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**MICHEL WEDEL**



**Pepsico Professor of Consumer Science**

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**POSITIONS**

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

June 2004-present: *Honorary Professor of Marketing*, Department of Economics, University of Groningen, Groningen, Netherlands.

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

September 2000-December 2002: *Visiting Professor of Marketing*, University of Michigan Business School, Ann Arbor, USA

June 1991-December 2002: *Professor of Marketing Research*, Department of Economics, Marketing and Marketing Research Area, University of Groningen, Groningen, Netherlands

April 1982-June 1991: *Head of the Statistic Unit*, Department of Human Nutrition, TNO-Nutrition, Zeist, Netherlands.

**EDUCATION**

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

1975-1981 MS.C., Biomathematics, University of Leiden, Netherlands  
 1980-1980 M.A. 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: Dr. Ir. M.T.G. Meulenberg, & Dr. P.S.H. Leeflang

## HONORS

*Gilbert A. Churchill* award for lifetime achievement in the academic study of marketing research, *American Marketing Association*, 2008.  
*Hendrik Muller* award for lifetime achievement in research in the social and behavioural sciences, *Royal Netherlands Academy for the Sciences*, 2005.  
*O'Dell* award 2004, for publication in 1999, *Journal of Marketing Research*.  
*Werner Pommerehne* Prize for best paper in the *Journal of Cultural Economics*, 2004-2005.  
 Honorary Chair at the Department of Economics, *University of Groningen*, Netherlands, 2004-present.  
 Affiliate Faculty Member (2007-present), *Center for Risk Communication Research*, Department of Communication, University of Maryland.  
 Affiliate Faculty Member (2008-present), *Applied Mathematics and Scientific Computation Program*, Department of Mathematics, University of Maryland.  
 Elected U.S. Correspondent of the *Royal Dutch Academy of the Sciences* (2006-present).  
 Stephen M. Ross Research Award (2004).  
 Robert H. Smith School Teaching Award (2007).  
 Ph.D. Committee-memberships: 34.  
 Invited Presentations, 1990-Present: 111.

## RANKINGS

Ranked 1<sup>st</sup> Marketing scholar in the world based on number of A-publications in 1997-2006, Lynch (2008), *Working paper Duke University*.  
 Ranked 1<sup>st</sup> in the Netherlands Economists Productivity Ranking (<http://center.uvt.nl/top40/>) in 2006; several top-3 place rankings from 2003-2007.  
 Ranked 1<sup>st</sup> Netherlands Marketing Scholar based on productivity from 1985-2002 (*Jaarboek van de Nederlandse Vereniging voor Marktonderzoek*, 2006, Verhoef & Stremersch).  
 Ranked 3<sup>d</sup> Marketing scholar in the world based on publication rate (1.515) from 1988-2006, Seggie & Griffith (2008), *Journal of Marketing*.  
 Ranked 3<sup>d</sup> Marketing scholar by the Marketing Doctoral Student Special Interest Group Productivity Ranking (<http://docsig.eci.gsu.edu/>) in 2007.

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

## **CITATIONS**

Citation Counts (SSI), January 2009: 2430.

H-index (SSI), January 2009: 25.

**LANGUAGES:** English, Dutch, French, German, Chinese (basic) Spanish (basic).

## **INDUSTRY POSITIONS**

Chairman of the Advisory Board of *Prompt Research Insights*  
(<http://www.promptresearchinsights.com>), Hampton (South Africa), 2009-present.

Advisor of *Eyetracker* (<http://eyetracker.com.au>), Sydney (Australia), 2009-present.

## **EDITORSHIPS**

Area Editor of

*Marketing Science*, 2000-present

*Journal of Marketing Research*, 2006-present.

Editorial Board Member of

*Journal of Classification*, 2002-present.

*Journal of Consumer Research*, 2008-present.

*Journal of Marketing*, 2002-present.

*Quantitative Marketing and Economics*, 2002-present.

*International Journal of Research in Marketing*, 2009-present

Other Editorial Appointments

American Statistical Association's representative to the *Journal of Consumer Research*  
Policy Board, 2009-2011.

*International Journal for Research in Marketing*, 1992-2006.

*Journal of Marketing Research*, 1998-2006.

*Marketing Letters*, 2001-2002.

*Marketing Science*, 1998-2000.

Area Editor for *Statistica Neerlandica*, 2000-2002.

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

Special Issue of *Journal of Econometrics*, 89, No 1-2, (March/April) 1999. *Annals of Econometrics*, on: Econometric Developments in Marketing, with T.J. Wansbeek.

Special Issue of *International Journal of Research in Marketing*, 2002, 19 (3), on: Market Segmentation, with W.A. Kamakura.

*Agricultural Marketing and Consumer Behaviour in a Changing World* (B Wierenga, K Grunert, JBEM Steenkamp, M Wedel and A van Tilburg, eds.), 1996, Wageningen.

*Visual Marketing* (M. Wedel and R. Pieters eds.) 2006.

Guest Area Editor for the *International Journal of Research in Marketing*, Special Section on New Marketing Models, 2008.

Board of Consulting Editors of *International Journal for Research in Marketing*, 2000-2006.

Board of Consulting Editors *Recherche et Applications en Marketing*, 2001- 2006.

Expert Research Evaluator for *Netherlands National Science Foundation, European Commission (DG Research), Social Sciences and Humanities Research Council of Canada, Marketing Science Institute, The Business and Economics Research Institute of the University of Tilburg CentER, Netherlands.*

Ad Hoc Reviewer for over 20 Journals and Conference Proceedings

## **COURSES TAUGHT**

### **BBA**

Advanced Market Research (*University of Groningen*; Evaluations: 2000: 4.2/5, 2001: 4.8/5), 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*), Market Segmentation (*University of Vienna, Austria*), Marketing Decision Making (*University of Groningen*), Micro Econometrics (*University of Groningen*), Qualitative Marketing Research (*University of Groningen*)

### **MBA**

Models for Marketing Decisions (*University of Maryland*; Evaluations: 2006: 5.0/5, 4.8/5, 2007: 4.8/5; 2008: 4.8/5).

Models for Marketing Decisions (*University of Michigan*; Evaluations: 2001: 4.7/5, 2002: 4.2/5, 2003: 4.9/5, 2004: 4.9/5, 2005: 4.9/5, 2006: 4.8/5)

Multidisciplinary Action Projects, consulting projects for a.o. P&G, GM, Lotus, Ford, Cosworth, Valassis, Miliken, Borders, Meijer, 3M, Medstat, L'Oreal, DPTV (*University of Michigan*; Evaluations: 2004: 8.7/10, 2005: 9.4/10, 2006: 8.8/10).

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

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

### **PHD**

Marketing Models with MCMC (*University of Maryland*, Evaluations: 2007: 4.2/5).

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

Structural Modelling (*University of Michigan*, Evaluations: 2005: 5.0/5.0, *University of Groningen*, 2007),

Visual Marketing (*Aston Business School*, 2004; *University of Groningen*, 2005; *University of Maryland*, 2008).

Behavioural Research Methods: Generalized Linear Models (*University of Michigan*; Evaluations: 2001: 4.8/5, 2002: 4.4/5, 2003: 4.3/5, 2004: 4.7/5, 2005: 4.5, 2006: 4.9)

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

Mixture Modelling with GLIMMIX (*Institute ProGamma*, *University of Groningen*)

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

Mixture Models in Demographics (*National Science Foundation*, *University of Groningen*).

## DISSERTATION CHAIRS

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), 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. Peter Ebbes (with A.G.M. Steerneman and U. Böckenholt), 23 December 2004, Groningen, NL, *Assistant Professor, Pennsylvania State University*.
9. Jaap Boter, (with R. Frambach), December 12, 2005, Amsterdam, NL. *Assistant Professor, Free University of Amsterdam*.
10. Feray Adiguzel (with J. Zhang), June 19, 2006, Groningen, NL. *Assistant Professor, Free University of Amsterdam*.
11. Ralf van der Lans (with F.G.M. Pieters), June 16, 2006, Tilburg, NL: Cum Laude. *Assistant Professor, Erasmus University of Rotterdam*.
12. Yuanping Ying (with F. Feinberg and J. Zhang), June 27, 2006, Ann Arbor, MI. *Assistant Professor, University of Texas at Dallas*.
13. Tuck Siong Chung (with R. Rust), July 2007, College Park MD. *Assistant Professor Nanyang Technological University, Singapore*.

14. Thales Teixeira (with A. Aribarg), May 2009, Ann Arbor, *Assistant Professor, Harvard University*.
15. Wei (Savannah) Shi (with R. Pieters), in progress.

## 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. **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.
3. **Market Segmentation: Conceptual and Methodological Foundations.** Dordrecht, Kluwer, 2000. M. Wedel, W.A. Kamakura, p. 1-382. 2<sup>nd</sup> edition.
  - Reviewed by:* Dudgeon, P. (2002). *Journal of Classification*, 19, 179-182.
4. **Market Segmentation: Conceptual and Methodological Foundations.** Dordrecht, Kluwer, 1998. M. Wedel, W.A. Kamakura, p. 1-387. 1<sup>st</sup> 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.
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.

## BOOK CHAPTERS

1. Introduction to Visual Marketing, 2007. R. Pieters and M. Wedel. In: *Visual Marketing*, Lawrence Erlbaum, M. Wedel and R. Pieters (eds.). p. 1-7.
2. 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.
3. 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.
4. 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.
5. 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.

6. Conjoint Choice Experiments: General Characteristics and Alternative Model Specifications, 2001. In: *Conjoint Measurement: Methods and Applications*, A Gustafsson, A. Herrmann and F. Huber (Eds.), Berlin: Springer, 2000, Ch. 13, 319-360 (1<sup>st</sup> ed.); 2001, Ch 14, 345-387 (2<sup>nd</sup> ed.); 2003, Ch 15, 371-412 (3<sup>d</sup> ed.); 2007, Ch. 11, 199-230 (4<sup>th</sup> ed.). M.E. Haaijer, M. Wedel,
7. 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.
8. Cluster Analysis, 2009. In: *Wiley International Encyclopedia of Marketing*. W.A. Kamakura (Ed.). New York: Wiley. Forthcoming. M. Wedel, Savannah W. Shi.
9. Exploratory Factor Analysis. In: *Wiley International Encyclopedia of Marketing*. W.A. Kamakura (Ed.). New York: Wiley. Forthcoming. M. Wedel, Savannah W. Shi.
10. Personalization Technologies. In: *Handbook of Technology Management*, Volume 2. H. Bidgoli (Ed.), Chapter 34, Forthcoming. R. Rust, K. Na, M. Wedel, T.S. Chung.
11. 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.
12. 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.
13. 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.

## SELECTED PUBLICATIONS

1. The Diagnostic Value of Advertising Recognition, 2009. *Journal of Marketing Research*, forthcoming. A. Aribarg, R. Pieters, M. Wedel.
2. Brand Extension Strategy Planning: Empirical Estimation of Brand-category personality Fit and Atypicality, 2008. *Journal of Marketing Research*, forthcoming. R. Batra, P. Lenk, M. Wedel,
3. Modelling Unobserved Consideration Sets for Household Panel Data, 2009. *Journal of Marketing Research*, forthcoming. E. van Nierop, R. Paap, B. Bronnenberg, M. Wedel, P.H. Franses.
4. Sales Effects of Visual Attention to Feature Ads: A Bayesian Mediation Analysis. 2009. *Journal of Marketing Research*, forthcoming. J. Zhang, M. Wedel, R. Pieters.
5. The effectiveness of customized promotions in online and offline stores, *Journal of Marketing Research*, 2009, forthcoming, J. Zhang, M. Wedel
6. 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.
7. Competitive Brand Salience, *Marketing Science*, 2008, 27 (5), 922-931. R. van der Lans,

- R. Pieters, M. Wedel.
8. Split Questionnaire Design for Massive Surveys, *Journal of Marketing Research*, 2008, 25 (5), 608-617. F. Adigüzel, M. Wedel.
  9. 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
  10. Optimal Feature Advertising Under Competitive Clutter, *Management Science*, 2007, 51 (11) 1815-1828, R. Pieters, M. Wedel, J. Zhang (*Covered on Maryland Public TV, November 2007*).
  11. Goal Control of Visual Attention to Advertising: The Yarbus Implication, *Journal of Consumer Research*, 2007, 34 (August), 224-233. R. Pieters, M. Wedel. (*Discussed in Business Week Research Briefs, August 30, 2007*).
  12. 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*).
  13. 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. Bockenholt.
  14. Improving Online Product Recommendations by Including Nonrated Items, *Journal of Marketing Research*, 2006, 43 (August), 355-365. Y. Ying, F. Feinberg. M. Wedel,
  15. Heterogeneous Conjoint Choice Designs. *Journal of Marketing Research*, 55 (May), 2005, 210-218. Z. Sandor, M. Wedel.
  16. 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.
  17. Attention Capture and Transfer by elements of Advertisements. *Journal of Marketing*, 68 (2), 2004, 36-50. F.G.M. Pieters, M. Wedel.
  18. Analyzing Brand Competition across Subcategories, *Journal of Marketing Research*, 41 (4), 2004, 448-456, M. Wedel, J. Zhang.
  19. Identifying Innovators for the Cross Selling of New Products, *Management Science*, 50(8), 2004, 1120-1132. W.A. Kamakura, B. Kosslar, M. Wedel.
  20. 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 reactions*)
  21. Evidence for Covert Attention Switching from Eye-Movements (*Reply*). *Psychometrika*, 68 (4), 2003, 557-562. M. Wedel, F.G.M. Pieters, J. Liechty.
  22. 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.
  23. Bayesian prediction in hybrid conjoint analysis. *Journal of Marketing Research*, 34 (2), 2002, 253-261, F. ter Hofstede, Y. Kim and M. Wedel.

24. 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.
25. 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*).
26. Profile Construction in Experimental Choice Designs for Mixed Logit Models, *Marketing Science*, 21 (4), 2002, 455-475, Z. Sándor, M. Wedel.
27. Factor analysis with observed and latent variables in the exponential family, *Psychometrika*, 66 (4), 2001, 515-530, M. Wedel, W.A. Kamakura.
28. Designing Conjoint Choice Experiments Using Managers' Prior Beliefs. *Journal of Marketing Research*, 38 (4), 2001, 430-444. Z. Sándor, M. Wedel.
29. The spatial representation of market information. *Marketing Science*, 20 (4), 2001, 426-441, W.S. DeSarbo, A. Degeratu, M. Wedel, M.K. Saxton.
30. Factor Analysis and Missing Data, *Journal of Marketing Research*, 37 (November), 2000, 490-498, W.A. Kamakura, M. Wedel.
31. 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*).
32. Mixed tree and spatial representation of dissimilarity judgments. *Journal of Classification*, 17 (2), 2000, 243-272, M. Wedel, T.H.A. Bijmolt.
33. 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.
34. A comparison of multidimensional scaling methods for perceptual mapping. *Journal of Marketing Research*, 36 (May), 1999, 277-285, T.H.A. Bijmolt, M. Wedel.
35. 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.
36. 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.
37. 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*).
38. Utility Covariances and Context Effects in Conjoint MNP Models *Marketing Science*, 17 (3), 1998, 236-252, M.E. Haaijer, M. Wedel, M. Vriens, T.J. Wansbeek.
39. Mixtures of (constrained) ultrametric trees. *Psychometrika*, 63 (4) 1998, 419-443 M. Wedel, W.S. DeSarbo.
40. Mixture model analysis of complex samples. *Journal of Classification*, 15 (2), 1998, 225-244. M. Wedel, F. ter Hofstede, J.E.B.M. Steenkamp.
41. Undirected visual attention to advertising, a segment level analysis. *Journal of Consumer Research*, 24 (3) 1997, 305-314, E. Rosbergen, F.G.M. Pieters, M. Wedel.

42. Statistical data-fusion for cross-tabulation. *Journal of Marketing Research*, 34 (November) 485-498, 1997, W.A. Kamakura, M. Wedel.
43. Segmentation methods for metric conjoint analysis: A Monte Carlo comparison. *Journal of Marketing Research*, 33 (February), 1996, 73-85, M. Vriens, M. Wedel, T. Wilms.
44. A mixture likelihood approach for generalised linear models. *Journal of Classification*, 12 (1), 1995, 21-56. M. Wedel, W.S. DeSarbo.
45. Implications for asymmetry, non-proportionality and heterogeneity in brand switching from piece-wise exponential mixture hazard models, *Journal of Marketing Research*, 32 (November), 1995, 457-462. M. Wedel, W.A. Kamakura, W.S. DeSarbo, E.W. ter Hofstede.
46. Life-style segmentation with tailored interviewing. *Journal of Marketing Research*, 32, (August), 1995, 308-317, W.A. Kamakura, M. Wedel.
47. A clusterwise regression method for simultaneous fuzzy market structuring and benefit segmentation. *Journal of Marketing Research*, 28 (November), 1991, 385-397. M. Wedel, J.E.B.M. Steenkamp (*Lead article*).
48. Application of a three-compartment model to a study of the effects of sex, alcohol dose and concentration, exercise and food consumption on the pharmacokinetics of ethanol in healthy volunteers, *Alcohol and Alcoholism*, 26 (3), 1991, 329-336. M. Wedel, J.E. Pieters, N.A. Pikaar, Th. Ockhuizen.
49. Vitamin A intervention: short-term effects of a single, oral, massive dose on iron metabolism. *American Journal of Clinical Nutrition* 51, 1990, 76-79. M.W. Bloem, M. Wedel, E.J. van Achtmaal, A.J. Speek, S. Saowakhontha, W.H.P. Schreurs.
50. Mild Vitamin A deficiency and risk of respiratory tract diseases and diarrhoea in pre-school and school children in Northeastern Thailand. *American Journal of Epidemiology* 131, 1990, 332-339. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, J. Schrijver, S. Saowakhontha, W.H.P. Schreurs.
51. Dependence of Vitamin B-6 status Assessment on alcohol intake among elderly men and women (Dutch Nutrition Surveillance System). *Journal of Nutrition* 120, 1990, 1344-1351. M.R.H. Löwik, G. van Poppel, M. Wedel, H. van den Berg, J. Schrijver.
52. Short-term effects of marginal vitamin B deficiencies on immune parameters in healthy young volunteers. *Nutrition Research* 10, 1990, 483-492. Th. Ockhuizen, S. Spanhaak, N. Mares, J. Veenstra, M. Wedel, J. Mulder, H. van den Berg.
53. A prevalence study of vitamin A deficiency and xerophthalmia in Northeastern Thailand. *American Journal of Epidemiology* 129, 1989, 6: 1095-1103. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, K. Chusilp, S. Saowakhontha, W.H.P. Schreurs. *With Discussion: The authors reply. Letter to the editor. American Journal of Epidemiology* 133 (1991): 320-321. M. Bloem, M. Wedel.
54. Iron metabolism and vitamin A deficiency in Northeast Thailand. *American Journal of Clinical Nutrition* 50, 1989, 332-338. M.W. Bloem, M. Wedel, R.J. Egger, A.J. Speek, J. Schrijver, S. Saowakhontha, W.H.P. Schreurs.
55. Parameter estimation in a three compartment model for blood alcohol curves. *Alcohol and Alcoholism* 25 (1), 1989, 17-24. J.E. Pieters, M. Wedel, G. Schaafsma.
56. Thiamin, riboflavin, and vitamins B-6 and C: impact of combined restricted intake on

functional performance in man. *American Journal of Clinical Nutrition* 48, 1988, 1451-1462. E.J. van der Beek, W. van Dokkum, J. Schrijver, M. Wedel, A.W.K. Gaillard, A. Wesstra, H. van de Weerd, R.J.J. Hermus.

57. Discovering an Epidemic before it has reached a certain level of prevalence. *Biometrics* 39, 1983, 765-770. J.A.J. Metz, M. Wedel, A.F. Angulo.

## OTHER PUBLICATIONS

58. A Multi-Index Model for Binary Response Data, 2009, *Journal of Business and Economic Statistics*, forthcoming. P. Naik, M. Wedel, W.A. Kamakura.

59. 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.

60. Eye-Tracking for Visual Marketing. *Foundations and Trends® in Marketing*. 2008, 1 (4), 231-320. M. Wedel and R. Pieters.

61. 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

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## GRANTS

- 1992, Netherlands Science Foundation, 4-year Doctorate Research Programs, for T.H.A. Bijmolt.
- 1993, Netherlands Science Foundation, 4-year Doctorate Research Programs, 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 Programs, for F. Adiguzel.
- 2000, Grotius 2-year post doctoral scholarship, 2000 for M. van der Velde.
- 2001, Netherlands Science Foundation, 4-year Doctorate Research Programs, 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
- 2001-2002: Member of the board of the Netherlands Classification Society.
- 1999-2000: President of the Netherlands Classification Society.
- 2002, 2003, 2007: Member of the *JMR* Odell Award Committee.
- 2007: Member of the Inaugural *QME* Dick Wittink Best Paper Awards Committee.
- 2007: Member of the ISMS Inaugural Fellows Selection Committee.

- 1997-1999: Chairman of the Department of Marketing and Marketing Research, Faculty of Economics, University of Groningen
- 1991-2001: Various committees at the University of Groningen: Committee for Technical Business Education, Committee for International Student Exchange (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, numerous recruiting Committees, Initiator and Coordinator of Student Exchange Program of University of Groningen and University of Tokyo, Chairman of the Marketing and Econometrics Theme of the Research School Systems, Organization and Management SOM.
- 2000-2002: Coordinator of the Marketing Ph.D. Program of the University of Groningen.
- 2003-2005: Coordinator of the Marketing Ph.D. Program of the Stephen M. Ross School of Business at the University of Michigan.
- 2006- : Coordinator of the Marketing Ph.D. Program of the Robert H. Smith School of Business at the University of Maryland.
- 2000-2005: Various Committees at the Stephen M. Ross School of Business at the University of Michigan, such as the Marketing Recruiting Committees, the RBS Doctoral Studies Committee, the Research Committee, the Building Planning Committee, the Appeals Committee, and Elected Member of the Executive Committee.
- 2006- : Various Committees at the Robert H. Smith School of Business at the University of Maryland, such as the Marketing Area Strategy Committee, Marketing and D&IT Recruiting Committees, several Area Review Committees and College Review Committees, Salary Review Committee, Endowed Chairs Committee, Ph.D. Oversight Committee.

## CONSULTANCY

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 Poultry & Eggs and Meat & Meat products (Amsterdam), Organisation for the Promotion of Interests of Producers of Branded Products, and A.C. Nielsen (Amsterdam), Marketing Research Division of Telemobil (Oslo, Norway), Iglo-Ola division of Unilever, (Rotterdam), Netherlands Nutrition Centre (The Hague), Marketing Research Division of Wolters-Noorthoff (Groningen), Netherlands Society of the Bicycle and Car Industry (Amsterdam), MARS BV. (Amsterdam), Association of Dutch Advertisers (Amsterdam), Hellen Keller Foundation (Djakarta, Indonesia), A.C. Nielsen International Modelling Group (Paris), NOC/NSF Netherlands Sports Association (Arnhem), TNO-Sensory and Market Research Group (Zeist), Association of Dutch Advertisers and 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), Microsoft (Seattle),

Rosetta Stone (Harrisonburg), Prompt Research Insights (Johannesburg), Proctor & Gamble (Cincinnati), Food and Drug Administration (College Park).

## **CONFERENCE CHAIRS 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).