

DOUGLAS L. MACLACHLAN

**Emeritus Professor of Marketing
Department of Marketing and International Business
Michael G. Foster School of Business**

University of Washington

Seattle, WA 98195-3200

(206) 543-4562

Email: macl@u.washington.edu

Website: <http://faculty.washington.edu/macl/>

EDUCATION

B.A., 1963 - Physics, University of California, Berkeley

M.B.A., 1965 - *Thesis: Variations in Learning Behavior in Two Social Situations According to Personality Type*,
University of California, Berkeley

Law School, 1965-1966, Hastings College, San Francisco (1st year only)

M.A., 1970 - Statistics, University of California, Berkeley

Ph.D., 1971 - Marketing, *Dissertation: Market Responsive Demand Models: A Comparison of Variable Markov
and Distributed-Lag Approaches*, University of California, Berkeley

EMPLOYMENT HISTORY

Assistant Professor (1970-1975), Associate Professor (1975-1978), Professor (1978-present), University of
Washington Business School (now Foster School of Business)

Department Chairman, UW Marketing and International Business (1978-1982, 1983-1986, 1993-1994, 2006-2009,
2009-2012)

Senior Associate Dean for Academic Programs, UW School of Business (July, 1995 - September, 1999)

Executive Director, UW Center for International Business Education and Research (1995-99)

Visiting Scholar, European Institute of Business Administration (INSEAD), Fontainebleau, France (1982-83)

Visiting Professor of Marketing, Catholic University, Leuven, Belgium (1991-92)

Visiting Professor of Marketing, Koç University, Istanbul, Turkey (January-December 2001)

Faculty Director – International Alliances, UW Business School (2003-06)

Director and Trustee, University Book Store (1985-2001, 2004-2008), Board President (1987-1988, 2005-2006)

Visiting Assistant Professor, University of California, Berkeley (Summer 1974)

Vice President - Marketing, Hartec Corporation (1966-1970) - Electronic systems installation

PROFESSIONAL ORGANIZATION POSITIONS

Editorial Board, *Journal of Marketing Research* (1975-1981) – principal manuscript screener

President, American Marketing Association, Puget Sound Chapter (1978-1979) (Vice President, 1977-1978)
(Director, 1975-1977, 1979-1980, 1990-91)

Co-Director, University of Washington Japanese Food Marketing Program (1975-1991)

Advisory Board, Center for Retail, Transportation & Distribution Management (1985-1995)

Planning Board, Center for International Business Education and Research (1992-1993)

Editorial Advisory Board, *MARKETING* (1986-1995)

Board of Directors and Program Committee, Puget Sound Research Forum (1995-1996)

Executive Director, University of Washington Center for International Business Education and Research (July 1996
- September 1999)

WTO Seattle Host Organization, Media and Public Relations Subcommittee, and co-chair UW WTO committee
(1998-99)

Advisory Board, Global Business Center, University of Washington (2002-present)

Global U8 Consortium, Education Committee, University of Washington representative (2004-2009)

Advisory Board, Global Trade, Transportation & Logistics graduate certificate program (2006-2010)

Corporate Council, UW Retail Management Program (2007-2012)

TEACHING

Marketing Management and Strategy
Marketing Research (introductory and advanced)
Multivariate Analysis of Marketing Data
Statistics (MBA introductory course)
Marketing in Transitional Economies
Marketing Channels & Distribution

Retailing Management
Advanced Marketing Management
Executive MBA Marketing Management
Marketing Models
Database Marketing & Customer Analytics
Data Mining in Marketing

EXECUTIVE DEVELOPMENT (Nondegree Programs)

Marketing Strategy: Segmentation and Positioning
Japanese Food Marketing Program
Marketing of Technology

Marketing Research
Distribution Management
Applied Multivariate Analysis

CONSULTING

Marketing research, forecasting, strategic marketing planning for many companies, including Del Monte, Tektronix, GTE, Seattle-First National Bank, Washington Mutual, Microsoft, King County Metro Transit, Weyerhaeuser, General Electric, John Fluke, Pacific Northwest Bell, US West Cellular, MCI, McCaw Cellular, Starbucks, Associated Grocers, Quality Food Centers (QFC), Safeco, Eddie Bauer, Recreational Equipment Inc. (REI), Philips Medical, various marketing research firms, and as expert witness in litigation.

HONORS

Winner, 1970-71 Doctoral Dissertation Competition, American Marketing Association
1969 American Marketing Association Doctoral Consortium Fellow
Who's Who in America, since 1978
Beta Gamma Sigma (Business Honor Society)
UW Affiliate Program Distinguished Professorship, 1986 - 1988
Nordstrom Professor in Retail Marketing, 1988 - 1989
Ford Motor Company Professor of Marketing, 1989 - 1990
Simpson Timber Faculty Scholar, 1992 - 1994
Faculty Fellow, Doctoral Consortium on Internationalization of Marketing , 1995
Selected to participate in AACSB/Keizai Koho Center Japan Study Tour, 1996
Fellow, William Davidson Institute, University of Michigan, 1997-2006
Andrew V. Smith Faculty Development Award, 2001
Dean's Citizenship Award, UW Business School, 2003
Corona Distinguished Visiting Chair, University of the Andes School of Management, Bogotá, Colombia, 2007
Marion B. Ingersoll Endowed Professorship, 2007- 2012
Puget Sound AMA 2012 Legend Award

RESEARCH GRANTS

"Resource Recovery Assessment for an Urban Area," Seattle Metro, 1972, with Reza Moinpour and Robert Meier.
"Trust and Confidence in American Institutions," GE Foundation, 1973, with Kirk Hart, Philip Kienast, and Homer Spence.
"Issues in Eastern Russian-Western Company joint ventures," US Information Agency, 1995, with Richard Moxon, Jeremiah Sullivan, and Judith Thornton.
"Patient-Centered Interventions for Mood Disorders: Marketing Research Regarding Consumer Demand for Effective Depression Care," National Institute for Mental Health, Grant No. P20 MH068572-02 (9/21/2005-6/30/2010), with Greg Simon, Evette Ludmann, and co-PI with Erica Okada.
"Modeling Adoption and Diffusion of Certified Wood in the US Residential Housing Sector" awarded by USDA-CSREES (Cooperative State Research, Education, and Extension Service). Start date January 2010. With Indroniel Ganguly and co-PI with Ivan Eastin. Budget approximately \$280,000.
Proposal to NSF Human and Social Dynamics (HSD) FY 2010 Competition: "International Adoption of Environmentally Friendly Technology in Residential Construction Industries," co-PI with Ivan Easton, Indroniel Ganguly, Sergey Rabotyagov.

ASSOCIATION MEMBERSHIPS

American Marketing Association
Association for Consumer Research
Institute for Operations Research and
Management Sciences (INFORMS)
Direct Marketing Education Foundation

American Statistical Association
Academy of Marketing Science
Puget Sound Research Forum
European Academy of Marketing

SCHOLARLY PUBLICATIONS

1972

- “A Model of Intermediate Market Response,” *Journal of Marketing Research*, Vol. 9 (November), pp. 378-384.
- “A Market Responsive Stochastic Model of Buying Behavior,” *Combined Proceedings*, American Marketing Association, 1971 Spring and Fall Conference, pp. 659-664.

1973

- “Longitudinal Image Measurement with Multidimensional Scaling,” in Thomas V. Greer, Eds., *Conceptual and Methodological Foundations in Marketing*, American Marketing Association, pp. 333-338 (with R. Moinpour).

The Washington State Boating Industry, Northwest Marine Industries (June), 64 pgs.

Conserving Electricity in Seattle, Institute for Environmental Studies, University of Washington, (December), 52 pages (with R. Romer, C. Martin, R. Moinpour, J. Benish).

Resource Recovery Assessment, University of Washington Graduate School of Business Administration (October), 181 pages (with R. Meier, R. Moinpour).

1974

A Study of Citizen Trust and Confidence in American Institutions, Graduate School of Business Administration, University of Washington (June), 171 pgs. (with P. Kienast, H. Spence, and K. Hart).

1975

- “Institutional Positioning: A Metamarketing Application,” *1974 Combined Proceedings*, American Marketing Conference, pp. 549-554 (with D. Leister).
- “Organizational Self-Perception and Environmental Image Measurement,” *Academy of Management Journal* (June), pp. 205-223 (with D. Leister).
- “Social Dimensions in Product Planning,” *Journal of Contemporary Business* (Winter), pp. 1-6.
- “Resource Recovery Potential From Municipal Waste in an Urban Region,” *Socio-Economic Planning Sciences* (June), pp. 121-124 (with R. Meier and R. Moinpour). Reprinted in Graduate School of Business Administration Reprint Series (1975).

1976

“Public Trust in Retailing: Some Research Findings,” *Journal of Retailing* (Spring), pp. 3-18 (with H. Spence). Reprinted in Graduate School of Business Administration, University of Washington, Reprint Series (1977).

“Time Changes in Perception: A Longitudinal Application of Multidimensional Scaling,” *Journal of Marketing Research* (August), pp. 245-253 (with R. Moinpour and J. McCullough).

“Halo Effects in Multiattribute Attitude Models: Some Unresolved Issues,” *Journal of Marketing Research* (November), pp. 414-17 (with J. Johansson and R. Yalch).

“Assessing the Community College Transfer Market: A Metamarketing Application,” *Journal of Higher Education* (November/December), pp. 661-680 (with D. Leister).

1977

“Comparison of Stated and Inferred Parameter Values in Additive Models: An Illustration of a Paradigm,” in William D. Perreault, Jr., ed., *Advances in Consumer Research*, Vol. 4, pp. 98-105 (with J. Wiley and R. Moinpour).

“Perceived Risk: A Synthesis,” *European Journal of Marketing* (Autumn), pp. 312-319 (with D. Stem and C. Lamb, Jr.).

“Experimenting with Perceptual Change Strategies,” *Multivariate Behavioral Research* (October), pp. 429-446 (with R. Moinpour and J. McCullough).

1978

“Remote Versus Adjacent Scale Questionnaire Designs,” *Journal of the Market Research Society*, Vol. 20, pp. 3-13 (with D. Stem and C. Lamb).

“Curriculum and Enrollment Trends in Marketing,” *Research Frontiers in Marketing*, American Marketing Association, pp. 427-431 (with D. Stem and C. Lamb).

1979

“Segmentation with Multiple Criterion Variables,” *Market Measurement and Analysis*, Proceedings of ORSA/TIMS Special Conference, Stanford, pp. 464-479 (with J. Johansson).

“Linking Preferences to Perception: A Longitudinal Study,” *Proceedings* of the 87th Annual Conference of the American Psychological Association, (with J. McCullough and R. Moinpour).

1981

“Temporal Links Between Preferences and Perception,” *Advances in Consumer Research*, Vol. 7, pp. 178-181 (with J. McCullough and R. Moinpour).

“Market Segmentation With Multivariate AID,” *Journal of Marketing*, Vol. 45 (Winter), pp. 74-84 (with J. Johansson).

“Do Not Aggregate: A Comment on the Implications of Recent Research in Normative Segmentation Theory,” in John W. Keon, ed., *Market Measurement and Analysis*, pp. 184-196 (with J. Johansson and L. McAlister).

U.S. Food Shopping Behavior in the 1980s. Tokyo: Meidi-ya Co., Ltd., 50 pgs (in Japanese).

1982

“Impact of Information on Preference and Perception,” *Advances in Consumer Research*, Vol. 9, (with J. McCullough and R. Moinpour).

“Box Store-Supermarket Ni Okeru Kokyaku Jittai Chosa--Nichibei Hikaku” (“Investigation of Consumer Shopping Behavior in Box Stores and Supermarkets: Japan-America Comparison”) *Shohi To Ryutsu (Journal of Consumption and Distribution)* Nihonkeizai Shinbun, Vol. 6, No. 1 (Spring), pp. 67-76 (with Y. Tokunaga, H. Tamura and T. Ogawa).

1983

“The Modern Way to Redesign Compensation Packages,” *Personnel Administrator* (June), pp. 127-133 (with P. Kienast, L. McAlister, D. Sampson).

“Employing Conjoint Analysis in Making Compensation Decisions,” *Personnel Psychology*, Vol. 36, 1983, pp. 301-313 (with P. Kienast, L. McAlister, D. Sampson).

1984

“A Flexible Strategy for Collecting and Analyzing Ordered Choice Data,” *Multivariate Behavioral Research* (Fall), pp. 421-436 (with J. Wiley and R. Moinpour).

1987

The Logic of Causal Order by James A. Davis (review), *Journal of Marketing Research*, Vol. 24 (August), pp. 323-324.

1988

“Attribute Selection and Representation in Conjoint Analysis: Reliability and Validity Issues,” *Proceedings* of the Sawtooth Software Conference on Conjoint Analysis, Perceptual Mapping, and Computer Interviewing, pp. 37-49 (with M. Mulhern and A. Shocker).

1989

“Product Familiarity, Information Processing, and Country-of-Origin Cues,” *Advances in Consumer Research*, Vol. 16, pp. 460-467 (with A. Heimbach and J. Johansson).

Common Problems/Proper Solutions by J. Scott Long (review), *Journal of Marketing Research* (August), pp. 370-371.

Marketing English-Japanese Dictionary, Tokyo, Japan: Dobunkan Publishers, (with Y. Tokunaga and H. Tamura), 422 pages.

1990

“Social Distance and Shopping Behavior,” *Journal of the Academy of Marketing Science* (Spring), pp. 153-161 (with J. Dickson).

Marketing Term Definitions (in Japanese), Tokyo: Dobunkan Publishers, (with Y. Tokunaga and H. Tamura), 419 pages.

1991

“Measuring Brand Equity with Conjoint Analysis,” *Proceedings* of the Sawtooth Software Conference, (with Michael Mulhern), pp. 127-140.

“Measurement of Milk Container Preferences,” *Journal of International Food & Agribusiness Marketing*, Vol. 3, No. 1, pp. 43-64 (with M. Speece).

1992

“Forecasting Fluid Milk Package Type with a Multi-Generation New Product Diffusion Model,” *IEEE Transactions on Engineering Management* (May), pp. 169-175 (with M. Speece).

“Fax Surveys?,” *Marketing Research* (September), pp. 26-30 (with John Dickson).

1993

“Using Analysis of Residuals and Logarithmic Transformations to Improve Regression Modeling of Business Service Usage,” *Proceedings*, 1992 Sawtooth Software Conference, pp. 317-334 (with Michael Mulhern).

1994

- “Process Tracing of Emotional Responses to TV Ads: Revisiting the Warmth Monitor,” *Journal of Consumer Research*, Vol. 20, No. 4, March, pp.586-600 (with P. Vanden Abeele).
- “Process Tracing of Physiological Responses to Dynamic Commercial Stimuli,” *Advances in Consumer Research*, Vol. 21, pp. 226-232 (with P. Vanden Abeele).
- “Real-Time Ad Processing: Tracing Dynamic Responses,” *Advances in Consumer Research*, Vol. 21, p. 225.
- “Forecasting Hong Kong Fax Installations with a New Product Diffusion Model,” *Hong Kong Journal of Business Management*, Vol. 12, pp. 37-55 (with Mark Speece)

1995

- “Application of a Multi-Generational Diffusion Model to Milk Container Technology,” *Technological Forecasting and Social Change* Vol. 49, No. 3 (July), pp. 281-295 (with Mark Speece)
- “Ecological Validation of Alternative Customer-Based Brand Strength Measures,” *International Journal of Research in Marketing* Vol. 12, No. 4 (November), pp. 321-332 (with Pierre Francois)

1996

- “Fax Surveys: Return Patterns and Comparison with Mail Surveys,” *Journal of Marketing Research*, Vol. 33 (February), pp. 108-113 (with John Dickson).

2000

- “Total Market Orientation, Business Performance, and Innovation,” *Marketing Science Institute*, Report No. 00-116, December 2000 (with John Narver and Stan Slater).
- “Probability Samples? Who Are We Kidding?,” *Key Findings*, Puget Sound Research Forum, September 2000.
- “How Much Survey Nonresponse is Too Much?,” *Key Findings*, Puget Sound Research Forum, December 2000.

2003

- “Using Latent Class Models to Improve Marketing Decision Making: A Segmentation Illustration,” *Canadian Journal of Marketing Research*, August, 2003, pp. 25-30 (with Mike Mulhern).
- “Customer Relationship Management: Fluent Interactions to Increase Customer Loyalty?” *MSI Working Paper* 4-1203, Marketing Science Institute, 2003 (with Harold Cassab).

2004

- “Responsive and Proactive Market Orientation and New-Product Success,” *Journal of Product Innovation Management* (with John Narver and Stanley Slater) Vol. 21 (September) 2004, pp. 334-347.
- “Watch Your Language,” *Marketing Research* (Fall 2004), p. 47.
- “Creating a Business School in Romania,” *International Journal of Public Administration* (with Marcel Duhaneanu and Charles Haley), vol. 27, issue 11-12, 2004, pp. 963-978.
- “Segment Optimization: An Empirical Comparison” *ESOMAR 2004 Conference Proceedings* ESOMAR: Amsterdam, The Netherlands (with Michael Mulhern), pp. 289-308. (Selected best conference paper at ESOMAR/European Marketing Academy Conference, Warsaw, Poland, October 8-10, 2004.).

2005

“Response Models Based on Bagging Neural Networks,” *Journal of Interactive Marketing* (with Kyoungnam Ha and Sungzoon Cho), Vol. 19, No. 1 (Winter) 2005, pp. 17-31.

“Segment Optimization,” in Deborah S. Fellows, ed., *Excellence in International Research 2005*, Amsterdam, The Netherlands: ESOMAR, pp. 63-82 (with Michael G. Mulhern).

“Ad Skepticism: The Consequences of Disbelief,” *Journal of Advertising* (with Carl Obermiller and Eric Spangenberg), Vol. 34, No. 3 (Fall) 2005, pp. 7-18.

2006

“Data Mining Problems and Solutions for Response Modeling in CRM,” *Entrue Journal of Information Technology*, Vol. 5, No. 1 (January) 2006, pp. 55-64 (with Sungzoon Cho, Hyunjung Shin, Enzhe Yu, and Kyoungnam Ha).

“Interaction Fluency: A Customer Performance Measure of Multichannel Service,” *International Journal of Productivity and Performance Management*, Vol. 55, No. 7, 2006, pp.555-568 (with Harold Cassab).

2008

“Implication of Network Size and Structure on Organizations’ Knowledge Transfer,” *Expert Systems with Applications*, Vol. 35, No. 1 (2008), pp. 1109-1114 (with Fangcheng Tang and Jifeng Mu).

“Estimating Willingness to Pay with Exaggeration Bias Corrected Contingent Valuation Method,” *Marketing Science*, Vol. 27, No. 4, July/August, 2008, pp. 691-698 (with Joo Heon Park).

“Formalization, Market Information and New Venture Performance: A Cross-National Study of China, Japan and the United States,” *Enhancing Knowledge Development in Marketing*, 2008 AMA Educators’ Conference Proceedings, abstract, p. 338 (with Tomoko Kawakami and Anne Stringfellow).

2009

“Effect of Risk Management Strategy on NPD Performance,” *Technovation*, 29 (2009), pp. 170-180 (with Jifeng Mu and Gang Peng).

“A Customer-Based View of Multi-Channel Service,” *Journal of Service Management*, Vol. 20, No. 1 (2009), pp. 52-75 (with Harold Cassab).

“Market Information Use and New Venture Performance: An Empirical Study in China,” *Enhancing Knowledge Development in Marketing*, 2009 AMA Educators’ Conference Proceedings, Volume 20, pp. 91-97 (with Tomoko Kawakami).

2010

“Absorptive and Disseminative Capacity: Knowledge Transfer in Intra-organization Networks,” *Expert Systems with Applications*, 37 (2010), pp. 31-38 (with Jifeng Mu and Fancheng Tang).

“Disseminative Capacity, Organizational Structure and Knowledge Transfer,” *Expert Systems with Applications*, 37 (2010), pp. 1586-1593 (with Jifeng Mu and Fancheng Tang).

“Semi-Supervised Response Modeling,” *Journal of Interactive Marketing*, 24 (2010), pp. 42-54 (with Hyoung-joo Lee, Hyunjung Shin, Seong-seob Hwang, and Sungzoon Cho).

2011

- “Social Competency and New Product Development Performance,” *IEEE Transactions on Engineering Management*, vol. 58, No. 2, May 2011, pp. 363-376(with Jifeng Mu and Gengmiao Zhang).
- “An Analysis of the US Decking Materials Market: Perceptual Mapping Approach,” *Canadian Journal of Forest Research*, vol. 4, 2011, pp. 669-681(with Indroniel Ganguly and Ivan Eastin).
- “New-Product Pricing Strategy under Customer Asymmetric Anchoring” *International Journal of Research in Marketing*, vol. 28, 2011, pp. 309-318 (with Joo Heon Park and Edwin Love).

2012

- “New Venture Performance in China, Japan and US: The Impact of Formalization and Market Information,” *Journal of Product Innovation Management*, vol. 29, No. 2, March, 2012, pp. 275-287 (with Tomoko Kawakami and Anne Stringfellow).
- “Improving Response Modeling Based on Clustering, Undersampling, and Ensemble,” *Expert Systems with Applications*, vol 29, No. 8, June 15, 2012, pp. 6738-6753, (with Pilsung Kang and Sungzoon Cho).

2013

- “Estimating Willingness to Pay by Risk Adjustment Mechanism,” *Applied Economics*, vol. 45, No. 1, January 2013, pp. 37-46 (with Joo Heon Park).

SCHOLARLY PRESENTATIONS

- “Long-Term Marketing Planning in a Changing Environment,” Battelle Institute, Seattle, October 5-6, 1971.
- “Survey Sampling for Marketing Research,” Marketing Research Association National Conference, San Diego, October, 1972.
- “Attribute and Importance Components of Rosenberg-Fishbein Type Attitude Models,” Association for Consumer Research, College Park, Maryland, October 1972.
- “Institutional Positioning: A Metamarketing Application,” American Marketing Association Educator's Conference, Portland, OR, August 1974.
- “Attitude Research in Transition,” Pacific Lutheran University, March 14, 1974.
- “Citizen Trust and Confidence in American Institutions,” Research Colloquium, University of Washington, February 21, 1974.
- “Marketing Recovered Resources,” Resource Recovery Seminar, UW Institute for Environmental Studies, 1975.
- “Comparison of Stated and Inferred Parameter Values in Additive Models: An Illustration of a Paradigm,” Association for Consumer Research, Atlanta, Georgia, October 1976.
- “The Assessment of Persuasive Communication: Preliminary Results of an Experimental Investigation,” workshop on Cognitive Models of Consumer Decision Making, Jouy-en-Josas, France, January 30-31, 1976.
- “Product-Line Decisions in Marketing Education,” Southeastern Marketing Association Conference, Spring, 1976.
- “An Application of Individual Differences Multidimensional Scaling to Committee Decision Making,” Institute of Management Sciences International Conference, Athens, Greece, July 27, 1977.

- “Curriculum and Enrollment Trends in Various Marketing Subjects at AACSB Schools,” American Marketing Association Educator's Conference, August 1978.
- “Linking Preferences and Perception: A Longitudinal Study,” American Psychological Association Conference, New York City, September 1979.
- “Segmentation with Multiple Criterion Variables,” TIMS Special Conference on Market Analysis and Measurement, Stanford, March 27, 1978.
- “Beyond Market Segmentation,” UW/UBC Marketing Conference, Vancouver, B.C., November 30, 1979.
- “Box-Jenkins Forecasting of Telephone Mainstation Demand,” ORSA/TIMS Joint National Conference, Washington, D.C., May 5, 1980.
- “Temporal Links Between Preference and Perception,” Association for Consumer Research National Conference, Arlington, VA, October 17, 1980.
- “Conjoint Analysis for Employee Benefit Planning,” UW/UBC Marketing Conference, Seattle, April 25, 1980.
- “Do Not Aggregate,” ORSA/TIMS Special Conference on Market Measurement and Analysis, New York City, March 26, 1981.
- “Impact of Information on Preference and Perception,” Association for Consumer Research, St. Louis, Missouri, October 24, 1981.
- “Segmentation versus Positioning,” Washington State University Colloquium, Pullman, February 26, 1982.
- “Conjoint Analysis: Application and Extension,” ORSA/TIMS Conference on Market Measurement and Analysis, session chair, Philadelphia, March 18, 1982.
- “A Flexible Strategy for Analyzing Preference Data,” American Marketing Association Conference Chicago, August 8, 1982.
- “Issues in Forecasting Market Response,” European Academy of Marketing Conference, session chair, Grenoble, France, April 1983.
- “Judgmental Biases in Sales Forecasting,” Consortium of French Universities, Ecole Supérieure du Commerce, Paris, May 1983.
- “Judgmental Issues in Forecasting,” UW/UBC Marketing Conference, October 1983.
- “Dynamic Competition in a Mature Market: The U.S. Cigarette Industry,” TIMS Marketing Science Conference, Chicago, March 12, 1984.
- “Marketing Science Applications of Retailing,” ORSA/TIMS Marketing Conference, session chair, Vanderbilt University, Nashville, March 7, 1985.
- “Methodological Research in Marketing,” ORSA/TIMS Marketing Conference, session chair, University of Texas, Dallas, March 13, 1986.
- “Some Experiments on Judgmental Biases in Sales Forecasting: Point-Range Correlations,” International Symposium on Forecasting, Paris, June 17, 1986.
- “Forecasting Purchases from Consumer Sentiments,” International Symposium on Forecasting, Boston, May 27, 1987.

- “Market Forecasting,” Marketing Science Conference, session chair, Centre HEC-ISA, Jouy-en-Josas, France, June 26, 1987.
- “Reliability and Validity Issues in Attribute Selection for Conjoint Analysis,” Sawtooth Software Conference on Conjoint Analysis, Perceptual Mapping, and Computer Interviewing, Sun Valley, Idaho, April 6, 1988.
- “Strategic Thinking in Grocery Retailing,” Japanese Food Marketing Program, University of Washington, August 22, 1988.
- “Product Familiarity and Country-of-Origin Cues”, Association for Consumer Research Conference, Honolulu, Hawaii, October 15, 1988.
- “Retail Store Images: Social Class Stereotypes and Shopping Behavior,” Marketing Department Colloquium, January 12, 1989.
- “Classification and Regression Trees in Marketing,” Marketing Science Conference, Duke University, March 15, 1989.
- “Multidimensional Scaling,” U.W. Biostatistics Department Seminar, May 18, 1989.
- “Forecasting Container Type for Packaged Fluid Milk with a Multi-Generation Diffusion Model,” International Symposium on Forecasting, Vancouver, B.C., June 20, 1989.
- “Techniques for Estimation and Forecasting with New Product Diffusion Models,” ORSA/TIMS Joint National Meeting, New York City, October 18, 1989.
- “Conjoint Analysis: Comparison of Methods and Perceptual Mapping,” Marketing Science Conference, University of Illinois, March 23, 1990, session chair.
- “A Procedure for Scaling Attitudinal Data over Time,” Tenth International Symposium on Forecasting, Delphi, Greece, June 24-30, 1990.
- “Measuring Brand Equity with Conjoint Analysis: Including Brand as an Attribute,” Sawtooth Software Conference, Sun Valley, Idaho, January 27-30, 1991.
- “Psycho/Econometrics and Consumer Forecasting,” Marketing Science Conference, Wilmington, Delaware, March 20-23, 1991.
- “Measuring Brand Equity with Conjoint Analysis: Some New Research Directions,” UW/UBC Marketing Miniconference, Seattle, WA, April 19-20, 1991.
- “Research: What Is It Really?,” Society for Marketing Professional Services Region V Conference, Battelle Institute, Seattle, WA, April 26, 1991.
- “Fax Versus Mail Surveys: An Empirical Comparison,” Marketing Center Seminar, Katholieke Universiteit, Leuven, Belgium, January 30, 1992.
- “Validation of a Customer-Based Equity Measure Across Product Classes,” European Marketing Academy Conference, Aarhus, Denmark, May 28, 1992.
- “Forecasting Hong Kong Fax Installations with a New Product Diffusion Model,” Euro XII/TIMS XXXI Joint International Conference, Helsinki, Finland, July 1, 1992.
- “The Issue of Attribute Importance in Bridging Designs for Conjoint Analysis,” Marketing Science Conference, London, England, July 14, 1992.

- “Using Analysis of Residuals and Logarithmic Transformations to Improve Regression Modeling of Business Service Usage,” Sawtooth Software Conference, July 23, 1992.
- “Measuring Brand Strength,” Faculty Colloquium, Norwegian School of Marketing, Oslo, Norway, September 18, 1992.
- “Conjoint Analysis: Practical Overview and Some Advanced Issues,” Norwegian School of Business, Bergen, Norway, September 21, 1992.
- “Dynamic Measurement of Emotional Reactions to TV Ads,” University of Washington Research Symposium in Marketing, October 2, 1993.
- “Process Tracing of Physiological Responses to Dynamic Commercial Stimuli,” Association for Consumer Research National Conference, Nashville, TN, October 8, 1993.
- “Measuring Brand Strength,” Puget Sound Research Forum, Seattle, November 16, 1993.
- “Using Fax Technology for Collecting Survey Data,” UW-UBC Miniconference, Vancouver, B.C., April 16, 1994.
- “Survival Analysis of an Experiment to Examine Fax versus Mail Survey Returns,” Leuven, Belgium, May 13, 1994.
- “Fax Surveys: Response Patterns and Consistency,” Puget Sound Research Forum, Seattle, October 18, 1994.
- “Realtime Responses to TV Ads: Analyses of the Realtime Research Consortium’s Skytel Ads,” American Marketing Association Winter Educators’ Conference, San Diego, CA, February 14, 1995.
- “Internationalizing Methodological Research,” Doctoral Consortium on Internationalization in Marketing, University of Texas at Austin, March 25, 1995.
- “Measuring Attitudes Over Time in Multiple Population Segments,” International INFORMS Conference, Singapore, June 28, 1995.
- “Investigating Patterns of Customer Relationships in Large Databases,” Marketing Science International Conference, Sydney, Australia, July 5, 1995.
- “Business Conditions in the Russian Far East,” Washington Trade Development Alliance, November 17, 1995.
- “Marketing Research as the Millenium Approaches,” University of Washington MBA Speaker Series, January 22, 1996.
- “Relationship Marketing: A View from the Tower,” Puget Sound AMA Seminar on Relationship Marketing, Renton, Washington, February 28, 1996.
- “Business Schools in Emerging Markets: A Romanian-American Experience,” AACSB Executive MBA Conference, Montreal, Quebec, Canada, October 27, 1997
- “Proactive vs. Responsive Market Orientation,” UW Departmental Colloquium, May 17, 2000.
- “Total Market Orientation,” Koç University Marketing Faculty Workshop, February 23, 2001.
- “E-commerce Personalization: Validating a Behavioral Segmentation and Targeting Approach,” Marketing Science Conference,” Wiesbaden, Germany, July 7, 2001.
- “Behavioral Segmentation for e-Tail Personalization,” Koç University Marketing Faculty Workshop, October 12, 2001.

- “Database Marketing and Data Mining,” Puget Sound Research Forum, January 16, 2003.
- “Using Latent Class Models for Marketing Decision Making,” Professional Marketing Research Society Conference, Vancouver, B.C., April 29, 2003.
- “Response Models Based on Bagging Neural Networks,” UW/UBC Miniconference, Vancouver, B.C., May 30, 2003 (Sungzoon Cho).
- “Response Models Based on Bagging Neural Network Ensembles,” Marketing Science Conference, University of Maryland, June 13, 2003.
- “Interaction Fluency: Assessing the Performance of Relationship Management Technologies in Multichannel Service” Performance Measurement Association (PMA) 2004 Conference, Edinburgh, UK, July 28-30, 2004. (Harold Cassab)
- “Segment Optimization: An Empirical Comparison,” ESOMAR/European Marketing Academy Conference, Warsaw, Poland, October 10-12, 2004. (Michael Mulhern)
- “Database Marketing,” Peking University, Faculty and PhD Workshop, Beijing, China, March 18, 2005.
- “A Multi-Category Approach to Modeling Consumer Preference Evolution: The Case of Sporting Goods,” Marketing Science Conference, Atlanta, GA, June 16-18, 2005 (with Nara Youn, Inseong Song).
- “A Multi-Category Approach to Modeling Consumer Preference Evolution: The Case of Sporting Goods,” Marketing Dynamics Conference 2005, University of California, Davis, September 21-24, 2005 (with Nara Youn, Inseong Song).
- “New Product Repeat Purchase Diffusion Model for Forest Products,” Forest Products Society, 60th International Convention, June 25-28, 2006, Newport Beach, CA (with Indroneil Ganguly and Ivan Eastin).
- “A Semi-Direct Approach for Predicting Target Customers,” Yonsei Economic Research Institute seminar series, Seoul, South Korea, December 11, 2006 (with Joo Heon Park).
- “Response Modeling for Targeting Customers,” Universidad de los Andes School of Management, Bogotá, Faculty Workshop, Colombia, April 11, 2007.
- “The Preference Performance Gap Model,” July 1, 2007 (with Muriel Wilson), EIRASS conference, 2007 in San Francisco, CA.
- “Managing the Product Life Cycle,” 7th Strategic Technological and Marketing Congress – CL@B, August 23, 2007 in Miami, Florida.
- “Determining Product Line Pricing by Combining Choice Based Conjoint and Automated Optimization Algorithms: A Case Example” Sawtooth Software Conference, Santa Rosa, CA, October 19, 2007 (with Michael Mulhern and Steven Samaha)
- “Customer Data Reconstruction Methods for Response Modeling,” INFORMS Annual Meeting, November 7, 2007, Seattle, WA (with Pilsung Kang and Sungzoon Cho).
- “Optimal New-Product Pricing with Customer Reference Price Anchoring,” UW Marketing Dept. Workshop, February 8, 2008 (with Joo Heon Park and Edwin Love).
- “Semi-supervised Learning for Response Modeling,” INFORMS Marketing Science Conference, Vancouver, B.C., June 13, 2008 (with Sungzoon Cho, Seong-seob Hwang, Hyoung-joo Lee, and Hyunjung Shin).
- “How Should Companies Price New Products When Customers are Unsure about their Willingness to Pay?” INFORMS Marketing Science Conference, Vancouver, B.C., June 13, 2008 (with Joo Heon Park and Edwin Love).

- “Formalization, Market Information and New Venture Performance: A Cross-National Study of China, Japan and the United States,” American Marketing Association Summer Educators’ Conference, San Diego, August 9, 2008 (with Tomoko Kawakami and Anne Stringfellow).
- “Targeting Loyals: Retention Modeling of Prospective Customers,” MIB Workshop, February 20, 2009.
- “Targeting Loyals: Retention Modeling of Prospective Customers,” INFORMS Marketing Science Conference, Ann Arbor, MI, June 5, 2009.
- “Market Information Use and New Venture Performance: An Empirical Study in China,” American Marketing Association Summer Educators’ Conference, Chicago, August 8, 2009 (with Tomoko Kawakami).
- “Identifying Loyals: Retention Modeling with Discretized Regression,” Guanghua School of Management, Peking University, Beijing, September 16, 2009.
- “Visualizing the Influence of Interactions with Continuous Independent Variables,” INFORMS Marketing Science Conference, Cologne, Germany, June 18, 2010 (with Jifeng Mu and Gang Peng).
- “Social Yet Powerful: Social Competency and Its Roles in New Product Development,” American Marketing Association Summer Educators’ Conference, Boston, MA, August 17-19, 2010 (with Jifeng Mu and G. M. Zhang).
- “Luxury Marketing During Economic Downturn,” 2010 Global Marketing Conference, Tokyo, Japan, September 9-12, 2010 (with Soonhwa Choi).
- “A Behavioral Segmentation Approach for Personalizing I-media Communications,” Direct Marketing Educational Foundation Summit, San Francisco, October 9-10, 2010.
- “Some Research Issues in WTP Assessment” AMA/Sheth Doctoral Consortium, Oklahoma State University, Stillwater, OK, June 17, 2011.

UNPUBLISHED WORKING PAPERS

- “Strategic Marketing Insights from the Interaction of Product Life Cycle and Organizational Life Cycle,” March 2012, with D N Murthy.
- “Predicting Churn in Noncontract Settings: A New Interpurchase Time Model,” preliminary draft January 2012 with Joo Heon Park.
- “Luxury Marketing During Economic Downturn,” March 2010 with Soonhwa Choi.
- “Knowledge Redundancy and Market Information Processes: Moderating Effects of Environmental Turbulence,” February 26, 2010, with Tomoko Kawakami and C. Anthony Di Benedetto, under revision.
- “Identifying Loyals: Retention Modeling with Discretized Regression,” April 2009 with Joo Heon Park, under revision.
- “How Should We Visualize and Interpret Interaction Effects with Continuous Moderators?” July 2010, with Jifeng Mu and Gang Peng, under revision.
- “A Multicategory Approach to Modeling Consumer Preference Evolution: The Case of Sporting Goods,” June 2008, with Nara Youn and Inseong Song, under revision; requested resubmission from *Marketing Science*.
- “The Preference Performance Gap Model,” March 2007, with Muriel Wilson and Jonathan Reynolds, under revision.

- “New Product Repeat Purchase Diffusion Model for Forest Products,” July 2006, with Indroneil Ganguly and Ivan Eastin.
- “Cross-Category Buying and Internet Channel Adoption: An Empirical Investigation,” March 2005, with Yong Xune Xon.
- “Behavioral Segmentation for e-Tail Personalization,” submitted to *Marketing Letters*, June 24, 2003. (revise and resubmit requested)
- “Bridging Designs for Conjoint Analysis: The Issue of Attribute Importance,” September 1997, with Pierre Francois.
- “Measures of Productivity in Marketing: A Comparison,” April 1996, with Hean Tat Keh.
- “Realtime Responses to TV Ads: Executional Properties and Time-Path Shapes,” February 1995, with Julie Ruth and Mel Oylar.
- “A Procedure for Scaling Attitudinal Data from Repeated Sample Surveys,” November 1992, with Jim Wiley.
- “Classification and Regression Trees in Marketing: A Segmentation Illustration,” June 1989, with T. Kokta.
- “Product Knowledge and Country-of-Origin Cues,” September 1987, with A. Heimbach and J. Johansson.
- “Judgmental Biases in Sales Forecasting,” August 1986, with S. Makridakis.
- “Contemporaneous Causality in Time Series,” December 1985, with G. Erickson.
- “Monetary Incentives and Response Rates in Mail Surveys,” January 1984, with D. Gautschi.
- “The Responsiveness of the Market to Advertising Spending in the U.S. Cigarette Industry: A Causal Analysis,” January 1984, with A. Aykac, M. Corstjens, D. Gautschi.
- “The Advertising-Sales Relationship in the U.S. Cigarette Industry,” March 1984, with A. Aykac, M. Corstjens, D. Gautschi.
- “The Case Against Aggregation to Define Market Segments,” July 1981, with J. Johansson and L. McAlister.
- “Regression Modeling for Univariate Time Series Forecasting--An Introduction to the Box-Jenkins Methods,” September 1981, with H. Tamura.
- “Multivariate Box-Jenkins Modeling for Demand Forecasting: A Case Study,” October 1980, with D. Jensen and H. Tamura.
- “An Application of Individual Differences Multidimensional Scaling to Committee Decision Making,” July 1977.

NONACADEMIC PUBLICATIONS

- “Is Academia ‘Too Abstruse?’”, *MARKETING*, Oct-Dec 1986, p. 12.
- “Academe Revisited: Project Roundup,” *MARKETING*, Feb. 1988, p.14.
- “Can ‘Social Distance’ Help Explain Store-Avoidance Behavior?” *The Marketing Channel*, Spring 1990.
- “Marketing Research: What It Is and Isn’t,” *SMPS Marketer*, Special Edition, Society for Professional Marketing Services, Spring, 1991.

“Optimizing Segmentation,” *Research World* (with Michael Mulhern), January, 2005, pp. 36-37.

REFeree WORK

Frequent reviewer for *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, *Journal of the American Statistical Association*, *Marketing Science*, *Decision Science*, *Journal of Retailing*, *International Journal of Forecasting*, *European Journal of Operational Research*, *Journal of Interactive Marketing*, *International Journal of Research in Marketing*, and *Journal of Product Innovation Management*.

Frequent reviewer of papers for American Marketing Association's Educator's Conference and Doctoral Dissertation Award; also Association for Consumer Research's Annual Conference, and for conferences of the Academy of Marketing Science and the European Marketing Association (EMAC).

Outside referee for promotion of faculty at many universities.

Evaluated Marketing program at Qatar University, Doha, Qatar (June 2012).

MISCELLANEOUS

Wrote successful proposal for Foster Business School to host the 2012 AMA/Sheth Doctoral Consortium.

Prepared successful UW Business School's self-study application for EQUIS accreditation (2002). Also prepared School's self-assessment report for reaccreditation (2005) by EFMD.

Lead person on AACSB reaccreditation preparation (Seattle, Bothell, Tacoma campuses; 2000 and 2005) and on data gathering & reporting software purchased by the Foster School from Digital Measures (2005-2006).

Initiated Marketing Faculty Workshop at Koç University, Istanbul (2001). Was invited to consider staying at Koç as interim dean.

Co-chair, University of Washington WTO Working Group (1999).

Member, University of Washington Tri-Campus Advisory Committee (1998-1999).

Chair, Faculty Recruiting Committee, UW branch campuses business programs (1994-1995); recruited and hired all initial business faculty at Bothell and Tacoma campuses.

Member, University of Washington Faculty Council on University Libraries (2006- 2009).

President, Pacific Northwest (North America) Branch of the Clan MacLachlan Society of Scotland (1994-2009).

Extensive foreign travel. Taught in executive and other business programs in Romania (1992-1996), Eastern Russia (1995), South Korea (1998), and Colombia (2007). Participated in AACSB/KKC Study Tour of Japan (1996), Greater Seattle Trade Development Alliance 1998 Singapore Study Mission, and 2004 Japan Trade Mission. Sabbatical year-long leaves at INSEAD, Fontainebleau, France (1982-83); Catholic University in Leuven, Belgium (1991-92); Koç University in Istanbul, Turkey (2001). Helped start business schools in Bucharest, Romania (1993) and Vladavastok, Russia (1995). Faculty Director of MBA Study Tours to Turkey (2003), Japan (2006), India (2011). Attended meetings of Global U-8 Consortium in China (2005) and France (2006). Corona Distinguished Visiting Chair, Bogotá, Colombia (2007). UW Faculty-Staff Study Tours to Shanghai & Beijing, China (2009) and Taiwan & Hong Kong (2011).