JAMES D. HESS

#### C.T. Bauer Professor of Marketing Science

#### University of Houston

August 2016

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**Office Address and Phone**: 375H Melcher Hall

Department of Marketing and Entrepreneurship

University of Houston

Houston TX 77204

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**Education**:

Massachusetts Institute of Technology, Ph.D. Economics, 1975

Doctoral Dissertation: Team Decision Theory

Thesis advisors: Paul Samuelson, Robert Solow, Hal Varian

Princeton University, A.B. Economics, 1971

Princeton University, B.S.E., Electrical Engineering, 1971

**Positions at Colleges and Universities**:

C.T. Bauer Professor of Marketing Science, Department of Marketing and Entrepreneurship, University of Houston, 2003-present.

Adjunct Professor of Pharmaceutical Health Outcomes and Policy, College of Pharmacy, University of Houston, 2015-present.

Professor, Department of Business Administration, University of Illinois at Urbana‑Champaign, 1994‑2003.

Visiting Scholar, Haas School of Business, University of California-Berkeley, August 2001-December 2001.

Visiting Professor of Marketing, Washington University-St. Louis, July 1992‑June 1994.

Visiting Scholar, MIT, Sloan School of Management, Marketing Group, May‑December 1991.

Deutsche Bank Visiting Chair of Organization and Management, Koblenz School of Corporate Management‑Germany, 1988‑1989.

Associate/Full Professor, Department of Business Management, North Carolina State University, 1984‑1988/1988-1994.

Visiting Associate Professor, Department of Economics, Claremont McKenna College, 1982‑1984.

Assistant Professor, Department of Economics, University of Southern California, 1975‑1982.

**Positions in Professional Associations:**

INFORMS College on Marketing, President, 2000-2001.

INFORMS College on Marketing, President-Elect, 1998-2000.

INFORMS College on Marketing, Secretary/Treasurer, 1994‑1995.

**Editorships**

Area Editor, Marketing Science, 2000-2010

Associate Editor, Journal of Retailing, 2001-2010

Editor, TIMS College on Marketing Newsletter, 1994-1995

**Editorial Boards**

Editorial Board Member, Marketing Science, 1993-2000

Editorial Board Member, Journal of Retailing, 1996-2001

Editorial Board Member, Review of Marketing Science, 2001-

**Academic Honors:**

2005 *Journal of Retailing* Outstanding Reviewer Award

1999 Finalist - “FedEx Excellence in Service Award” in the *Journal of Service >Research*: “Dissatisfaction Management with Opportunistic Consumers” J. Hess, W. Chu, E. Gerstner>.

1994 Winning Proposal - Research Competition on “Challenges and Opportunities for Direct Marketing,” sponsored by The Marketing Science Institute, Direct Marketing Association, and Direct Marketing Educational Foundation: “Understanding Returns of Direct Marketed Merchandise,” J. Hess and G. Mayhew.

Publications

##### Books

*The Economics of Organization*, North‑Holland Publishers, June 1983.

*Proceedings of the 14th Paul D. Converse Symposium*, (J. Hess and K. Monroe, eds.), American Marketing Association, Chicago, 1998.

*15th Paul D. Converse Symposium*, (A. Griffin and J. Hess, eds.), American Marketing Association, Chicago, 2001.

##### Book in progress, not yet published

*Theoretical Models in Marketing,* planned completion date December 2016.

##### Articles in Refereed Journals

48. “Diagnosing Harmful Collinearity in Moderated Regressions: A Roadmap,” P. Chennamaneni, R. Echambadi, J. Hess, N. Syam, *International Journal of Research in Marketing,* 33, 2016, 172-182.

47. “Can Sales Uncertainty Increase Firm Profits?” N. Syam, J. Hess, Y. Yang, *Journal of Marketing Research,* Vol. LIII (April 2016), 199–206.

46. “Bricks or Clicks? Consumer Attitudes Toward Traditional Stores and Online Stores,” J. Kacen, J. Hess, and K. Chiang, *Global Economics and Management Review*, 18(1), January-April 2013, 12-21.

45. “Thrill of Victory and Agony of Defeat: Emotional Rewards and Sales Force Compensation,” J. Hess, N. Syam, and Y. Yang, *Quantitative Marketing and Economics*, 11(4) December 2013, 379-402.

44. “’Buying Status’ by Choosing or Rejecting Luxury Brands and their Counterfeits,” S. Geiger Oneto, B. Gelb, D. Walker, J. Hess, *Journal of the Academy of Marketing Science*, 2013, 41(3), 357-372.

43. “Sales Contests versus Quotas with Imbalanced Territories,” *Marketing Letters,* Syam, N., J. Hess, and Y. Yang, September 2013, 24(3), 229-244.

42. “Spontaneous Selection: The Influence of Shopper, Product and Retailing Factors on Consumer Impulse Purchases,” J. Kacen, J. Hess, D. Walker *Journal of Retailing and Consumer Services*, November 2012, 19(6), 578-588.

41. “Putting One-to-One Marketing to Work: Personalization, Customization and Choice,”Neeraj Arora, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, and Z. John Zhang, Marketing Letters, 2008 (December) 19(3-4), 305-321.

40. “Pricing Paid Placements on Search Engines,” Ravi Sen, James D. Hess, Subhajyoti Bandyopadhyay, and Jeevan Jaisingh, *Journal of Electronic Commerce Research,* Vol 9, No 1, February 2008, 33-50.

39. “*That’s* What I Thought I Wanted? Models of Miswanting and Regret of Custom Product,” Niladri Syam, Partha Krishnamurthy, James Hess, Marketing Science, 2008, Vol 27, No. 3, May-June, 379-397.

38. “Mean-Centering Does Not Alleviate Collinearity Problems in Moderated Multiple Regression Models,” Raj Echambadi and James D. Hess, *Marketing Science*, 2007, Vol. 26, No. 3 (May-June), 438-445.

37. “Mood Management Dynamics: The Interrelationship between Consumer Mood and Behavior” James D. Hess, Jacqueline J. Kacen, and Junyong Kim, *British Journal of Mathematical and Statistical Psychology*, 2006, Vol. 59, No. 2, 347–378.

36. “Customized Products: A Competitive Analysis,” N. Syam, R. Ruan, and J. Hess, *Marketing Science*, Vol. 24, No. 4, Fall 2005, 569-584.

35. “Emerging Trends in Retail Pricing Practice: Implications for Research,” Michael Levy, Dhruv Grewal, Praveen K. Kopalle and James Hess, *Journal of Retailing*, Vol. 80, No. 3, 2004, xiii-xxi; reprinted in 2007, *International Retail and Marketing Review*, Vol. 3, No. 1, 1-14.

34. “Doing the Right Thing or Doing the Thing Right: Allocating Resources Between Marketing Research and Manufacturing,” J. Hess and M. Lucas, *Management Science,* Vol. 50, No. 4, April 2004, 521-526.

33. “Direct Marketing, Indirect Profits: A Strategic Analysis of Dual-Channel Supply Chain Design,” W. K. Chiang, D. Chhajed, and J. Hess, *Management Science*, Vol. 49, No.1, January 2003, 1-20.

32. “Accounting Profits versus Marketing Profits: A Relevant Metric for Category Management,” Y. Chen, J. Hess, R. Wilcox, and Z. J. Zhang, *Marketing Science*, Vol. 18, No. 3, 1999, 208-229.

31. “Yes, ‘Bait and Switch’ Really Benefits Consumers,” J. Hess and E. Gerstner, *Marketing Science*, Vol. 17, No. 3, 1998, 283-289.

30. “Managing Dissatisfaction: How to Decrease Customer Opportunism by Partial Returns” J. Hess, W. Chu, and E. Gerstner, *Journal of Service Research*, Vol. 1, No.2, November 1998, 140-155.

29. “Modeling Merchandise Returns in Direct Marketing,” J. Hess and G. Mayhew, *Journal of Direct Marketing*, Vol. 11, No. 2, Spring 1997, 20-35.

28. “Controlling Product Returns in Direct Marketing,” J. Hess, E. Gerstner, and W. Chu, *Marketing Letters*, Vol. 7, No. 4, October 1996, 307-317.

27. “Pull Promotions and Channel Coordination,” J. Hess, and E. Gerstner, *Marketing Science*, Vol. 14, No. 1, Winter 1995, 43-60.

26. “Costs and Benefits of Hard-Sell,” J. Hess, W. Chu, and E. Gerstner, *Journal of Marketing Research,* Vol. 32, No. 1, February 1995, 97‑102.

25. “Price Discrimination Through a Distribution Channel: Theory and Evidence,” J. Hess, E. Gerstner, and D. Holthausen, *American Economic Review*, Vol. 84, No. 5, December 1994, 1437‑1445.

24. “Double Couponing: Pricing and Consumer Perspectives,” J. Hess and E. Gerstner, *Marketing Letters*, Vol. 4, No. 2, April 1993, 153‑163.

23. “Demarketing as a Differentiation Strategy,” J. Hess, E. Gerstner, and W. Chu, *Marketing Letters*, Vol. 4, No. 1, January 1993, 49‑57.

22. “A Theory of Channel Price Promotions,” J. Hess and E. Gerstner, *American Economic Review*, Vol. 81, No. 4, September 1991, 872‑886.

21. “Price-Matching Policies: An Empirical Case,” J. Hess, and E. Gerstner, *Managerial and Decision Economics*, Vol. 12, No. 4, August 1991, 305‑315.

20. “Who Benefits From Large Rebates: Manufacturer, Retailer, or Consumer?” J. Hess, and E. Gerstner, *Economics Letters*, 1991, 36, 5‑8.

19. “Can Bait and Switch Benefit Consumers?” J. Hess, and E. Gerstner, *Marketing Science*, Vol. 9, No. 2, Spring 1990, 114‑124.

18. “Quantifying the Allais Paradox: Risk Aversion and Eccentricity in Weighted Linear Utility,” J. Hess, and D. Holthausen, *Economics Letters*, 1990, 34, 21‑25.

17. “A Comparison of Alternative Approaches to Economic Organization: Comment,” *Journal of Institutional and Theoretical Economics*, March 1990, 146:72‑75.

16. “Loss Leader Pricing and Rain Check Policy,” J. Hess, and E. Gerstner, *Marketing Science*, Vol. 6, No. 4, Fall 1987, 358‑374.

15. “Why Do Hotdogs Come in Packs of 10 and Buns in 8s and 12s?: A Demand Side Exploration,” J. Hess, and E. Gerstner, *Journal of Business*, Vol. 60, No. 4, October 1987, 491‑517.

14. “Security and Penalty in Debt Contracts,” J. Hess, and C. Knoeber, *Journal of Institutional and Theoretical Economics*, Vol. 143, March 1987, 149‑167.

13. “The Use of Collateral to Enforce Debt:  Profit Maximization,” *Economic Inquiry*, Vol. XXIV, No. 2, April 1985, 349‑356.

12. “Imperfect Information and Credit Rationing:  A Comment,” *Quarterly Journal of Economics*, November 1984.

11. “Risk and the Gain from Information,” *Journal of Economic Theory*, Vol. 1, June 1982, 231‑238.

10. “Terms of Authority,” *Journal of Economic Behavior and Organization*, Vol. 2, No. 3, September 1981, 237‑255.

9. “Optimal Tactics for Close Support Operations, IV. Perfect Intelligence and Communications,” Hess, Kagiwada, Kalaba, Spingarn and Tsokos, *Journal of Optimization Theory and Applications*, Vol. 30, No. 2, February 1980.

8. “Optimal Tactics for Close Support Operations, III. Degraded Intelligence and Communications,” Hess, Kagiwada, Kalaba, Spingarn and Tsokos, *Applied Mathematics and Computation,* Vol. 6, No. 3, April 1980, 217‑228.

7. “Optimal Tactics for Close Support Operation, I. Reduced Air‑Ground Communications,” Hess, Kagiwada, Spingarn and Tsokos, *Journal of Optimization Theory and Applications*, Vol. 30, No. 1, January 1980, 89‑98.

6. “The Equivalence of Team Theory's Integral Equations and a Cauchy System: Sensitivity Analysis of a Variational Problem,” J. Hess, A. Akbari, H. Kagiwada, and R. Kalaba, *Applied Mathematics and Computation*, Vol. 6, No. 1, January 1980, 21‑36.

5. “Optimal Tactics for Close Support Operations, II.  Scenario Perturbations,” Hess, Kagiwada, Kalaba, Spingarn and Tsokos, *Applied Mathematics and Computation*, Vol. 5, 1979, 199‑212.

4. “Cooperative Dynamic Programming,” J. Hess, H. Kagiwada, R. Kalaba, and C. Tsokos, *Applied Mathematics and Computation*, Vol. 5, No. 1, February 1979.

3. “Direct Transformation of Variational Problems into Cauchy Systems, II. Scalar‑Semi‑Quadratic Case,” J. Hess, H. Kagiwada, and R. Kalaba*, Journal of the Franklin Institute*, Vol. 306, No. 2, August 1978.

2. “Direct Transformation of Variational Problems into Cauchy Systems, I. Scalar‑Quadratic Case,” J. Hess, R. and Kalaba, *Journal of Optimization Theory and Applications*, May 1978.

1. “Team Decision Theory and Integral Equations,” J. Hess, Z. Ider, H. Kagiwada, and R. Kalaba, *Journal of Optimization Theory and Applications*, June 1977.

##### Articles in Non-Refereed Journals

“FTC Should Reconsider Its Raincheck Policy,” with Eitan Gerstner, *Marketing News*, Volume 23, Number 4, February 12, 1989, 4‑5.

“How Maurice Allais Challenged Decision Scientists (and won the Nobel Memorial Prize for Economic Science),” *Hochschulnachrichten - Koblenz School of Corporate Management,* February 1989.

“What Does an Economist Hope to Contribute to the Study of Organization and Management?” *Hochschulnachrichten - Koblenz School of Corporate Management*, October 1989.

##### Published Proceedings

“Pocketing the Trade Deal,” J. Hess, M. Armstrong, and E. Gerstner, *Proceedings of NEC‑63: Promotion in the Marketing Mix*, Spring 1994, 105‑112.

“Command, Communication, Control and Team Decision Theory,” J. Hess, H. Kagiwada, and R. Kalaba, *Decision Information for Tactical Command and Control*, C. Tsokos (Ed.), Academic Press, 1979.

**Manuscripts in Progress**:

“Co-Creation with Bandwagon Effects,” N, Syam, R. Dargahi, J. Hess, Under review at Information Systems Research, October 2015.

“Identification Bias in Partial Mediated and Partially Recursive Models.”

“On Testing Moderation Effects in Experiments Using Logistic Regression,” J. Hess, Y. Hu, E. Blair.

“Competitive Customer Relationship Management: Acquisition versus Retention,” N. Syam and J. Hess.

“Should Firms Retaliate to Negative Advertising?” Y. Yang, E. Gerstner, J. Hess

“Unidentifiable Relationships in Conceptual Marketing Models”

“Lead Products as a New Store Choice Factor: Theoretical Extension and Empirical Verification,” Pilsik Choi and James D. Hess.

###### 

###### “To Motivate or Not to Motivate Your Sales Force in a New Product Launch,” Frank Fu and J. Hess.

“Gluttony: An Analysis of All-You-Can-Eat Pricing.”

##### Book Reviews

Price Management, by Hermann Simon, *Managerial and Decision Economics*, 1991.

Managerial Decision Analysis, by Danny Samson, *The Engineering Economist*, 1990.

Inside the Firm: The Inefficiencies of Hierarchy, by H. Leibenstein, in *Journal of Economic Literature*, Vol XXVII, June 1989, 43‑45.

Economic Behavior Within Organizations, by S. A. Hoenack, in *Journal of Economic Behavior and Organization*, 1986, pp. 113‑114.

Tinbergen Lectures on Organization Theory, by M. Beckmann, in *Society of Industrial and Applied Mathematics Review*, Vol. 28, No. 2, June 1986, 260‑261.

**Research Grants and Contracts**:

“Understanding Returns of Direct Marketed Merchandise,” J. Hess and G. Mayhew, Marketing Science Institute, $5,000.

“Price Guarantees as Signals to Competitors to Increase Price Coordination,” with E. Gerstner, National Science Foundation, August 1987‑July 1988, $20,000.

“Use of Computers in Intermediate Microeconomics”, Claremont McKenna College, $3,000, May‑September 1983.

“Command, Communication, Control, and Team Decision Theory,” Air Force Office of Scientific Research, May 1977‑September 1978, $51,732.

**Editorial Service (Including Ad Hoc Reviews and Proceedings)**

Marketing Science

Journal of Marketing Research

Management Science

American Economic Review

Journal of Retailing

Quarterly Journal of Economics

Economic Journal

Economic Inquiry

Journal of Economic Behavior and Organization

Journal of Economic Theory

Journal of Industrial Economics

Quarterly Journal of Economics and Business

Applied Mathematics and Computation

**Membership in Professional Organizations**:

American Marketing Association

The Institute for Operations Research and the Management Sciences (INFORMS Society on Marketing)

American Economic Association

**Business Cases Written**:

O’Farrior Topiaries

Evaluating the Profitability of Ziploc Coupon Face Values

HOBBICO

Dominick's Coffee Category Management

Liquid Dietary Supplements-The Beta Company Case

Nespresso Milk Frother

UNILAB: Effort Allocations of Salespeople

Blue Bell Ice Cream: Territory Design

Coach, Inc.

Hilti

Ecolab’s Sales Contest

Puritan-Bennett Spirometers

Can the Portfolio Outperform the Angel of Death?

**Recent Seminar and Conference Papers Presented:**

“Thrill of Victory and Agony of Defeat: Emotional Rewards and Sales Force Compensation,” Marketing Science Conference Boston, June 2012.

“Generalist versus Specialist Sales Force: When Hunting-Farming is Harming, Marketing Science Conference Houston, June 2011.

“Identification Bias in Partial Mediated and Partially Recursive Models,” UH College of Pharmacy, October 15 2010.

Co-chair, Texas Marketing Colloquium, San Antonio, TX, March 2010.

“Counterfeits, Knockoffs and Conspicuous Consumption: An Model of Counterfeits and Status Goods,” Marketing Science Conference Singapore June 2007 and University of Texas at San Antonio, September 2007, Cheung Kong GSB July 2009.

“How Do You Properly Diagnose Harmful Collinearity in Moderated Regressions?” Chennamaneni, Echambadi, Hess, and Syam, Marketing Science Conference Ann Arbor, June 2009.

“Competitive Customer Relationship Management: Acquisition versus Retention,” with Niladri Syam, Marketing Science Conference Vancouver, June 2008.

“Psycho-Modeling in Retailing: An example of customization,” AMA Doctoral Consortium, University of Missouri, June 2008.

“You too can be a psycho-modeler! Two related examples,” Vancouver Marketing Science Doctoral Consortium, June 2008.”

“Comments on ‘Pre- and Post-Purchase Management of Customer Satisfaction’ – by Kuksov and Xie,” University of Texas-Dallas, Frontiers of Research in Marketing, February 22, 2008.

*“That’s* What I Thought I Wanted? Miswanting and Regret for a Standard Good in a Mass Customized World,” Texas A&M, March 2007.

“Acquisition versus Retention: Competitive Customer Relationship Management,” with Niladri Syam, Summer Institute in Competitive Strategy, Berkeley, June 28, 2006.

“Psycho-Modelers Coming to Town: Three Examples,”INFORMS Marketing Science Ph.D.Consortium, June 7, 2006

“Impulse Purchases in the Supermarket: The Influence of Consumer, Retailer, and Product Factors,”Marketing Science Conference Pittsburgh, June 2006.

“Improving Consumer Psychology in Our Analytic Marketing Models: Two Examples,” INFORMS Marketing Science Ph.D.Consortium, June 16, 2005

“Identification Bias and Equivalence in Mediator Models,” Marketing Science Conference Emory, June 2005.

“Identification Bias in Mediator Models,” University of Western Australia, June 2004.

##### “Bricks or Clicks? Consumer Attitudes Toward Traditional Stores and Online Stores,” University of Houston March 2003, Cornell University April 2003, Marketing Science Conference June 2003, Ole Miss Sept 10 2004.

“Direct Marketing, Indirect Profits: A Strategic Analysis of Dual-Channel Supply Chain Design,” Midwest Marketing Camp, University of Michigan, June 2001, and Purdue University, March 2002, University of Illinois, January 2002.

“Mood Management Dynamics: Fitting Differential Equations to Consumer Panel Data” University of California-Berkeley Marketing Seminar, October 2001, University of Illinois, April 2001, MidWest Marketing Camp, June 2002, Marketing Dynamics Conference, UC-Davis September 2005.

“Unidentifiable Relationships in Marketing Conceptual Models,” Purdue University, March 2000, Mid West Marketing Camp at University of Wisconsin, June 2000, University of Illinois, September 2000, University of Texas at Dallas, March 2001.

“To Deal or Not to Deal: Trade Dealing with Opportunistic Retailers,” Marketing Science Conference at UCLA, June 2000, Australian Grad School of Management, July 2000.

“Yes, ‘Bait and Switch’ Really Benefits Consumers,” University of Illinois, September 1998, MidWest Marketing Camp, University of Minnesota, June 1999.

“Managing Categories for Store Profitability,” Marketing Science Conference, Syracuse, May 1999.

“Gluttony: An Analysis of All-You-Can-Eat Pricing,” Univ of Illinois, Feb 1999.

“Accounting Profits versus Marketing Profits,” Univ of California at Davis, March 1999.

“Accounting Profits versus Marketing Profits,” Marketing Science Conference, INSEAD, France, July 1998.

“Accounting Profits versus Marketing Profits,” University of Minnesota April 1998.

“Dissatisfaction Management with Opportunistic Consumers,” Yale Marketing Camp, December 1997.

“To Deal or Not to Deal: Trade Dealing with Opportunistic Retailers,” Marketing Science Conference, Berkeley, March 1997, and the Mid-West Marketing Camp, University of Iowa, June, 1997.

“How Do We Measure Indirect Product Profit?” presented at Univ. Illinois, January 1997

“Modeling Merchandise Returns in Direct Marketing,” Marketing Science Conference, Gainesville, FL, March 1996.

“To Deal or Not to Deal,” INFORMS National Meetings, Los Angeles, April 24, 1995,

“Controlling Direct Marketed Product Returns Through Shipping and Restocking Fees,” Marketing Science Conference Sydney, July 1995, University of Illinois, January 1996.

“Modeling Merchandise Returns in Direct Marketing,” Direct Marketing Educator Conference, Dallas, October 29, 1995,

“To Deal or Not to Deal: Trade Dealing with Opportunistic Retailers,” University of Chicago, Graduate School of Business, Marketing Seminar, February 1995, University of Illinois, January 1995.

“Double Couponing, Part Deux: Rationalizing the Retail Promotion as a Channel Control Strategy,” J. Hess, S. Davis, and E. Gerstner, Recent Advances in Retailing and Services Conference, Lake Louise, Canada, May 7, 1994.

“Understanding Returns of Direct Marketed Merchandise,” J. Hess and G. Mayhew, co‑presenter, Direct Marketing Educator's Conference, San Francisco, October 1994.

**Service**:

University of Houston

Graduate and Professional Studies Committee, member 2012-

University Promotion and Tenure Committee, 2006-2007

Department of Marketing, University of Houston

Promotion and Tenure Committee 2003- , chair 2012-2014

Ph.D. Coordinator 2005-2009

Recruiting Committee 2003, 2004 (chair), 2008 (chair)

Bauer School of Business, University of Houston

Promotion and Tenure Committee 2003-2005, 2008-date (Chair 2014-15)

Teaching Evaluation Task Force 2004-2005

Department of Business Administration, University of Illinois

Undergraduate Studies Committee, 2000-2001

Website Construction Committee, 2000-2001

Department Advisory Committee, 1994‑95, 1997-98.

Marketing Faculty Coordinator, 1996-97

Chair of Marketing Faculty Recruiting Committee 1996-97

Task Force on Departmental Mission Statement 1996-97

Co-Chair Sheth Foundation Workshop on “Intuition versus Models in

Marketing Decisions,” February 1997

MBA Professional Track in Marketing Coordinator 1994-97

# BA Strategic Planning Task Force, Chair 1997-99

College of Commerce and Business Administration, University of Illinois

College Executive Committee 1998-2000

### College Coordinator of Campus Charitable Fund Drive 1998

College Technology Content Committee 1997

MBA Faculty Policy Advisory Committee 1996-97

MBA Curriculum Committee, 1994‑96.

Dean’s Committee on “Responsibility Based Budgeting,” 1996

Search Committee for MBA Assistant Dean, 1996

Co-Coordinator of MBA BUS 401 Teaching Team, 1996-97

Faculty Advisor of Graduate Marketing Association 1996-97

**Marketing** **Courses Taught**:

Business Modeling for Competitive Advantage (EMBA, MBA)

Managing Sales Force Productivity (MBA and Undergraduate)

Modern Choice Models (Ph.D)

Mathematical Statistics (Ph.D.)

Customer Relationship Management (MBA)

Theoretical Models in Marketing (Ph.D.)

Multivariate Statistics (Ph.D.)

Academic Writing and Presenting (Ph.D.)

Marketing Management (MBA)

Marketing Research (MBA and Undergraduate)

Marketing Decision Models (MBA)

Pricing Strategy and Tactics (MBA and Undergraduate)

Understanding Customer Choice (MBA)

Principals of Marketing (Undergraduate)