

## DAVID RICHARD BELL

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University of Pennsylvania  
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Philadelphia, PA 19104.  
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### EDUCATION

- 1996 **Ph.D.** (Business),  
Graduate School of Business, Stanford University.  
Dissertation Title: "Consumer Response to Retailer Pricing Strategies."  
Committee: James M. Lattin (Principal Advisor), Rajiv Lal, V. Padmanabhan.
- 1996 **M.S.** (Statistics),  
Department of Statistics, Stanford University.
- 1989 **M. Com., First Class Honors** (Marketing and International Business),  
University of Auckland, New Zealand.
- 1986 **B. Com.**  
University of Auckland, New Zealand.

### ACADEMIC POSITIONS

- July 1 2003- **Associate Professor (with tenure)**  
The Wharton School, University of Pennsylvania.
- July 1 2002-03 **Visiting Associate Professor**  
Sloan School of Management, Massachusetts Institute of Technology.
- July 1 1998-02 **Associate Professor**  
The Wharton School, University of Pennsylvania.
- August 1999 **Visiting Scholar**  
Humboldt University, Berlin. Guest of Sonderforschungsbereich (National Research Center on the Quantification and Simulation of Economic Processes).
- July 1 1995-98 **Assistant Professor**  
Anderson School of Management, University of California, Los Angeles.

### ACADEMIC AWARDS AND HONORS

- 2004 Finalist, 2003 John D.C. Little Best Paper Award. Awarded annually by INFORMS for the best marketing paper published in *Marketing Science* or *Management Science*.
- 2004 Wharton Executive MBA Excellence in Teaching Award.
- 2001 Finalist, 2000 John D.C. Little Best Paper Award.
- 2001 Invited Participant, *Marketing Science Institute* Young Scholars Program.
- 2000 Winner, 1999 Frank M. Bass Outstanding Dissertation Award. Awarded by INFORMS for the best marketing paper based on a dissertation published in *Marketing Science* or *Management Science* in the preceding two years.
- 1999 Finalist, 1998 John D.C. Little Best Paper Award.
- 1994 Winner, Alden G. Clayton Doctoral Dissertation Proposal Award, *Marketing Science Institute*, Cambridge, MA.
- 1994 AMA Doctoral Consortium Representative (for Stanford University).
- 1991 Fulbright Travel Grant.

## RESEARCH INTERESTS

Price setting, price dispersion, empirical generalizations, contracts and arrangements in channels of distribution, space-time diffusion, contagion

## PUBLICATIONS

1. Dreze, Xavier and David R. Bell (2003) "Creating Win-Win Trade Promotions: Theory and Empirical Analysis of Scanback Trade Deals," Marketing Science, 23 (1), 16-39. [Lead Article]. (Finalist, John D.C. Little Best Paper Award.)
2. Rhee, Honjai and David R. Bell (2002) "The Inter-Store Mobility of Supermarket Shoppers," Journal of Retailing, 78 (4), 225-237. [Lead Article].
3. Bell, David R., John Deighton, Werner J. Reinartz, Roland Rust and Gordon Schwartz (2002) "Seven Barriers to Customer Equity Management" Journal of Services Research, 5, 1 (August), 77-85.
4. Bucklin, Randolph E., James M. Lattin, Asim Ansari, David Bell, Eloise Coupey, Sunil Gupta, John D.C. Little, Carl Mela, Alan Montgomery and Joel Steckel (2002) "Choice and the Internet: From Clickstream to Research Stream," Marketing Letters, 13 (3), 245-58.
5. Bell, David R., Ganesh Iyer and V. Padmanabhan (2002) "Price Competition Under Stockpiling and Flexible Consumption" Journal of Marketing Research, 39, 3 (August), 292-301.
6. Bell, David R., and Xavier Dreze (2002) "Changing the Channel: A Better Way to Do Trade Promotions," Sloan Management Review, 42, 1 (Winter), 42-49.
7. Tang, Christopher S., David R. Bell and Teck-Hua Ho (2001) "Store Choice and Shopping Behavior: How Price Format Works," California Management Review, 43, 2 (Winter) 57-74.
8. Bell, David R. and James M. Lattin (2000) "Looking for Loss Aversion in Scanner Panel Data: The Confounding Effect of Price Response Heterogeneity," Marketing Science, 19, 2 (Spring), 185-200. (Finalist, 2000 John D.C. Little Best Paper Award)
9. Bell, David R., Jeongwen Chiang and V. Padmanabhan (1999) "The Decomposition of Promotional Response: An Empirical Generalization," Marketing Science, 18, 4 (Fall), 504-26.
10. Bell, David R., and Randolph E. Bucklin (1999) "The Role of Internal Reference Points in the Category Purchase Decision," Journal of Consumer Research, 26, 2 (September), 128-43.
11. Russell, Gary J., S. Ratneshwar, Allan D. Shocker, David R. Bell, Anand Bodapati, Alex Degeratu, Lutz Hildebrandt, Namwoon Kim, S. Ramaswami and Venkatesh Shankar (1999) "Multiple-Category Decision-Making: Review and Synthesis," Marketing Letters, 10, (3) 319-332.
12. Ho, Teck-Hua, Christopher S. Tang and David R. Bell (1998) "Rational Shopping Behavior and the Option Value of Variable Pricing," Management Science, 44, 12:2 (December), S145-60. [Lead Article].
13. Bell, David R., Teck-Hua Ho and Christopher S. Tang (1998) "Determining Where to Shop: Fixed and Variable Costs of Shopping," Journal of Marketing Research, 35, 3 (August) 352-69.

14. Bell, David R. and James M. Lattin (1998) "Shopping Behavior and Consumer Preference for Retail Price Format: Why 'Large Basket' Shoppers Prefer EDLP," Marketing Science, 17, 1 (Winter), 66-88.<sup>i</sup> (Finalist, 1998 John D.C. Little Best Paper Award; Winner, 1999 Frank M. Bass Outstanding Dissertation Award.)
15. Russell, Gary J., David R. Bell, Anand Bodapati, Christina Brown, Jeongwen Chiang and Puneet Manchanda (1997) "Perspectives on Multiple Category Choice," Marketing Letters, 8 (3), 297-304.

## MANUSCRIPTS

16. Bell, David R. Andre Bonfrer and Pradeep K. Chintagunta (2004) "Recovering SKU-Level Preferences and Response Sensitivities from Market Share Models Estimated on Item Aggregates." (under review)
17. Ronald W. Niedrich, R. Carter Hill, Danny Weathers and David R. Bell (2004) "A Range-Frequency Explanation of Reference Price Effects in Models of Brand Choice." (revising)
18. Bell, David R. and Sangyoung Song (2004) "Social Contagion and Trial on the Internet: Evidence from Online Grocery Retailing." (under review)
19. Bell, David R., Yusong Wang and V. Padmanabhan (2003) "The Effect of Partial Forward Integration on Retailer Behavior: An Explanation for Co-Located Stores." (revising)
20. Bell, David R., Randolph E. Bucklin and Catarina Sismeiro (2000) "Consumer Shopping Behaviors and In Store Expenditure Decisions." (revising)
21. Bell, David R. and Gavan J. Fitzsimons (2000) "An Experimental and Empirical Analysis of Consumer Response to Stock-Outs." (revising)
22. Bell, David R., Jeongwen Chiang and George Knox (2003) "Income Effects from Coupon Subsidies: Evidence from the Market Basket." (revising)
23. Bell, David R. and Yusong Wang (2003) "Customer-Centric Coordination: Structure and Contracts in Channels of Distribution." (revising)
24. Bell, David R. and Yasemin Boztug (2004) "The Effect of Inventory on Purchase Incidence: Empirical Analysis of the Opposing Forces of Storage and Consumption." (under review)

## WORK IN PROGRESS

- "The Influence of Advertising on Price Dispersion for Prices Posted and Paid"
- "Contagion and Diffusion in Internet Retailing" (with Sangyoung Song)
- "An Empirical Test of the Theory of Sales: Do Household Storage Costs Influence Consumer and Firm Behavior?" (with Christian Hilber)
- "Coupons Subsidies and Loss Leaders (with Jiwoong Shin)

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<sup>i</sup> This paper also appeared in the 1998 *Marketing Science Institute* Working Paper Series.

## DOCTORAL COMMITTEES

Advising: Co-Advisor with Jagmohan Raju for Yusong Wang (Wharton); Sangyoung Song (Wharton)

Committees: Juin Chong Kuan, (UCLA); Tirthankar Roy (UCLA); Gurhan Kok (Wharton OPIM); Yi Xu (Wharton OPIM); Catherine Yang (Wharton OPIM); Ye Hu (Wharton)

## RECENT INVITED TALKS

“Issues in Retailing” Invited Speaker, TIS Conference, University of Chile, Santiago (July 2004)

“Issues on the Economics of Pricing” Invited Speaker, Utrecht University The Tjalling C. Koopmans Workshop Series (June 2004)

“Social Contagion and Trial on the Internet”  
Humboldt University, Berlin (June 2004)

“Invitational Choice Symposium” (June 2004; also 1996, 1998, 2001)

“Social Contagion and Private Decision Making: Trial and Repeat”  
Dartmouth College (January 2003)  
Carnegie Mellon University (April 2003)  
University of Texas, Dallas (April 2003)  
Massachusetts Institute of Technology (May 2003)

“Consumer Search and Price Dispersion”  
Wharton Applied Economics Seminar (November 2001)

“Win-Win Trade Promotions”  
University of Iowa (September 2001)  
INSEAD (October 2001)  
University of Toronto (March 2002)  
Washington University (March 2002)

“Coupons and the Channel”  
Harvard University (March 2000)  
Northwestern Marketing Camp (September 1999)  
New York University (Columbia/NYU/Wharton/Yale Marketing Camp, May 1999)

“Rational Shopping Behavior”  
University of Chicago (February 1999)  
Columbia University (April 1999)  
Duke University (April 1999)

“Determining Where to Shop: Fixed and Variable Costs of Shopping”  
INSEAD (May 1997)  
Hong Kong University of Science and Technology (October 1997)  
Wharton School (December 1997)  
UCLA, Department of Economics (June 1998)

## REVIEW SERVICE

### Editorial Board,

*Manufacturing & Service Operations Management* Senior Editor (Jan 2003--)

Editorial Board, (Dec 1999--), *Journal of Retailing* (Apr 2003--), *Journal of Marketing Research* (July 2004 --)

*Management Science*, Special Issue Associate Editor (Jan 2001--)

Ad Hoc Reviewer

AMA Doctoral Dissertation Competition.  
Alden G. Clayon Doctoral Dissertation Proposal Competition  
Association for Consumer Research  
International Journal of Research in Marketing  
Journal of Business  
Journal of Consumer Research  
Journal of Economics and Management Strategy  
Journal of Marketing  
Journal of Marketing Research  
Journal of Retailing  
Management Science  
Marketing Letters  
Marketing Science  
Marketing Science Institute  
Sloan Management Review  
Strategic Management Journal

**TEACHING**

Marketing Management (UCLA MBA Program, MIT Sloan MBA Program)  
Marketing Research (Wharton School MBA and Undergraduate Programs, UCLA MBA and Fully Employed MBA Programs)  
Marketing Strategy (Wharton School MBA and Executive MBA Programs)  
Choice Modeling (UCLA Doctoral Seminar)  
Mathematical Models in Marketing (Wharton School Doctoral Seminar)  
Advanced Industrial Marketing Strategy (Wharton-INSEAD Alliance, Singapore)  
Executive Education (Wharton-INSEAD Alliance, Singapore)

**OTHER WORK EXPERIENCE**

1990-1991     **Principal**  
                  Market Focus (Marketing Research Consulting Firm), Auckland, New Zealand.

1989-1990     **Tutor**  
                  School of Commerce, University of Auckland.

1987-1988     **Programmer, English Teacher**  
                  TOMY Inc. (Manufacturer and Exporter of Orthodontic Products), Fukushima Prefecture, Japan.

**OTHER INTERESTS**

**Foreign Language**

Intermediate-level spoken and written Japanese (two years undergraduate study; passed level three and four of the Japanese Language Proficiency Test)

**Recreation**

Movies, squash, rugby, tennis, swimming, surfing, Belgian beer, New Zealand wine, guitar.