

Leigh McAlister

9/2020

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

9/15 – 2/16	Acting Associate Dean for Research McCombs School of Business
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.

"How Do Consumers Respond to Storylines in Television Advertisements: A Principal Components Analysis Tool Helps Decipher Moment-to-Moment Evaluations," (2015) with Jennifer Burton and Wayne Hoyer, Journal of Advertising Research (March), 51-61.

"The Impacts of Advertising Assets and R&D Assets on Reducing Bankruptcy Risk," (2015),(with Niket Jindal) Marketing Science 34(4):555-572.

"Advertising Effectiveness: The Moderating Effect of Strategy," (2016) (with Raji Srinivasan, Niket Jindal and Albert A. Cannella), Journal of Marketing Research 53 (April), 207-224.

"From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model," (2018) (with Leonard Lee, Jeff Inman, Jennifer Argo, Tim Böttger, Utpal Dholakia, Timothy Gilbride, Koert Van Ittersum, Barbara E Kahn, Ajay Kalra, Donald Lehmann, Venky Shankar, Claire Tsai) Journal of the Association for Consumer Research (JACR), 3 (3). Published online June 12, 2018.

"The past, present, and future of marketing strategy," (2020), (with Sibel Sozuer, Gregory S. Carpenter, Praveen K. Kopalle, Donald R. Lehmann), Marketing Letters (7/5/2020), 1-12. DOI 10.1007/s11002-020-09529-5

Invited Essays

"Rigor versus Method Imperialism" (2016), 44 (5, September) Journal of Academy of Marketing Science, 565-567.

"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

“A Customer Portfolio Management Model for Durables that Relates a Company’s Marketing to its Long Term Survival” (with Shameek Sinha), June 2020, preparing for 4th round of review at Journal of the Academy of Marketing Science.

“Another Acquisition Channel Property Associated with Customer Value: Competition at Point of Acquisition” (with Christian Schulze), preparing for 3rd submission to Journal of Marketing, November 2020.

“Why and How Marketing Organizations Differ Across Firms,” (with Frank Germann, Natalie Chisam, Pete Hayes, Adriana Lynch and Bill Stewart), revising for Journal of Marketing, October 2020.

“The Fractional CMO: A New Type of Supplemental Marketing Team Member for Small- to Medium-Sized Companies” (with Sebastian Hohenberg and Raghu Bommaraju), collecting additional data after one round of review at Journal of Marketing, September 2020.

Work in Progress

“Factors that Influence a Firm’s Corporate Social Responsibility Profile” (with Shameek Sinha). Data analysis completed. Manuscript being written (September 2020).

“All Models have Assumptions,” (with Jason Duan). Conceptual stage, September 2020.

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 Methodology 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, Rajeev Kaul, Srinath Gopalakrishna, Antonie Stam, pp. 588-604.

"Can 'Low Fat' Nutrition Labels Lead to Obesity?" Brian 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

- | | |
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| 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

2018 Named a Fellow of ISMS Marketing Science

2015 Named Outstanding Associate Editor for Journal of Marketing

2015 McCombs School Award for Lifetime Research Contributions

2015 American Marketing Association Fellow (Inaugural Class)

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.

2014 Career Achievement Award for Marketing Strategy Research from American Marketing Association's Marketing Strategy Special Interest Group

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; 2020 cancelled)	1984-1994, 1996-1998, 2001-19
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CBA Foundation Award for Research Excellence	1994
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Best Article Awards	2003, 2007 (2), 2011
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Graduate Teaching Awards

MBA Marketing Core	2002
Customer Strategy (MBA Elective)	2001, 2002

Undergraduate Teaching Awards

Undergraduate Teaching Excellence	2006
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Faculty Honor Roll	2016
CBA Foundation Advisory Council Award for Teaching Innovation	1996
Teaching Award Summary:	
University of Texas	1987, 1988, 1989, 1992, 1996 2001, 2002, 2006, 2016
MIT	1985
University of Washington	1981
Career Achievement Awards:	
2018: ISMS Marketing Science Fellow	
2015: McCombs School Award for Lifetime Research Contributions	
2015: AMA Fellow (Inaugural Class)	
2014: Career Achievement in Marketing Strategy Research, AMA Strategy SIG	
2014: AMA Irwin/McGraw Hill Distinguished Marketing Educator	

PROFESSIONAL SERVICE

Journal of Marketing Advisory Board July 2018 - present

Associate Dean for Research, McCombs School of Business 2015-2016

Faculty Member for American Marketing Association's Doctoral Consortium for 29 of last 34 years (as of 2018)

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

AMA/Erin Anderson Award Committee: Member 2012-2013; Chair 2014-2015

Member of Journal of Consumer Research Policy Board, 2010-15.

Member of Committee to Choose Editor of Journal of Marketing Research, 2008, 2015.

Member of Journal of Retailing Advisory Board, 2014-2017

Associate Editor: Journal of Marketing, 2011-Present

Associate Editor: Marketing Science, 2011-2015

Associate Editor: Journal of Marketing Research 2008-2009

Executive Director of Marketing Science Institute 2003-2005
Executive Committee of Marketing Science Institute 2003-2009
Executive Directors Council 2005-present

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 Doctoral Seminar in Marketing Research Methods
 Doctoral Seminar in Marketing Strategy
 Undergraduate Honors Marketing
 Brand Management/Strategic Branding
 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

Arranged for incoming doctoral students to take Economics Masters Courses in “Probability and Statistics” and “Math for Economists” (including linear algebra), Summer 2014, 2015

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

Tushmit Hasan (2017)

Chandra Srivastava, Nandini Ramani (2015)

JiYoung Lee, Sean Jang (2014)

JiYoung Lee, Yeonjin Cho (2013)

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 (2008-2015)

Developed Workbook of articles from popular press to supplement text in Principles of Marketing (2006-2015)

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 Srivastava, Ramani, S. Kim, Jindal, Sinha, Godfrey, MC Kim, Goodman,
Griffin, Young, Lemieux, Inman, Maltz, Griffith, Bhargava, Mulhern, Crowley

MIT Lattin, Roberts, Fader, Feinberg, Hulland

INVITED LECTURES

2020	Nov	New Ideas in Marketing, International Seminar
	June	Georgia Tech
2019	May	Research Honoring Don Lehmann
2017	November	Emory
2016	April	IE Business School, Madrid, Spain
	March	University of Houston

	February	Tulane University
2015	April April January	Indiana University Boston College University of Washington
2014	May March	Temple University Hong Kong Polytechnic University, Hong Kong, China
2013	July April April	Fudan University, Shanghai, China University of South Carolina Case Western University
2012	May April	University of Vienna (Austria) University of North Carolina (Brand Value Conference)
2010	November February	University of Arizona Columbia University
2009	September	Northwestern
2008	April	University of Iowa
2007	March	Texas A&M
2006	December April April March February February	Tilburg University, Netherlands University of Texas at Dallas Undergraduate Research Presentation, UT Austin Women in Business, UT Austin Finance Research Seminar, UT Austin UT China Care
2005	April March March February	University of Houston Doctoral Consortium Harvard Dartmouth University of Pittsburgh
2004	November April March March January	University of Michigan Colorado State University MIT UCLA Boston University
2003	October May April	Duke University Emory University Distinguished Lecture Series Texas Faculty Consortium
2002	July	UT Honors Colloquium
2001	July	UT Honors Colloquium
2000	November July	UT Austin – Marketing Research Seminar UT Honors Colloquium
1999	March	Rice Wharton

1998	January	UT Austin - Management Doctoral Seminar
1997	May February	Symposium Honoring Don Lehmann Notre Dame
1996	October	P&G SW Women's Conference
1995	November April	Harvard Texas A&M
1994	September July	University of Illinois University of Houston
1993	September March February	P&G Mexico and Central America Sales Meeting Keynote Speaker PMAA UCLA
1992	June April March	University of Wisconsin Wharton SMU UT PhD Seminar
1991	November October June	Duke University of Toronto MSI 30th Anniversary UT Alumni in Chicago
1989	August	Stanford University
1988	October April January	University of Houston Kansas State University University of California, Los Angeles
1987	March	Southern Methodist University PMAA National Meeting
1986	October May March	University of Texas, Austin UT-Behavioral Decision Theory Seminar COSPA National Meeting MIT Columbia University of Florida University of Texas, Austin
1985	November May April	Boston University MIT Ohio State University Dartmouth New York University
1984	September June February	MIT Cornell MIT 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

2020	Dec	Marketing Strategy Doctoral Consortium
	June	INFORMS Marketing Science
2019	June	INFORMS Marketing Science
	June	Marketing Meets Wall Street
	June	AMA Doctoral Consortium
	March	Marketing Strategy Doctoral Consortium
	Feb	Winter AMA
2018	June	AMA Doctoral Consortium
	June	Marketing Science Conference
	May	Theory and Practice of Marketing
	March	Marketing Strategy Doctoral Consortium
	February	Winter AMA
2017	August	Summer AMA
	June	AMA Doctoral Consortium
	February	Winter AMA
2016	June	AMA Doctoral Consortium
	May	Choice Conference
	February	Winter AMA
2015	July	AMA Doctoral Consortium
	June	Theory and Practice of Marketing
	February	Winter AMA
2014	August	Summer AMA
	June	AMA Doctoral Consortium
	February	Winter AMA
2013	July	Marketing Science
	July	Marketing Meets Wall Street
	June	AMA Doctoral Consortium

2012	April October June February	UNC Brand Value Conference ACR AMA Doctoral Consortium Winter AMA
2011	June June February	Marketing Science Conference AMA Doctoral Consortium Winter AMA
2010	August February	Summer AMA: Pre-Conference-The Importance of Marketing Theory Winter AMA
2009	June June January	AMA Doctoral Consortium Marketing Science Conference Retailing Thought Leader Conference
2008	June April	AMA Doctoral Consortium Customer Experience Management in Retailing Thought Leader Conference
2007	June May	Marketing Science Conference AMA Doctoral Consortium
2006	July June	AMA Doctoral Consortium Marketing Science Conference
2005	September July July June	Customer Management Thought Leader Conference AMA PhD Project AMA Doctoral Consortium Marketing Science Conference
2004	October June June	ACR Marketing Science Conference AMA Doctoral Consortium
2003	October June June	ACR AMA Doctoral Consortium Marketing Science Conference
2002	June	AMA Doctoral Consortium
2001	October June	ACR AMA Doctoral Consortium
2000	April	Texas Consortium
1999	October	ACR
1998	August	AMA Doctoral Consortium
1997	August March	AMA Doctoral Consortium - Plenary Session Speaker MSI Conference on Product Assortment
1996	August	AMA Doctoral Consortium
1995	November October	MSI Trustees Meeting ACR
1994	October	ACR

	August June April	AMA Doctoral Consortium MSI Conference on Grocery Revolution Texas Colloquium, Rice University
1993	August May	AMA Doctoral Consortium MSI Conference
1992	August	AMA Doctoral Consortium
1991	August May March February January	AMA Doctoral Consortium MSI Promotions Conference Marketing Science AMA Winter Educators' Meeting UCLA Frontiers in Scanner Research Conference
1990	November October October May March	MSI Brand Equity Conference ORSA/TIMS ACR Banff Invitational Symposium on Consumer Decision Making Marketing Science
1989	October August March	ACR AMA Doctoral Consortium Marketing Science Conference
1988	August	AMA Doctoral Consortium
1988	April March	MSI-Special Topics Conference: Promotions Marketing Science Conference
1987	October July June	ACR AMA Doctoral Consortium AMA--Special Topics Conference: Promotion Behavioral Decision Theory Conference
	April February	MSI--Special Topics Conference: Promotion AMA--Winter Educators Meeting
1986	July March	AMA Doctoral Consortium Marketing Science Conference
1985	November October August September March	ORSA/TIMS ACR AMA Doctoral Consortium MSI--Mini Conference on Promotion Marketing Science Conference
1984	November October August August June March	ORSA/TIMS ACR AMA Doctoral Consortium AMA MSI--Special Topics Conference: Promotions Marketing Science Conference
1983	March	Marketing Science Conference
1982	October	ACR
	April	ORSA/TIMS
1982	March	Market Measurement and Analysis Conference

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

Conferences/Sessions Organized

2020	November	Marketing Strategy Doctoral Consortium
2012	June	Doctoral Consortium Session on Reviewing
2011	June February	Marketing Science—Session on MSI’s Impact Winter AMA
2006	October	CMO Summit (joint with McKinsey and Columbia)
2005	September July June May March January	CMO Summit (joint with McKinsey and Harvard) MSI CMO Summit in Asia MSI CMO Summit in Europe MSI Conference on Innovation MSI Conference on “Brand Architecture” MSI Young Scholars Retreat
2004	December November October September August June June May April March	MSI/JMR Collaborative Research Conference at Yale MSI Trustees Meeting CMO Summit (joint with McKinsey and Harvard) MSI Conference on Customer Insight Conference (joint with U Texas) MSI/AMA Joint Conference on “Hot Thoughts” MSI Conference on Metrics Linking Marketing to Financial Performance (joint with London Business School) AMA Doctoral Consortium—6 Sessions based on Research Generation Workshop MSI Research Generation Conference MSI Trustees Meeting MSI/Duke Conference on Customer Management
2003	December November October March	MSI Conference on Brand Orchestration MSI Trustees Meeting CMO Summit (joint with McKinsey and Wharton) MSI Young Scholars Retreat
1994	June	MSI Conference on Grocery Revolution
1992	October August	Co-Chair ACR Conference 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 October	Marketing Science—Session on Managing Promotion Expenditures ACR—Session on Consumers' Responses to Promotions
1984	June June-Aug	MSI MiniConference on Promotion Sloan Summer Research Workshop
1982	October March	ACR—Session on Variety Seeking Behavior Market Measurement—Session on Variety Seeking Behavior