

**CHRISTOPHE VAN DEN BULTE**

The Wharton School  
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**ACADEMIC POSITIONS**

Gayfryd Steinberg Professor, The Wharton School, University of Pennsylvania, 2014–present  
 Professor of Marketing, The Wharton School, University of Pennsylvania, 2012–present  
 Chazen Visiting Scholar, Columbia University, January-June 2011  
 Associate Professor of Marketing, The Wharton School, University of Pennsylvania, 2005–2012  
 Assistant Professor of Marketing, The Wharton School, University of Pennsylvania, 1998–2005  
 Lecturer, Marketing Department, The Wharton School, University of Pennsylvania, 1997–1998

**EDUCATION**

PhD in Business Administration, The Pennsylvania State University, February 1998

Doctorandus in de Toegepaste Economische Wetenschappen (MA in Applied Economics), UFSIA,  
 University of Antwerp, Belgium, June 1991

Licentiaat in de Toegepaste Economische Wetenschappen (BA in Applied Economics), UFSIA,  
 University of Antwerp, Belgium, June 1988

**HONORS AND AWARDS**

1992, F. Colin – L. Wauters Fellow, Belgian American Educational Foundation  
 1993-1995, Executive Programs Scholarship, The Pennsylvania State University  
 1994, Student Delegate, 24th Annual Haring Symposium  
 1995-1996, Rider Graduate Fellow, The Pennsylvania State University  
 1995, Richard D. Irwin Foundation Doctoral Dissertation Fellowship  
 1995, Outstanding Submission Award, ISBM Business Marketing Doctoral Support Competition  
 1996, AMA Doctoral Consortium Fellow  
 1998, Honorable Mention, John A. Howard AMA Doctoral Dissertation Award  
 2002, Excellence in Teaching Award, The Wharton School  
 2003, Marketing Science Institute Young Scholar  
 2005, Elected Member, Belgian American Educational Foundation  
 2005, ERIM Award for Top Academic Article, Erasmus University Rotterdam  
 2007-2008, Best Reviewer Award, *Journal of Marketing*  
 2011, MSI/H. Paul Root Award (AMA & MSI)  
 2011, Finalist, John D.C. Little Award (INFORMS)  
 2013, Robert D. Buzzell MSI Best Paper Award (MSI)  
 2013, Finalist, ISMS Long Term Impact Award (INFORMS)  
 2014, Finalist, ISMS Long Term Impact Award (INFORMS)  
 2015, Finalist, Harold H. Maynard Award (AMA)  
 2016, Finalist, John D.C. Little Award (INFORMS)  
 2017, Finalist, ISMS Long Term Impact Award (INFORMS)

2018, Winner, 2018-2020 Research Priorities Working Paper Competition (MSI)  
2020, 2019 Top Download Award (MSI)  
2021, Service Award. *Marketing Science*

## 1. ARTICLES PUBLISHED IN REFEREED JOURNALS

1. Matthyssens, Paul and Christophe Van den Bulte (1990), "Tendensen in industrieel koopgedrag en industriële marketing," *Economisch en Sociaal Tijdschrift*, 44 (2), 175-202.
2. van Waterschoot, Walter and Christophe Van den Bulte (1992), "The 4P-Classification of the Marketing Mix Revisited," *Journal of Marketing*, 56 (4), 83-93.
3. Matthyssens, Paul and Christophe Van den Bulte (1994), "Getting Closer and Nicer: Partnerships in the Supply Chain," *Long Range Planning*, 27 (1), 72-83.
4. Dekimpe, Marnik G., Pierre François, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (1997), "Generalizing About Trade Show Effectiveness: A Cross National Comparison," *Journal of Marketing*, 61 (4), 55-64.
5. Van den Bulte, Christophe and Gary L. Lilien (1997), "Bias and Systematic Change in the Parameter Estimates of Macro-level Diffusion Models," *Marketing Science*, 16 (4), 338-353.
6. Van den Bulte, Christophe and Rudy K. Moenaert (1998), "The Effects of R&D Team Co-location on Communication Patterns among R&D, Marketing, and Manufacturing," *Management Science*, 44 (11), S1-S18.
7. Van den Bulte, Christophe (2000), "New Product Diffusion Acceleration: Measurement and Analysis," *Marketing Science*, 19 (4), 366-380.
8. Van den Bulte, Christophe and Gary L. Lilien (2001), "Medical Innovation Revisited: Social Contagion versus Marketing Effort," *American Journal of Sociology*, 106 (5), 1409-1435.
9. Van den Bulte, Christophe (2004), "Multigeneration Innovation Diffusion and Intergeneration Time: A Cautionary Note," *Journal of the Academy of Marketing Science*, 32 (3), 357-360.
10. Wuyts, Stefan, Stefan Stremersch, Christophe Van den Bulte, and Philip Hans Franses (2004), "Vertical Marketing Systems for Complex Products: A Triadic Perspective," *Journal of Marketing Research*, 41 (4), 479-487.
11. Van den Bulte, Christophe and Stefan Stremersch (2004), "Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-analytic Test," *Marketing Science*, 23 (4), 530-544.
12. Van den Bulte, Christophe and Yogesh V. Joshi (2007), "New Product Diffusion with Influentials and Imitators," *Marketing Science*, 26 (3), 400-421.
13. Schmitt, Philipp, Bernd Skiera, and Christophe Van den Bulte (2011), "Referral Programs and Customer Value," *Journal of Marketing*, 75 (1), 46-59.

14. Iyengar, Raghuram, Christophe Van den Bulte, and Thomas W. Valente (2011), "Opinion Leadership and Social Contagion in New Product Diffusion," *Marketing Science*, 30 (2), 195-212.
15. Iyengar, Raghuram, Christophe Van den Bulte, and Thomas W. Valente (2011), "Further Reflections on Studying Social Influence in New Product Diffusion," *Marketing Science*, 30 (2), 230-232.
16. Van den Bulte, Christophe and Raghuram Iyengar (2011), "Tricked by Truncation: Spurious Duration Dependence and Social Contagion in Hazard Models," *Marketing Science*, 30 (2), 233-248.
17. Schmitt, Philipp, Bernd Skiera, and Christophe Van den Bulte (2011), "Why Customer Referrals Can Drive Stunning Profits," *Harvard Business Review*, 89 (6), 30.
18. Fruchter, Gila E. and Christophe Van den Bulte (2011), "Why the Generalized Bass Model Leads to Odd Optimal Advertising Policies," *International Journal of Research in Marketing*, 28 (3), 218-230.
19. Peres, Renana and Christophe Van den Bulte (2014), "When to Take or Forego New Product Exclusivity: Balancing Protection from Competition against Word-of-Mouth Spillover," *Journal of Marketing*, 78 (2), 83-100.
20. Hu, Yansong and Christophe Van den Bulte (2014), "Nonmonotonic Status Effects in New Product Adoption," *Marketing Science*, 33 (4), 509-533.
21. Iyengar, Raghuram, Christophe Van den Bulte and Jae Young Lee (2015), "Social Contagion in New Product Trial and Repeat," *Marketing Science*, 34 (3), 408-429.
22. Wei, Yanhao, T. Pinar Yildirim, Christophe Van den Bulte, and Chrysanthos Dellarocas (2016), "Credit Scoring with Social Network Data," *Marketing Science*, 35 (2), 234-258.
23. Van den Bulte, Christophe, Emanuel Bayer, Bernd Skiera, and Philipp Schmitt (2018), "How Customer Referral Programs Turn Social Capital into Economic Capital," *Journal of Marketing Research*, 55 (1), 132-146.
24. Yildirim, Pinar, Yanhao Wei, Christophe Van den Bulte, and Joy Lu (2020), "Social Network Design for Inducing Effort," *Quantitative Marketing and Economics*, 18, 381-417.
25. Milkman, Katherine L. et al. (2021), "A Mega-Study of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor's Appointment," *Proceedings of the National Academy of Sciences*, 118 (20) e2101165118.
26. Milkman, Katherine L. et al. (2022), "A 680,000-Person Mega-Study of Nudges to Encourage Vaccination in Pharmacies," *Proceedings of the National Academy of Sciences*, 119 (6) e2115126119.
27. Fruchter, Gila, Ashutosh Prasad, and Christophe Van den Bulte (2022), "Too Popular, Too Fast: Optimal Advertising and Entry Timing in Markets with Social Influence," *Management Science*, 68 (6), 4725-4741.

28. Berman, Ron and Christophe Van den Bulte (2022), "False Discovery in A/B Testing," *Management Science*, 68 (9), 6762-6782.
29. Patel, Mitesh et al. (2023), "A Randomized Trial of Behavioral Nudges Delivered through Text Messages to Increase Influenza Vaccination Among Patients with an Upcoming Primary Care Visit," *American Journal of Health Promotion*, 37 (3), 324-332.
30. Li, Kathleen T. and Christophe Van den Bulte (2023), "Augmented Difference-in-Differences," *Marketing Science*, 42 (4), 746-767.
31. Peng, Jing and Christophe Van den Bulte (in press), "Participation vs. Effectiveness in Sponsored Tweet Campaigns: A Quality-Quantity Conundrum," *Management Science*.

## 2. BOOK CHAPTERS IN EDITED VOLUMES

32. Van den Bulte, Christophe (1994), "Metaphor at Work," in *Research Traditions in Marketing*, G. Laurent, G.L. Lilien, and B. Pras, eds., Boston, MA: Kluwer Academic Publishers, 405-425.
33. Van den Bulte, Christophe (1994), "Author's Reply: Can Literal Truth Safeguard Models and Theories from Metaphor?" in *Research Traditions in Marketing*, G. Laurent, G.L. Lilien, and B. Pras, eds., Boston, MA: Kluwer Academic Publishers, 433-434.
34. Matthyssens, Paul and Christophe Van den Bulte (1995), "Getting Closer and Nicer: Partnerships in the Supply Chain," in *Marketing Strategies: New Approaches, New Techniques*, M. McDonald, ed., Oxford: Elsevier Science, 103-118. [Reprint of # 2]
35. Dekimpe, Marnik G., Pierre François, Srinath Gopalakrishna, Gary L. Lilien and Christophe Van den Bulte (2000), "Generalizing About Trade Show Effectiveness: A Cross National Comparison," in *Strategic Corporate Communication*, C.B.M. van Riel, ed., Alphen aan den Rijn: Samsom, 167-187. [Reprint of # 3]
36. Lilien, Gary L., Arvind Rangaswamy, and Christophe Van den Bulte (2000), "Diffusion Models: Managerial Applications and Software," in *New-Product Diffusion Models*, V. Mahajan, E. Muller and Y. Wind, eds., Boston, MA: Kluwer Academic Publishers, 295-336.
37. Gatignon, Hubert and Christophe Van den Bulte (2004), "Global Marketing of New Products," in *The INSEAD-Wharton Alliance on Globalizing: Strategies for Building Successful Global Businesses*, H. Gatignon and J. Kimberly, eds., Cambridge: Cambridge University Press, 207-228.
38. Lilien, Gary L., Arvind Rangaswamy, and Christophe Van den Bulte (2008), "Diffusion Models: Managerial Applications and Software," in *New-Product Diffusion Models*, V. Mahajan, E. Muller and Y. Wind, eds., New York: Springer Science, 295-332. [Software update of publication in 2000]

39. Van den Bulte, Christophe and Stefan Wuyts (2009), "Leveraging Customer Networks," in *The Network Challenge: Strategy, Profit, and Risk in an Interlinked World*, P.R. Kleindorfer and Y. Wind, eds., Upper Saddle River, NJ: Pearson Education, 243-258.
40. Van den Bulte, Christophe (2010), "Opportunities and Challenges in Studying Customer Networks," in *The Connected Customer: The Changing Nature of Consumer and Business Markets*. S. Wuyts, M.G. Dekimpe, E. Gijbrecchts, and R. Pieters, eds. London: Routledge, 7-35.
41. Van den Bulte, Christophe and Rudy K. Moenaert (2010), "The Effects of R&D Team Co-location on Communication Patterns among R&D, Marketing, and Manufacturing," in *New Product and Services Development, Vol. 3*. H. Gatignon, ed., Los Angeles, CA: Sage Publications, 253-278. [Reprint of # 6]
42. Van den Bulte, Christophe and Gary L. Lilien (2010), "Medical Innovation Revisited: Social Contagion versus Marketing Effort," in *New Product and Services Development, Vol. 4*. H. Gatignon, ed., Los Angeles, CA: Sage Publications, 153-177. [Reprint of # 8]
43. Van den Bulte, Christophe (2011), "Bass Model," in *Wiley International Encyclopedia of Marketing, Vol. 5: Product & Innovation Management*, B. Bayus, ed. Chichester, UK: John Wiley & Sons, 9-15.
44. Van den Bulte, Christophe (2011), "Takeoff," in *Wiley International Encyclopedia of Marketing, Vol. 5: Product & Innovation Management*, B. Bayus, ed. Chichester, UK: John Wiley & Sons, 245-246.
45. Wuyts, Stefan and Christophe Van den Bulte (2012), "Network Governance," in *Handbook of Business-to-Business Marketing*, G.L. Lilien and R. Grewal, eds., Cheltenham, UK: Edward Elgar, 73-89.
46. Wuyts, Stefan and Christophe Van den Bulte (2022), "Control and Coordination in B2B Networks," in *Handbook of Business-to-Business Marketing, 2<sup>nd</sup> Ed*, G.L. Lilien, J. A. Petersen, and S. Wuyts, eds., Cheltenham, UK: Edward Elgar, 75-95.

### **3. BOOKS AND MONOGRAPHS**

47. Van den Bulte, Christophe and Stefan Wuyts (2007), *Social Networks and Marketing*. Cambridge, MA: Marketing Science Institute. [ISBN 0-9657114-8-X; 127 pages]

### **4. INVITED PAPERS**

48. Van den Bulte, Christophe (2002), "Want to Know How Diffusion Speed Varies across Countries and Products? Try Using a Bass Model," *PDMA Visions*, 26 (4), 12-15.
49. Van den Bulte, Christophe (2009), "Some Suggestions for Doing Social Network Research in B-to-B Marketing," *ISBM Research Quarterly*, 2 (1), 2-3.
50. Iyengar, Raghuram, Christophe Van den Bulte, John Eichert, Bruce West, and Thomas W. Valente (2011), "How Social Networks and Opinion Leaders Affect the Adoption of New Products," *GfK Marketing Intelligence Review*, 3 (1), 17-25.

51. Schmitt, Philipp, Bernd Skiera, and Christophe Van den Bulte (2011), "Profit durch Mundpropaganda," *Harvard Business Manager*, 33 (8), 12-13. [Translation of #17]
52. Schmitt, Philipp, Bernd Skiera, and Christophe Van den Bulte (2013), "Do Referral Programs Increase Profits?," *GfK Marketing Intelligence Review*, 5 (1), 8-11.
53. Van den Bulte, Christophe, Emanuel Bayer, Bernd Skiera, and Philipp Schmitt (2019), "Maximizing the Benefits of Customer Referrals" Keller Center Research Report, 12 (4).

## 5. REPORTS AND OTHER MATERIALS

54. Day, George S. and Christophe Van den Bulte (2002), "Superiority in Customer Relationship Management: Consequences for Competitive Advantage and Performance," Report No. 02-123. Cambridge, MA: Marketing Science Institute.
55. Kunreuther, Howard, Robert Meyer, and Christophe Van den Bulte (2004), *Risk Analysis for Extreme Events: Economic Incentives for Reducing Future Losses*. NIST GCR 04-871. Gaithersburg, MD: National Institute of Standards and Technology, U.S. Department of Commerce. [Under Contract SB1341-02-W-1482]
56. Iyengar, Raghuram, Christophe Van den Bulte, and Thomas W. Valente (2008), "Opinion Leadership and Social Contagion in New Product Diffusion," Report No. 08-120. Cambridge, MA: Marketing Science Institute.
57. Murtha, Brian R., Sundar S. Bharadwaj, and Christophe Van den Bulte (2009), "Developing and Deploying Effective Customer Solutions: The Role of Networks Within and Between Buying and Selling Teams," Report No. 06-2009. University Park, PA: Institute for the Study of Business Markets.
58. Van den Bulte, Christophe (2009), "Cross-country Differences in the Shape of the New Product Diffusion Curve," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, D.M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 43.
59. Van den Bulte, Christophe (2009), "Competing Standards and the Shape of the New Product Diffusion Curve," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, D.M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 44.
60. Van den Bulte, Christophe (2009), "Cross-time Differences in the Shape of the New Product Diffusion Curve," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, D.M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 45.
61. Van den Bulte, Christophe (2009), "Cross-time Differences in the Speed of New Product Diffusion," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, D.M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 46.

62. Iyengar, Raghuram, Christophe Van den Bulte, and Jeonghye Choi (2011), “Distinguishing among Mechanisms of Social Contagion in New Product Adoption: Framework and Illustration,” MSI Report No. 11-119. Cambridge, MA: Marketing Science Institute.
63. Hu, Yansong and Christophe Van den Bulte (2012), “The Social Status of Innovators, Imitators, and Influentials in New Product Adoption: It’s Not Just about High versus Low,” MSI Report No. 12-106. Cambridge, MA: Marketing Science Institute.
64. Murtha, Brian R., Sundar G. Bharadwaj, and Christophe Van den Bulte (2014), “Interlocking Networks: How and When Do Connections between Buying and Selling Teams Affect Customer Solutions?” MSI Report No. 14-120. Cambridge, MA: Marketing Science Institute.
65. Van den Bulte, Emanuel Bayer, Bernd Skiera, and Philipp Schmitt (2015), “How Customer Referral Programs Turn Social Capital into Economic Capital,” MSI Report No. 15-102. Cambridge, MA: Marketing Science Institute.
66. Sood, Ashish and Christophe Van den Bulte (2016), “Wider Gaps in a Flatter World? The Speed of New Product Diffusion in Rich versus Poor Countries,” MSI Report No. 16-113. Cambridge, MA: Marketing Science Institute.
67. Berman, Ron, Leonid Pekelis, Aisling Scott, and Christophe Van den Bulte (2018), “p-Hacking and False Discovery in A/B Testing,” MSI Report No. 18-130. Cambridge, MA: Marketing Science Institute.

#### **CONFERENCE AND WORKSHOP PAPERS**

68. Shawndra Hill, Adrian Benton, and Christophe Van den Bulte (2013), “When Does Social Network-Based Prediction Work? A Large Scale Analysis of Brand and TV audience engagement by Twitter Users,” 34<sup>th</sup> ICIS 2013.

#### **RESEARCH IN PROGRESS (WITH WORKING PAPERS)**

69. Berman, Ron, Leonid Pekelis, Aisling Scott, and Christophe Van den Bulte, “p-Hacking and False Discovery in A/B Testing.”
70. Sood, Ashish and Christophe Van den Bulte, “Wider Gaps in a Flatter World: Divergence in the Speed of New Product Diffusion in Rich versus Poor Countries.”
71. Van den Bulte, Christophe and Gary L. Lilien, “Two-Stage Partial Observability Models of Innovation Adoption.”

#### **WORKING PAPERS (TERMINAL)**

72. Allata, Joan, Raghuram Iyengar, and Christophe Van den Bulte, “Social Network Integration after a Corporate Acquisition: How Cross-cutting Circles, Reciprocity, and Managerial Dominance Shape Networks.”

73. Bakshi, Nitin, Kartik Hosanagar, and Christophe Van den Bulte, "Chase and Flight: New Product Diffusion with Social Attraction and Repulsion."

## RESEARCH PRESENTATIONS AT CONFERENCES

"The Concept of the Marketing Mix Revisited: A Case Analysis of Metaphor in Marketing Theory and Management," Conference on Research Traditions in Marketing, European Institute for Advanced Studies in Management, Brussels, January 9-10, 1992.

"Incorporating Social Network Structure into Diffusion Models Calibrated on Panel Data: A Prefatory Note," 24th Albert Haring Symposium, Indiana University, IN, March 1994.

"Incorporating Social Network Structure into Diffusion Models: Procedures and Payoffs," 1994 TIMS Marketing Science Conference, University of Arizona, Tucson, AZ, March 17-20, 1994.

"Effect of Relative Booth Location on Lead Generation at an Industrial Trade Show," 23<sup>rd</sup> EMAC Conference, University of Limburg, Maastricht, The Netherlands, May 17-20, 1994.

"Trade Show Flow Analysis," 11<sup>th</sup> Annual ISBM Members Meeting, The Pennsylvania State University, PA, June 7-9, 1994.

"Why Bass Model Estimates May Be Biased (and What It Means)," 24<sup>th</sup> EMAC Conference, ESSEC, Cergy-Pontoise, France, May 16-19, 1995.

"Macro-Level Diffusion Models Underestimate Market Size and Overestimate Imitation Effects," 1996 INFORMS Marketing Science Conference, University of Florida, Gainesville, FL, March 7-10, 1996.

"The Effect of R&D Team Co-location on Communication Patterns among R&D, Marketing, and Manufacturing," 1997 INFORMS Marketing Science Conference, UC Berkeley, Berkeley, CA, March 21-24, 1997.

"*Medical Innovation* Revisited: Was It Word of Mouth or Was It Marketing?" 1998 INFORMS Marketing Science Conference, INSEAD, Fontainebleau, France, July 10-13, 1998.

"Social Networks and New Product Diffusion," 1998 AMA Summer Marketing Educators' Conference, Boston Marriott Copley Place, Boston, MA, August 15-18, 1998.

"*Medical Innovation* Revisited: Is Social Contagion All It's Cracked Up to Be in New Product Diffusion?" International Sunbelt Social Network Conference (Sunbelt XIX), Hawthorn Suites Hotel, Charleston, SC, February 18-21, 1999.

"Changes in the Speed of New Product Diffusion: Mere Acceleration versus Economic and Demographic Conditions," 1999 INFORMS Marketing Science Conference, Syracuse University, Syracuse, NY, May 21-23, 1999.

"A Model of Innovation Adoption and Disadoption Featuring Media Effects and Social Contagion," Fall 1999 INFORMS Conference, Marriott Hotel, Philadelphia, PA, November 7-10, 1999.



“A Model of Innovation Adoption and Disadoption Featuring Media Effects and Social Contagion,” 2000 INFORMS Marketing Science Conference, UCLA, Los Angeles, CA, June 22-25, 2000.

“Knowing our  $p$ 's and  $q$ 's: A Meta-Analysis of Applications of the Bass Diffusion Model,” Columbia/NYU/Wharton/Yale Four School Marketing Conference, New York, NY, May 2001.

“Knowing our  $p$ 's and  $q$ 's: A Meta-Analysis of Applications of the Bass Diffusion Model,” 2001 INFORMS Marketing Science Conference, Kurhaus, Wiesbaden, Germany, July 5-8, 2001.

“Market Knowledge, Social Capital and Absorptive Capacity: An Analysis of Knowledge Spillovers within Marketing Departments,” 2001 INFORMS Marketing Science Conference, Kurhaus, Wiesbaden, Germany, July 5-8, 2001.

“How Does Diffusion Speed Vary across Countries and Products?” Successful Abroad: Developing and Launching New Products (PDMA Conference), Newark, NJ, February 6, 2002.

“*Medical Innovation* Revisited II: Two-Stage Partial Observability Models of Innovation Adoption,” International Sunbelt Social Network Conference (Sunbelt XXII), Le Meridien Hotel, New Orleans, LA, February 13-17, 2002.

“Market Knowledge, Social Capital and Absorptive Capacity: An Analysis of Knowledge Spillovers within Marketing Departments,” International Sunbelt Social Network Conference (Sunbelt XXII), Le Meridien Hotel, New Orleans, LA, February 13-17, 2002.

“The Sequence of Awareness and Decision Stages within an Innovation Adoption Process, with Marketing Effort and Social Network Exposure Affecting Different Stages,” 2002 Winter Meetings of the ASA Section on Methodology, Princeton University, Princeton, NJ, March 22-23, 2002.

“Two-Stage Partial Observability Models of Innovation Adoption,” 2002 INFORMS Marketing Science Conference, University of Alberta, Edmonton, AB, Canada, June 27-30, 2002.

“Directions of Growth: A Test of Positioning, Resource, and Legitimation, and Vicarious Learning Arguments,” 2003 INFORMS Marketing Science Conference, University of Maryland, College Park, MD, June 12-15, 2003.

“Social Contagion and Income Heterogeneity in New Product Diffusion,” 2003 INFORMS Annual Meeting, Westin Peachtree Plaza Hotel, Atlanta, GA, October 19-22, 2003.

“Social Contagion and Income Heterogeneity in New Product Diffusion: A Meta-analytic Test,” 2004 INFORMS Marketing Science Conference, Erasmus University Rotterdam, Rotterdam, June 24-26, 2004.

“Vertical Marketing Systems for Complex Products: A Triadic Perspective,” New Priorities and Challenges for Business-to-Business Marketers, Harvard Business School, Boston, MA, August 5-6, 2004.

“New Product Diffusion with Independents and Imitators,” 2005 INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 16-18, 2005.

“Identifying Physician Opinion Leaders from City Surveys,” 26th Annual Meeting of the International Network for Social Network Analysis (Sunbelt XXVI), Vancouver, BC, April 26-30, 2006 (presented by Thomas Valente).

“Business-to-Business Network Models,” Inaugural 2005 Ph.D. Student Camp for Research in Business-to-Business Markets, San Francisco, CA, July 28-29, 2005.

“What Drives the Speed of New Product Diffusion at Early versus Late Stages?” 2006 INFORMS Marketing Science Conference, Pittsburgh, PA, June 8-10, 2006.

“How to Use Social Networks to Accelerate Market Acceptance,” MSI Conference on Accelerating Market Acceptance in a Networked World, Omni Los Angeles Hotel and University of Southern California, Los Angeles, CA, March 14-16, 2007.

“Application of Social Network Analysis to Pharmaceutical Marketing,” INFORMS Conference on The Practice and Impact of Marketing Science, Philadelphia, PA, October 14-16, 2007 (presented by John Eichert and Raghuram Iyengar).

“Marketing Networks,” Wharton Impact Conference on Network-based Strategies and Competencies, Philadelphia, PA, November 8-9, 2007.

“Network Effects on Physician Adoption of a New Drug,” 28th Annual International Sunbelt Social Network Conference (Sunbelt XXVIII), St. Pete Beach, FL, January 22-27, 2008 (presented by Thomas Valente)

“Using Social Networks to Accelerate Market Acceptance: Research Opportunities and Challenges,” Lustrum Conference on The Connected Customer, Tilburg University, The Netherlands, May 26-27, 2008.

“Product Development & Innovation Management from a Social Network Perspective,” AMA Sheth Foundation Doctoral Consortium, Columbia, MO, June 4-8, 2008.

“Independence and Imitation in New Product Diffusion: Competing Risks or Compensatory Influences?” 2008 INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 12-14, 2008.

“Application of Social Network Analysis in Pharmaceutical Marketing,” 2008 INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 12-14, 2008 (presented by Raghuram Iyengar).

“Opinion Leadership and Social Contagion in New Product Diffusion,” 2008 Association of Consumer Research Annual North American Conference, San Francisco, CA, October 23-26, 2008 (presented by Raghuram Iyengar).

“Opinion Leadership and Social Contagion in New Product Diffusion,” Wharton Interactive Media Initiative’s Conference on Modeling Social Network Data, Philadelphia, PA, January 28-29, 2009 (presented by Raghuram Iyengar).

“Optimal Dynamic Advertising in the Generalized Bass Model of New Product Diffusion,” 2009 INFORMS Marketing Science Conference, Ann Arbor, MI, June 4-6, 2009.

“Network versus Geography in Social Contagion,” 2009 INFORMS Marketing Science Conference, Ann Arbor, MI, June 4-6, 2009 (presented by Raghuram Iyengar).

“Studying Social Networks in Marketing: More than Cool Methods,” 2010 ISMS Doctoral Consortium, Cologne, Germany, June 16, 2010.

“Referral Programs and Customer Value,” 2010 INFORMS Marketing Science Conference, Cologne, Germany, June 17-20, 2010 (presented by Bernd Skiera).

“Social Networks, Status, and the Adoption of New Research Tools,” 2010 INFORMS Marketing Science Conference, Cologne, Germany, June 17-20, 2010 (presented with Yansong Hu).

“Tricked by Truncation: Spurious Duration Dependence and Spurious Social Contagion in Hazard Models,” 2010 INFORMS Marketing Science Conference, Cologne, Germany, June 17-20, 2010.

“How Customer Word-of-mouth Impacts Product Exclusivity in Go-to-market Strategy,” 2010 Workshop in Information in Networks (WIN 2010), New York University, September 30-October 1, 2010.

“How Customer Word of Mouth Affects the Benefits of New Product Exclusivity to Distributors,” 2011 INFORMS Marketing Science Conference, Houston, TX, June 9-11, 2011.

“Is Measuring Customer Networks Worth Your While?” Measurable Marketing in a Social World, New York University, January 26, 2012 (joint presentation with Raghuram Iyengar)

“How Customer Referral Programs Convert Social Network Capital into Economic Capital,” 2012 INFORMS Marketing Science Conference, Boston, MA, June 7-9, 2012.

“Using Research to Gain Marketing Insights on Leveraging Social Networks,” 2012 MSI Immersion Conference, Boston, MA, September 20-21, 2012.

“A Comparison of Product Network and Social Network Based Recommendation Engines for Twitter Users,” CIST 2013 Conference on Information Systems and Technology, Minneapolis, MN, October 5-6, 2013 (presented by Shawndra Hill).

“Leveraging Customer Networks to Drive Sales—Hold the Kool-Aid,” Social Media and Social Networks: What Are They Good For? (MSI Conference), Boston, MA, December 3-4, 2013.

“Social Connections and Credit Scoring,” 2014 Columbia/NYU/Wharton/Yale Four School Marketing Conference, Yale University, May 2, 2014 (presented by Pinar Yildirim).

“Social Contagion in New Product Trial and Repeat,” ECMI-AMA-EMAC Symposium on Marketing and Innovation, Erasmus University, Rotterdam, The Netherlands, May 27-28, 2014.

“A Comparison of Product Network and Social Network Based Recommendation Engines for Twitter Users,” ECMI-AMA-EMAC Symposium on Marketing and Innovation, Erasmus University, Rotterdam, The Netherlands, May 27-28, 2014 (presented by Shawndra Hill).

“Social Contagion in New Product Trial and Repeat,” 2014 INFORMS Marketing Science Conference, Atlanta, GA, June 12-14, 2014 (presented by Raghuram Iyengar).

“A Comparison of Product Network and Social Network Based Recommendation Engines for Twitter Users,” 2014 INFORMS Marketing Science Conference, Atlanta, GA, June 12-14, 2014.

“Income Inequality Within and Between Countries—How it Affects the Acceptance of New Consumer Products,” 2014 INFORMS Marketing Science Conference, Atlanta, GA, June 12-14, 2014.

“Social Connections and Credit Scoring,” 2014 INFORMS Marketing Science Conference, Atlanta, GA, June 12-14, 2014 (presented by Pinar Yildirim).

“Social Connections and Credit Scoring,” 12th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, June 16-17, 2014 (presented by Pinar Yildirim).

“Leveraging Social Networks to Drive New Product Sales (Don’t Bet your House on It),” Seminarie Jacques de Rijcke: Marketing in Gent—Een terugblik en vooruitkijk. Ghent, Belgium, December 22, 2014.

“Income Inequality Within and Between Countries—How it Affects the Acceptance of New Consumer Products,” 2015 EMAC Conference, Leuven, Belgium, May 26-29, 2015.

“Customer Referral Reduces the Impact of Poor Service Performance on Customer Churn,” 2015 INFORMS Marketing Science Conference, Baltimore, MD, June 18-20, 2015.

“Share of Wallet at Time of New Product Adoption: Social Contagion versus Heterogeneity Redux,” 2015 INFORMS Marketing Science Conference, Baltimore, MD, June 18-20, 2015 (Presented by Raghuram Iyengar).

“How to Better Target and Incent Paid Endorsers in Social Advertising Campaigns: A Field Experiment,” 2015 INFORMS Marketing Science Conference, Baltimore, MD, June 18-20, 2015 (presented by Jing Peng).

“Participation vs. Effectiveness of Paid Endorsers in Social Advertising Campaigns: A Field Experiment,” 2015 Workshop on Information in Networks, New York University, New York, October 2-3, 2015.

“Leveraging Network Homophily to Drive Sales and Profits,” 2016 MSI Immersion Conference, Boston, MA, September 22-23, 2016.

“How Customer Referral Programs Turn Social Capital into Economic Capital,” 2017 EMAC Conference, Groningen, The Netherlands, May 23-16, 2017 (presented by Bernd Skiera).

“p-Hacking and False Discovery in A/B Testing,” 2018 INFORMS Marketing Science Conference, Philadelphia, PA, June 13-16, 2018 (presented by Ron Berman).

“Interaction Contrast Ratio: Testing for Interactions in Binary, Count, and Duration Data,” 2018 ISMS Doctoral Consortium, Philadelphia, PA, June 13, 2018.

“Analyzing Results from ‘Mega-Studies’ and A/B/n Tests: Some Things I Learned the Last 6 Months,” 2021 ISMS Doctoral Consortium, Virtual event, NY, June 2, 2021.

“Design and Analysis of A/B/n Tests and Mega-studies,” 2021 INFORMS Marketing Science Conference, Virtual event, June 3-4, 2021 (presented by Ron Berman).

“Are Referred Customers More Valuable?” 2021 Theory + Practice in Marketing Conference, Virtual event, June 9-10, 2021.

## **INVITED RESEARCH PRESENTATIONS**

- 1996 Catholic University of Leuven; Carnegie Mellon University; Columbia University; Cornell University; Duke University; Harvard University; University of Michigan; University of North Carolina at Chapel Hill; Northwestern University; University of Pennsylvania; Stanford University; University of Texas at Austin.
- 1999 Catholic University of Leuven; University of Houston; University of Virginia.
- 2000 Tilburg University.
- 2001 University of Chicago; Columbia/NYU/Wharton/Yale Marketing Conference.
- 2002 Tulane University.
- 2003 Emory University; UC Berkeley.
- 2004 Harvard University.
- 2005 Temple University; Marketing Modelers Group, Advertising Research Foundation.
- 2006 London Business School (Marketing Camp), Pennsylvania State University; Pfizer, Inc.
- 2007 MIT-Harvard Seminar on Economic Sociology; McGill University; INSEAD.
- 2008 Cornell University; University of Houston; Social Networks Workshop, University of Pennsylvania; Johann Wolfgang Goethe Universität; ESSEC (Cergy-Pontoise).
- 2009 MIT; Amgen, Inc.; Yale University; Duke University; University of Texas at Austin; Georgetown University; Catholic University of Leuven (Marketing Camp); ESSEC (Cergy-Pontoise).
- 2010 UCLA; Pennsylvania State University (Marketing Camp); University of Maryland (Marketing Camp); University of North Carolina at Chapel Hill.
- 2011 University of Colorado at Boulder; Columbia University; University of South Carolina (Marketing Camp).
- 2012 University of Texas at Dallas; University of Iowa (Marketing Camp).
- 2013 Arizona State University.
- 2014 Temple University; Cornell University (Marketing Camp).
- 2015 Rice University (Marketing Camp).
- 2016 University of Rochester; Johann Wolfgang Goethe Universität.
- 2018 Northwestern University.
- 2019 Pennsylvania State University; University of Washington (Marketing Camp).
- 2020 University of Cologne (Marketing Camp; canceled); University of Vienna (canceled).

## **EDITORIAL AND REVIEW SERVICE**

### **1. ASSOCIATE EDITOR**

Management Science, 2008–09, 2021–present  
Journal of Marketing Research, 2008–2020; 2021 (ad hoc), 2023–present  
Marketing Science, 2009–2021; 2022 (ad hoc), 2023 (ad hoc)  
International Journal of Research in Marketing, 2009–2015

Information Systems Research (Special issue on social media), 2011-2012

## **2. EDITORIAL BOARD MEMBER**

Marketing Science, 2001–2021

Journal of Marketing Research, 2004–2020

Journal of Marketing, 2007–present

International Journal of Research in Marketing, 2006–2015, 2016–present

Foundations and Trends in Marketing, 2015–2021t

Journal of Business-to-Business Marketing, 1997–present

## **3. AD HOC REVIEWER**

Academy of Management Review, Administrative Science Quarterly, Agricultural Economics, American Journal of Sociology, American Sociological Review, Annals of Applied Statistics, European Journal of Marketing, European Journal of Operational Research, IEEE Transactions on Engineering Management, International Journal of Forecasting, International Journal of Research in Marketing, Journal of the Association for Consumer Research, Journal of Business-to-Business Marketing, Journal of Business Research, Journal of Consumer Research, Journal of Industrial Mathematics, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Behavior, Journal of Marketing Research, Journal of Retailing, Law & Society Review, Management Science, Marketing Letters, Marketing Science, MIT Sloan Management Review, Operations Research, Physica A, Psychology and Marketing, Psychometrika, Quantitative Marketing and Economics, Review of Marketing Research, Social Networks, Social Science and Medicine, Social Networks, Sociological Forum, Strategic Management Journal, Technological Forecasting and Social Change, Transactions on Engineering Management.

Institute for the Study of Business Markets

Marketing Science Institute

RAND Corporation (Army Research Division)

Fonds Wetenschappelijk Onderzoek (Belgium)

Israel Science Foundation

National Science Foundation (Sociology Program)

Social Sciences and Humanities Research Council of Canada

U.S. Army Research Office

EMAC Doctoral Colloquium

EMAC McKinsey Marketing Dissertation Award

ISBM Business Marketing Doctoral Support Competition

ISMS Doctoral Dissertation Proposal Competition

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition

AMA Winter Marketing Educators' Conference

Congrès de l'Association Française du Marketing

EMAC Conference

Cambridge University Press (book proposal)

Chicago University Press (book manuscript)

- Jerry Wind and Vijay Mahajan, eds. (2000), *Digital Marketing: Global Strategies from the World's Leading Experts*. New York: Wiley.
- Vijay Mahajan, Eitan Muller and Jerry Wind, eds. (2000), *New-Product Diffusion Models*. Boston, MA: Kluwer Academic Publishers.
- J. Scott Armstrong, ed. (2001), *Principles of Forecasting: A Handbook for Researchers and Practitioners*. Boston, MA: Kluwer Academic Publishers.
- Philip Hans Franses and Alan L. Montgomery, eds. (2002), *Econometric Models in Marketing (Advances in Econometrics, Vol. 16)*, Oxford: Elsevier Science.
- Amiya K. Chakravarty and Jehoshua Eliashberg, eds. (2003), *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives*. Boston, MA: Kluwer Academic Publishers.
- Gary L. Lilien and Rajdeep Grewal, eds. (2011), *Handbook of Business-to-Business Marketing*, Northampton, MA: Edward Elgar Publishing.

## UNIVERSITY SERVICE

- Faculty Senate Executive Committee, University of Pennsylvania, 2014-16  
 University Council, University of Pennsylvania, 2014-16  
 University Council Steering Committee, University of Pennsylvania, 2015-16  
 University Council Committee on Committees, University of Pennsylvania, 2015-16
- Clinical Integration Workgroup, Research to Practice Core, Penn Transdisciplinary Tobacco Use Research Center, University of Pennsylvania, 2004-08  
 Board of Advisors, Student Federal Credit Union at the University of Pennsylvania, 2015-present  
 Discussion leader, Penn Reading Project, 2003-07, 2015-16
- Advisory Committee on Faculty Personnel, The Wharton School, 2016-17  
 Curriculum Innovation & Review Committee, The Wharton School, 2018-2020  
 MBA Curriculum Committee, The Wharton School, 2007-08  
 MBA Executive Committee, The Wharton School, 2007 (ad hoc)  
 Quinquennial Review Committee for OPIM Department, The Wharton School, 2014-15  
 Undergraduate Curriculum Committee, The Wharton School, 1998-2000, 2005-06  
 Undergraduate Executive Committee, The Wharton School, 2000-01  
 Undergraduate faculty advisor, Ecommerce concentration, The Wharton School, 2000-present
- AMA Recruiting Committee, Marketing Department, 1999, 2005 (Chair), 2009, 2013, 2015  
 Non-rookie Faculty Search Committee, 2013, 2014-2018 (Chair), 2018-2019  
 Colloquium coordinator, Marketing Department, 2001-02, 2005-06  
 Course Head, Marketing Management I (MBA Core), 2009-10  
 Course Head, Senior Seminar—Marketing Problems Seminar, 1997-99, 2001-02  
 Curriculum Committee, Marketing Department, 2000-01, 2002-08, 2012-2014, 2017-present (Chair)  
 Doctoral Committee, Marketing Department, 2005-12, 2015-2017, 2023-present  
 Lab, Computing, and Web Site Committee, Marketing Department, 1997-98, 2017-2018  
 MBA student faculty liaison (advisor), Marketing Department, 2001-05, 2008-10  
 Undergraduate faculty advisor, Marketing Department, 1998-2001
- Faculty advisor to accused student, MBA Ethics Committee, The Wharton School, 2005  
 Moderator, Marketing panel, Undergraduate Division Career Week, The Wharton School, 1998–2000

## **OTHER SERVICE**

Advisory Board, ISBM PhD Seminar Series, 2006–2016  
Award Committee, ISMS Doctoral Dissertation Proposal Competition, INFORMS, 2017 (Chair)  
Award Committee, Louis W. Stern Award, AMA, 2014  
Award Committee, Steenkamp Award for Long-Term Impact, EMAC, 2012 (Chair)  
Customer Advisory Board, Miller Heiman, 2006–08

## **DOCTORAL DISSERTATION COMMITTEES**

### **1. CHAIR or CO-CHAIR**

Jing Peng, The Wharton School (OID), 2016  
Kathleen Li, The Wharton School (Marketing), 2018  
Henrique Laurino Dos Santos, The Wharton School (Marketing), 2025 (expected)

### **2. MEMBER or EXAMINER**

Min Ding, The Wharton School (Marketing), 2001  
Ye Hu, The Wharton School (Marketing), 2004  
Joan Allatta, The Wharton School (Management), 2005  
Sangyoung Song, The Wharton School (Marketing), 2005  
Robert Jensen, The Wharton School (Management), 2006  
Yogesh Joshi, The Wharton School (Marketing), 2007  
Jamie Eggers, The Wharton School (Management), 2008  
S. Sajeesh, The Wharton School (Marketing), 2008  
Upender Subramanian, The Wharton School (Marketing), 2009  
Jeonghye Choi, The Wharton School (Marketing), 2010  
Shenyu Li, University of Alberta (Marketing), Canada, 2010  
Hans Risselada, University of Groningen (Marketing), The Netherlands, 2012  
Eric Schwartz, The Wharton School (Marketing), 2013  
Jae Young Lee, The Wharton School (Marketing), 2014  
Li Zheng, ESSEC (Marketing), France, 2014  
Jeffrey Cai, The Wharton School (Marketing), 2015  
Yanhao Wei, University of Pennsylvania (Economics), 2016  
Keren Haddad-Leibovich, Hebrew University of Jerusalem (Marketing), Israel.  
Yupeng Chen, The Wharton School (Marketing), 2018  
Iris Roelens, Ghent University (Marketing), Belgium, 2018  
Alec Pappas, Florida State University (Marketing), 2021  
Yu Zhao, The Wharton School (Marketing), 2024 (expected)  
Mingyung Kim, The Wharton School (Marketing), 2024 (expected)



## TEACHING

### 1. UNDERGRADUATE

Channel Management, MKTG 223  
Marketing Strategy, MKTG 277  
Models for Marketing Strategy, MKTG 271, 2710  
Senior Seminar—Marketing Problems Seminar, MKTG 341  
Senior Thesis, Huntsman Program in International Studies & Business, INTS 398/399  
Advisor, Wharton Research Scholars Program

### 2. MBA

Channel Management, MKTG 759  
Dynamic Marketing Strategy (MBA Core), MKTG 612  
Marketing Management I (MBA Core), MKTG 621  
Marketing Management I (Executive MBA Core), MKTG 621  
Marketing Strategy, MKTG 777  
Models for Marketing Strategy, MKTG 771, 7710  
Independent Study, MKTG 899

### 3. DOCTORAL

Data Analysis and Measurement, MKTG 966  
Data Analysis and Measurement A & B, MKTG 940 & 941, 9400 & 9410  
Mathematical Marketing Models, MKTG 964  
Seminar in Marketing Strategy, MKTG 970

Social Network Analysis, ISBM PhD Seminar Series (10-week webinar, Spring 2007)  
Social Networks in B2B Marketing, ISBM PhD Seminar Series (8-week webinar, Spring 2012)

Guest lectures/seminars on social network research in doctoral courses:

Advanced Topics in Marketing Modeling, MKTG 968  
Computational Social Science, COMM 871  
Diffusion of Innovations, HCMG 900  
Diffusion of Innovations, COMM 642  
Network Theory and Applications, MGMT 935  
Research Methods, MGMT 953  
Empirical Models in Marketing, Columbia University  
Marketing Models, Columbia University  
PhD Seminar Series, ESSEC, Cergy-Pontoise, France

Guest lectures on diffusion modeling in doctoral courses:

Diffusion of Innovations, COMM 642  
Mathematical Marketing Models, MKTG 964  
PhD Seminar, Ross School of Business, University of Michigan  
PhD Seminar Series, ESSEC, Cergy-Pontoise, France

Program Faculty, ISBM Ph.D. Student Camp for Research in Business-to-Business Markets  
San Francisco, CA, July 28-29, 2005  
Washington, DC, August 2-3, 2007  
Boston, MA, August 11, 2010

Program Faculty, AMA Sheth Foundation Doctoral Consortium  
Columbia, MO, June 4-8, 2008

Program Faculty, Medici Summer School in Management Studies (PhD camp)  
Bologna, Italy, May 31 - June 6, 2015

Faculty Delegate, 46<sup>th</sup> Annual Haring Symposium  
Bloomington, IN, April 15-16, 2016

Program Faculty, EMAC Doctoral Colloquium  
Groningen, The Netherlands, May 21-23, 2017

Program Faculty, ISMS Doctoral Consortium  
Cologne, Germany, June 16, 2010  
Philadelphia, PA, June 13, 2018  
Rochester, NY, June 2, 2021

#### **4. EXECUTIVE EDUCATION (NON-DEGREE)**

Open enrollment: Competitive Marketing Strategy; Customer Analytics

Company-specific: Cheil Communications; Cheil Worldwide; LG Electronics; Management Engineers; Nokia; Pernod Ricard; Philip Morris USA; Textron; Vanguard.

#### **PERSONAL INFORMATION**

Country of citizenship: Belgium

U.S. immigration status: Permanent resident

Languages: English, Dutch, French, and German (reading only)