

**MANOHAR U. KALWANI**  
**February 2021**

HOME

222 Forest Hill Drive  
West Lafayette, IN 47906  
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OFFICE

403 W. State Street  
Purdue University  
West Lafayette, IN 47907  
(765) 494-4400

EDUCATION

Ph.D. 1975

Columbia University  
Major Field: Management Science  
Minor Field: Marketing

M.S. 1970

Purdue University  
Major: Industrial Engineering

B.Tech. (Honors) 1969

Indian Institute of Technology, Bombay  
Major: Mechanical Engineering

ACADEMIC POSITIONS HELD

- |              |   |
|--------------|---|
| 2005-present | OneAmerica Professor of Management, Krannert Graduate School of Management, Purdue University |
| 1995-05      | American United Life Professor of Management, Krannert Graduate School of Management          |
| 1985-94      | Professor, Krannert Graduate School of Management, Purdue University                          |
| 1980-85      | Associate Professor, Krannert Graduate School of Management, Purdue University                |
| 1975-80      | Assistant Professor, Sloan School of Management, Massachusetts Institute of Technology        |
| 1974-75      | Instructor, Management Science, Columbia University   |

## ADMINISTRATIVE POSITIONS HELD

Senior Associate Dean, 2013-15

Inaugural Department Head, Management Department, 2008-2013

Chair, Management Policy Committee, 1986-1989, 1995-2006, 2008-13

Head, Marketing Group, 1980-Present

Chair, Management Executive Committee, 2008-2013

Inaugural Director, Master of Science in Marketing Program, 2015- 2018

## RESEARCH INTERESTS

Discrete Choice Models, Social Media, Online Marketing, Brand Equity, Order of Entry, Pricing Strategies

## PROFESSIONAL ACTIVITIES

### Editorial Boards

Journal Founding Editorial Board Member: Marketing Science (1981-2002)

Editorial Board Member: Journal of Marketing Research (1979-1985; 1991-2003)

Referee for: Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Letters, International Journal of Research in Marketing, American Statistician, Journal of Economics and Business Statistics, Review of Economics and Statistics, and Journal of Retailing.

Session Chairperson: INFORMS Marketing Science Conference, Berkeley, California, 1997, ORSA/TIMS Marketing Science Conference, St. Louis, March 1993; ORSA/TIMS Marketing Science Conference, London, July 1992; ORSA/TIMS Marketing Science Conference, Duke University, March 1989; ORSA/TIMS Joint National Meeting, Denver, October 1988; ORSA/TIMS Joint National Meeting, St. Louis, October 1987; ORSA/TIMS Marketing Science Conference, The University of Texas at Dallas, March 1986; ORSA/TIMS Marketing Science Conference, Vanderbilt University, March 1985; and ORSA/TIMS Joint National Meeting, Detroit, April 1982.

Judge for: 1993 William O'Dell Award for the Best Paper published in the 1988 issues of the Journal of Marketing Research.

Conference Advisory Committee Member: ORSA/TIMS Marketing Science Conference, 1986 and 1987.

Chairperson: Sixth Midwest Marketing/Psychometric Conference, Purdue University, Fall 1982.

### TEACHING AWARDS

First R.B. and Mary Stewart Distinguished Teaching Award, 1991-92

Salgo Noren Outstanding Teaching Award, 1990-91

Krannert Graduate School of Management, Purdue University

Salgo Noren Outstanding Teaching Award, 1989-90

Krannert Graduate School of Management, Purdue University

### SCHOOL SERVICE

Member, Management Policy Committee, 1989-1995, 2013-Present

Member, Management Executive Committee (Elected Position), 2013-Present

Member, Management Primary Committee, 1985-Present

Member, Area Committee (Elected Position), 1985- Present

Chair, Marketing Faculty Recruiting, 1980-Present

Member, Grade Appeals Committee, 2017-2019

Member, Krannert School Dean Search Committee, 1984-85, 1992-93, 1998-99, 2010-12, 2014-15

Chair, MS (Marketing) Program Launch Committee, 2013-14

Chair, Proposed Launch of One-Year STEM Program Committee, 2013-14

Chair, Two-Year MBA Program Review Committee, 2008-09

Chair, EMBA Program Review Committee, 2008-09

Chair, IMM Program Review Committee, 2009-10

Chair, Revised Master's Program Implementation Committee, 1992-93

Chair, MIS Senior Faculty Search Committee, 1988-89 and 1992-93

Member, Brock-Wilson Chair Search Committee, 2008-09

Member, Krannert School Constitution Reform Committee, 2007-08

Member, Strategy and Structure Task Force, 2006-07

Member, Blake Chair Search Committee, 2005-07

Member, Dean's Faculty Advisory Committee, 1986-1992, 1995-1999

Member, Management Policy Committee, 1983-85, 1990-1995

Member, Manufacturing Management Advisory Committee, 1988-2006

Member, Ph.D. Review Committee, 1982-83

Member, Search Committee for Louis A. Weil, Jr. Chair, 1982

### UNIVERSITY SERVICE

Member, Vice President for Marketing and Media Search Committee, 2007-08

Member, Vice President of Research Search Committee, 2007-08

## REFEREED PAPERS

Zhang, Wanqing, Pradeep Chintagunta, and Manohar Kalwani (2021), "Social-Media, Influencers, and Adoption of an Eco-Friendly Product: Field Experiment Evidence from Rural China," *Journal of Marketing*, forthcoming.

Qiang Liu, Hongju Liu, and Manohar Kalwani (2020), "'See Your Doctor': The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels," *Marketing Letters*, 31, 37-48.

Lin, Chin-Chen and Manohar U. Kalwani (2018) "Culturally Contingent Electronic Word-of-Mouth Signaling and Screening: A Comparative Study of Product Reviews in the United States and Japan," *Journal of International Marketing*, Vol 26, No. 2, pp. 80-102.

Kalwani, Manohar U., P.K. Kannan, and Byunghoon Lim (2013) "The Structure of Inter-Brand Competition," *Journal of Empirical Generalizations in Marketing Science*, Vol. 14, No. 1.

Nikolaeva, Ralitzka, Manohar U. Kalwani, William T. Robinson, and S. Sriram (2009), "Survival Determinants for Online Retailers," *Review of Marketing Science*, Vol. 7, Article 1, 2009.

Wang, Hui-Ming, Tolga Akcura, and Manohar U. Kalwani (2007) "A Multivariate Mixed Poisson Model of Cross-Category Store Brand Purchasing Behavior," *Journal of Retailing and Consumer Services*, Vol. 14.

Sriram, S., S. Balachander, and Manohar U. Kalwani (2007) "Monitoring the Dynamics of Brand Equity Using Store Level Data," *Journal of Marketing*, Vol. 71 (2), pp. 61-78.

Sriram, S. and Manohar U. Kalwani (2007) "Optimal Advertising and Promotion Budgets in Dynamic Markets with Brand Equity as a Mediating Variable" (with S. Sriram), *Management Science*, January 2007, pp. 46-60.

Min, Sungwook, Manohar U. Kalwani, and William T. Robinson (2006), "Market Pioneer and Early Follower Survival Risks: A Contingency Analysis for Really New Versus Incrementally New Product Markets," *Journal of Marketing*, January 2006, pp. 15-33.

- Spotlight article in the *Journal of Product Innovation Management* (2006); 23: 379-381.

Joseph, Kissan and Manohar U. Kalwani (1998), "The Role of Bonus Pay in Salesforce Compensation Plans," *Industrial Marketing Management*, Vol. 27, No.2, 1998, pp. 147-160.

- Kumar, Piyush, Manohar U. Kalwani, and Maqbool Dada (1997), "The Impact of Waiting Time Guarantees on Customers' Waiting Experiences," *Marketing Science*, Vol. 16, No.4, pp. 295-314.
- Joseph, Kissan and Manohar U. Kalwani (1995), "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," *Marketing Letters*, Vol. 6, pp. 183-197.  
 - The paper won the 1995-96 Guy Mabry Research Award.
- Kalwani, Manohar U. and N. Narayandas (1995), "Long-Term Manufacturer-Supplier Relationships: Do They Pay Off for Supplier Firms?" *Journal of Marketing*, January 1995, Vol. 59, pp. 1-16.  
 - Abstracted in *Harvard Business Review*, September-October 1995, pp. 14-15.
- Kalwani, Manohar U., Donald G. Morrison, and Robert J. Myer (1994), "Benchmarks for Discrete Choice Models," *Journal of Marketing Research*, February 1994, pp. 65-75.
- Morrison, Donald G. and Manohar U. Kalwani (1993) "The Best NFL Field Goal Kickers: Are They Lucky or Good?" *Chance*, Vol. 6, August 1993, pp. 30-37.
- Ali, Abdul, Manohar U. Kalwani, and Dan Kovenock (1993), "Selecting Product Development Projects: Pioneering versus Incremental Innovation Strategies," *Management Science*, Vol. 39, March 1993, pp. 255-274.
- Joseph, Kissan and Manohar U. Kalwani (1992), "Do Bonus Payments Enhance Salesforce Retention?" *Marketing Letters*, Vol. 3, 1992, pp. 331-341.
- Kalwani, Manohar U. and Chi-Kin Yim (1992), "Consumer Price and Promotion Expectations: An Experimental Study" *Journal of Marketing Research*, pp. 90-100.
- Kalwani, Manohar U., Chi-Kin Yim, Heikki J. Rinne, and Yoshi Sugita (1990), "A Price Expectations Model of Customer Brand Choice," *Journal of Marketing Research*, pp. 251-262.
- Kahn, Barbara E., Manohar U. Kalwani, and Donald G. Morrison (1988), "Niche Versus Change-of-Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positioning," *Journal of Marketing Research*, Vol. 25, pp. 304-390.
- Kahn, Barbara E., Manohar U. Kalwani, and Donald G. Morrison (1986)"Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data," *Journal of Marketing Research*, Vol 23, pp. 89-100.

Bass, Frank M., Moshe M. Givon, Manohar U. Kalwani, David j. Reibstein, and Gordon P. Wright (1984), "An Investigation into the Order of the Brand Choice Process," *Marketing Science*, Vol. 3, Fall 1984, pp. 267-287.

Kalwani, Manohar U. and Alvin J. Silk (1982), "On the Reliability and Predictive Validity of Purchase Intention Measures," *Marketing Science*, Vol. 1, pp. 243-286.

Silk, Alvin J. and Manohar U. Kalwani (1982), "Measuring Influence in Organizational Purchase Decisions," *Journal of Marketing Research*, Vol. 19, May 1982, pp. 165-181.

Kalwani, Manohar U. (1980), "Maximum Likelihood Estimation of Zero-Order Models Given Variable Numbers of Purchase Records Per Household," *Journal of Marketing Research*, Vol. 17, pp. 547-551.

Kalwani, Manohar U. and Alvin J. Silk (1980), "Structure of Repeat Buying for New Packaged Goods," *Journal of Marketing Research*, Vol. 17, August 1980, pp. 316-332.

- Reprinted in Yoram Wind, Vijay Mahajan, and Richard Cardozo, *New Product Forecasting: Models and Applications*, Lexington, MA: Lexington Books, 1981 (Chapter 15).

Kalwani, Manohar U. and Donald G. Morrison (1980), "Sample-Size Requirements for Zero-Order Models," *Journal of Marketing Research*, Vol. 17, May 1980, pp. 221-227.

Kalwani, Manohar U. and Donald G. Morrison (1977), "Estimating the Proportion of 'Always Buy' and 'Never Buy' Consumers: A Likelihood Ratio Test with Sample Size Implications," *Journal of Marketing Research*, Vol. 14, pp. 601-606.

Kalwani, Manohar U. and Donald G. Morrison (1977), "A Parsimonious Description of the Hendry System," *Management Science*, Vol. 23, No. 5, pp. 467-477.

#### MANUSCRIPT UNDER REVIEW AT A REFREED JOURNAL

Qiang Liu, Manohar Kalwani, and S. Shin, "Which Patients Get Their Prescription Drug Requests Fulfilled?" revise and resubmit for second round review at *International Journal of Research in Marketing*.

Xing Fang and Manohar U. Kalwani, "Impact of Live Chat on New Customers: A Thorough Look at the Customer Journey from a Quasi-Experiment," revise and

resubmit for second round review at *International Journal of Research in Marketing*.

#### WORKING PAPERS

"Does the Adoption of a Full Refund Policy Payoff for Advance Selling Platforms?" (with Tianfu Wang (current PhD student)). Paper targeted at *Journal of Marketing Research*.

"On the Role of the Chief Marketing Officer in the Business Firms' C-Suites," (with N. Narayandas, HBS). Target outlet: *Journal of Marketing*.

"An Organizational Learning Model of Contract Renewal Decisions," (with Wanqing Zhang and Pradeep Chintagunta, Booth School). Target outlet: *Marketing Science*.

#### OTHER PUBLICATIONS

Kalwani Manohar U. and William T. Robinson (2009), "Pioneering in B-to-B Markets," *Empirical Generalizations About Marketing Impact*, (with William T. Robinson) edited by Dominique M. Hanssens, Marketing Science Institute, 28. Reprinted in the 2015 edition.

Kalwani Manohar U. and William T. Robinson (2009), "Pioneer Survival Rates," *Empirical Generalizations About Marketing Impact*, (with William T. Robinson) edited by Dominique M. Hanssens, Marketing Science Institute, 27. Reprinted in the 2015 edition

"Selected Issues in the Design and Pricing of Virtual Reality" (with K. Altinkemer), *Proceedings of the Third European Conference on Information Systems* (1995), pp. 627-634.

"On the Role of Price in the Choice of Consumer Packaged Goods" (with Heikki J. Rinne and Yoshi Sugita), Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 891, Krannert Graduate School of Management, Purdue University, July 1986.

Kalwani, Manohar U. (1984) "The Empirical Application of the Hendry Partitioning Approach," Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 855, Krannert Graduate School of Management, Purdue University.

Kalwani, Manohar U. and Marcel Weverbergh (1984), "Entropy Models of Consumer Behavior: Similarities and Differences," Institute for Research in

the Behavioral, Economic, and Management Sciences Paper No. 845, Krannert Graduate School of Management, Purdue University.

Kalwani, Manohar U., C.K. McLeod and S.J. Miller (1981), "Marketing of Energy Conservation Services to Homeowners: A Direct Response Approach," Institute for Research in the Behavioral, Economic, and Management Sciences Paper No. 778, Krannert Graduate School of Management, Purdue University, October 1981.

## THESIS SUPERVISION

### Ph.D. Dissertations - Chair

Mishra, Rajan  
Loderer, Martina  
Shin, Seong Kyoung

Fang, Xing, "Two Essays on Online Marketing," August 2018. (Starting Position: Visiting Assistant Professor of Marketing, Tulane University)

Wang, Tianfu, "The Empirical Analysis of Advance Selling," August 2018. (Starting Position: Assistant Professor of Marketing, Feliciano School of Business, Montclair State University)

Zhang, Wanqing, "Applications of Structural Modeling in Marketing," December 2017. (Starting Position: Research Professional, Booth School of Business, University of Chicago)

Park, Kyung-Mi, "Essay#1: Capital Market Returns to New Product Development Success: Information Effects on Product Market Advertising. Essay #2 Ex-Ante Probability of New Product Development Success (Starting Position: Visiting Assistant Professor of Management, Purdue University)

Lin, Hsin-Chen, "Essays On Word-Of-Mouth," August 2012. (Starting Position: Assistant Professor of Business Administration, University of New Brunswick)

Lee, Jinsuh, "Can A Platform Provider Charge Fees For Online Content? A Two-Sided Market Approach" August 2012. (Starting Position: Current Position: Clinical Assistant Professor of Management, Krannert School of Management, Purdue University)

Bezawada, Ram, "Essays on the Application of Spatial Models to Marketing Problems," August 2006. (Starting Position: Assistant Professor of Marketing, University at Buffalo, The State University of New York, (Current Position: Associate Professor of Marketing, Zicklin School of Business, Baruch College, The City University of New York)



Sriram, Srinivasaraghavan, "Essays on the Dynamics of Brand Equity," April 2004. (Starting Position: Assistant Professor of Marketing, Binghamton University, The State University of New York, Current Position: Associate Professor of Marketing, Ross School of Business, University of Michigan)

Wang, Hui-Ming, "Modeling Count Data: Applications to Consumer and Physician Markets," December 2003. (Starting Position: Assistant Professor of Marketing, San Francisco State University).

Allred, Chad, "Managing Business Initialed Contacts with System Component Manufacturers in Technology Intensive Markets," June 2002. (Starting Position: Assistant Professor, Brigham Young University, Current Position: Clinical Assistant Professor of Management, Krannert School of Management, Purdue University).

Nikolaeva, Ralitz, "Essays on the Dynamics of Online Retailing," October 2002. (Starting Position: Assistant Professor, University of Wisconsin, Milwaukee).

Min, Sungwook, "Order or Market Entry and Survival Risk in Really New Versus Incremental Innovation Product Markets," June 2001. (Starting Position: Assistant Professor, California State University, Long Beach).

Kocas, Cenk, "On the Psychological Cost of Waiting in Queues," August 2000. (Starting Position: Assistant Professor, Michigan State University).

Kumar, Piyush, "Customer Satisfaction, Customer Retention, and Customer Partnerships," June 1996 (Starting Position: Assistant Professor, Rice University).

Piyush won the 1995-96 doctoral dissertation competition sponsored by Penn State University's Institute for the Study of Business Markets.

Narayandas, N., "Essays on the Management of Long-Term Manufacturer-Supplier Relationships by Supplier Firms," June 1994. (Starting Position: Assistant Professor of Business Administration, Harvard Business School).

Narayandas won the 1993-94 Doctoral Dissertation Competition sponsored by Penn State University's Institute for the Study of Business Markets.

Duparcq, Patrick, "Reference Prices and Quality Signaling Effects for Durables: An Experimental Approach," August 1993. (Starting Position: Assistant Professor, The Netherlands Business School, Nijenrode University).

Joseph, Kissan, "Essays on the Management and Compensation of the Sales Force," August 1992. (Starting Position: Assistant Professor, University of Kansas).

Lim, Byunghoon, "The Application of Stochastic Models to Study Buyer Behavior in Consumer Durable Product Categories," August 1992. (Starting Position: Assistant Professor, Inha University, Korea).

Yim, Chi-Kin, "Price Expectations and Optimal Sales Promotion Policies," December 1989. (Starting Position: Assistant Professor, Rice University).

Ali, Abdul, "Product Development Strategies in Competitive Markets," August 1998. (Starting Position: Assistant Professor, University of Maryland).

Dural, Yildiz, "An Investigation of the Psychometric Properties of Market Research Measures: The Case of Purchase Intention Scales," October 1984. (Starting Position: Project Manager, AT&T Bell Labs).

#### Ph.D. Dissertations - Member

Heilman, Carrie, "Brand Choice Dynamics of Consumers Over Their Lifetime of Purchasing in a Product Category," August 1997.

Crosbie, Peter, "Dynamic Pricing of Durables: Incorporating Buyer Expectations and Experience Effects," May 1991.

Sundararajan, Vasudevan, "Competitive Environmental Analysis of Firm Performance in the Consumer Goods Industries - An Empirical Investigation," August 1989.

Kannan, P.K., "An Econometric Approach to Test Competitive Market Structures," December 1988

Gopalakrishna, Srinath, "A Dynamic Model for Planning the Communication Mix for Industrial Products," August 1988.

Lau, Kin-Nam, "Three Essays in the Economics of Marketing," August 1987.

Whittler, Tommy, "Viewers' Processing of Actor's Race and Message Claims in Advertising Stimuli," July 1985.

Bird, Deirdre, "Ethnicity and Its Role in Market Segmentation," September 1984.

Henry, Michael, "A Comparative Study Between Aggregate and Individual Choice Models for the Prediction of Consumer Choice Behavior," December 1981.

Jarboe, Glen, "A Contingency Analysis Approach to Perceptual Mapping," December 1981.

Pilon, Thomas, "Distributed Lags in Multiple Time Series Analysis," December 1981.

Rinne, Heikki, "An Empirical Investigation of the Effects of Reference Prices on Sales," December 1981.

Laurent, Gilles, "A Study of Multiple Variant Consumption for Frequently Purchased Consumer Products," Sloan School of Management, M.I.T., August 1977.

Master's Theses (M.I.T.), Chair

Burke, William F., "Design and Marketing of a New Recording Instrument," May 1980.

Cohen, Frederick L. and Susan M. Lio, "An Approach to Market Opportunity Analysis: Application to a High Technology Product," May 1980.

Greenberg, Walter E., "The Effectiveness of Package Sizes as a Segmentation Tool in Non-Durable Consumer Markets," May 1980.

Lilley, Wayne R., "Designing an Optimal Legal Services Plan," May 1980.

Demarest, Michele F., "Characteristics of the Buying Center in the Printing Industry," May 1979.

Kornetsky, Lou, "Organizing for Marketing in Smaller Growing Businesses," May 1979.

Liebson, Laurence S., "Technology-Based Enterprises: Strategies, Structures, and Processes for Growth," May 1979.

McLeod, Christopher K. and Steven J. Miller, "Marketing of Energy Conservation Services: A Direct Response Approach," May 1979.

Mowicki-Rogalle, Martine, "A Marketing Approach to the Analysis of Industrial Concentration," May 1979.

Sergo, H. Tomas, "An Investigation of Customer Loyalty in the Photographic Color Paper Market," May 1979.

Bugler, Barry L., "The Effect of Credit Cards in the Mail Order Business," May 1978.

Elavsky, Marlys, Haruo Taneno, and Wayne Zafft, "Industrial Buying Behavior: Study of Modified Rebuy Situation," May 1978.

Breitenberg, Matthew, "Product Segmentation: A Hierarchical Approach," May 1977.

Levine, Margo, "Hierarchical Segmentation of the Margarine Market," May 1977.

Quinn, Anne, "Market Segmentation: Implications for Strategic Planning," May 1977.

Rodgers, Douglas, "Psychographic Segmentation of the Amateur Photography Market," May 1977.

#### Bachelor's Theses (M.I.T.), Chairman

Mendis, Harish L., "Product Segmentation Using Universal Product Code (UPC) Data," May 1978.

Nechleba, Jiri, "Early Forecasting of Repeat Buying for New Packaged Goods," May 1978.

#### CONFERENCE PRESENTATIONS

"The Impact of Time Guarantees on Customers' Waiting Experiences," INFORMS Marketing Science Conference, Berkeley, CA, April 1997.

"The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," INFORMS Conference, Los Angeles, CA, April 1995.

"An Investigation into the Impact of Service Time Guarantees on Customer Satisfaction," Marketing Science Conference, Tucson, AZ, March 1994.

"Bonus Payment Practices and Their Impact on the Efficiency of Sales Organizations," Marketing Science Conference, Tucson, AZ, March 1994.

"Bonus Payments: Issues, Alternatives, and Findings," Marketing Science Conference, St. Louis, MO, March 1993.

"An Investigation into the Structure of Reference Prices," Marketing Science Conference, St. Louis, MO, March 1993.

"Does It Pay for Component Part Supplier Firms to Have Product or Market Focus," Marketing Science Conference, St. Louis, MO, March 1993.

"Measuring Polarization in Brand Choice Probabilities," Marketing Science Conference, London, England, June 1992.

- "An Experimental Analysis of Reference Price Formation," Marketing Science Conference, London, England, June 1992.
- "On the Design of Compensation Plans in Team Selling Situations," Marketing Science Conference, Wilmington, DE, March 1991.
- "How Well Have We Done? Benchmarks for Brand Choice Models," Marketing Science Conference, Wilmington, DE, March 1991.
- "Optimal Sales Promotion Schedules: A Price Expectations Approach," Marketing Science Conference, Urbana, IL, 1990.
- "An Experimental Study of the Impact of Price Promotions on Price Expectations," Marketing Science Conference, Duke University, March 1989.
- "A Game Theoretic Approach to the Design of an Optimal Sales Policy," Marketing Science Conference, Duke University, March 1989.
- "Service and Value," Session Discussant, American Marketing Association, Educators' Conference, August 1988.
- Product Development Strategy and the Nature of Competition," Marketing Science Conference, Seattle, WA, March 1988.
- "Management of the New Product Development Process in Competitive Markets," ORSA/TIMS Joint National Meeting, St. Louis, MO, October 1987.
- "Is Your Brand an Uncola or the Real Thing? Finding Variety-Seeking Brands Using Penetration," ORSA/TIMS Joint National Meeting, Miami, FL, October 1986.
- "Purchase Intention Scales: Modeling and Estimation Issues," American Statistical Association Meetings, Chicago, IL, August 1986.
- "A Model of Customer Response to Reference Price," The 1986 ORSA/TIMS Marketing Science Conference, Dallas, TX, March 1986.
- "An Investigation of the Psychometric Properties of Selected Intent to Buy Scales," ORSA/TIMS Joint National Meeting, Atlanta, GA, November 1985.
- "Assessing Market Response to Promotional Deals," The 1985 Marketing Science Conference, Nashville, TN, March 1985.
- "An Econometric Model of Sales Response to Reference Price," ORSA/TIMS Joint National Meeting, Dallas, TX, November 1984.

- "Factors Related to Stationary and Non-Stationary Brand Choice Behavior," Market Measurement Conference, Chicago, IL, March 1984.
- "A Conceptual Framework and An Empirical Test of Variety-Seeking Behavior," ORSA/TIMS Joint National Meeting, Orlando, FL, November 1983.
- "An Investigation into the Order of the Brand Choice Process," ORSA/TIMS Joint National Meeting, Detroit, MI, April 1982.
- "On the Order of the Brand Choice Process," Market Measurement Conference, Philadelphia, PA, March 1982.
- "On the Predictive Validity of Purchase Intention Measures," Market Measurement Conference, New York, NY, March 1981.
- "Purchase Intentions as Predictors of Purchase Behavior," ORSA/TIMS Joint National Meeting, Colorado Springs, CO, November 1980.
- "Structure of Repeat Buying for New Packaged Goods," Market Measurement Conference, Austin, TX, March 1980.
- "Market Partitioning: An Empirical Approach," ORSA/TIMS Joint National Meeting, Milwaukee, WI, October 1979.
- "The Sensitivity of Maximum Likelihood Estimates," ORSA/TIMS Joint National Meeting, New Orleans, LA, May 1979.
- "Designing, Conducting and Interpreting Opinion Research Studies," American Society of Association Executives, Boston, MA, August 1978.
- "Sample Size and Number of Trials Required for Parameter Estimation in Zero Order Binary Models," ORSA/TIMS Joint National Meeting, Miami, FL, November 1976.

#### INVITED RESEARCH PRESENTATIONS

- Cornell University, Marketing Workshop, Ithaca, NY, Fall 1982.
- Bell Labs, Marketing Workshop, Spring 1982.
- Carnegie Mellon University, Marketing Workshop, Fall 1979.
- University of Pittsburgh, Marketing Workshop, Fall 1979.
- University of Pennsylvania, Wharton School, Marketing Workshop, Spring 1975.
- Northwestern University, Kellogg School of Management, Marketing Workshop, Spring 1975.

MIT, Sloan School of Management, Marketing Workshop, Spring 1975.

University of Rochester, School of Management, Marketing Workshop, Spring 1975.