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**EDUCATION**

- D.E.S. Columbia University, 1973  
School of Engineering and Applied Science  
Field: Operations Research  
Dissertation: *A Modified Linear Learning Model  
of Buyer Behavior with Pricing Implications*
- M.S. Columbia University, 1968  
School of Engineering and Applied Science  
Field: Operations Research
- B.S. Columbia University, 1967  
School of Engineering and Applied Science  
Field: Operations Research

**OCCUPATIONAL RECORD**

- 2024-Present Distinguished Research Professor Emeritus  
The Smeal College of Business Administration  
The Pennsylvania State University
- 1991-2024 Distinguished Research Professor of Management Science  
The Smeal College of Business Administration  
The Pennsylvania State University
- 2016-Present Distinguished Professor of Marketing, University of Technology, Sydney Australia
- 2012 Visiting Professor, NYU Stern School of Business
- 1983-2022 Founder and Research Director  
Institute for the Study of Business Markets  
The Pennsylvania State University
- 2003-2004 Freehills Visiting Professor  
Australian Graduate School of Management  
University of New South Wales
- 1981-1991 Research Professor of Management Science  
The Smeal College of Business Administration  
The Pennsylvania State University
- 1989-1990 Visiting Professor of Marketing  
Australian Graduate School of Management  
University of New South Wales
- 1988-1989 Chairman, Management Science Department  
The Smeal College of Business Administration  
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1977-1981	Associate Professor of Management Science The Sloan School of Management Massachusetts Institute of Technology
1973-1977	Assistant Professor of Management Science The Sloan School of Management Massachusetts Institute of Technology
1968-1973	Supervisor, Marketing and Special Studies Group and OR Associate Mobil Corporation

**SCHOLARLY WORK:** Google Scholar Citations: 25,277 as of 27 Sept 2024

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1. "A System of Promotional Models," *Management Science*, Vol. 19, No. 2, October 1972 (with A. G. Rao), pp. 152-160.
2. "A Note on Offshore Oil Field Development Problems and Suggested Solutions," *Management Science*, Vol. 20, No. 4, December 1973, pp. 536-539.
3. "A Modified Linear Learning Model of Buyer Behavior," *Management Science*, Vol. 20, No. 7, March 1974, pp. 1027-1036.
4. "Application of a Modified Linear Learning Model of Buyer Behavior," *Journal of Marketing Research*, Vol. 11, August 1974, pp. 279-285.
5. "A Model for Manpower Management," *Management Science*, Vol. 21, No. 12, August 1975 (with A. G. Rao), pp. 1447-1457.
6. "A Model for Allocating Retail Outlet Building Resources Across Market Areas," *Operations Research*, January-February 1976 (with A. G. Rao), pp. 1-14.
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14. "A Utility Model for Product Positioning," Stanley Zionts, ed., *Multiple Criteria Problem Solving: Theory, Methodology and Practice*, Springer-Verlag, 1978 (with R. L. Keeney), pp. 321-334.
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17. "Emerging Approaches to Retail Outlet Management," *Sloan Management Review*, Vol. 20, No. 2, Winter 1979 (with A. G. Rao), pp. 27-36.
18. "Un Modele Operationnel pour le Developpement de Produits Industriels Nouveaux," *Encyclopedie de Marketing* (with J-M. Choffray), 1979.
19. "ADVISOR 2: Modeling the Marketing Mix Decision for Industrial Products," *Management Science*, Vol. 25, No. 2, February 1979 (refereed as an Exceptional Paper), pp. 191-204.
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22. "Reply to Farris and Buzzell's Comment on ADVISOR 2 Paper," *Management Science*, Vol. 26, No. 1, January 1980, pp. 101-105.
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26. "Analyzing Natural Experiments in Industrial Markets," *Management Science*, Special Issue on Marketing Planning, A. A. Zoltners, ed., TIMS Studies in the Management Sciences, Vol. 18, New York: North Holland Publishing Company, 1982 (with A. Ruzdic), pp. 241-269.
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29. "A Descriptive Model of the Trade-Show Budgeting Decision Process," *Industrial Marketing Management*, Vol. 12, No. 1, February 1983, pp. 25-29.
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81. "Medical Innovation Revisited: Social Contagion versus Marketing Effort" (with Christophe Van den Bulte), *American Journal of Sociology*, Vol. 106, No. 5, March 2001, pp. 1409-1435.  
  
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Srikant Vadali	2003	Assistant Professor Saint Anselm College
Raji Srinivasan	2001	Professor University of Texas, Austin
Christophe van den Bulte	1998	Professor University of Pennsylvania, Wharton School
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Stephane Gauvin	1991	Professor Universite Laval, Quebec
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Rajiv Sinha	1989	Professor Arizona State University
Elizabeth Wilson	1989	Professor Suffolk University
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## MEMBERSHIP AND PARTICIPATION IN PROFESSIONAL SOCIETIES

### MEMBERSHIPS

Institute for Operations Research and the Management Sciences (INFORMS)  
American Marketing Association (AMA)  
European Marketing Academy (EMAC)  
Tau Beta Pi  
Alpha Pi Mu

### EDITORSHIPS

Associate Editor, *Management Science* (1976-1980)  
Editorial Board, *Journal of Marketing* (1976-present)  
Editorial Board, *International Journal of Research in Marketing* (1987-present)  
Departmental Editor-Marketing, *Management Science* (1980-1981)  
Editor-in-Chief, *Interfaces* (1982-1988)  
Editorial Board, *Journal of Business-to-Business Marketing*, (1988-present)  
Functional Editor for Marketing, *Interfaces* (1988-present)  
Associate Editor, *Marketing Science* (1992-2016)  
Editorial Review Board, *Journal of Business Research*, Special Theory Issue (1998-1999)  
Editorial Review Board, *Journal of Business and Industrial Marketing* (2003-present)  
Editorial Review Board, *Journal of the Academy of Marketing Science* (2012-present)  
Advisory Board, *Journal of Marketing Research* 2012-2022  
Advisory Board, *Customer Needs and Solutions* 2018-present

### OTHER

Member, Business Advertising Research Council, Advertising Research Foundation (1978-1990)  
General Program Vice Chairman, TIMS International Conference (1979)  
General Chairman, TIMS Marketing College Conference, "Marketing Science--An International Perspective" (1980)  
Co-developed/directed (with D. T. Wilson) Symposium, Special Interest Conference, "A Long Term Agenda for Research in Industrial Marketing: Problems, Priorities and Progress," The Pennsylvania State University, May 16-17, 1982

Council Member, College on the Practice of Management Science (1982-1988), Chairman of Video Tape Committee (1982-1985)  
 Member, TIMS/Edelman Prize Committee for Excellence in Management Science (1982-1989)  
 Panel Member, NSF Decision and Management Sciences Program (1984-1987)  
 Vice President for Publications, The Institute of Management Sciences (1988-1991)  
 Program Chairman, *16th International Research Seminar in Marketing*, "Industrial and New Technologies Marketing," La Londe les Maures, France, May 16-19, 1989  
 Chairman, Prize Committee, Lauder Foundation Award for Excellence in International Management Science (1989)  
 Chair, Combined Publications Committee for TIMS and ORSA (1990-1991)  
 Member, Internal Advisory Committee, Center for Research in Conflict and Negotiation, The Pennsylvania State University (1992)  
 Member, Nominating Committee, Operations Research Society of America (1993)  
 Member, Council of Scientific Society Presidents (1993-1994)  
 President, The Institute of Management Sciences (1993-1994)  
 US National Coordinator, European Marketing Academy (1990-2001)  
 Member, OR/MS Board, INFORMS (1995)  
 Member, Business Office Committee, INFORMS (1995)  
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 Member, Advisory Board, TIMS Marketing College (1995-1997)  
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 Member, Marketing Strategy Committee, INFORMS (1995-1996),  
 Advisory Panel, Standing Research Committee, Center for Exhibition Industry Research (1995-1996)  
 Occasional Referee, *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*  
 Member, Evaluation and Search Committee for *Interfaces*, INFORMS (1998)  
 Chair, Public Relations Committee, INFORMS (1999-2001)  
 Member, Board of Visitors, Aston University School of Business, Birmingham, UK (1999-2005)  
 Member, Advisory Board, European Center of eBusiness (ECeB), Cergy-Pontoise, France (1999-2002)  
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 Member, Practice Activities Committee, ISMS (2002-2008)  
 Chair/Co-Chair, INFORMS, ISMS Practice Prize Committee (2002-2010)  
 Member, Outside Assessment Committee, Erasmus University, Rotterdam, The Netherlands (2003)  
 Member, INFORMS Kimball Prize Committee (2002-2004)  
 Member, Marketing Strategy Committee, INFORMS (2002-2005)  
 Member, Public Information Committee, INFORMS (1999-2002)  
 Member, INFORMS Morse Lectureship Award Committee, (2004-2006)  
 Chair, INFORMS, George E. Kimball Medal Committee, (2005)  
 Chair, INFORMS, Philip McCord Morse Lectureship Award Committee, (2006-2008)  
 Supervisory Board, ERIM, (Erasmus Research Institute for Management), (2005-2009)  
 Vice-President, External Relations, European Marketing Academy, (2005-2011)  
 External Assessor: University of Cincinnati PhD Program in Business, (2006)  
 Vice President, External Relations Inform Society for Marketing Science (2008-2012)  
 US National Coordinator, European Marketing Academy, (2011-2014)  
 Member, Board of Directors, American Marketing Association, (2011-2013)  
 Jury Member, EMAC-McKinsey Outstanding Dissertation Award (2009-2011 )  
 Chair, EMAC Distinguished Marketing Scholar Committee (2010,-2011)  
 Member, EMAC Distinguished Marketing Scholar Committee (2010-2018)  
 Chair, EMAC-McKinsey Outstanding Dissertation Award Committee 2012  
 AMA Fellow Award Committee 2016,2017  
 AMA Irwin Award Committee 2016  
 AMA Churchill Award Committee 2018  
 Paul Green Award Committee 2016,2017  
 AMA IOSIG Lifetime Achievement Award Committee 2016-2022  
 Academic Trustee, Marketing Sciences Institute, 2019-2023

## HONORS AND AWARDS

American Marketing Association, Boston Chapter, Achievement Certificate (1975)  
 Alpha Kappa Psi Award, Outstanding Article in *Journal of Marketing* (1978)  
 Paper (ADVISOR 2: Modeling the Marketing Mix Decision for Industrial Products) published as "Exceptional Paper" by *Management Science*, February 1979  
 MBA Teaching Award, Spring 1988  
 Awarded rank of Distinguished Professor, January 1991  
 MBA Teaching Award, Spring 1991  
 MBA Teaching Award, Spring 1995  
 Honorary PhD, Université de Liège, Belgium (1997)  
 Honorary PhD, University of Ghent, Belgium (1998)  
 ANBAR Electronic Intelligence, England, Citation of Excellence for article in *Journal of Marketing* (October 1997, 61:4), (1998)  
 Honorary PhD, Aston University, UK (1999)  
 Philip McCord Morse Lectureship Award, The Institute for Operations Research and the Management Sciences (INFORMS), (2001-2003)  
 Inaugural Fellows Award, The Institute for Operations Research and the Management Sciences (INFORMS), (2002)  
 George E. Kimball Medal, Institute for Operations Research and the Management Sciences (INFORMS), (2002)  
 E. Leonard Arnoff Memorial Lectureship, INFORMS and University of Cincinnati, (2003)  
 Inaugural Fellows Award, European Marketing Academy, (2003)  
 Wroe Alderson Lectureship, University of Pennsylvania (2004-2005)  
 Australia New Zealand Marketing Academy Annual Conference Best Paper Award, (2005)  
 International Journal for Research in Marketing Best Paper Award (Vol 2005)  
 AMA/Irwin/McGraw Hill Distinguished Educator of the Year, 2008  
 AMA Strategy Special Interest Group (Runner Up-Best Paper, 2006-7)  
 Inaugural Fellows Award, ISMS (Informs Society for Marketing Science). 2008  
 International Journal for Research in Marketing Best Paper Award (Vol 2008)  
 ISMS-MSI Practice Prize renamed as "Gary L. Lilien ISMS-MSI Practice Prize (2110)  
 Emerald Management Reviews Citations of Excellence Awards for 2012 "A multi-stage model of word-of-mouth influence through viral marketing" (*International Journal of Research in Marketing*, 2008.  
 AMA Market Research SIG Gilbert Churchill Lifetime Achievement Award 2012  
 International Journal for Research in Marketing Finalist--Best Paper Award (Vol 2013)  
 AMA Interorganizational SIG Lifetime Achievement Award 2014.  
 International Journal for Research in Marketing --Best Paper Award (Vol 2014)  
 Inaugural Fellow Award, AMA 2015  
 Best Paper Award, AMA Summer Conference 2015  
 European Marketing Academy (EMAC) Distinguished Marketing Scholar Award, 2015  
 International Journal for Research in Marketing --Finalist Long Term Impact Award (2015)  
 Journal of Marketing MSI/Paul Root Award 2015 (Runner Up-Best Paper)  
 Journal of Retailing, Davidson Best Paper Award 2016 (Runner Up)  
 International Journal for Research in Marketing --Finalist Long Term Impact Award (2016)  
 Naresh K. Malhotra award for 2016 for the article that makes the greatest long-term contribution amongst those published in the *Review of Marketing Research* published in Volumes 1 to 7 "Referral equity and referral management: the supplier firm's perspective"  
 Buck Weaver Award, 2017, from Informs Society for Marketing Science, to recognize rigor plus relevance in Marketing Science.  
 Best Paper Award, Sales Management Track, 2018 Winter American Marketing Association, "Management and Mismanagement of SME Accounts in Business-to-Business Markets"  
 Winner, 2018 JB Steenkamp Award for Long Term Impact, IJRM "A multi-stage model of word-of-mouth influence through viral marketing" (*International Journal of Research in Marketing*, 2008 with Arnaud De Bruyn  
 Winner, 2018 Emerald Literati Award for Excellence in Review of Marketing Research (Vol 15), for his paper (with Raji Srinivasan) "Design Orientation and New Product Performance" recognizing the most outstanding and impactful article published in the journal in the volume year.  
 Marketing Science Institute Academic Fellow (Part of Inaugural Group of Fellows)