

October 2005

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EDUCATION

Ph.D., Operations Research, Wharton School, University of Pennsylvania, Philadelphia, PA, 1984

M.S., Operations Research, Wharton School, University of Pennsylvania, Philadelphia, PA, 1981

B.S., Economics and Mathematics, Massachusetts Institute of Technology, Cambridge, MA, 1979

ACADEMIC POSITIONS

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School, Chapel Hill, NC

- Roy O. Rodwell Distinguished Professor, July 2003- present
- Marketing Area Chair, Jan. 2003 – July 2004
- Professor of Marketing, July 1997 – July 2003
- Associate Professor of Marketing, July 1992 – July 1997

CORNELL UNIVERSITY, Johnson Graduate School of Management, Ithaca, NY

- Assistant Professor of Marketing, July 1986 - July 1992

UNIVERSITY OF PENNSYLVANIA, Wharton School, Philadelphia, PA

- Research Associate, June 1984 - June 1985
- Lecturer, Marketing Department, Sept. 1984 - Dec. 1984
- Instructor, OR Department, Sept. 1982 - June 1984

INDUSTRY POSITIONS

RCA CORPORATION, Princeton, NJ

- Senior Operations Research Analyst, Feb. 1985 - June 1986

WHARTON APPLIED RESEARCH CENTER, Philadelphia, PA

- Senior Research Analyst, Sept. 1982 - May 1984
- Research Analyst, May 1980 - Aug. 1982

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HONORS AND AWARDS

- Cited in *Management Science* (February 2004) as one of the top researchers in the field of innovation
- UNC knowledgeFoundry award for development of a multimedia CD-ROM: "From Concept to New Product," 2002-2004
- AMA Doctoral Consortium Faculty Participant, 2002, 2005
- Finalist for Paul E. Green Best Paper Award, 2001 (for *Journal of Marketing Research*)
- Van and Kay Weatherspoon Business Administration Award, 2005
- Whalen Research Fellow, 2000-2001
- William R. Kenan, Jr. Research Fellow, 1998-2000
- Thomas P. Hustad Best Paper Award, 1998 (for best paper published in *Journal of Product Innovation Management* during previous year)
- Cato Center for Applied Research Fellow, 1997-98, 2004
- Roy and Alice H. Richards Fellow, 1995-97
- Frank H. Kenan Institute of Private Enterprise Award, 1994; 2003
- Marketing Science Institute, "Understanding and Measuring the Effect of Direct Marketing" Research Competition, with R. Mehta (Honorable Mention), 1992
- Richard D. Irwin Doctoral Award, 1984

RESEARCH GRANTS

- Kaufman Foundation, CO-Principle Investigator (with R. Agarwal, Illinois), 2005-2008, \$665,500
- University Research Council (UNC), 2002-2004 (\$4000)
- Marketing Science Institute, (with R. Agarwal) 2000-2002 (\$10,100)
- Marketing Science Institute, 1999- (\$5900)
- Cato Center (UNC), (with M. Tatikonda), 1997-2000 (\$2000)
- University Research Council (UNC), 1995 (\$1500)
- Marketing Science Institute, (with V. Rao), 1995 (\$5000)
- Center for Manufacturing Excellence (UNC), 1993 (\$27,250)
- Marketing Science Institute, (with R. Mehta), 1992 (\$5000)
- Marketing Science Institute, 1989 (\$5000)

OTHER RELATED ACTIVITIES

- Interviewed on camera by Teleduction, Inc. for their documentary film "His Master's Voice: The Marvelous Talking Machine." This documentary film for television, video and DVD was released in Fall 2003. (<http://www.teleduction.com/html/shows/master.htm>)
- Expert testimony in legal suites involving alleged patent infringement in various high technology industries.
- Consultant for IBM, Quintiles, Whirlpool, The Polk Company (formerly National Demographics & Lifestyles), M/A/R/C, National Liberty Insurance, and Villares (Brazil).

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RESEARCH

Articles In-Print or Forthcoming

“Understanding Customer Needs,” invited review paper for *Handbook of Technology and Innovation Management* (Scott Shane, ed.), forthcoming 2006.

“Creating and Surviving in New Product Markets,” (with R. Agarwal), invited paper for *Advances in Strategic Management*, 21 (*Business Strategy Over the Industry Life Cycle*; J. Baum and A. McGahan, eds.), forthcoming 2005.

“New Product Strategy and Industry Clockspeed,” (with G. Sousa and H. Wagner), *Management Science*, 50 April 2004, 537-549.

“Product Complements and Substitutes in the Real World: The Relevance of ‘Other’ Products,” (with A. Shocker, N. Kim), *Journal of Marketing*, 68, January 2004, 28-40.

“Competitive Entry and Pricing Responses to Product Innovation” (with P. Chintagunta), *Review of Marketing Science*, 1 (1), 2003, Article 3 (www.bepress.com/romsjournal/vol1/iss1/art3), [629 downloads as of May 5, 2004].

“Network Effects and Competition: An Analysis of the Home Video Game Industry,” (with V. Shankar), *Strategic Management Journal*, 24, March 2003, 375-384.

“The Financial Rewards of New Product Introductions in the Personal Computer Industry,” (with G. Erickson and R. Jacobson), *Management Science*, 49 (2), February 2003, 197-210.

“An Empirical Study of Personal Characteristics, Consumer Innovativeness and New Product Adoption Behavior,” (with S. Im and C. Mason), *Journal of the Academy of Marketing Science*, Winter 2003, 61-73.

“The Market Evolution and Take-Off of Product Innovations” (with R. Agarwal), *Management Science*, August 2002, 1024-1041 (research supported by Marketing Science Institute). [Research Brief reported in *Sloan Management Review*, 44 (2), Winter 2003, 7]

“Inferring Market Structure from Customer Response to Competing and Complementary Products,” (with T. Elrod, G. Russell, A. Shocker, R. Andrews, L. Bacon, J.D. Carroll, R. Johnson, W. Kamakura, P. Lenk, J. Mazanec, V. Rao, and V. Shankar), *Marketing Letters*, 13 (3), August 2002, 221-232.

“Truth or Consequences: An Analysis of Vaporware and New Product Announcements,” (with S. Jain and A. Rao), *Journal of Marketing Research*, 38 (February), 2001, 3-13. [Finalist for Paul E. Green Best Paper Award for 2001.]

“An Empirical Analysis of Firm Product Line Decisions,” (with W. Putsis), *Journal of Marketing Research*, 38 (February), 2001, 110-118.

“Growth Models for Multi-Product Interactions: Current Status and New Directions,” (with N. Kim and A. Shocker), invited review chapter, in V. Mahajan, E. Muller, J. Wind (eds.), *New Product Diffusion Models*,

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2001, Boston: Kluwer, 141-164.

“Product Proliferation: An Empirical Analysis of Product Line Determinants and Market Outcomes,” (with W. Putsis), *Marketing Science*, 18 (2), 1999, 137-153.

“An Analysis of Product Lifetimes in a Technologically Dynamic Industry,” *Management Science*, 44 (June), 1998, 763-775. [INFORMS Press Release, July 10, 1998; Research discussed in *Washington Post*.]

“Design Education: Out of the Closet and Back into the Curriculum,” (with R. Blackburn), *Design Management Journal*, 9 (Spring), 1998, 59-63.

“Speed-to-Market and New Product Performance Tradeoffs,” *Journal of Product Innovation Management*, 14 (November), 1997, 485-497. [Winner of Thomas P. Hustad Best Paper Award for 1997.]

“Too Little and Too Early: Introduction Timing and New Product Performance in the Personal Digital Assistant Industry,” (with S. Jain and A. Rao), *Journal of Marketing Research* (Special Issue on Innovation and New Products), (February), 1997, 50-63. [cited in *Computerworld Flashback* special at: www.computerworld.com/home/print.nsf/all/991108CB22]

“A Segmentation Model for the Targeted Marketing of Consumer Durables,” (with R. Mehta), *Journal of Marketing Research*, 32 (November), 1995, 463-469.

“Optimal Dynamic Policies for Product and Process Innovation,” *Journal of Operations Management* (Special Issue on Economics of Operations Management), 12, 1995, 173-185.

“Are Product Life Cycles Really Getting Shorter?” *Journal of Product Innovation Management*, 11 (September), 1994, 300-308. [Research Brief reported in *Harvard Business Review*, 72 (July-August 1994), 11.]

“Optimal Pricing and Product Development Policies for New Consumer Durables,” *International Journal of Research in Marketing*, 11, 1994, 249-259.

“Marketing Planning Processes in UK and US Companies,” (with G. Greenley), *Journal of Strategic Marketing*, 2, 1994, 140-154.

“A Comparative Study of Product Launch and Elimination Decisions in UK and US Companies,” (with G. Greenley), *European Journal of Marketing*, 28(2), 1994, 5-29.

“High Definition Television: Assessing Demand Forecasts for a Next Generation Consumer Durable,” *Management Science*, 39 (November), 1993, 1319-1333. [Reprinted in *IEEE Engineering Management Review*, 22 (Fall 1994), 65-75.]

“The Targeted Marketing of Consumer Durables,” *Journal of Direct Marketing*, 7 (Autumn), 1993, 4-13.

“Marketing Planning Decision Making in UK and US Companies: An Empirical Comparative Study,” (with G. Greenley), *Journal of Marketing Management*, 9 (April), 1993, 155-172.

“Have Diffusion Rates Been Accelerating Over Time?” *Marketing Letters* 3 (3), 1992, 215-226. [Research

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brief reported in *International Journal of Forecasting*, 10, (1994), 647.]

“An Empirical Analysis of Consumer Durable Replacement Intentions,” (with S. Gupta), *International Journal of Research in Marketing*, 9 (August), 1992, 257-268.

“The Dynamic Pricing of Next Generation Consumer Durables,” *Marketing Science*, 11 (Summer), 1992, 251-265.

“Brand Loyalty and Marketing Strategy: An Application to Home Appliances,” *Marketing Science*, 11 (Winter) 1992, 21-38.

“The Consumer Durable Replacement Buyer,” *Journal of Marketing*, 55 (January), 1991, 42-51.

“Grouping Durable Goods,” (with C. Carlstrom), *Applied Economics*, 22 (June), 1990, 759-773.

“A Hierarchical Utility Model for the Dynamic Acquisition of Heterogeneous Items,” (with V. Rao), *Marketing Letters*, 1 (December), 1989, 71-80.

“Developing and Using Forecasting Models of Consumer Durables: The Case of Color Television,” (with S. Hong and R. Labe), *Journal of Product Innovation Management*, March, 1989, 5-19.

“A Longitudinal Analysis of the Purchase Order of Consumer Durables,” (with S. Halder), in *Enhancing Knowledge Development in Marketing*, P. Bloom, et al. (eds.), AMA Proceedings, Summer, 1989, 280-284.

“Word of Mouth and Marketing Effectiveness,” in *Proceedings of the 1988 Southern Marketing Association*, J. Summey and P. Hensel (eds.), November, 1988, 33-36.

“A Comparison of the Predictive Reliability of Discriminant Analysis and the Logit Model,” (with H. Lee), in *Proceedings of the 1988 Southern Marketing Association*, J. Summey and P. Hensel (eds.), November, 1988, 92-96.

“Accelerating the Durable Replacement Cycle with Marketing Mix Variables,” *Journal of Product Innovation Management*, September, 1988, 216-226.

“Forecasting Sales of New Contingent Products: An Application to the Compact Disc Market,” *Journal of Product Innovation Management*, December, 1987, 243-255.

“Market Segment Response Through Field Experimentation,” (with V. Carroll, H. Lee, and A. Rao), *International Journal of Advertising*, 6, 1987, 107-120.

“Using the Cumulative Sales Index for Adaptive Planning,” (with S. Hong), *Journal of Business Forecasting Methods and Systems*, Winter, 1986, 28-30.

“Harnessing the Power of Word of Mouth,” (with V. Carroll and A. Rao), in V. Mahajan and Y. Wind (eds.), *Innovation Diffusion Models of New Product Acceptance*, Ballinger Pub., 1986, 61-83.

“The Navy Enlistment Field Marketing Experiment,” (with V. Carroll, A. Rao, H. Lee, and A. Shapiro),

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Marketing Science, Fall, 1985, 352-374.

“Analyzing Floor Configurations for Casino Slot Machines,” (with S. Gupta), *OMEGA: The International Journal of Management Sciences*, November, 1985, 561-567.

“Word of Mouth: The Indirect Effects of Marketing Efforts,” *Journal of Advertising Research*, June/July, 1985, 31-39.

“Evaluating Slot Machine Placement on the Casino Floor,” (with R. Banker, S. Gupta, and B. Stone), *Interfaces*, March/April, 1985, 22-32.

“Insights into the Role of Personal Influences: The Case of Military Recruiting,” (with V. Carroll), in *Marketing Communications: Theory and Research*, M. Houston and R. Lutz (eds.), AMA Proceedings, Winter, 1985, 84-88.

“On Practicing the Art of Modeling: The Guaranteed Student Loan Program,” *Socio-Economic Planning Sciences*, 16 (6), 1982, 273-278.

“An Initial Econometric Consideration of Supply and Demand in the Guaranteed Student Loan Program,” (with K. Kendis), *Journal of Education Finance*, Winter, 1982, 301-322.

“On an Optimal Student Loan Policy,” in *Proceedings of the Eleventh Western Regional American Institute of Decision Sciences Conference*, D. Brooks and W. Verdini (eds.), March, 1982, 196-198.

Papers Under Review or In-Progress

“Here Today, Gone Tomorrow: The Performance Dynamics of Entrepreneurial Start-Ups and Diversifying Entrants” (with R. Agarwal), September 2005, being revised for invited resubmission to *Management Science*.

“Abandoning Innovation in Emerging Markets,” (with R. Agarwal and M. Tripsas), August 2005, under review at *Organization Science*.

“Creating Growth in New Markets: A Simultaneous Model of Price and Firm Entry,” (with W. Kang, and R. Agarwal), March 2005, being revised for resubmission to *Journal of Product Innovation Management*.

“Exploring the Open Source Software Bazaar,” (with B. Rajagopalan), August 2004, being revised for resubmission to *Management Science*.

“Does Multimarket Contact Really Reduce Rivalry? An Empirical Study of Price and Product Decisions in the Personal Computer Industry” (with W. Kang and S. Balasubramanian), April 2005, being revised for submission to *Journal of Marketing Research*.

“Competition in Product Systems Markets,” (with W. Kang and S. Balasubramanian), April 2005, being revised for submission to *Management Science*.

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“Creating New Markets: The Invention, Development and Evolution of the Phonograph,” research in progress (supported by Marketing Science Institute).

Other

“Exercise: Quality Function Deployment,” September 2005.

“Exercise: Brainstorming New Products and Service Ideas,” August 2005.

“Exercise: Chindogu Invention,” July 2005.

“Exercise: Patent Searching Basics,” July 2005.

“Exercise: Fruit & Vegetable Team Vehicle,” July 2005.

“Note on Understanding Customer Needs,” July 2005.

“Note on the KJ Method,” July 2005.

“Note on the Kano Model of Customer Satisfaction,” July 2005.

“The Market Evolution and Sales Take-Off of Product Innovations,” Marketing Science Institute Working Paper No. 02-111.

“The Personal Digital Assistant,” case study, University of North Carolina, September 1996; Web-based version is at itr.bschool.unc.edu/faculty/marketing/bayusb/pda/pdaindex.html (July 1998), referenced in *Computersworld* article on “Technology Flashbacks: 1993—The First PDA.”

“Charting Untamed Markets,” *OR/MS Today*, invited article, August 1995, 36-38. [reprinted in Render, B. and R. Starr, *Quantitative Analysis for Management*, Prentice Hall, 1997.]

“Compact Disc Market (A), (B),” (with S. Fontana), case study with PC Lotus 1-2-3 software (used at Northwestern, Cornell, INSEAD, Yale, Washington Univ. at St. Louis), University of North Carolina, revised March 1997. [published in Rao, V. and J. Steckel, *Analysis for Strategic Marketing*, Addison Wesley Longman, 1997.]

“A Segmentation Model for the Targeted Marketing of Consumer Durables,” (with R. Mehta), Marketing Science Institute Working Paper No. 94-120.

“Applying Targeted Marketing Principles to Consumer Durables,” Marketing Science Institute Working Paper No. 91-108.

“Making Better Tactical Marketing Decisions,” *Cornell Enterprise*, feature article, March 1991, 27-33.

Several Technical Reports concerning advertising testing in the military, prepared for DoD and ONR (1981-1985).

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PROFESSIONAL SERVICE

Editorial and Journal Activities

- Co-Editor: *Journal of Product Innovation Management*, Special Issue on Really New Products, March 1998
- Co-Book Review Editor: *Journal of Product Innovation Management*, 1997-2001
- Editorial Board: *Journal of Marketing Research*, *Marketing Science* (Among Top Referees in Productivity and Timeliness, 2003), *Journal of Marketing*, *Management Science* (Associate Editor, Marketing Department), *Journal of Product Innovation Management*

Ad-hoc Reviewer

- *Journal of Consumer Research*, *International J of Research in Marketing*, *Research Policy*, *Manufacturing Service and Operations Management*, *Journal of Operations Management*, *Journal of Business*, *Marketing Letters*, *IEEE Transactions on Engineering Mgmt*, *Technological Forecasting & Social Change*, *Journal of Business Research*, *Journal of Strategic Marketing*, *Optimal Control Applications & Methods*, *The Energy Journal*, *Socio-Economic Planning Sciences*, *Journal of Economic Behavior & Organization*, *Sloan Management Review*, *Interfaces*, *AMA Proceedings*, Doctoral Dissertation Competitions (AMA, AMS, PDMA), MSI Research Proposal Competitions

TEACHING EXPERIENCE

- Executive Education: New Product Development, Speed-to-Market
- Workshops: Using the Customer to Evaluate Potential Offerings (PDMA)
- MBA Level: New Product Development
Product Management
Marketing Strategy
Marketing Research, Marketing Management, Marketing Models & Planning
- Ph.D. Level: Marketing Models, Research in Marketing I, Dynamic Marketing Models
- Undergraduate Level: Marketing Research, New Product Development

UNIVERSITY SERVICE

University Committees

- Entrepreneurship Committee (at UNC), 2002-present
- Dean's Faculty Advisory Council (at UNC), 2002
- Marketing Area Seminar Coordinator (at UNC), 1997-1999, 2002, 2004-present
- Marketing Area PhD Coordinator (at UNC), 1997; 1999-2002
- University Web Policy Committee (at UNC), 1997-1998
- Cato Corporate Research Committee (at UNC), 1994-1997
- MBA Program Committee (at UNC), 1994-1996
- Teaching Task Force (at UNC), 1992-1994
- Continuing Education Committee (at Cornell University), 1989-1992
- Dean's Search Committee (at Cornell University), 1988-1989

Thesis Committees

- Wooseong Kang (Chair; Kenan-Flagler, UNC, PhD in progress); Eric Akunda (Kenan-Flagler, UNC

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Ph.D. in progress); Scott Turner (Kenan-Flagler, UNC Ph.D. 2003); John Hogan (Kenan-Flagler, UNC Ph.D. 1998); Robert Bartlett (Education, Cornell M.S. 1989, Ph.D. 1992); Ying Ye (Consumer Economics, Cornell M.S. 1991); Sudeep Haldar (JGSM, Cornell Ph.D. 1990); James Carr (Food Science, Cornell Ph.D. 1989)

PRESENTATIONS MADE

Invited

Marketing workshop/seminar presentations at Cornell, MIT, Syracuse, North Carolina, Purdue, Berkeley, U Washington, Indiana, Florida, Maryland, Illinois, Duke, UCLA, London Business School, U Texas, Baruch, NYU, UVa, Case Western Reserve, Wharton

“The Language(s) of Innovation,” National Consortium of Entrepreneurship Centers, University of North Carolina, 2005

“Creating New Industries,” Marketing/Engineering Antillium Seminar, University of Michigan, 2005

“Creating New Industries,” Stellner Distinguished Scholar, University of Illinois, 2005

MSI Research Generation Workshop, New Products & Innovation, Atlanta, 2004.

Utah Marketing-Manufacturing Research Conference, Salt Lake City, 2004, 2005.

“The Market Evolution and Take-Off of Product Innovations,” UTexas at Austin Marketing Camp, University of Texas, 2003.

“Creating New Markets,” NYU Marketing Camp, New York University, 2003.

“The Swiss Army Knife Challenge,” UCB Choice Symposium, Monterey, 2001.

“Are Product Life Cycles Really Getting Shorter?” INFORMS Special Panel on the Practice of Management Science, Cincinnati, 1999.

“Some Thoughts on Market Forecasting,” AMA Special Panel on Market Forecasting for New Technological Products and Services, St. Petersburg, 1999.

“Network Effects and Competition,” UCLA Marketing Camp, University of California at Los Angeles, 1999.

“New Offering Realization in the Networked Digital Environment,” Wharton Digital Marketing Conference, invited paper discussant, 1998.

“Using Customers to Evaluate Product Offerings,” PDMA National Conference Workshop, Monterey, 1997; Atlanta, 1998; Marco Island, 1999.

“Crossing the Chasm with Really New Products,” PDMA Local Chapter, Chapel Hill, 1997.

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“Determining Your Sales Opportunity Window,” National Center for Direct Marketing National Conference & Exposition, Orlando, 1995.

“Tradeoffs in New Product Development,” PDMA National Conference, Minneapolis, 1995.

“Leveraging Your Customer Database by Cross-Selling,” MSI Conference on 'Managing Customer Data For Strategic Advantage,' San Antonio, 1994.

“Tradeoffs in New Product Development: Really New or Just Improved,” MSI Conference on ‘And Now For Something Completely Different: Really New Products,’ Boston, 1994.

“Speed-to-Market: The Good, the Bad, and the Ugly,” Corporate and Faculty Forum sponsored by the Center for Manufacturing Excellence, University of North Carolina, 1994.

“Pricing Decision Models,” MSI Conference, invited paper discussant, Boston, 1994.

“Big Databases and Big Products,” MSI Conference on “The Big Picture: Using Large-Scale Data Bases to Understand Markets and Allocate Marketing Resources’, Boston, 1993.

“Competition, Dynamic Pricing, and the Entry Decision for Next Generation Products,” 2nd Annual Winter Research Retreat, University of Florida, 1993.

“The Consumer Durable Replacement Buyer,” SE Marketing Consortium, Ithaca, 1989.

“An Analysis of Distribution Effects in Pre-Test Market Models,” Special Session on Distribution Strategy for New Products, AMA Conference, Toronto, 1987.

Conferences

“The Financial Rewards of New Product Introductions in the PC Industry,” Marketing Science Conference, Maryland, 2003.

“Beyond the New Product Development Speed Limit,” INFORMS, Cincinnati, 1999.

“Product Proliferation: An Empirical Analysis of Product Line Determinants and Market Outcomes,” Marketing Science Conference, Syracuse, 1999.

“Is It Real or Is It Vaporware?” Marketing Science Conference, Berkeley, 1997.

“Too Little and Too Early: Introduction Timing and Product Performance in the Personal Digital Assistant Industry,” Marketing Science Conference, Gainesville, 1996.

“Racing New Product Development Beyond the Speed Limit,” Marketing Science Conference, Tucson, 1994.

“Using Marketing and Manufacturing Information to Develop Early Sales Forecasts for New Consumer

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Durables,” Marketing Science Conference, St. Louis, 1993.

“Applying Targeted Marketing Principles to Consumer Durables,” AMA Summer Educator's Conference, San Diego, 1991.

“The Dynamic Pricing of Next Generation Consumer Durables,” Marketing Science Conference, Wilmington, 1991.

“Incremental Product Innovation and Demand for New Consumer Durables,” ORSA/TIMS Conference, Philadelphia, 1990.

“The Consumer Durable Replacement Buyer,” Marketing Science Conference, Urbana-Champaign, 1990.

“The Impact of Replacement Purchases on the Dynamic Pricing of Durables,” Marketing Science Conference, Raleigh-Durham, 1989.

“An Analysis of Collaborative Industry Advertising by Firms,” ORSA/TIMS Conference, Denver, 1988.

“A Hierarchical Utility Model for the Acquisition of Durable Goods,” Marketing Science Conference, Seattle, 1988.

“Marketing Efforts and the Timing of Consumer Durable Replacements,” Marketing Science Conference, Jouy-en-Josas, France, 1987.

“Forecasting Sales of New Product Accessories: The Compact Disc Market,” ORSA/TIMS Conference, Miami, 1986.

“Forecasting Consumer Durables: The Case of Color TV,” Marketing Science Conference, Dallas, 1986.

“Modeling the Market Expansion and Share Effects of Advertising,” ORSA/TIMS Conference, Atlanta, 1985.

“Word of Mouth and Marketing Strategy,” Marketing Science Conference, Nashville, 1985.

“Modeling Collaborative and Individual Firm Advertising,” Marketing Science Conference, Nashville, 1985.

“Word of Mouth and Optimal Marketing Policies,” IFORS Conference, Washington, D.C., 1984.

“Stated Intentions and Consumer Behavior,” ORSA/TIMS Conference, San Francisco, 1984.

“Marketing Efforts and Word of Mouth in an Established Product,” ORSA/TIMS Conference, Orlando, 1983.

“Characterizing the Casino Slot Player,” ORSA/TIMS Conference, Orlando, 1983.

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“Word of Mouth and Marketing Effort Interactions,” ORSA/TIMS Conference, Chicago, 1983.

“Student Loans: An Initial Econometric Consideration of Supply and Demand,” ORSA/TIMS Conference, Toronto, 1981.