

## **JEHOSHUA (JOSH) ELIASHBERG**

### **Sebastian S. Kresge Professor of Marketing and Professor of Operations, Information, and Decisions**

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### **EDUCATION**

Undergraduate (B.Sc.): Electrical Engineering  
Technion-Israel Institute of Technology at Haifa, Israel, August 1970

Graduate (M.B.A.): Business Administration (magna cum laude)  
Tel-Aviv University, October 1973  
Areas of Specialization: Marketing and Operations Research

Doctoral (D.B.A.): Business Administration  
Indiana University, January 1978  
Areas of Specialization: Decision Sciences and Marketing

M.A. (Honorary): University of Pennsylvania, 1986

### **ACADEMIC POSITIONS**

Associate Instructor of Marketing  
Indiana University, 1974-1977

Assistant Professor of Marketing  
University of Missouri-Columbia, 1977-1979

Assistant Professor of Marketing  
Northwestern University, 1979-1982

Visiting Assistant Professor of Marketing  
University of Chicago, Spring Quarter 1980/81

Associate Professor of Marketing  
University of Pennsylvania, 1982-1988

Visiting Associate Professor of Marketing  
Chulalongkorn University, Bangkok, Thailand, November-December 1985

Professor of Marketing

University of Pennsylvania, 1988-1996

Visiting Bard Professor of Business Administration

Penn State University, Spring Semester 1988/89

Visiting Professor, Operations Research Department,

AT&T Bell Laboratories, Summer 1989

Visiting Professor of Marketing

INSEAD, Fontainebleau, France, May - June 1991

Visiting Research Scholar in Marketing

Erasmus University, Rotterdam School of Management, The Netherlands, June 1991,

June 1993, April 1995, May 1996, April 1997, March 1999

Professor of Decision Sciences

University of Pennsylvania, 1992-1993

Professor of Operations and Information Management

University of Pennsylvania, 1993-2015

Professor of operations, Information, and Decisions

University of Pennsylvania, 2016-present

Distinguished Visiting Research Scholar

Carnegie Mellon University, 1994/95

Noted Scholar in Business Administration

The University of British Columbia, Summer 1995

Visiting Scholar

Penn State University, Fall Semester 1995/96

Visiting Professor of Marketing

UCLA, Winter/Spring 1996

Sebastian S. Kresge Professor of Marketing, University of Pennsylvania

1997 to present

Visiting Chair in Marketing Research, Erasmus School of Economics, Erasmus University Rotterdam, January 2011 to December 2017.

## **RESEARCH INTERESTS**

- New Product Development and Management
- Market and Feasibility Analyses for New Products/Businesses
- Marketing/Manufacturing/R&D Interface
- Word of Mouth and Text Analysis
- The Media and Entertainment, Pharmaceutical, and the Hi-Tech Industries

## **TEACHING INTERESTS**

Methodological and substantive courses as they apply to marketing science. Methodological teaching interests include courses emphasizing decision-making models and the role of uncertainty in decision-making, marketing research, and management science. Substantive courses of interest include marketing management, new product management, business aspects of the media and entertainment and the pharmaceutical industries, marketing

research, decision support systems for marketing strategy, and the marketing / operations interface.

## **COURSES TAUGHT**

Introduction to Marketing Management (Undergraduate and Graduate)  
Marketing Research (Undergraduate and Graduate)  
Data and Analysis for Marketing Decisions (Undergraduate and Graduate)  
New Product Management (Undergraduate and Graduate)  
Research Theses Advisor (Undergraduate and Graduate)  
International Negotiations (Graduate)  
Quantitative Methods in Marketing (Graduate)  
Models and Tools for Marketing Tactics and Strategy (Undergraduate and Graduate)  
Managerial Decision Science (Graduate)  
Design, Manufacturing, and Marketing Integration (Graduate Course, jointly with Morris Cohen and Karl Ulrich)  
Analysis of the Media and Entertainment Industries (Graduate)  
Bayesian Decision Theory and its Applications (Doctoral Seminar)  
Models of Individual and Several-Persons Decisions (Doctoral Seminar)  
Consumer Behavior (Doctoral Seminar, jointly with Yoram Wind)  
International Marketing Strategy (Doctoral Seminar, jointly with Yoram Wind)  
Mathematical Models in Marketing (Doctoral Seminar)  
Dynamic Models in Marketing (Doctoral Seminar)  
Research Methodology (Doctoral Seminar)

## **PUBLICATIONS**

### ***I. Articles Published in Refereed Journals***

“The Role of Attitude toward Risk in Strictly Competitive Decision-Making Situations” (with Robert L. Winkler), *Management Science*, Vol. 24, No. 12, August 1978, pp. 1231-1241.

“Consumer Preference Judgments: An Exposition with Empirical Applications,” *Management Science*, Vol. 26, No. 1, January 1980, pp. 60-77.

“An Investigation of Competitive Preference Structures and Posterior Performance through a Bayesian Decision-Theoretic Approach,” *Management Science*, Vol. 27, No. 7, July 1981, pp. 785-801.

“Risk Sharing and Group Decision-Making” (with Robert L. Winkler), *Management Science*, Vol. 27, No. 11, November 1981, pp. 1221-1235 (lead article).

“Multiple Business Goals Sets as Determinants of Marketing Channel Conflict: An Empirical Study” (with Donald A. Michie), *Journal of Marketing Research*, Vol. 21, February 1984, pp. 75-88.

“A Theoretical Model of the Overall Profit of a Department Store Operating a Coupons Policy” (with Dror Zuckerman), *Journal of Information & Optimization Sciences*, Vol. 5, No. 3, September 1984, pp. 199-216.

“A Measurement Error Approach for Modeling Consumer Risk Preference” (with John R. Hauser), *Management Science*, Vol. 31, No. 1, January 1985, pp. 1-25 (lead article).

“Analytical Models of Competition with Implications for Marketing: Issues, Findings, and Outlook” (with Rabikar Chatterjee), *Journal of Marketing Research*, Vol. 22, August 1985, pp. 237-261 (runner-up for the 1990 William F. O'Dell Award for the most significant contribution appearing in Vol. 22).

“The Impact of Competitive Entry in a Developing Market upon Dynamic Pricing Strategies” (with Abel P. Jeuland), *Marketing Science*, Vol. 5, No. 1, Winter 1986, pp. 20-36.

“Assessing the Predictive Accuracy of Two Utility-Based Theories in a Marketing Channel Negotiation Context” (with Stephen A. LaTour, Arvind Rangaswamy and Louis W. Stern), *Journal of Marketing Research*, Vol. 23, May 1986, pp. 101-110.

“Arbitrating a Dispute: A Decision-Analytic Approach,” *Management Science*, Vol. 32, No. 8, August 1986, pp. 963-974.

“Risk Behavior and Optimum Advertising with a Stochastic Dynamic Sales Response” (with Charles S. Tapiero and Yoram Wind), *Optimal Control Applications & Methods*, Vol. 8, No. 3, July-September 1987, pp. 299-304.

“Marketing-Production Decisions in an Industrial Channel of Distribution” (with Richard Steinberg), *Management Science*, Vol. 33, No. 8, August 1987, pp. 981-1000.

“A New Stochastic Multidimensional Unfolding Model for the Investigation of Paired Comparison Consumer Preference/Choice Data” (with Wayne S. DeSarbo and Geert De Soete), *Journal of Economic Psychology*, Vol. 8, No. 3, September 1987, pp. 357-384.

“New Product Preannouncing Behavior: A Market Signaling Study” (with Thomas S. Robertson), *Journal of Marketing Research*, Vol. 25, August 1988, pp. 282-292.

“A Practical Bayesian Approach to Selection of Optimal Market Testing Strategies” (with Rabikar Chatterjee, Hubert Gatignon and Leonard Lodish), *Journal of Marketing Research*, Vol. 25, November 1988, pp. 363-375.

“Modeling Multinational Diffusion Patterns: An Efficient Methodology” (with Hubert Gatignon and Thomas S. Robertson), *Marketing Science*, Vol. 8, No. 3, Summer 1989, pp. 231-247.

“Developing Marketing Expert Systems: An Application to International Negotiations” (with Raymond R. Burke, Arvind Rangaswamy and Jerry Wind), *Journal of Marketing*, Vol. 53, No. 4, October 1989, pp. 24-39.

“Optimal Advertising and Pricing for Three-Stage Time-Lagged Monopolistic Diffusion Model Incorporating Income” (with Kamel Jedidi and Wayne S. DeSarbo), *Optimal Control Applications & Methods*, Vol. 10, No. 4, October-December 1989, pp. 313-331.

“A Knowledge-Based System for Advertising Design” (with Raymond R. Burke, Arvind Rangaswamy and Jerry Wind), *Marketing Science*, Vol. 9, No. 3, Summer 1990, pp. 212-229.

“The Innovation Diffusion Process in a Heterogeneous Population: A Micromodeling Approach” (with Rabikar Chatterjee), *Management Science*, Vol. 36, No. 9, September 1990, pp. 1057-1079.

“Competitive Strategies for Two Firms with Asymmetric Production Cost Structures” (with Richard Steinberg), *Management Science*, Vol. 37, No. 11, November 1991, pp. 1452-1473.

“Optimal Positioning of New Product Concepts: Some Analytical Implications and Empirical Results” (with Ajay Manrai), *European Journal of Operational Research*, Vol. 63, No. 3, December 24, 1992, pp. 376-397.

“An Experimental Study of Alternative Preparation Aids for International Negotiations” (with Stephane Gauvin, Gary L. Lilien and Arvind Rangaswamy), *Group Decision and Negotiation*, Vol. 1 No. 3, 1992, pp. 243-267.

“Modeling Goes to Hollywood: Predicting Individual Differences in Movie Enjoyment” (with Mohanbir S. Sawhney), *Management Science*, Vol. 40, No. 9, September 1994, pp. 1151-1173 (Finalist for the 1994 John D.C. Little Best Paper Award).

“An Analytical Process Model of Two-Party Negotiations” (with P. V. Balakrishnan), *Management Science*, Vol. 41, No. 2, February 1995, pp. 226-243.

“New Product Announcement Signals and Incumbent Reactions” (with Thomas S. Robertson and Talia Rymon), *Journal of Marketing*, Vol. 59, July 1995, pp. 1-15 (lead article).

“Searching for Generalizations in Business Marketing Negotiations” (with Gary L. Lilien and Nam Kim) *Marketing Science*, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G47-G60.

“New Product Development: The Performance and Time-to-Market Tradeoff” (with Morris A. Cohen and Teck H. Ho), *Management Science*, Vol. 42, No. 2, February 1996, pp. 173-186.

“A Parsimonious Model for Forecasting Gross Box-Office Revenues of Motion Pictures” (with Mohanbir S. Sawhney) *Marketing Science*, Vol. 15, No. 2, 1996, pp. 113-131 (lead article) (Finalist for the 1996 John D.C. Little Best Paper Award.)

“An Anatomy of a Decision Support System for Developing and Launching Line Extensions” (with Morris A. Cohen and Teck H. Ho), *Journal of Marketing Research*, Vol. 34, February 1997, pp. 117-129.

“Film Critics: Influencers or Predictors?” (with Steven M. Shugan), *Journal of Marketing*, Vol. 61, No. 2, April 1997, pp. 68-78.

“Calculating the Reserve for a Time and Usage-Indexed Warranty” (with Nozer Singpurwalla and Simon Wilson), *Management Science*, Vol. 43, No. 7, July 1997, pp. 966-975.

“SILVERSCREENER: A Modeling Approach to Movie Screens Management” (with Sanjeev Swami and Charles Weinberg), *Marketing Science*, Vol. 18, No.3, 1999, pp. 352-372.

“MOVIEMOD: An Implementable Decision Support System for Pre-Release Market Evaluation of Motion Pictures” (with Jedid-Jah Jonker, Mohanbir S. Sawhney, and Berend Wierenga), *Marketing Science*, Vol. 19, No. 3, 2000, pp. 226-243.

“An Analysis of Several New Product Performance Metrics” (with Morris A. Cohen and Teck H. Ho), *M&SOM*, Vol. 2, No. 4, Fall 2000, pp. 337-349.

“Implementing and Evaluating SILVERSCREENER: A Marketing Management Support System for Movie Exhibitors” (with Sanjeev Swami, Charles Weinberg, and Berend Wierenga), *Interfaces*, Vol. 31: No. 3, Part 2 of 2, May-June 2001, pp. S108-S127.

“Structuring the New Product Development Pipeline” (with Min Ding), *Management Science*, Vol. 48, No. 3, March 2002, pp. 343-363.

“Demand and Supply Dynamics for Sequentially Released Products in International Markets: The Case of Motion Pictures” (with Anita Elberse), *Marketing Science*, Vol. 22, No. 3, Summer 2003, pp. 329-354.

“Emotional Bidders-An Analytical and Experimental Examination of Consumers Behavior in Priceline-Like Reverse Auction” (with Min Ding, Joel Huber, and Ritesh Saini), *Management Science*, Vol. 51, No. 3, March 2005, pp. 352-364.

“The Motion Picture Industry: Critical Issues in Practice, Current Research and New Research Directions” (with Anita Elberse and Mark A.A.M. Leenders), *Marketing Science*, Vol. 25, No. 6, Nov.-Dec. 2006, pp. 638-661.

“From Storyline to Box Office: A New Approach for Green-Lighting Movie Scripts” (with Kachuen (Sam) Hui and Z. John Zhang), *Management Science*, Vol. 53, No. 6,

June 2007, pp. 881-893.

“Globally Distributed R&D Work in a Marketing Management Support Systems (MMSS) Environment: A Knowledge Management Perspective” (with Sanjeev Swami, Charles Weinberg, and Berend Wierenga), *Journal of Advances in Management Research*, Vol. 5, No. 1, January 2008, pp. 7-20.

“A Dynamic Competitive Forecasting Model Incorporating Dyadic Decision-Making” (with Min Ding), *Management Science*, Vol. 54, No. 4, April 2008, pp. 820-834.

“Modeling DVD Pre-Order and Sales: An Optimal Stopping Approach” (with Sam K. Hui and Edward I. George), *Marketing Science*, Vol. 27, No. 6, November-December 2008, pp. 1097-1110.

“Demand-Driven Scheduling of Movies in a Multiplex” (with Quintus Hegie, Jason Ho, Dennis Huisman, Steven J. Miller, Sanjeev Swami, Charles B. Weinberg and Berend Wierenga), *International Journal of Research in Marketing*, 2009, Vol. 26, pp. 75-88.

“The Consumer’s Rent vs. Buy Decision in the Rentailer” (With George Knox), *International Journal of Research in Marketing*, 2009, Vol. 26, pp. 125-135.

“Evolutionary Approach to the Development of Decision Support Systems in the Movie Industry” (with Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga), *Decision Support Systems*, 2009, Vol. 47, pp. 1-12.

“A Viral Branching Model for Predicting the Spread of Electronic Word-of-Mouth” (with Ralf van der Lans, Gerrit van Bruggen, and Berend Wierenga), *Marketing Science*, Vol. 29, No. 2, March-April 2010, pp. 348-365.

“The Antecedents and Consequences of Restrictive Age-Based Ratings in the Global Motion Picture Industry” (with Mark A.A.M. Leenders), *International Journal of Research in Marketing*, Vol. 28 (4), December 2011, pp. 367-377.

“A Diffusion Model for Preannounced Products” (with Delphine Manceau, Vithala R. Rao, and Meng Su), *Customer Needs and Solutions*, Vol.1, Issue1, March 2014, pp.77-89.

“Assessing Box Office Performance Using Movie Scripts: A Kernel-based Approach” (with Kachuen (Sam) Hui and Z. John Zhang), *IEEE Transactions on Knowledge and Data Engineering*, Vol. 26 (11), 2014, pp.2639-2648.

“The Role of Network Embeddedness in Film Success” (with Grant Packard, Anocha Aribarg, and Natasha Z. Foutz), *International Journal of Research in Marketing*, Special Issue on the Entertainment Industry, Vol. 33 (2), June 2016, pp.328-342.

“Talk Bursts: The Role of Spikes in Prerelease Word-of-Mouth Dynamics” (with Sarah Gelper and Renana Peres), *Journal of Marketing Research*, Vol. 55(6), 2018, pp. 801-817.

## II. *Other Articles and Chapters in Books*

“Simulation Analysis of Expert Power in Joint Decision-Making against Competition” (with Ralph L. Day), *Proceedings of the 1977 Winter Simulation Conference*, December 1977, Vol. 1, pp. 403-410.

“Simulation of Risk Attitudes in Joint Decision-Making by Marketing Firms in Competitive Markets” (with Ralph L. Day), in Jagdish Sheth, editor, *Research in Marketing*, Vol. 1, 1978, Greenwich, Connecticut: JAI Press, Inc., pp. 23-51.

“An Empirical Comparative Examination of Multi-attribute Value and Utility Functions: Some Preliminary Results” *Proceedings of the 1978 AIDS Annual Convention*, October 1978, Vol. 1, pp. 51-53.

“Application of Multiattribute Decision Analysis to the Evaluation of New Risky Marketing Alternatives” *Proceedings of the Second Conference on Market Measurement and Analysis*, March 1980, pp. 79-81.

“Stochastic Issues in Innovation Diffusion Models” (with Rabikar Chatterjee), in Vijay Mahajan and Yoram Wind, editors, *Innovation Diffusion Models of New Product Acceptance*, 1986, Cambridge, Massachusetts: Ballinger Publishing Company, pp. 151-199.

“Mathematical Marketing Models: Some Historical Perspectives and Future Projections” (with Gary L. Lilien) in Jehoshua Eliashberg and Gary L. Lilien, editors, *Handbooks in Operations Research and Management Science: Marketing*, Amsterdam: Elsevier Science Publishers B.V., 1993, pp. 3-23.

“Marketing-Production Joint Decision Making” (with Richard Steinberg), in Jehoshua Eliashberg and Gary L. Lilien, editors, *Handbooks in Operations Research and Management Science: Marketing*, Amsterdam: Elsevier Science Publishers B.V., 1993, pp. 827-880.

“Marketing Models: Reflections and Predictions” (with Gary L. Lilien), *Proceedings of the 20th International Research Seminar in Marketing*, June 1993, pp. 158-76.

“New Product Design Strategy Analysis: A Modeling Framework” (with Morris A. Cohen and Teck H. Ho), in Sriram Dasu and Charles Eastman, editors, *Design Management*, Norwell, Massachusetts: Kluwer Academic Publishers, 1994, pp. 45-59.

“Marketing” (with Gary L. Lilien and Yoram (Jerry) Wind) in Saul I. Gass and Carl M. Harris, editors, *Encyclopedia of Operations Research and Management Science*, Norwell: MA, Kluwer Academic Publishers, 1996, pp. 361-365. Second Edition, 1999, forthcoming.

“Minimizing Technological Oversights: A Marketing Research Perspective” (with Gary L. Lilien and Vithala R. Rao), in Raghu Garud, Praveen Nayyar and Zur Shapira, editors, *Technological Innovation: Oversights and Foresights*, Cambridge University Press, 1997, pp. 214-230.

“Customer Preferences, Supply-Chain Costs, and Product-Line Design” (with Fangruo Chen and Paul Zipkin) in Teck H. Ho and Christopher S. Tang, editors, *Product Variety Management: Research Advances*, Norwell, Massachusetts: Kluwer Academic Publishers, 1998, pp. 123-144.

“A Critical Problem for Movie Marketers,” *Financial Times*, November 2, 1998.

“Dynamic Models Incorporating Competition” (with Rabikar Chatterjee and Vithala R. Rao), in Vijay Mahajan, Eitan Muller, and Yoram Wind, Eds., *New Product Diffusion Models*, Norwell, Massachusetts: Kluwer Academic Publishers, 2000, pp. 165-205.

“Mathematics of Advertising,” (with Gary L. Lilien), in the *Encyclopedia of Mathematics*, Supplement II, M. Hazewinkel, Managing Editor, Dordrecht, NL: Kluwer Academic Publishers, 2000, pp 16-21.

“The Drivers of Motion Picture Performance: The Need to Consider Dynamics, Endogeneity, and Simultaneity” (with Anita Elberse), in *Proceedings from the Third and Forth Business and Economics Scholars Workshop Summit in Motion Picture Industry Studies*, Florida Atlantic University, September 2003, pp. 21-36.

“The Films Exhibition Business: Critical Issues, Practice, and Research”, in Charles C. Moul, Editor, *A Concise Handbook of Movie Industry Economics*, Cambridge University Press, 2005, pp. 138-162.

“Decision Models for the Movie Industry” (with Charles B. Weinberg and Sam K. Hui) in Berend Wierenga, Editor, *Handbook of Marketing Decision Models*, Springer, 2008, pp. 437-468.

“Portfolio Management in New Drug Development” (with Min Ding, Songting Dong and Arun Gopalakrishnan) in Min Ding, Jehoshua Eliashberg and Stefan Stremersch, Editors, *Innovation and Marketing in the Pharmaceutical Industry*, Springer, 2014, pp.83-118.

“Of Video Games, Music, Movies, and Celebrities (with Thorsten Hennig-Thurau, Charles B. Weinberg, and Berend Wierenga) Editorial in the Special issue on the Entertainment Industry, *International Journal of Research in Marketing*, Vol. 33 (2), June 2016, pp.241-245.

### III. *Case Studies*

“Polyphonic HMI: Mixing Music and Math,” (with Anita Elberse and Julian Villaneuva) Harvard Case# 9-506-009, September 7, 2005.

#### **IV. Books**

*Handbooks In Operations Research and Management Science: Marketing* (with Gary L. Lilien), Amsterdam: Elsevier Science Publishers B.V., 1993.

*Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives* (with Amiya K. Chakravarty), Boston: Kluwer Academic Publishers, 2004.

*Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies* (with Min Ding and Stefan Stremersch), NY: Springer, 2014.

#### **V. Reviews of Books**

Review of Jain, Pinson, and Ratchford, *Marketing Research: Applications and Problems*, in *Journal of the American Statistical Association*, Vol. 78, September 1983, pp. 742-743.

Review of Sammon, Kurland, and Spitainic, *Business Competitor Intelligence, Methods for Collecting, Organizing, and Using Information*, in *International Journal of Forecasting*, Vol. 2, Number 4, 1986, p. 506.

#### **VI. Papers under Review or Revision**

"Group Consumption, Experience with the Category, and Word Of Mouth" (with Irit Nitzan and Talia Rymon)

#### **RESEARCH IN PROGRESS**

##### *Working Papers* (Selected List)

"On the Predictive and Economic Value of Online Reviews" (with Yi Liu)

"The Shape of Stories" (with Olivier Toubia)

"Responding to Complaints" (with Gad Allon)

"Working with Online Product Reviews: Process and Applications" (with Gui Liberali)

"Synthetic Reviews" (with Gui Liberali and Zining Wang)

"An Analysis of Fandom Content" (with Peter Decherney)

"Discovering the Right Movie: Trailer Customization for Movie Recommendations" (with Shasha Lu and Min Ding)

"The Mystery of Mystery Promotion" (with Raghu Iyengar, and Liangbin Yang)

“An Empirical Study of Movie Production Process and its Impact on Performance”

“Embedding the Customer Abandonment Option in CLV: A Formal Model and its Managerial Implications” (with George Knox, Andre Bonfrer)

## EDITORIAL AND REFEREEING ACTIVITIES

Series Editor: Springer (formerly Kluwer Academic Publishers) International Series in Quantitative Marketing (1987 - present)

Series Editor: Now Publishers--Foundations and Trends in Marketing (2006-present)

Co-Editor: *International Journal of Marketing Education* (2002-2005)

Co-Editor: (with Morris A. Cohen) Focused Issue on the Marketing/Operations Management Interface, *M&SOM* (2000)

Co-Editor: (with Thorsten Hennig-Thurau, Charles B. Weinberg, and Berend Wierenga) Special Issue on the Entertainment Industry, *International Journal of Research in Marketing* (2016)

Senior Editor: *Manufacturing and Service Operations Management* (1996 - 2006)

Advisory Board: *Applied Economics Research Bulletin*

Advisory Board: Customer Needs and Solutions (2013-present)

Departmental Editor: *Management Science* (January 1987 - December 1996)

Associate Editor: *Management Science* (January 1983 - January 1987)

Editorial Board: *European Journal of Operational Research* (August 1991 – July 2000)  
*Marketing Science* (January 1984 - December 1994)  
*Marketing Letters* (September 1988 - September 1994)

Referee: *Annals of Operations Research: Hierarchical Optimization*  
*Annual Review of Marketing: 1981*  
*Behavioral Science*  
*Decision Sciences*  
*International Journal of Forecasting*  
*International Journal of Game Theory*  
*International Journal of Research in Marketing*  
*Journal of Consumer Research*  
*Journal of Forecasting*  
*Journal of Management Studies*  
*Journal of Marketing*  
*Journal of Marketing Research*  
*Journal of the American Statistical Association*  
*Management Science*  
*Operations Research*  
*Optimal Control Applications & Methods*  
*Research in Marketing, Vol. 7*  
*European Journal of Operational Research*  
*Interfaces*

Outside referee for promotion and tenure cases:

Arizona State University, Duke University, University of Washington, INSEAD, Tel-Aviv University, Vanderbilt University, Hebrew University, University of Cincinnati, NYU, MIT, UCLA, University of California at Irvine, University of Illinois, University of Southern California, University of Pittsburgh, Northwestern University, University of Haifa, Penn State University, Stanford University, Harvard University, Cornell University, University of Chicago, University of Delaware, University of California at Davis, Ben-Gurion University, University of Maryland, University of Michigan, Washington University, University of California at Berkeley, Dartmouth College, Technion-Israel Institute of Technology, Carnegie Mellon University, University of Minnesota, University of Missouri at St. Louis, The Hong Kong University of Science & Technology, London Business School, Rutgers University, Rice University, IDC.

Outside assessor of research project proposals:

*National Science Foundation*  
*Social Sciences and Humanities Research Council of Canada*  
*The Israel Science Foundation*  
*Research Grants Council, Hong Kong*  
*The Dutch Social Science Research Council*  
*New York University - Presidential Fellowships for Junior Faculty*

## **PRESENTATIONS AT CONFERENCES**

“Simulation Analysis of Expert Power in Joint Decision-Making against Competition” (with Ralph L. Day), 1977 Winter Simulation Conference, Gaithersburg, Maryland, December 1977.

“An Empirical Comparative Examination of Multi-attribute Value and Utility Functions: Some Preliminary Results,” 1978 AIDS Annual Convention, St. Louis, Missouri, October 1978.

“A Decision-Theoretic Approach to Selecting a Pareto-Optimal Strategy in Group Decision-Making Situations,” ORSA/TIMS Joint National Meeting, Los Angeles, California, November 1978.

“Bayesian Analysis of Strictly Competitive Decision-Making Situations,” TIMS/ORSA Joint National Meeting, New Orleans, Louisiana, May 1979.

“A Decision-Theoretic Approach to Group Decision-Making under Uncertainty” (with Robert L. Winkler), ORSA/TIMS Joint National Meeting, Milwaukee, Wisconsin, October 1979.

“Application of Multiattribute Decision Analysis to the Evaluation of New Risky Marketing Ventures,” The Second ORSA/TIMS Special Interest Conference on Marketing Measurement and Analysis, University of Texas at Austin, March 1980.

“An Error Theory for von Neumann-Morgenstern Utility Assessment” (with John R. Hauser), TIMS/ORSA Joint National Meeting, Washington, D.C., May 1980.

“Measuring the Effect of Coupons Policy upon Sales in a Department Store” (with Dror Zuckerman), TIMS/ORSA Joint National Meeting, Washington, D.C., May 1980.

“Saving Happiness: Inventorying Attributes” (with Steve Shugan), ORSA/TIMS Joint National Meeting, Colorado Springs, Colorado, November 1980.

“An Investigation of Competitive Preference Structures and Posterior Performance through a Bayesian Decision-Theoretic Approach,” CORS/TIMS/ORSA Joint National Meeting, Toronto, Canada, May 1981.

“Assessing Social Welfare Functions in a Marketing Channel Context” (with Steve LaTour and Louis W. Stern), ORSA/TIMS Joint National Meeting, Houston, Texas, October 1981.

“Competitive Strategies in New Product Growth Markets” (with Abel P. Jeuland), TIMS/ORSA Joint National Meeting, Detroit, Michigan, April, 1982.

“Measurement Error Theories for von Neumann - Morgenstern Utility Functions” (with John R. Hauser), ORSA/TIMS Joint National Meeting, San Diego, California, October 1982.

“Estimation Procedures for New Product Diffusion Models” (with Vijay Mahajan and David Schmittlein), Advances and Applications in New Product Forecasting: Innovation Diffusion Models, Boston, Massachusetts, October 1983.

“Diffusion of New Products in Heterogeneous Populations: Incorporating Stochastic Coefficients” (with Charles S. Tapiero and Yoram Wind), ORSA/TIMS Joint National Meeting, Orlando, Florida, November 1983.

“Competitive Pricing Strategies in a Developing Market” (with Abel P. Jeuland), ORSA/TIMS Joint National Meeting, Orlando, Florida, November 1983.

“Marketing-Production Decisions in an Industrial Channel of Distribution” (with Richard Steinberg), 1984 Marketing Science Conference, Chicago, Illinois, March 1984.

“Marketing-Production Decisions in an Industrial Channel of Distribution” (with Richard Steinberg), TIMS/ORSA Joint National Meeting, San Francisco, California, May 1984.

“Negotiation, Bargaining and Conflict Resolution: Models and Empirical Evidence” 1984 AMA Summer Marketing Educators' Conference, Chicago, Illinois, August 1984.

“Assessing Social Welfare Functions in a Marketing Channel Context” (with Arvind Rangaswamy), ORSA/TIMS Joint National Meeting, Dallas, Texas, November 1984.

“Estimating Diffusion Models: A Bayesian Approach” (with Hubert Gatignon), ORSA/TIMS Joint National Meeting, Dallas, Texas, November 1984.

“Marketing and Operations Decisions by Centralized Distribution Systems in Competitive Settings” (with Richard Steinberg), 1985 Marketing Science Conference, Nashville, Tennessee, March 1985.

“The Measurement and Management of Marketing Risk in New Product Growth Markets” (with Yoram Wind), 1985 Marketing Science Conference, Nashville, Tennessee, March 1985.

“Production and Marketing Decisions in a Duopoly” (with Richard Steinberg), TIMS/ORSA Joint National Meeting, Boston, Massachusetts, April 1985.

“Stochastic Issues in Innovation Diffusion Models” (with Rabikar Chatterjee), ORSA/TIMS Joint National Meeting, Atlanta, Georgia, November 1985.

“A Model to Select Optimal Test Market Strategies” (with Rabikar Chatterjee, Hubert Gatignon, and Leonard Lodish), 1986 Marketing Science Conference, Dallas, Texas, March 1986.

“Arbitrating a Dispute: A Decision-Analytic Approach” TIMS/ORSA Joint National Meeting, Los Angeles, California, April 1986.

“Production-Marketing Strategies for American and Japanese Firms in Competition” (with Richard Steinberg), TIMS/ORSA Joint National Meeting, Los Angeles, California, April 1986.

“Marketing-Production Decisions in Industrial Channels of Distribution” (with Richard Steinberg), TIMS/ORSA Joint National Meeting, Los Angeles, California, April 1986.

“Applications of Expert Systems for Marketing Decisions”, (with Raymond Burke, Arvind Rangaswamy, and Yoram Wind), ORSA/TIMS Joint National Meeting, Miami Beach, Florida, October 1986.

“International Joint Ventures: A Marketing Perspective” (with Ajay Manrai), MSI-Lauder Institute International Conference, University of Pennsylvania, November 1986.

“Multiple Issues Negotiations in Marketing Channels: A Theoretical and Empirical Investigation” (with Arvind Rangaswamy and P.V. Balakrishnan) 1987 Marketing Science Conference, Jouy-en-Josas, France, June 1987.

“Innovation Diffusion Models with Stochastic Parameters: Forecasting and Planning Implications” (with Charles S. Tapiero and Yoram Wind) 1987 Marketing Science Conference, Jouy-en-Josas, France, June 1987.

“A Process Model of Two-Party Negotiations in Channels of Distribution” (with P. V. Balakrishnan), TIMS/ORSA Joint National Meeting, St. Louis, MO, October 1987.

“A Bayesian Approach to Selection of Optimal Market Testing Strategies” (with Rabikar Chatterjee, Hubert Gatignon, and Len Lodish), TIMS/ORSA Joint National Meeting, St. Louis, MO, October 1987.

“Optimal Product Positioning: Implications for Marketing and R&D” (with Ajay Manrai), 1988 ORSA/TIMS Marketing Science Conference, Seattle, WA, March 1988.

“An Empirical Investigation of Two-Party Negotiations in Channels of Distribution” (with P. V. Balakrishnan and Arvind Rangaswamy), TIMS/ORSA Joint National Meeting, Washington, D.C., April 1988.

“New Product Preannouncing Behavior: A Market Signaling Study” (with Thomas S. Robertson), ORSA/TIMS Joint National Meeting, Denver, CO, October 1988.

“Production-Marketing Joint Decision-Making” (with Richard Steinberg), ORSA/TIMS Joint National Meeting, Denver, CO, October 1988.

“Dynamic Product Positioning” (with Rabikar Chatterjee and Ajay Manrai), 1989 ORSA/TIMS Marketing Science Conference, Durham, NC, March 1989.

“Uncertainty Reduction in a Negotiation Context” (with Linda G. Schneider), ORSA/TIMS Joint National Meeting, New York, NY, October 1989.

“R&D/Marketing Linkage and New Product Success Rate” (with Ajay Manrai and Thomas S. Robertson), ORSA/TIMS Joint National Meeting, New York, NY, October 1989.

“External Validity Issues in Negotiation Studies” (with Linda G. Schneider), MSI Business-To-Business and International Marketing Steering Group Meeting, Boston, MA, November 1989.

“Product Features Development and Introduction Over Time” (with Arvind Rajan and Richard Steinberg), Marketing Science Conference, Champaign, IL, March 1990.

“Optimal New Product Positioning: A Dynamic Perspective” (with Rabikar Chatterjee, Ajay Manrai, and Lalita Manrai), Marketing Science Conference Champaign, IL, March 1990.

“An Empirical Test of the New Analytical Process Model of Two-Party Negotiation in Channels of Distribution” (with P. V. Balakrishnan), Marketing Science Conference, Champaign, IL, March 1990.

“Market Signaling” (with Thomas Robertson) MSI Mini-Conference on Understanding and Managing Competitive Reactions, Boston, MA, October 1990.

“Truth and Bluffs in Marketing Signaling” (with Thomas Robertson and Talia Rymon) ORSA/TIMS Joint National Meeting, Philadelphia, PA, October 1990.

“NEGOTEX: Insights from Validation and Application” (with Arvind Rangaswamy) ORSA/TIMS Joint National Meeting, Philadelphia, PA, October 1990.

“Modeling Goes to Hollywood: Predicting Movie Enjoyment” (with Mohanbir Sawhney), Marketing Science Conference, Wilmington, DE, March 1991.

“Bargaining in Marketing: Theory, Practice and Research Agenda” (with Gary L. Lilien), EURO/TIMS Joint International Conference, Helsinki, Finland, June 1992.

“Product Development: The Manufacturing-Marketing Interface” (with Morris A. Cohen and Teck H. Ho), Marketing Science Conference, London, July 1992.

“Forecasting Motion Pictures Success” (with Steve Shugan) ORSA/TIMS Joint National Meeting San Francisco, California, November 1992.

“New Product Development: Performance, Timing, and the Marketing-Manufacturing Interface” (with Morris A. Cohen and Teck Ho) ORSA/TIMS Joint National Meeting, San Francisco, California, November 1992.

“Marketing-Production Joint Decision Making” (with Richard Steinberg) ORSA/TIMS Joint National Meeting, San Francisco, California, November 1992.

“Bivariate Failure Models for Warranty Analysis” (with Nozer Singpurwalla and Simon Wilson), ORSA/TIMS Joint National Meeting, San Francisco, California, November 1992.

“Predicting Motion Picture Success” (with Steve Shugan) Marketing Science Conference, St. Louis, March 1993.

“How the Success of a Single Affects Album Sales” (with Scott Davis and Charles Weinberg) Marketing Science Conference, St. Louis, March 1993.

“New Product Process and Management: An Application in the Packaged Goods Industry” (with Morris A. Cohen and Teck H. Ho), Operations Management Summer Camp, M.I.T., July 1993.

“Minimizing Technological Oversights: A Marketing Research Perspective” (with Gary L. Lilien and Vithala R. Rao), Technological Oversights and Foresights Conference, NYU, March 1994.

“A Market Demand Model for Preannounced Products” (with Vithala R. Rao), Marketing Science Conference, Tucson, AZ, March 1994.

“A Game Theoretic Analysis with Empirical Insights for Competitive Signaling and Bluffing” (with Talia Rymon and Thomas S. Robertson), Marketing Science Conference, Tucson, AZ, March 1994.

“Can Managers Detect Bluff Signals?” (with Talia Rymon and Thomas S. Robertson) TIMS XXXII International Meeting, Anchorage Alaska, June 1994.

“Product Design Strategy Analysis: The Marketing-Manufacturing Interface” (with Morris A. Cohen and Teck H. Ho) TIMS XXXII International Meeting, Anchorage Alaska, June 1994.

“When Should You Believe Your Competitor’s Announcement?” (With Talia Rymon and Thomas S. Robertson), Marketing Science Conference, Sydney, Australia, July 1995.

“Screener: A Dynamic Programming Approach to the Scheduling of Movies on Screens” (with Sanjeev Swami and Charles B. Weinberg), Marketing Science Conference, Gainesville, Florida, March 1996.

“Modeling the Relationship Between Movie Studios and Theaters,” Supply Chain Coordination Forum, The Wharton School, October 1996.

“Forecasting the Demand for Sell-Through Videocassette Sales: A Utility Theory Based Approach” (with Jagmohan Raju and Wilfred Amaldoss), Marketing Science Conference, Berkeley, CA, March 1997.

“Forecasting Generic Drug Use after Brand Patent Expiration” (with Lewis W. Coopersmith and Susan Hogan), INFORMS International Meeting, Israel, June 1998.

“Competitive Interplay and the Potential for Pricing Bluffs: An Empirical Study” (with Talia Rymon and Thomas S. Robertson), INFORMS International Meeting, Israel, June 1998.

“Modeling the Diffusion of Pre-announced Products through an Analysis of Pent-up Demand” (with Delphine Manceau and Vithala R. Rao), Marketing Science Conference, INSEAD, France, July 1998.

“Structuring the New Product Development Pipeline” (with Min Ding), Marketing Science Conference, Syracuse, NY, May 1999.

“SILVERSCREENER: Implementing a Movie Screens Management System in a Dynamic Context” (with Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga), Marketing Science Conference, Los Angeles, CA, June 2000.

“Explaining and Managing the International Performance of Movies” (with Mark Leenders) Marketing Science Conference, Los Angeles, CA, June 2000.

“Diffusion of Sequentially-Released Media Products in International Markets” (with Anita Elberse), Marketing Science Conference, Germany, July 2001.

“Issues in Marketing and exhibiting Movies in foreign Markets”(with Anita Elberse), The Third Business and Economics Scholars Workshop in Motion Picture Industry Studies, Florida Atlantic University, November 2001.

“Prerelease Product Expectations and market Performance: An Empirical Analysis” (with Anita Elberse, Teck-Hua Ho, and Yusong Wang), Marketing Science Conference, Edmonton, CA, June 2002.

“Movie Scheduling on Multiple Theaters with Multiple Screens: Model Extensions and Implementation Experience” (with Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga), Marketing Science Conference, Edmonton, CA, June 2002.

“The Exhibition Sector” Workshop on the Economics of the Movie Industry, Washington University in St. Louis, April 2003.

“Marketing Models for Movie Managers: Model Development and Implementation Experience” (with Steven J. Miller, Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga), Marketing Science Conference, University of Maryland, College Park, MD, June 2003.

“New Products Development Process: From Optimal Pipelines to Optimal Portfolios” (with Min Ding), Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

“Consumer Decision Making at the Video Store: Renting vs. Buying” (with George Knox), Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

“Modeling and Managing Customer Lifetime Value in a Multichannel Setting” (with George Knox and Peter Fader), Marketing Science Conference, Emory University, Atlanta GA., June 2005.

“New Products Portfolios” (with Min Ding), Marketing Science Conference, University of Pittsburgh, Pittsburgh PA, June 2006.

“A Viral Branching Model for Predicting the Spread of Electronic Word-of-Mouth” (with Ralf van der Lans, Gerrit van Bruggen, and Berend Wierenga), Marketing Science Conference, University of British Columbia, Vancouver CA, June 2008.

“Time of Service Effect: The Case of Multiplex Movie Theaters” (with Jason Ho, Charles Weinberg, and Berend Wierenga), Marketing Science Conference, University of Cologne,

Germany, June 2010.

“Green-lighting Movie Scripts: A Nearest Neighbor Regression Approach” (with Sam Hui and John Zhang), Marketing Science Conference, Boston University, June 2012.

“Network Power” (with Anocha Aribarg, Natasha Foutz, and Grant Packard), Marketing Science Conference, Boston University, June 2012.

“Talk Bursts – Word-of-Mouth Spikes and Their Role in Forecasting Box Office Sales for Movies” (with Sarah Gelper and Renana Peres), Marketing Science Conference, Boston University, June 2012. 2014 Marketing and Innovation Symposium, RSM, Rotterdam, The Netherlands, May 2014.

“Digital Cinema: Implications for Movie Theaters and Movie Research” (with Katherine Goff, Saeed Zolfaghari, Charles Weinberg, Berend Wierenga), 2014 Marketing and Innovation Symposium, RSM, Rotterdam, The Netherlands, May 2014.

## **INVITED LECTURES**

Statistics Department, University of Missouri-Columbia, November 1977

Anderson Graduate School of Management, UCLA, November 1978, February 1996

Krannert School of Management, Purdue University, January 1979, August 1987, November 1988, November 1992

Graduate School of Business Administration, Tel-Aviv University, March 1981, February 1986, June 1990, December 1993, May 1996,

Graduate School of Business, University of Chicago, April 1981, April 1991

School of Management and Administration, the University of Texas at Dallas, March 1982, March 1988

College of Business Administration, Pennsylvania State University, April 1984, April 1989

Graduate School of Management, Cornell University, October 1984, November 1993, April 2000, April 2004

Graduate School of Business, Columbia University, October 1984, June 1994, October 1995

Sloan School of Management, Massachusetts Institute of Technology, April 1985, May 1999

College of Business Administration, Ohio State University, February 1987

College of Business Administration, the University of Texas at Austin, April 1987

Edwin L. Cox School of Business, Southern Methodist University, April 1987

Haas School of Business Administration, University of California at Berkeley, November 1987, August 1991, April 1996

Graduate School of Business, University of Pittsburgh, May 1988, April 2008

Operations Research Department, AT&T Bell Laboratories, September 1988, July/August 1989

The Amos Tuck School of Business, Dartmouth College, September 1988

Graduate School of Business, University of Michigan, October 1988

John M. Olin School of Business, Washington University, March 1989

Faculty of Commerce and Business Administration, University of British Columbia, November 1989, June 1995

Faculty of Management, University of Toronto, April 1990  
National Science Foundation, Washington, D.C., May 1990  
Faculty of Industrial Engineering and Management, Technion, Israel Institute of Technology,  
June 1990  
INSEAD, European Institute of Business Administration May 1991  
Rotterdam School of Management, Erasmus Universiteit Rotterdam, June 1991, June 1993,  
May 1996, April 1997, April 1998, June 2006  
Stanford Marketing Summer Camp, August 1991  
University of Florida Winter Research Retreat, February 1992  
Operations Research Group and Department of Business Administration, University of  
Delaware, February 1992, October 1997  
University of Michigan, Phelps Lectures Series, April 1992  
Faculty of Sciences and Administration, Laval University, Quebec, Canada, May 1992  
Graduate School of Management, University of California, Irvine, May 1992  
Graduate School of Industrial Administration, Carnegie Mellon University, November 1993  
Graduate School of Business Administration, Harvard University, March 1994, January 1997  
Graduate School of Business Administration, University of Rochester, April 1994, October  
1999  
University of Washington Marketing Camp, September 1994  
The Fox School of Business and Management, Temple University, January 1995, March  
1998, November 2002, April 2014.  
London Business School, February 1995  
Stern School of Business, New York University, March 1995  
Department of Business Administration, University of Illinois at Urbana-Champaign, April  
1995  
Columbia University, Marketing Camp, June 1995  
Graduate School of Business, Stanford University, April 1996  
School of Business Administration, University of Southern California, May 1996  
J. L. Kellogg Graduate School of Management, Northwestern University, March 1997  
School of Business Administration, the Hebrew University, Israel, June 1997  
School of Business Administration, Fordham University, April 1998  
School of Business, the University of Kansas, October 1999  
University of Pittsburgh, Sheth Foundation Winter Marketing Camp, January 2000  
School of Management, Yale University, February 2002  
Fuqua School of Business, Duke University, April 2003  
Graduate School of Management, University of California at Davis, April 2003  
Smeal Marketing Research Camp, Penn State University, April 2006  
AMA Doctoral Consortium Faculty, University of California at Berkeley, August 1988  
Sheth Doctoral Consortium, University of Maryland, July 2006  
Sheth Doctoral Consortium, University of Washington, June 2012  
School of Management, Northeastern University, April 2007  
Robert H. Smith School of Business, University of Maryland, May 2007  
Singapore Management University, August 2008  
University of Amsterdam, Amsterdam Business School, April 2009  
Advertising Research Foundation, April 2009  
IESE Business School, Barcelona, Spain, June 2010

Buck Weaver Symposium, MIT, January 2011  
Marketing Modelers Group, NYC, March 2016

## FELLOWSHIPS, GRANTS, AND HONORS

- Tel-Aviv University Academic Fellowship, 1972-73
- Indiana University Academic Fellowship, 1974-77
- University of Missouri 1978 Summer Research Fellowship
- Northwestern University, Xerox Research Professor, 1981-82
- The Wharton School, various Summer Research Grants
- The Wharton School, IBM Management of Information Systems Grant
- Marketing Science Institute Research Grants, 1988-89, 1994-96
- The Lauder Institute Award of Honorable Mention for the Research Paper that Best Advances the Theory and Practice of International Management Science, 1989
- Inaugural Winner of the Carol and Bruce Mallen Prize for Published Scholarly Contributions to Motion Picture Industry Studies, 1999
- Elected as a Fellow of the INFORMS Society for Marketing Science, June 2010
- Named a Fellow of the Institute for Operations Research and the Management Sciences, November 2010

## MEDIA COVERAGE

*BoxOffice (August 2007); Business Week (11/24/1997); Chicago Tribune (5/10/2008); The Christian Science Monitor (11/5/1993); The Economist (7/4/1992); El Mundo (3/7/2010); The Financial Post (1/19/2000); Financial Times (05/15/2009); Forbes (12/4/2006; 12/9/2008); Fortune (9/20/1993); Los Angeles Times (7/2/2006; 12/26/2007); Newsweek (3/20/2006); The New York Times (8/28/2006; 11/12/2006; 1/20/2010); NPR (8/17/2010); The Philadelphia Inquirer (9/9/1993; 9/26/1993; 4/14/1994; 11/19/1995; 11/4/1997; 3/8/2001; 5/8/2008; 7/21/2009; 5/9/2010); Variety (10/19-25, 1998, 1/18/2000); The Wall Street Journal (11/13/1997); The Washington Post (6/12/1994; 8/29/2006); Vice Media (4/17/2015); Marketplace (12/18/2015); Wired (3/18/2016)*

## PROFESSIONAL ACTIVITIES

- Member of the Advisory Panel, Decision, Risk, and Management Science Program at N.S.F., October 1991 - May 1993
- Track Chairman: "Forecasting in Marketing," The Seventh International Symposium on Forecasting, May 1987 (Boston, Massachusetts).
- Session Chairman:
  - "Sequential Decision Models," TIMS/ORSA Joint National Meeting, May 1979 (New Orleans, Louisiana)
  - "Decision Analysis: Risk and Utility," TIMS/ORSA Joint National Meeting, May 1980 (Washington, D.C.)
  - "Negotiation, Bargaining and Conflict Resolution: Models and Empirical Evidence" Special Session: TIMS College of Marketing, 1984 AMA Summer Marketing Educators' Conference, August 1984 (Chicago, Illinois)

- “Decision Models” 1986 Marketing Science Conference, March 1986, (Dallas, Texas)
- “Decision Analysis and Marketing,” TIMS/ORSA Joint National Meeting, April 1986 (Los Angeles, California)
- “The Finance-Marketing Interface,” 1987 Marketing Science Conference, June 1987 (Jouy-en-Josas, France)
- “Market Research,” ORSA/TIMS Joint National Meeting, October 1987 (St. Louis, Missouri)
- “Negotiations in Marketing,” TIMS/ORSA Joint National Meeting, April 1988 (Washington, D.C.)
- Discussant: “Diffusion Models Revisited,” 1989 ORSA/TIMS Marketing Science Conference, March 1989 (Durham, NC)
- Chairman, 1980 AIDS Doctoral Dissertation Competition
- Co-chairman, 1983, Colloquium on Negotiations Analyses and Studies (at Penn)
- Judge, Decision Analysis Student Paper Competition, 1991
- Judge, American Marketing Association Doctoral Dissertation Competition, 1992, 1993, 1998
- Member of the Review Committee for *Marketing Science* Editor, 1990
- Member of the Search Committee for *Marketing Science* Editor, 1997
- 1995 AMA Doctoral Consortium Faculty, University of Pennsylvania, August 1995
- Consultant, NSF Grant #SES-9122494 (PI, Nozer D. Singpurwalla, The George Washington University)
- Member of the INFORMS Publications Committee, 1997-1999.
- Member of the Editor Search Committee for the new INFORMS journal on education, 1999
- Member of the Advisory Board, Management of Health Sciences and Technology
- Advisor to the American Councils of International Education, 1998-2000.
- Member of the Advisory Committee, University of Cyprus, 2001-2002.
- Member of the CMO Council Academic Liaison Board, 2007-present.

## PROFESSIONAL AFFILIATIONS

American Marketing Association  
The Institute for Operations Research and Management Sciences

## DOCTORAL DISSERTATIONS ADVISING

*Northwestern University*

Keng-Yu Chou, “A General Model for Competitive Pricing and Product Line Pricing,”  
June 1982 – Committee Member.

*University of Pennsylvania*

Pascal Lang, “Normative Models of Nonidiosyncratic Procurement,” March 1985 – Committee Member.

Rabikar Chatterjee, “The Innovation Diffusion Process in a Heterogeneous Population: An Analytical Model Based on an Individual Level Approach,” May 1986 – Chairman.

Ricardo Ernst, “Contributions to Distribution System Theory in Multiple Owner Environments” May 1987 – Committee Member.

Mihkel M. Tombak, “Economic Analysis of Flexible Manufacturing Systems,” June 1988 – Committee Member.

Sangwon Moon, “An Integrated Supply-Chain Planning System,” June 1988 – Committee Member.

Seung-Chan, Choi, “Optimal Product Positioning in a Competitive Environment,” July 1988 – Committee Member.

P. V. (Sundar) Balakrishnan, “A Process Model of Two-Party Negotiation in Channels of Distribution,” November 1988 – Chairman.

Mohanbir S. Sawhney, “Stochastic Models for Forecasting and Diagnosing New Product Performance: An Application to the Motion Picture Industry,” June 1993 – Chairman.

Teck Hua Ho, “Product Design Strategy Analysis: The Marketing-Manufacturing Interface,” June 1993 – Co-Chairman.

Talia Rymon, “Competitive Signaling and Bluffing – A Normative and Empirical Investigation,” October 1993 – Co-Chairman.

Pamela K. Armstrong, A System Approach for Examining Quality in High Contact Services: Analyzing the Impact of the Consumer, Personnel, and the Delivery Process on Quality and Profits,” October 1994 – Committee Member.

Rajeev K. Tyagi, “Three Essays on Interactions between Related Firms,” June 1996 – Committee Member.

Serdar Sayman, “Positioning of Store Brands,” June 1998 – Committee Member.

Wilfred Amaldoss, “Collaborating to Compete: A Game - Theoretical Model and Experimental Investigation of Competition Among Alliances,” July 1998 – Committee Member.

Min Ding, “Market Potential Assessment and Optimal Resource Allocation for New Products,” May 2001 – Chairman

Yusong Wang, “Three Essays on Retailing” August 2002—Committee Member

Anita Elberse, “Supply and Demand Dynamics for Sequentially Released Products in International Markets: An Empirical Analysis Applied to Motion Pictures,” September 2002 –External Chairman

Ye Hu, “Strategic Release of Home Videos” July 2004--Co-Chairman

Noah Tai San Lim, “The Theory of Lowest-Price Guarantees” August 2005--Committee Member.

George Knox, “Modeling and Managing Customers in a Multi-channel Setting” August 2006--Co-Chairman.

Ka-Chuen (Sam) Hui, “Analysis of Path Data in Marketing with Implications to Grocery Shopping” August 2008—Committee Member.

#### *Outside Reader*

Yoel Raban, “A Dynamic Brand Choice Model,” Tel Aviv University, Israel, January 1988.

Ale Smidts, “Decision Making Under Risk: A Study of Models and Measurement Procedures with Special Reference to the Farmer's Marketing Behavior,” Wageningen Agricultural University, The Netherlands, August 1990.

Mark Leenders, “The Marketing/ R & D Interface and New Product Performance,” Erasmus University, The Netherlands, June 1998.

### **COMMITTEE SERVICES**

Marketing Department (at UMC) Educational Policy Committee, 1977-1979.  
School of Business (at UMC) Committee on Quantitative Methods Option for MBA, 1978.  
College of Business and Public Administration (at UMC) Committee on Internationalizing the College Curriculum, 1978.

Marketing Department (at Penn) Co-director of the Doctoral Program, 1983-1984; Director, 1985-1987.

Marketing Department (at Penn) Doctoral Policy Committee, 1982-1987, 1994, 1996-2013, 2016-2018.

Marketing Department (at Penn) Curriculum Committee, 1983, 1994, 1996-1999, 2003-2014, 2018-

Marketing Department (at Penn) Executive Education Committee, 1984-1987, 1989-1994, 1996-1999.

Marketing Department (at Penn) Chairman of the Recruiting Committee, 1984; Committee Member, 1985-1987, 1989-1994, 1996, 2010, 2013.

Marketing Department (at Penn) Member of the IT, Website, Communication Committee, 2014.

Marketing Department (at Penn) Strategic Planning Committee, 1993.

Marketing Department (at Penn) Member of the Quinquennial Review Committee, 1993.

Marketing Department (at Penn) Undergraduate Liaison, 2015.

Wharton School Policy Committee for Doctoral Programs, 1983-1987.

Wharton School MBA Executive Committee, 1996.

Wharton School Undergraduate Executive Committee, 1984-1986.

Wharton School Undergraduate Curriculum Committee, 2000, 2004, 2011, 2012; Chairman, 2010-2011.

Wharton School MBA Curriculum Committee, 1986, 2006-2007.

Wharton School Graduate Standards Committee, 1989.

Wharton School Managerial Economics Core Course Committee, 1989.

Wharton School Executive Education Committee, 1991, 1994, 1997-2000; Chairman, 1993.

Wharton School Advisory Committee on Faculty Personnel, 1991-1993, 2012-2014.

Wharton School New Building Advisory Committee, 1997.

Wharton School Quinquennial Review Committee of the Management Department, 2003-2004.

Wharton School Quinquennial Review Committee of the Mack Center for Technology Innovation, 2005-2006.

Wharton School Quinquennial Review Committee of the Boettner Center for Pensions and Retirement Research, 2009-2010.

Wharton School Quinquennial Review Committee of the Rodney White Center for Financial Research, 2015-2016.

Wharton School, Dean's Advisory Council, 2009-2010.

Wharton School, Chair of the Committee on Academic Freedom and Responsibility, 2015-16.

University of Pennsylvania Admissions and Financial Aid Committee, 1993-1995

University of Pennsylvania Hearing Boards for the Student Disciplinary System and the Code of Academic Integrity, 2005-2007.

University of Pennsylvania Senate executive Committee, 2016-2018.

## **EXECUTIVE EDUCATION**

AstraZeneca

AT&T Mini-MBA in General Management

AT&T Bell Laboratories

AT&T Information Systems

Bell Atlantic

Booz, Allen & Hamilton

Cheil Communications

Givaudan: Global/Key Account Management Program

IBM Marketing Analysis and Planning

Independence Blue Cross

INSEAD-Advanced Industrial Marketing Strategy Seminar  
 Institut Français du Pétrole - Petroleum Management Executive Session  
 Janssen Pharmaceutica Inc.  
 Johnson & Johnson Global Medical Leaders Program  
 L G Electronics  
 Lucent Technologies  
 Philip Morris  
 Nokia  
 Novo Nordisk  
 The Siam Cement Group (Thailand)  
 WIPRO  
 Woodside Travel Trust  
 Wyeth Global Product Positioning Program  
 The Wharton School Executive Education Programs:

- Advanced Competitive Marketing Strategy
- Advances in Marketing Research - Faculty Coordinator
- Bennett University
- Consumer Marketing Strategy
- Customer Analytics
- Decision Models for Management
- Digital Marketing Strategies for the Digital Economy
- Essentials of Management
- Essential of Marketing
- Google Marketing Academy
- New Product Development and Introduction --Academic Director
- Work-Based Learning Leaders Program
- Strategies for Complex Negotiations --Academic Director
- Wharton Program for Gaming Executives—Academic Director

## **INDUSTRIAL EXPERIENCE**

- Tadiran, Israel Electronics Industries, Tel-Aviv, Israel (1970-1974), the largest electronics manufacturer in Israel. Two years in quality control department: product quality and reliability improvement, design of quality control test points on the assembly line, customer satisfaction assurance in terms of product technical specifications and delivery times. Later was responsible for the company marketing research operations: initiating international joint ventures proposals, designing marketing information systems and supervising marketing research projects.
- Time, Inc., Summer, 1998
- Consulting Activities: AccentHealth, AstraZeneca, Campbell Soup, CTV Television Network (Canada), Domino's Pizza, Franklin Mint, General Motors Research Laboratories, HBO, Inmar, Multimedia Development Corp. (Malaysia), Pfizer, Sirius Satellite Radio, Warner Home Video, Weave Innovations Inc.