Leigh McAlister

12/13

Ed and Molly Smith Chair in Business Administration
McCombs School of Business
The University of Texas
Austin, Texas 78712
512-471-5458

EDUCATION

Stanford University	1975-1978	Ph.D. Decision Sciences
Stanford University	1974-1975	M.S. Operations Research
University of Oklahoma	1970-1972	B.A. Mathematics

ACADEMIC POSITIONS

7/03 – 6/05 Executive Director, Marketing Science Institute

6/86 - Present University of Texas

07	Ed and Molly Smith Chair in Business Administration
95	H. E. Hartfelder / The Southland Corporation Regents Chair for Effective Business Leadership
93	Mary Lee Harkins Sweeny Professor
92	Professor of Marketing
86-92	Associate Professor of Marketing

9/81 - 5/86 Massachusetts Institute of Technology

86	Associate Professor of Management Science
82-86	Assistant Professor of Management Science
81-82	Visiting Assistant Professor of Management Science

9/78 - 8/81 University of Washington
Assistant Professor of Marketing

PUBLICATIONS

Journal Articles

"Choosing Multiple Items from a Product Class," Journal of Consumer Research, 6, December 1979, pp.213-224.

Winner of 1978 American Marketing Association Dissertation Award.
Winner of 1978 Journal of Consumer Research/Association of Consumer Research Dissertation Award.

"A Dynamic Attribute Satiation Model of Variety Seeking Behavior," Journal of Consumer Research, 9, September 1982, pp. 41-56.

"Variety Seeking Behavior: An Interdisciplinary Review," (with Edgar A. Pessemier), Journal of Consumer Research, 9, December 1982, pp. 311-322.

"The Modern Way to Redesign Compensation Packages" (with Phil Kienast, Douglas MacLachlan and David Sampson), Personnel Administrator, 28, June 1983, pp. 127-133.

"Employing Conjoint Analysis in Making Compensation Decisions," (with Phil Kienast, Douglas MacLachlan and David Sampson), Personnel Psychology, 36, 1983, pp. 301-313.

"Using a Variety Seeking Model to Identify Substitute and Complementary Relationships Among Competing Products," (with James M. Lattin), Journal of Marketing Research, 22, August 1985, pp. 330-339.

"Power and Goal Setting in Channel Negotiations," (with Max H. Bazerman and Peter Fader), Journal of Marketing Research, 23, August 1986, pp. 228-236.

"Promotion Signal: Proxy for a Price Cut?," (with J. Jeffrey Inman and Wayne D. Hoyer), Journal of Consumer Research,17, June 1990, pp.74-81.

"An Elimination by Aspects Model of Consumer Response to Promotion," (with Peter Fader), Journal of Marketing Research, 27, August 1990, pp.322-32.

"Incorporating Choice Dynamics in Models of Consumer Behavior," (with Rajendra Srivastava, Joel Horowitz, Morgan Jones, Wagner Kamakura, Jack Kulchitsky, Brian Ratchford, Gary Russell, Fareena Sultan, Tetsuo Yai, Doyle Weiss, Russ Winer), Marketing Letters , 2, August 1991, pp. 241-252.

"Promotion Has A Negative Effect--Or Does It? Additional Disconfirming Evidence," (with Scott Davis and J. Jeffrey Inman) Journal of Marketing Research, 19, February 1992, pp.143-48.

"Market Share Response When Consumers Seek Variety," (with Fred Feinberg and Barbara Kahn) Journal of Marketing Research, May 1992, 227-37.

"A Retailer Promotion Policy Model Considering Promotion Signal Sensitivity," (with J. Jeffrey Inman) Marketing Science, 12, Fall 1993, 339-356.

"Do Coupon Expiration Dates Affect Consumer Behavior?" (with J. Jeffrey Inman) Journal of Marketing Research, 31, August 1994, 423-8.

"Implications and Relative Fit of Several First Order Markov Models of Consumer Variety Seeking," (with Fred Feinberg and Barbara Kahn), European Journal of Operational Research Volume 76, No. 2, 1994.

"The Impact of Marketing Policy on Promotional Price Elasticities and Baseline Sales," (with Mike Zenor and Bart Bronnenberg) European Journal of Retailing and Consumer Services, Vol. 5, No. 1, pp. 25-32, 1998.

"Consumers' Perceptions of Category Assortment: The Impact of Number of Items and Heuristics," (with Susan Broniarczyk and Wayne Hoyer) Journal of Marketing Research, 35, May 1998, pp. 166-76.

Winner of 2003 William F. O'Dell Award: Journal of Marketing Research paper that made the most significant long-term contribution to marketing theory, methodology, and/or practice.

"The Importance of Basic, Applied Research," (with William Cooper) Journal of Market-Focused Management, 2, 1998, pp.303-308.

"Can Research be Basic and Applied? You Bet. It Better be for B-Schools." (with William Cooper) Socio-Economic Planning Sciences, 1999.

"Measuring a Brand's Tendency to be Included in High Value Baskets," (with Yung-Hsin Chien and Edward I. George) Marketing Letters 12:4, 287-898, 2001.

"Handling Missing Values in Marketing Data: A Comparison of Techniques" (with James Lemieux), Marketing Science Institute Reports, 2005.

"Perceptions of Assortment Variety: The Effects of Congruency Between Consumer's Internal and Retailer's External Organization," (with Andrea Morales, Barbara E. Kahn, and Susan Broniarczyk), Journal of Retailing 81:2, 159-169, 2005.

Winner of 2007 Davidson Award: Journal of Retailing award for best paper in 2005.

"Linking Brand Equity to Customer Equity" (with Robert P. Leone, Vithala R. Rao, Kevin Lane Keller, Anita Man Luo and Rajendra Srivastava), Journal of Service Research, Vol. 9, No. 2, 125-138, 2006.

"Advertising, Research and Development and Systematic Risk of the Firm" (with Raji Srinivasan and MinChung Kim), Journal of Marketing, January 2007, Vol. 71, 35-48.

Finalist for 2007 MSI/H. Paul Root Award: Journal of Marketing paper most likely to influence practice

"Cross-Brand Pass-Through: Fact or Artifact," Marketing Science, Nov-Dec 2007, 26:6, 876-898.

"Choosing the Right Metrics to Maximize Profitability and Shareholder Value" (with Andrew Peterson, David Reibstein, Russell S. Winer, V. Kumar, Geoff Atkinson) Journal of Retailing, 85 (1,2009) 95-111.

"A Basket-Mix Model to Identify Cherry-Picked Brands" (with Ed George and Alex Chien), Journal of Retailing, 85 (4, 2009) 425-36.

Winner of 2011 Davidson Award: Journal of Retailing award for best paper in 2009.

"CRM in Data Rich Multichannel Retailing Environments: A Review and Future Research Directions" (2010) with Peter C. Verhoef, Rajkumar Venkatesan, Edward C. Malthouse, Manfred Krafft, Shankar Ganesan) Journal of Interactive Marketing (Vol 24, No. 2, May).

"Re-Examining Bayesian-Model-Comparison Evidence of Cross-Brand Pass-Through" (2011) with Jason Duan and Shameek Sinha, 30 (3, May-June) Marketing Science, 550-561.

"A Dynamic Model of the Effect of Online Communications on Firm Sales" (2011) with Garrett Sonnier and Oliver Rutz,30 (4, July-Aug) Marketing Science.

"Stock Market Reaction to Unexpected Growth in Marketing Expenditure: Negative for Salesforce, Contingent on Spending Level for Advertising" (2011), with MinChung Kim, 75 (4, July) Journal of Marketing, 68-85.

"The Relationship Between Online Chatter and Firm Value" (2012) with Garrett Sonnier and Tom Shively, Marketing Letters, 23 (1, March), 1-12.

"Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty," (2013), with Joseph Goodman, Susan M. Broniarczyk, and Jill Griffin), Journal of Consumer Psychology, 23 (April), 165-174.

"Using Principal Components Analysis to Understand Moment-to-Moment Affective Responses to Advertisements" (2013, with Jennifer Burton and Wayne Hoyer), forthcoming at Journal of Advertising Research).

Invited Essays

"Sophistication in Research in Marketing" (2011), with Don Lehmann and Rick Staelin, 75 (4, July) Journal of Marketing, 155-165.

"Linking Marketing Actions to Value Creation and Firm Value: Insights from Accounting Research," (with Michael D. Kimbrough), Journal of Marketing Research, (46, June 2009), 313-319.

"Introduction to special MSI section," Marketing Science (November/December 2006).

"Further Movement Toward Insight and Relevance," Journal of Public Policy and Marketing (Spring 2007).

"Introduction to the Marketing Science Institute Special Section on Academic and Practitioner Collaborative Research", Journal of Marketing Research, Vol. 43, No. 4, pp. 515-517, November 2006.

"Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice and Infrastructure," (with Stephen A. Brown, Frederick E. Webster, Jr., Jan-Benedict Steenkamp, William L. Wilkie, Jagdish N. Sheth, Rajendra S. Sisodia, Roger A. Kerin, Deborah J. MacInnis, Jagmohan S. Raju, Ronald J. Bauerly, Don T. Johnson, Mandeep Singh, Richard Staelin), Journal of Marketing, 69:4, 1-25, October 2005.

"Toward Insight and Relevance," Journal of Public Policy and Marketing 24:1, 131-132, Spring 2005.

"Choosing Priorities," (with Earl Taylor) Marketing Management (March-April 2005), p. 42-46.

"Marketing Meets Design: Core Necessities for Successful New Product Development – From the Special Issue Guest Editors," (with Peter Lawrence), Journal of Product Innovation Management 22:1, January 2005.

"Marketing Meets Design: Core Necessities for Successful New Product Development – From the Special Issue Guest Editors," (with Peter Lawrence), Journal of Product Innovation Management 22:2, March 2005.

Manuscripts Under Review/Revision

"The Impact of Marketing Strategy on Corporate Bankruptcy," (2012, with Niket Jindal). Under revision for Marketing Science.

"Does a Firm's Decision to Report Advertising Matter" (Dec. 2012, with Raji Srinivasan, Niket Jindal, Albert Canella) Under Revision for Journal of Marketing Research

Work in Progress

"Determinants of Marketing Orientation for Small Companies" (with Jade DeKinder), Target: Journal of Marketing

"Implications of Credit Terms for Firm Value" (with Niket Jindal), Target: Journal of Marketing.

"Impact of Demand Pull vs. Technology Push for Firm Value" (with MinChung Kim and Niket Jindal), Target: Journal of Marketing

Impact of CMO on a Firm's Probability of Meeting or Beating Earnings Forecasts (with MinChung Kim), Target: Journal of Marketing

Special Sections Edited

Editor of special section on Academic and Practitioner Collaborative Research in Journal of Marketing Research, Vol. 43, No. 4, pp. 515-617, November 2006. Papers in the special section:

"Promotion Profitability for a Retailer: The Role of Promotion, Brand, Category, and Store Characteristics", Kusum L. Ailawadi, Bari Harlam, Jacques Cesar and David Trounce, pp. 518-535.

"The Short- and Long-term Impact of an Assortment Reduction on Category Sales", Laurens M. Sloot, Dennis Fok and Peter C. Verhoef, pp. 536-548.

"Brand Concept Maps: A Methodoloy for Identifying Brand Association Networks" Deborah Roedder John, Barbara Loken, Kyeongheui Kim and Alokparna Basu Monga, pp. 549-563.

"A Three-Stage Model of Integrated Marketing Communications at the Marketing-Sales Interface", Timothy M. Smith, Srinath Gopalakrishna, and Rabikar Chatterjee, pp. 564-579.

"The Role of Relational Embeddedness in Retail Buyers Selection of New Products", Peter Kaufman, Satish Jayachandran and Randall Rose, pp. 580-587.

"Optimal Pricing Strategies for an Automotive Aftermarket Retailer", Murali K. Mantrala, P.B. Seetharaman , Rajeeve Kaul, Srinath Gopalakrishna, Antonie Stam, pp. 588-604.

"Can 'Low Fat' Nutrition Labels Lead to Obesity?" Brain Wansink and Pierre Chandon, pp. 605-617.

Editor of MSI special section on Accumulated Knowledge about Brands, New Products and Customer Management in Marketing Science (November/December 2006). Papers in the special section:

"Research on Innovation: A Review and Agenda for Marketing Science," John R. Hauser, Gerard J. Tellis, Abbie Griffin

"Brands and Branding: Research Findings and Future Priorities," Kevin Lane Keller and Donald R. Lehmann.

"Customer Metrics and Their Impact on Financial Performance," Sunil Gupta, Valarie Zeithaml.

Proceedings Papers

"Distribution Channels: An Economic Model," Proceedings, Sixth International Research Seminar in Marketing, Jean-Paul Leonardi, editor, Institut d'Administration des Entreprises Universite de Droit, D'Economic et des Sciences, d'Aix-Marseille, France, 1979.

"METAMAP: A METric Algorithm for Aggregate Multivariate Analysis of Preference," in Market Measurement and Analysis, Robert P. Leone, editor, TIMS College on Marketing and The Institute of Management Science, Providence, RI, 1980, pp. 174-81.

"Do Not Aggregate! A Comment on the Implications of Recent Research in Normative Segmentation Theory" (with Johny Johanson and Douglas MacLachlan), in Market Measurement and Analysis, John W. Keon, editor, TIMS College on Marketing and The Institute of Management Science, Providence, RI, 1981, pp. 184-96.

"Comment on 'Multiattribute Weight-Shifting: An Approach to Modeling Context and Dominance Effects in Individual Choice Behavior'," in Proceedings of the Conference on the Effect of Item Similarity on Choice, Joel Huber, editor, Duke University, Durham, NC, 1982, pp. 105-19.

"Distribution Channels: A Decision Theoretic Model with Efficiency Considerations," in Productivity and Efficiency in Distribution Systems, David Gautschi, editor, Elsevier Science Publishing Co., Inc., 1983, pp. 47-59.

"The relationship between context and variety," (with Susan Broniarczyk) in 1995 Advances in Consumer Research 22, p 285.

Books and Chapters

Editor, Choice Models for Buyer Behavior, JAI Press, Inc., 1982, Greenwich, Connecticut.

Advances in Consumer Research, Vol. 20, (with Michael Rothschild), Association for Consumer Research, 1992.

Grocery Revolution: The New Focus on the Consumer, (with Barbara Kahn), Addison-Wesley, January 1997.

Japanese Translation: Grocery Revolution: The New Focus on the Consumer, (with Barbara Kahn), translated by Kohsuke Ogawa, 2000.

Essential Readings in Marketing (with Ruth Bolton and Ross Rizley), Marketing Science Institute, May, 2006.

Research Reports

Consumer Preferences for Alternative Transit Service Concepts at Regional Shopping Centers: An Initial Assessment, (with Jerry Schneider, Uchila Umesh, Conrad Boyle and Dorothy Setterfield) Research Report No. 81-4, Urban Mass Transit Administration, 1981.

"Varied Consumer Choice Behavior: A Theory, Some Empirical Results and their Practical Consequences," Marketing Science Institute Report No. 82-111, November 1982.

"Promoting a Product Line: Managerial Implications", (with John Hulland), Marketing Science Institute Research Report, December 1987.

GRANTS AND FUNDED RESEARCH

2003 "Customer Strategy," an internship, teaching and research program, $50,000
Sponsors: Dell, Motorola, Frito-Lay

2002 "Customer Strategy," an internship, teaching and research program, $50,000
Sponsors: Dell, Motorola, Frito-Lay

2001 "Customer Strategy," an internship, teaching and research program, $75,000
Sponsors: Ford, Dell, Motorola, Frito-Lay

2000 "Building Systemic Business Relationships," an internship, teaching and research program, $75,000
Sponsors: Procter & Gamble, Motorola, Imation, Dell, Ford

1999 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, Motorola, Imation, Dell

"Understanding Shopper Profitability," teaching and research program, $30,000.**Sponsor:** H-E-B

1998 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, 3M, Motorola, Imation

"Understanding Shopper Profitability," teaching and research program, $60,000.
Sponsor: H-E-B

1997 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, 3M, Motorola, Imation.

"Making Marketbasket Data Useful," teaching and research program (with Wayne Hoyer), $30,000 and $45,000 of computer equipment.
Sponsor: H-E-B

1996 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $75,000.
Sponsors: Procter & Gamble, 3M, and Motorola.

"Category Management," teaching and research program (with Wayne Hoyer), $80,000.

Sponsors: Frito Lay, Hershey, Miller, Pepsi, Philip Morris, McLane

"Forecasting Bakery Sales," Marketing Operations Practicum, $36,000.
Sponsor: H-E-B.

1995 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, 3M, and Motorola.

Managing Customer Service Centers," a Marketing Strategy Practicum, $75,000.
Sponsor: H-E-B.

1994 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, 3M, and Motorola.

1993 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli), $100,000.
Sponsors: Procter & Gamble, 3M, and Motorola.

1992 "Building Systemic Business Relationships," an internship, teaching and research program (with Ajay Kohli and Bob Leone), $60,000.
Sponsor: Procter & Gamble and 3M

1991 "Measuring Promotion Response," (with Mike Zenor), $9000.
Sponsor: Association of National Advertisers and Marketing Science Institute

1990 "A Model of Retailer Promotion Policy: The Joint Consideration of Signal-Only and Conventional Promotion," (with Jeff Inman), $4750.
Sponsor: Marketing Science Institute.

"The Effects of Promotion on Brand and Store Equity," (with Scott Davis), $4250.
Sponsor: Marketing Science Institute.

"A Model of Retailer Promotion Policy that Considers the Promotion Signal Effect", $10,000.
Sponsor: FADRC

1989 "Market Share Response When Consumers Seek Variety", $11,333.
Sponsor: FADRC

9/88-9/90 "Long Run Implications of Marketing Spending" (with James Lattin and Peter Fader), $60,000.
Sponsors: NBC and Interpublic Advertising Agencies.

9/85-8/87 "Continued Research into Sales Promotion: Product Line Management Issues," $45,000.
Sponsors: Carnation, Procter and Gamble, Marketing Science Institute (General Foods, Quaker Oats, Beatrice, Leo Burnett, R. J. Reynolds).

9/84-8/85 "Market Response to Promotions," $95,000.
Sponsors: Carnation, Procter and Gamble, Marketing Science Institute (General Foods, Quaker Oats, Nabisco).

9/83-8/84	"Empirical Model of Consumers' Response to Promotions," $35,000. **Sponsor:** Carnation.
6/83-8/83	"Market Structure When Consumers Seek Variety," $1,500. **Sponsor:** Marketing Science Institute.
6/81-8/81	"Consumer Variety Seeking Behavior," $4,000. **Sponsor:** Marketing Science Institute.
9/80-8/81	"Consumer Preferences for Alternative Transit Service Concepts at Regional Shopping Centers: An Initial Assessment," $7,500. **Sponsor:** Urban Mass Transit Administration.
4/80	"Interdisciplinary Conference on Choice Theory," $2,500. **Sponsor:** Battelle Institute.

AWARDS

2014 American Marketing Association and Irwin/McGraw Hill Distinguished Marketing Educator Award. Award honors a living marketing educator for distinguished service and outstanding contributions to Marketing Education. This award is considered by many to be the most prestigious award given by the Marketing discipline.

2011 Outstanding Reviewer, Journal of Marketing.

2011 Davidson Award, Journal of Retailing award for best paper in 2009: "A Basket-Mix Model to Identify Cherry-Picked Brands" (with Ed George and Alex Chien), Journal of Retailing, 85 (4, 2009) 425-36.

Finalist for 2007 MSI/H. Paul Root Award, Journal of Marketing award for making the 2007 paper for the most significant contribution to the practice of marketing. "Advertising, Research and Development and Systematic Risk of the Firm" (with Raji Srinivasan and MinChung Kim), Journal of Marketing, January 2007, Vol. 71, 35-48.

2007 Davidson Award, Journal of Retailing award for best paper in 2005: "Perceptions of Assortment Variety: The Effects of Congruency Between Consumer's Internal and Retailer's External Organization," (with Andrea Morales, Barbara E. Kahn, and Susan Broniarczyk), Journal of Retailing 81:2, 159-169, 2005.

2003 William F. O'Dell Award, Journal of Marketing Research (Award for the article published in 1998 that has made the most significant long-term contribution to marketing theory, methodology, and/or practice): "Consumers' Perceptions of Category Assortment: The Impact of Number of Items and Heuristics," (with Susan Broniarczyk and Wayne Hoyer) Journal of Marketing Research, 35, May 1998, pp. 166-76.

Dissertation Awards	
AMA Dissertation Award	1978
ACR/JCR Ferber Award	1978
AMA Doctoral Consortium Faculty Member (Invited, but unable to attend 1990, 2010)	1984-1994, 1996-1998, 2001-11
CBA Foundation Award for Research Excellence	1994
Graduate Business Council Teaching Excellence Award	
MBA Marketing Core	2002
Customer Strategy (MBA Elective)	2001, 2002
Undergraduate Teaching Excellence Award	2006
CBA Foundation Advisory Council Award for Teaching Innovation	1996
Teaching Award Summary:	
University of Texas	1987, 1988, 1989, 1992, 1996 2001, 2002, 2006
MIT	1985
University of Washington	1981

PROFESSIONAL SERVICE

Faculty Member for American Marketing Association's Doctoral Consortium for 25 of last 29 years (as of 2013)

Co-Chair Winter AMA, 2011

Founding Advisory Council member of MASB (Marketing Accountability Standards Board) 2011
Co-chair Financial Reporting Committee, 2011-2012.

AMA/Irwin Distinguished Marketing Educator Award Committee, 1999-2002, 2008-2010
Chair of Committee 2000-2002, 2010-2012

Member of Journal of Consumer Research Policy Board, 2010-13.

Member of Committee to Choose Editor of Journal of Marketing Research, 2008.

Associate Editor: Journal of Marketing, 2011-2013

Associate Editor: Marketing Science, 2011-2013

Associate Editor: Journal of Marketing Research 2008-2009

Executive Director of Marketing Science Institute 2003-2005
Executive Committee of Marketing Science Institute 2003-2009
Co-chair MSI's Young Scholars' Seminar, 2003, 2005
Academic Trustee, Marketing Science Institute, 1992-1998

The Marketing Science Institute is a nonprofit center for research in marketing whose purpose is to advance marketing practice and knowledge. Since its foundation in 1961, the Institute has brought together the interests and resources of business and academia to address issues of key importance to marketing. The corporations that support MSI reflect the marketing activities and interests of a variety of consumer, industrial, and service businesses. Academic relationships are also broadly based, involving leading researchers from some 100 schools.

The Executive Director of Marketing Science Institute is responsible for the Institute's research portfolio. Her primary responsibility is to help stimulate research proposals, to evaluate and shape research to be funded, to evaluate and shape manuscripts for the MSI Working Paper series, and to shape conferences that showcase that research.

Guest Editor for Special Issue of Journal of Marketing Research on Academic/Practitioner Collaborative Research (November 2006).

Guest Editor for Special Section of Marketing Science on Accumulated Knowledge about Brands, New Products and Customer Management to be included in the 25th Anniversary Edition of Marketing Science, 2006.

Guest Associate Editor for Marketing Science, 2005-2006

Editorial Board: Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Marketing Letters

Chair Journal of Consumer Psychology Young Contributor Award Committee, 2005-2006.

Ad Hoc Reviewer: JM, Management Science, Journal of Retailing, National Science Foundation, and Journal of Consumer Research (editorial board from 1981-1998)

ACR
National Meeting
Co-Chair 1992
Program Committee 1982, 1984, 1988, 2001
Treasurer, 1993

Member of Motorola University's Academic Alliance, 1995

TEACHING
Subjects Taught

UT
Brand Management
Principles of Marketing for Undergraduates
MBA Marketing Core
Customer Strategy (Building Systemic Business Relationships)
Research Practicum for Business Honors Students
Marketing Practicum
Current Issues in Packaged Goods Marketing and Distribution
Sales Promotion
Advanced Marketing Management

MIT	Sales Promotion Marketing Management Marketing Models Marketing Strategy Channels of Distribution
UW	Marketing Research Channels of Distribution Decision Analysis

Other Teaching Activities

Lead Doctoral Students in exploration of research frontier for "metrics linking marketing to financial performance" (Fall 2006)

Mentored Doctoral Students in their first teaching assignment at UT
- Jerry Han, Sean Jang, Jae-Eun Namkoong (2012)
- Jacob Suher and Jae-Eun Namkoong (Fall 2011)
- Shameek Sinha and Niket Jindal (Fall 2009)
- Shameek Sinha and Jacob Brower (Fall 2008)
- Dae-Yong Ahn, Leonardo Nicolao, Morgan Ward (Fall 2007)
- Michael Luchs, Jennifer Young, Shameek Sinha (Fall 2006)
- Andrea Godfrey, Joe Goodman, Rebecca Walker (Spring 2006)

Lead Doctoral Course in exploration of research on Marketing Models (May-June, 2003)

Developed Workbook of articles from popular press to supplement text in Brand Management (2008-2012)

Developed Workbook of articles from popular press to supplement text in Principles of Marketing (2006-2012)

Developed Workbook of articles from popular press to supplement text in Marketing Core (2000-2003)

Developed an Internship/Symposia Series on Customer Strategy (Building Systemic Business Relationships) (1992-2001)

Extended BSBR to include students from Latin America (1993-2000)

Developed Concentration in Packaged Goods Marketing (1986-2001)

Developed a Course in Sales Promotion (1983-1992)

Developed a Course on Current Issues in Consumer Marketing (1992-1999)

Involved with Ph.D. Students:

UT	Jindal, Sinha, Godfrey, Kim, Goodman, Griffin, Young, Lemieux, Inman, Maltz, Griffith, Bhargava, Mulhern, Crowley
MIT	Lattin, Roberts, Fader, Feinberg, Hulland

INVITED LECTURES

2013	July	Fudan University, Shanghai, China
	April	University of South Carolina
	April	Case Western University
2012	May	University of Vienna (Austria)
	April	University of North Carolina (Brand Value Conference)
2010	November	University of Arizona
	February	Columbia University
2009	September	Northwestern
2008	April	University of Iowa
2007	March	Texas A&M
2006	December	Tilburg University, Netherlands

	April	University of Texas at Dallas
	April	Undergraduate Research Presentation, UT Austin
	March	Women in Business, UT Austin
	February	Finance Research Seminar, UT Austin
	February	UT China Care
2005	April	University of Houston Doctoral Consortium
	March	Harvard
	March	Dartmouth
	February	University of Pittsburgh
2004	November	University of Michigan
	April	Colorado State University
	March	MIT
	March	UCLA
	January	Boston University
2003	October	Duke University
	May	Emory University Distinguished Lecture Series
	April	Texas Faculty Consortium
2002	July	UT Honors Colloquium
2001	July	UT Honors Colloquium
2000	November	UT Austin – Marketing Research Seminar
	July	UT Honors Colloquium
1999	March	Rice
		Wharton
1998	January	UT Austin - Management Doctoral Seminar
1997	May	Symposium Honoring Don Lehmann
	February	Notre Dame
1996	October	P&G SW Women's Conference
1995	November	Harvard
	April	Texas A&M
1994	September	University of Illinois
	July	University of Houston
1993	September	P&G Mexico and Central America Sales Meeting
	March	Keynote Speaker PMAA
	February	UCLA
1992	June	University of Wisconsin
	April	Wharton
	March	SMU
		UT PhD Seminar
1991	November	Duke
	October	University of Toronto
		MSI 30th Anniversary

	June	UT Alumni in Chicago
1989	August	Stanford University
1988	October	University of Houston
	April	Kansas State University
	January	University of California, Los Angeles
1987	March	Southern Methodist University
		PMAA National Meeting
1986	October	University of Texas, Austin
		UT-Behavioral Decision Theory Seminar
	May	COSPA National Meeting
		MIT
		Columbia
		University of Florida
	March	University of Texas, Austin
1985	November	Boston University
		MIT
		Ohio State University
	May	Dartmouth
	April	New York University
1984	September	MIT
	June	Cornell
		MIT
	February	MIT
		University of Rochester
1983	December	MIT-Industrial Liason Program
	August	Japan-American Institute of Management Science
	July	MSI
	June	MIT
	May	PMAA
	May	MIT
	January	Duke and University of North Carolina
1982	November	University of Connecticut
		MIT
		University of Texas, Dallas
	April	MIT
1981	December	MSI
	November	MIT
1980	December	MIT
	November	Northwestern
	May	Cornell
1979	January	University of Washington
1977	December	University of Rochester
		Wharton
		Northwestern
		University of Chicago
		University of Texas, Austin
	November	University of California, Los Angeles
		University of California, Berkeley

Presentations at Professional Meetings

2013	July	Marketing Science
	July	Marketing Meets Wall Street
	June	AMA Doctoral Consortium
	April	UNC Brand Value Conference
2012	October	ACR
	June	AMA Doctoral Consortium
	February	Winter AMA
2011	June	Marketing Science Conference
	June	AMA Doctoral Consortium
	February	Winter AMA
2010	August	Summer AMA: Pre-Conference-The Importance of Marketing Theory
	February	Winter AMA
2009	June	AMA Doctoral Consortium
	June	Marketing Science Conference
	January	Retailing Thought Leader Conference
2008	June	AMA Doctoral Consortium
	April	Customer Experience Management in Retailing Thought Leader Conference
2007	June	Marketing Science Conference
	May	AMA Doctoral Consortium
2006	July	AMA Doctoral Consortium
	June	Marketing Science Conference
2005	September	Customer Management Thought Leader Conference
	July	AMA PhD Project
	July	AMA Doctoral Consortium
	June	Marketing Science Conference
2004	October	ACR
	June	Marketing Science Conference
	June	AMA Doctoral Consortium
2003	October	ACR
	June	AMA Doctoral Consortium
	June	Marketing Science Conference
2002	June	AMA Doctoral Consortium
2001	October	ACR
	June	AMA Doctoral Consortium
2000	April	Texas Consortium
1999	October	ACR
1998	August	AMA Doctoral Consortium
1997	August	AMA Doctoral Consortium - Plenary Session Speaker
	March	MSI Conference on Product Assortment

1996	August	AMA Doctoral Consortium
1995	November	MSI Trustees Meeting
	October	ACR
1994	October	ACR
	August	AMA Doctoral Consortium
	June	MSI Conference on Grocery Revolution
	April	Texas Colloquium, Rice University
1993	August	AMA Doctoral Consortium
	May	MSI Conference
1992	August	AMA Doctoral Consortium
1991	August	AMA Doctoral Consortium
	May	MSI Promotions Conference
	March	Marketing Science
	February	AMA Winter Educators' Meeting
	January	UCLA Frontiers in Scanner Research Conference
1990	November	MSI Brand Equity Conference
	October	ORSA/TIMS
	October	ACR
	May	Banff Invitational Symposium on Consumer Decision Making
	March	Marketing Science
1989	October	ACR
	August	AMA Doctoral Consortium
	March	Marketing Science Conference
1988	August	AMA Doctoral Consortium
1988	April	MSI-Special Topics Conference: Promotions
	March	Marketing Science Conference
1987	October	ACR
	July	AMA Doctoral Consortium
	June	AMA--Special Topics Conference: Promotion
		Behavioral Decision Theory Conference
	April	MSI--Special Topics Conference: Promotion
	February	AMA--Winter Educators Meeting
1986	July	AMA Doctoral Consortium
	March	Marketing Science Conference
1985	November	ORSA/TIMS
	October	ACR
	August	AMA Doctoral Consortium
	September	MSI--Mini Conference on Promotion
	March	Marketing Science Conference
1984	November	ORSA/TIMS
	October	ACR
	August	AMA Doctoral Consortium
	August	AMA
	June	MSI--Special Topics Conference: Promotions
	March	Marketing Science Conference

1983	March	Marketing Science Conference
1982	October	ACR
	April	ORSA/TIMS
1982	March	Market Measurement and Analysis Conference
1981	October	Conference on Efficiency and Productivity in Distribution
	June	Conference on the Effect of Item Similarity on Choice
	March	Market Measurement and Analysis Conference
1980	November	ORSA/TIMS
	April	ORSA/TIMS
	March	Market Measurement and Analysis Conference
	August	AMA
1979	June	Sixth International Conference on Marketing Research
	March	Market Measurement and Analysis Conference
1978	October	ACR

Conferences/Sessions Organized

2012	June	Doctoral Consortium Session on Reviewing
2011	June	Marketing Science—Session on MSI's Impact
	February	Winter AMA
2006	October	CMO Summit (joint with McKinsey and Columbia)
2005	September	CMO Summit (joint with McKinsey and Harvard)
	July	MSI CMO Summit in Asia
	June	MSI CMO Summit in Europe
	May	MSI Conference on Innovation
	March	MSI Conference on "Brand Architecture"
	January	MSI Young Scholars Retreat
2004	December	MSI/JMR Collaborative Research Conference at Yale
	November	MSI Trustees Meeting
	October	CMO Summit (joint with McKinsey and Harvard)
	September	MSI Conference on Customer Insight Conference (joint with U Texas)
	August	MSI/AMA Joint Conference on "Hot Thoughts"
	June	MSI Conference on Metrics Linking Marketing to Financial Performance (joint with London Business School)
	June	AMA Doctoral Consortium—6 Sessions based on Research Generation Workshop
	May	MSI Research Generation Conference
	April	MSI Trustees Meeting
	March	MSI/Duke Conference on Customer Management
2003	December	MSI Conference on Brand Orchestration
	November	MSI Trustees Meeting
	October	CMO Summit (joint with McKinsey and Wharton
	March	MSI Young Scholars Retreat
1994	June	MSI Conference on Grocery Revolution
1992	October	Co-Chair ACR Conference
	August	Doctoral Consortium—Session on Research Methods

1990	May	Banff Invitational Symposium—Session on Incorporating Choice Dynamics
1988	August	Doctoral Consortium—Session on Promotions
1985	March	Marketing Science—Session on Managing Promotion Expenditures
	October	ACR—Session on Consumers' Responses to Promotions
1984	June	MSI MiniConference on Promotion
	June-Aug	Sloan Summer Research Workshop
1982	October	ACR—Session on Variety Seeking Behavior
	March	Market Measurement—Session on Variety Seeking Behavior