

## **FRANK M. BASS**

### **ACADEMIC DATA:**

Southwestern University, B.B.A., 1949.  
University of Texas, M.B.A., 1950.  
University of Illinois, Ph.D., 1954.  
Harvard University, Fellow, Institute of Basic Mathematics for Application to Business, 1959-60.

### **MILITARY EXPERIENCE:**

U. S. Navy, 1944-46.  
U. S. Naval Military Government, Okinawa.

### **PROFESSIONAL EXPERIENCE:**

McKesson & Robbins, Inc., 1950-51.  
Assistant in Marketing, University of Illinois, 1951-54.  
Assistant Professor of Marketing, University of Texas, 1954-57.  
Associate Professor of Business Organization, Ohio State University, 1957-61.  
Fellow, Institute of Basic Mathematics For Application to Business, Harvard University, 1959-60.  
Professor of Industrial Administration, Graduate School of Industrial Administration, Purdue University, 1961-74.  
Joseph Lucas Visiting Professor (Operations Research) Department of Engineering Production, University of Birmingham (England), 1965-66.  
Editor, *Journal of Marketing Research*, 1972-75.  
Visiting Professor and Consultant, Graduate School of Business, University of New South Wales, New South Wales, Sydney, Australia, Spring 1975.  
Visiting Professor, University of Ottawa, Canada, Summer 1975.  
Ford Foundation Visiting Professor of Marketing, Graduate School of Business, University of Chicago, 1975-76.  
Loeb Distinguished Professor of Management, Krannert Graduate School of Management, Purdue University, 1974-82.  
Visiting Professor, Tsinghua University, Beijing, PRC, Summer, 1986.  
The University of Texas System Eugene McDermott Professor of Management, The University of Texas at Dallas, 1982 to present.

### **PROFESSIONAL SOCIETIES, OFFICES:**

American Marketing Association, Program Chairman, 1964 Annual Conference, Vice President for Marketing Education, 1971-72.  
Editor, *Journal of Marketing Research*, 1972-75.  
American Economic Association.  
The Institute of Management Sciences (Now INFORMS), Vice Chairman, TIMS College on Marketing (Society On Marketing Science), 1969-70. Associate Editor, *Management Science*, Vice President for Meetings, 1975-77, President, 1978-79.  
INFORMS (Institute for Operations Research and Management Sciences), Fellow.  
Econometric Society.  
American Statistical Association, Chairman, Statistics in Marketing Section, 1975-76, Associate Editor, *Journal of Business and Economic Statistics*, 1986-1999.

## **CONSULTING EXPERIENCE:**

Marketing Consultant, numerous and highly varied consulting projects with major corporations.  
Recent consulting focused on forecasts and policy analyses in the high-technology arena with special emphasis on telecommunications and broadband technologies.

Consultant, Federal Trade Commission, 1972-77.

Expert witness in several cases involving antitrust and patent litigation.

## **FRANK M. BASS AWARDS AND HONORS:**

2005

Honorary Degree, Doctor of Business Administration, The Ohio State University, August 28, 2005.

Special Named Chair, Frank M. Bass Chair, Faculty of Economics, University of Groningen, The Netherlands.

Awarded honorary title of *Doctor of the University (DUniv)* by University of South Australia.

Ehrenberg-Bass Institute Established at the University of South Australia, Adelaide.

2004

Paper published in 1969 known as the "Bass Model" ("A New Product Growth Model for Consumer Durables," *Management Science*, January 1969) voted by INFORMS (Institute for Operations Research and Management Sciences) members as among the *Top Ten Most Influential Papers* Published in the 50 Year History of *Management Science*.

2003

Charles Coolidge Parlin Award, (American Marketing Association and Wharton School) for Outstanding Contributions to Marketing Research.

Paper published in 1969 known as the "Bass Model" ("A New Product Growth Model for Consumer Durables," *Management Science*, January 1969) ranked number 5 (with 540 citations after 1973) in the list of the 10 most cited papers published in the fifty year history of *Management Science* and was the only marketing paper in the list of 10.

2002

Named Fellow of INFORMS (Institute for Operations Research and Management Sciences).

Gilbert A. Churchill, Jr. (American Marketing Association) Award for Lifetime Achievement in Marketing Research.

2001

Featured Marketing Academic, Marketing Science Institute.

Delivered Wroe Alderson Memorial Lecture in Wroe Alderson Distinguished Lecture Series, Wharton School.

1994

Delivered the Tenth Annual Polykarp Kusch Lecture, "The Evolution of a General Theory of the Diffusion of Technological Innovations" at The University of Texas at Dallas.

1991

Harold H. Maynard Award for Best Paper published in the *Journal of Marketing*.

1990

Frank M. Bass Award established by Society for Marketing Science of NFORMS for the best doctoral dissertation paper published in *Management Science* or *Marketing Science*, awarded annually.

Richard D. Irwin Distinguished Marketing Educators Award by American Marketing Association.

1988

John D.C. Little Award for Best Paper published in *Management Science or Marketing Science* in 1987 (joint with John A. Norton) Awarded by INFORMS, October 1988.

Awarded the degree of Doctor of Management *honoris causa*, Purdue University, May 1988.

1987

Citation of Merit Award: the Southwestern University Alumni Association.

1986

Paul D. Converse Award (American Marketing Association) for Outstanding Contributions to Marketing Theory and Science.

1986-1999

Associate Editor, *Journal of Business and Economic Statistics* (American Statistical Association).

1982-1984

Advisory Panel: Decision and Management Science Program, National Science Foundation.

1978-1979

President, The Institute For Management Sciences (now INFORMS).

1979

William O'Dell Award for Best Paper published in the *Journal of Marketing Research*, 1974.

1972-1975

Editor, *Journal of Marketing Research*.

1959-1960

Fellow, Institute of Basic Mathematics for Application to Business, Harvard University.

Other:

*Who's Who in America*

Fellow, IC<sup>2</sup> Institute

Fellow, International Academy of Management

Significant Achievement Award, American Marketing Association, Dallas-Ft. Worth Chapter, April 2004

Distinguished Member Award, American Marketing Association, Dallas-Ft. Worth Chapter, April 2004

## PUBLICATIONS

### *MORE RECENT PUBLICATIONS*

- "The Bass Model: A Commentary," Frank M. Bass, *Management Science*, 50, 12 Supplement, 2004, 1833-1840.
- "A New Product Growth for Model Consumer Durables," Frank M. Bass, *Management Science*, 50, 12, 2004, 1825-1832 (reprinted from January 1969).
- "Generic and Brand Advertising Strategies in a Dynamic Duopoly," Frank M. Bass, Anand Krishnamoorthy, Ashutosh Prasad and Suresh P. Sethi. Accepted for publication in *Marketing Science*.
- "Advertising Competition with Market Expansion for Finite Horizon Firms," Frank M. Bass, Anand Krishnamoorthy, Ashutosh Prasad and Suresh P. Sethi, *Journal of Industrial and Management Optimization* 1, 1 February 2005, 1-19.
- "Virtual Bass Model and the Left-Hand Data-Truncation Bias," Zhengrui Jiang, Frank M. Bass and Portia Isaacson Bass, 2004. Forthcoming *International Journal of Research in Marketing*, 2005.
- "The Shape of the Advertising Response Functions Revisited: A Model of Dynamic Probabilistic Thresholds," Demetrios Vakratsas, Fred M. Feinberg, Frank M. Bass and Gurusurthy Kalyanaram, *Marketing Science*, 23, 1, 2004, 109-119.
- "Optimal Pricing in a Hazard Rate Model of Demand," Suresh P. Sethi and Frank M. Bass, *Optimal Control Applications and Methods*, 24 (4), 2003, 183-196.
- "A Study of 'Spurious Regression' and Model Discrimination in the Generalized Bass Model," Frank M. Bass and Shuba Srinivasan, in *Advances in Econometrics*, (Frances, P.H., and A.L. Montgomery, eds.) 16, 2002, Elsevier Science, 293-313.
- "The Relationship Between Purchase Regularity and Propensity to Accelerate," Demetrios Vakratsas and Frank M. Bass, *Journal of Retailing*, 78 (2), 2002, 119-129.
- "A General Test of Reference Price Theory in the Presence of Threshold Effects," Kalyan Raman and Frank M. Bass, *Tijdschrift voor Economie en Management*, 47, 2002, 205-226.
- "DIRECTV: Forecasting Diffusion of a New Technology Prior to Product Launch," Frank M. Bass, Kent Gordon, Teresa L. Ferguson and Mary Lou Githens, *INTERFACES*, 2001, Vol. 31, No. 3, Part 2 of 2, S82-S93.
- "Some History of the TIMS/INFORMS College on Marketing as Related to the Development of Marketing Science," Frank M. Bass, *Marketing Science*, 2001, Vol. 20, No. 4, 360-363.
- "Modeling the Marketing Mix Influence in New Product Diffusion," Frank M. Bass, Dipak C. Jain and Trichy V. Krishnan, in *New Product Diffusion Models*, (Mahajan, Vijay, Eitan Muller, and Yoram Wind, eds.) 2001, Kluwer.
- "A Segment-Level Hazard Approach to Studying Household Purchase Decisions," Demetrios Vakratsas and Frank M. Bass, *Journal of Applied Econometrics*, 2002, Vol. 17, No. 1, 49-59.
- "Cointegration Analysis of Brand Sales and Category Sales: Stationarity and Long-Run Equilibrium in Market Shares," Shuba Srinivasan and Frank M. Bass, 2000, *Applied Stochastic Models in Business and Industry*, 16, 159-177.
- "Optimal Pricing Strategy for New Products," Trichy V. Krishnan, Frank M. Bass and Dipak C. Jain, *Management*

*Science*, 1999, Vol. 45, No. 12, 1650-1663.

"Impact of a Late Entrant on the Diffusion of a New Product/Service," Trichy V. Krishnan, Frank M. Bass, and V. Kumar, *Journal of Marketing Research*, 2000, Vol. XXXVII, May, 269-278.

"Market Share Response and Competitive Interaction: The Impact of Temporary, Evolving and Structural Changes in Prices," Shuba Srinivasan, Peter T.L. Popkowski Leszcyc and Frank M. Bass, *International Journal of Research in Marketing*, 2000, Vol. 17, 281-305.

"Determining the Effect of Observed and Unobserved Heterogeneity on Consumer Brand Choice," Peter T. L. Popkowski Leszcyc and Frank M. Bass, *Applied Stochastic Models and Data Analysis*, 1998, Vol. 14, No. 2, 95-115.

"Relative Income and Investment Comparisons among OECD Nations," Gerald W. Scully and Frank M. Bass, *Technological Forecasting and Social Change*, 1998, 59, 3, 167-182.

"The Normative Impact of Trade Promotion on Forward Buying and Retail Promotion," 1999, Frank M. Bass, Marcia K. Armstrong, Ram C. Rao and Tarun Dewan, Working Paper.

"Empirical Generalizations & Marketing Science: A Personal View", Frank M. Bass, *Marketing Science*, Special issue on Empirical Generalizations in Marketing,, 1995, Vol. 14, Number 3 Part 2 of 2, G6-G19.

"Introduction to the Special issue: Empirical Generalizations in Marketing", Frank M. Bass and Jerry Wind, *Marketing Science*, Special issue on Empirical Generalizations in Marketing,, 1995, Vol. 14, Number 3, Part 2, of 2. G1-G5.

"Diffusion of New Products: Empirical Generalizations and Managerial Uses," Vijay Mahajan, Eitan Muller and Frank M. Bass, *Marketing Science*, Special issue on Empirical Generalizations in Marketing,, 1995, Vol. 14, Number 3 Part 2 of 2, G79-G88.

"Why the Bass Model Fits Without Decision Variables," Frank M. Bass, Trichy V. Krishnan and Dipak C. Jain, *Marketing Science*, 1994, Vol. 13, Number 3, Summer, 203-224.

"A Model of Stochastic Variety Seeking," Minakshi Trevedi, Frank M. Bass and Ram C. Rao, *Marketing Science*, 1994, Vol. 13, Number 3, Summer, 274-297.

"Operations Research and Management Science in Advertising," Frank M. Bass and Gurumurthy Kalyanaram, *Encyclopedia of Operations Research and Management Science*, 1993.

"The Future of Research in Marketing: Marketing Science," Frank M. Bass, *Journal of Marketing Research* Vol. XXX (February 1993), 1-6.

"Optimal Pricing of Successive Generations of Product Advances," V. Padmanabhan and Frank M. Bass, *International Journal of Research in Marketing*, 10 (1993), 185-207.

"The Law of Capture: Substantive Findings Concerning a Model of Diffusion and Technological Substitution," John Norton and Frank M. Bass, *Sloan Management Review*, Vol 33, No. 2, Winter 1992, 66-77.

"When to Lead or Follow? It Depends," Mark Parry and Frank M. Bass, *Marketing Letters*, Vol 1, No. 3 (1990), November, 187-198.

"Estimation of Latent Class Models With Heterogeneous Choice Probabilities: An Application to Market Structuring," Dipak Jain, Frank M. Bass and Yu-Min Chen, *Journal of Marketing Research*, XXVII, (1990), February, 94-101.

"New Product Diffusion Models in Marketing: A Review and Directions for Research," Vijay Mahajan, Eitan Muller and Frank M. Bass, *Journal of Marketing*, Vol. 54, No. 1 (1990), January, 1-26.

#### **PUBLICATIONS IN THE 1980'S**

"Effect of Choice Set Size on Choice Probabilities: An Extended Logit Model," Dipak C. Jain and Frank M. Bass, *International Journal of Research in Marketing*, Vol. 6, No. 1, September 1989, 1-11.

"The Law of Capture, A Study of Generations of Technology, A Report for the National Science Foundation," Frank M. Bass and John A. Norton, September 1989.

"Adjusting Stated Intention Measures to Predict Trial Purchase of New Products: A Comparison of New Products: A Comparison of Models and Methods," Linda F. Jamieson and Frank M. Bass, *Journal of Marketing Research*, XXVI, August 1989, 336-345.

"A Diffusion Theory Model of Adoption and Substitution for Successive Generations of High-Technology Products," John A. Norton and Frank M. Bass, reprinted in *New-Product Development and Testing*, Walter Henry, Michael Menasco, Hirokazu Takada (eds.), Lexington Books, 1989.

"Misspecification and the Inherent Randomness of the Model are at the Heart of the Brodie and de Kluyver Enigma," Frank M. Bass, *International Journal of Forecasting* 3 (1987), 441-444.

"A Diffusion Theory Model of Adoption and Substitution for Successive Generations of High-Technology Products," John A. Norton and Frank M. Bass, *Management Science*, Vol. 33, No. 9, September 1987, 1069-1086.

"Marketing Science and Organizational Behavior," Frank M. Bass, in *Proceedings from the 12th Paul D. Converse Symposium*, Devanathurs Subharshan and Frederick W. Winter, eds., American Marketing Association, 1987.

"Estimating Micro Relationships from Macro Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation," Frank M. Bass and Robert P. Leone, *Journal of Marketing Research*, 23, (August 1986), 291-297.

"Competition, Strategy, and Price Dynamics: A Theoretical and Empirical Investigation," Ram C. Rao and Frank M. Bass, *Journal of Marketing Research*, 22, (August 1985), 283-296.

"The Adoption of A Marketing Model: Comments and Observations," Frank M. Bass, in V. Mahajan and J. Wind (eds), *Innovation and diffusion Models of New Product Acceptance*, 27-33, Cambridge: Ballinger Publishing Company, 1986.

"An Investigation into the Order of the Brand Choice Process," Frank M. Bass, Moshe M. Givon, Manohar U. Kalwani, David Reibstein and Gordon P. Wright, *Marketing Science*, Vol. 3, No. 4, Fall 1984, 267-287.

"A Discussion of "Some Possible Future: Scope, Science and Scholarship in Marketing" Frank M. Bass, at the Harvard Business School 75th Anniversary Colloquium: Marketing and the New Information/Communications Technologies.

"Temporal Aggregation, The Data Interval Bias, and Empirical Estimation of Bimonthly Relations from Annual Data," Frank M. Bass and Robert P. Leone, *Management Science*, January, 1983, 1-11.

"A Note on Optimal Strategic Pricing of Technological Innovations," Frank M. Bass and Alain Bultez *Marketing Science*, 1983, Vol. 1, No. 4, Fall 1982, 371-378.

- "On a Parsimonious Description of the Hendry System" Joel R. Rubinson, Wilfried R. Vanhonacker and Frank M. Bass, *Management Science*, February, 1980, 215-226.
- "A Stochastic Brand Choice Framework for Econometric Modeling of Time Series Market Share Behavior," Frank M. Bass and Thomas L. Pilon, *Journal of Marketing Research*, November, 1980, 486-497.
- "The Relationship Between Diffusion Rates, Experience Curves, and Demand Elasticities for Consumer Durable Technological Innovations," Frank M. Bass, *Journal of Business*, July, 1980, S51-S67.
- A Multibrand Stochastic Model Compounding Heterogeneous Erlang Timing and Multinomial Choice Processes," Abel Jeuland, Frank M. Bass and Gordon P. Wright, *Operations Research*, March-April, 1980, 255-277.
- "Some Case Histories of Econometric Studies in Marketing: What Really Happened," Frank M. Bass, *INTERFACES*, February, 1980, 86-90.
- "Reflections on Stochastic Preference Theory: Some Unresolved Questions," Frank M. Bass, *Journal of Marketing Research*, Vol. 17, No. 3, 1980. 383-384.

#### ***PUBLICATIONS IN THE 1970'S***

- "Advertising Spending Levels and Promotion Policies: Profit Potential for the Application of Management Science," Frank M. Bass, *Albert Wesley Frey Lecture*, Graduate School of Business, University of Pittsburgh, 1979.
- "Analytical Approaches in the Study of Consumer Purchase Behavior and Brand Choice, A Synthesis of Selected Aspects of Consumer Behavior," Frank M. Bass, National Science Foundation, 1978.
- "Firm Effects and Industry Effects in the Analysis of Market Structure and Profitability," Frank M. Bass, Phillippe Cattin and Dick Wittink *Journal of Marketing Research*, February, 1978, 3-10.
- "Pooling Issues and Methods in Regression Analysis: Some further Reflections," Frank M. Bass and Dick Wittink, *Journal of Marketing Research*, Vol. 15, No. 2, 1978, 277-79.
- "Equilibrium Stochastic Choice and Market Penetration Theories: Derivation and Comparisons," Frank M. Bass, Abel P. Jeuland and Gordon P Wright, *Management Science*, June 1976, 1051-1063.
- "Pooling Issues and Methods in Regression Analysis with Examples in Marketing Research," Frank M. Bass, Dick Wittink, *Journal of Marketing Research*, November 1975, 414-425.
- "The Theory of Stochastic Preference and Brand Switching," Frank M. Bass, *Journal of Marketing Research*, February, 1974, 1-20. (Winner of William O'Dell Award for Best Article in *JMR* for 1974).
- "Profit and A/S Ratio," Frank M. Bass, *Journal of Advertising Research*, Vol. 14, No. 6, 1974, 9-19.
- "A Comparative Analysis of Attitudinal Predictions of Brand Preference," Frank M. Bass and William L. Wilkie, *Journal of Marketing Research*, August 1973, 262-269.
- "An Experimental Study of Relationships Between Attitudes Brand Preference, and Choice," Frank M. Bass, Donald R. Lehmann and Edgar A. Pessemier *Behavioral Science*, November 1972, 532-541.
- "Testing Distributed Lag Models of Advertising Effect," Frank M. Bass and Darral G. Clarke *Journal of Marketing Research*, August, 1972, 298-308.

"An Attitude Model for the Study of Brand Preference," Frank M. Bass and Wayne Talaryck *Journal of Marketing Research*, February 1972, 93-96.

"A Multivariate Regression Analysis of the Responses of Competing Brands of Advertising," Frank M. Bass, Marketing Science Institute Report, 1971.

"Decomposable Regression Models in the Analysis of Sales Potential," Frank M. Bass, *Management Science*, April 1971, B485-B494.

"Optimal Advertising Expenditures Implications of a Simultaneous Equation Regression Analysis," L. J. Parsons and Frank M. Bass, *Operations Research*, March-April, 1971, 822-831.

"Testing vs. Estimation in Simultaneous Equation Regression Models," Frank M. Bass, *Journal of Marketing Research*, August 1971, 388-389.

#### **PUBLICATIONS IN THE 1950'S AND 1960'S**

"A Simultaneous Equation Regression Study of Advertising and Sales of Cigarettes," Frank M. Bass, *Journal of Marketing Research*, Vol. IV, August 1969, 291-300.

"A Taxonomy of Magazine Readership Applied to Problems in Marketing Strategy and Media Selection," Frank M. Bass, E. A. Pessemier and D. J. Tigert, *The Journal of Business*, Vol. 42, No. 3, July 1969, 337-363.

"Complementary and Substitute Patterns of Purchasing and Use," Frank M. Bass, E. A. Pessemier and D. J. Tigert, *Journal of Advertising Research*, Vol. 9, No. 2, June 1969, 19-27.

"Simultaneous-Equation Regression Analysis of Sales and Advertising," Frank M. Bass and Leonard J. Parsons, *Applied Economics*, Vol. 1, No. 2, March 1969, 228-243.

"A New Product Growth Model for Consumer Durables," Frank M. Bass, *Management Science Theory*, Vol. 15, No. 5, January 1969, pp. 215-227.

"Market Segmentation: Group Versus Individual Behavior," Frank M. Bass, D. J. Tigert and R. T. Lonsdale, *Journal of Marketing Research*, Vol. V, August 1968, 264-270.

"An Experimental Study of Risk-Taking and the Value of Information," W. Starbuck and Frank M. Bass, *The Journal of Business*, Vol. 40, No. 2, April 1967, 155-165.

"An Exploration of Linear Programming in Media Selection," Frank M. Bass and Ronald T. Lonsdale, *Journal of Marketing Research*, Vol. III, May 1966, 179-188.

"Marketing Research Expenditures - A Decision Model," Frank M. Bass, *The Journal of Business*, Vol. 36, No. 1, January 1963, 77-90.

"A Dynamic Model of Market Share and Sales Behavior," Frank M. Bass, Proceedings, Winter Conference American Marketing Association 1963, Chicago, IL.

"The Question of the Regression Fallacy," Frank M. Bass, *Journal of Marketing*, Vol. 23, No. 4, 1959, 420-421.

"Mediocrity Versus Chance in Drug-Store Operating Ratios," Frank M. Bass, *Journal of Marketing*, Vol. 22, No. 3, 1958, 307-312.



"Sales Compensation Policies of Grocery, Drug and Hardware Wholesalers," Frank M. Bass and A.L. Seelye, *Journal of Marketing*, Vol. 21, No. 4, 1957, 443-45.

"Some New Product Marketing Problems," Frank M. Bass, *New Product Digest*, Vol. 3, No. 4, 1956.

"Expense and Margin Functions in Drug Stores," Frank M. Bass, *Journal of Marketing*, Vol. 20, No. 3, 1956, 236-241.

"Wagon Jobbing in Modern Distribution," Frank M. Bass, *Current Economic Comment*, Vol. 15, No. 3, 1953.

#### ***SOME SIGNIFICANT OLDER PUBLICATIONS***

"Equilibrium Stochastic Choice and Market Penetration Theories: Derivation and Comparisons," Frank M. Bass, Abel P. Jeuland and Gordon P. Wright, *Management Science*, June 1976. This paper demonstrates the equivalence of zero-order stochastic brand choice with purchase incidence models of the type developed by Ehrenberg.

"An Experimental Study of Relationships Between Attitudes, Brand Preference, and Choice," Frank M. Bass, Donald R. Lehmann and Edgar A. Pessemier, *Behavioral Science*, November 1972. This paper is the first experimental demonstration of the stochastic nature of brand choice.

"Optimal Advertising Expenditure Implications of a Simultaneous-Equation Regression Analysis," L. J. Parsons and Frank M. Bass, *Operations Research*, May-June 1971. This study develops the optimal competitive advertising strategy for two brands based upon a statistical analysis of the relationship between advertising and sales and compares the optimal strategy with the actual strategy being used.

"Simultaneous-Equation Regression Analysis of Sales and Advertising," Frank M. Bass and L. J. Parsons, *Applied Economics*, March 1969. This study of the dynamics of the sales and advertising process for a frequently purchased product sold in supermarkets focuses upon the simultaneous nature of the relationships between sales and advertising of a brand with the sales and advertising of competing brands.

"A Simultaneous-Equation Regression Study of Advertising and Sales-Analysis of Cigarette Data," Frank M. Bass, *Journal of Marketing Research*, August, 1969. This study of the competition between filter and non-filter cigarette brands explains the shift in demand between the two competing types of cigarettes. This paper is the first simultaneous equation regression analysis in marketing.

"A New Product Growth Model for Consumer Durables," Frank M. Bass, *Management Science Theory*, 15, 5, January 1969, pp. 215-227. This study develops, tests, and applies a model of the diffusion of innovations and has come to be known as the "Bass model."

"Marketing Research Expenditures - A Decision Model," Frank M. Bass, *The Journal of Business*, Vol. 36, No. 1, January 1963. This paper is one of the first applications of Bayesian modeling in marketing.

**BOOKS**

*The Frontiers of Marketing Thought and Science* (Chicago: American Marketing Association, 1958) (ed.).

*Mathematical Models and Methods in Marketing* (Homewood: Richard D. Irwin, 1961. (with others.)

*Application of the Sciences in Marketing Management* (New York: John Wiley & Sons, 1968. (with C. W. King and E. A. Pessemier, eds.)

Consulting Editor McGraw-Hill Book Company *Perspectives in Marketing Series*:

*Legal Aspects of Marketing*, M. C. Howard (1964)

*Marketing Productivity Analysis*, C. H. Sevin (1965)

*Marketing Planning: A Systems Approach*, M. E. Stern (1966)

*New Product Decisions*, E. A. Pessemier (1966)

*Physical Distribution Systems*, J. Magee (1967)

*Marketing Channels*, E. Lewis (1967)

*Sales Promotion and Modern Merchandising*, J. Luick and W. Zeigler (1968)

Chapter in *Control of "Error" in Market Research Data*, edited by John U. Farley, (Lexington Books, D. C. Heath Company 1975).

Chapter in *Marketing Research Handbook* edited by Robert Ferber, (McGraw-Hill, 1974), "Regression Methods with Simultaneous Equations".

Chapter in *Selected Aspects of Consumer Behavior*, RANN Program, National Science Foundation edited by Robert Ferber, U. S. Government Printing Office, 1977.

Chapter in *Strategy + Structure = Performance: The Strategic Planning Imperative* edited by Hans B. Thorelli, Indiana University Press (1977).

**JOURNAL ARTICLES REPRINTED IN BOOKS**

"A Diffusion Theory Model in Adoption and Substitution for Successive Generations of High-Technology Products," John A. Norton and Frank M. Bass, reprinted in *New-Product Development and Testing*, Walter Henry, Michael Menasco, Hirokazu Takada (eds.), Lexington Books, 1989.

"A New Product Growth Model for Consumer Durables," reprinted in *New Product Forecasting: Models and Applications*, D. C. Heath, 1981.

"Marketing Research Expenditures - A Decision Model," reprinted in *Experimentation in Marketing*, New York: McGraw-Hill, 1965.

"Marketing Research Expenditures - A Decision Model," reprinted in *New Product Decisions*, New York: McGraw-Hill, 1966.

- "Marketing Research Expenditures - A Decision Model," reprinted in *Marketing Research*, New York: Ronald Press, 1966.
- "Marketing Research Expenditures - A Decision Model," reprinted in *Applications of Quantitative Methods for Business Decisions*, New York: St. John's University Press, 1974.
- "Marketing Research Expenditures - A Decision Model," reprinted in *Concepts and Applications of Modern Decision Models*, East Lansing: Michigan State Division of Research, 1975.
- "An Exploration of Linear Programming in Media Selection," reprinted in *Marketing Models: Quantitative Applications*, Scranton: Intext, 1971.
- "Market Segmentation: Group Versus Individual Behavior," reprinted in *Marketing Models: Behavioral Science Applications*, New York: Scranton: Intext, 1971.
- "Simultaneous - Equation Regression Analysis of Sales and Advertising," reprinted in *Marketing Models: Quantitative Applications*, Scranton: Intext, 1971.
- "The Theory of First Purchase of New Products," reprinted in *Marketing Models*, New York: International Textbook, 1971.
- "Marketing Research Expenditures - A Decision Model," reprinted in *How Much to Spend for Advertising*, New York: Association of National Advertising, 1969.
- "A Simultaneous Equation Regression Study of Advertising and Sales of Cigarettes," reprinted in *Multivariate Analysis in Marketing*, Wadsworth Publishing Company, 1971.
- "Strategy and Media Selection," reprinted in *Marketing Models: Quantitative Applications*, Scranton: Intext, 1971.
- "Market Segmentation: Group Versus Individual Behavior," reprinted in *Market Segmentation: Concepts and Applications*, New York: Holt, Rinehart and Winston, Inc., 1971.
- "A Taxonomy of Magazine Readership Applied to Problems in Marketing Strategy and Media Selection," reprinted in *Market Segmentation: Concepts and Applications*, New York: Holt, Rinehart and Winston, Inc., 1971.
- "A Simultaneous Equation Regression Study of Advertising and Sales of Cigarettes," reprinted in *Readings in Managerial Economics*, Englewood Cliffs: Prentice-Hall, 1971.
- "A New Product Growth Model for Consumer Durables," partially reprinted in *Marketing Management: Analysis, Planning, and Control*, Englewood Cliffs: Prentice-Hall, 1971.
- "A New Product Growth Model for Consumer Durables," partially reprinted in *New Product Diffusion*, New York: Holt, Rinehart and Winston, 1971.
- "A New Product Growth Model for Consumer Durables," reprinted in *Marketing Models*, New York: Holt, Rinehart, Winston, 1971.
- "A New Product Growth Model for Consumer Durables," reprinted in *Creating and Marketing New Products*, Staples Press, 1972.

"A New Product Growth Model for Consumer Durables," reprinted in *Marketing Theory*, Kiephenheur, Witsch, Verlag, Cologne, 1972.

"A New Product Growth Model for Consumer Durables," reprinted in *Advertising Management*, Prentice-Hall, 1974.

"An Attitude Model for the Study of Brand Preference," reprinted in *Consumer Behavior: A Life Style Approach*, Dickerson Publishing, 1975

### **RECENT PAPERS PRESENTED AT CONFERENCES (NUMEROUS PRESENTATIONS)**

Diffusion of Technology Generations: A Model of Adoption and Repeat Sales," Portia Isaacson Bass and Frank M. Bass, Working Paper, presented at the Marketing Science Conference, Mainz, Germany, Summer 2001.

"Moore's Law and the Experience Curve: The Economics of Bits and Chips," Frank M. Bass and Portia Isaacson Bass, Marketing Science Conference, Rotterdam, Summer 2004.

"The Embedded Model of the Norton-Bass Successive Technology Generations Model," Portia Isaacson Bass and Frank M. Bass, Marketing Science Conference, Rotterdam, Summer 2004.

### **INSTITUTE PAPERS, WORKING PAPERS AND MONOGRAPHS**

"Moore's Law and the Experience Curve: The Economics of Bits and Chips," Frank M. Bass and Portia Isaacson Bass, Working Paper, 2004.

"IT Waves: Two Completed Generational Diffusion Models," Portia Isaacson Bass and Frank M. Bass, Working Paper, 2004.

Diffusion of Technology Generations: A Model of Adoption and Repeat Sales," Portia Isaacson Bass and Frank M. Bass, Working Paper, 2001.

"Diagnosing Competitive Responsiveness; Decomposing Manufacturer-induced Reactions," Shuba Srinivasan and Frank M. Bass, 2001, Working Paper.

"The Meaning of Stationarity in Market Shares and Sales," Shuba Srinivasan and Frank M. Bass, 1997.

"A Generalization of the Bass Model: Decision Variable Considerations," Frank M. Bass and Trichy Krishnan, Working Paper, 1991.

"Incorporating Heterogeneity of Choice Probabilities in Latent Class Models: An Application to Market Structure Analysis," Dipak C. Jain, Frank M. Bass and Yu-Min Chen, working paper, 1987.

"A Diffusion Theory Model of Adoption and Substitution for Successive Generations in High-Technology Products," John A. Norton and Frank M. Bass, working paper, 1987.

"A Note on Attribute Influence on Choice Probability without the IIA Assumption," Dipak C. Jain and Frank M. Bass, working paper, 1986.

"Prediction of Trial Purchases of New Products Based on Intentions Data Adjusted for Conditions," Linda F. Jamieson and Frank M. Bass, working paper, 1987.

- "A Comparative Study of Approximations of Demand Functions Under Temporal Aggregation and Estimation of Micro Relations from Macro Data," Frank M. Bass and Robert P. Leone, working paper, November 1983.
- "Equilibrium Dynamic Pricing of New Products in Oligopolies: Theory and Evidence," Ram C. Rao and Frank M. Bass, working paper, October 1983.
- "An Investigation into the Order of the Brand Choice Process," Frank M. Bass, Moshe M. Givon, Manohar U. Kalwani, David Reibstein and Gordon P. Wright, working paper, 1983.
- "A Discussion of Different Philosophies in the Analysis of Advertising-Sales Relationships," Institute Paper, April 1982.
- "Temporal Aggregation, The Data Interval Bias, and Empirical Estimation of Bimonthly Relations from Annual Data," Frank M. Bass and Robert P. Leone, *Management Science*, January 1983.
- "A Note on Optimal Strategic Pricing of Technological Innovations," *Marketing Science*, Vol. 1, No. 4, Fall 1982.
- "An Investigation into the Order of the Brand Choice Process," Frank M. Bass, Moshe M. Givon, Manohar U. Kalwani, David Reibstein and Gordon P. Wright, presented at ORSA/TIMS meeting in Philadelphia, PA, March 1982.
- "A Study of the Influence of Halo on the Predictive Ability of Attitude Models," John Whitney and Frank M. Bass, Institute Paper, October 1979.
- "Optimal Strategic Pricing Policies with Learning," Frank M. Bass and Alain Bultez, Institute Paper, October 1979.
- "The Data Interval Bias, Simultaneous Causality, and the Estimation of Advertising-Sales Relationships from Annual Data," Institute Paper, February 1980.
- "A Stochastic Brand Choice Framework for Econometric Modeling of Time Series Market Share Behavior," Frank M. Bass and Thomas Pilon, delivered at ORSA/TIMS meeting in Milwaukee, October 1979.
- "The Use of Marketing Models in Legal Cases," presented at ORSA/TIMS special conference on Market Measurement and Analysis at Stanford University, March 1979.
- "The Data Interval Bias, Simultaneous Causality, and the Estimation of Advertising-Sales Relationships from Annual Data," presented at ORSA/TIMS special interest conference on Market Measurement and Analysis at University of Texas at Austin, March 1980.
- "Net Social Benefits from Diffusion of New Consumer Durable Technologies," A Report to the National Science Foundation, Fall 1978.
- "A Note on 'A Parsimonious Description of the Hendry System'," *Institute for Research in the Behavioral, Economic, and Management Sciences*, March 1978.
- "The Relationship Between Diffusion Rates, Experience Curves, and Demand Elasticities for Consumer Durable Technological Innovations," *Institute for Research in the Behavioral, Economic, and Management Sciences*, March 1978.
- "Some New Results in Purchase Timing and Brand Selection," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1976.

- "Firm Effects and Industry Effects in the Analysis of Market Structure, and Profitability," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1976.
- "Analytical Approaches in the Study of Consumer Purchase Behavior and Brand Choice," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1975.
- "Equilibrium Stochastic Choice and Market Penetration Theories: Deviations and Comparisons," *Institute for Research in the Behavioral, Economic, and Management Sciences* 1975.
- "*Stochastic Preference Theory: Derivations and Comparisons*," Institute for Research in the Behavioral, Economic, and Management Sciences, 1974.
- "Pooling Issues and Methods in Regression Analysis with Examples in Marketing Research," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1974.
- "An Empirical Analysis of Stochastic Preference Theory and Brand Switching," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1974.
- "The Theory of Stochastic Preference and Brand Switching," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1973.
- "Market Structure and Profitability-Analysis of the Appropriateness of Pooling Cross-Sectional Industry Data," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1973.
- "Multifirm Analysis of Competitive Decision Variables," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1973.
- "An Experimental Study of Attitude Change, Advertising, and Usage in New Product Introduction," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1972.
- "A Comparative Analysis of Attitudinal Predictions of Brand Preference," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1972.
- "Unexplained Variance in Studies of Consumer Behavior," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1971.
- "Application of Regression Models in Marketing: Testing Versus Forecasting," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1971.
- "A Multivariate Regression Analysis of the Responses of Competing Brands to Advertising," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1971.
- "Testing Distributed Lag Models of Advertising Effect - An Example with Dietary Weight Control Product Data," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1971.
- "An Experimental Study of Relationships Between Attitudes, Brand Preference and Choice," *Institute for Research in the Behavioral, Economic, and Management Sciences*, 1971.
- "The Response of Competing Brands to Advertising: A Multivariate Regression Test," *Marketing Science Institute Working Paper*, February 1971.

- "The Response of Competing Brands to Advertising: A Multivariate Regression Test," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 287, 1970.
- "Application of Regression Models in Marketing: Testing Versus Forecasting," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 265, 1969.
- "Decomposable Regression Models in the Analysis of Market Potential," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 239, 1969.
- "Optimal Advertising Expenditure Implications of a Simultaneous-Equation Regression Analysis," *Institute for Research in the Behavioral, Economic and Management Sciences*, Institute Paper No. 234, 1969.
- "The Theory of First Purchase of New Products," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 213, 1968.
- "Simultaneous-Equation Regression Analysis of Sales and Advertising," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 209, 1968.
- "Forecasting New Product Sales: The Timing of First Purchase," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 204, 1968.
- "Complements and Substitutes - An Exploratory Analysis," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 188, 1967.
- "An Analysis of Socio-Economic-Related Market Segments for Grocery Products," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 182, 1967.
- "A Simultaneous Equation Regression Study of Advertising and Sales - Analysis of Cigarette Data," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 176, 1967.
- "A New Product Growth Model for Consumer Durables," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 175, 1967.
- "An Experimental Study of Risk-Taking and the Value of Information in a New Product Context," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 117, 1965.
- "The Dynamics of Market Share Behavior," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 116, 1965.
- "An Exploration of Linear Programming in Media Selection," *Institute for Research in the Behavioral, Economic, and Management Sciences*, Institute Paper No. 19, 1962.
- An Analysis of Sales Potential for a Proposed Shopping Center*, Austin: Bureau of Business Research, The University of Texas, 1956.
- A Study of Sales Compensation and Expense Policies of Texas Wholesalers*, Austin: Bureau of Business Research, The University of Texas, 1957.

**RESEARCH GRANTS**

Ford Foundation Faculty Research	1963-1964	\$ 20,000	
Purdue Research Foundation Research	1964-1965	10,000	
Leo Burnett Company Research	1967-1968	5,000	
A.A.A.A. Educational Found. Research	1968-1970	20,000	
Marketing Science Institute Research	1969-1970	6,000	
Consumer Research Institute Grant	1969-1971	34,000	
David Ross Research Grant	1970-1971	3,600	
David Ross Research Grant	1971-1972	7,200	
David Ross Research Grant	1972-1973	3,600	
Leo Burnett Company	1972-	5,000	
American Marketing Assoc. (J.M.R.)	1972-1975	61,000	
David Ross Research Grant	1976-1977	4,200	
David Ross Research Grant	1977-1978	4,200	
National Science Foundation Grant	1977-1978	66,932	
David Ross Grant	1978-1979		4,560
David Ross Grant	1979-1980		9,120
David Ross Grant	1980-1981		9,600
Cordis Corporation Grant	1980-1981	18,000	
National Science Foundation Grant	1983-1984	23,738	
National Science Foundation Grant	1987-1989	<u>128,088</u>	
		\$426,838	



### **DOCTORAL DISSERTATIONS SUPERVISED**

- Ronald T. Lonsdale, initial position: Assistant Professor of Marketing, Marquette University, Milwaukee, Wisconsin; now: Professor Emeritus Marketing, Loyola University Chicago, Illinois, "A Study of Programming Models in Allocating Advertising Funds to Media," 1965.
- Leonard J. Parsons, initial position: Assistant Professor of Marketing, Indiana University; now: Professor of Marketing, Georgia Institute of Technology, "Predictive Testing: A Simultaneous Equations Model of Sales and Advertising," Awards Competition for Doctoral Dissertations American Marketing Association Honorable Mention, 1968.
- W. Wayne Talarzyk, now: Professor of Marketing, Emeritus, Ohio State University, "An Empirical Study of an Attitude Model for the Prediction of Individual Brand Preference for Consumer Products," 1969.
- Donald R. Lehmann, initial position: Assistant Professor of Marketing, Columbia University; now: George E. Warren Professor of Business, Columbia University; "Choice Among Similar Alternatives: An Application of a Model of Individual Preference to the Selection of Television Shows by Viewers," Awards Competition for Doctoral Dissertations American Marketing Association Winner, 1969.
- Neil E. Beckwith, initial position: Assistant Professor of Marketing, Columbia University; now: Marketing Consultant. "The Response of Competing Brands to Advertising: A Multivariate Regression Test." One of three winners of Student Paper Competition sponsored by The Institute of Management Sciences, 1970.
- Frederick W. Winter, initial position: Assistant Professor of Marketing, University of Illinois; now: Dean, Katz Graduate School of Business, University of Pittsburgh, "An Experimental Study of the Dynamic Properties of Consumer Attitudes," 1971.
- James L. Ginter, initial position: Assistant Professor of Marketing, Emeritus, Ohio State University; now: Professor of Marketing, Emeritus, Ohio State University, "An Experimental Study of Formation and Change of Attitudes in New Product Introduction," 1971.
- Darral G. Clarke, initial position: Assistant Professor of Marketing, Harvard University; now: National Advisory Council Professor of Management, Emeritus, Brigham Young University, "An Empirical Investigation of Advertising Competition," 1972.
- Albert R. Wildt, initial position: Assistant Professor of Marketing, University of Florida; now: Professor of Marketing, Emeritus, University of Missouri, "An Econometric Analysis of the Dynamics of a Competitive Process," 1972. Awards Competition for Doctoral Dissertations American Marketing Association Winner, 1973.
- Mark M. Moriarity, initial position: Assistant Professor of Marketing, Northeastern University; now: Associate Professor of Marketing, Purdue University, "Cross Sectional Time Series Models and Methods of Analysis of Marketing Data," 1973.
- Gary L. Griepentrog, initial position: Assistant Professor of Management Science, University of South Carolina; now: Associate Professor of Management Science, University of South Carolina, now Associate Professor of Finance, University of Wisconsin, Oshkosh "A Simulation Study of Error Distribution of Forecasts Based on Dynamic Statistical Models," 1975.
- John I. McCann, initial position: Assistant Professor of Marketing, Cornell University; now: Professor of Marketing, Emeritus, Fuqua School of Business, Duke University, "Market Segment Response to the

Marketing Decision Variables," 1973.

Phillipe Cattin, initial position: Assistant Professor of Marketing, University of Ottawa; now: Marketing Consultant, Paris, France, "Econometric Analysis of Advertising and Profitability," 1974.

Dan Horsky, initial position: Assistant Professor of Marketing, University of Rochester; now: Benjamin L. Forman Professor of Marketing, University of Rochester, "A Theoretical and Empirical Analysis of Optimal Advertising Policy," 1974.

Joe A. Dodson, initial position: Assistant Professor of Marketing, Northwestern University; now: Vice President Marketing and Business Development TeleSym, U.S. West, Inc., "An Empirical Examination of Buyer Behavior: Individual and Brand Analysis," 1976.

Dick R. Wittink, initial position: Assistant Professor of Marketing, Stanford University; now: George Rogers Clark Professor of Management and Marketing, Yale University, "Analysis of Cross Sectional and Time Series Relationships in Advertising and Sales," 1975.

Abel Jeuland, initial position: Assistant Professor, University of Chicago; now: Charles H. Kellstadt Professor of Marketing, University of Chicago, "Stochastic Choice and Purchase Timing Models: Application to French Panel Data," 1975.

David J. Reibstein, initial position: Assistant Professor of Marketing, Harvard University; now: William S. Woodside Professor of Marketing, The Wharton School, University of Pennsylvania, "An Experimental Study of Stochastic Brand Choice and Switching Behavior," 1975.

Francisco Coronel, initial position: Assistant Professor of Marketing, University of Wisconsin at Milwaukee; now: Professor of Marketing, Hampton University, "An Econometric Analysis of Price Elasticities for Heavily Advertised, Frequently Purchased Brands," 1977.

Dominique Hanssens, initial position: Assistant Professor of Marketing, University of California at Los Angeles; now: Bud Knapp Professor of Marketing, University of California at Los Angeles, "An Empirical Investigation of Transfer Function Analysis in Dynamic-Stochastic Marketing Models," 1977.

Albert C. Bemmaor, initial position: Assistant Professor of Marketing, University of Chicago; now: Professor of Management, Ecole Supérieure Des Sciences Economiques Et Commerciales, "An Empirical Investigation of Purchase Timing, Brand Choice and Consumer Dynamics," 1978.

Robert P. Leone, initial position: Assistant Professor of Marketing, University of Texas at Austin; then: Joe C. Thompson Centennial Professor of Marketing, University of Texas at Austin; now: Berry Chair, The Ohio State University, "A Time-Series Analysis of the Simultaneous Relationship of Advertising and Sales," 1978.

Wilfried R. Vanhonacker, initial position: Assistant Professor of Marketing, Columbia University, now: Chair Professor of Marketing, Marketing Department Head and Executive Director of Center for Marketing and Distribution, HKUST Business School in Hong Kong, "Brand Switching and Market Partitions," 1979.

Lee R. Duffus, now: Associate Professor of Marketing, College of Business, Florida Gulf Coast University, Ft. Myers, Florida, "An Empirical Study of the Congruence Between Nationalism and Individual Preference for National Versus Imported Substitute Products," 1979.

Thomas Pilon, initial position: Assistant Professor of Marketing, University of Texas at Austin, now: Marketing Consultant, Dallas, Texas, "A Multiple Time Series Analysis of Sales, Advertising, and Price Relationships,"

1980.

John Whitney, initial position: Assistant Professor of Marketing, Harvard University, "An Experimental Investigation of the Relationship Between Cognitive Complexity and the Use of Decision Strategies," 1980.

Daniel Janssens, initial position: McKinsey & Co., Amsterdam, The Netherlands, now: Principal Administrator European Economic Commission, Brussels, "A Stochastic Model of Brand Choice Incorporating Marketing Decision Variables," 1981.

Heikki Rinne, initial position Assistant Professor of Marketing, Brigham Young University, now: SIS Project Kouvola, Finland, "Investigating the Permanent and the Temporary Effects of Marketing Mix Variables on Sales," 1981.

Michael D. Henry, now: Associate Professor of Marketing, New York University, "A Logit/Probit Analysis of the Individual Choice Behavior of Physicians," 1981.

Hirokazu Takada, initial position: Assistant Professor of Marketing, University of California, Riverside, now: Professor of Marketing in the Zicklin School of Business, Baruch College/CUNY (Manhattan), "Multiple Time Series Analysis of Competitive Marketing Behavior," 1984.

Kalyan Raman, initial position: Assistant Professor of Marketing, Auburn University; Assistant Professor, University of Florida; now: Professor of Marketing, University of Loughborough (England), "The Effects of Advertising and Promotions on Reference Prices: A Varying Parameters Approach," 1985.

John A. Norton, initial position: Assistant Professor, University of Virginia; Associate Professor of Marketing, George Mason University; now: Vice President and Senior Manager, Connaught Group in Manhattan, New York, "Growth, Diffusion and Technological Substitution in Industrial Markets: An Examination of the Semiconductor Industry," 1986.

Linda F. Jamieson, initial position: Assistant Professor, Northeastern University, now: Associate Professor of Marketing, Providence College, "An Investigation of the Relationship Between Purchase Intention and Trial," 1986.

Dipak Jain, initial position: Assistant Professor, Northwestern University; now: Chaired Professor of Marketing and Dean, Kellogg School of Management, Northwestern University, "Studies in Stochastic Choice Models with Implications for Market Structure," 1986.

Mark E. Parry, initial position: Assistant Professor of Marketing, University of Virginia; now: Professor of Business Administration, Darden Graduate School of Business, University of Virginia, "The Determinants of Pioneer Entry Advantage: A Reappraisal of the Evidence in Consumer and Industrial Markets," 1988.

Kay Keck, initial position: Assistant Professor of Marketing, University of Georgia, now: Vice President for Student Services, Thunderbird Graduate School of International Management, "Consumer Uncertainty of Novel Technologies: Measurement and Implications for Market Entry and Segmentation," 1988.

Pamela Pickard, initial position: Assistant Professor of Marketing, Washington University, "Optimal Estimation of Market Share Models," 1989.

Yinchan E. Tang, initial position: Assistant Professor of Marketing, North Carolina State University; now: Associate Professor of Marketing, Institute of Business and Management, National Chiao Tung University, Taiwan, "New Perspectives on Competitive Interactions: A Dynamic Warfare Model of the Market Share

System," 1989.

Susan Higgins, initial position: Assistant Professor of Marketing, Texas Christian University; now: Marketing Consultant, "An Evaluation of Aggregation Effects in Conditional Logit Estimation of Brand Choice," 1989.

Michael S. Morgan, initial position: Assistant Professor of Marketing, Cornell University; now: Marketing Consultant, Dallas, "Heterogeneity in Brand Choice Under the Zero-order Assumption: A Theoretical, Behavioral and Empirical Investigation, 1990.

Iyer V. Padmanabhan, initial position: Assistant Professor of Marketing, Stanford Business School, now INSEAD Chaired Professor, INSEAD (Singapore), "Issues in Pricing Theory," 1990.

Minakshi Trivedi, now: Associate Professor of Marketing, State University of New York at Buffalo, "A Theoretical and Empirical Framework for the Analysis of Stochastic Choice and Variety Seeking," 1991.

Marcia K. Armstrong, initial position: Assistant Professor of Marketing, Washington University; now: Associate Dean for Graduate Programs, Cox School of Business, Southern Methodist University, "Retail Response to Competitive Trade Promotions," 1991.

Peter T. L. Popkowski Leszczyc, now: Associate Professor of Marketing, University of Alberta, "Investigating the Effects of Unobserved Heterogeneity in Stochastic Models of Consumer Choice: A Hazard Model Approach", 1992.

Ralph G. Kauffman, initial position: Oryx Energy Company; now: Associate Professor of Marketing, University of Houston, Downtown, "Implications of Product Type, Product Application, and Buying Environment for Industrial Market Segmentation, Product Design, and Marketing Strategy: A Conjoint Approach", 1993.

Trichy V. Krishnan, initial position: Assistant Professor of Marketing, Nijenrode University; Tilburg University; now: Professor of Marketing at the NUS Business School, National University of Singapore, "Optimal Marketing Mix Policies for New Product Introduction", 1994.

Ramesh V. Arjunji, initial position: Assistant Professor of Marketing, Yale University, now Manager, Economic Analysis Medical Affairs, Centocor, "Retailer's Optimal Response to Trade Deals: An Analysis Under Uncertainty", 1994.

Demetrios Vakratsas, initial position: Research Fellow in Marketing, London School of Business; now: Assistant Professor of Marketing, McGill University, "Effects of Deals on Purchase Acceleration: An Investigation of Heterogeneity Issues", 1994.

Sang Ook Bae, initial position: Lecturer in Marketing, Tong-Miong University of Information & Technology, now: Associate Professor of Marketing, Pukyong National University, Pusan, Korea, "Market Segmentation & Market Structure Under Heterogeneous Asymmetric Price Behavior Due to Loyalty & Prospect Effects: Heterogeneous Expectation Price Model: Nonlinear Estimation Approach," 1996.

Nagasimha Balakrishna Kanagal, now: Associate Professor of Marketing and Chairperson, The Indian Institute of Management, Bangalore, India, "Long Run Equilibrium and its Impact on Brand Choice and Market Share Analysis," 1997.

Tarun Dewan, initial position: Assistant Professor of Marketing, University of Toronto, now Associate Professor of Marketing, Ryerson University, "Essays in Marketing," 1999.

Chris Anthony Myers, initial position: Assistant Professor of Marketing, Texas A&M University, "An Investigation into Preference: A Multi-Dimensional Construct," 1999.

Victoria Ann Gylys, now Consultant, "Identification of Adoption Takeoff and the Influence of Exogenous Variables" 2000.

Jorge Pena, initial position: Marketing Analyst, Information Resources, Inc., "Effect of Promotions on Market Share and Consumption Rate in Stationary Markets," 2000.

Jun Yu, initial position: Assistant Professor of Marketing, University of Illinois at Chicago, "Factors Affecting Diffusion Patterns For New Products: A Hierarchical Bayesian Mixture Model," 2002.

Anand Krishnamoorthy, initial position: Assistant Professor of Marketing, University of Central Florida, "Essays on Optimal Marketing Mix Policies," 2004.

Taesun Kim, initial position, Statistical Analyst, BearingPoint, "A Study of Bias and Systematic Change in Nonlinear Estimation of Bass Model Parameters," 2005.