

VITA

MANOHAR U. KALWANI

Head, Management Department and
OneAmerica Professor of Management
Krannert Graduate School of Management
Purdue University
West Lafayette, Indiana 47907
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MARRIED: Dr. Ritu Kalwani, M.D.; two children (Neil and Monica)

HOME ADDRESS: 222 Forest Hill Drive
West Lafayette, Indiana 47906

EDUCATION

Ph.D.	Management Science/Marketing, Columbia University, 1975
M.S.	Industrial Engineering, Purdue University, 1970
B. Tech (Honors)	Mechanical Engineering, Indian Institute of Technology, Bombay, 1969

ACADEMIC POSITIONS HELD

2005-present	OneAmerica Professor of Management
1995-05	American United Life Professor of Management
1985-94	Professor, Krannert Graduate School of Management, Purdue University
1980-85	Associate Professor, Krannert Graduate School of Management, Purdue University
1975-80	Assistant Professor, Sloan School of Management, Massachusetts Institute of Technology
1974-75	Instructor, Management Science, Columbia University

INDUSTRIAL CONSULTING

Alcoa, Coca Cola, Continental Can, Eastman Kodak Company, The Energy Bank, Gillette, Indian Rayon, Massachusetts Fair Share, and Matrixx Marketing Research.

PROFESSIONAL ORGANIZATIONS

American Marketing Association
 American Statistical Association
 Institute for Operations Research and the Management Sciences

PROFESSIONAL ACTIVITIES

Referee for: Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Letters, International Journal of Research in Marketing, American Statistician, Journal of Economics and Business Statistics, Review of Economics and Statistics, and Journal of Business.

Founding Editorial Board Member: Marketing Science (1981-2002)

Editorial Board Member: Journal of Marketing Research (1979-1985; 1991-2003)

Session Chairperson: INFORMS Marketing Science Conference, Berkeley, California, 1997, ORSA/TIMS Marketing Science Conference, St. Louis, March 1993; ORSA/TIMS Marketing Science Conference, London, July 1992; ORSA/TIMS Marketing Science Conference, Duke University, March 1989; ORSA/TIMS Joint National Meeting, Denver, October 1988; ORSA/TIMS Joint National Meeting, St. Louis, October 1987; ORSA/TIMS Marketing Science Conference, The University of Texas at Dallas, March 1986; ORSA/TIMS Marketing Science Conference, Vanderbilt University, March 1985; and ORSA/TIMS Joint National Meeting, Detroit, April 1982.

Judge for: 1993 William O'Dell Award for the Best Paper published in the 1988 issues of the Journal of Marketing Research.

Conference Advisory Committee Member: ORSA/TIMS Marketing Science Conference, 1986 and 1987.

Chairperson: Sixth Midwest Marketing/Psychometric Conference.

HONORARY SOCIETIES

Alpha Pi Mu (Industrial Engineering Honor Society)
 Beta Gamma Sigma (Business Honor Society).

HONORS

Won the 1995-96 Guy Mabry Research Award for the paper co-authored with Kissan Joseph entitled "The Impact of Environmental Uncertainty on the Design of Sales Force Compensation Plans."

Finalist, April 1995, William O'Dell Award for "Best Paper" in the 1990 Issues of the Journal of Marketing Research

Finalist, April 1991, William O'Dell Award for "Best Paper" in the 1986 Issues of the Journal of Marketing Research

Finalist, April 1987, William O'Dell Award for "Best Paper" in the 1982 Issues of the Journal of Marketing Research

Finalist, April 1985, William O'Dell Award for "Best Paper" in the 1980 Issues of the Journal of Marketing Research

Honorable Mention, August 1983, "Best Paper" in Marketing Science Competition (1982)

Class of 1928 Fellowship, Columbia University, 1973-74

Dean's Honor List, Columbia University, 1972-73

Purdue International Student Scholarship, 1969-70

Merit Scholar, Indian Institute of Technology, 1966-69

ACADEMIC ACTIVITIES

TEACHING AWARDS

First R.B. and Mary Stewart Distinguished Teaching Award, 1991-92

Salgo Noren Outstanding Teaching Award, 1990-91

Krannert Graduate School of Management, Purdue University

Salgo Noren Outstanding Teaching Award, 1989-90

Krannert Graduate School of Management, Purdue University

Honorable Mention, Salgo Noren Outstanding Teaching Award, 1991-92

Krannert Graduate School of Management, Purdue University

COURSES TAUGHT

Marketing in a Global Economy (Executive Master's Programs)

Business Marketing (Professional Master's Programs)

Marketing Management (Undergraduate, Professional Master's, Executive Master's Programs)

Research Methods in Marketing Management (Professional Master's Programs)

Marketing Strategy (Professional Master's and Executive Master's Programs)

Marketing Models (Ph.D. Program)

Selected Problems in Marketing (Ph.D. Program)

NEW COURSE DEVELOPMENT

Professional Master's Programs: Business Marketing, Marketing Strategy, and Marketing in a Global Economy
 Executive Master's Programs: Marketing Management, Marketing Strategy, and Marketing in a Global Economy

COURSE REDESIGN

Marketing Management (Master's, M.I.T.) redesigned the course to provide a more managerial decision-making orientation.
 Marketing Management (Master's, Purdue) redesigned the course to include international and manufacturing/marketing interface issue cases.
 Research Methods in Marketing Management redesigned the course to orient it towards managers versus users of marketing research

EXECUTIVE SEMINARS

Director, Marketing Science Symposium, M.I.T., 1979.
 Faculty Director, Business/Industrial Marketing Strategy Program, 1988.
 Instructor in the EMBA Program (1985–Present), IMM Program (1997–98), and the AT&T Program (1993–1998)

SCHOOL ACTIVITIES

Head, Management Department, 2008-present
 Coordinator, Marketing Area, 1981-2001, 2007-present
 Member, Brock-Wilson Chair Search Committee
 Member, Krannert School Constitution Reform Committee, 2007-08
 Chair, Marge Magner Chair in Marketing Search Committee
 Member, Strategy and Structure Task Force, 2006-07
 Member, Executive Program Admissions Committee, 1986-present
 Member, Blake Chair Search Committee, 2005-07
 Chair, Management Policy Committee, 1986-1989, 1995-2006
 Chair, Revised Masters Program Implementation Committee, 1992-93
 Chair, MIS Senior Faculty Search Committee, 1988-89 and 1992-93
 Member, Dean's Faculty Advisory Committee, 1986-1992, 1995-1999
 Member, Management Policy Committee, 1983-85, 1990-1995
 Member, Manufacturing Management Advisory Committee, 1988-2006
 Member, Ph.D. Review Committee, 1982-83
 Chairperson, Ph.D. Preliminary Exam Committee, January 1982
 Member, Search Committee for Louis A. Weil, Jr. Chair, 1982

UNIVERSITY ACTIVITIES

XL Grant Review Committee, 1983-2006.

David Ross Grant Review Committee, 1983-2006.

University Distinguished Professor Selection Committee, 1989.

THESIS SUPERVISION

Ph.D. Dissertations

Chair

Bezawada, Ram, "Essays on the Application of Spatial Models to Marketing Problems," July 2006. (Starting Position: Assistant Professor of Marketing, University at Buffalo, The State University of New York)

Sriram, Srinivasaraghavan, "Essays on the Dynamics of Brand Equity," April 2004. (Starting Position: Assistant Professor of Marketing, Binghamton University, The State University of New York)

Wang, Hui-Ming, "Modeling Count Data: Applications to Consumer and Physician Markets," December 2003. (Starting Position: Assistant Professor of Marketing, San Francisco State University).

Allred, Chad, "Managing Business Initialed Contacts with System Component Manufacturers in Technology Intensive Markets," June 2002. (Starting Position: Assistant Professor, Brigham Young University).

Nikolaeva, Ralitza, "Essays on the Dynamics of Online Retailing," October 2002. (Starting Position: Assistant Professor, University of Wisconsin, Milwaukee).

Min, Sungwook, "Order or Market Entry and Survival Risk in Really New Versus Incremental Innovation Product Markets," June 2001. (Starting Position: Assistant Professor, California State University, Long Beach).

Kocas, Cenk, "On the Psychological Cost of Waiting in Queues," August 2000. (Starting Position: Assistant Professor, Michigan State University).

Kumar, Piyush, "Customer Satisfaction, Customer Retention, and Customer Partnerships," June 1996 (Starting Position: Assistant Professor, Rice University) Piyush won the 1995-96 doctoral dissertation competition sponsored by Pennsylvania State University's Institute for the Study of Business Markets.

Narayandas, N., "Essays on the Management of Long-Term Manufacturer-Supplier Relationships by Supplier Firms," June 1994. (Starting Position: Assistant Professor of Business Administration, Harvard Business School). Narayandas won the 1993-94 doctoral dissertation competition sponsored by Pennsylvania State University's Institute for the Study of Business Markets.

Ph.D. Dissertations - Chairman (continued)

Duparcq, Patrick, "Reference Prices and Quality Signaling Effects for Durables: An Experimental Approach," August 1993. (Starting Position: Assistant Professor, The Netherlands Business School, Nijenrode University)

Joseph, Kissan, "Essays on the Management and Compensation of the Sales Force," August 1992. (Starting Position: Assistant Professor, University of Kansas)

Lim, Byunghoon, "The Application of Stochastic Models to Study Buyer Behavior in Consumer Durable Product Categories," August 1992. (Starting Position: Assistant Professor, Inha University, Korea)

Yim, Chi-Kin, "Price Expectations and Optimal Sales Promotion Policies," December 1989. (Starting Position: Assistant Professor, Rice University)

Ali, Abdul, "Product Development Strategies in Competitive Markets," August, 1988. (Starting Position: Assistant Professor, University of Maryland.)

Dural, Yildiz, "An Investigation of the Psychometric Properties of Market Research Measures: The Case of Purchase Intention Scales," October 1984. (Starting Position: Project Manager, AT&T Bell Labs.)

Member

Heilman, Carrie, "Brand Choice Dynamics of Consumers Over Their Lifetime of Purchasing in a Product Category," August 1997.

Crosbie, Peter, "Dynamic Pricing of Durables: Incorporating Buyer Expectations and Experience Effects," May 1991.

Sundararajan, Vasudevan, "Competitive Environmental Analysis of Firm Performance in the Consumer Goods Industries - An Empirical Investigation," August 1989.

Kannan, P.K., "An Econometric Approach to Test Competitive Market Structures," December 1988

Gopalakrishna, Srinath, "A Dynamic Model for Planning the Communication Mix for Industrial Products," August 1988.

Lau, Kin-Nam, "Three Essays in the Economics of Marketing," August 1987.

Whittler, Tommy, "Viewers' Processing of Actor's Race and Message Claims in Advertising Stimuli," July 1985.

Bird, Deirdre, "Ethnicity and Its Role in Market Segmentation," September 1984.

Ph.D. Dissertations Member (continued)

Henry, Michael, "A Comparative Study Between Aggregate and Individual Choice Models for the Prediction of Consumer Choice Behavior," December 1981.

Jarboe, Glen, "A Contingency Analysis Approach to Perceptual Mapping," December 1981.

Pilon, Thomas, "Distributed Lags in Multiple Time Series Analysis," December 1981.

Rinne, Heikki, "An Empirical Investigation of the Effects of Reference Prices on Sales," December 1981.

Laurent, Gilles, "A Study of Multiple Variant Consumption for Frequently Purchased Consumer Products," Sloan School of Management, M.I.T., August 1977.

Master's Theses (M.I.T.), Chair

Burke, William F., "Design and Marketing of a New Recording Instrument," May 1980.

Cohen, Frederick L. and Susan M. Lio, "An Approach to Market Opportunity Analysis: Application to a High Technology Product," May 1980.

Greenberg, Walter E., "The Effectiveness of Package Sizes as a Segmentation Tool in Non-Durable Consumer Markets," May 1980.

Lilley, Wayne R., "Designing an Optimal Legal Services Plan," May 1980.

Demarest, Michele F., "Characteristics of the Buying Center in the Printing Industry," May 1979.

Kornetsky, Lou, "Organizing for Marketing in Smaller Growing Businesses," May 1979.

Liebson, Laurence S., "Technology-Based Enterprises: Strategies, Structures, and Processes for Growth," May 1979.

McLeod, Christopher K. and Steven J. Miller, "Marketing of Energy Conservation Services: A Direct Response Approach," May 1979.

Mowicki-Rogalle, Martine, "A Marketing Approach to the Analysis of Industrial Concentration," May 1979.

Master's Theses (M.I.T.), Chairman
(continued)

Sergo, H. Tomas, "An Investigation of Customer Loyalty in the Photographic Color Paper Market," May 1979.

Biegler, Barry L., "The Effect of Credit Cards in the Mail Order Business," May 1978.

Elavsky, Marlys, Haruo Taneno, and Wayne Zafft, "Industrial Buying Behavior: Study of Modified Rebuy Situation," May 1978.

Breitenberg, Matthew, "Product Segmentation: A Hierarchical Approach," May 1977.

Levine, Margo, "Hierarchical Segmentation of the Margarine Market," May 1977.

Quinn, Anne, "Market Segmentation: Implications for Strategic Planning," May 1977.

Rodgers, Douglas, "Psychographic Segmentation of the Amateur Photography Market," May 1977.

Bachelor's Theses (M.I.T.), Chairman

Mendis, Harish L., "Product Segmentation Using Universal Product Code (UPC) Data," May 1978.

Nechleba, Jiri, "Early Forecasting of Repeat Buying for New Packaged Goods," May 1978.

RESEARCH GRANTS AND AWARDS

"On the Psychological Cost of Waiting," PRF Grant, Purdue University, 1999-2000.

"Dynamic Survival Patterns of Market Pioneers, Early Followers, and Laggards: A Hazard Rate Approach," PRF Grant, Purdue University, 1999-2000.

"An Investigation into the Formation of Price and Performance Expectations and Their Impact on Choice and Satisfaction," PRF Grant, Purdue University, 1993-94

"Supplier Focus: An Empirical Study of Manufacturer-Supplier Alliance," PRF Grant, Purdue University, 1992-93.

RESEARCH GRANTS AND AWARDS

(continued)

"Resource Allocation and Sales Compensation under Asymmetric Information,"
David Ross Grant, Purdue University, 1990-91.

"Management of Innovation and Research and Development Expenditures
in Oligopolistic Markets," David Ross Grant, Purdue University, 1988-89.

Small Business Administration, Boston, MA, \$1500, 1980.

"Adoption of New Products," \$500, Ginn and Company, 1979.

Small Business Administration, Boston, MA, \$2500, 1979.

"Psychographic Segmentation of the Amateur Photography Market,"
\$5000, Eastman Kodak Company, 1977.

PUBLICATIONS

REFEREED PAPERS

"Survival Determinants for Online Retailers" (with Ralitza Nikolaeva, Bill Robinson,
and S. Sriram), Review of Marketing Science, Vol. 7, 2009.

"A Multivariate Mixed Poisson Model of Cross-Category Store Brand Purchasing
Behavior" (with Hui-Ming Wang and Tolga Akcura), Journal of Retailing and Consumer
Services, Vol. 14, 2007.

"Monitoring the Dynamics of Brand Equity Using Store Level Data" (with S. Sriram and
S. Balachander), Journal of Marketing, April 2007, forthcoming.

"Optimal Advertising and Promotion Budgets in Dynamic Markets with Brand Equity as
a Mediating Variable" (with S. Sriram), Management Science, January 2007, pp. 46-60.

"Market Pioneer and Early Follower Survival Risks: A Contingency Analysis for Really
New Versus Incrementally New Product Markets" (with S. Min and Bill Robinson),
Journal of Marketing, January 2006, pp. 15-33.

"The Role of Bonus Pay in Salesforce Compensation Plans" (with Kissan Joseph),
Industrial Marketing Management, Vol. 27, No.2, 1998, pp. 147-160.

"The Impact of Waiting Time Guarantees on Customers' Waiting Experiences," (with Piyush Kumar and Maqbool Dada), Marketing Science, Vol. 16, No.4, 1997, pp. 295-314.

"The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," (with Kissan Joseph) Marketing Letters, Vol. 6, pp. 183-197.

- The paper won the 1995-96 Guy Mabry Research Award.

"Long-Term Manufacturer-Supplier Relationships: Do They Pay Off for Supplier Firms?" (with N. Narayandas), Journal of Marketing, January 1995, Vol. 59, pp. 1-16.

- Abstracted in Harvard Business Review, September-October 1995, pp. 14-15.

"Benchmarks for Discrete Choice Models" (with R.J. Meyer and D.G. Morrison), Journal of Marketing Research, February 1994, pp. 65-75.

"The Best NFL Field Goal Kickers: Are They Lucky or Good?" (with D.G. Morrison), Chance, Vol. 6, August 1993, pp. 30-37.

"Selecting Product Development Projects: Pioneering versus Incremental Innovation Strategies" (with Abdul Ali and Dan Kovenock), Management Science, Vol. 39, March 1993, pp. 255-274.

"Do Bonus Payments Enhance Salesforce Retention?" (with Kissan Joseph), Marketing Letters, Vol. 3, 1992, pp. 331-341.

"Consumer Price and Promotion Expectations: An Experimental Study" (with Chi-Kin Yim), Journal of Marketing Research, February 1992, pp. 90-100.

"A Price Expectations Model of Customer Brand Choice" (with Chi-Kin Yim, Heikki Rinne, and Yoshi Sugita), Journal of Marketing Research, August 1990, pp. 251-262.

"Nicheing Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positioning" (with B.E. Kahn and D.G. Morrison), Journal of Marketing Research, Vol. 25, November 1988, pp. 304-390.

"Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data" (with B.E. Kahn and D.G. Morrison), Journal of Marketing Research, Vol 23, May 1986, pp. 89-100.

"An Investigation into the Order of the Brand Choice Process" (with F.M. Bass, M.M. Givon, D.J. Reibstein, and G.P. Wright), Marketing Science, Vol. 3, Fall 1984, pp. 267-287.

"On the Reliability and Predictive Validity of Purchase Intention Measures" (with A.J. Silk), Marketing Science, Vol. 1, Summer 1982, pp. 243-286.

REFEREED PAPERS

(continued)

"Measuring Influence in Organizational Purchase Decisions" (with A.J. Silk), Journal of Marketing Research, Vol. 19, May 1982, pp. 165-181.

"Maximum Likelihood Estimation of Zero-Order Models Given Variable Numbers of Purchase Records Per Household," Journal of Marketing Research, Vol. 17, November 1980, pp. 547-551.

"Structure of Repeat Buying for New Packaged Goods" (with A.J. Silk), Journal of Marketing Research, Vol. 17, August 1980, pp. 316-332.

Reprinted in Yoram Wind, Vijay Mahajan, and Richard Cardozo, New Product Forecasting: Models and Applications, Lexington, MA: Lexington Books, 1981. (Chapter 15.)

"Sample-Size Requirements for Zero-Order Models" (with D.G. Morrison), Journal of Marketing Research, Vol. 17, May 1980, pp. 221-227.

"Estimating the Proportion of 'Always Buy' and 'Never Buy' Consumers: A Likelihood Ratio Test with Sample Size Implications" (with D.G. Morrison), Journal of Marketing Research, Vol. 14, November 1977, pp. 601-606.

"A Parsimonious Description of the Hendry System" (with D.G. Morrison), Management Science, Vol. 23, No. 5, January 1977, pp. 467-477.

BOOK CONTRIBUTION

"The Hendry Partitioning Approach," in Glen L. Urban and John R. Hauser, Design and Marketing of New Products and Services, Englewood Cliffs, NJ: Prentice-Hall, 1980.

OTHER CITED PUBLICATIONS

"Selected Issues in the Design and Pricing of Virtual Reality" (with K. Altinkemer), Proceedings of the Third European Conference on Information Systems (1995), pp. 627-634.

"On the Role of Price in the Choice of Consumer Packaged Goods" (with Heikki J. Rinne and Yoshi Sugita), Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 891, Krannert Graduate School of Management, Purdue University, July 1986.

"The Empirical Application of the Hendry Partitioning Approach," Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 855, Krannert Graduate School of Management, Purdue University, May 1984.

“Entropy Models of Consumer Behavior: Similarities and Differences” (with Marcel Weverbergh), Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 845, Krannert Graduate School of Management, Purdue University, March 1984.

"Marketing of Energy Conservation Services to Homeowners: A Direct Response Approach" (with C.K. McLeod and S.J. Miller), Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 778, Krannert Graduate School of Management, Purdue University, October 1981.

"Maximum Likelihood Estimation of the Multinomial Dirichlet Distribution," Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 741, Krannert Graduate School of Management, Purdue University, October 1980.

PAPERS UNDER REVIEW

“The Impact of Peer Influence, Detailing, and Sampling on the Physician Drug Prescription Behavior,” (with Ram Bezawada and Tolga Akcura), under review at the *Journal of Marketing Research*.

“Survival Determinants for Online Retailers,” (with R. Nikolaeva, Bill Robinson, and S. Sriram), under review at the *International Journal of Research in Marketing*.

RESEARCH IN PROGRESS

“Is Detailing Effective for Mature Prescription Drugs?: A Dynamic Model of Physician Learning,” (with Deanna Wang and Tolga Akcura), paper targeted at *Marketing Science*.

“The Role of Brand Equity versus Order of Entry in Line Extension Markets,” (with Ian Sinapuelas and Bill Robinson), paper targeted at the *Journal of Marketing*.

“A Model of the Psychological Cost of Waiting in Queues,” (with Cenk Kocas).

“The Impact of Compensation Plans on Sales Productivity.”

“The Beta-Logistic Model Applied to Durable Goods Purchase Data” (with B. Lim).

PROFESSIONAL PRESENTATIONS

- “The Impact of Time Guarantees on Customers’ Waiting Experiences,” INFORMS Marketing Science Conference, Berkely, CA, April 1997.
- "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," INFORMS Conference, Los Angeles, CA, April 1995.
- "An Investigation into the Impact of Service Time Guarantees on Customer Satisfaction," Marketing Science Conference, Tucson, AZ, March 1994.
- "Bonus Payment Practices and Their Impact on the Efficiency of Sales Organizations," Marketing Science Conference, Tucson, AZ, March 1994.
- "Bonus Payments: Issues, Alternatives, and Findings," Marketing Science Conference, St. Louis, MO, March 1993.
- "An Investigation into the Structure of Reference Prices," Marketing Science Conference, St. Louis, MO, March 1993.
- “Does it Pay for Component Past Supplier Firms to Have Product or Market Focus,” Marketing Science Conference, St. Louis, MO, March 1993.
- "Measuring Polarization in Brand Choice Probabilities," Marketing Science Conference, London, England, June 1992.
- "An Experimental Analysis of Reference Price Formation," Marketing Science Conference, London, England, June 1992.
- “On the Design of Compensation Plans in Team Selling Situations,” Marketing Science Conference, Wilmington, DE, March 1991
- “How Well Have We Done?: Benchmarks for Brand Choice Models,” Marketing Science Conference, Wilmington, DE, March 1991.
- “Optimal Sales Promotion Schedules: A Price Expectations Approach,” Marketing Science Conference, Urbana, IL, 1990.
- "An Experimental Study of the Impact of Price Promotions on Price Expectations," Marketing Science Conference, Duke University, March 1989.
- "A Game Theoretic Approach to the Design of an Optimal Sales Policy," Marketing Science Conference, Duke University, March 1989.
- "Service and Value," Session Discussant, American Marketing Association Educators' Conference, August 1988.

PROFESSIONAL PRESENTATIONS

(continued)

"Product Development Strategy and the Nature of Competition," Marketing Science Conference, Seattle, WA, March 1988.

"Management of the New Product Development Process in Competitive Markets," ORSA/TIMS Joint National Meeting, St. Louis, MO, October 1987.

"Is Your Brand an Uncola or the Real Thing?: Finding Variety-Seeking Brands Using Penetration," ORSA/TIMS Joint National Meeting, Miami, FL, October 1986.

"Purchase Intention Scales: Modeling and Estimation Issues," American Statistical Association Meetings, Chicago, IL, August 1986.

"A Model of Customer Response to Reference Price," The 1986 ORSA/TIMS Marketing Science Conference, Dallas, TX, March 1986.

"An Investigation of the Psychometric Properties of Selected Intent to Buy Scales," ORSA/TIMS Joint National Meeting, Atlanta, GA, November 1985.

"Assessing Market Response to Promotional Deals," The 1985 Marketing Science Conference, Nashville, TN, March 1985.

"An Econometric Model of Sales Response to Reference Price," ORSA/TIMS Joint National Meeting, Dallas, TX, November 1984.

"Factors Related to Stationary and Non-Stationary Brand Choice Behavior," Market Measurement Conference, Chicago, IL, March 1984.

"A Conceptual Framework and An Empirical Test of Variety-Seeking Behavior," ORSA/TIMS Joint National Meeting, Orlando, FL, November 1983.

"An Investigation into the Order of the Brand Choice Process," ORSA/TIMS Joint National Meeting, Detroit, MI, April 1982.

"On the Order of the Brand Choice Process," Market Measurement Conference, Philadelphia, PA, March 1982.

"On the Predictive Validity of Purchase Intention Measures," Market Measurement Conference, New York, NY, March 1981.

"Purchase Intentions as Predictors of Purchase Behavior," ORSA/TIMS Joint National Meeting, Colorado Springs, CO, November 1980.

"Structure of Repeat Buying for New Packaged Goods," Market Measurement Conference, Austin, TX, March 1980.

PROFESSIONAL PRESENTATIONS

(continued)

"Market Partitioning: An Empirical Approach," ORSA/TIMS Joint National Meeting, Milwaukee, WI, October 1979

"The Sensitivity of Maximum Likelihood Estimates," ORSA/TIMS Joint National Meeting, New Orleans, LA, May 1979.

"Designing, Conducting and Interpreting Opinion Research Studies," American Society of Association Executives, Boston, MA, August 1978.

"Sample Size and Number of Trials Required for Parameter Estimation in Zero Order Binary Models," ORSA/TIMS Joint National Meeting, Miami, FL, November 1976.