

DEMETRIOS VAKRATSAS

Associate Professor of Marketing

Desautels Faculty of Management, McGill University

Google Scholar profile: <https://scholar.google.ca/citations?user=A7dVp38AAAAJ&hl=en&oi=ao>

Education

- Ph.D. School of Management, University of Texas at Dallas, 1994 (December). Management Science, major in Marketing.
- M.Sc. Program in Mathematical Sciences, University of Texas at Dallas, 1991 (May). Major in Statistics.
- B.Sc. School of Natural Sciences and Mathematics, Aristotle University of Thessaloniki, 1989 (July). Major in Mathematics.

Citizenship: Greek (Permanent resident of Canada)

Positions Held

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| Currently | Associate Professor in Marketing, McGill University. |
| 2000-2006 (May) | Assistant Professor in Marketing, McGill University. |
| 1998(Spring)-1999 | Staff Sergeant, Greek Armed Forces. Instructor, Aristotle University of Thessaloniki, Greece, and University of Macedonia, Greece. |
| 1996(Fall)-1998(Spring) | Visiting Assistant Professor, University of Texas at Dallas. |
| 1995(Spring)-1996(Fall) | Marie Curie Research Fellow, London Business School. |
| 1991(Summer)-1994(Fall) | Research Assistant/Instructor, University of Texas at Dallas, School of Management. |
| 1989(Fall)-1991(Spring) | Teaching Assistant, University of Texas at Dallas, Program in Mathematical Sciences. |

Awards and Honors

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| 2017-2019, 2022- | Bensadoun School of Retail Management (BSRM) Scholar |
| 2009- 2014 | Quebec Excellence in Teaching Chair |
| 2006-07 | Nominated for Principal's Prize for Excellence in Teaching by the Faculty of Management (Associate Professor Level). |
| 2005-06 | McGill Management Undergraduate Society, Professor of the Year Award for excellence in teaching and contribution to student life. |
| 2004-05 | Nominated for Principal's Prize for Excellence in Teaching by the Faculty of Management (Assistant Professor Level). |
| 2004 | AMA Marketing Communications SIG Best Paper Award |
| 1995-1996 | EU Marie Curie Fellow, London Business School |
| 1986, 1988-1989 | National Scholar, Greek Scholarship Fund ("IKY"). |

Research Expertise

Quantitative marketing models, advertising effectiveness analytics, advertising creativity, pharmaceutical marketing (direct-to consumer advertising, clinical trials), timing models in marketing, innovation diffusion, product survival and proliferation, statistical learning, econometrics.

Teaching Experience

Courses taught at the MBA level:

Introduction to Marketing Management
Value Creation (MBA core)
Markets and Globalization (MBA core)
Advertising and Promotions
International Marketing
Marketing Communications

Courses taught at the undergraduate level:

Advertising Management
New Product Development
Business-to-Business (Industrial) Marketing
Introduction to Marketing Management

Courses taught at the executive level

Advertising and Promotions
Marketing for Non-Marketing Managers

Courses taught for non-business majors

Introduction to Marketing Management for Engineers

Courses taught at the Ph. D. level

Quantitative Models in Consumer Research

Administrative and Leadership Experience

Vice-Dean (Interim), Programs June-December 2016

Associate Dean, Masters Programs 2013-2016

Director, McGill Institute of Marketing 2013-2016

Marketing Area Coordinator (2021-, 2011-2014, 2006-07, 2004)

Faculty Committee Service: Academic, Research, Masters (Chair), Masters Admissions (Chair), PhD, Promotion and Tenure (elected), Chair Development (elected).

Taskforces: Undergraduate programs, MBA re-design, University branding and communications.

Publications

Articles in Scholarly Refereed Journals

- [1] Vakratsas, Demetrios and Wei-Lin Wang (2023), “Scientific Evidence Production and Specialty Drug Diffusion,” forthcoming, *Journal of Marketing* (*Special Issue on Marketing in the Healthcare Sector*).
- [2] Filippo Dall’Olio and Demetrios Vakratsas (2023), “The Impact of Advertising Creative Strategy on Advertising Elasticity,” *Journal of Marketing*, 87(1), 26-44.
- [3] Wang, Wei-Lin and Demetrios Vakratsas (2021), “The Dual Impact of Product Line Length on Consumer Choice,” *Production and Operations Management*, 30(9).
- [4] Vakratsas, Demetrios and Xin (Shane) Wang (2021), “Artificial Intelligence in Advertising Creativity,” *Journal of Advertising*, 50(1).
- [5] Vakratsas, Demetrios, Aneel Keswani, and David Stolin (2021), “Advertising Persuasion in Dual Markets,” *Managerial and Decision Economics*, 42(1).
- [6] Kolsarici, Ceren, Demetrios Vakratsas, and Prasad Naik (2020), “The Anatomy of the Advertising Budget Decision: How Analytics and Heuristics Drive Sales Performance,” *Journal of Marketing Research*, 57 (3).
- [7] Qiu, Martin Chun, Demetrios Vakratsas, and Filippo Dall’Olio (2019), “Advertising Originality Decisions in Competition,” *Customer Needs and Solutions*, 6(1).
- [8] Lee, June Soo and Demetrios Vakratsas (2019), “Dynamic Asymmetric Effects of Cross-media Exposures,” *Journal of Advertising Research*, 59(4).
- [9] Mishra, Saurabh, Demetrios Vakratsas and Alexander V. Krasnikov (2018), “Protecting Positioning Innovations: The Emergence of Non-traditional Trademark Registrations,” *Marketing Letters*, 29(3).
- [10] Kolsarici, Ceren and Demetrios Vakratsas (2018), “Synergistic, Antagonistic, and Asymmetric Media Interactions,” *Journal of Advertising*, 47(3).
- [11] Kolsarici, Ceren and Demetrios Vakratsas (2015), “Correcting for Misspecification in Parameter Dynamics to Improve Forecasting Accuracy with Adaptively Estimated Models,” *Management Science*, 61(10).
- [12] Krishnan, Trichy, P.B. Seetharaman and Demetrios Vakratsas (2012), “The Multiple Roles of Interpersonal Communication in New Product Growth,” *International Journal of Research in Marketing*, 29(3).
- [13] Kolsarici, Ceren and Demetrios Vakratsas (2010), “Category- Versus Brand-Level Advertising Messages in a Highly Regulated Environment,” *Journal of Marketing Research*, XLVII (December).
- [14] Vakratsas, Demetrios and Zhenfeng Ma (2009), “Firm Adaptiveness and Performance Heterogeneity: The Case of Sales-Advertising Dynamics in an Evolving Product Market,” *Journal of Evolutionary Economics*, 19(1).

- [15] Vakratsas, Demetrios and Ceren Kolsarici (2008), "A Dual-Market Diffusion Model for a New Prescription Pharmaceutical," *International Journal of Research in Marketing*, 25(4).
- [16] Vakratsas, Demetrios (2008), "The Effects of Advertising, Prices and Distribution on Market Share Volatility," *European Journal of Operational Research*, 187 (1).
- [17] Theoharakis, Vasilis, Demetrios Vakratsas and Veronica Wong (2007), "The Role of Information in the Diffusion of Competing Technological Standards," *Research Policy* 36(5).
- [18] Vakratsas, Demetrios and Zhenfeng Ma (2005), "A Look at the Long-run Effectiveness of Multi Media Advertising and its Implications for Budget Allocation Decisions," *Journal of Advertising Research*, 45(2).
- [19] Vakratsas, Demetrios and Zhenfeng Ma (2005), "The Long-Run Effects of Leadtime and Competitive Rivalry on Brand Performance: The Case of the SUV Market," in *Finanza, Marketing e Produzione* (publication of Bocconi University, Italy), 23(3).
- [20] Vakratsas, Demetrios (2005), "Advertising Response Models with Managerial Impact: An Agenda for the Future," (with rejoinder) *Applied Stochastic Models in Business and Industry*, 21(4-5) (special issue on bridging the gap between practitioners and academics).
- [21] Vakratsas, Demetrios, Fred M. Feinberg, Frank M. Bass and Gurumurthy Kalyanaram (2004), "The Shape of Advertising Response Functions Revisited: A Model of Dynamic Probabilistic Thresholds," *Marketing Science*, 23(1).
- [22] Theoharakis, Vasilis, Demetrios Vakratsas and Veronica Wong (2004) "The Relationship Between Market Share and Information in a High-Tech Industry," *Review of Marketing Science*, 2(1).
- [23] Vakratsas, Demetrios, Ram C. Rao and Gurumurthy Kalyanaram (2003), "An Empirical Analysis of Follower Entry Timing Decisions," *Marketing Letters*, 14 (3).
- [24] Vakratsas, Demetrios and Frank M. Bass (2002), "The Relationship Between Purchase Regularity and Propensity to Accelerate," *Journal of Retailing*, 78 (2).
- [25] Vakratsas, Demetrios and Frank M. Bass (2002), "A Segment-Level Hazard Approach to Studying Household Purchase Timing Decisions," *Journal of Applied Econometrics*, 17 (1).
- [26] Vakratsas, Demetrios and Tim Ambler (1999), "How Advertising Works: What Do We Really Know?" *Journal of Marketing*, 63 (1).
2004 AMA Marketing Communications SIG Best Paper Award for an article published five years ago in an AMA Journal
- [27] Vakratsas, Demetrios (1998), "Consumer Heterogeneity and the Shape of Purchase Rate Functions," *Applied Stochastic Models and Data Analysis*, 14 (1).
- [28] Vakratsas, Demetrios (1998), "Household Costs Effects on Purchase Timing Decisions: Do Demographics Matter?" *Journal of Consumer Marketing*, 15 (1).
- [29] Ambler, Tim and Demetrios Vakratsas (1996), "The Pursuit of Advertising Theory," *Business Strategy Review*, 7 (1).

Book Chapters

- [1] Vakratsas, Demetrios and Prasad Naik (2007), “Essentials of Planning Media Schedules,” in ***Handbook of Advertising***, Tim Ambler and Gerard Tellis, eds., Sage Publications.
- [2] Vakratsas, Demetrios and Ceren Kolsarici (2014), “How DTCA influences prescription pharmaceutical markets,” in ***Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success***, Min Ding, Joshua Eliashberg and Stefan Stremersch (eds), Springer International Series in Quantitative Marketing (ISQM).

Monographs

- [1] Kolsarici, Ceren and Demetrios Vakratsas, “The Complexity of Multi-media Effects,” ***MSI Working Paper Series***, Spring 2011.
- [2] Vakratsas, Demetrios and Tim Ambler “Advertising Effects: A Taxonomy and Review of Concepts, Methods and Results from the Academic Literature,” ***MSI Working Paper Series***, Fall 1996.

Note

Ambler, Tim and Demetrios Vakratsas (1996), “He Who Can Does?” ***International Journal of Advertising***, Vol. 15, 2.

Articles in Professional Journals

- [1] Ambler, Tim and Demetrios Vakratsas (1996), “Campaign Conundrum,” ***Marketing Business***, June, p. 51.
- [2] Ambler, Tim and Demetrios Vakratsas (1998), “Should We Let the Agency Decide,” ***Market Leader***, 1(1).

Working papers

Wang, Wei-Lin and Demetrios Vakratsas, “A Threshold Regression Model for the Dynamics of the Purchase Decision Process.”

Wei-Lin Wang, Demetrios Vakratsas, and Lichung Jen, “Sticking to the Pattern: The Value of Consistency in Purchasing Behavior.”

Vakratsas, Demetrios and Trichy V. Krishnan, “Omitted Advertising and the Price Effect on Innovation Diffusion.”

Vakratsas, Demetrios, Shilpa Jain, Hernan Sanchez, Jirawat Tangpanitanon, and Dimitris Angelakis, “The Promise of Quantum Computing: A Feasibility Experiment on Media Consumption segmentation.”

Vakratsas, Demetrios and Robert J. David, “Competitive Dynamics Between Challenger and Incumbent: New Product Launches by Boeing and Airbus, 1969-2002.”

Manuscripts in preparation

Wang, Wei-Lin and Demetrios Vakratsas, "The (Dynamic) Path to Failure: How Demand and Product Line Length Shape the Dynamics of Product Exit," prepared for submission to the *Journal of Marketing Research*.

Wang, Wei-Lin and Demetrios Vakratsas, "A Threshold Regression Model of New Product Trial and Early Product Withdrawal: Application to the Potato Chip Category with a Focus on Product Line Competition," prepared for submission to the *Journal of Marketing Research*.

Refereed Proceedings

Dall'Olio, Filippo and Demetrios Vakratsas, "How Advertising Content's Form and Function Shape Advertising Elasticity," European Marketing Academy of Marketing (EMAC) conference May 29-June 1, Glasgow, UK.

Vakratsas, Demetrios and Wei-Lin Wang, "The Dynamics of Evidence-based Strategies in R&D-intensive Markets," European Marketing Academy of Marketing (EMAC) conference, May 24-28 2016, Oslo, Norway.

Kolsarici, Ceren and Demetrios Vakratsas, "Dynamic Long Range Forecasting for New Pharma Products," European Marketing Academy Conference June 1-4 2010, Copenhagen, Denmark.

Vakratsas, Demetrios, Saurabh Mishra and Alexander Krasnikov, "Exploring the Drivers of Marketing Innovations by Firms," European Marketing Academy Conference June 1-4 2010, Copenhagen, Denmark.

Vakratsas, Demetrios and Ceren Kolsarici, "A Dual-Market Diffusion Model for a New Prescription Pharmaceutical", European Marketing Academy Conference May 28-30 2008, Brighton, England.

Vakratsas, Demetrios and Ceren Kolsarici, "The Effects of Generic and Branded Advertising Messages for a New Prescription Pharmaceutical: Assessment of a "Regulation Experiment", European Marketing Academy Conference May 22-25 2007, Reykjavik, Iceland.

Vakratsas, Demetrios and Zhenfeng Ma, "The Long-term Effects of Leadtime and Competitive Rivalry on Brand Performance: An Illustration from the SUV Market," European Marketing Academy Conference May 24-27 2005, Milan, Italy. (submission received one of the highest evaluations and was invited for publication in the host institution's Journal)

Dubé, Laurette, Jordan L. Le Bel, Ashesh Mukherjee, and Demetrios Vakratsas, "Experiential Branding in Web Environments: Linking Positioning, Consumer Experience, and Objective Design Parameters," Proceedings of the International Conference on Electronic Commerce Research (ICECR-5), 2002, Montreal, QC.

Vasilis Theoharakis, Demetrios Vakratsas, and Veronica Wong, "Hype and the Emergence of Technological Standards: The case of Local Area Networks (LAN)," European Marketing Academy, May 28-31 2002, Braga, Portugal.

Laurette Dubé and Demetrios Vakratsas "Engineering Consumer Emotions in Virtual Environments: Structure and Multi-Level Modeling of Service Attribute Antecedents, Moderators, and Dynamics" Experiential E-commerce Conference, September 2001, East Lansing, Michigan.

Vakratsas, Demetrios, “A Multivariate Adaptive Regression Spline (MARS) Approach to Modeling Market Response,” European Marketing Academy (EMAC) Conference Proceedings, May 2001, Bergen, Norway.

Vakratsas, Demetrios and Gurumurthy Kalyanaram “Competitive and Marketing Mix Effects on Market Share Volatility,” European Marketing Academy (EMAC) Conference Proceedings, May 2000, Rotterdam, The Netherlands.

Grants

2017-2018 Social Sciences and Humanities Research Council (SSHRC) of Canada Connection Grant (Principal Investigator), “Empirical and theoretical Canadian marketing strategy symposium: Marketing analytics for better decisions.”

Amount: **CDN \$24,950**

2012-2017 Social Sciences and Humanities Research Council (SSHRC) of Canada Grant (sole investigator), “The impact of advertising creativity on consumer demand: A comprehensive investigation.”

Amount: **CDN \$189,902**

2011-2014 Social Sciences and Humanities Research Council (SSHRC) of Canada Grant (co-investigator with Ceren Kolsarici) “Dynamic Allocation of Multi-Media Advertising Budgets.”

Amount: **CDN \$77,249**

2008-2011 Social Sciences and Humanities Research Council (SSHRC) of Canada Grant (sole investigator) “New market entry decisions incorporating dynamic firm expectations of demand growth.”

Amount: **CDN \$70,900** (grant proposal **ranked 3rd overall**)

2008-2011 Social Sciences and Humanities Research Council (SSHRC) of Canada Grant (co-investigator with Saurabh Mishra) “New Product Customer Expectation Alignment Ability and Firm Performance.”

Amount: **CDN \$83,000**

2003-2007 Social Sciences and Humanities Research Council (SSHRC) of Canada Grant (sole investigator). “Investigating Statistical Learning Methods for Market Response Analysis.”

Amount: **CDN \$82,500** (grant proposal **ranked 6th overall**)

2001-2004 FCAR (now FQRSC) grant (co-investigator) “Engineering pleasurable consumer experiences: Moving from the real to the virtual environment.”

Amount: **CDN \$160,000.**

MSI grant (co-investigators: Emine Sarigollu and Myung-Soo Jo) for the study of online first mover advantages.

Amount: **US \$16,000**

Doctoral Student Supervision Record

Graduated

Ceren Kolsarici (supervisor)

Associate Professor (with tenure) Queen’s University School of Business

Distinguished Faculty Fellow

Top-tier publications in *Journal of Marketing Research* (2) and *Management Science*

Wei-Lin Wang (supervisor)

2018- Assistant Professor of Marketing, University of Ontario Institute of Technology

2016-2018 Post-Doctoral Research Associate, Spiegel Research Center, Northwestern University

American Marketing Association 2014 Doctoral Consortium Fellow

Filippo Dall'Olio (supervisor)

2020-currently, Assistant Professor of Marketing, Brock University.

Zhenfeng Ma (member, wrote job-market and re-application references, co-author of two publications)

Assistant Professor (with tenure) Wilfrid Laurier University

(previously University of Ontario Institute of Technology)

Top-tier publications in *Journal of Marketing* (2)

Olivier Rubel (HEC PhD, member, wrote job-market and re-application references)

Associate Professor (with tenure) UC Davis

(previously visiting Assistant Professor, Purdue University)

Top-tier publications in *Marketing Science* (3)

Current

June Soo Lee (supervisor)

Dissertation stage

Hwayoung Lee (supervisor)

To complete research paper

Other Activities: Academic and Consulting

Editorial Board: *International Journal of Research in Marketing*, *Review of Marketing Science*, *International Journal of Pharmaceutical and Health Marketing*.

Advisory Board: *Marketing Dynamics Conference*.

Reviewer: *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Letters*, *Journal of Interactive Marketing*, *Journal of Business and Economic Statistics*, *Journal of Service Research*, *Information Systems Research*.

Consulting (including executive teaching): Pfizer, Media Planning Group (MPG)/Havas Media, Samsung Canada, Nortel.

Papers Presented at Professional Society Meetings

“The (Dynamic) Path to Failure: How Demand and Product Line Length Shape the Dynamics of Product Exit,” (with Wei-Lin Wang), Marketing Dynamics Conference, August 2017, Hong-Kong University of Science and Technology.

“The Scientific Evidence Production Process and its Influence on Specialty Drug Sales,” (with Wei-Lin Wang), Marketing Science Special Conference on Health, November 2016, Washington University, St. Louis, MO.

“The Complexity of Multi-media Effects: When the Whole can be Less than the Sum of the Parts,” (with Ceren Kolsarici), Marketing Dynamics Conference, July 2016, Hamburg, Germany.

“The Dynamics of Evidence-based Strategies in R&D-intensive Markets,” (with Wei-Lin Wang), European Marketing Academy of Marketing (EMAC) conference, May 2016, Oslo, Norway.

“The Dynamics of Evidence-based Strategies in R&D-intensive Markets,” (with Wei-Lin Wang), ET Symposium, May 2016, Lake Louise, Alberta.

“The Complexity of Multi-media Effects: When the Whole can be Less than the Sum of the Parts,” (with Ceren Kolsarici), UTD FORMS Frank M. Bass Conference, February 2016, Dallas, TX.

“A Hierarchical Bayesian Threshold Regression Model for Recurrent Event Data and Time-Varying Covariates with an Application to Consumer Goods Purchasing,” (with Wei-Lin Wang), Applied Stochastic Models and Data Analysis Conference, July 2015, Pireaus, Greece.

“Product Line Length and Brand Preference in the Context of Multiple Discreteness: The Role of Product Line Structure, Interbrand Competition, and Variety Seeking Tendency,” (with Wei-Lin Wang), ET Symposium, June 2015, Toronto, Canada.

“The Dynamics of Evidence-Based Strategies in R&D Intensive Markets,” (with Wei-Lin Wang), Marketing Dynamics Conference, June 2015, Beijing, China.

“A Utility-Based Approach to Modeling Event Times in Marketing,” (with Wei-Lin Wang), UTD FORMS Conference, February 2015, Dallas, TX.

“Decomposing Advertising Budgets,” (with Ceren Kolsarici and Prasad Naik), Marketing Dynamics Conference, May 2013, Chapel-Hill, North Carolina.

“A Forecasting Methodology for Adaptively Estimated New Product Growth Models,” (with Ceren Kolsarici), Applied Stochastic Models and Data Analysis Conference, June 2012, Chania, Greece.

“Dynamic Long Range Forecasting for New Pharma Products,” (with Ceren Kolsarici) presented at:
a) European Marketing Academy Conference June 1-4 2010, Copenhagen, Denmark.
b) Annual INFORMS Marketing Science Conference, June 17-19 2010, Cologne, Germany.

“Exploring the Drivers of Marketing Innovations by Firms,” (with Saurabh Mishra) presented in:
a) European Marketing Academy Conference June 1-4 2010, Copenhagen, Denmark.
b) Annual INFORMS Marketing Science Conference, June 17-19 2010, Cologne, Germany.

“Dynamic Long-Range Forecasting for Augmented Kalman Filters with Sequential Parameter Variation,” (with Ceren Kolsarici), Marketing Dynamics Conference, August 2009, New York.

“Price-Advertising Relationship and Diffusion Effects,” (with Trichy Krishnan), UTD FORMS Conference, February 2009, Dallas, TX.

“Flexible Modeling of Multiple IMC Threshold and Interaction Effects,” (with Ceren Kolsarici), Annual INFORMS Marketing Science Conference, June 12-14 2008, Vancouver, BC.

“Advertising Copycatting and Strategic Theme Release,” (with Chun Qiu), Annual INFORMS Marketing Science Conference, June 12-14 2008, Vancouver, BC.

“A Dual-Market Diffusion Model for a New Prescription Pharmaceutical,” (with Ceren Kolsarici), European Marketing Academy Conference, May 28-30 2008, Brighton, England.

“The Effects of Generic and Branded Advertising Messages for a New Prescription Pharmaceutical: Assessment of a “Regulation Experiment”, (with Ceren Kolsarici), Marketing Science Conference June 27-30 2007, Singapore.

“The Effects of Generic and Branded Advertising Messages for a New Prescription Pharmaceutical: Assessment of a “Regulation Experiment”, (with Ceren Kolsarici), European Marketing Academy Conference May 22-25 2007, Reykjavik, Iceland.

“The Effects of Generic and Branded Advertising Messages for a New Prescription Pharmaceutical: Assessment of a “Regulation Experiment”, (with Ceren Kolsarici), Frank Bass Conference March 1-3 2007, Dallas, TX.

“A Historical Perspective on the Bass Model of Diffusion of Innovations,” (with Trichy Krishnan). Invited presentation in the special conference in honor of Frank M. Bass, June 2005, Atlanta, GA, USA.

“A Model of Household Purchase Timing Accounting for Random Purchasing Behavior,” Marketing Science Conference, June 2005, Atlanta, GA, USA.

“The Long-term effects of Leadtime and Competitive Rivalry on Sales Performance: An Illustration from the SUV Market,” (with Zhenfeng Ma), European Academy of Marketing (EMAC) Proceedings, Milan, Italy, 2005 (paper selected as one of the best submitted and considered for publication in the conference host journal)

“The Role of Information in the Diffusion of Competing Technological Standards,” (with Vasilis Theoharakis and Veronica Wong), Marketing Science Conference, June 2004, Rotterdam, The Netherlands.

“Bricks and Clicks versus Pure Onliners: Success Factors, Brand Perceptions and First-Mover Advantages,” (with Emine Sarigollü and Myung-Soo Jo), EURO/INFORMS 2003 Conference, Istanbul July 6-10.

“Towards a Methodology for Improved Reporting of Marketing Activities: Marketing Expenditures as Firm Assets?” (with Steve Fortin), Marketing Science Institute (MSI) Conference on Measuring Marketing Productivity, October 2002, Dallas, TX.

“Information Flow and the Emergence of Technological Standards: The case of Local Area Networks (LAN),” (with Vasilis Theoharakis and Veronica Wong), Marketing Science Annual Conference, June 2002, Edmonton, Alberta.

“Hype and the Emergence of Technological Standards: The case of Local Area Networks (LAN),” (with Vasilis Theoharakis and Veronica Wong), European Marketing Academy Conference (EMAC), May 2002, Braga, Portugal.

“Emotional Experience of E-services: Structure, Service Attribute Antecedents, and Ways in Which Consumer Knowledge and the Dynamics of Time Shape its Intensity,” (with Laurette Dubé and Jianying Zhao), Association for Consumer Research Europe, June 2001, Berlin, Germany.

“A Multivariate Adaptive Regression Spline (MARS) Approach to Modeling Market Response,” Marketing Science Annual Conference, July 2001, Wiesbaden, Germany.

“A Multivariate Adaptive Regression Spline (MARS) Approach to Modeling Market Response,” European Marketing Academy Conference (EMAC), May 2001, Bergen, Norway.

“Competitive and Marketing Mix effects on Market Share Volatility,” (with Gurumurthy Kalyanaram), Marketing Science Annual Conference, June 2000, Los Angeles, CA.

“Competitive and Marketing Mix effects on Market Share Volatility,” (with Gurumurthy Kalyanaram), EMAC conference, May 2000, Rotterdam, The Netherlands.

“An Empirical Evaluation of Variety Seeking Behavior,” Marketing Science Annual Conference, May 1999, Syracuse, NY.

“The Shape of Advertising Response Functions Revisited: A Model of Advertising Effects with Dynamic Probabilistic Thresholds,” (with Gurumurthy Kalyanaram and Frank M. Bass), Marketing Science Annual Conference, July 1998, INSEAD, Paris, France.

“Duration Dependence and Heterogeneity Issues in Continuous Time Models,” (with Peter Sattler), Informs annual meetings, Dallas, October 1997.

“Purchase Regularity, Propensity to Accelerate, and their Effects on Category Sales: A Mixture Hazard Approach,” (with Frank M. Bass) Marketing Science Annual Conference, March 1997, Berkeley, California.

“Responding to the Pioneer,” (with Ram C. Rao) Marketing Science Annual Conference, March 1997, Berkeley, California.

“The Ghost in the Machine”, Invited Academic Speaker for the Institute for Practitioners in Advertising *Proof Positive* Advertising Effectiveness Conference, May 1996, London, England.

“Using Finite Mixture Purchase Rate Models to Study Household Purchase Timing Decisions”, (with Frank M. Bass) Marketing Science Conference, March 1996, Gainesville, Florida.

“Why Do We Observe Non-Monotonic Purchase Rates for Frequently Purchased Consumer Goods?” Marketing Science Conference, March 1996, Gainesville, Florida.

Professional Affiliations

Informs- College of Marketing
American Marketing Association
European Marketing Academy (EMAC)
American Statistical Association