V. "SEENU" SRINIVASAN

Curriculum Vitae

School Address: Adams Distinguished Professor of Management, Emeritus
E203, Knight Management Center
Stanford University, Stanford, California 94305–7298
https://gsbapps.stanford.edu/facultybios/biomain.asp?id=93206009

Home Address: 950 Yorkshire Drive
Los Altos, California 94024–7050, USA

Personal Data:
Birth Date: June 5, 1944
Marital Status: Married (Sita), two sons (Ramesh, Mahesh)
Citizenship Status: U.S. Citizen

EDUCATION

Undergraduate:
Indian Institute of Technology, Madras, India
B. Tech. in Mechanical Engineering (1961–1966)

Honors: President of India Gold Medalist
First in class; Graduated with Distinction

Graduate:
Carnegie Mellon University, Pittsburgh, PA
Graduate School of Industrial Administration
M.S. in Industrial Administration (1968–1970)
Ph.D. in Industrial Administration (1969–1971)
Major: Industrial Administration
Minors: Operations Research and Economics

Honors: GSIA Fellowship, First in Class

Dissertation: "An Operator Theory of Parametric Programming for the Transportation Problem: With Management Science Applications"

INTERESTS

Research: Conjoint Analysis (Measuring Multi-Attribute Customer Preference Structures), Brand Equity Measurement, Market-Structure Analysis, New Product Development,

Teaching: Customer-Focused Product Marketing, Data and Decisions, Marketing Research

EXPERIENCE

Teaching

Stanford University, Graduate School of Business
Chaired Professor of Marketing, Emeritus (From March 2010)
Chaired Professor of Marketing (September 1983-March 2010)
Professor of Marketing and Management Science
(September 1976–August 1983)
Associate Professor (July 1974–August 1976)
Director of the Doctoral Program (September 1982–June 1985)
Director of the Strategic Marketing Management
Executive Program (2002-2009)
Marketing Area Coordinator (September 1976–July 1978;
September 1988–June 1993, September 2000-June 2003)

Subjects taught: Customer-Focused Product Marketing,
Integrated Design for Marketability and Manufacturing,
Data and Decisions, Marketing Research,
Econometrics, Multivariate Analysis,
Doctoral Seminars in Quantitative Marketing

Affiliated Professor in the Department of Management Sciences and
Engineering, Stanford University (1980-1997; 2009-2010)

European Institute for Advanced Studies in Management, Brussels
and Catholic University of Leuven, Belgium:
Visiting Professor (October 1978–June 1979)

Subjects taught: Advanced Marketing, Consumer Analysis

The University of Rochester
The Graduate School of Management
Associate Professor of Marketing, Operations Research and
Operations Management (September 1973–June 1974)
Assistant Professor (July 1971–August 1973)

Subjects taught: Marketing Analysis, Marketing Research,
Marketing Management, MBA Marketing Seminar,
Ph.D. Marketing Seminar, Operations Management,
Doctoral Workshop in Operations Research, Network Flows

Honors: Best Teacher Award (MBA class of 1972)
Best Teacher Award (MBA class of 1973)
Member (Faculty) of Beta Gamma Sigma, the national
honorary society of collegiate schools of business

Carnegie Mellon University
Administration and Management Sciences Program (Spring 1970)

Subject taught: Production Management

EXPERIENCE
(cont'd.)

Work

Larsen and Toubro Limited, Bombay, India: Switch-gear Division, Engineer in Production Planning and Control (July 1966–July 1968)

Professional

Editorial Boards:
Marketing Science (1982–Present)
Journal of Marketing Research (1988–2009)
Management Science (1974–1991)
Area Editor: *Marketing Science* (1980–1982)

Member:
Board of Academic Trustees, Marketing Science Institute (2003-2010)
Institute for Operations Research and the Management Sciences
American Marketing Association

AWARDS

Winner of the first prize for the best article in the special issue of *Operations Research* on Health Care (October 1976)

Winner of the O'Dell Award for the best article published in the *Journal of Marketing Research*, 1979

Winner of the John Little Award for the best marketing article published in *Marketing Science/Management Science*, 1985

Winner of the O'Dell Award for the best article published in the *Journal of Marketing Research*, 1987

Coauthor of the Bass Award winning article published in *Management Science*, 1990

Winner of the 1996 American Marketing Association Parlin Award for outstanding contributions to marketing research

Winner of the American Marketing Association Lehmann Award for an article published in *Journal of Marketing Research,* 1994

Winner of the 1998 American Marketing Association Churchill Award for lifetime achievement in marketing research

Winner of the Hardin Award for the best article published in *Marketing Research,* 2000

Winner of the 2000 American Marketing Association Converse Award for outstanding contributions to the development of the science of marketing

Winner of the Thomas P. Hustad award for the best article published in the *Journal of Product Innovation Management,* 2000

Winner of the 2001 Distinguished Alumnus Award from the Indian Institute of Technology, Madras

AWARDS (cont'd)

Winner of the John Little Award for the best marketing article published in *Marketing Science/Management Science*, 2002

Coauthor of the Bass Award winning article published in *Marketing Science*, 2008

Winner of the John Little Award for the best article published in *Marketing Science/Management Science*, 2008

ISMS (INFORMS Society for Marketing Science) Fellow Award, 2009

Winner of the Lifetime Scholastic Achievement Award from the Great Lakes Institute of Management, Chennai, India, 2010

INFORMS (Institute for Operations Research and the Management Sciences) Fellow Award, 2010

Eight doctoral advisees (Basu, Glazer, McAlister, Netzer, Ofek, Park, Parker, and Raju) have won best-dissertation-based-paper awards.

OTHER HONORS

Finalist, O'Dell Award for the best article published in the *Journal of Marketing Research*, 1975

Finalist, John Little Award for the best marketing article published in *Marketing Science*/*Management Science*, 1990

Finalist, Paul Green Award for the best marketing article published in the *Journal of Marketing Research*, 1998

Finalist, Paul Green Award for the best marketing article published in the *Journal of Marketing Research*, 2004

Finalist, O'Dell Award for the best article published in the *Journal of Marketing Research*, 2004

Finalist, John Little Award for the best marketing article published in *Marketing Science*/*Management Science*, 2005

Invited faculty speaker at American Marketing Association Doctoral Consortia: 1977-78, 84, 86-88, 90, 94, 96-98, 2005-06, 2008

PUBLICATIONS

"Prediction of Managerial Compensation," *Proceedings of the 79th Annual Convention, APA*, 1971, pp. 483–484 (with Alan G. Weinstein).

"Development of a Composite Criterion of Managerial Success," *Proceedings of the 79th Annual Convention, APA*, 1971, pp. 127–128 (with Allan D. Shocker and Alan G. Weinstein).

"An Analytic Methodology for the Generation of Product Ideas," *Combined Proceedings, 1971 Spring and Fall Conferences*, American Marketing Association, Series No. 33, pp. 158–162 (with Allan D. Shocker).

PUBLICATIONS (cont'd)

"A Hybrid Algorithm for the One Machine Sequencing Problem to Minimize Total Tardiness," *Naval Research Logistics Quarterly*, 18, No. 3 (September 1971), pp. 317–327.

"Allocating Resources Between Research and Development: A Macro Analysis," *Management Science*, 18, No. 9 (May 1972), pp. 492–501 (with Donald P. Gaver).

"An Operator Theory of Parametric Programming for the Transportation Problem - I," *Naval Research Logistics Quarterly*, 19, No. 2 (June 1972), pp. 205–225 (with Gerald L. Thompson).

"An Operator Theory of Parametric Programming for the Transportation Problem - II," *Naval Research Logistics Quarterly*, 19, No. 2 (June 1972), pp. 227–252 (with Gerald L. Thompson).

"Accelerated Algorithms for Labeling and Relabeling of Trees, with Application to Distribution Problems," *Journal of the Association for Computing Machinery*, 19, No. 4 (October 1972), pp. 712–726 (with Gerald L. Thompson).

"A Note of Sharpe's Algorithm for Minimizing the Sum of Absolute Deviations in a Simple Regression Problem," *Management Science*, 19, No. 2 (October 1972), pp. 222–225 (with Mendu R. Rao).

"Determining Optimal Growth Paths in Logistics Operations," *Naval Research Logistics Quarterly*, 19, No. 4 (December 1972), pp. 575–599 (with Gerald L. Thompson).

"An Algorithm for Assigning Uses to Sources in a Special Class of Transportation Problems," *Operations Research*, 21, No. 1 (January–February 1973), pp. 284–295 (with Gerald L. Thompson).

"Measurement of a Composite Criterion of Managerial Success," *Organizational Behavior and Human Performance*, 9, No. 1 (February 1973), pp. 147–167 (with Allan D. Shocker and Alan G. Weinstein).

"Benefit-Cost Analysis of Coding Techniques for the Primal Transportation Algorithm" *Journal of the Association for Computing Machinery*, 20, No. 2 (April 1973), pp. 194–213 (with Gerald L. Thompson).

"Linear Programming Techniques for Multidimensional Analysis of Preferences," *Psychometrika*, 38, No. 3 (September 1973), pp. 337–369 (with Allan D. Shocker).

"Alternate Formulations for Static Multi-Attribute Assignment Models," *Management Science*, 20, No. 2 (October 1973), pp. 154–158 (with Gerald L. Thompson).

"Effects of Curtailment on an Admissions Model for a Graduate Management Program," *Journal of Applied Psychology*, 58, No. 3 (December 1973), pp. 339–346 (with Alan G. Weinstein).

PUBLICATIONS (cont'd)

"Estimating the Weights for Multiple Attributes in a Composite Criterion using Pairwise Judgments," *Psychometrika,* 38, No. 4 (December 1973), pp. 473–493 (with Allan D. Shocker).

"Solving Scheduling Problems by Applying Cost Operators to Assignment Models," in S.E. Elmaghraby (Ed.) *Symposium on the Theory of Scheduling and its Applications,* New York: Springer-Verlag, 1973, pp. 399–425 (with Gerald L. Thompson).

"A Consumer-Based Methodology for the Identification of New Product Ideas," *Management Science,* 20, No. 6 (February 1974), pp. 921–937 (with Allan D. Shocker).

"Predicting Managerial Success of MBA Graduates," *Journal of Applied Psychology,* 59, No. 2 (April 1974), pp. 207–212 (with Alan G. Weinstein).

"A Transshipment Model for Cash Management Decisions," *Management Science,* 20, No. 10 (June 1974), pp. 1350–1363.

"A General Procedure for Estimating Consumer Preference Distributions," *Journal of Marketing Research,* 12, No. 4 (November 1975), pp. 377–389.

"Amount of Information as a Determinant of Consumer Behavior Towards New Products," *1975 Combined Proceedings,* American Marketing Association, Series No. 37, pp. 373–378 (with Michael A. Braun).

"Multi-Period Capacity Expansion and Shipment Planning with Linear Costs," *Naval Research Logistics Quarterly,* 23, No. 1 (March 1976), pp. 37–52 (with Chan Onn Fong).

"Linear Programming Computational Procedures for Ordinal Regression," J*ournal of the Association for Computing Machinery,* 23, No. 3 (July 1976), pp. 475–487.

"Bias in Stochastic Binary Models of Brand Choice," *1976 Educators' Proceedings, American Marketing Association,* Series No. 39, pp. 115–119 (with R. Kesavan).

"An Alternate Interpretation of the Linear Learning Model of Brand Choice," *The Journal of Consumer Research,* 3, No. 2 (September 1976), pp. 76–83 (with R. Kesavan).

"A Consumer Preference Approach to the Planning of Rural Primary Health Care Facilities," *Operations Research,* 24, No. 5 (September–October 1976), pp. 991– 1025 (with Barnett R. Parker).

"Decomposition of a Multi-Period Media Scheduling Model in Terms of Single Period Equivalents," *Management Science,* 23, No. 4 (December 1976), pp. 349–360.

"Algorithms for Minimizing Total Cost, Bottleneck Time and Bottleneck Shipment in Transportation Problems," *Naval Research Logistics Quarterly,* 23, No. 4 (December 1976), pp. 567–595 (with Gerald L. Thompson).

PUBLICATIONS
(cont'd)

"Computational Performance of Three Subtour Elimination Algorithms for Solving Asymmetric Traveling Salesman Problems," *Annals of Discrete Mathematics*, 1, (1977), pp. 495–506 (with Theunis H.C. Smith and Gerald L. Thompson).

"Determining Cost vs. Time Pareto-Optimal Frontiers in Multi-Modal Transportation Problems," *Transportation Science*, 11, No. 1 (February 1977), pp. 1–19 (with Gerald L. Thompson).

"Cost Operator Algorithms for the Transportation Problem," *Mathematical Programming*, 12, No. 3 (June 1977), pp. 372–391 (with Gerald L. Thompson).

"Determining Sample Size for Pretesting Comparative Effectiveness of Advertising Copies," *Management Science*, 23, No. 12 (August 1977), pp. 1284–1294 (with Siddhartha R. Dalal).

"Determining All Nondegenerate Shadow Prices for the Transportation Problem," *Transportation Science*, 11, No. 3 (August 1977), pp. 199–222 (with Chan Onn Fong).

"Conjoint Analysis in Consumer Research: Issues and Outlook," *Journal of Consumer Research*, 5, No. 2 (September 1978), pp. 103–123 (with Paul E. Green).

"Network Models for Estimating Brand-Specific Effects in Multi-Attribute Marketing Models," *Management Science*, 25, No. 1 (January 1979), pp. 11–21.

"An Approach to the Modeling and Estimation of Consumer Multi-stage Decision Processes," in Allan D. Shocker (Ed.) *Analytic Approaches to Product and Marketing Planning*, Cambridge, Mass.: Marketing Science Institute, April 1979, pp. 290–294.

"Multi-Attribute Approaches for Product Concept Evaluation and Generation: A Critical Review," *Journal of Marketing Research*, 16, No. 2 (May 1979), pp. 159–180 (with Allan D. Shocker).

"Optimal State-Dependent Pricing Policies for a Class of Stochastic Multi-Unit Service Systems," *Naval Research Logistics Quarterly*, 26, No. 2 (June 1979), pp. 257–283 (with Rajendra K. Gupta and Po Lung Yu).

"An Improved Method for comparing Rank Order Preferences of Two Groups of Consumers," *Journal of Marketing Research*, 16, No. 4 (November 1979), pp. 583–587 (with Adrian B. Ryans).

"Comments on Conjoint Analysis and Quantal Choice Models," *Journal of Business*, 53, No. 3, Part 2 (July 1980), pp. S45–S46.

"An Investigation of the Equal Commission Rate Policy for a Multi-Product Salesforce," *Management Science*, 27, No. 7 (July 1981), pp. 731–756.

PUBLICATIONS (cont'd)

"The Multi-Region Dynamic Capacity Expansion Problem, Part I," *Operations Research,* 29, No. 4 (July–August 1981), pp. 787–799 (with Chan Onn Fong).

"The Multi-Region Dynamic Capacity Expansion Problem, Part II," *Operations Research,* 29, No. 4 (July–August 1981), pp. 800–816 (with Chan Onn Fong).

"Forecasting the Effectiveness of Work-Trip Gasoline Conservation Policies through Conjoint Analysis," *Journal of Marketing,* 45, No. 3 (Summer 1981), pp. 157–172 (with Jarir S. Dajani, Peter G. Flachsbart and Rolfe G. Hartley).

"STRATPORT: A Decision Support System for Strategic Planning," *Journal of Marketing,* 45, No. 4 (Fall 1981) pp. 39–52 (with Jean-Claude Larreche).

"Applications of the Operator Theory of Parametric Programming for the Transportation and Generalized Transportation Problems," *Mathematical Programming Study,* 15, (1981), pp. 58–85 (with V. Balachandran and Gerald L. Thompson).

"STRATPORT: A Model for the Evaluation and Formulation of Business Portfolio Strategies," *Management Science,* 28, No. 9, (September 1982), pp. 979–1001 (with Jean-Claude Larreche).

"Comments on the Role of Price in Individual Utility Judgments," in Leigh McAlister (Ed.) *Choice Models for Buyer Behavior, Research in Marketing,* Greenwich, Conn.: JAI Press, 1982 (Supplement 1), pp. 81–90.

"Evaluating the Statistical Significance of Models Developed by Stepwise Regression," *Journal of Marketing Research*, 20, No. 1 (February 1983), pp. 1–11 (with Shelby H. McIntyre, David B. Montgomery and Barton A. Weitz).

"Improving Predictive Power of Conjoint Analysis by Constrained Parameter Estimation," *Journal of Marketing Research,* 20, No. 4 (November 1983), pp. 433–438 (with Arun K. Jain and Naresh K. Malhotra).

"Computer-Aided Decision Making for Strategic Business Portfolio Decisions," in Robert D. Buzzell (Ed.) *Marketing in an Electronic Age,* Boston, Mass.: Harvard Business School Press, 1985, pp. 329–343 and 389–392.

"Salesforce Compensation Plans: An Agency Theoretic Perspective," *Marketing Science,* 4, No. 4 (Fall 1985), pp. 267–291 (with Amiya K. Basu, Rajiv Lal and Richard Staelin).

"Nonlinear Least Squares Estimation of New Product Diffusion Models," *Marketing Science,* 5, No. 2 (Spring 1986), pp. 169–178 (with Charlotte H. Mason).

PUBLICATIONS (cont'd)

"The Multiregion Dynamic Capacity Expansion Problem: An Improved Heuristic," *Management Science*, 32, No. 9 (September 1986), pp. 1140–1152 (with Chan Onn Fong).

"An Evaluation of Estimation Procedures for New Product Diffusion Models," in Vijay Mahajan and Yoram Wind (Eds.) *Innovation Diffusion Models of New Product Acceptance*, Cambridge, Mass.: Ballinger Publishing Company, 1986, pp. 203–232 (with Vijay Mahajan and Charlotte H. Mason).

"A Simultaneous Approach to Market Segmentation and Market Structuring," *Journal of Marketing Research*, 24, No. 2 (May 1987) pp. 139–153 (with Rajiv Grover).

"A Conjunctive-Compensatory Approach to the Self-Explication of Multiattributed Preferences," *Decision Sciences*, 19, No. 2 (Spring 1988), pp. 295–305.

"A Direct Aggregation Approach to Inferring Microparameters of the Koyck Advertising-Sales Relationship from Macro Data," *Journal of Marketing Research*, 25, No. 2 (May 1988), pp. 148–156 (with Helen A. Weir).

"The Factor Structure of Multidimensional Response to Marketing Stimuli: A Comparison of Two Approaches," *Marketing Science*, 8, No. 1 (Winter 1989), pp. 78–88 (with P. Vanden Abeele and I. Butaye).

"An Approach for Tracking Within-Segment Shifts in Market Shares," *Journal of Marketing Research*, 26, No. 2 (May 1989), pp. 230–236 (with Rajiv Grover).

"The Metric Quality of Ordered Categorical Data," *Marketing Science*, 8, No. 3 (Summer 1989), pp. 205–230 (with Amiya K. Basu).

"CASEMAP: Computer-Assisted Self-Explication of Multi-Attributed Preferences," in Walter Henry, Michael Menasco and Hirokazu Takada (Eds.), *New-Product Development and Testing*, Lexington, Md.: Lexington Books, 1989, pp. 91–111 (with Gordon A. Wyner).

"The Effects of Brand Loyalty on Competitive Price Promotional Strategies," *Management Science*, 36, No. 3 (March 1990), pp. 276–304 (with Jagmohan S. Raju and Rajiv Lal).

"Conjoint Analysis in Marketing: New Developments with Implications for Research and Practice," *Journal of Marketing*, 54, No. 4 (October 1990), pp. 3–19 (with Paul E. Green).

"Determining Inter-Brand Substitutability through Survey Measurement of Consumer Preference Structures," *Journal of Marketing Research*, 28, No. 1 (February 1991), pp. 58–71 (with Randolph E. Bucklin).

"Comparing the Predictive Powers of Alternative Multiple Regression Models," *Psychometrika*, 56, No. 1 (March 1991), pp. 77–85 (with Michael R. Hagerty).

PUBLICATIONS (cont'd)

"Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments," *Journal of Marketing Research*, 29, No. 1 (February 1992), pp.76–89 (with Rajiv Grover).

"Reflections on 'A Simultaneous Approach to Market Segmentation and Market Structuring'," *Journal of Marketing Research*, 29, No. 4 (November 1992), pp. 474–476 (with Rajiv Grover).

"Identifying Multiple Preference Segments from Own- and Cross-Price Elasticities," *Marketing Letters*, 4, No. 1 (January 1993), pp. 5-18 (with Gary J. Russell and Randolph E. Bucklin).

"Compensation Plans for Single- and Multi-Product Salesforces: An Application of the Holmstrom-Milgrom Model," *Management Science*, 39, No. 7 (July 1993), pp. 777–793 (with Rajiv Lal).

"Prioritizing Marketing Image Goals under Resource Constraints," *Sloan Management Review*, 34, No. 4 (Summer 1993), pp. 69–76 (with Howard Barich).

"A Survey-Based Method for Measuring and Understanding Brand Equity and its Extendibility," *Journal of Marketing Research*, 31, No. 2 (May 1994), pp. 271–288 (with Chan Su Park).

"Quota-Based Compensation Plans for Multi-Territory Heterogeneous Salesforces," *Management Science*, 42, No. 10 (October 1996), pp. 1454–1462 (with Jagmohan S. Raju).

"Integrated Product Design for Marketability and Manufacturing," *Journal of Marketing Research*, 34, No. 1 (February 1997), pp. 154–163 (with William S. Lovejoy and David Beach).

"Multigroup Disciminant Analysis Using Linear Programming," *Operations Research*, 45, No. 2 (March-April 1997), pp. 213–225 (with Willy Gochet, Antonie Stam and Shaoxiang Chen).

"Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement," *Journal of Marketing Research*, 34, No. 2 (May 1997), pp. 286–291 (with Chan Su Park).

"A Relationship Between Market Share Elasticities and Brand Switching Probabilities," *Journal of Marketing Research*, 35, No. 1 (February 1998), pp. 99-113 (with Randolph E. Bucklin and Gary J. Russell).

"A Strict Paired Comparison Linear Programming Approach to Nonmetric Conjoint Analysis," in Jay E. Aronson and Stanley Zionts (Eds.), *Operations Research: Methods, Models and Applications*, Quorum Books, 1998, pp. 97-112.

"Asymmetric and Neighborhood Cross-Price Effects: Some Empirical Generalizations," *Marketing Science*, 18, No. 1 (1999), pp. 23-41 (with Raj Sethuraman and Doyle Kim).

PUBLICATIONS (cont'd)

"Predictive Validation of Multiattributed Choice Models," *Marketing Research*, 11, No. 4 (Winter 1999/Spring 2000), pp. 29-34 (with Peter deMaCarty).

"The Predictive Power of Internet-Based Product Concept Testing Using Visual Depiction and Animation," *Journal of Product Innovation Management*, 17, No. 2 (March 2000), pp. 99-109 (with Ely Dahan).

"Estimation Techniques for Macro Diffusion Models," in Vijay Mahajan, Eitan Muller, and Jerry Wind (Eds.), *New Product Diffusion Models*, Boston, MA: Kluwer Academic Publishers, 2000, pp. 263-291 (with William P. Putsis, Jr.).

"Understanding Customer Preferences for New Product Development," in *Proceedings of the 15th Paul D. Converse Symposium*, Abbie Griffin and James D. Hess (eds), Chicago, IL: American Marketing Association, 2001, pp. 65-75.

"Perspective: Ten Years of Experience Teaching a Multi-Disciplinary Product Development Course," *Journal of Product Innovation Management*, 19, No. 1 (January 2002), pp. 32-45 (with William S. Lovejoy).

"The Asymmetric Share Effect: An Empirical Generalization on Cross-Price Effects," *Journal of Marketing Research*, 39, No. 3 (August 2002), pp. 379-386 (with Raj Sethuraman).

"How Much Does the Market Value an Improvement in a Product Attribute?" *Marketing Science*, 21, No. 4 (Fall 2002), pp. 398-411 (with Elie Ofek).

"Alternative Models for Capturing the Compromise Effect," *Journal of Marketing Research*, 41, No. 3 (August 2004), pp. 237-257 (with Ran Kivetz and Oded Netzer).

"Extending Compromise Effect Models to Complex Buying Situations and Other Context Effects," *Journal of Marketing Research*, 41, No. 3 (August 2004), pp. 262-268 (with Ran Kivetz and Oded Netzer).

"An Approach to the Measurement, Analysis, and Prediction of Brand Equity and its Sources," *Management Science*, 51, No. 9 (September 2005), pp. 1433-1448 (with Chan Su Park and Dae Ryun Chang).

"A Hidden Markov Model of Customer Relationship Dynamics," *Marketing Science*, 27, No. 2 (March-April 2008), pp. 185-204 (with Oded Netzer and James M. Lattin).

"The Reliability of Estimated Beta Weights in Multiple Regression Studies" *Keio Business Forum*, 26, No. 1 (March 2009), pp. 31-50.

PUBLICATIONS (cont'd)

"A Conjoint-Hazard Model of the Timing of Buyers' Upgrading to Improved Versions of High Technology Products," *Journal of Product Innovation Management,* 26 (May 2009), pp. 278-290 (with Sang-Hoon Kim).

"An Improved Method for the Quantitative Assessment of Customer Priorities," *Proceedings of the Sawtooth Software Conference* (2009), pp. 143-161 (with Gordon A. Wyner).

"Adaptive Self-Explication of Multiattribute Preferences," *Journal of Marketing Research*, 48 (February 2011), pp. 140-156 (with Oded Netzer).

"The Impact of Unit Cost Reductions on Gross Profit: Increasing or Decreasing Returns?" *IIMB Management Review*, 23(September 2011), pp. 131-139 (with Ely Dahan).

WORKING PAPERS

"A Theoretical Comparison of the Predictive Power of the Multiple Regression and Equal Weighting Procedures."

"Decision Aids for MBA Program Admissions: Predicting Academic Performance," (with Dick R. Wittink and Bruce M. Zweig).

"Decision Aids for MBA Program Admissions: Predicting Management Potential," (with Bradley A. Hanson).

"An Improved Method for Meta-Analysis with Application to New Product Diffusion Models," (with David B. Montgomery).

"The Impact of Feature Advertising on Customer Store Choice" (with Anand Bodapati).

"An Approach to Prioritize Customer-Based, Cost-Effective Service Enhancements" (with G. Shainesh and Anand K. Sharma)

"What If Marketers Put Their Customers Ahead of Profits?" (with Scott K. Shriver)