Frenkel Ter Hofstede
Associate Professor
Marketing

Education:
PHD Marketing, University of Wageningen, Netherlands, 1999
MS Econometrics, University of Groningen, Netherlands, 1994

Academic Posts:
University of Texas, 2003 - present; Carnegie Mellon University, 1999 - 2003

Research Areas:
International Business, Marketing Models, Research Methodology

Recent and Representative Publications:
Neeraj Bharadwaj, Rebecca Walker Naylor, and Frenkel Ter Hofstede. 2009. Consumer Response to and Choice of Customized versus Standardized Systems. *International Journal of Research in Marketing* 26, 216-227.

Tansev Geylani, J. Jeffrey Inman, and Frenkel Ter Hofstede. 2008. Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty. *Marketing Science* 27, 730-744.

Frenkel Ter Hofstede and Gönül, Füsun F. 2006. How to Compute Optimal Catalog Mailing Decisions. *Marketing Science* 2565-74.

Frenkel Ter Hofstede, Michel Wedel Frenkel, and Jan-Benedict Steenkamp. 2003. Identification de Segments Spatiaux pour des Marchés Internationaux. *Recherche et Application en Marketing* 18, 81-104.

Frenkel Ter Hofstede, Youngchan Kim, and Michel Wedel. 2002. Bayesian Prediction in Hybrid Conjoint Analysis. *Journal of Marketing Research* 39, 253-261.

Frenkel Ter Hofstede. 2002. International market segmentation: issues and perspectives. *International Journal of Research in Marketing* 19, 185-213.

Professional Awards:
CBA Foundation Research Excellence Award for Assistant Professors, McCombs School of Business, 2005;
O'Dell Award for, 2004;
Finalist IJRM award for best paper, 2002;
Finalist John D.C. Little Award for best marketing paper published in Marketing Science or Management Science, 2002;
David K. Hardin award, for the best peer reviewed article in Marketing Research, 2000;
Finalist Paul E. Green Award, for best paper published in Journal of Marketing Research, 1999;
Finalist NVMI award for best Dissertation, 1999

Teaching Awards:
Best teacher award in undergraduate business program, Carnegie Mellon University, 2003
Finalist for best teacher award in undergraduate business program, Carnegie Mellon University, 2001