

MICHEL WEDEL



PepsiCo Chaired Professor of Consumer Science Distinguished University Professor

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POSITIONS

Distinguished University Professor, University of Maryland, College Park, MD, USA. July 2015-present.

Pepsico Chaired Professor of Consumer Science, Department of Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD, USA. July 2006 – Present.

Dwight F. Benton Chaired Professor of Marketing, Stephen M. Ross School of Business at the University of Michigan, Ann Arbor, MI, USA. January 2003-June 2006.

Full Professor, Marketing Research and Market Structure Analysis, Department of Economics, University of Groningen, Groningen, Netherlands, June 1991-December 2002.

Head of the Statistics Unit, Department of Human Nutrition, Netherlands Organization for Applied Scientific Research (TNO), Zeist, Netherlands, April 1982-June 1991.

VISITING AND AFFILIATE POSITIONS

Honorary Professor, University of Groningen, Netherlands, June 2004-June 2014.

Visiting Senior Fellow, Institute of Advanced Studies, Hong Kong University of Science and Technology, China, January -February 2017.

Visiting Professor, Hong Kong University of Science and Technology, China, January - April 2014.

Visiting Professor, University of Michigan, USA, January - April 2002.

Visiting Professor, University of Michigan, USA, January - April 2001.

Affiliate Faculty Member, Brain and behavior Initiative, University of Maryland, August 2015-Present.

Affiliate Faculty Member Applied Mathematics and Scientific Computation Program, Department of Mathematics, University of Maryland. August 2008-present.

Affiliate Faculty Member, Center for Risk Communication Research, Department of Communication, University of Maryland. August 2007-2014.

EDUCATION

1969-1975 Atheneum B, Thorbecke Lyceum, The Hague, Netherlands

1975-1981 MS.C., Biomathematics, University of Leiden, Netherlands

1980-1980 M.S. Business Management, University of Delft, Netherlands

1983-1986 MS.C. Statistics, Netherlands Society for Statistics and Operations Research, Barendrecht, Netherlands

1987-1990 Ph.D. Marketing, University of Wageningen, Netherlands.

Thesis: Clusterwise Regression and Market Segmentation - Developments and Applications, Chairs: M.T.G. Meulenberg, P.S.H. Leeftang, J.B.E.M. Steenkamp.

CURRENT EDITORSHIPS

Area Editor Journal of Marketing.

Area Editor Journal of Marketing Research.

Area Editor Marketing Science.

HONORS

Lifetime achievement awards

Charles C. Parlin Marketing Research Award, for outstanding contributions to the field of Marketing Research, *American Marketing Association*, 2016.

Distinguished University Professor, *University of Maryland*, 2015.

Fellow of the *Institute for Operations Research and Management Science (INFORMS) Society for Marketing Science*, 2012.

Fellow of the *American Statistical Association*, 2011.

Gilbert A. Churchill award for lifetime achievement in the academic study of marketing research, *American Marketing Association*, 2008.

Elected U.S. Correspondent of the *Royal Dutch Academy of the Sciences*, 2006-present.

Hendrik Muller award for lifetime achievement in research in the social and behavioral sciences, *Royal Netherlands Academy for the Sciences*, 2005.

Stephen M. Ross School of Business Research Recognition Award, *University of Michigan*, 2004.

Best paper awards

MSI/Paul Root Best Paper award, *Journal of Marketing*, 2017.

Sheth Foundation Best Paper Award, *Journal of the Academy of Marketing Science*, 2016.

Werner Pommerehne Best Paper Award, *Journal of Cultural Economics*, 2009.

O'Dell Best Paper award, *Journal of Marketing Research*, 2004.

Finalist for the *O'Dell* award, *Journal of Marketing Research*, 2017.

Finalist for the *INFORMS Long Term Impact* award, 2011.

Finalist for the *MSI/Paul Root* best paper award, *Journal of Marketing*, 2010.

Finalist for the *Paul Green* best paper award, *Journal of Marketing Research*, 2009.

Finalist for the *John Little* best paper award, *Marketing Science*, 2002.

Teaching awards

Distinguished Scholar-Teacher, *University of Maryland*, 2013.

Krowe Teaching Award, *Robert H. Smith School of Business*, 2012.

Robert H. Smith School of Business Distinguished Teaching Award, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017.

Invited presentations

Keynote Lectures: 13.

Invited Tutorials: 14.

Invited Presentations: 171.

Citation counts

Citation Counts, June 2017, Google Scholar: 18,036.

H-index, June 2017, Google Scholar: 67.

I-10 index, June 2017, Google Scholar: 160.

Research Rankings

Ranked 1st Marketing scholar in the world based on number of A-publications in 1997-2006, Lynch (2008), *Working paper Duke University*.

Ranked 1st in the Netherlands Economics and Business Productivity Ranking (*De Economist*, 2007, 155 (4), 469-487) in 2006; top-3 in 2003-2007.

Ranked 1st Netherlands Marketing Scholar based on productivity from 1985-2002 (*Jaarboek van de Nederlandse Vereniging voor Marktonderzoek*, 2006, Verhoef & Stremersch).

Ranked 3^d Marketing scholar in the world based on publication rate (1.52) from 1988-2006, Seggie & Griffith (2008), *Journal of Marketing*.

Ranked 3^d Cited Netherlands Economist (SSI) (*Economische en Statistische Berichten*), in 2005 (1999-2003); several top-10 place rankings from 2005-2008.

Ranked top-20 Marketing scholar by the AMA Marketing Doctoral Student Special Interest Group Productivity Ranking from 2008-2012; 2009-2013, 2010-2014, 2012-2016.

BOOKS

1. Visual Marketing, 2007. M. Wedel and F.G.M. Pieters (Eds.), New York: Lawrence Erlbaum Associates, *Marketing and Consumer Psychology Series*, C.P. Haugtvedt (series Editor).
2. Market Segmentation: Conceptual and Methodological Foundations. Dordrecht, Kluwer, 2000. M. Wedel, W.A. Kamakura, p. 1-382. 2nd edition.
Reviewed by: Dudgeon, P. (2002). *Journal of Classification*, 19, 179-182.
3. Market Segmentation: Conceptual and Methodological Foundations. Dordrecht, Kluwer, 1998. M. Wedel, W.A. Kamakura, p. 1-387. 1st edition.
 - a. *Reviewed by:* Bockenholt, U. (2000). *Journal of Classification*, 17, 143-145.
 - b. *Reviewed by:* Calantone, R. and Mishra, S. (2000). *Journal of Marketing Research*, 37, 135.
4. Building Models for Marketing Decisions, 2000. Dordrecht: Kluwer. P.S.H. Leeflang, D.R. Wittink, M. Wedel, Ph. Naert.
 - a. *Reviewed by:* Taylor K.A. (2001). *Journal of Marketing Research*, 38 (2), 278.
5. Agricultural Marketing in a Changing World, 1996, J.-B. Steenkamp, A. van Tilburg, B. Wierenga, K. G. Grunert and M. Wedel (Eds.). Boston, MA: Kluwer Academic Publishers.
6. Fuzzy Clusterwise Regression and Market Segmentation, Developments and Applications. *Thesis*, 7 December 1990, University of Wageningen, M. Wedel.

SOFTWARE DEVELOPED

1. BANOVA (R. Package, *Bayesian ANOVA for Behavioral Sciences Research*), C. Dong, M. Wedel
2. BIT (Matlab package, *Binocular Individual Threshold Algorithm to Define Eye Fixations*), R. van der Lans, M. Wedel, R. Pieters

3. BaSic (WinBugs package for *Bayesian Multidimensional Scaling*), S. Cohen, M. Wedel, In4mation Insights ©, Neidham Heigts, MA.
4. LIV (Gauss/Winbugs code for Latent Instrumental Variables Estimation), P. Ebbes, M. Wedel, U. Böckenholt, T. Steerneman.
5. GLIMMIX (Windows/FORTRAN package, *Mixtures of Generalized Linear Models*), P. Boer, M. Wedel, ProGamma ©, Groningen, NL.
6. FCR (FORTRAN programs, *Fuzzy Clusterwise Regression*), C. Kistemaker, M. Wedel
7. RMSCLUST (FORTRAN programs, *Clusterwise Regression*), C. Kistemaker, M. Wedel

PEER REVIEWED PUBLICATIONS

1. BANOVA: An R-Package for Hierarchical Bayesian ANOVA. *Journal of Statistical Software*, 2017, forthcoming. C. Dong and M. Wedel.
2. Marketing Analytics for Data-Rich Environments. *Journal of Marketing*, 2016, 80 (6), 97-121. M. Wedel and P.K. Kannan. (*Invited paper for Special Issue on MSI Research Priorities; Invited for MSI Webinar, Covered on greenbookblog, Winner of the MSI/Paul Root best paper award*).
3. Return on Service Amenities. *Journal of Marketing Research*, 2017, 54 (1), 96-110. R. Hamilton, R. Rust, M. Wedel, and D. Amitan.
4. Applications and innovations of eye-movement research in judgment and decision making, *Journal of Behavioral Decision Making*, 2016, 29 (2-3), 96-102. N. J. S. Ashby, J. Johnson, I. Krajbich, M. Wedel.
5. Nodule Detection in Chest X-Rays with Eye Movements. *Journal of Behavioral Decision Making*, 2016, 29 (2-3), 254-270. M.Wedel, J. Yan, E.J. Siegel, H. Li.
6. Upfront, Mystery, and False Front Advertising: Why Their Effects on Consumer Evaluation Depend on Exposure Duration. *Journal of Marketing Research*, 2016, 53 (4), 563-579. M. van Elsen, R. Pieters, M. Wedel. (*Featured in: Media Life Magazine, PR Daily, PsyPost, Promotion Post, PhysOrg.com, Science Daily, EurekAlert, HispanicAd.com, Ragan.com; March 2014.*)
7. Adaptive personalization using social networks. *Journal of the Academy of Marketing Science*, 2016, 44:76-87. T.S. Chung, M. Wedel, R. Rust. (*2016 Sheth Foundation Best Paper Award*).
8. Implementing Retail Category Management: A Model-based Approach to Setting Optimal Markups. M.Wedel, J.Zhang, F.Feinberg, *Customer Needs and Solutions*, 2015, 2, 165-176.
9. The Buffer Effect: The Role of Color when Advertising Exposures are Brief and Blurred. M. Wedel, R. Pieters, *Marketing Science*, 2015, 34 (1), 134–143. (*Featured in*

Asia News International, December 2014; ScienceDaily.com, December 2014; OZY.com, January 2015; Featured on INFORMS Connect as the April 2015 President's Pick).

10. Copy Alert: A Method and Metric to Detect Visual Copycat Brands. *Journal of Marketing Research*, 2014, 51 (1), 1-13. T. Satomura, M. Wedel, R. Pieters. (Lead Article)
11. Information acquisition during online decision making: A model-based exploration using eye-tracking data. *Management Science*, 2013, 59 (5):1009-1026. W. Shi, M. Wedel, R. Pieters. (Lead Article).
12. Spatial Dependence and heterogeneity in Bayesian Factor Analysis, A Cross National Investigation of Value Domains. *Multivariate Behavioral Research*, 2012, 47 (6), 803-839. S. Stakhovych, T.H.A. Bijmolt, M. Wedel.
13. Emotion Induced Engagement in Internet Video Ads. *Journal of Marketing Research*, 2012, 49 (2), 144-159. T. Teixeira, M. Wedel, R. Pieters. (Finalist for the O'Dell award; Featured in the *Washington Times* 2012, *New Scientist* 2015, *Mashable* 2017, *Harvard Business Review*, *The New Yorker*, *Forbes*, *Time Magazine*).
14. AdGist: Ad Communication in a Single Eye-Fixation. *Marketing Science*, 2012, 31 (1): 59-73. R. Pieters, M. Wedel.
15. Defining Eye-Fixation Sequences across Individuals and Tasks: The Binocular-Individual Threshold (BIT) Algorithm. *Behavior Research Methods*, 2011, 43: 239-257. R. van der Lans, M. Wedel, R. Pieters. (with Accompanying Software).
16. Moment-to-Moment Optimal Branding in TV Commercials: Preventing Avoidance by Pulsing. *Marketing Science*, 2010, 29 (5), 783-804. T. Teixeira, M. Wedel, R. Pieters. (Lead Article).
17. Raising the BAR: Bias Adjustment of Recognition Tests in Advertising. *Journal of Marketing Research*, 2010, 47 (3), 387-400. A. Aribarg, R. Pieters, M. Wedel. (Lead Article).
18. The Stopping Power of Advertising: Measures and Effects of Visual Complexity. *Journal of Marketing*, 2010, 74 (5), 48-60. R. Pieters, M. Wedel, R. Batra. (Finalist for the MSI/Paul Root best paper award).
19. Brand Extension Strategy Planning: Empirical Estimation of Brand-category personality Fit and Atypicality. *Journal of Marketing Research*, 2010, 47 (2), 335-347. R. Batra, P. Lenk, M. Wedel.
20. Retrieving Unobserved Consideration Sets from Household Panel Data. *Journal of Marketing Research*, 2010, 47 (1), 63-74. E. van Nierop, R. Paap, B. Bronnenberg, M. Wedel, P.H. Franses.
21. A Multi-Index Model for Binary Response Data, 2010. *Journal of Business and Economic Statistics*, 2010, 28 (1), 67-81. P. Naik, M. Wedel, W.A. Kamakura.
22. Sales Effects of Visual Attention to Feature Ads: A Bayesian Mediation Analysis. *Journal of Marketing Research*, 2009, 46 (October), 669-681. J. Zhang, M. Wedel, R. Pieters.

23. The effectiveness of customized promotions in online and offline stores. *Journal of Marketing Research*, 2009, 46 (April), 190-206. J.Zhang, M. Wedel. (Finalist for the Paul Green best paper award.)
24. My Mobile Music: An Adaptive Personalization System for Digital Audio Players, *Marketing Science*, 2009, 28 (1), 52-68. Tuck Siong Chung, Roland Rust, Michel Wedel.
25. Frugal-IV Alternatives to Identify the Parameter for an Endogeneous Regressor, *Journal of Applied Econometrics*, 24 (3), 2009, 446-468. P. Ebbes, M. Wedel, U. Bockenholt.
26. Competitive Brand Salience, *Marketing Science*, 2008, 27 (5), 922-931. R. van der Lans, R. Pieters, M. Wedel.
27. Split Questionnaire Design for Massive Surveys, *Journal of Marketing Research*, 2008, 25 (5), 608-617. F. Adigüzel, M. Wedel.
28. Eye Movement Analysis of Search Effectiveness, *Journal of the American Statistical Association*, 2008, 103 (482), 452-461. R. Van der Lans, F.G.M. Pieters, M.Wedel
29. Challenges and Opportunities in High Dimensional Choice Data Analyses, 2008. *Marketing Letters*, 19 (3-4), 201-213. P. Naik, M.Wedel, L. Bacon, A. Bodapati, E. Bradlow, W. Kamakura, J. Kreulen, P. Lenk, D. Madigan, A.Montgomery
30. Attention switching during scene perception: How goals influence the time course of eye movements across advertisements. *Journal of Experimental Psychology: Applied*, 2008, 14 (2), 129-138. M.Wedel, R. Pieters, J. Liechty.
31. Eye-Tracking for Visual Marketing. *Foundations and Trends® in Marketing*. 2008, 1 (4), 231-320. M. Wedel and R. Pieters. (Featured in the *Wall Street Journal*, July 12, 2012).
32. Optimal Feature Advertising Under Competitive Clutter, *Management Science*, 2007, 51 (11) 1815-1828, R. Pieters, M.Wedel, J. Zhang (Featured on *Maryland Public TV*, 2007).
33. Goal Control of Visual Attention to Advertising: The Yarbus Implication, *Journal of Consumer Research*, 2007, 34 (August), 224-233. R.Pieters, M.Wedel. (Featured in *Business Week Research Briefs*, August 30, 2007).
34. A Review of Eye-Tracking Applications in Marketing, 2007. *Review of Marketing Research*, 4, 123-147. M. Wedel, F.G.M. Pieters.
35. Structural Modeling in Marketing: A Review and Assessment, P.Chintagunta, T. Erdem, P.E. Rossi, M. Wedel, *Marketing Science*, 2006, 25 (6), 604-616, (Invited Paper, with Discussion).
36. Bayesian Estimation of Circumplex Random Effects Models Subject to Prior Theory Constrains and Subject-Specific Scale Usage Bias, *Psychometrika*, 2006, 71(1), 33-56. P. Lenk, M. Wedel, U. Böckenholt.
37. Improving Online Product Recommendations by Including Nonrated Items, *Journal of Marketing Research*, 2006, 43 (August), 355-365. Y.Ying, F.Feinberg. M.Wedel,

38. Heterogeneous Conjoint Choice Designs. *Journal of Marketing Research*, 55 (May), 2005, 210-218. Z. Sandor, M. Wedel. (Included in the *Sherpa Choice Design* software developed by *The Modellers, LLC*).
39. Solving and Testing for Regressor-Error (in)Dependence When no Instrumental Variables are Available: With New Evidence for the Effect of Education on Income. *Quantitative Marketing and Economics*, 3, 2005, 365-392. P. Ebbes, M. Wedel, T. Steerneman, U. Bockenholt.
40. Choice Models and Customer Relationship Management. *Marketing Letters*, 16 (3/4), 2005, 279-291. W.A. Kamakura, C.F. Mela, A. Ansari, A. Bodapati, P. Fader, R. Iyengar, P. Naik, S. Neslin, B. Sun, P.C. Verhoef, M. Wedel, R. Wilcox.
41. Consideration Sets, Intentions, and the Inclusion of “Don’t Know” in a Two-Stage Model for Voter Choice, *International Journal of Forecasting*, 21, 53-71, 2005, R. Paap, E. Van Nierop, H.J. van Heerde, M. Wedel, Ph.H. Franses, K.J. Alsem.
42. User Categorization of Public Library Collections, *Library and Information Science Research*, 27, 190-202, 2005, J. Boter, M. Wedel.
43. Employing Travel Cost to Compare the Use Value of Competing Cultural Organizations. *Journal of Cultural Economics*, 29, 2005, 13-33. J. Boter, J. Rouwendal, M. Wedel. (Werner Pommerehne Prize for best paper in the *Journal of Cultural Economics, 2004-2005*.)
44. An empirical comparison of EM, SEM and MCMC performance for problematic Gaussian mixture likelihoods. *Statistics and Computing*, 14(4), 2004, 323-332, J. Goncalves-Dias M. Wedel.
45. Regressor and random-effects dependencies in multilevel models. *Statistica Neerlandica*, 58 (2) 2004, 161-178, P. Ebbes, U. Böckenholt, M. Wedel
46. Attention Capture and Transfer by Elements of Advertisements. *Journal of Marketing*, 68 (2), 2004, 36-50. F.G.M. Pieters, M. Wedel. (Featured in the *Wall Street Journal*, July 12, 2012; *Adology Marketing Forecast* July 27, 2012; *NY Public Radio WNYR Leonard Lopate Show*, August 6, 2012).
47. An Empirical Bayes Procedure for Improving Individual Level Estimates and Predictions from Finite Mixtures of Multinomial Logit Models. *Journal of Business and Economic Statistics*, 22 (1), 2004, 121-126. W.A. Kamakura, M. Wedel.
48. Analyzing Brand Competition across Subcategories, *Journal of Marketing Research*, 41 (4), 2004, 448-456, M. Wedel, J. Zhang.
49. Identifying Innovators for the Cross Selling of New Products, *Management Science*, 50(8), 2004, 1120-1132. W.A. Kamakura, B. Kosslar, M. Wedel.
50. The Representation of Local and Global Exploration Modes in Eye Movements through Bayesian Hidden Markov Models. *Psychometrika*, 68 (4), 2003, 519-542. J. Liechty, F.G.M. Pieters, M. Wedel. (First Discussion Paper in *Psychometrika*, with discussion)
51. Evidence for Covert Attention Switching from Eye-Movements (*Reply*).

- Psychometrika*, 68 (4), 2003, 557-562. M.Wedel, F.G.M. Pieters, J. Liechty.
52. Why Do Consumers Stop Viewing Television Commercials? Two Experiments on the Influence of Moment-to-Moment Entertainment and Information Value, *Journal of Marketing Research*, 40(4), 2003, 437-453. J.L.C.M. Woltman Elpers, M. Wedel, F.G.M. Pieters.
 53. List Augmentation with Model Based Multiple Imputation: A Case Study Using a Mixed-Outcome Factor Model, *Statistica Neerlandica (Special Issue on Missing Data)*, 2003, 57 (1), 46-57, W.A. Kamakura, M. Wedel.
 54. Factor Models for Multivariate Count Data, *Journal of Multivariate Analysis*, 87 (2), 2003,356-369, M. Wedel, U. Böckenholt, W.A. Kamakura.
 55. Cross-selling through database marketing: a mixed data factor analyzer for data augmentation and prediction, *International Journal of Research in Marketing*, 20(1), 2003, 45-65. W.A. Kamakura, F. de Rosa, M. Wedel, J.A. Mazzon (*Finalist for the Steenkamp award*).
 56. The Structure of Self-Reported Emotional Experiences: A Mixed Effects Poisson Factor Model, *British Journal of Mathematical and Statistical Psychology*, 56, 2003, 215-229, Bockenholt, W.A. Kamakura, M. Wedel.
 57. Market Segment Derivation and Profiling Via a Finite Mixture Model Framework, *Marketing Letters*, 13 (1) 2002, 17-25. M. Wedel, W.S. DeSarbo.
 58. The influence of moment-to-moment pleasantness and informativeness on zapping TV commercials: A functional data and survival analysis. *Advances in Consumer Research*, 29, 2002, 57-58. Woltman-Elpers, J., Wedel, M., Pieters, R.
 59. Concomitant Variables in Finite Mixture Models. *Statistica Neerlandica*, 56 (3) 2002, 362-375, M. Wedel.
 60. The dynamics of value segments: Modelling framework and empirical illustration. *International Journal of Research in Marketing*, 19 (3) 2002, 267-286, K. Brangule-Vlagsma, F.G.M. Pieters, M. Wedel
 61. Introduction to the special issue on market segmentation. *International Journal of Research in Marketing*, 19 (3), 2002, 181-184. M. Wedel, W.A. Kamakura.
 62. Bayesian prediction in hybrid conjoint analysis. *Journal of Marketing Research*, 34 (2), 2002, 253-261, F. ter Hofstede, Y. Kim and M. Wedel.
 63. Breaking through the Clutter: Benefits of Advertisement Originality and Familiarity for Brand Attention and Memory, *Management Science*, 48 (6), 2002, 765-781. F.G.M. Pieters, L. Warlop M. Wedel.
 64. Identifying spatial segments in international markets. *Marketing Science*, 21 (2), 2002, 160-177, F. ter Hofstede, M. Wedel, J.B.E.M. Steenkamp. (*Finalist for the John Little award*; Translated for *Recherche et Applications en Marketing: Identification de segment spatiaux pour des marches internationaux.*, 2003, 18 (3), 81-104.)
 65. Profile Construction in Experimental Choice Designs for Mixed Logit Models, *Marketing Science*, 21 (4), 2002, 455-475, Z. Sándor, M. Wedel. (*Included in the Sherpa*

Choice Design software developed by The Modellers, LLC).

66. Factor analysis with observed and latent variables in the exponential family, *Psychometrika*, 66 (4), 2001, 515-530, M. Wedel, W.A. Kamakura.
67. Designing Conjoint Choice Experiments Using Managers' Prior Beliefs. *Journal of Marketing Research*, 38 (4), 2001, 430-444. Z. Sándor, M. Wedel.
68. The spatial representation of market information. *Marketing Science*, 20 (4), 2001, 426-441, W.S. DeSarbo, A. Degeratu, M. Wedel, M.K. Saxton.
69. Habit persistence in time series models of discrete choice. *Marketing Letters*, 12 (1), 2001, 25-36. M.E. Haaijer, M. Wedel.
70. Identifying random-scoring respondents in sensory research using Finite mixture regression models. *Food Quality and Preference*, 12 (5-7), 2001, 373-384. G. Cleaver, M. Wedel.
71. Exploratory Tobit factor analysis for multivariate censored data, *Multivariate Behavioral Research*, 36 (1), 2001, 53-82. W.A. Kamakura, M. Wedel.
72. Computing the Standard Errors of Mixture Model Parameter Estimates when Classes are well Separated. *Computational Statistics*, 16 (4), 2001, 539-558, M. Wedel.
73. GLIMMIX: Software for Estimating Mixtures and Mixtures of Generalized Linear Models. *Journal of Classification*, 18 (1), 2001, 129-137, M. Wedel.
74. Comment on Microeconometrics by J.A. Hausman. *Journal of Econometrics*, 100/101, 2001, 89-91, T. Wansbeek, M. Wedel, E. Meijer.
75. Bayesian Econometrics: A Reaction to Geweke. *Journal of Econometrics*, 100/101, 2001, 79-80, P. Lenk, M. Wedel.
76. Marketing Data, Models and Decisions. M. Wedel, W.A. Kamakura, U. Böckenholt, *International Journal of Research in Marketing*, 17 (2-3), 2000, 203-208.
77. The 'No-Choice' Alternative in Conjoint Choice Experiments. *International Journal of Marketing Research*, 43 (1), 2000, 93-106. M.E. Haaijer, W.A. Kamakura, M. Wedel
78. Factor Analysis and Missing Data, *Journal of Marketing Research*, 37 (November), 2000, 490-498, W.A. Kamakura, M. Wedel.
79. Eye Fixations on Advertisements and Memory for Brands: a Model and Findings. *Marketing Science*, 19 (4), 2000, 297-312, M. Wedel, F.G.M. Pieters (*Lead article, Finalist for the INFORMS Long Term Impact award 2011; Translated for Recherche et Applications en Marketing: La fixation des yeux sur les publicites et la Memorisation des Marques: un Modele et ses Resultats*, 16 (2), 2001, 87-106).
80. Mixed Tree and Spatial Representation of Dissimilarity Judgments. *Journal of Classification*, 17 (2), 2000, 243-272, M. Wedel, T.H.A. Bijmolt.
81. Response latencies in the analysis of conjoint choice experiments. *Journal of Marketing Research*, 37 (3), 2000, 376-382, M.E. Haaijer, W.A. Kamakura, M. Wedel.
82. A comparison of multidimensional scaling methods for perceptual mapping. *Journal*

- of Marketing Research*, 36 (May), 1999, 277-285, T.H.A. Bijmolt, M. Wedel.
83. Visual attention to repeated print advertising: a test of scanpath theory. *Journal of Marketing Research*, 36 (November) 1999, 424-438, F.G.M. Pieters, E. Rosbergen, M. Wedel.
 84. A cross-national investigation into the individual and national cultural antecedents of consumer innovativeness. *Journal of Marketing*, 63 (2) 1999, 55-69, J.B.E.M. Steenkamp, F. ter Hofstede, M. Wedel.
 85. International market segmentation based on consumer-product relations. *Journal of Marketing Research*, 36 (February), 1999, 1-17, F. Ter Hofstede, J.B.E.M. Steenkamp, M. Wedel (*Lead article, Winner 2004 O'Dell award*).
 86. Marketing and Econometrics. *Journal of Econometrics*, 89 (March/April), 1999, 1-14, T.A. Wansbeek, M. Wedel (*Introduction to Special Issue*).
 87. Discrete and continuous representation of heterogeneity, *Marketing Letters*, 10 (3), 1999, 217-230, M. Wedel, W.A. Kamakura, N. Arora, A. Bemmaor, J. Chiang, T. Elrod, R. Johnson, P. Lenk, S. Neslin, C.S. Poulsen
 88. Time aggregation effects on the baseline of continuous-time and discrete-time hazard models. *Economics Letters*, 63, 1999, 145-150, F. ter Hofstede, M. Wedel
 89. Segmentation of Hedonic Consumption: An Application of Latent Class Analysis to Consumer Transaction Databases. *Journal of Market Focused Management*, 3, 1999, 295-311, J. Boter, M. Wedel
 90. Utility covariances and context effects in conjoint MNP models *Marketing Science*, 17 (3), 1998, 236-252, M.E. Haijjer, M. Wedel, M. Vriens, T.J. Wansbeek.
 91. Mixtures of (constrained) ultrametric trees. *Psychometrika*, 63 (4) 1998, 419-443 M. Wedel, W.S. DeSarbo.
 92. Mixture model analysis of complex samples. *Journal of Classification*, 15 (2), 1998, 225-244. M. Wedel, F. ter Hofstede, J.E.B.M. Steenkamp.
 93. A model for the effects of psychological pricing in Gabor-Granger price studies. *Journal of Economic Psychology*, 19 (2), 1998, 237-260. M. Wedel, P.S.H. Leeflang.
 94. An investigation into the association pattern technique as a quantitative approach to measuring means-end chains *International Journal for Research in Marketing*, 15 (1), 1998, 37-50. F. Ter Hofstede, A Oudeneart, J.B.E.M. Steenkamp, M. Wedel
 95. Adoption of a service innovation in the business market: An empirical test of supply-side variables. *Journal of Business Research*, 41 (2), 1998, 161- 174. R. Frambach, B. Nooteboom, H. Barkma, M. Wedel.
 96. A multidimensional scaling model accommodating differential stimulus familiarity. *Multivariate Behavioral Research*, 33(1), 1998, 41-63, T.H.A. Bijmolt, W.S. DeSarbo, M. Wedel.
 97. A Bayesian approach to the spatial representation of market structure from consumer choice data. *European Journal of Operational Research*, 111 (2), 1998,

- 285-305, W.S. DeSarbo, Y. Kim, M. Wedel, D. Fong.
98. Assessing the effects of abstract attributes and brand familiarity in conjoint choice experiments. *International Journal for Research in Marketing*, 15 (1), 1998, 71-78. M. Wedel, M. Vriens, T.H.A. Bijmolt, W. Krijnen, P.S.H. Leeflang.
 99. Ratings-based versus choice-based latent class conjoint models- An empirical comparison. *Journal of the Market Research Society*, 40 (3), 1998, 237-248. M. Vriens, H. Oppewal, M. Wedel.
 100. Judgments of Brand similarity. *International Journal of Research in Marketing*, 15 (3), 1998, 249-268. T.H.A. Bijmolt, M. Wedel, R.G.M. Pieters, W.S. DeSarbo.
 101. A Monte Carlo study of time aggregation in continuous-time and discrete-time parametric hazard models. *Economics Letters*, 58, 1998, 149-156, F. Ter Hofstede, M. Wedel.
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BOOK CHAPTERS

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2. Eye Movements during Search and Choice. 2016. R. van der Lans and M. Wedel. In: *Handbook of Marketing Decision Models*, B. Wierenga and R. van der Lans (eds.), forthcoming.
3. CB as I see it 2015, M. Wedel. In: *Consumer Behavior: Buying, Having, and Being* (Mike Solomon and Gary Bamossy; Pearson Education, 12th ed.). 2015, p. 92.
4. Attention Research in Marketing: A Review of Eye Tracking Studies. 2015. M. Wedel, In: *The Handbook of Attention*, J. Fawcett, E.F. Risko & A. Kingstone (eds.), Chapter 25, 569-588.
5. Looking at Vision: Eye/Face/Head Tracking of Consumers for Improved Marketing Decisions. 2014. M. Wedel and R. Pieters, Chapter 14, In: *Routledge Companion on Future of Marketing*, L. Moutinho, E. Bigné, and A.K. Manrai (eds.). Routledge.
6. Adaptive Personalization of Mobile Information Services. 2014. T. S. Chung and M. Wedel. In: *Handbook of Service Research*, R. Rust and M.H Huang (eds). 395-412.
7. MCMC. M. Wedel, P. Lenk. 2013. In: *Handbook of Operations Research and Management Science*, 3d ed. Gass, S. and Fu, M. (eds.). Springer, New York.
8. A Reflection on Paul Green's Impact on the Science and Practice of Multidimensional Scaling Since 1997. 2011. M. Wedel. In: *Multidimensional Scaling, A Compilation of Paul Green's Work*. Wayne S. DeSarbo (ed.).
9. Is Segmentation History? 2011. M. Wedel. In *Liber Amicorum in honor of Peter S.H. Leeflang*, JE Wierenga, PC Verhoef and JC Hoekstra (eds.), University of Groningen. p. 163-168.
10. Attention to Advertising. 2011. R. Pieters, M. Wedel. In: *MSI Book on Empirical Generalizations in Consumer Behavior* (J. Alba, ed.), Boston: Marketing Science Institute, 39-41.
11. Cluster Analysis; Exploratory Factor Analysis, 2011. S. Shi, M. Wedel. In: *Marketing Research, Wiley International Encyclopedia of Marketing Volume 2*, W.A. Kamakura

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12. Personalization Technologies, 2010. R.T. Rust, K. Na, M. Wedel and T.S. Chung. In: H. Bidgoli, Ed., *The Handbook of Technology Management*, Volume 2, John Wiley & Sons, p. 473-482.
 13. Introduction to Visual Marketing, 2007. R. Pieters and M. Wedel. In: *Visual Marketing*, Lawrence Erlbaum, M.Wedel and R. Pieters (eds.). p. 1-7.
 14. Informativeness of Eye-Movements for Visual Marketing: Six Cornerstones, 2007. R. Pieters and M. Wedel. In: *Visual Marketing*, Lawrence Erlbaum, M.Wedel and R. Pieters (eds.). p. 43-72.
 15. Pretesting: Before The Rubber Hits the Road, 2007. R. Pieters, M. Wedel, In: *Handbook of Advertising Research*, G.J. Tellis and T. Ambler, (eds.), London: Sage. p. 217-232.
 16. Latent Structure Regression, 2005. In: *Handbook of Marketing Research*, R. Grover & M. Vriens, (eds), London, Sage, 394-417. W.S. DeSarbo, W.A. Kamakura, M. Wedel.
 17. Applications of Multivariate Latent Variable Models in Marketing, 2004. In: *Advances in Marketing Research and Modeling: The Academic and Industry Impact of Paul E. Green*, J. Wind (Ed.), Boston: Kluwer, 43-67. W.S. De Sarbo, W.A. Kamakura and M. Wedel.
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 19. Mixture Regression Models, 2002. In: *Advances in Latent Class Models*, J Hagenaaers and A. McCutcheon (Eds). Cambridge: Cambridge University Press, Ch. 13, p. 366-382. M. Wedel, W.S. DeSarbo.
 20. The Identification of Sensory Dimensions of Food Products from Scanner Data Using The STUNMIX Methodology. In: *Agricultural Marketing in a Changing World*, J.-B. Steenkamp, A. van Tilburg, B. Wierenga, K. G. Grunert & M. Wedel (Eds.), Boston: Kluwer Academic Publishers, 1996, 189-200, M. Wedel.
 21. A Review of Recent Developments in Latent Class Regression Models, 1994. In: *Advanced methods of Marketing Research*, RP Bagozzi, (ed.), New York: Blackwell, 352-388, M. Wedel, W.S. DeSarbo.
 22. Cardiovascular Risk Factors Among Elderly People (Dutch Nutrition Surveillance System), 1990. In: *From Gene to Man - Gerontological Research in the Netherlands*. C.F.A. van Bezooijen, R. Ravid and A.A.J. Verhofstad (eds.), M.R.H. Löwik, J. Odink, M. Wedel, H. Brandts, F.J. Kok, Th. Ockhuizen.

EDITORSHIPS

Associate/Area Editor

2000-present: *Marketing Science*.
2006-present: *Journal of Marketing Research*.
2015-present: *Journal of Marketing*.

Co-Editor Special Issues

2016: Special Issue of *Journal of Behavioural Decision Making*: Applications and innovations of eye movement research in judgment and decision making, with N. Ashby, J. Johnson, I. Krajbich.
2002: Special Issue of *International Journal of Research in Marketing*, 19 (3): Market Segmentation, with W.A. Kamakura.
1999: Special Issue of *Journal of Econometrics*, 89, No 1-2, (March/April). *Annals of Econometrics: Econometric Developments in Marketing*, with T.J. Wansbeek.

Past Editorial Appointments

Policy Board member

2009-2014: American Statistical Association's representative to the *Journal of Consumer Research* Policy Board, Member of the PB Finance and Outreach Committees.

Board of Consulting Editors

2000- 2006: *International Journal for Research in Marketing*.
2001- 2006: *Recherche et Applications en Marketing*.

One of five Marketing Scholars in the world to have served on the editorial boards of the *Journal of Consumer Research*, the *Journal of Marketing Research* and *Marketing Science* (Reibstein, Day & Wind, 2009, 73, 1-3)

Area Editor

2000-2010: *Marketing Science*.
2000-2002: *Statistica Neerlandica*

Guest Area Editor

2008: *International Journal of Research in Marketing*, Special Section on New Marketing Models.

Editorial Board Member

1998-2006: *Journal of Marketing Research*.
2002-2011: *Journal of Marketing*.
1998-2000: *Marketing Science*.
2008-2012: *Journal of Consumer Research*.
2002-2012: *Journal of Classification*.
2010-2012: *Journal of the Academy of Management Science*.
2002-2012: *Quantitative Marketing and Economics*.
1992-2012: *International Journal of Research in Marketing*.

2001-2002: *Marketing Letters*.

2008-2014: *Review of Marketing Research*

1994-2000: *Annual of the Netherlands Association for Marketing Researchers*.

Expert Research Evaluator for *Netherlands and US National Science Foundations, European Commission (DG Research), Social Sciences and Humanities Research Council of Canada, Marketing Science Institute*

Ad Hoc Reviewer for over 25 Journals and Conference Proceedings, including *Nature, Journal of the American Statistical Association, and Journal of the Royal Statistical Society*.

PHD COMMITTEE CHAIRING AND MEMBERSHIP

Ph.D. Committee memberships: 63.

Ph.D. Students supervised:

1. Marco Vriens (with D.R. Wittink), 5 October 1995, Groningen, NL, *Assistant Professor University of Tilburg*.
2. Tammo H.A. Bijmolt, 29 September 1996, Groningen, NL: Cum Laude, *Assistant Professor University of Tilburg*.
3. Edward Rosbergen (with F.G.M. Pieters), 26 February 1998, Groningen, NL. *Project Manager, MuConsult, Hilversum*.
4. Rinus E. Haaijer, 6 May 1999, Groningen, NL. *Project Manager, MuConsult, Hilversum*.
5. Frenkel Ter Hofstede (with J.B.E.M. Steenkamp), 9 June 1999, Wageningen, NL: Cum Laude, *Assistant Professor, Carnegie Mellon University*.
6. Zsolt Sándor (with T.J. Wansbeek and P. Kooreman; *Economics*), 22 November 2001, Groningen, NL, *Assistant Professor, Erasmus University, Rotterdam*.
7. Josephine L.C.M. Woltman Elpers (with F.G.M. Pieters), 18 December 2003, Groningen, NL, *Consultant, McKinsey, Dusseldorf, Germany*.
8. Liane Voerman (with P.S. Zwart), January 5, 2004 Groningen, NL, *Assistant Professor, University of Groningen*.
9. Peter Ebbes (with A.G.M. Steerneman and U. Böckenholt, *Economics*), December, 23 2004, Groningen, NL, *Assistant Professor, Pennsylvania State University*.
10. Jaap Boter, (with R. Frambach), December 12, 2005, Amsterdam, NL. *Assistant Professor, Free University of Amsterdam*.
11. Feray Adiguzel (with J. Zhang), June 19, 2006, Groningen, NL. *Assistant Professor, Free University of Amsterdam*.
12. Ralf van der Lans (with F.G.M. Pieters), June 16, 2006, Tilburg, NL: Cum Laude. *Assistant Professor, Erasmus University of Rotterdam*.
13. Yuanping Ying (with F. Feinberg and J. Zhang), June 27, 2006, Ann Arbor, MI. *Assistant Professor, University of Texas at Dallas*.
14. Tuck Siong Chung (with R. Rust), July 15 2007, College Park MD. *Assistant Professor Nanyang Technological University, Singapore*.

15. Thales Teixeira (with A. Aribarg), May 15 2009, Ann Arbor, *Assistant Professor, Harvard University*.
16. Stanislav Stakhovych (with T.H.A. Bijmolt), June 13, 2010, Groningen. *Assistant professor, Monash University*.
17. Savannah (Wei) Shi (with J. Zhang), College Park, July 26, 2011, *Assistant professor, Santa Clara University*.
18. Jin Yan (with Paul Smith, *Applied Statistics*), College Park, April 11, 2013. *Statistician, Fannie May*.
19. Chen Dong (*Computational Statistics*), College Park, July 22, 2014. *Data Scientist, Adobe*.
20. Alex (Xuan) Liu (*Applied Statistics*), College Park, December 12, 2014. *Senior Data Scientist, Netflix*.
21. Seoungwoo Lee (with J. Zhang), College Park, April 5, 2017. *First placement: Tulane University. Winner of the 2015 Shankar-Spiegel Dissertation Proposal Award, Winner of the 2016 ISMS Dissertation Proposal Award, runner up for the 2015 WITS Dissertation Proposal Award*.

VISITORS MENTORED

1. Stanislav Stakhovych (University of Melbourne, Australia). College Park, 2015.
2. Qiuzhen Wang (*Zhejiang University, Hangzhou, China*), College Park, 2013.
3. Takuya Satomura (*Keio University, Tokyo, Japan*). College Park, 2009.

COMPUTER LANGUAGES

APL, FORTRAN, GAUSS, GENSTAT, R, SAS, S-PLUS, SPSS, STATA, WINBUGS, JAGS.

COURSES TAUGHT

BBA

Advanced Market Research (*University of Groningen*; Average Evaluation: 2000-2001: 4.5/5), International Marketing Research (*University of Groningen*), Methods for Marketing Research I (*University of Groningen*), Methods for Marketing Research II (*University of Groningen*), Market Structure Analysis (*University of Groningen*), Market Segmentation (*University of Groningen*), Marketing Decision Making (*University of Groningen*), Micro Econometrics (*University of Groningen*), Qualitative Marketing Research (*University of Groningen*)

MS

Advanced Marketing Analytics (*University of Maryland*; 2013: 4.9/5; 2014: 4.7/5; 2015: 4.8/5; 2016: 4.8/5).

MBA

Advanced Marketing Analytics Models (*University of Maryland*; Evaluations: 2006: 5.0/5, 4.8/5; 2007: 4.8/5; 2008: 4.8/5; 2009: 4.5/5; 2010: 4.7/5; 2012: 4.7/5; 2013: 4.9/5; 2014: 4.5/5; 2015: 4.7/5, 4.7/5).

Models for Marketing Decisions (*University of Michigan*; Average Evaluation 2001-2006: 4.7/5).

Multidisciplinary Action Consulting Projects (*University of Michigan*; Average Evaluation 2004-2006: 9.0/10).

Marketing Research (*Institute for Academic Studies, University of Tilburg*).

Sports Marketing (*Institute for Sports Management, Papendal, Netherlands*).

PHD

Marketing Models with MCMC (*University of Maryland*, Evaluations: 2007: 4.2/5; 2009: 4.7/5; 2012: 4.7/5; 2014: 4.9/5; 2016: 4.8/5).

Marketing Models in R (*University of Maryland*, Evaluations: 2006: 4.6/5; 2008: 4.5/5; 2010: 5.0/5).

Structural Modelling (*University of Michigan* 2005, *University of Groningen*, 2007; Average Evaluation: 5.0/5.0).

Behavioural Research Methods: Generalized Linear Models (*University of Michigan*; Average Evaluation 2001-2006: 4.6/5)

Conjoint Analysis and MDS (*EDEN: European Network for Ph.D. students in Marketing, University of Leuven*)

Research Methodology (*LNBE: National Network for Ph.D. students in Business Economics, Erasmus University, Rotterdam*)

TUTORIALS

Market Segmentation with Mixture Models: 1995: Institute ProGamma (*Groningen, NL*); 1997: NSF Demography program, *University of Groningen (Groningen, NL)*; 1998: AMA-ART Forum (*Keystone, USA*); 1998, *University of Vienna (Vienna, AU)*; 2000: AMA-ART Forum (*Monterey, USA*); 2004: AMA-ART Forum (*Whistler, CA*); 2005: AMA-ART Forum (*Coer d'Alene, USA*).

Eye Tracking for Visual Marketing. 2004: *University of Groningen (Groningen, NL)*; 2004: *Aston Business School (Birmingham, UK)*; 2005: AMA-ART Forum (*Coer d'Alene, USA*); 2008; *University of Maryland (College Park, USA)*; 2015: *HEC Business School (Paris, FR)*; 2016: *Vienna University of Economics and Business (Vienna, Austria)*; 2017: *Hong Kong Baptist University (Hong Kong, China)*.

GRANTS

1992, *Netherlands Science Foundation*, 4-year Doctorate Research Program, for T.H.A. Bijmolt.

- 1993, Netherlands Science Foundation, 4-year Doctorate Research Program, for E. Rosbergen.
- 1993, Netherlands Science Foundation, 4-year Post-doctorate Research Program for W. Krijnen.
- 1994, The Europe Community Specific Program for Research, Technological Development and Demonstration in the Field of Agriculture and Agro-Industry, 4-year Doctorate program, with J.E.B.M. Steenkamp; for F. ter Hofstede.
- 2000, Netherlands Science Foundation, 4-year Doctorate Research Program, for F. Adiguzel.
- 2000, Grotius two-year post doctoral scholarship, 2000 for M. van der Velde.
- 2001, Netherlands Science Foundation, 4-year Doctorate Research Program, for A. Daryanto.
- 2003, Teradata Center for CRM at Duke University, for “A Fast Nonparametric Method to Analyze Large Customer Transaction Data for the Development of CRM programs,” with P. Naik.
- 2003, Marketing Science Institute, for “Examining Promotional Effectiveness and Its Financial Implications in Online and Brick-and-Mortar Stores,” with J. Zhang.
- 2001-2005, Several Small Grants from the Ross School of Business, for the IC1 Conference (with Rik Pieters), and The Bayes-Group Seminar Series (with Peter Lenk).

ADMINISTRATIVE POSITIONS

- 1995-1998: Member of the board of the Netherlands Association of Marketing Researchers.
- 1994-1997: Member of the executive committee of the European Marketing Academy, and National Representative.
- 1999-2000: President of the Netherlands Classification Society.
- 2001-2002: Member of the board of the Netherlands Classification Society.
- 2006-2016: Member of the Scientific Council, *The Business and Economics Research Institute of the University of Tilburg, Netherlands.*
- 2002, 2003, 2007: Member of the *JMR* Odell Award Committee.
- 2013: Chair of the Chikyo Hayashi Award Committee of the IFCS.
- 2017: Member of the AMA Parlin award selection committee.
- 2007: Member of the Inaugural *QME* Dick Wittink Best Paper Awards Committee.
- 2007: Member of the ISMS Inaugural Fellows Selection Committee.
- 1991-2001: Various committees at the Department of Economics at the University of Groningen: Chair of the Department of Marketing, Coordinator of the Marketing Ph.D. Program, Committee for Technical Business Education, Committee for International Student Exchange (chair), the Marketing and Econometrics Theme

- of the Research School Systems, Organization and Management SOM (chair), Board of the Department of Business Economics, Science Committees of the Faculty of Economics and of SOM, Board of the program committee of the Small Business & Economics Education program, Board of the Foundation Market Support Group, Curriculum Committees for Econometrics and Economics, Education Committee for the International Economics and Business Program, recruiting Committees, Initiator and Coordinator of Student Exchange Program of Universities of Groningen and Tokyo.
- 2000-2005: Various Committees at the Stephen M. Ross School of Business at the University of Michigan, including the RBS Executive Committee (elected), Coordinator of the Marketing Ph.D. Program, the RBS Doctoral Studies Committee, the Research Committee, the Building Planning Committee, the Appeals Committee, and Marketing Recruiting Committees.
- 2006- present: Various Committees at the Robert H. Smith School of Business and the University of Maryland, including: Endowed Chairs Committee (chair), University of Maryland Distinguished University Professors Selection Committee (chair), Committee of Tenured Faculty (chair), Smith School P&T Committees (chair), Salary Review Committees (chair), Dean Search Committee, Coordinator of the Marketing Ph.D. Program, Committee for the Revision of the Smith MBA-Core Curriculum, Masters Program Oversight Committee, Ph.D. Program Oversight Committee, Marketing Area Strategy Committee, Marketing and DO&IT Recruiting Committees, Area and College P&T Review Committees, Committee for the Design of the Masters Program in Marketing Analytics, University of Maryland Academic Planning Advisory Committee.

COORPORATE BOARDS

- Advisory Board, *In4mation Insights*, Needham Heights, MA USA, 2009-present.
- Advisory Board, *Corner Media*, McLean, VA, 2013-present.
- President, eye4ads, LLC, Davidsonville, MD USA, 2009-present.
- Advisory Board, Jess BV, Lelystad, Netherlands, 2012-2014.
- Advisory Board, *Eyetracker*, Sidney, Australia, London, England 2009-2012.
- Advisory Board, Chairman, *Prompt Research Insights*, Johannesburg, 2009-2010.
- Board of Directors, Zzakt, LLC, 2008-2009.
- President, Maatschap voor Marktonderzoek, Zuidlaren, Netherlands, 1995-2000.

MEMBERSHIPS

- INFORMS Society for Marketing Science (ISMS).
- American Marketing Association (AMA).
- American Statistical Association (ASA).
- International Society for Bayesian Analysis (ISBA).

International Federation of Classification Societies (IFCS).

Psychometric Society (PMS).

Association for Mathematical Psychology (AMP).

CONFERENCE CHAIRING AND WORKSHOP ORGANISATION

Chair of the panel on projective techniques in qualitative research, (1995, NVMI, Amersfoort); Chair of the Symposium on Marketing and Sports (1997, 2000, Groningen); Member of the Steering committee of the 1998 Choice Conference, Paris, France; Chair of the Heterogeneity and Bayesian Methods session of the 1998 Choice Conference, Paris, France (with Wagner Kamakura); Member of the Steering committee of the 1998 Conference on Customer Based Marketing, Groningen Netherlands; Chair of the panel on Marketing Developments after 2000, (1999, Groningen); Member of the Program committee of the IFCS-2000 Conference, (IFCS, 2000, Namur, Belgium); Chair of the Symposium on Segmentation Software, Netherlands Statistical Association (2000, Utrecht); Mini-Symposium on Quantitative Approaches in Marketing (EMAC, 1997, London); Symposium on Mixture Models, Netherlands Classification Society (2000, Groningen); Course on Bayesian Statistics, IOPS/SOM (2000, Groningen); Session on Mixture models at the IFCS 2000 conference (2000, Namur, with H. Bozdogan); Symposium on The New Marketing and Privacy, 25-year professorship of Prof. P. Leeflang (2001, Groningen); Marketing Research Camp (2002, Groningen); Member of the Program Committee of the ART forum (2003, Whistler); SMS Doctoral Consortium, Session on Structural Models (2003, University of Maryland); SMS Doctoral Consortium, Session on Measurement (2004, University of Rotterdam); IC1-Visual Marketing Conference, (2005, Ann Arbor, with R. Pieters); Bayesian Workgroup (2004-2006, Ann Arbor); Member of the Program Committee of the QME Conference (Stanford, 2006); Member of the Program Committee of the MDC Conference (Los Angeles, 2006); Member of the Program Committee of the AAAI Workshop on Recommender Systems (Vancouver 2007); Member of the Program Committee of the MDC Conference (Groningen, 2007); Chair of Session on the Analysis of Massive data of the 2007 Choice Conference, Philadelphia, USA (with Prasad Naik); 2011: Co-chair of the INFORMS Practice Prize Conference, Washington DC; 2015: Member of the Steering committee of the 2016 Choice Conference, Banff, Canada.

CONSULTING

TNO-Nutrition Institute (Zeist), Steering Committee for the Promotion of Healthy Nutrition of the Ministry of Public Health (The Hague), Science & Strategy (Utrecht), Hellen Keller Foundation (Dhaka, Bangladesh), Deloitte & Touche (Arnhem), Committee Boards for Meat & Meat products (Amsterdam), Organisation for the Promotion of Interests of Producers of Branded Products, A.C. Nielsen (Amsterdam), Telemobil (Oslo, Norway), Iglo-Ola (Rotterdam), Netherlands Nutrition Centre (The Hague), Wolters-Noorthoff (Groningen), Netherlands Association of the Car Industry (Amsterdam), MARS BV. (Amsterdam), Association of Dutch Advertisers (Amsterdam), Hellen Keller

Foundation (Djakarta, Indonesia), A.C. Nielsen (Paris), NOC/NSF Netherlands Sports Association (Arnhem), TNO-Sensory and Market Research Group (Zeist), Association of Dutch Advertisers (Amsterdam), Intomart (Amsterdam), Research-International (San Francisco, USA), Unilever (Liverpool, UK.), McKinsey & Company (Amsterdam), Nauta Dutilh Lawyers (Amsterdam), DaimlerChrysler (Berlin), Trustmark AG (Zurich), IntelliQuest (Austin), Wegener Direct Marketing Group (Zeist), CFI International (Ann Arbor), Microsoft (Seattle), Rosetta Stone (Harrisonburg), Prompt Research Insights (Johannesburg), Eyetracker (London, Australia), Proctor & Gamble (Cincinnati), In4mation Insights (Needham Heights), Autodesk (San Francisco), Sidley & Austin LLP (Washington DC), Shook, Hardy & Bacon LLP (Kansas City), Corner Media (McLean), IPSOS (Milwaukee).