reibstein, Michael L. Weiner, Dennis A. Yao and Edward J. Zajac., 12:8, *Antitrust Magazine (ABA)*, Spring 1998.

### **Papers Currently Under Review**

- “Error in Measuring Minor Attributes Using Choice Modeling,” with Suneal Bedi (*Journal of Marketing Research*).

### **CONFERENCES AND PROCEEDINGS:**

- Opening Plenary Session Participant, “Bridging Marketing Paradigms,” AMA-Sheth Doctoral Consortium, Indiana University, Bloomington, IN, August 9-11, 2021.
- Co-chair, Virtual 2021 Responsible Research Roundtable, RRBM, June 28, 2021.
- Moderator, “Connected Experiences,” Virtual CMO Roundtable, Valtech, April 30, 2021.
- Session participant, “Rigor and Relevance in Research,” Virtual Society for Consumer Psychology (SCP) Doctoral Colloquium, March 4, 2021.
- Lecturer, “What Do You Know of Marketing Metrics?,” Webinar, Virtual MSI Lunch Lecture, <https://www.msi.org/events/marketing-metrics-2/>, December 10, 2020.
- Panelist, “Brand Valuation,” MASB Summer Summit 2020 Virtual Session 2020, August 6, 2020.

Attendee, 2020 AMA Winter Academic Conference, InterContinental, San Diego, CA, February 14-16, 2020.

Speaker, Marketing Seminar Series, IESE Business School, University of Navarra, Barcelona, Spain, November 6-7, 2019.

Attendee, MASB Summer Summit 2019, The Blackstone Hotel, Chicago, IL, August 8-9, 2019.

Attendee, RRBM Summit 2019, Rotterdam School of Management, Rotterdam, Netherlands, June 30-July 1, 2019.

Paper presented, "Errors in Measuring Minor Attributes Using Choice Modeling," ISMS Marketing Science Conference 2019, University of Roma Tre, Rome, Italy, June 20-22, 2019.

Committee Organizer, Marketing Strategy Meets Wall Street VI Conference, INSEAD Fontainebleau, France, June 17-18, 2019.

Presenter, "Getting Brand Value into the Financial Statements," Proving The Value of The Brand, May 30-31, 2019.

Presenter, "The Future of Branding 2030-2040," Don Lehmann's 50th Anniversary, May 10-11, 2019.

Presenter, "Made In: How the country of origin effect impacts business performance," Brand Finance Global Forum 2019, April 2, 2019.

Paper Presented, "Errors in Measuring Patent Damages using Choice Modeling," with Suneal Bedi, WIPIP 2019, University of Houston Law Center, Houston, Texas, February 9, 2019.

Panelist, "The Future of Nation Branding in a Globally Connected World," The New York Times Travel Show 2019, Jacob K. Javits Center, New York, NY, January 25, 2019.

Presenter, "Branding of a Nation – connecting to the World," 2018 iBEGIN Conference, Temple University, Philadelphia, PA, October 26, 2018.

Presenter, "Improving Economic Prosperity through Nation Branding," Public Policy Initiative Session, The Wharton School, University of Pennsylvania, Washington, D.C., October 19, 2018.

Presenter, "Return on Nation Brands," Joe Talks Lifelong Learning Alumni Event, Palace Hotel Tokyo, Tokyo, Japan, October 7, 2018.

Moderator, "Executive Education Roundtable: The Path to ROI, Justifying Your Spending," "Roundtable: To Meme, or Not to Meme, Bringing your digital ad spend into the digital age, and beyond" and "Roundtable: How Optimizing for Voice Search Will Help Drive Foot Traffic," Digital Marketing Transformation Assembly, Four Seasons Las Colinas Dallas, Irving, TX, August 27-28, 2018.

AMA Summer Marketing Educators' Conference 2018, Boston Marriott Copley Place, Boston, MA, August 9-12, 2018.

MASB 2018 Summer Board Meeting and Summit, Colonnade Hotel, Boston, MA, August 9-10, 2018.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” China International Conference in Macroeconomics 2018, Beijing, China, June 23-25, 2018.

Moderator, “Editors’ Panel: How Can We Increase Impact?” 2018 Translational Research Workshop, Temple University, Philadelphia, PA, March 12, 2018.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, INSEAD, Fontainebleau, France, February 2018.

Presenter, “2018 Best Countries Report,” Breakfast Panel, Davos, Switzerland, January 23, 2018.

Presenter, “The Composition Matters: Customer Capital, Talent Turnovers and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, 2018 Allied Social Science Association (ASSA) Annual Meeting, Loews Philadelphia, Philadelphia, PA January 6, 2018.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Federal Reserve Bank of Philadelphia, Philadelphia, PA, December 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Rising Five-Star Workshop at Columbia Business School, New York City, NY, December 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Auckland Finance Meeting, Queenstown, December 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Australasian Finance and Banking Conference, Sydney, December 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, University of British Columbia, Sauder School of Business, Vancouver, BC, Canada, November 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Conference on Financial Economics and Accounting (CFEA), Philadelphia, PA, November 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Singapore Management University, Singapore, October 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Nanyang Technological University, Singapore, October 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Hong Kong University of Science and Technology, Hong Kong, October 2017.

Paper presented, “Bad Brands: Empirical studies in Trademark Tarnishment,” Third Annual Texas A&M Intellectual Property Scholars Roundtable, Texas A&M University School of Law, Fort Worth, Texas, October 13-14, 2017.

Presenter, “Brand India,” Penn India Research Symposium, University of Pennsylvania, Philadelphia, Pennsylvania, October 13, 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Texas A&M University, College Station, TX, September 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, AMA Conference of Marketing Strategy Meets Wall Street, San Francisco, California, August 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, Hong Kong Joint Finance Research Workshop, Hong Kong, August 2017.

Co-Chair and presenter, “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions” and “A Tale of Two Markets: Brand Capital, Liquidity, and Asset Prices,” Marketing Strategy Meets Wall Street, San Francisco, California, August 3-4, 2017.

Presenter, “Research for Impact,” AMA-Sheth Foundation Doctoral Consortium, Tippie College of Business, The University of Iowa, Iowa City, IA, June 15-16, 2017.

Paper presented, “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions,” 39<sup>th</sup> Annual ISMS Marketing Science Conference, University of Southern California, Los Angeles, California, June 6, 2017.

Paper presented, “Customer Capital, Financial Constraints and Stock Returns,” Winston Wei Dou, Yan Ji, David Reibstein and Wei Wu, University of Hong Kong, May 2017.

Presenter, “The Branding of Nations,” The Yale Customer Insights Conference 2017, Yale School of Management, New Haven, Connecticut, May 12-13, 2017.

Paper presented, “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions,” The Yale Customer Insights Conference 2017, Yale School of Management, New Haven, Connecticut, May 12-13, 2017.

Paper presented, “How Managers Make Trade-offs Between Metrics When Making Marketing Budgetary Decisions,” Theory + Practice in Marketing Conference, Darden School of Business, University of Virginia, Charlottesville, Virginia, May 10-12, 2017.

Presenter, “Return on Nation Brands,” Baruch College IB Seminar Series, Baruch College, New York, New York, March 28, 2017.

Panelist, “Designing for Impact: The Innovator’s Guide for Creating Effective Programs,” and Presenter, “Nation Branding Israel,” Jewish Funders Network Conference, Brand Hyatt Atlanta in Buckhead, Atlanta, GA, March 21, 2017.



Panelist, “Business Research that Matters: A Vision of the Future for Business School Research,” 2017 Winter AMA Conference, Orlando, Florida, February 19, 2017.

Paper presented, “Bad Brands: Empirical studies in Trademark Tarnishment,” Works in Progress Intellectual Property Conference, Boston University Law School, Boston, Massachusetts, February 10-11, 2017.

Keynote Speaker, “Innovation and Global Branding,” 14<sup>th</sup> PSI Conference, Midway, Utah, February 9-11, 2017.

Panelist, “Generating More with Less: Lessons from ‘Global South’,” Philanthropreneurship Forum: 2017 Program Generation Impact Harnessing The Power of Giving, Vienna, Austria, January 16, 2017.

Presenter, “Linking Marketing Metrics to Financial Consequences,” SAP Training Day, SAP, Newtown Square, PA, November 17, 2016.

Host and Presenter, Wharton Nation Brand Conference, The Wharton School, University of Pennsylvania, Philadelphia, PA October 28, 2016.

Co-host, “Why Nations Need to Brand: The Way Forward for India,” Niti Aayog-ISB Leaders Round Table, Indian School Business, New Delhi, India, October 17, 2016.

Presenter, “Data Driven Marketing,” 5<sup>th</sup> World Marketing Summit 2016 Japan, Tokyo, Japan, October 11-12, 2016.

Presenter, “Return on Nations Brands – What’s It Really Going to Take...To Make America Great Again,” Jewish Community Relations Council Private Lunch, Parker Poe Adams & Bernstein, Charlotte, North Carolina, September 8, 2016.

Presenter, “Return on Nations Brands – What’s It Really Going to Take...To Make America Great Again,” Wharton Club of Charlotte Event, University of North Carolina at Charlotte, Charlotte, North Carolina, September 7, 2016.

Presenter, “Nation Branding,” Marketing Department, University of North Carolina at Charlotte, Charlotte, North Carolina, September 7, 2016.

Panelist, “Assessing Performance Outcomes in Marketing,” AMA Strategy SIG Special Session, 2016 Summer AMA Conference, Atlanta Marriott Marquis, Atlanta, Georgia, August 5-7, 2016.

Speaker, “Return on Nation Brands” and “Sustainability: Will it Sustain Your Brand?,” Global Forum Amsterdam 2016, Beurs van Berlage, Amsterdam, Netherlands, June 21-23, 2016.

Speaker, “Nation Branding,” Best Countries Event, Shenkar College of Design, Ramat Gan, Israel, June 19, 2016.

Speaker, “The Herzilya Indices,” 16<sup>th</sup> Annual Herzliya Conference, Interdisciplinary Center (IDC), Herzliya, Israel, June 14-17, 2016.

Presenter of Best Countries Rankings and Co-Host of CMO Discussion, “How the Fourth Industrial Revolution Changes Everything About Connecting with Customers,” World Economic Forum, Davos, Switzerland, January 20-23, 2016.

Panel Moderator, “Designing Products that Build Loyalty,” Wharton Marketing Conference 2015, Philadelphia, Pennsylvania, November 6, 2015.

Panel Moderator, 2015 CMO Insights Symposium: Elevating the Consumer Experience, Leapfrog Marketing Institute, Chicago, Illinois, July 22-23, 2015.

Lecturer, GSE Education Entrepreneurship Master Class – Summer Cohort 2, Graduate School of Education, University of Pennsylvania, Philadelphia, Pennsylvania, July 22, 2015.

Attendee, 37<sup>th</sup> ISMS Marketing Science Conference, Baltimore, Maryland, June 18-20, 2015.

Session Chair and Moderator, 2015 Theory + Practice in Marketing Conference, Georgia State University, Atlanta, Georgia, June 11-12, 2015.

Speaker, “Is Your Marketing Worth It?” WPO Philadelphia’s Mini University, LeBow School of Business, Drexel University, Philadelphia, Pennsylvania, May 5, 2015.

Speaker, 9<sup>th</sup> Annual Wharton Graduate Retail Conference 2015, Philadelphia, Pennsylvania, February 27, 2015.

Speaker, Wharton Fellows: Master Classes and Networking for Senior Executives, Austin, Texas, February 13-15, 2015.

Presenter, University of Utah, Salt Lake City, Utah, January 22-23, 2015.

Co-Chair, Chair and Panelist, and presenter for 3 presentations, Marketing Meets Wall Street Conference, Singapore, January 8-10, 2015.

Panel Moderator, “Reaching Customers in a Diverse, Multicultural World,” Wharton Marketing Conference 2014, November 7, 2014.

Governing Body Co-Chair, 2014 CMO Collective, New York, New York, November 3-4, 2014

Speaker on “Marketing: Social Media, Brands and Reputation,” Oxford Corporate Reputation Annual Symposium, Oxford University, Oxford England, September 3-5, 2014

Discussant for “Marketing Strategy III” and “Asking Managerially Relevant Research Questions” and a Speaker on “The Future of Marketing,” 49<sup>th</sup> Annual AMA Sheth Foundation Doctoral Consortium, Northwestern University, Evanston, Illinois, June 26-29, 2014

2014 AMA-ECMI-EMAC Marketing & Innovation Symposium, Erasmus University, Rotterdam, Netherlands, May 27-29, 2014

Theory + Practice in Marketing Conference, Northwestern University, Evanston, Illinois, May 23, 2014

Facilitator and Host for “CEO Networking Session” and Lead Faculty for Lifelong Learning Master Classes, “Innovations for Social Good – The Case SodaStream” and “Big Data and Attribution,” Wharton Global Forum 2014, Panama City, Panama, March 12-17, 2014

AMA 2014 Winter Educators’ Meeting, Orlando, Florida, February 20-23, 2014

MASB Winter Board Meeting & Summit 2014, Orland, Florida, February 20-21, 2014

Discussant on “Business and New Media in China,” New Media, The Internet, and A Changing China Conference, The Wharton School, Philadelphia, Pennsylvania, January 23-24, 2014

AMA Western Regional Retreat, San Diego, California, January 17-18, 2014

Governing Body Co-Chair, 2013 CMO Collective, New York, New York, November 6-7, 2013

Keynote Speaker on “Competitive Marketing Strategies,” AMA Mexico City Chapter Event, Mexico City, Mexico, September 12, 2013

Key panelist, Digital Marketing Forum, Seoul, Korea, August 20, 2013

Honorary Co-Chair and Keynote Speaker, 2013 Annual Conference of China Marketing Science, Tsinghua University, Beijing, The People’s Republic of China, August 17-18, 2013

Co-Chair and Keynote Speaker, 2013 JMS Doctoral Consortium Program, School of Economics and Management, Tsinghua University, Beijing, The People’s Republic of China, August 16, 2013

AMA Thought Leader, Panel member to share thoughts on “MOOCS and the Changing Nature of the University,” AMA summer Educators’ Conference, Boston, Massachusetts, August 9-11, 2013

35<sup>th</sup> ISMS Marketing Science Conference, Istanbul, Turkey, July 11-13, 2013

Member of the Organizing Committee and Discussant for “Valuing Brand Strategies: A Real Options Approach” paper, Marketing Strategy meets Wallstreet III Conference, Goethe-University Frankfurt, Frankfurt am Main, Germany, July 7-9, 2013

Presenter on “Effective Instruction” and Discussant, 48<sup>th</sup> AMA Sheth Foundation Doctoral Consortium, Ann Arbor, Michigan, June 6-9, 2013

Presenter on “A Marketer’s Perspective on Emerging Growth Businesses,” 2013 SGE CEO Summit, Bala Cynwyd, Pennsylvania, June 4, 2013

Speaker, “Cross Industry, What Works and Does Not?,” MSI Marketing Resources Allocation Conference, Darden Consortium, Charlottesville, Virginia, May 21-22, 2013

AMA Marketing Summit, Chicago, Illinois, April 26-28, 2013

AMA 2013 Winter Marketing Educators’ Conference, Las Vegas, Nevada, February 15-17, 2013

MASB Winter Board Meeting & Summit 2013, Las Vegas, Nevada, February 14, 2013

AMA Mid Atlantic Regional Retreat, Baltimore, Maryland, February 1-2, 2013

MSI Young Scholars Program, January 10-13, 2013

Governing Body Co-Chair, CMO Collective, New York, New York, December 17-18, 2012

Speaker, Presentation of Parlin Award, AMA 2012 Annual Marketing Research and Strategy Summit, Las Vegas, October 1-3, 2012

AMA 2012 Summer Marketing Educators' Conference, Chicago, Illinois, August 16-19, 2012

Speaker, "Chinese Brands in the Global Market," CEIBS, Beijing, China, July 27, 2012

Keynote Speaker, Teaching Plenary Session, 47<sup>th</sup> AMA Sheth Foundation Doctoral Consortium, University of Washington, Seattle, Washington, June 13-16, 2012

34<sup>th</sup> INFORMS Marketing Science Conference, Boston University, Boston, Massachusetts, June 6-9, 2012

Theory and Practice in Marketing, Harvard Business School, Boston, Massachusetts, May 4-7, 2012

AMA 2012 Leadership Summit, Chicago, Illinois, April 27-29, 2012

Expert Panelist, Session on "The Future of Branding and Intellectual Property in Marketing: A Panel Discussion," UNC Branding Conference, Chapel Hill, North Carolina, April 12-13, 2012

Chair, Expert Panel, AMA 2012 Winter Marketing Educator's Conference, St. Petersburg, Florida, February 17-19, 2012

Speaker, MASB Winter Board Meeting & Summit 2012, St. Petersburg, Florida, February 16-17, 2012

9<sup>th</sup> PSI Conference, Salt Lake City, Utah, February 2-5, 2012

Speaker, "Survive and Thrive in Today's Economy: Do You Have What it Takes?," Annual Toolbox Series, Main Center for Creativity, Portland, Maine, January 11-12, 2012

Main Center for Creativity, Portland, Maine, Innovation presentation, November 16, 2011

CMO Collective, New York, New York, November 7-9, 2011

AMA/Sheth Doctoral Consortium, Stillwater, Oklahoma, June 15-18, 2011

MSI: "Marketing Meets Wall Street II," Boston, Massachusetts, May 12-14, 2011

MSI: "Fifty Years Ahead," Boston, Massachusetts, April 25-27, 2011

AMA 2011 Winter Marketing Educator's Conference, Austin, Texas, February 18-21, 2011

MASB Winter Board Meeting & Summit, "The Next Three Years: Changing the Game," Austin, Texas, February 17-18, 2011

University of Utah 8<sup>th</sup> Annual Product and Service Innovation Conference, Salt Lake City Utah,  
February 2-5, 2011

University of Utah 7<sup>th</sup> Annual Product and Service Innovation Conference, “Marketing Operations,”  
Salt Lake City, Utah, February 4 – 6, 2010

MSI The Practice & Impact of Marketing Science, Cambridge, MA January 15-16, 2010

Fifth International Conference on Brand Management, Asian Centre for Brand Management at the Hong  
Kong Polytechnic University, Hong Kong, November 30 – December 1, 2009

Estee Lauder, CLV Group – New York, New York, July 21, 2009

AMA Sheth Doctoral Consortium, Robinson College of Business, Firm and Strategy,” Track Session  
Participant, Atlanta, Georgia, June 13-14, 2009.

Estee Lauder, CFO Group – New York, New York, June 1, 2009

“Ubiquitous Marketing in a Fragmented Age,” Forresters Marketing Forum, Orlando, Florida,  
April 25, 2009

MSI Young Scholars Program – Park City, Utah, March 5-8, 2009

University of Utah 5<sup>th</sup> Annual Product and Service Innovation Conference, “Measuring Innovation”, Salt  
Lake City, Utah, February 5 – 7, 2009

“Measured Thoughts: Assessing New Media and Marketing Choices,” Navigating the New Marketsphere,  
Orlando, Florida, January 26 - 27, 2009

Kimberly Clark University – Las Vegas, NV January 18-20, 2009

“Measuring Innovation,” with George Day and Venky Shankar, *Managing and Measuring Innovation*, The  
Mack Center Conference, November 7, 2008

“Marketing Metrics and their Financial Implications,” Australia Marketing Institute Annual Conference,  
October 22 - 23, 2008

MSI Meeting, Marketing Metrics for the Connected Organization, “Product Innovation Metrics,” Austin,  
Texas, September 10 - 12, 2008

Evidence-Based Marketing Mix Resource Allocation and Planning (AMA-sponsored), Atlanta, Georgia,  
July 9 - 11, 2008

“Marketing Metrics,” Executive Analytics Conference, Cary, North Carolina, June 10 - 11, 2008

“Retail Metrics,” Thought Leadership Conference, Babson College, April, 2008

MSI Young Scholars Program, Park City, Utah, March 2008

Wharton MBA Marketing Conference, Philadelphia, PA, Oct. 26 – 27, 2007

The Practice & Impact of Marketing Science, Philadelphia, Oct. 14 – 16, 2007

2007 INFORMS Marketing Science Conference, Singapore, June 28 – 30, 2007

2007 AMA Sheth Foundation Doctorial Consortium, Phoenix, AZ, May 18, 2007

University of Arizona’s “3rd Annual Thinking Forward: Leadership & Innovation Conference”, Tucson, AZ, March 23, 2007

4<sup>th</sup> Annual Product and Service Innovation Conference, University of Utah, Salt Lake City, Utah, Feb. 7 – 11, 2007

MSI’s 2007 Young Scholars Program, Park City, UT, Jan. 4-7, 2007

MSI’s December Conference on “Marketing Metrics and Financial Performance”, Boston, MA, December 6-8, 2006

Golden Gate University Presentation, San Francisco, CA, November 7, 2006

Northwestern University Presentation, Chicago, IL, July 14, 2006

Reunion of the 2001 Marketing Science Institute Young Scholars, Santa Fe, NM, May 18-21, 2006

Yale Center for Customer Insight’s 2<sup>nd</sup> Annual Conference on “Collaborative & Multidisciplinary Research”, New Haven, CT, May 4-6, 2006

Third Annual PSI Conference, Park City, Utah, February 9-11, 2006

HSM in the Mexico World Marketing Forum, Mexico City. November 10, 2005

“Marketing Management: A Strategic Perspective” MSI Asian Marketing Conference, Singapore Management University, July 25-26, 2005.

Panel Member: “Customer Value- Co-Creation +Quality” Service Innovations and New Service Business Models Workshop, Penn State University, June 21-22, 2005.

“Optimal Product Variety Over Time,” INFORMS Marketing Science Conference, Emory University June 16-18, 2005.

“Marketing Dashboards: A Decision Support System for Assessing Marketing Productivity,” INFORMS Marketing Science Conference, Emory University, June 16-18, 2005.

Chair, “Marketing Metrics” session, INFORMS Marketing Science Conference, Emory University June 16-18, 2005.

“Marketing Dashboards” 2005 AMA Winter Educators Conference, San Antonio, TX Feb. 11-13, 2005

2005 Product and Service Innovation Conference, Park City, Utah Feb, 10-11, 2005

MSI Young Scholars Conference, Park City, Utah. Jan. 6-9, 2005

“Optimal Product Variety,” with Yogesh Joshi, Winter Product and Process Innovation Conference, Utah, February 2004.

“Contagion in Product Line Expansion,” with Marion Debruyne, TIMS Conference, Atlanta, GA, October 2003.

- “Doing Research on Who’s Buying on the Internet,” The Wharton Marketing Club, Philadelphia, PA, February 11, 1999.
- “Advertising Budgeting: A Report from the Field,” with Paul Farris and Erv Shames, MSI-MAX Project, New York, NY, November 18-19, 1998.
- “The Digital Era: Implications for the Supply Chain,” with Marshall Fisher, The Digital Marketing Conference, Philadelphia, PA, October 23, 1998.
- “Marketing Strategies That Make a Difference,” Equipment Leasing Association, Atlanta, GA, October 18-20, 1998.
- “Building Cross-Institutional Bridges,” with Paul Root, International Academy of Management (IAM), New York, NY, May 28-29, 1998.
- “Obstacles to Variety,” Wharton Fishman-Davidson Variety Workshop, The Wharton School, January 8, 1997.
- “Product Variety: Industry Applications,” Product variety Management Conference, Center for Technology Management at the University of California at Los Angeles, January 31 - February 1, 1997.
- “Competitive Marketing Strategy,” CEO Speaker Series, Taipei, Taiwan, January 21, 1997.
- “The Dynamics of Competitive Marketing Strategies,” Interdisciplinary Center for the Study of Business, Law, and Technology, December 21 - January 3, 1997.
- “Internet Links on the Cuffs of Other Websites,” with Ronald C. Goodstein, Marketing Science Conference, Berkeley, CA, March 21-24, 1997.
- “Marketing Strategy in a Dynamically Changing Environment,” International Forum, Steinberg Conference Center, September 13, 1997.
- “Budget Allocation Process for Media, Products, and Geographics,” (moderator) Marketing Science Institute, Workshop on Managing Advertising Expenditures (MAX), Boston, MA, September 17-19-, 1997.
- “When &\*!# (Bad Stuff) Happens to Good Companies,” Association for Consumer Research, Denver, CO., October 17-19, 1997.
- “Consumer Brand Loyalty’s Impact on the Relationship Between Distribution and Market Share,” with Paul Farris, Marketing Science Conference, University of Florida, Gainesville, FL, March 1996.
- “Managing Product Variety: A Study of the U.S. Bicycle Industry,” with Karl Ulrich, Taylor Randall, and Marshall Fisher, INFORMS, Washington, D.C., May 1996.
- “The Influence of Product Line Extent of Brand Equity,” with Karl Ulrich, Taylor Randall, and Marshall Fisher, 1996 Manufacturing and Service Operations Management Conference, Institute for Operations Research and the Management Sciences, Dartmouth College, Hanover, NH, June 24-25, 1996.
- “Decision Support Systems for Managerial Decisions,” NYU/Columbia Choice Symposium, June 1996.
- “Marketing in a Fast Cycle Environment/Time to Market,” Software Development and Marketing for Competitive Advantage Program, IC<sup>2</sup> Institute, The University of Texas at Austin, March 20-22, 1996.
- “Marketing Pedagogy,” Marketing Doctoral Consortium, Boulder, CO, University of Colorado, July 1996.

- “How Managers Reach their Pricing Decisions (and How They Should).” Presented at The Seventh Annual U.S. Pricing Conference, Chicago, Illinois, April 18-21, 1994.
- “Processes for Developing Integrative/Cross Disciplinary Courses.” Presented at the 1994 Summer Marketing Educators' Conference, San Francisco, California, August 6-9, 1994.
- 1994 Summer Marketing Educators' Conference, Track Chair for the Education Track, August 6-9, 1994, San Francisco, California.
- “Impact of Availability/Access (Information and Distribution),” with Paul Farris. Paper presented at the Value of Marketing Conference, Stanford, California, August 9, 1994.
- “Making the Most of Your Marketing Dollars,” presented at the Drive Marketing Excellence: Evaluate Marketing Effectiveness Through Measurement & Analysis, Institute for International Research, Chicago, November, 1994.
- “How Managers Make Pricing Decisions,” presented at the Pricing Advisor's Pricing Conference and Seminar, Chicago, November, 1994.
- “The Relationship between Distribution (Retail Availability) and Market Share,” with Paul Farris. Presented at the Empirical Generalizations in Marketing Conference, The Wharton School, February 16-18, 1994.
- “Are There Strategic Laws or Principles?” Marketing Science Conference, Seattle, Washington, March 1988.
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Can Kraft Heinz Catch Up with Its Changing Market?  
'Best Countries' 2020: Which Nations Ranked Highest – and Why?

**PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Beta Gamma Sigma Society  
Marketing Science Institute, Executive Directors Council  
ORSA/TIMS

**INDUSTRIAL EMPLOYMENT**

Hoffman-LaRoche Pharmaceuticals, Sauter Laboratories, Clifton, New Jersey, Summers, 1970 and 1971:  
Marketing Department; major responsibilities consisted of training of salesmen, merchandising and sales.

Management Education:

More than 300 companies.

Consulting:

Marketing Consulting Activities have involved a variety of firms, such as:

Google  
AT&T, Basking Ridge, New Jersey  
General Electric, Fairfield, Connecticut  
Hewlett Packard, Palo Alto  
Intercontinental Hotels, New York, New York  
Rohm and Haas, Philadelphia  
Merck Pharmaceuticals, NY, NY  
Dow Chemical, Midland, Michigan  
British Airways, London, England  
Johnson & Johnson  
Novartis  
SCJohnson  
Shell Oil

Boards:

General Information, Philadelphia, Pennsylvania, Board of Directors, 1982-1986  
American Councils, National Board of Senior Advisors, 1991 – Current  
MEE Productions, Board of Directors, 1991-1997  
Fleisher Art Memorial, Board of Directors, 1997-2006  
Andl, Board of Directors, 1993-2006  
Advanced Competitive Strategies, Inc., 1985-2001  
Bizrate/Shopzilla, Board of Directors, 1996-2006  
Xmpie, Board of Directors, 2001-2006  
Marketing Letters, A Journal of Research in Marketing, Editorial Board, 2001 – Current  
CMO Partners, 2004 – 2007  
Charles Coolidge Parlin, Board of Governors, 2007 – Current  
Marketing NPV, Managing Partner, 2007 – 2011  
American Marketing Association, Board of Directors, 2007 – 2014  
American Marketing Association, VP Treasurer/Secretary, 2009 – 2010  
American Marketing Association, Chairman Elect, 2011-2012  
American Marketing Association, Chairman, 2012-2013

American Marketing Association, Immediate Past Chairman, 2013-2014  
Marketing Accountability Standards Board, Charter Director, 2010 – Current  
SEI  
Site Intelligence/iJento, 2010-2012  
International Commerce Review Board, 2010 – Current  
Marketing Science Institute – Former Executive Director  
mActivity Board of Directors, 2012 – Current  
Philadelphia Ballet, 2019 - Current

#### Advisory Boards

IPSS  
ISBM  
BazaarVoice  
VoiceStar  
Hooja  
BuySafe  
Merchant Circle  
PetSmart  
Mentor Tech  
IPSS  
Wharton Publishing  
Knowledge@Wharton  
Camileonheels  
LandRoller  
Commission on Graduates of Foreign Nursing Schools  
Fallon, McElligott & Rice Advertising Agency, Minneapolis, Minnesota Board of  
Consultants, 1982 - 1986  
American Council of Teachers of Russian, American Council for Collaboration in Education and  
Language Study (ACTR-ACCELS); Board of Senior Advisors  
Senior Homes  
MarketShare