

Curriculum Vitae of STEVEN MARK SHUGAN

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DOCTORAL RESEARCH 1974-1977**NORTHWESTERN UNIVERSITY, EVANSTON, ILLINOIS**

<i>Ph.D.</i>	DEPARTMENT OF MANAGERIAL ECONOMICS AND DECISION SCIENCES (defended 6/77; graduation 6/17/78)
Research:	Quantitative Methods (Economics, Operations Research, Statistics) and Marketing
Thesis:	Descriptive Stochastic Preference Theory and Dynamic Optimization: Applications Toward Predicting Consumer Choice with Marketing Consequences
GPA:	Honors: Fellowship, Northwestern University Graduate School of Management 4.7/5.0

UNDERGRADUATE & MASTERS 1970-1974**SOUTHERN ILLINOIS UNIVERSITY CARBONDALE, ILLINOIS**

<i>Master of Business Administration (8/9/74)</i>	Concentration: OPERATIONS RESEARCH & MARKETING Research: Multi-objective decision analysis Honors: Graduate Assistantship
Bachelor of Science, College of Science (8/31/73)	Major: CHEMISTRY Minor: MATHEMATICS (1 course short of major) Honors: Dean's List, President Scholar (Freshman year)

TEACHING INTERESTS

Marketing, Product and Service Strategy, Multivariate Statistical Methods, Quantitative Research Methods, Advanced Research Methods, Marketing Models, Marketing Decision Models, Econometrics, New Products, Models of Competition, Service & Industrial Marketing

RESEARCH INTERESTS

Applications Of Machine Learning In Marketing, Analytical Models And Evidence-Based Modeling, Marketing During Inflation, Competition In Health-Care Markets (Profit And Non-Profit), Understanding Service Bundling And Characteristics Of Service Markets, Product Line Management, Public Vs. Private Competition, Growth In Competitive Markets, Advance-Selling and other Creative Pricing Practices, Conjoint Analysis, Entertainment Marketing, Normative Methods for Modeling Competition, Channels of Distribution, Consumer Decision-Making, Defensive Marketing

TEACHING EXPERIENCE

August 2011 to present

McKethan-Matherly Eminent Scholar Chair and Professor in Marketing

University of Florida, College of Business Administration: Primary teaching and research in Marketing

COMMITTEES (past and present)

- University Academic Personnel Board (University-wide promotion and tenure)
- University Senate
- Other Committees (see below):

July 1992 to August 2011

Russell Berrie Eminent Scholar Chair and Professor in Marketing. UNIVERSITY OF FLORIDA, College of Business Administration. Primary teaching and research in Marketing.

COMMITTEES (past and present):

- Academic Personnel Board (University-level promotion and tenure committee)
- College Faculty Council Chair
- College Information Resources (Chair)
- Computer Policy Committee
- Cordell Eminent Scholar
- Departmental Faculty Recruiting, Doctoral Students, etc.
- Faculty Advisory Committee
- Doctor of Business Administration (DBA) Committee
- Florida MBA Curriculum, College Research (chair)
- George Hay Brown Marketing Scholars Award
- Higdon Eminent Scholar Chair Search
- Huber Hurst Eminent Scholar
- Information Resources (Chair)
- INFORMS ISMS fellows selection committee.

- INFORMS publications committee.
- J.C. Penney Professorship
- M.B.A. committee
- MBA Sports and Entertainment Faculty advisor
- MBA Taskforce
- O'Dell Award selection (committee input – not voting member)
- PEP awards
- Promotion and Tenure Committee (Business School)
- Recruiting Committee
- Sabbatical Committee (Chair)
- Specialized Graduate Programs Committee
- UFRF Foundation Professor Awards (Chair)
- University Faculty Senate Representative for Business School
- University of Florida Foundation Professor Committee
- and others

December 2009 to June 2010

Visiting Scholar. Robert H. Smith School of Business - University of Maryland. On sabbatical.

July 1991 to June 1992

Visiting Russell Berrie Eminent Scholar Chair and Professor of Marketing. UNIVERSITY OF FLORIDA, College of Business Administration. Primary teaching and research in Marketing

July 1987 to June 1992

Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing. Some teaching in econometrics.

COMMITTEES:

- Promotion and Tenure
- G.S.B. Ph.D. Committee
- Marketing Ph.D. Committee Chairperson
- Computer Policy Committee
- Appointments Committee
- G.S.B. Awards Committee and others.

July 1982 to June 1987

Associate Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing. Promoted on 7-1-82

- Marketing Ph.D. Exam Committee

Assistant Professor of Marketing. UNIVERSITY OF CHICAGO, GRADUATE SCHOOL OF BUSINESS. Primary teaching and research in Marketing

July 1977 to June 1979

Assistant Professor. UNIVERSITY OF ROCHESTER, GRADUATE SCHOOL OF MANAGEMENT. Primary teaching and research in Marketing.

- MBA and PhD Admissions Committees

Fall 1976

Lecturer. NORTHWESTERN UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT. Taught computer course for MBA students. Assistant Instructor in Executive Masters Program

1975 to 1976

Lecturer. NORTHWESTERN UNIVERSITY, GRADUATE SCHOOL OF MANAGEMENT. Taught a weekly tutorial session on statistics and linear programming for MBA students.

SEMINARS AND CONSULTING

A-B Distributors, Jacksonville, Florida
Accusoft Pegasus, Tampa, Florida
Allen, Dyer, Doppelt, Milbrath & Gilchrist, P.A.
Analysis Group, Boston, MA.
Apple Computer Corporation, Cupertino, CA
Arnstein, Gluck, Lehr and Milligan, Chicago, Illinois
Beltone Corporation, Chicago, Illinois
Binks Manufacturing, Franklin Park, Illinois
Biogen Corporation, Cambridge, MA
Carlisle Corporation, Carlisle, Pennsylvania
Chipotle Mexican Grill, Denver, CO
Cornerstone Research, Boston, MA
Eastman Kodak Company, Rochester, New York
Exxon Enterprises, New York, New York and Orlando, Florida
Fish & Neave, New York, New York
Forensic & Litigation Consulting, San Francisco, CA
Government of Cyprus, Cyprus
Hakuhodo Inc., Tokyo, Japan
Hinshaw, Culbertson, Moelmann, Hoban and Fuller
IMR Research, Hinsdale, Illinois
International Harvester, Chicago, Illinois
Jenner & Block, Chicago, Illinois
Keebler Company, Elmhurst, Illinois
Kimberly Clark, Neenah, Wisconsin
Kirkland and Ellis, San Francisco, California
Leydig, Voit, Osann and Mayer, Chicago, Illinois
Liberty Mutual Holding Company Inc., Boston, MA
Maxwell Sroge Company, Chicago, Illinois
Oracle Corporation, Redwood City, CA
Parameter Investigation, Evanston, Illinois
Portec Rail Products, Inc, Pittsburgh, PA
Recora, Batavia, IL
Schiff, Hardin and Waite, Chicago, Illinois
Scimed Life Systems, Inc., Minneapolis, Minnesota
Sheppard Mullin Richter & Hampton LLP, Los Angeles, CA
Smith, Hulsey and Busey, Jacksonville, Florida
Sorkin-Enenstein Research Service, Chicago, Illinois.
Southgate Distributors, Alsip, Illinois
United States Postal System, Washington, D.C.
Wotitzky, Wotitzky, Ross & Goldman, P.A.

And others □

OTHER EXPERIENCE

Visiting Scholar

University of Maryland (December 2009 to June 2010)

Temporary Position

University of Central Florida (to co-chair dissertation committee)

Instructor.

“Doctor of Business Administration (DBA) program ,” University of Florida, 2015-present.

“Professional M.B.A. Program,” University of Florida, 2002.

“Managers M.B.A. Program,” University of Florida, 2000.

“Executive M.B.A. Program,” AT&T Universal Card, 1995-1997

“Marketing of Services”, **SDA Bocconi** Business School, Milano, Italy (1993, 1994, 1995).

“Marketing the Mature Product”, University of Chicago's Post Graduate Seminar Series. (1986, 1987)

“Industrial Marketing”, University of Chicago's Post Graduate Seminar Series (1987, 1988, 1989).

“Creating New Products and Services”, University of Chicago's Post Graduate Seminar Series (1989, 1990).

“Marketing Financial Services”, University of Chicago's Post Graduate Seminar Series (1990).

Programmer.

MEDS department, Northwestern University, 1975.

Assistantship.

Southern Illinois University, Carbondale, IL, 1973-1974.

MOST CITED PUBLICATIONS

"Managing Channel Profits" (with Abel P. Jeuland), *Marketing Science*, Vol. 2, No. 3 (Summer 1983), 239-272 note: ISI only lists this article under the co-author. Reprinted in *Marketing Science*, Vol. 27, No. 1, Jan.-Feb. 2008.

"The Cost of Thinking," *Journal of Consumer Research*, Vol. 7, No.2 (September 1980), 99-111

"Film critics: Influencers or predictors?" (with Jehoshua Eliashberg) *Journal of Marketing*, Vol. 61, No. 2 (April 1997), 68-78 [2000 Marketing Science Institute best paper award].

"Defensive Marketing Strategies" (with John R. Hauser), *Marketing Science*, Vol. 2, No. 4 (Fall 1983), 319-360 [INFORMS best paper award –note ISI only lists this article under the co-author. Reprinted in *Marketing Science*, Vol. 27, No. 1, Jan.-Feb. 2008.

"Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell," (with Jinhong Xie), *Marketing Science*, Vol. 20, No. 3., Summer 2001 [Lead Article, John D.C. Little Best Paper Award], 219-243.

"Strategic Service Pricing and Yield Management" (with R Desiraju) *Journal of Marketing*, Vol. 63, No. 1 (January 1999), 44-56 [Winner: Marketing Science Institute/H. Paul Root Best Paper Award] note: Google Scholar only lists this article under the co-author

"Branded Variants: A Retail Perspective," (with Mark Bergen and Shantanu Dutta) *Journal of Marketing Research*, Vol. 33, No. 1 (February 1996), 219-232 [nominated best paper JMR]

IMPACT - CITATIONS (As of 3/4/2024)

2024 Google Scholar Profile Citations 11759 reported, h-index 43, i10-index 74
 Web-of-Science (ISI core collection) Total Publications 67 H-index 26
 Web-of-Science Times Cited 3379, citing articles 2930.

RECOGNITIONS AND AWARDS

2024 Ranked as Leading Researcher (#691 in United States out of #166,880), Research.Com
 2023 University of Florida Warrington College of Business Tenure and Promotion Committee
 2018 University of Florida Academic Personnel Board 2018-2021 (3-year term)
 2018 Churchill Award (American Marketing Association Award)
 2018 UNSW School Distinguished Scholar Award, University, University of New South Wales, May 17, 2018, Sydney, Australia.
 2018 Listed as one of three ranked authors in business, see: Korkeamaki, T.P., Sihvonen, J. and Vähämaa, S., 2016. Evaluating Publications Across Business Disciplines: Inferring Interdisciplinary 'Exchange Rates' from Intradisciplinary Author Rankings. *Journal of Business Research*, Vol. 84, No. 1
 2017 Outstanding Senior Editor, International Journal of Research in Marketing
 2016 Faculty Fellow, 23rd Annual SERVSIG Doctoral Consortium, June 22-23, 2016
 2016 Paul D. Converse Awards for significant contributions to the theory of marketing and toward the advancement of science in marketing.
 2013 Plenary Speaker, 2013 Frontiers in Service Conference, at National Taiwan University, Taipei, Taiwan
 2013 University of Florida Mentoring Award for Ji Hwan Moon
 2010 Finalist, INFORMS Society for Marketing Science Long Term Impact Award (LTI Award)
 2019 University of Florida Mentoring Award for Yu Ying Shi
 2008 INFORMS Organization Fellow: Class of 2008 “INFORMS Fellows are examples of outstanding lifetime achievement in operations research and the management sciences. They have demonstrated exceptional accomplishments and made significant contributions to the advancement of OR/MS over a period of time. Their service to the profession and to INFORMS has culminated in election to the INFORMS Fellow Award. (from INFORMS website)”
 2008 Inaugural Fellow of INFORMS Society for Marketing Science “The INFORMS Society for Marketing Science (ISMS) Fellow Award recognizes cumulative long term contribution to the mission of ISMS ...to foster the development, dissemination, and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice of marketing. (from INFORMS website)”
 2008 INFORMS Service Award
 2007 Plenary Speaker, Duke University Theory Rich Marketing Modeling Seminar
 2006 Keynote Speaker 2nd KUBS International Symposium of Marketing – Korea University
 2006 Distinguished Speaker in Marketing, Leeds School of Business, University of Colorado,
 2005 Marshall Distinguished Scholar, University of Southern California, 2/17/05-3/2/05
 2005 ISMS advisory Board.
 2005 Plenary Keynote Speaker 35th Annual Haring Symposium, Indiana University, April 1 - 2, 2005
 2005 Consortium Faculty Member Plaque (39th annual AMA Sheth Foundation Doctoral Consortium 6/2004)

2004 Plenary Speaker, 2004 INFORMS Society for Marketing Science, Doctoral Consortium, Rotterdam School of Economics/Management, Erasmus Universiteit,
2004 Plenary Speaker, AMA Sheth Foundation Doctoral Consortium, Houston, Texas.
2003 Davidson Award for the Best article in Journal of Retailing.
2003 Keynote speaker at the Annual University of Houston Doctoral Symposium
2002 John D.C. Little Best Paper Award for the “best” article appearing in Marketing Science and Management Science in 2001.
2002 Hightower Distinguished Lecturer in Marketing
2001 Finalist for William O'Dell Award for the “best” article appearing in the Journal of Marketing Research in 1996.
2000 Finalist for the FedEx Excellence in Service Award for the best paper published in the Journal of Service Research.
2000 Marketing Science Institute/Paul Root award for the paper making the best contribution to marketing practice published in the Journal of Marketing in 1998.
1998 University Research Foundation Professor (only business school professor in 1998 awarded this honor - includes salary increase and research funds).
1997 Invited Paper to A/R/T Forum
1996 Converse Awards Discussant
1996 Finalist for Paul E. Green Best Paper Award
1996 Invited member of Beta Gamma Sigma
1996 Recognition Letters from Provost and Dean for Superior Teaching
1996 AMA Doctoral Consortium Faculty Fellow, University of Colorado
1995 University of Florida Superior Teaching Award (TIP \$5000 annuity)
1993 co-chair, American Marketing Association Dissertation Awards
1992-1996 Provost Letter of Congratulations on Teaching Quality
1992 AMA Doctoral Consortium Faculty Fellow, Michigan State University
1990 Albert Haring Symposium Faculty Fellow and Keynote Speaker, University of Indiana.
1990 AMA Doctoral Consortium Faculty Fellow, University of Florida.
1987 AMA Doctoral Consortium Faculty Fellow, New York University
1989 AMA Doctoral Consortium Faculty Fellow, Harvard University
1987 Finalist for O'Dell Award (for most impactful article in Journal of Marketing Research)
1984 Received 1983 TIMS College on Marketing Best Paper Award for “Defensive Marketing Strategies”.
Cited in Marquis' Who's Who in the World, 18th edition.
Cited in Marquis' Who's Who in Emerging Leaders, 18th edition.
Cited in Marquis' Who's Who in the Midwest, 18th edition.
Cited in Marquis' Who's Who in the South and Southwest, 25th edition

WORKING PAPERS AND PAPERS UNDER SUBMISSION

Advance Selling Chapter (Revised for Handbook of Pricing Research in Marketing, 2nd Edition)
with Jinhong Xie

The Latent Segments of Airbnb (with Hye Rin Kim).

Learning from Imbalanced Data (with Amin Hosseininasab - In Preparation)

A Remedy for Multicollinearity (with Taikgun Song – In Preparation)

Effects of Dealers on the Order of Product Entry Within A New Generation Product Line (with Jihwan Moon – Under Review)

Pricing During Inflation: Waiting vs. Preemptive Strategies (with Jihwan Moon – Under Review)

Managing Online Negative Reviews: A Review and Research Agenda (with Man Xie – Under Review)

Grandfathering Prices During Inflation (with Jihwan Moon – Under Review)

The Benefits of Product Differentiation (with Man Xie – Under Revision)

Product Reviews, Prices, and Profits in Markets Driven by Randomness: The Null Model (with Man Xie – Under Revision)

Invited Paper: Handbook of Research in Pricing, Vithala Rao & K. Sudhir, Editors (in preparation)

Supervising Ongoing projects with Guangzhi Chen and Hye Rin Kim.

PUBLICATIONS [available at <http://www.cba.ufl.edu/facstaff/profiles/shugan.htm>]

Note: Journal Publications are in peer-reviewed journals, Books are either peer-reviewed or reviewed by the editor

Market Structure Research in the History of Marketing Science (2023), Singapore: World Scientific edited by Russell S. Winer and Scott A. Neslin, second edition, ISSN: 2251-3442.

Yin, M., Gao, R., Lin, W., & Shugan, S. M. (2023). Nonparametric Discrete Choice Experiments with Machine Learning Guided Adaptive Design. arXiv preprint arXiv:2310.12026.

Moon, J., & Shugan, S. M. (2022). The Profitability of Purchase Limits During Shortages. *Journal of Marketing Research*, 59(6), 1197-1215.

“Replication using Machine Learning Algorithms in Marketing” (2022) EMAC Annual Conference 2022 May 24-27, 2022, Budapest, Hungary Corvinus University of Budapest (accepted for proceedings but did not present in person because of Cov-19 related issues).

Moon, J., & Shugan, S. M. (2020). Nonprofit versus for-profit health care competition: How service mix makes nonprofit hospitals more profitable. *Journal of Marketing Research*, 57(2), 193-210.

- Shugan Steven, Alptekinoğlu Aydin (2020), Managing Seasonal Congestion. *Proceedings of the European Marketing Academy*, 49th, (62861).
- “Managing Seasonal Congestion. Paper from the 49th Annual EMAC Conference Budapest, May 26-29, 2020 (62861st ed., vol. 49, pp. 62861). Budapest, Hungary: European Marketing Academy. <http://proceedings.emac-online.org/pdfs/A2020-62861.pdf> Published - presentation cancelled because of Covid-19.
- Shugan Steven, Gao Haibing (2019), Who Gains From Greater Market Power. *Proceedings of the European Marketing Academy*, 48th, (8240)
- “Strategic use of product enhancements: upgrades, add-ons, extras, and accessories. Chapter in *Handbook of Research on New Product Development* (pp. 207-227). Cheltenham, UK: Edward Elgar. Published
- Moon, J., & Shugan, S. M. (2018). Explaining bundle-framing effects with signaling theory. *Marketing Science*, 37(4), 668-681.
- “Strategic use of product enhancements: upgrades, add-ons, extras and accessories” in *Handbook of Research on New Product Development*, Golder and Mitra, eds., Edward Elgar: Northampton, 2018, pp. 207-226.
- Product Line Bundling: Why Airlines Bundle High-End While Hotels Bundle Low-End. with J. Moon, Q. Shi and N.S. Kumar, *Marketing Science*, 2017, Vol. 36, No. 1, pp. 124-139.
- “Combining Historical Data with Consumer Intent to View Metrics” with Joffre Swait, 2014, Summer Marketing Educator's Conference Proceedings, Vol 25, pL-2
- “A Theory for market growth or decline” SM Shugan, D Mitra - *Marketing Science*, 2014, Vol. 33, No.1, pp. 47-65.
- “The Pricing of Services,” in Roland T. Rust and Ming-Hui Huang (Eds.), *Handbook of Service Marketing Research*, Edward Elgar Publishing Ltd, 2014.
- “Market Structure Research” in *The History of Marketing Science*, edited by Russell S Winer, Scott A Neslin, World Scientific Publishing, 2014.
- “Why Intuitive Average Can Make Bad Forecasts and Counter-Intuitive Forecasts Can Do Better” with D. Mitra, (paragraph) in *Management Insights, Management Science*, Vol. 55, no. 1, p. viii-x
- “Editorial – Database Submission” with Eric T. Bradow (developed new method for dissemination of databases), *Marketing Science*, Vol. 21, no. 1, p. 7-8.
- [On sabbatical during 2010 – developing new lines of research]
- “Relevancy Is Robust Prediction”, Not Alleged Realism, *Marketing Science*, 2009, vol 28, no. 5, p.991-998.
- “Rejoinder—Think Theory Testing, Not Realism,” *Marketing Science*, 2009, vol. 28, no. 5, p.1001.
- “Metrics – When and Why Non-Averaging Statistics Work,” *Management Science*, 2009, Vol. 55, No. 1, pp. 4-15
- “Ignore Successful Followers – Entry is Still Urgent,” 2009, April 1, Vol 26, No. 2, *Journal of Marketing Research*, pp. 151-154
- “Editorial: Introduction to the Special Classics Issue,” (short introduction) *Marketing Science*, 2008, Vol. 27, No. 1, January–February, pp. 9–11.
- “Advance Selling Theory,” (with Jinhong Xie) in Vithala R. Rao (Editor), *Handbook of Pricing Research in Marketing*, 2009, Edward Elgar Publishing, Northampton, MA., pp.452-476.
- “Managing Channel Profits” (reprinted) with Abel P. Jeuland, *Marketing Science*, 2008, Vol. 27, No.1, 52-69.
- “Defensive Marketing Strategies” (reprinted) with John R. Hauser, *Marketing Science*, 2008, Vol. 27, No.1, 88–110.

- “Commentary on Defensive Marketing Strategies,” *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 85-87.
- “Commentary on Managing Channel Profits,” *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 49-51.
- “Editorial: Database Submissions” (with Eric T. Bradlow) *Marketing Science*, Vol. 27, No. 1, Jan./Feb. 2008, pp. 7-8.
- Erin Anderson's memorial on Marketing Models and Channels (with many other authors), forthcoming, *Marketing Letters*.
- Causality, Unintended Consequences and Deducing Shared Causes [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 6, pp. 731-741
- The Editor's Secrets [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 5, 589-595
- It's the Findings, Stupid, Not the Assumptions? [Commentary and Editorial] *Marketing Science*, 2007, Vol. 26, No. 4, 449-459
- “Thanks to the Many Individuals Who Make Publication of *Marketing Science* Possible,” *Marketing Science*, vol. 26 no. 3 285-292. This is not a research work but rather an extensive analysis of those who contribute to the peer review process at the journal that I was editor-in-chief
- “Editorial: The Anna Karenina Bias: Which Variables to Observe?” *Marketing Science*, 2007, Vol. 26, No. 2, 145-148.
- “Editorial: Does Good Marketing Cause Bad Unemployment?” *Marketing Science*, 2007, Vol. 26, No. 1, 1-17.
- “Anti-business Movies and Folk Marketing” *Marketing Science*, 2006, Vol. 25, No. 6, 681-685.
- “Editorial: Fifty Years of *Marketing Science*” *Marketing Science*, 2006, Vol. 25, No. 6, 551-555.
- “Editorial: Who is Afraid to Give Freedom of Speech to Marketing Folks?” *Marketing Science*, 2006, Vol. 25, No. 5, 403-410.
- “Editorial: Thanks to the Many Individuals Who Make Publication of *Marketing Science* Possible,” *Marketing Science*, 2006, Vol. 25, No. 4, pp. 293-300.
- “Editorial: Errors-in-the-variables, unobserved heterogeneity and other ways of hiding statistical error,” *Marketing Science*, 2006, Vol. 25, No. 3, pp. 203-216.
- “Editorial: Save Research—Abandon the Case Method of Teaching,” *Marketing Science*, 2006, Vol. 25, No. 2, pp. 109-116.
- “Editorial: Are Consumers Rational? Experimental Evidence?” *Marketing Science*, 2006, Vol. 25., No. 1 pp. 1-7.
- “Advance-selling as a Competitive Marketing Tool,” (with Jinhong Xie), *International Journal of Research in Marketing*, 2005, Vol. 55, No. 3, pp. 351-373
- “Theatrical Releases And The Launching Of Motion Pictures,” (with Charles Moul), in *A Concise Handbook of Movie Industry Economics*, 2005, ISBN: 0521843847 & 0521843847, Cambridge Press, 2005.
- “Editorial: Marketing and Designing Transaction Games,” *Marketing Science*, 2005, Vol. 24, No. 4, pp. 525-530
- “Editorial: Brand Loyalty Programs: Are They Shams? *Marketing Science*, 2005, Vol. 24, No. 2, pp. 185-1993.
- “Comments on Competitive Responsiveness” *Marketing Science*, Vol. 24, No. 1, Spring 2005, pp. 3-7 [editorial]
- “The Impact of Advancing Technology on Marketing and Academic Research,” *Marketing Science*, Vol. 23, No. 4, Fall 2004, pp. 469-475 [editorial]

- “Consulting, Research, and Consulting Research,” *Marketing Science*, Vol. 23, No. 2, Spring 2004, pp. 173–179 [editorial]
- “Endogeneity in Marketing Decision Models,” *Marketing Science*, Vol. 23, No. 1, Winter 2004, pp. 1-3 [editorial]
- “Theatrical Release and the Launching of Motion Pictures,” (with Charles Moul), in *The Handbook of Movie Economics*, Cambridge Press, forthcoming.
- “Advance Selling for Services,” (with Jinhong Xie) *California Management Review*, 2004, 46(3) 37–54.
- “Finance, Operations And Marketing Conflicts In Service Firms, *Journal of Marketing*, Invited Commentaries on "Evolving to a New Dominant Logic for Marketing". January 2004, Vol. 68 Issue 1, p. 18-28
- “Marketing Perspectives on Federal Communications Commission Policies,” *Journal of Public Policy and Marketing*, Vol. 22, No. 1, Spring 2003, 35-40.
- “Journal Rankings: Save the Outlets For Your Research,” *Marketing Science*, Vol. 22, No. 4, Fall 2003. [Editorial] p. 437-442
- “Compartmentalized Reviews and Other Initiatives: Should Marketing Scientists Review Manuscripts in Consumer Behavior?” *Marketing Science*, Vol. 22, No. 2, Spring 2003, 151-160. [Editorial]
- “Defining Interesting Research Problems,” *Marketing Science*, Vol. 22, No. 1, Winter 2003, 1-15. [Editorial]
- “In Search of Data - An Editorial,” *Marketing Science*, Vol. 21, No. 4, Fall 2002, 369-377.
- “*Marketing Science*, Models, Monopoly Models and Why We Need Them: - An Editorial,” *Marketing Science*, Vol. 21, No.3, Summer 2002, 223-228.
- “Service Marketing and Management: Capacity as a Strategic Marketing Variable,” Chapter 19 in *Handbook of Marketing*, Robin Wensley and Barton Weitz, eds., Sage Publications, Thousand Oaks, London, November 2002, 484-512. ISBN: 0761956824
- “Changes in the Review Process - An Editorial,” *Marketing Science*, Vol. 21, No.2, Spring 2002, iii-v.
- “The Mission of *Marketing Science* - An Editorial”, *Marketing Science*, Vol. 21, No.1, Winter 2002, 1-13.
- “The Cost of Thinking”, reprinted, “Intellectual Legacies in Modern Economics”, Elgar Publishing Ltd, Peter Earl Editor, Volume 1, Part 4, January 2002, ISBN 1858985269, pp. 263-275.
- “Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell,” (with Jinhong Xie), *Marketing Science*, Vol. 20, No. 3., Summer 2001 [Lead Article, John D.C. Little Best Paper Award], 219-243.
- “Retail Product-line Pricing Strategy when Costs and Products Change” (coauthored with Ramarao Desiraju), *Journal of Retailing*, Spring 2001, Vol. 77, No. 1, pp. 17-38. [Journal of Retail Best Paper Award (Davidson Award)]
- “Recent Research in the Motion Picture Industry” *Inaugural Business and Economics Scholars Workshop in Motion Picture Industry Studies*, (Proceedings) Eliashberg and Mallen, Editors. October 2000, 65-86.
- “Services and Seasonal Demand,” (with Sonja Radas) in *Handbook of Services Marketing and Management*, Teresa A. Swartz, Dawn Iacobucci (Eds.), Sage Publications, 2000, p147-170. ISBN: 0761916121
- “Advance Pricing of Services and Other Implications of Separating Purchase and Consumption,” (co-authored with Jinhong Xie), *Journal of Service Research*, February 2000, Vol. 2, no.3 (February) 227-239. [Finalist: JSR Excellence in Service Research Paper Award]

- “Strategic Service Pricing and Yield Management,” (co-authored with Ramarao Desiraju), *Journal of Marketing*, January 1999, Vol. 63, No. 1, 44-56. [Winner: *Marketing Science* Institute/H. Paul Root Best Paper Award]
- “Managing Service Demand: Shifting and Bundling,” (co-authored with Sonja Radas), *Journal of Service Research*, Vol. 1, No. 1, August 1998, pp. 47-64.
- “Seasonal Marketing and Timing New Product Introductions,” (co-authored with Sonja Radas), *Journal of Marketing Research*, Vol. 35, No. 3, August 1998, pp. 296-315.
- “Models, Theory and Selecting Research Topics: A Discussion,” Proceedings of the 14th Paul D. Converse Symposium, James D. Hess and Kent B. Monroe, Eds., American Marketing Assoc., 1998, 96-107.
- “Film Critics: Influencers or Predictors,” (co-authored with Jehoshua Eliashberg), *Journal of Marketing*, Vol. 61, No. 2, April 1997, p. 68-78.
- “Branded Variants: A Retail Perspective” (with Mark Bergen and Shantanu Dutta), *Journal of Marketing Research*, Winter/February 1996, Vol. XXXIII (33), No. 1, p. 9-19 [Finalist, *Journal of Marketing Research* William O'Dell Award best paper Award]
- “The Value of Marketing Expertise” (with Mehmet Pasa), *Management Science*, March 1996, Vol.42, No. 3, p.370-388.
- “The Market Forecaster's Dilemma” (with Chaim Ehrman), *Marketing Science*, Vol. 14, No. 2, Spring 1995, p.123-147.
- “Explanations for Service Growth”, in *Service Quality*, Richard Oliver and Roland Rust, Ed., Sage Publications, 1994, pp. 223-240.
- “Repositioning for Changing Preferences: The Case of Beef versus Poultry” (with Eugene Anderson), *Journal of Consumer Research*, Vol. 18, No.2, September 1991, pp. 219-232.
- “Product Assortment in a Triopoly,” *Management Science*, Volume 35, Number 3, March 1989, p. 304-320.
- “Branded Variants,” *Research in Marketing*, Summer Educators Conference August, 1989.
- “Competitive Pricing Behavior in Distribution Systems,” (with Abel Jeuland) in *Issues in Pricing: Theory and Research*, Timothy Devinney, ed., (Lexington, Mass: Lexington Books, 1988), pp. 219-238.
- “Microcomputers in Marketing” *Marketing Science*, Volume 7, Number 3, Summer 1988, pp. 311-314.
- “Channel of Distribution Profits when Channel Members Form Conjectures” with Abel Jeuland, *Marketing Science*, Volume 7, Number 2, (Spring 1988), pp. 202-210.
- “REPLY: Managing Channel Profits: Comment”, with Abel Jeuland, *Marketing Science*, Volume 7, Number 1, (Winter 1988), pp. 103-106.
- “Pricing when Different Outlets Offer Different Assortments of Brands,” in *Issues in Pricing: Theory and Research*, Devinney, ed., (Lexington, Mass: Lexington Books, 1988), pp. 219-238
- (also listed previously) “Estimating Brand Positioning Maps Using Supermarket Scanning Data,” *Journal of Marketing Research*, Vol. XXIV (24), No. 1, (February 1987), 1-18.
- “Implicit Understanding in Channels of Distribution,” *Management Science*, Vol. 31, No. 4 (April 1985), 435-460.
- “Price-Quality Relationships,” *Advances in Consumer Research*, Thomas C. Kinnear, ed., Vol. XI, (1984), 627-632.
- “Comments on 'Pricing a Product Line'“ *Journal of Business*, vol. 57, no. 1, part 2, (January 1984), S101-108.
- (also listed previously) “Defensive Marketing Strategies” (with John R. Hauser), *Marketing Science*, Vol. 2, No. 4 (Fall 1983), 319-360.

- (Also listed previously) “Managing Channel Profits” (with Abel P. Jeuland), *Marketing Science*, Vol. 2, No. 3 (Summer 1983), 239-272.
- “Coordination in Marketing Channels” (with Abel P. Jeuland), in *Productivity and Efficiency in Distribution Systems*, David A. Gautschi, ed. (New York: North Holland, 1983), 17-32.
- “The Cost of Thinking: Its Implications,” in *Research in Marketing, Supplement 1: Choice Models for Buyer Behavior*, Leigh McAlister, ed. (Greenwich, Conn.: JAI Press, 1982), 169-184.
- “Displays and Advertising: A Theory of Seduction,” *Advances in Consumer Research*, Andrew A. Mitchell, ed., Vol. IX, (1981), 118-124.
- (Also listed previously) “The Cost of Thinking,” *Journal of Consumer Research*, Vol. 7, No.2 (September 1980), 99-111.
- “Intensity Measures of Consumer Preference,” (with John Hauser) *Operations Research*, Vol. 28, No. 2 (March-April 1980): 278-320.
- “Instructor Manual,” for *Design and Marketing of New Products* by G. L. Urban and J. R. Hauser, Prentice-Hall, 1980.
- “Choice Models: A Review- (An Abstract)” (with D. Horsky and S. Sen), *Research Frontiers in Marketing*, 1978 AMA Proceedings, S. Jain, Ed.
- “Extended Conjoint Analysis with Intensity Measures and Computer Assisted Interviews: Applications to Telecommunications and Travel” (with J. Hauser), *Advances in Consumer Research*, Vol. V, H.K. Hunt, ed., 1977, 440-447.

UNPUBLISHED WORKING PAPERS AND ON-LINE PROCEEDINGS

- Shugan, S. M. “Machine Learning Predictions for Marketing Applications with Noncompensatory Linear Relationships and Theory-Driven Specifications.”
- Shugan, S. M., Song, T. M. “Improving Machine Learning Predictions with Richer Priors”
- Shugan, S. M., Xie, M. M., TU, Y. M. “Utility Shading in Quantal Choice Theory with Rational Inattention”
- Shugan, S. M., Moon, J., “Purchase-limits: Marketing Tools for Shortages”
- Xie, M., Shugan, S. M., “Implications of Quantal Choice Theory for Post-choice Consumption”
- Shugan, S. M., SONG, T. M. “Causal Theory, Underidentification and Overfitting in Machine Learning: Applications to Noncompensatory Linear Relationships.”
- Shugan, S. M. "Machine Learning Predictions for Marketing Applications with Noncompensatory Linear Relationships and Theory-Driven Specifications”
- Shugan, S. M. “Machine Learning, Logit and Imposing Theory-based Structure: Applications including Noncompensatory Linear Relationships”.
- Xie, M. Shugan, S.M. “C2C Marketing: When Consumer-buyers become Consumer-resellers" (On-Going).
- Xie, M., Shugan, S.M. “Utility Shading in Quantal Choice Theory with Rational Inattention”.
- Shugan, S. M. “Revision Market Structure Research (Chapter in *The History of Marketing Science*)”
- “Strategic Consumer Competition between Heavy and Light Users” On-line proceedings, SICS Conference at University of California Berkeley, 2011.
- “Advance Selling Theory” (coauthored with Jinhong Xie) , written for the *Handbook on Research on Pricing*, ed. Vithala R. Rao, E-Elgar publishers, forthcoming.
- “Surprise and Secrets as Competitive Tools” (coauthored with Jinhong Xie)
- “Selective Service Strategies: The Impact of Transaction Costs on Optimal Service Levels,” (coauthored with Sonja Radas), under review

“Product Evaluations on the Internet: Marketing Implications”, (coauthored with Larry Winner), under review

“Determinants of New Product Performance: Product, Process, and Now People,” (coauthored with Yubo Chen)

BOOKS

BankBucks: A Services Marketing Simulation, Fort Worth: Dryden Press, 1993.

Marketing & Managing Services, McGraw-Hill Higher Education, not completed, chapters available

SELECTED EXPERT TESTIMONY

Advanced Cardiovascular Systems, Inc. v. SCIMED Life Systems, Inc. (antitrust, lost sales) angioplasty

Advanced Cardiovascular Systems, Inc. v. SCIMED Life Systems, Inc. (2nd case, patent infringement, lost sales) angioplasty

AMERITECH (telephone survey) to support litigation Bonacorsi

Anheuser-Busch, Inc., Plaintiff, V. A-B DISTRIBUTORS, Inc., Defendant (lost damages)

Armstrong v. Liberty Mutual and Reliance Insurance Companies - Wellington ADR (branding)

Binks vs. Presto Industries (lost damages) hamburger cookers

Nowel Newman and Application Products Company of America Inc. vs. Brian Glassel, Sandra Glassel, DYCO Product,

Biogen vs. Schering-Plough (product definition)

City of Greenville v. H.K. Feguson Company, et al. (lost sales)

Edward F. BAGDON v. Firestone Tire and Rubber Company Case (franchise liability, lost sales, competition, proper management practice)

Federal Signal Corporation Witt (consulted on litigation -- quickly settled).

General Public of the State of California vs. The American Tobacco Company (critique of survey)

Kimberly Clark vs. Johnson and Johnson (patent infringement, lost damages) sanitary napkins

Leslie Reilly Plaintiff, v. Chipotle Mexican Grill, Inc., a Delaware (damages, alleged deceptive advertising)

NIDA CORPORATION Vs. Ken Nida (distribution, consumer-decisions)

Northern Engineering Industries v. Portec, Inc. v. Parsons Peebles Electric Products, Inc., case. (proper management practice, lost sales, note: did not testify) cranes

Nowel Newman & Application Products Company of America Inc. v. Brian Glassel, Sandra Glassel, Dyco Products (lost sales) line stripping

Oracle America, Inc. Plaintiff v. Google, Inc. Defendant.

Odem's v. Southgate Distributing (channels of distribution, lost sales, proper management practice) sausages

Pegasus Imaging Corporation vs. Allscripts Healthcare Solutions (copyright infringement)

Recora Company, Inc. v. MARTIN FAIER, et. al. (malpractice, antitrust) burglar alarms

Rent Club of America, Inc. v. TransAmerica Rental Finance Corporation (lost sales, conspiracy) furniture

Schneider v. Scimed Life Systems, Inc. (patent infringement, lost sales) angioplasty

Simpleair, Inc. v. AWS Convergence Technologies, Inc. ET AL. (for Research in Motion Limited)

Simpleair, Inc. v. AWS Convergence Technologies, Inc. ET AL. (for Apple Inc.)

Teimuraz Tsirekidze vs. Syntax-Brilliant Corp., et al.(critique of survey)

Wormald U.S., Inc. v. Uniroyal, Inc. et al. (product liability, note: did not testify)

OTHER RESEARCH ACTIVITIES

Developed and Maintain Webpage on Most Impactful Recent Articles in Marketing

www.marketingscience.org

OTHER WORKING PAPERS

INACTIVE BUT COMPLETED:

“Using Intent Measures to Forecast Motion Picture Success”, (completed, co-authored with Joffre Swait).

“Pre-Concept New Product Forecasting”

“Forecasting Failure and Success of New Films”

“Some Perspectives on Short-Term Promotions and Advertising Campaigns”

Designing and Building a Market Research Information System,” (co-authored with John R. Hauser).

Delivery vs. Design Attributes in Primary Health Care,” (co-authored with Chaim M. Ehrman).

“A Theory for Marketing Sciences” (completed)

“Marketing Incentives for Acquisitions: Spin-offs, Carve-outs and Buybacks,” (coauthored with Yu Bo Chen), in progress

“The Impact of Uncertainty on Defensive Strategy,” (coauthored with Yu Bo Chen), in progress

“Service Pricing with Capacity Constraints”, (co-authored with Hyongjae Rhee)

“Brand Positioning Maps from Price/Share Data: The Case of Bathroom Tissue”

“3-D Positioning Maps for Super-Market Scanning Data”

“Evolution of Marketing Science” (co-authored with Dan Horsky and Subrata Sen).

“Product Assortment and Spatial Dispersion of Retail Price” (coauthored with by Shan-Yu Chou and Abel Jeuland)

“Multivariate Analysis of Choice Data and Census Data in Marketing” (with Subrata Sen)

“A Mathematical Programming Model for Optimal Product Line Structuring” (with V. Balachandran) □

OTHER RESEARCH & NOTES

Developed software package known as ARES. This instructional software package is A Retailing Environment Simulation

Developed the software package known as BankBucks. This instructional software package simulates the marketing activities of a service (specifically a financial service).

Developed the software package, DEFMAP. This software package implements the estimation procedure in “Estimating Brand Positioning Maps Using Supermarket Scanning Data,” by Steven M. Shugan, Journal of Marketing Research, Vol. XXIV, No. 1.

Statement from the Editor Regarding “New Perspectives on Customer ‘Death’ Using a Generalization of the Pareto/NBD Model” Marketing Science November/December 2010 vol. 29 no. 6 1165

INVITED PAPERS AND TALKS

- Invited presentations in countries including Argentina, Australia, Canada, China, Denmark, England, France, Germany, Hong Kong, India, Italy, Japan, South Korea, Mexico, The Netherlands, Norway, Singapore, Spain, Switzerland, Taiwan, Turkey, and the United States (many mainland cities and Hawaii)
- Participant, 18th Annual Bass UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference, 2/23/2024.
- “Product Differentiation and Winner’s Curse in Choice Models” (with Man Xie), INFORMS ISMS Marketing Science Conference, June 8, 2023, Miami, Florida, United States
- “The Benefits of Differentiation”, Frontiers in Service Conference, June 2023, Maastricht University, Maastrich Netherlands.
- Session Chair, Frontiers in Service Conference, June 2023, Maastricht University, Maastrich Netherlands.
- "Strategies for Combating Negative Reviews," University of New South Wales Research Camp, University of New South Wales, University of New South Wales, Sydney, Australia (March 3, 2023).
- "The Benefits of Product Differentiations," Marketing Analytics Symposium, Sydney (MASS) 2023, PIER ONE SYDNEY HARBOUR, Sydney, Australia (February 28, 2023).
- “The Use of Purchase Limits During Shortages” INFORMS Annual Meetings, Indianapolis Convention Center 100 South Capitol Avenue, Indianapolis, United States. (October 16, 2022).
- “Improving Machine Learning Predictions with Richer Priors” University of New South Wales Research Camp, University of New South Wales, University of New South Wales, Sydney, Australia (September 12, 2022).
- Machine Learning, Logit and Structure: Analyses including Noncompensatory Linear Models” IFORS 22nd Conference of the International Federation of Operational Research Societies 2021 Seoul, Korea August 23(Mon) ~ 27(Fri), 2021 (Virtual Presentation because of Cov-19 related issues), Seoul, South Korea. (August 24, 2021).
- “Replication using Machine Learning Algorithms in Marketing” EMAC Annual Conference 2022 May 24-27, 2022, Budapest, Hungary Corvinus University of Budapest (accepted for proceedings but did not present in person because of Cov-19 related issues).
- Xie, M. (coauthor), Shugan, S. M. (coauthor), Tu, Y. (coauthor), 43rd Annual ISMS Marketing Science Conference, "Utility Shading in Quantal Choice Theory With Rational Inattention," INFORMS, International Conference, Rochester, United States. (June 3, 2021).
- Moon, j. (coauthor), Shugan, S. M. (coauthor), EMAC 2021 Annual Conference, "Purchase-limits: Marketing Tools for Shortages," EMAC, Conference, Madrid, KS, Spain. (May 26, 2021).
- Shugan, S. M. (Speaker and Participant), Moon, J. (coauthor of paper), Voya Financial Colloquium, "Healthcare Profits and Innovation," university of Connecticut, Storrs, CT, United States. (2019).
- Shugan, S. M. (Presenter/Author), Moon, J. (co-Author), Frontiers in Service 2019, "HealthCare Services: Nonprofit vs For-Profit Competition," Frontiers in Services Conference at National University of Singapore, Singapore, Singapore. (2019).
- (with M Xie), 41st Annual ISMS Marketing Science Conference, "Reselling: When Buyers Become Consumer Re-sellers," Institute Institute for Operations Research and the Management Sciences (INFORMS), Conference University of Roma, Rome, Italy. (**June 2019**).
- (With Haibing), EMAC 48th Annual Conference, "Who Gains From Greater Market Power," European Marketing Academy (EMAC), Conference Universitat Hamburg, Hamburg, Germany. (**May 2019**).

- Discussant. Frontiers of Research in Marketing Science (UTD FORMS) Conference, "Discussion of Guiding Consumers through Lemons and Peaches," University of Texas at Dallas, Conference University of Texas, Richardson, TX, United States. (**March 2019**).
- Participant. ASSA Annual Meeting, ATLANTA GA, (**January 2019**)
- AMA Summer Academic Conference, "Acceptance Speech," American Marketing Association, Conference, Boston, MA. (**August 2018**). 8/10/2018-8/12/2018
- 2018 Summer Institute in Competitive Strategy, Discussant of article "Why Customer Service Frustrates Consumers: Using a Tiered Organizational Structure to Exploit Hassle Costs: Discussant," Haas School of Business, University of California, Invited, Berkeley, CA, United States. (**June 25, 2018**).
- (with J Moon) "Hospital Competition" in Special Health Care Session organized by Steven M. Shugan, 40th Annual ISMS Marketing Science Conference, **June 13-16, 2018**, Temple University, Fox School of Business, Philadelphia, PA
- 40th Annual ISMS Marketing Science Conference, "Hospital Competition," INFORMS & Temple University, Fox School of Business, Special Health Care Session organized by Steven M. Shugan, Philadelphia, PA, United States. (**June 13, 2018**).
- Seminar, "Clashing philosophies and the scholarly journal review process," University of New South Wales, Sydney, Australia. (**May 17, 2018**).
- "Clashing philosophies and the scholarly journal review process" University of New South Wales, **May 17, 2018**, Sydney, Australia.
- "Healthcare Markets: For-profit vs. Nonprofit Hospital Competition" University of New South Wales, **May 15, 2018**, Sydney, Australia.
- Seminar, Shugan, S. M., Distinguished Scholar Seminar, "Healthcare Markets: For-profit vs. Nonprofit Hospital Competition," University of New South Wales, Sydney, Australia. (**May 15, 2018**).
- Seminar, Shugan, S. M., UNSW Seminar Series, "Rational Explanations for Behavioral Phenomena," University of New South Wales, University of New South Wales, Sydney, Australia. (**May 11, 2018**).
- "Rational Explanations for Behavioral Phenomena" University of New South Wales, **May 11, 2018**, Sydney, Australia
- (with J Moon) , Invited Speaker, "Healthcare Markets: For-profit vs. Nonprofit Hospital Competition," University of California, Seminar, Irvine, CA, United States. (**April 27, 2018**).
- "On the Optimality of Three-Part Tariff Plans: Discussant" 12th Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference, March 2, 2018, Dallas, Texas
- "Competition between For-profit And Not-for-profit Hospitals" (with Jihwan Moon), 2017 INFORMS ANNUAL MEETING, 10/22-10/25, Houston, Texas. Also attended and participated, 16th Annual Institute for Operations Research and the Management Sciences Fellows Ceremony and Luncheon; attended 12th INFORMS workshop on Data Mining and Decision Analytics
- "When Private and Public Hospitals Compete," 2017 INFORMS Healthcare Conference, July 26-28, 2017, Rotterdam, Netherlands
- "When Private and Public Firms Compete," 2017 Marketing Science Conference, University of Southern California, 6/8/2017, Los Angeles, CA.
- "Explaining Bundling-Framing Effects with Signaling Theory", Marketing Hightower Lecture, Goizueta Business School, 3/30/2017 Emory, Atlanta, GA 30322
- "How to Organize Tiered Competition for Prescription Drugs?" DISCUSSANT, Eleventh Annual Frank M. Bass UTD-FORMS Conference, March 2-4, 2017, Dallas, TX.

- “Big Data vs. Small Data” DISCUSSANT, SICS – 2016 Summer Institute in Competitive Strategy, Haas School of Business, University of California Berkeley, Institute for Business Innovation (IBI) and Competition Policy Center, 7/12/2016, Berkeley, CA.
- “Should Service Providers Charge for Add-ons?” 25th Annual Frontiers in Service Conference, 6/25/2016, Norwegian School of Economics, Bergen, Norway
- “Publishing Relevant and Rigorous Research,” 23rd Annual SERVSIG Doctoral Consortium, 6/23/ 2016, Norwegian School of Economics, Bergen, Norway
- “Why Consumers Pay More for Free,” 2016 INFORMS Marketing Science Conference, 6/17/2016, Shanghai International Convention Center & Oriental Riverside Hotel, Shanghai, China.
- “Market Power and Marketing Practices the Case of Product Line Pricing,” 2016 INFORMS Marketing Science Conference, 6/16/2016, Shanghai International Convention Center & Oriental Riverside Hotel, Shanghai, China.
- “A Broader View of Power and Competition,” Paul D. Converse Award Presentation, 4/22/2016, University of Illinois, Urbana–Champaign, Illinois
- "Publishing in Marketing" Seminar series at the School of Business of ITAM (Instituto Tecnológico Autónomo de México), 11/30/2015, Mexico City, Mexico.
- “Signaling with Add-on Bundles (with Jihwan Moon)” Seminar series at the School of Business of ITAM (Instituto Tecnológico Autónomo de México), 11/30/2015, Mexico City, Mexico.
- “Discussant: Add-on Policies under Vertical Differentiation: Why Do Luxury Hotels Charge for Internet Whereas Economy Hotels Do Not?” 7/22/2015, 2015 SICS - Summer Institute in Competitive Strategy Berkeley, California.
- “Pricing Strategies in Seasonal Competitive Markets (with Haibing Gao)”, 24th Annual Frontiers in Service Conference, San Jose, 7/11/2015, San Jose, CA
- “Add-On Pricing with Cost Shocks in a Vertically Differentiated Competitive Marketplace (with Jihwan Moon)”, 37th ISMS Marketing Science Conference, 6/20/2015, Baltimore, Maryland
- “Why Airlines Bundle First Class but Hotels Bundle Economy (with Nanda Kumar)” Research Symposium at Lehigh University, 4/10/2015, Bethlehem, Pennsylvania.
- “Pricing in Seasonal Competitive Markets (with Haibing Gao)” CORS/INFORMS 2015 Joint International Meeting, 6/15/2015, Montreal , Canada
- “Managing Seasonality in Competitive Markets (with Haibing Gao)” 2015 Frank M. Bass UTD Forms Conference, 2/27/2015, Richardson, Texas
- “Strategies in Fairness-Sensitive Markets: Competitive Markets, Cost Shocks and Fees (with Jihwan Moon) 2014 INFORMS Annual Meeting, 11/11/14, San Francisco, California
- “Combining Historical Data with Consumer Intent-To-View Metrics (With Joffre Swait)” American Marketing Association, 2014 Summer Marketing Educators’ Conference, 8/3/14, San Francisco, CA
- “Pricing Strategies in a Fairness-sensitive Market” at the 20th Conference of the International Federation of Operational Research Societies, 7/15/2014, Barcelona, Spain on July 15, 2014
- “Service Strategies in a Fairness-sensitive Market,” 2014 Frontiers in Service Conference, 6/27/14, Coral Gables, Florida
- “Bundling in Product Lines (with Nanda Kumar),” 36th INFORMS Marketing Science Conference, 6/13/14, Emory University, Atlanta, Georgia
- “Marketing Strategies given a Fairness sensitive and Rational Market (with Jihwan Moon),” 36th INFORMS Marketing Science Conference, 6/13/14, Emory University, Atlanta, Georgia
- “Bundling in Product & Service Lines (with Nanda Kumar),” AMA - ECMI – EMAC Marketing & Innovation Conference, Erasmus Research Institute of Management at the Erasmus Universiteit, 5/28/2014, Rotterdam, Netherlands,.

- “Discussant: Consumer Preference Elicitation of Complex Products using Fuzzy Support-Vector-Machine (SVM),” 2014 Annual Frank M Bass University of Texas at Dallas Forms Conference, 2/28/14, Richardson, Texas
- “A Marketing Strategies in a Fairness-sensitive Market (with Jihwan Moon)” 2014 Frank M Bass University of Texas at Dallas Forms Conference, 2/27/14, Richardson, Texas
- “A Model of Mature Market Growth and Decline (with Deb Mitra),” 2013 INFORMS Marketing Science Society Conference, 7/13/13, sponsored by the Özyeğin University School of Economics and Administrative Services, at Swissôtel The Bosphorus, Istanbul, Turkey.
- “A Theory of Mature Market Growth (with Deb Mitra)” 2013 Frontiers in Service Conference, 7/7/2013, Taipei, Taiwan.
- “Managing Your Career” 48th American Marketing Association Sheth Foundation Doctoral Consortium, at the University of Michigan's Stephen M. Ross School of Business, Ann Arbor, Michigan, , 6/9/2013, Ann Arbor, Michigan
- “Discussant: Is Cash King?” 2013 Annual Frank M Bass UT Dallas Forms Conference, 2/21/2013, Richardson, Texas.
- “Discussant”, SICS - Summer Institute in Competitive Strategy, Haas School of Business, UC Berkeley, 7/12/2012, Berkeley, CA.
- “Bundling in Service Lines” 21st Annual Frontiers in Service Conference at the University of Maryland, College Park, MD, 6/15/2012, Bethesda, Maryland+
- “A Churn Theory for Predicting and Explaining Market Growth” 34th ISMS Marketing Science Conference at Boston University, 6/8/2012, Boston, Massachusetts, USA
- “A Churn Theory for Predicting and Explaining Market Growth,” 2012 Theory and Practice in Marketing (TPM) Conference on the Marketing Strategy, Harvard Business School, 5/4/2012, Boston, Massachusetts.
- “Bundling Strategy in a Product Line,” Frank M. Bass – University of Texas at Dallas Frontiers of Research in Marketing Science Conference, 2/23/2012, Dallas, Texas, USA
- “A Churn Theory for Predicting and Explaining Market Growth,” (with Debanjan Mitra), 2012 Theory & Practice in Marketing (TPM) Conference on Marketing Strategy, Harvard Business School, 5/4/2012, Boston, MA, USA
- “Bundling Strategy in a Product Line,” (with Nanda Kumar) discussant: Pradeep Bhardwaj, 2012 Frank M. Bass UT Dallas, Dallas, Tx, Thursday, 2/23/ 2012.
- “Validating Dynamic and Other Models,” Eighth Global Marketing Dynamics Conference, Jaipur, India, 7/27/2011.
- “Strategic Consumer Competition between Heavy and Light Users,” SICS - Summer Institute in Competitive Strategy. Haas School of Business, University of California, Berkeley, 7/12/2011.
- “An Evolutionary Theory of Market and Service Growth,” with Debanjan (Deb) Mitra, Frontiers in Service Conference, Columbus, Ohio, 7/2/2011.
- “Improving Predictive Validation,” 33rd Annual Marketing Science Conference, Houston, Texas, 6/9/11.
- “An Evolutionary Theory of Market Growth,” Marketing Strategy Meets Wall Street II Conference, University of Boston, Boston, MA. 5/13/2011.
- “Validation and the Compromise between Better Prediction versus Better Decisions,” Frank M. Bass Frontiers of Research in Marketing Science (UTD-FORMS), University of Texas at Dallas, University of Texas at Dallas, Richardson, Texas, 2/25/2011.
- “Future of the Marketing Discipline,” 2011 Winter Marketing Educators' Conference, Austin, Texas, 2/18/2011.

- “Improving Predictive Validation using Hold-Out Samples,” Erasmus University, Rotterdam, The Netherlands, 1/31/2011
- “Holdout Validation: Better Prediction versus Better Decisions,” Buck Weaver Award Symposium and Ceremony, Massachusetts Institute of Technology, Massachusetts Institute of Technology, Cambridge, MA, 1/21/2011.
- “Wrong Response Functions: Their Detection and Implications,” 2010 INFORMS Annual Meeting, Austin, Texas, 11/10/2010.
- “Statistical Learning and Data Mining,” Marketing Science Reading Group and Workshop, University of Florida, 9/3/2010.
- Participant. SICS - Summer Institute in Competitive Strategy. Haas School of Business, University of California Berkeley, Berkeley, CA. July 18-23, 2010.
- “Why Wrong Response Functions Predict Better and Underestimate Optimal Expenditures,” 2010 INFORMS Marketing Science Conference, University of Cologne, Cologne, Germany, 6/17/2010.
- “Predictive Modeling and Optimization,” 2010 ALIO / INFORMS International Meeting, University of Buenos Aires, Buenos Aires, Argentina, 6/6/2010.
- “Why Wrong Models Predict Better and Underestimate Optimal Marketing Expenditures.” Department of Marketing Seminar Series, University of Maryland, 2/26/2010.
- “Response Functions with Better Predictions Underestimate Optimal Marketing Expenditures (UOME),” Southern Methodist University, 12/11/2009.
- “Metrics - the Cost of Relevancy in Research,” with Debanjan (Deb) Mitra, 2009 18th Annual Frontiers in Service Conference, Honolulu, Hawaii, USA, 10/31/2009.
- “Innovation: Where it Comes From and How to Foster it” Panel Discussion” 2009 18th Annual Frontiers in Service Conference, Honolulu, Hawaii, USA, 10/30/2009.
- “Managing Seasonal Queues with Strategic Buyers,” 2009 INFORMS Annual Meeting, San Diego, Ca. 10/12/2009
- “Why Incorrect Models Forecast Better and Price Worse,” 2009 INFORMS Annual Meeting, San Diego, Ca. 10/11/2009
- “Difficult Compromises when Choosing Research Topics,” in the Special Session Roundtable: Designing Interesting and Impactful Research, American Marketing Association, 2009 AMA Summer Marketing Educators' Conference, Chicago, IL., 8/8/2009.
- “Testing For Correct Structure: When Statistical Validation Favors Incorrect Models: When Statistical Validation Favors Incorrect Models,” SICS, Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley, 7/21/2009.
- Why do Incorrect Models Predict Better? 2009 Cheung Kong GSB Marketing Research Forum, Cheung Kong Graduate School of Business, Beijing, China, 6/29/2009.
- Metrics for Revealing Information about Future Outcomes, CORS-INFORMS International Meeting, Toronto, Canada, 6/16/2009.
- “Managing Seasonal Congestion,” (with Aydin Alptekinoglu) 2009 Festschrift Celebration for John D.C. Little, Ann Arbor, MI, 6/7/2009.
- “When Statistical Validation Fails,” 2009 INFORMS Marketing Science Conference, Ann Arbor, Michigan, Friday, 6/5/2009.
- "Managing Seasonal Services" 9TH ANNUAL TILBURG X-MAS RESEARCH CAMP Tilburg University Marketing Camp, Tilburg, The Netherlands, 12/18/08
- "Brand Anti-Loyalty Programs and Irrelevant Metrics," Fourth International Conference on Brand Management, Hong Kong, China. 12/9/2008

- "Brand Anti-Loyalty Programs: Stealing from the Future." Brand Management Research Symposium, Polytechnic University, Hong Kong, China. 12/8/08.
- "Peak and Off-peak Strategies in Constrained Capacity Industries (with Aydın Alptekinoglu)." INFORMS Annual Meeting, Washington DC, 10/14/08
- "Perspectives: Revenue Management vs. Marketing Science" in "Marketing Science and Revenue Management, Contrast and Commonality" INFORMS Annual Meeting Washington DC, 10/13/08
- "Managing Seasonal Congestion with Constrained Capacity in Equilibrium (with Aydın Alptekinoglu)," 2008 17th Annual Frontiers in Service Conference, Washington DC.10/4/08
- Participant. Summer AMA 2008 - San Diego, CA. 8/8/08-8/13/08.
- Participant. 6th SICS-Summer Institute in Competitive Strategy. Haas School of Business University of California, Berkeley. 7/14/08-7/18/08
- Participant and Panel Discussant. AMA Knowledge Coalition Conference on Marketing-Mix Resource Allocation and Planning, Atlanta, GA. 7/10-11/08
- "Managing Quality with Constrained Capacity" (with Aydın Alptekinoglu) 2008 INFORMS Marketing Science Conference, Vancouver, British Columbia, Canada, 6/13/08
- "Measures, Metrics, and Models," (with Deb Mitra) 2008 Yale Center for Customer Insights Conference on Collaborative & Multidisciplinary Research. Yale, New Haven, CT. 5/10/08.
- "Managing Quality with Constrained Capacity in Equilibrium," (with Aydın Alptekinoglu). 2008 Dynamic Games in Management Science. HEC Montréal (Québec) Canada on 5/2/08.
- Participant. Bob Blattberg Conference. Allen Center. Northwestern University. Evanston. IL. 4/18/08.
- "Comments on Probabilistic Selling," 2008 University of Texas Marketing Conference, Dallas, Texas. 2/23/08.
- Participant/Admin (committee meeting/presentation). 2007 INFORMS Annual Meeting, Seattle, WA. 11/5/2007.
- "Nurturing Innovation and Educational Impact for Research in Information Systems Conference on Information Systems and Technology," 2007 Conference on Information Systems and Technology, Seattle, WA. 11/3/2007.
- "Revenue Management and Dynamic Pricing," 2007 The Practice and Impact of Marketing Science, Wharton, Philadelphia, Penn. 10/14/2007.
- Participant/Admin. 2007 Frontiers in Service Conference, San Francisco, Ca. 10/6/2007.
- "Presentation to Workshop in Theory-Rich Marketing Modeling," 2007, Duke University, Durham, North Carolina 8/17/2007.
- "Comments on Obesity Research," Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley 7/19/2007
- "People Metrics and New Product Forecasting (with Debanjan Mitra)," 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/29/2007
- "Meet the Editors Presentation," 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/28/2007
- "Publishing," 2007 ISMS Doctoral Consortium, Singapore, 6/27/2007.
- "Normative versus Descriptive Game Theory," Second Workshop on Game Theory in Marketing, HEC Montréal. 6/5/2007.
- "How to come up with good ideas," 2007 American Marketing Association Sheth Foundation Doctoral Consortium. W. P. Carey School of Business. Phoenix, AZ. 5/18/07
- "Introduction to Marketing Science," 2007 Annual Conference The Academy of Marketing Science, Coral Gables, Florida, 5/24/2007.

- “People Metrics, Metrics and Pre-Concept Forecasting,” Santa Clara University, Leavey School of Business, Santa Clara, California, 5/5/2007
- “People Metrics, Metrics and Forecasting,” University of California, Berkeley, Haas School of Business, Berkeley, California, 4/27/07
- “People Metrics, Metrics and Forecasting,” David Eccles School of Business, University of Utah, Salt Lake City, Utah, 4/25/07
- “Metrics, People and Pre-concept Forecasting,” Mays Business School at Texas A&M University, College Station, Texas, 4/27/07
- “Marketing Metrics and People Metrics,” Spring Marketing Seminar, Olin School of Business, Washington University, St Louis, Missouri, 4/13/07
- “Metrics, Marketing Metrics and People Metrics,” Kellogg School of Management, Northwestern University (Marketing Seminar), Evanston, IL, 4/11/07
- “Marketing Metrics and Pre-Concept Forecasting,” Marketing Research Seminar at North Carolina State University, Raleigh, North Carolina, 3/30/07.
- “Metrics, Marketing Metrics and People Metrics,” Frank M. Bass Conference, University of Texas, Dallas, Texas, 3/1/07.
- “Metrics, Marketing Metrics and People Metrics,” Operations Workshop, Marshall School of Business at the University of Southern California, Los Angeles, California, 3/9/07.
- “Metrics, Marketing Metrics and People Metrics,” Operations Workshop, Sauder School of Business at the University of British Columbia, Vancouver, BC, Canada, 3/12/07.
- New Distribution Channels (moderator) Music Law Conference, Levin College of Law, University of Florida, Gainesville, FL. 2/10/07
- “People-Metrics for Pre-Concept Forecasting,” Mini-Conference on Product Strategy, Decision and Information Systems Department, University of Florida, Gainesville, FL, 1/26/07.
- “Report on the Marketing Science Journal (meeting only)” INFORMS Annual Meeting Pittsburgh, PA 2006 11/5-11/8/06
- “People-Metrics for Pre-Concept Forecasting,” The University of Florida (Marketing Seminar Series), Gainesville, FL, 11/3/06
- “Brand loyalty Programs” 2006, University of Miami, Miami, FL, 10/23/06
- “In Search of Data: Empirical Research” Kellogg Operations Workshop 2006, Northwestern University, Evanston, IL, 9/8/06-9/9/06
- “When and How to Advance Sell” (with Jinhong Xie) INFORMS 2006 International Conference, Hong Kong, 6/25/06-6/28/06.
- “Brand Loyalty Programs: Are they Shams?” 2006 INFORMS Marketing Science Conference, University of Pittsburgh, Pittsburgh, Penn., 6/8/06-6/10/06. Also, “Publishing and the Review Process” special meet the editors session at this conference.
- “The State of Marketing Science” 2006 ISMS Doctoral Consortium, University of Pittsburgh, Katz Graduate School of Business, Pittsburgh, Penn., 6/7/06
- “Publishing and the Review Process” special meet the editors session, Academy of Marketing Science Conference, San Antonio, Texas, 5/24-5/27/06
- Attended, “Marketing Science” The Future of Distribution Channels Research Conference, Wharton School, University of Pennsylvania, Philadelphia, PA 5/18/06-5/19/06
- “Issues in Marketing Science and Recent Research on Advance Selling”, Korea University Business School, Seoul, Korea, 4/28/06.
- “Board Meeting”, ISMS Retreat, INFORMS Society for Marketing Science, New York, N.Y., 4/9-10/06.
- “Brand Loyalty Programs,” College of Business at the University of Missouri, Columbia, MO, 3/17/06.

- “Advance-Selling as a Competitive Marketing Tool,” University of Colorado, Boulder, CO, 3/10/06.
- “Navigating the Review Process,” 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/19/06.
- “Marketing’s Self-Schema: Influence on the Discipline and Broader Community Session,” Special Session (Kohli chair) 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/19/06.
- “Customer Management: Is it Truly Valuable to Retailers,” SIG Session, 2006 AMA Winter Educators’ Conference, St. Petersburg, FL. 2/18/06.
- “Board Meeting and presentations”, INFORMS 2005 Annual Meeting, San Francisco, CA. 11/(14 & 15)/05
- “Marketing Science,” INFORMS 2005 Annual Meeting, San Francisco, CA., 11/14/05
- “Are Most Loyalty Programs Shams?” Fall 2005 Board of Trustees Meeting and Conference on Connecting with Customers in a Complex World. Chicago, IL. 11/3/05.
- “Board Meeting”, 14th Annual Frontiers in Services Conference. Tempe, Arizona. 10/7/05.
- “Behind the Scenes at the Journal” Summer Marketing Educators' Conference - American Marketing Association, San Francisco, CA. 7/31/05
- “Research in Marketing Science” San Francisco Business-to-Business Ph.D. Student Research Camp, San Francisco, CA. 7/28/05
- “Research, Reviewing and Publishing,” 2005 American Marketing Association Doctoral Consortium, University of Connecticut, Storrs, CT 7/8/05
- “Comments of an Equilibrium Model of a Dynamic Auction Marketplace,” 2005 Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley. CA, 6/30/05.
- “Surprise and Secrets as a Competitive Tool,” (with J. Xie) 2005 INFORMS Marketing Science Conference Information, Emory University, Atlanta, GA. 6/17/05.
- “ISMS Practice Prize Event,” 2005 INFORMS Marketing Science Conference Information, Emory University, Atlanta, GA. 6/17/05.
- “State of the journal,” 2005 INFORMS Society for Marketing Science Doctoral Consortium, Emory University, Atlanta, 6/16/05.
- “Navigating the Review Process: Some Guideposts” 2005 Academy of Marketing Science Conference. Palm Harbor Florida, 5/26/05.
- “Big and Small issues in Marketing,” Keynote Lunch Address, University of Alberta, Marketing Department Research Retreat, Banff, Canada, 5/14/05.
- “Brand Loyalty Programs: Are They Shams?” University of Alberta, Marketing Department Research Retreat, Banff, Canada, 5/13/05.
- “The Haring Symposium Key Note Address: Big & Small Issues in Marketing” University of Indiana, Haring Symposium, Bloomington, 4/2/05.
- “Advance Selling” Baruch College, City of New York Campus, New York, 3/10/05.
- “Does loyalty cause loyalty programs?” University of Southern California, Brown Bag Lunch Series, Los Angeles, California, 2/23/05
- “Advance Selling as a Competitive Tool,” University of Southern California, Marketing Department Seminar Series, Los Angeles, California, 2/18/05
- “Navigating the Review Process,” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.
- “Issues Confronting the Academic Marketing,” in the Academic Council Special Session: Are Marketing Academics Looking Too Closely at the Trees and Missing the Forest?” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.

- “Why Finance and Operations Often Dominate Marketing In Service Firms,” in the “Service And Relationship Marketing Track Special Session: Views from the Edge: Emerging Perspectives on Service Relationships,” 2005 AMA Winter Educators’ Conference, San Antonio, TX 2/13/05.
- “Advance-Selling as a Competitive Marketing Tool,” Marketing Colloquia Fall 2004, the Wharton School, Univ. of Pennsylvania, Philadelphia, 12/9/04.
- “Marketing Science, Models, Monopoly Models and Why We Need Them” University of Florida Workshop, Gainesville 11/19/04
- “Status Report on Marketing Science (private board meeting – not a session), INFORMS annual meeting, Denver, 10/24-10/27/04.
- “Meet the Editors,” 2004 North American Association for Consumer Research Conference, Portland, Oregon, 10/9/04.
- “Meet the Editors,” 2004 AMA Summer Marketing Educators’ Conference, Boston, 8/8/04.
- “Impact of New Technologies on Selling: Including Biometrics, Smart Cards and Information Postings,” AMS Conference on Hot Thoughts on Innovation. Marriott Copley, Boston. 8/6/04.
- “Navigating the Review Process: Some Guideposts,” 2004 PhD Project Marketing Students Association (MDSA), Boston, 8/6/04.
- “Comments on Channel Bargaining with Retailer Asymmetry,” Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley 7/31/04
- “The Impact of Capacity Constraints on Customer Service” (with Sonja Radas), Special Session: Models of Service and Satisfaction, 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04
- “New Products, Product Reviews, and Marketing Strategy: An Analysis for Movies and Automobiles” (with Larry Winner) 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04
- Panel: INFORMS Society for Marketing Science, Practice Prize Competition, Erasmus Universiteit, Rotterdam, Netherlands 6/25/04 – on DVD
- “Doing Research That Has Impact” Plenary Session, 2004 INFORMS Society for Marketing Science, Doctoral Consortium, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/23/04
- “Modeling How Advancing Technology Impacts Marketing Activities”, 2004 AMA Sheth Foundation Doctoral Consortium at Mays Business School, Texas A&M, College Station, Texas, 6/18/04
- “Plenary Session on Research, Reviewing and Publishing: Shugan’s Five Issues List,” 2004 AMA Sheth Foundation Doctoral Consortium at Mays Business School, Texas A&M, College Station, Texas, 6/18/04
- “Panel Discussion on Research and Publishing,” 2004 Annual Conference of the Academy of Marketing Science, Vancouver, Canada, 5/28/04
- “About Marketing Science” AMA Winter Marketing Educators' Conference, Scottsdale, AZ, 2/08/04.
- “Advance Selling and Emerging Technologies for Advance Transactions" Cotting Conference Room, Harvard Business School Seminar Series in Marketing, Boston 1/21/04.
- “Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints (with Sonja Radas,” 2003 Annual Frontiers in Services Conference, Bethesda, Maryland 10/23-10/26/03.
- “Critics Reviews and Marketing Strategy” with Larry Winner, UF Internal Marketing Workshop 10/17/03
- “Surprise and Secrets as Competitive Tools” with Jinhong Xie, UF Internal Marketing Workshop 9/19/03.
- “Retail Product-line Pricing Strategy when Costs and Products Change”, Davidson Award Presentation, American Marketing Association Educators Conference, Chicago, IL, 8/16/03.

- “Surprise and Secrets as Competitive Tools,” 2003 Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley, 6/24/03.
- “Meet the Editors - Why Publish in Marketing Science,” 2003 Marketing Science Conference, University of Maryland, College Park, MD, 6/13/03.
- Panel: INFORMS Society for Marketing Science Practice Prize, 2003 Marketing Science Conference, University of Maryland, College Park, MD, 6/12/03 – on DVD
- “Surprise and Secrets as Competitive Tools,” 2003 Marketing Science Conference, University of Maryland, College Park, MD, 6/14/03.
- “The Outlook for Services, Retailing, and CRM,” University of Maryland, Marketing Science Doctoral Consortium, College Park, MD, 6/12/03.
- “How to Publish in Marketing,” University of Maryland, Marketing Science Doctoral Consortium, , College Park, MD, 6/12/03.
- “Perspectives on Advance Selling,” Columbia University Workshop 5/31/03-6/1/03, New York, New York.
- “Keynote Address” at the Annual University of Houston Doctoral Symposium, 4/11/03, Houston, Texas
- “Theatrical Release: The Launching of Motion Pictures,” Washington University Weidenbaum Center on the Economy, Government, and Public Policy 4/3/03
- “The Five Steps to Academic Fortune,” Katz Graduate School of Business, University of Pittsburgh, 2/28/03
- “Advance Selling of Services and Other Implications of Separating Purchase and Consumption,” Pittsburgh Sheth Camp Springs Mountain Resort (rescheduled) 2/28/03.
- “Advance Selling in Competitive Environments,” Olin School of Business at Washington University in St. Louis 2/21/03
- “Advance Selling Strategies,” Yale University, School of Management, 1/31/03
- “Advance Selling,” University of Michigan, Business School, 1/10/03
- “Marketing Science,” INFORMS Annual Meeting 2002 San Jose, California, 11/17/02
- “Forward Selling Strategies,” AB Freeman School of Business, Tulane University, New Orleans, Louisiana, 10/25/02
- “Strategies for Advance Selling,” Fuqua School of Business, Duke University, Raleigh, North Carolina, 10/08/02
- “Advance Selling Strategies,” William E. Simon Graduate School of Business Administration, University of Rochester, Workshop, Rochester, New York, 9/30/02
- “Meet the Editor Reception,” 2002 American Marketing Association, San Diego, California, 7/4/02
- “Selective Service Strategies: Implications of Response Thresholds and Capacity Constraints” (with Sonja Radas), 2002 Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02
- “New Product Development Team Metrics: Empirical Evidence from the Motion Picture Industry” (with Yubo Chen), 2002 Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02
- “The Mission of Marketing Science,” 2002 Marketing Science Doctoral Consortium, Edmonton, Alberta, Canada, 6/29/02
- “Implications of Separating Consumption and Sales: Advance-Selling Strategies,” (with Jinhong Xie), 2002 Summer Research Camp, Insead, Fontainebleau, France 6/10/02
- “Panel Presentation on Publishing in Marketing,” 2002 AMA Sheth Foundation Doctoral Consortium, Emory University, Atlanta 6/7/02
- “Panel Presentation on the Review Process in Marketing,” 2002 Academy of Marketing Science Conference, Sanibel Island, FL 5/30/02

- “Advance-Selling Strategies,” (with Jinhong Xie), University of Southern California, Los Angeles, California, 4/20/02
- Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints” (with Sonja Radas) University of North Carolina, Chapel Hill,, NC 4/5/02
- “Selective Marketing Strategies: Implications of Response Thresholds and Capacity Constraints” (with Sonja Radas), Emory University, Atlanta 3/22/02
- “New Product Development Team Metrics,” (with Yubo Chen) Workshop 3/12/02
- “New Technologies and Advance Selling” (with Jinhong Xie) Workshop 2/8/02
- “5 Steps to Academic Fortune”, Senior Scholar Seminar, Gainesville, Florida 10/12/01.
- “Selective Service Strategies: The Impact of Transaction Costs on Optimal Service Levels,” (with Sonja Radas), INFORMS Annual Meeting, Miami, Florida, November 4-7, 2001.
- “Advance-Selling Strategies with Competition,” (With Jinhong Xie), Frontiers in Services Conference, Washington, D.C., October 25-28, 2001
- The Impact of Internet Websites and Related Technologies on Competitive Advance Selling (with Jinhong Xie), Marketing Science Conference 2001 Wiesbaden, Germany, July 05-08, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), Robert H. Smith School of Business, University of Maryland, College Park , MD, June 5, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), Massachusetts Institute of Technology Seminar, Boston, March 20, 2001
- Advance Selling Strategies with Competition (with Jinhong Xie), University of Texas at Dallas Speaker Series, Dallas, Texas, Feb. 16, 2001
- Attended American Economic Association Annual Meeting, New Orleans, LA, January 5-7, 2001.
- “Enabling Movie Design and Cumulative Box Office Predictions Using Historical Data and Consumer Intent-to-View,” (with Joffre Swait), ARF Entertainment Conference November 1-2, 2000, Beverly Hills, California
- “Pre-Payment Web Site Strategies and other Advance-Selling Technologies with Competition,” co-authored with Jinhong Xie”, 9th Annual Frontiers in Services Conference (sponsored by the American Marketing Association) (9/23/00), Nashville, Tenn.
- Attended Summer American Marketing Association Meeting, Chicago, Illinois. August 6, 2000.
- “Advance Pricing, Internet Selling with Pre-Payments and Web Site Strategies with Competition,” presented at the 2000 INFORMS Marketing Science Conference, June 22-25, 2000, UCLA, Los Angeles, California.
- “Using Intent Measures to Forecast Motion Picture Success” presented at Business and Economics Scholars Workshop in Motion Picture Industry Studies, Boca Raton, Florida, April 30, 2000.
- “Product Evaluations on the Internet,” INFORMS Annual Meeting, Philadelphia, November, 1999
- “New Product Forecasting before the Concept” presented at the Tenth Annual Advanced Research Techniques Forum, Santa Fe, New Mexico, June 13-16, 1999.
- “The Impact of Smart Cards on Services” presented at AMA's 1999 Summer Educators' Conference, San Francisco, August 7-10, 1999.
- “Forward Pricing”, “Pricing Implications for Internet Retailing” presented at the 1999 Marketing Science Conference, University of Syracuse, Syracuse New York. (5/20/99-5/23/99)
- “Segmentation, Limiting Sales and Exclusivity Strategies” presented at the 1999 Marketing Science Conference, University of Syracuse, Syracuse New York. (5/20/99-5/23/99)
- “Forward Pricing”, seminar presented at Olin School of Business, Washington University, Feb. 5, 1999, St. Louis.

- “Pre-Concept New Product Forecasting”, seminar presented at McGill University, Jan. 15, 1999, Montreal, Canada,
- “Forecasting New Product Success before Developing the New Product Concept”, 1998 INFORMS Meetings, Seattle Washington (10/27/98)
- “Strategic Service Pricing and Yield Management”, 1998 Annual Frontiers in Services Conference (sponsored by the American Marketing Association) (9/25/98), Nashville, Tenn.
- “Discussion of Competitive Diffusion Models”, Wharton Conference on New Product Diffusion Models, (9/19/98), Philadelphia
- Attended Summer American Marketing Association Meeting (8/15/98), Boston.
- “The Failure and Success of New Films,” UCLA Research Camp, Feb. 7, 1998, Los Angeles, California.
- “Early Forecasting for New Films,” USC Research Camp, Jan. 17, 1998, Los Angeles, California.
- “Translating Stated Intent to Sales: Applications to Motion Picture Forecasting,” Frontiers in Services, Vanderbilt University, Nashville, Tennessee, Oct.2-4, 1997.
- “Manufacturer/Retailer Cooperation,” for 500 people sponsored by Unilever de Argentina, Buenos Aires, Argentina, Sept. 24-26, 1997.
- “Forecasting Motion Picture Success,” Copernicus, Boston, Aug. 14, 1997.
- “Service Capacity: A Strategic Advantage,” AMA Conference, Chicago, IL., Aug. 3-6, 1997. (Katherine Lemon Chair)
- “Motion Picture Design and Forecasting,” AMA A/R/T Forum, Monterey, California, June 22-25, 1997.
- “Branded Variants: A Retail Perspective,” AMA A/R/T Forum, Monterey, California, June 22-25, 1997.
- “Seasonal Marketing,” New York University Workshop, January 30, 1997.
- “Pricing Capacity-Constrained Services,” 97 INFORMS Marketing Science Conference, University of California at Berkeley, March 21-24, 1997.
- “Motion Picture Design and Forecasting,” 1997 INFORMS Marketing Science Conference, University of California at Berkeley, March 21-24, 1997.
- “Service Quality and Competitive Strategy,” 1996 Frontiers in Services Conference, Vanderbilt University, Nashville, Oct. 3-5, 1996.
- “Models and Theory in Marketing,” 1996 Doctoral Consortium, Boulder Colorado, July 31, 1996.
- “Models, Theory and Selecting Research Topics,” 1996 Paul D. Converse Marketing Symposium, University of Illinois, Urbana, May 6-8.
- “Seasonal Marketing and New Product Introductions,” 1996 INFORMS Marketing Science Marketing, Gainesville, Florida, March 1996.
- “Seasonal Marketing and New Product Introductions,” 1996 Northwestern Research Camp, Friday, October 13, 1995
- “Seasonal Marketing & Timing Introductions,” 1995 New Orleans INFORMS Conference, New Orleans, LA.
- “Pricing Strategies for Retail Assortment,” International Informs Conference, Singapore, June 25-28, 1995.
- “Seasonal Marketing,” 1995 Vanderbilt AMA Services Marketing Conference, October 1995.
- “Pricing Strategies for Retail Assortment,” International Informs Conference, Singapore, June 25-28, 1995. (Presented by co-author)
- “The Value of Marketing Expertise,” February 3, 1995, Gainesville
- “Marketing Choice Models in Litigation Support,” ORSA/TIMS Joint National Meeting, Detroit, Michigan, October 24, 1994.
- “Marketing Motion Pictures and Other Entertainment Services,” 1994 Frontiers in Services, Nashville, Tenn., October 8, 1994.

- “Choice Models in Litigation,” 1994 Marketing Science Conference, Tucson, Arizona, Friday, March 18, 1994.
- “Current Trends in Marketing Modeling,” Plenary Session, AMA conference - St. Petersburg Florida, Sunday, February 20, 1994.
- “Services that Provide Forecasts,” 1993 Frontiers in Services conference, Friday, October 22, 1993.
- “Predicting Motion Picture Success,” (with Josh Eliashberg) Marketing Science Conference, St. Louis, Mo., March 14th, and at CBA on March 26, 1993
- “Improving Service Quality”, Florida Workshop Series, March 30, 1993.
- “Forecasting Motion Picture Success,” (with Josh Eliashberg) Joint National ORSA/TIMS Meeting, San Francisco, later titled, “Critics Reviews of Motion Pictures”, November 1992
- “A Comparison of New Service & New Product Development Problems”, Wharton Service Productivity and Quality Conference, Philadelphia, Oct. 25, 1992.
- “Explanations for Service Growth”, Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee, September 25th, 1992.
- “Theoretical Models in Marketing”, American Marketing Association 1992 Doctoral Consortium, Michigan State University, East Lansing, Michigan, August 7th, 1992.
- “Branded Variants: A Channel Coordination Perspective”, Marketing Science Conference, London, England, July 13th, 1992.
- “Price-Share Revealed Brand Positioning”, Marketing Science Conference, London, England, July 12th, 1992.
- “Telecommunications Marketing: Principles and Practice”, Conference on Telecommunications Demand Analysis: New Services, Bundling and Marketing, Gainesville, Florida, June 4, 1992.
- “The Market Forecaster's Dilemma,” University of Florida Workshop, Gainesville, Florida, April 17, 1992 and at the University of Alberta Workshop, Edmonton, Canada, March 23, 1992
- “Delivery vs. Design Attributes in Primary Health Care”, TIMS College on Marketing, 2nd Special Interest Conference on Service Quality, Service Satisfaction and Services Marketing, Vanderbilt University, Nashville, Tenn., March 2, 1992
- Closing Talk, University of Florida Winter Research Retreat 1992, 1993, 1994, 1995, 1997, 1998, 1999, 2000 Gainesville, Florida.
- “Marketing Financial Services”, Concord Leasing Group, Palm Beach, Florida, February 10, 1992
- “Marketing Myopia in Primary Health Care: Some New Insights”, ORSA/TIMS Joint National Meetings, Anaheim, California, 11/5/1991.
- “Marketing Financial Services”, FIRE-MSS Center Seminar Series, Newark Delaware, September 20, 1991 (senior level banking executives in Wilmington).
- “When Market Expertise is Valuable: An Empirical Decision-Theoretic Analysis”, University of Delaware, Newark Delaware, 9/20/1991
- “When Market Expertise is Valuable: An Empirical Decision-Theoretic Analysis”, Marketing Science Confer., 3/22/91, Wilmington, Delaware.
- “Retail Assortments and Service Lines”, Marketing Science Conference, March 23, 1991, Wilmington, Delaware.
- “Methods and Models in Marketing”, University of Florida, December 3, 1990, Gainesville, Florida
- “The Function of Marketing Research Suppliers”, Joint National ORSA/TIMS Meeting, October 31, 1990, Philadelphia.
- “Service Lines”, TIMS College of Marketing Special Interest Conference on Services Marketing, Vanderbilt University, 9/18/90, Nashville

- “Quantitative Methods in Marketing”, American Marketing Association Doctoral Consortium, 8/1/90, University of Florida, Gainesville.
- “Forecaster Incentives”, Stanford University Summer Workshop Camp, August 17, 1990, Palo Alto, California.
- “The Five Steps to Academic Fortune”, Albert Haring Symposium, Keynote Address, Univ. of Indiana, 4/6/90, Bloomington, Indiana.
- Can Simulation Games Replace Cases?” Washington University Seminar, January 17, 1990, Saint Louis, Missouri.
- “Branded Variants”, presented at the American Marketing Association Meetings, August 1989, Chicago, Illinois.
- “The Evolution of Marketing Science” American Marketing Association Doctoral Consortium at Harvard University, August 2-6, 1989, Boston, Massachusetts.
- “Branding and Consumer Search”, the Institute of Management Sciences International Conference XXIX, July 23-27, 1989, Osaka, Japan.
- “Brand Positioning: Recent Developments”, HAKUHODO Inc., July 17th, 1989, Tokyo, Japan.
- “Product Assortment in a Triopoly”, University of Florida Seminar, May 5, 1989, Gainesville, Florida
- “Incentives of Market Research Suppliers”, Chicago Marketing Modeler’s Meeting, DDB Needham, April 11, 1989, Chicago.
- “Asymmetric Repositioning Costs and Quality Competition” (with Eugene Anderson) Marketing Science Conference, Duke University, March 15-19, 1989, Durham, North Carolina.
- “Retail Pricing and Product Assortment” Marketing Science Conference, Duke University, North Carolina, March 15-19, 1989.
- “Forecaster Incentives: Prophet's Fear and Survivor's Curse” (coauthored with Chaim M. Ehrman), presented at the Joint National ORSA/TIMS Meetings, October 24th, 1988, Denver, Colorado.
- “Evolution of Marketing Science” (coauthored with Dan Horsky and Subrata Sen) presented at the 1988 Joint National ORSA/TIMS Meetings. John Hauser, David Schmittlein, Alvin Silk and Richard Staelin, discussants, October 19th 1988, Denver, Colorado.
- “Branded Variants” presented at the 1988 ORSA/TIMS Marketing Science Conference, March 24, 1988, Seattle Washington.
- “Incentives of Market Research Suppliers,” (with C. Ehrman), presented at the 1988 Joint National TIMS/ORSA meetings, October 23-25, 1988, Denver, Colorado.
- “The Häagen-Dazs Dilemma: Product Assortment in a Triopoly,” presented at the ORSA/TIMS Meeting, 10/25-28/87, St. Louis.
- “Estimating Positioning Maps from Supermarket Scanner Data”, presented at the AMA Doctoral Consortium at New York University, July 30th-August 1st, 1987.
- “Discussion on Services Marketing,” presented at the ORSA/TIMS Meetings, October 27-29, 1986, Miami.
- “Three-Dimensional Brand Maps from Supermarket Scanning Data,” given at ORSA/TIMS Meeting, 10/27-29/1986, Miami.
- “Estimating Three-Dimensional per Dollar Brand Maps from Aggregate Data: The Case of Bathroom Tissue,” presented at the ORSA/TIMS Marketing Science Conference, March 12-15, 1986, Dallas.”
- Product Line Pricing and Structuring,” presented at the Joint National ORSA/TIMS Meetings, November 4-6, 1985, Atlanta.
- “Using Price to Estimate Brand Positioning Maps,” presented at the Joint National ORSA/TIMS Meetings, November 26-28, 1984, Dallas Texas.

- “Estimating Price-Scaled Multi-dimensional Brand Maps,” presented at the TIMS International Meetings, June 17-21, 1984, Copenhagen, Denmark.
- MINI-CONFERENCE “Techniques for Inferring Consumer Market Structure”, Marketing Science Institute, sponsor, April 4, 1984, Cambridge Mass.
- “Marketing Theory,” and “Marketing Industrial and Other Intangible Products,” presented at the National ORSA/TIMS Meetings, Nov. 7-9, 1983, Orlando.
- MINI-CONFERENCE “Marketing Strategies for Consumer Firms” (with J. Hauser), Market Science Institute, sponsor, Sept. 27, 1983, Cambridge Mass.
- “Price-Quality Relationships,” presented at the Annual Meeting of the Association for Consumer Research, October 20-23, 1983.
- “The Effect of Competition on Market Prices,” presented at 1983 Joint National ORSA/TIMS meetings, 4/25 -4/27/83, Chicago, Illinois.
- “Review of Product Line Pricing by Oren, Smith and Wilson,” presented at the Pricing Strategy Conference, Univ. of Rochester, September 24-25, 1982.
- “Displays and Advertising: A Theory of Seduction,” presented at the 25th International Meeting of the Institute of Management Science, July 12-14, 1982, Lausanne, Switzerland.
- “Designing the Marketing Mix for Services,” presented at the fourth ORSA/TIMS Special interest Conference on Market Measurement and Analysis, March 18-20, 1982, Philadelphia Penn.
- “A Theory for Marketing Services,” presented at the 1982 Joint National ORSA/TIMS meetings, April 19-21, 1982, Detroit Michigan.
- “Intensity of Preference,” (with John Hauser) ORSA/TIMS Joint National meeting, San Diego, CA, October 1982.
- “Displays and Advertising: A Theory of Seduction,” presented at the National Conference for the Association of Consumer Research, October 23-25, 1981, St. Louis, Missouri.
- “Managing Channel Profits” (with A. Jeuland) presented at the Distribution Productivity Conference, Cornell University, October 16-17, 1981, Ithaca, New York.
- “Managing Channel Profits”, “Defensive Marketing Strategies”, “The Cost of Thinking,” all presented at the 1981 Joint National ORSA/TIMS meetings on October 12-14, 1981, in Houston, Texas.
- “Defensive Marketing Strategies, Part II,” (with John Hauser), ORSA/TIMS Joint National Meeting, Houston, Texas, October 1981.
- “Review of Agendas and Choice Probabilities” presented at the Conference on the Effect of Item Similarity on Choice Probabilities on June 17-21, 1981, Duke University, Durham, North Carolina.
- “Strategic Response to Competitive New Products” (with J. Hauser), presented at the National CORS/TIMS/ORSA meeting, May 1981, Toronto, Canada.
- “The Role of Quantity Discounts in Managing Channel Profits” (with A. Jeuland) at the 3rd ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, March 26-27, 1981, New York, New York.
- “Saving Happiness: Inventorying Attributes,” (with Josh Eliashberg) presented at the National ORSA/TIMS meeting, November 10-12, 1980, Colorado Springs, Colorado.
- “Perspectives on Advertising Copy Content,” presented at the National ORSA/TIMS meeting, November 10-12, 1980, Colorado Springs, Colorado.
- “The Role of Quantity Discounts in Managing Channel Profits,” presented at the TIMS/ORSA/EURO Marketing Conference, Management Science in Marketing: An International Perspective, June 26-27, 1980, Cergy-Pontoise, France.
- “The Cost of Thinking: Its Implications,” given at the Special Topic Session: Consumer Decision Making: Some New Directions From Management Science, 11th Annual Conference of the

Association for Consumer Research, October 16-19, 1980, Arlington, Virginia. Also presented at the Interdisciplinary Choice Theory Conference at the University of Washington, April 10-13, 1980, Seattle, Washington.

- “Defender: Strategic Response to Competitive New Products” (with J. Hauser) given at the 2nd ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, 3/80, Austin, Texas.
- “The Cost of Thinking” presented at the National TIMS/ORSA Meetings, 10/15-10/17, 1979, Milwaukee, Wisconsin.
- “Seducing Consumers at Point of Purchase,” presented at the National TIMS/ORSA Meetings, 4/30-5/2, 1979, New Orleans, Louisiana.
- “Methods for Computing Probabilities of Choice,” (with John Hauser) presented at the XXIV International Meeting of the Institute of Management Sciences, 6/18-6/22, 1979, Honolulu, Hawaii.
- “Preference Interactions: Analyses for Optimal Product Selection” (with V. Balachandran) presented at the National TIMS/ORSA Meetings, 1978, Los Angeles, California.
- “Measures of Consumer Preference,” presented at the ACR Conference, 1978, Miami, Florida.
- “Multivariate Analysis of Census Data” (with S. Sen) presented at the AMA Census Bureau Conference, 1978, Washington, D.C.
- “Choice Models: A Review” (with D. Horsky and S. Sen) presented at the A.M.A. Educator's Conference 8/6-9/78, Chicago, Illinois.
- “P.A.R.I.S An Interactive Market Research Information System” (with J. Hauser) given at National TIMS/ORSA Meetings, 1978, New York.
- “Consumer Preference Functions: Theory, Measurement, Estimation and Application” (with J. Hauser) presented at the National TIMS/ORSA Meetings, 1977, Atlanta, Georgia.
- “Extended Conjoint Analysis with Intensity Measures and Computer Assisted Interviews: Applications to Telecommunications and Travel” (with J. Hauser), presented at the 11th Annual Conference of the Association for Consumer Research, October 16-18, 1980, Arlington, Virginia. Also presented at the 1978 ASA 25th Annual Midwest Statistics Conference.

EDITORIAL POSITIONS (past and present)

- INFORMS Publication Committee for all INFORMS journals (2018-present)
- Organizational Science Journal Review Committee (2018-present)
- Guest Senior Editor/Associate Editor, IJRM International Journal of Research in Marketing, Amsterdam, Netherlands. (2018 - Present).
- Editorial Review Board Member, INFORMS Service Science Journal, Catonsville, MD, United States. (January 1, 2014 - Present).
- Ad Hoc Reviewer Marketing Letters. (2013 - Present).
- Editorial Review Board Member, Journal of Service Research, Los Angeles, CA, United States. (January 1, 1998 - Present).
- Ad hoc reviewer, Management Science, Catonsville, MD, United States. (January 1, 1987 - Present).
- Senior Editor, International Journal of Research in Marketing (2015-2018)
- Editorial Board, Journal of Marketing (1999-2017)
- Editorial Board, INFORMS Service Science Journal (2015-present)
- Guest Editor, Marketing Science Board, Quantitative Marketing e-Journal
- Editor-in-chief, Marketing Science (2002-2007)

Editorial Board, Journal of Marketing Research (1991-2015)
Editorial Board, Journal of Service Research (1998-present)
Editorial Board, Marketing Science (1983-2015).
Editorial Board, Quantitative Marketing Abstracts (2002-present)
Editorial Board, Journal of Public Policy and Marketing (2001-2004)
Editorial Board, Quarterly Journal of Electronic Commerce (1999-2003)
Editorial Board, Journal of Direct Marketing (1988-1989).
Editorial Board, Journal of Consumer Research (1981-1984).
Ad Hoc Editor, Journal of Marketing
MRN Marketing Network Advisory Board
Ad Hoc Reviewer, Journal of Product Innovation Management
Ad Hoc Reviewer, International Journal of Research in Marketing
Ad Hoc Reviewer, Journal of Personality and Social Psychology
Ad Hoc Reviewer, Marketing Letters
Ad Hoc Reviewer, California Management Review (2008-present)
Ad Hoc Reviewer, Journal of Personality and Social Psychology (2008-present)
Ad Hoc Reviewer, Journal of Consumer Research (1980-present).
Ad Hoc Reviewer, Operations Research (1980-present).
Ad Hoc Reviewer, Journal of Public Policy and Marketing (1980-present)
Co-Editor, Journal of Business (1990-1992)
Guest Associate Editor, Management Science (1982-1990).

SELECTED OFFICES HELD INCLUDING CONFERENCES ORGANIZED

INFORMS Publications Committee 2020-
INFORMS Organization Science EIC Committee, Catonsville, MD, United States.
Committee Member, Frontiers in Service Best Practitioner Paper Award, Singapore, Singapore.
Committee Member, Odell Award Committee, Champaign, United States.
INFORMS Journal on Computing
INFORMS Journal on Optimization
INFORMS Transactions on Education
INFORMS Journal on Applied Analytics
Management Science
Manufacturing & Service Operations Management (M&SOM)
Mathematics of Operations Research
Marketing Science
Organization Science
Operations Research
Service Science
Stochastic Systems
Strategy Science
Transportation Science
INFORMS publishes sixteen scientific and scholarly *journals* as well as two magazines and a podcast on the PubsOnLine platform. For example, we appoint committees to evaluate, recruit and appoint editors for each journal.

INFORMS Service Science Editor Selection Committee 2019

INFORMS ISMS Fellows Selection Committee 2018

Committee to elect ISMS Fellows

Conference Chairperson, 2009 SICS, Summer Institute In Competitive Strategy, Haas School of Business, University of California, Berkeley, 7/21/2009.

Advisory Board, Informs College on Marketing, 2001-2088

ISMS Practice Prize Competition Committee (2003, 2004, 2005, 2006)

Conference Organizer, 2009 Summer Institute in Competitive Strategy, Berkeley University of California, Berkeley

Institute For Operations Research and the Management Sciences (Informs) Publications Committee

CONFERENCE CHAIRPERSON, 1996 INFORMS Marketing Science Conference, Gainesville, Florida,

March 7-10, 1996. This conference featured over 300 papers with over 420 participants.

CHAIRPERSON, TIMS COLLEGE ON MARKETING, January 1988-January 1990.

COUNCIL, TIMS COLLEGE ON MARKETING, 1988-1993

CONFERENCE CHAIRPERSON, 1984 ORSA/TIMS Marketing Science Conference, Chicago, Illinois,

March 11-14, 1984. This conference featured over 100 papers with over 140 participants.

CONFERENCE ORGANIZING COUNCIL (numerous conferences)

DISSERTATION COMMITTEES (*Masters) Past and Present Doctoral Students	
Anderson, Eugene (chair)	L Jones, Joni
Aroniz, Inigo (UCF chair)	Lee, Shawn F
Bae, Younghan	Lim, Jeremy Mianxin
Berezina, Katerina	Liu, Yipeng
Bhagwat, Sarita R (chair)	Lu, Weilin
Bobek, Donna D	Mao, Luke Lunhua
Bolton, Lisa Elizabeth	Mcmillan, Rita
Carrillo, Michael	Meyvis, Tom
Chakravarti, Amitav	Moon, Ji Hwan (chair)
Chen, Yubo (co-chair)	Moon, Wan Ki
Chen, Guangzhi (co-chair)	Naik, Prasad Anand
Chhikara, Arunima.	Nielsen, Kim Thybro (chair)
Chin, Pauline O.	Noel, Hayden Neville
Cho, Jieun	Pasa, Mehmet (chair)
Chou, Shanu	Radas, Sonja (chair)
Ciconte, William A III	Ram Lee, Ah
Ding, Chao	Rhee, Hyongjae (chair)
Dogan, Kutsal	Setson, Craig (incomplete)
Ethridge, Frank (co-chair).	Shi, Qiaoni
Fairchild, Dean Gordon	Shi, Yu Ying (chair)
Gabson, Michael	Shim, Sung Wook
Gao, Haibing	Song, Taikgun (chair)
Hooda, Rajan	Stringfellow, Anne
J Sampson, Anthony	Tang, Qian Candy
Jap, Sandy D	Teng, Zhijing
Jing, Xiaoqing	Wang, Qi
Jo, Samsup	Wang, Qiong
Kaltcheva, Velitchka Dimitrova	Wheat, Gillian
Kapoor, Gaurav Ravi	Winner, Lawrence Herman (chair)
Karavolias, Joanna	Xie, Man (co-chair)
Kendal, Eugene	Yang, Yuchen Benjamin
Ki, Eyun-Jung	Zhang*, MaYingting
Kim, Ha Ny	Zhang, Juheng (Julie)
Kim, Hye Rin (co-chair).	Zhang, Xi
Kim, Jangyul Robert	Zhang, Yingting
Kim, Minseong	Zhao, Huazhong
Knight, Erika Patrice	Zhou, Chenxi
	And others (some incomplete)

OTHER PROFESSIONAL ACTIVITES (past and present)

Editor, Marketing Meta Journal at the University of Florida (2014-present) at www.marketingscience.org

Editor, On-line Meta Journal (2014 - Present).

I maintain the website (www.marketingscience.org).

Shugan's Top 20 Marketing Meta-Journal (Most Cited Marketing Articles)

With high-powered search-engines, individual journals become less relevant. Rather than browsing the latest issue, researchers can search for peer-reviewed articles in their often narrow specialties. Although efficient, researchers may be less aware of hot topics outside their specialty.

This website (www.marketingscience.org) hopes to mitigate that problem by publishing a meta-journal. It allows marketing researchers to view the latest high-impact articles across all marketing journals. To insure objectivity, we evaluate impact using traditional data from the Social Science Citation Index (SSCI, SCI-EXPANDED, A&H&HCI). We include journals based on Google Scholar's journal h5-index. We define marketing journals as scholarly journals either with relevant keywords in their title or with a marketing department. That list is here. Each meta-journal issue contains the top 20 most cited marketing articles as defined by web-of-science (e.g., reviews are not articles) in a four-year moving window. This recent window should still be sufficiently long to ensure both stability (>30 cites per article) and variation (i.e., new articles) across months given SSCI weekly updates. Note: When articles tie (on number of citations), the latest article is ranked first..

Graduation Marshall

Committee Member, INFORMS ISMS Fellow Selection Committee, Catonsville, MD. (2018 - Present).

Review and Selection of ISMS (INFORMS society for Marketing Science)

Committee Member, INFORMS Fellows Institute for Operations Research and the Management Sciences. (June 2008 - Present).

Inducted as both an INFORMS fellow and inaugural ISMS (marketing) fellow. Attend regular meeting to provide leadership activities for the organization. Note: INFORMS differs from ISMS

Publications Committee Institute for Operations Research and the Management Sciences (INFORMS), Catonsville, MD. (September 2018 - September 2020).

Publications Committee Supervises all INFORMS, publications ((Decision Analysis, Information Systems Research, INFORMS Journal on Computing, Interfaces, Management Science, Manufacturing & Service , Operations Management ,(M&SOM) Operations Research, Organization Science, Transportation Science, Service Science, Mathematics of Operations Research, Marketing Science, INFORMS Transactions on Education, Strategy Science, Stochastic Systems, Optimization, etc.)

INFORMS Organization Science Review Committee, Catonsville, MD. (2018 - 2019). Evaluate and make recommendations for future of journal

IJRM Steenkamp Award Committee

INFORMS Committee, Service Science Journal Review Committee

Specialized Graduate Programs Committee (2015-16)

Organized as session on Different and Emerging Approaches to Research in Marketing at the 2014 Marketing & Innovation Symposium in Rotterdam, the Netherlands.

Platform member – University of Florida graduation

Advisory Board – Marketing Science

Advisory Board - John D. C. Little Festschrift Special Conference

INFORMS Society for Marketing Science Fellows Awards Committee

University of Florida Graduation Platform Party (Marshall in prior years) 2009

ISMS Practice Prize Committee, 2003-2007.

INFORMS College on Marketing, Board Member, 2002-2007.

Organizing Committee, The Future of Distribution Channels Modeling, Wharton School, University of Pennsylvania, May 18th and 19th, 2006.

The INFORMS (Institute for Operations Research and the Management Sciences) Advisory Committee for the College on Marketing

The Association to Advance Collegiate Schools of Business (AACSB) Peer Review Team for Massachusetts Institute of Technology, with Donald Jacobs (chairman), John Roberts, Bob Swieringa

Master Thesis Chairperson, Sarita Bhagwat, Yingting Zhang

University of Cypress Organizing Committee, on 4 person selection committee appointed by the Governing Board of the University of Cyprus to hire faculty for a new Business Management and Public Administration College, 9/91, Nicosia, Cypress.

Chairperson, 1998 Paul Green Award Committee (American Marketing Association)

Co-Chair, 1993 American Marketing Association Dissertation Awards Committee.

CSM Advisory Board Director, Vanderbilt University, Center, 1993-1994

Commencement Marshal, 1992 December 19, 1993 May 1

Faculty Associate, CSM Advisory Board, Vanderbilt University.

Statistical Analyst, Analyzed data for the U.S. Postal Service to help determine the viability of a new class of mail -- “Business Class”

Other, supervised several M.B.A. honors papers in marketing.

Break-out Session Advisor, 23rd Annual SERVSIG Doctoral Consortium, 6/23/ 2016, Bergen, Norway.

Session Chairperson and Organizer, AMA - ECMI - EMAC Marketing & Innovation Symposium on May 28th, 2014, at the Erasmus Centre for Marketing of Innovation, Rotterdam, the Netherlands

Session Chairperson, SICS - Summer Institute in Competitive Strategy, Haas School of Business, UC Berkeley, 7/12/2012, Berkeley, CA.

Session Chairperson, 21st Annual Frontiers in Service Conference, University of Maryland, College Park, Maryland, 6/15/2012

Session Chairperson, Research Methods in Innovation, 2007 INFORMS Marketing Science Conference, Singapore Management University, Singapore, 6/29/2007

Session Chairperson, Innovation, 2004 Marketing Science Conference, Rotterdam School of Economics/Management, Erasmus Universiteit, Rotterdam, Netherlands 6/26/04.

Session Chairperson, 2002 INFORMS Marketing Science Conference, Edmonton, Alberta, Canada, 6/29/02

Session Chairperson, 2000 INFORMS Marketing Science Conference, (Internet: Pricing), June 22-25, 2000, UCLA, Los Angeles, California.

Session Chairperson, “Marketing on the Internet”, INFORMS annual meeting, Philadelphia, PA, November 7-10, 1999.

Session Chairperson, Frontiers in Services, Vanderbilt University, Oct.2-4, 1997.

Session Chairperson, 1997 Marketing Science Conference (New Products)

Session Chairperson, 1997 Marketing Science Conference (Competitive Pricing with Capacity Constraints).

Honors Committees, Robin Clark and others

Author of Column on Computer Applications in Marketing, Marketing Science (1988).

Conference Chairperson, University of Florida Winter Research Retreat, 1998, 1997, 1996, 1994, 1993

Conference Chairperson, University of Florida Winter Research Retreat, February 20-23 1992, Gainesville, Florida.

Organizing Committee, Conference on the Service Productivity & Quality Challenge, Wharton Business School, 1992

Track Co-Chairperson, National ORSA/TIMS, 10/90, Philadelphia.

Session Chairperson, AMA Conference on Frontiers in Services Marketing” Vanderbilt University, 1995

Session Chairperson, “Interface of Marketing with Other Areas”, National ORSA/TIMS Meeting, October 1990, Philadelphia.

Session Chairperson, 1991 Marketing Science Conference, March 22, 1990. Wilmington, Delaware.

Session Organizer, 1990 Marketing Science Conf., 3/22/90. Urbana, IL.

Session Organizer, 1989 ORSA/TIMS National Conference held at the Marriott Marquis in New York City, October 29-November 1.

Session Chairperson, 1989 Marketing Science Conference, Duke University, North Carolina, March 15-19.

Member, Marketing Science Institute, Services Steering Group, 1992

Session Chairperson, 1988 ORSA/TIMS National Meeting in Denver to present. Colorado, Oct. 23-26.

Chairperson, 1988 O’Dell Award Committee (American Marketing Association)

Session Chairperson, 1992 TIMS/ORSA National Meeting, San Francisco,

Track Chairperson, Marketing Sessions, 1987 Joint National ORSA/TIMS Nov. meetings held in St. Louis in October.

Session Chairperson, 1986 International TIMS Meeting in Australia

Member, Marketing Science Institute, Packaged Goods Steering Group,

Session Chairperson, 1985 ORSA/TIMS National Meeting, Dallas Texas

Session Chairperson, 1985 TIMS/ORSA National Meeting, Atlanta, 1985.

Session Chairperson, 1984 Management Conference, Chicago, April 9.

Session Chairperson, 1984 TIMS/ORSA National Meeting, Dallas, Nov.

Session Chairperson, 1983 ORSA/TIMS National Meeting, Orlando Florida

Session Chairperson, 1983 Marketing Science Conference, Los Angeles, California.

Session Chairperson, 1983 ORSA/TIMS National Meeting, Chicago, IL.

Session Chairperson, 1982 TIMS International Meeting, Lausanne, Switzerland.

Session Chairperson, 1982 ORSA/TIMS National Meeting, Detroit, Michigan

Session Chairperson, 1981 ORSA/TIMS National Meeting, Houston Texas.

Session Chairperson, 1981 ORSA/TIMS National Meeting, Toronto, Canada

Session Chairperson, 1987 ORSA/TIMS National Meeting, Milwaukee, Wisconsin

Session Chairperson, 1980 TIMS/ORSA National Meeting, Colorado Springs, Colorado.

Discussant, Economics-Marketing Interface Conference, University of Rochester.

Panelist, 1982 A.M.A. Educator's Conference, Chicago Illinois, August 1-4,

Participant, New Products and Innovation in Services, University of Pennsylvania, May 3, 1991.

Participant, New Product Development Conference, University of Pittsburgh.

Participant, Upper State New York Regional Marketing Workshop Series.

Advisory Committee, 1985, 1986, 1987 and 1988 ORSA/TIMS Marketing Science Conferences, AACSB seminar on “Micro-Computer Applications in the Marketing Curriculum” and others.
Numerous GSB Workshops in CDR, econometrics and marketing

PROFESSIONAL AFFILIATIONS (past and present)

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Institute for Operations Research and Management Sciences (INFORMS)
American Statistical Association (ASA)
American Economic Association (AEA)

REFEREE

Interfaces, Marketing Science, Management Science, Journal of Marketing Research, Journal of Consumer Research, Operations Research, Journal of Marketing, Decision Sciences, Production and Operations Management, The Journal of Business, Journal of Marketing, AIDS, The National Science Foundation, Journal of Business and Economic Statistics. Journal of Retailing, Production and Operations Management, Journal of Marketing and Public Policy, International Conference on Information Systems (ICIS)., and several textbook publishers

Selected Recent (2017) Citations of my research from Journals in Diverse Disciplines

Ryan, M., Krucien, N. and Hermens, F., 2017. The eyes have it: Using eye tracking to inform information processing strategies in multi-attributes choices. *Health economics*.

Lleras, J.S., Masatlioglu, Y., Nakajima, D. and Ozbay, E.Y., 2017. When more is less: Limited consideration. *Journal of Economic Theory*, 170, pp.70-85.

Ailawadi, K.L. and Farris, P.W., 2017. Managing Multi-and Omni-Channel Distribution: Metrics and Research Directions. *Journal of Retailing*, 93(1), pp.120-135.

DellaVigna, S. and Hermle, J., 2017. Does Conflict of Interest Lead to Biased Coverage? Evidence from Movie Reviews. *Review of Economic Studies*, p.rdx002.

Kim, T., Hong, J. and Kang, P., 2017. Box Office Forecasting considering Competitive Environment and Word-of-Mouth in Social Networks: A Case Study of Korean Film Market. *Computational intelligence and neuroscience*, 2017.

Yan, Y., Zhao, R. and Lan, Y., 2017. Asymmetric retailers with different moving sequences: Group buying vs. individual purchasing. *European Journal of Operational Research*, 261(3), pp.903-917.

Chen, X., Zhang, H., Zhang, M. and Chen, J., 2017. Optimal decisions in a retailer Stackelberg supply chain. *International Journal of Production Economics*, 187, pp.260-270.

Kouvelis, P., Turcic, D. and Zhao, W., 2017. Supply Chain Contracting in Environments with Volatile Input Prices and Frictions. *Manufacturing & Service Operations Management*.

Alexander, A., Li, Y. and Plante, R., 2017. Sustaining system coordination in outsourcing the maintenance function of a process having a linear failure rate. *IIE Transactions*, 49(5), pp.544-552.

Tran, T. and Desiraju, R., 2017. Group-buying and channel coordination under asymmetric information. *European Journal of Operational Research*, 256(1), pp.68-75.

Song, N., Huang, X., Xie, Y., Ching, W.K. and Siu, T.K., 2017. Impact of reorder option in supply chain coordination. *Journal of Industrial & Management Optimization*, 13(1), pp.449-475.

- Bruch, E. and Feinberg, F., 2017. Decision-Making Processes in Social Contexts. *Annual Review of Sociology*, (0).
- Yuan, W., Bao, Y. and Olson, B.J., 2017. CEOs' ambivalent interpretations, organizational market capabilities, and corporate entrepreneurship as responses to strategic issues. *Journal of World Business*, 52(2), pp.312-326.
- Etkin, J. and Pocheptsova Ghosh, A., 2017. When Being in a Positive Mood Increases Choice Deferral. *Journal of Consumer Research*.
- Wang, Y.Y., Wang, Y.S. and Lin, T.C., 2018. Developing and validating a technology upgrade model. *International Journal of Information Management*, 38(1), pp.7-26.
- Griffith, David A., et al. "Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry." *Journal of International Marketing* 25.4 (2017): 50-69.
- Huang, J., Boh, W.F. and Goh, K.H., 2017. A Temporal Study of the Effects of Online Opinions: Information Sources Matter. *Journal of Management Information Systems*, 34(4), pp.1169-1202.
- Divakaran, P.K.P., Palmer, A., Søndergaard, H.A. and Matkovskyy, R., 2017. Pre-launch prediction of market performance for short lifecycle products using online community data. *Journal of Interactive Marketing*, 38, pp.12-28.
- Kumb, F., Kunz, R. and Siebert, G., 2017. RESEARCH ON THE MOTION PICTURE INDUSTRY: STATE OF THE ART AND NEW DIRECTIONS OFF THE BEATEN TRACK AWAY FROM THEATRICAL RELEASE. *Journal of Economic Surveys*, 31(2), pp.577-601.
- He, S., Rui, H. and Whinston, A.B., 2017. Social Media Strategies in Product-Harm Crises. *Information Systems Research*.
- Huang, Y., Yoo, O.S. and Gokpinar, B., 2017. Time Allocation in Entrepreneurial Selling: Impact of Consumer Peer Learning and Incumbent Reaction. *IEEE Transactions on Engineering Management*.
- Ryu, K. and Lee, J.S., 2017. Examination of restaurant quality, relationship benefits, and customer reciprocity from the perspective of relationship marketing investments. *Journal of Hospitality & Tourism Research*, 41(1), pp.66-92.
- Kirshner, S.N., Levin, Y. and Nediak, M., 2017. Product upgrades with stochastic technology advancement, product failure, and brand commitment. *Production and Operations Management*, 26(4), pp.742-756.
- Zhang, X., Hou, G. and Dong, W., 2017. Modelling movie attendance with seasonality: evidence from China. *Applied Economics Letters*, pp.1-7.
- Pember, S.E. and Knowlden, A.P., 2017. Dietary Change Interventions for Undergraduate Populations: Systematic Review and Recommendations. *American Journal of Health Education*, 48(1), pp.48-57.

REFERENCES UPON REQUEST