Fred M. Feinberg

Stephen M. Ross School of Business, University of Michigan
701 Tappan St., R5324
Ann Arbor, MI, 48109-1234
Tel: 734-764-4711; cell: 734-883-8840
e-mail: feinf@umich.edu

Home:
2860 Heather Way
Ann Arbor, MI 48104
Tel: 734-741-9892

Education

Massachusetts Institute of Technology, Sloan School of Management
Ph.D. Management, 1989
Dissertation: *Pulsing Policies for Aggregate Advertising Models*
Chair: John D. C. Little

Cornell University, doctoral program in Mathematics, 1983-84

Massachusetts Institute of Technology
S.B. Mathematics, 1983; S.B. Philosophy, 1983

Academic and Research Appointments

Stephen M. Ross School of Business, University of Michigan — 1998 - present
Joseph and Sally Handleman Professor of Management
and Professor of Marketing

University of Toronto, Division of Management and Economics — 1993 – 1998

Fuqua School of Business, Duke University — 1988 – 1993

Editorial Positions:

Marketing Science, Associate Editor
Journal of Marketing Research, Associate Editor
Production and Operations Management, Senior Editor, OM-Marketing Interface
Marketing Letters, Editorial Board
Review of Marketing Science, Editorial Board
Asia Marketing Journal, Editorial Board

Honors and Awards

Finalist, William F. O'Dell Award (for most significant, long-term contribution to Marketing)
Finalist, John D. C. Little Award for Best Paper in a TIMS Journal
Ford Motor Company Grant, PI, 2011-2013 ($180K)
Excellence in Teaching Award, RSB Doctoral Program, 2011
CORE Award for Contributions to Research Environment, 2011
Bank One Corporation Chair, 2004-2007
Mary Kay and Michael R. Hallman Research Fellowship (2003-06, 07-present)
NSF Grants (multiple)
Three-Year Research Fellowships, Social Sciences and Humanities Research Council of Canada
Rotman School of Business, University of Toronto, Excellence in Teaching Award
Fuqua School of Business, Duke University, Excellence in Teaching Award
Zannetos Dissertation Competition, Prizewinner
Doctoral Consortium Fellow, American Marketing Association
Phi Beta Kappa

Research Interests

Marketing models, Econometrics and Bayesian statistics
Dynamic models of advertising, promotion, brand choice and variety-seeking
Optimal stopping, cutoff models, ordinal statistics and processes
Decision theory, decision-making under uncertainty
Mathematical psychology, cross-age and -cultural cognition
Marketing's interface with Engineering and other disciplines

Text: *Modern Marketing Research: Concepts, Methods and Cases*, 2nd Edition
Fred M. Feinberg, Thomas C. Kinnear and James R. Taylor
Thomson Academic Publishing, April, 2012 (1st Edition, 2008))

Refereed Publications

Salisbury, Linda and Fred M. Feinberg (2012), "All Things Considered? The Role of Choice Set Formation in Diversification," *Journal of Marketing Research*, 49(3), 320-335.

Feinberg, Fred M., "Mediation Analysis and Categorical Variables: Some Further Frontiers (2012), *Journal of Consumer Psychology*, 22(4), 595–598.

Michalek, J., F. Feinberg, F. Adiguzel P. Ebbes and P. Y. Papalambros (2011), "Enhancing Marketing with Engineering: Optimal Product Line Design for Heterogeneous Markets," *International Journal of Research in Marketing*, 28, 1-12. Lead article and discussion paper. Best article award for 2011 in *IJRM*.

Van Ittersum, Koert and Fred M. Feinberg (2010), "Cumulative Timed Intent: A New Predictive Tool for Technology Adoption,"*Journal of Marketing Research*, Vol. 47(5), 808–822

Salisbury, Linda and Fred M. Feinberg (2010), "Alleviating the Constant Stochastic Variance Assumption in Marketing Research: Theory, Measurement and Experimental Test," *Marketing Science*, Vol. 29(1), 1-17. Lead article and discussion paper.

Feit, Eleanor M., Mark A. Beltramo and Fred M. Feinberg (2010), "Reality Check: Combining Choice Experiments with Market Data to Estimate the Importance of Product Attributes," *Management Science*, Vol. 56(5), 785-800.

Salisbury, Linda and Fred M. Feinberg (2010), "Temporal Stochastic Inflation in Choice-Based Research," *Marketing Science*, Vol. 29(1), 32-39.

Netzer, Oded, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, Joseph Johnson, John C. Liechty, James B. Orlin, Vithala R. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, Vol. 19(3-4), 337-354.

Salisbury, Linda and Fred M. Feinberg (2008), "Future Preference Uncertainty and Diversification: The Role of Temporal Stochastic Inflation," *Journal of Consumer Research*, Vol. 35 (August), 349-359.

Krishna, Aradhna, Fred M. Feinberg, and Z. John Zhang (2007), "Should Price Increases be Targeted? – Pricing Power and Selective versus Across-the-board Price Increases," *Management Science*, Vol. 53 (9), September, 1407-1422.

Kim, Jin Gyo, Ulrich Menzefricke, and Fred M. Feinberg (2007), "Capturing Flexible Heterogeneous Utility Curves: A Bayesian Spline Approach," *Management Science*, Vol. 53 (2), February, 340-354.

Ying, Yuanping, Fred M. Feinberg and Michel Wedel (2006), "Leveraging Missing Ratings to Improve Online Recommendation Systems," *Journal of Marketing Research*, Vol. 43 (August), 355-365.

Yoon, Carolyn, Angela H. Gutchess, Fred M. Feinberg and Thad A. Polk (2006), "A Functional Magnetic Resonance Imaging Study of Neural Dissociations between Brand and Person Judgments," *Journal of Consumer Research*, Vol. 33 (1), 31-40.

Yoon, Carolyn, Fred M. Feinberg and Angela H. Gutchess (2006), "Pictorial Naming Specificity across Ages and Cultures: A Latent Class Analysis of Picture Norms for Younger and Older Americans and Chinese," *Gerontology*, Vol. 52, 295–305.

Gutchess, Angela H., Carolyn Yoon, Ting Luo, Fred M. Feinberg, Qicheng Jing, Richard E. Nisbett, and Denise C. Park (2006), "Categorical Organization in Free Recall across Culture and Age," *Gerontology*, Vol. 52, 314–323.

Kim, Jin Gyo, Ulrich Menzefricke and Fred M. Feinberg (2005), "Modeling Parametric Evolution in a Random Utility Framework," *Journal of Business and Economic Statistics*, Vol. 23 (5), 282-294. [Recipient of the *American Statistical Association*'s 2003 Zellner Award.]

Michalek, J., F. Feinberg and P. Y. Papalambros (2005), "Linking Marketing and Engineering Product Design Decisions via Analytical Target Cascading," *J. Product Innovation Management*, Vol. 22 (1), 42-62.

Vakratsas, D., F. Feinberg, F. Bass and G. K. Gurumurthy (2004), "The Shape of Advertising Response Functions Revisited: A Model of Dynamic Probabilistic Thresholds," *Marketing Science*, Vol. 23 (1), 109-119.

Kim, Jin Gyo, Ulrich Menzefricke and Fred M. Feinberg (2004), "Assessing Heterogeneity in Discrete Choice Models Using a Dirichlet Process Prior," *Review of Marketing Science*, Vol. 2, Article 1.

Yoon, Carolyn, Fred M. Feinberg, Ping Hu, A. H. Gutchess, T. Hedden, Hiu-Ying Chen, Cui Yao, Shulan Jiao, and Denise Park (2004), "Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults," *Psychology and Aging*, Vol. 19 (3), 379–393.

Michalek, J., F. Feinberg and P. Y. Papalambros (2004), "An Optimal Marketing and Engineering Design Model for Product Development using Analytical Target Cascading," *Tools and Methods of Competitive Engineering*, Horváth and Xirouchakis, Eds., Millpress, Rotterdam.

Yoon, Carolyn, Ting Luo, Fred M. Feinberg, Joseph A. Mikels, Trey Hedden, Angela Hall Gutchess, Hiu-Ying Chen, Shulan Jiao, & Denise C. Park (2004), "A Cross-Culturally Standardized Set of Pictures for Younger and Older Adults: American and Chinese Norms for Name Agreement, Concept Agreement, and Familiarity," *Behavior Research Methods*, Vol. 36 (4), 639–649.

Desmet, Pierre and Fred M. Feinberg (2003), "Ask and Ye Shall Receive: The Effects of the Appeals Scale on Consumers' Donation Behavior," *J. Economic Psychology*, Vol. 24 (3), 349-376.

Feinberg, Fred M., Aradhna Krishna and Z. J. Zhang (2002), "Do We Care What Others Get? A Behaviorist Approach to Targeted Promotions," *Journal of Marketing Research*, Vol. 39 (3), 277-291.

Feinberg, Fred M. (2001), "On Continuous-Time Optimal Advertising under S-Shaped Response" *Management Science*, Vol. 47 (11), November, 1476-1487.

Yoon, Carolyn, Lynn Hasher, Fred M. Feinberg, T.A. Rahhal and G. Winocur (2000), "Cross-cultural Differences in Memory: The Role of Culture-based Stereotypes about Aging," *Psychology and Aging*, Vol. 15 (4), 694-704.

Meyer, Robert, Tülin Erdem, Fred M. Feinberg, Itzhak Gilboa, Wes Hutchinson, Aradhna Krishna, Steve Lippman, Carl Mela, Amit Pazgal, Drazen Prelec and Joel Steckel (1997), "Dynamic Influences on Individual Choice Behavior," *Marketing Letters*, Vol. 8 (3), 349-360.

Feinberg, Fred M. and Joel Huber (1996), "A Theory of Cutoff Formation under Imperfect Information," *Management Science*, Vol. 42 (1), 65-84.

Feinberg, Fred M., Leigh McAlister and Barbara Kahn (1994), "Implications and Relative Fit of Several First-Order Markov Models of Consumer Variety-Seeking," *European Journal of Operational Research*, Vol. 76 (Oct.), 309-314.

Feinberg, Fred M. (1992), "Pulsing Policies for Aggregate Advertising Models," *Marketing Science*, Vol. 11 (3), 221-234. [Finalist, John D. C. Little Award for best paper in a TIMS journal.]

Feinberg, Fred M., Leigh McAlister and Barbara Kahn (1992), "Market Share Response when Consumers Seek Variety," *Journal of Marketing Research*, Vol. 29 (May), 227-237.

Refereed Proceedings Papers

Feit, Eleanor M., Fred M. Feinberg and Mark A. Beltramo (2006), "Validating Discrete Choice Models for Use in Engineering Design Optimization," *Proceedings of 2006 NSF Design, Service, and Manufacturing Grantees and Research Conference*, St. Louis, Missouri (Grant # 0541610)

Brown, Christina L. and Fred M. Feinberg (2002), "How Does Choice Affect Evaluations?," Advances *in Consumer Research*, Volume 29, 330-332.

Feinberg, Fred M., Aradhna Krishna and Z. John Zhang (2000), "A Bounded Rationality Approach to Targeted Promotions," *Proceedings of the 2000 INFORMS Conference*.

Feinberg, Fred M. (1997), "Product Line Pricing with Variable Consumer Cross-Elasticities," *European Marketing Association Conference*, 1666-1675.

Book Chapters

Feinberg, Fred M. and Richard Gonzalez (to appear, 2011), "Bayesian Modeling for Psychologists: An Applied Approach," in *APA Handbook of Research Methods in Psychology*, American Psychological Association.

Fred M. Feinberg (2010), "Discriminant Analysis for Marketing Research Applications," *Wiley International Encyclopedia of Marketing, Volume 2: Marketing Research*: Wagner Kamakura, ed.

Plassmann, Hilke , Carolyn Yoon, Fred M. Feinberg and Baba Shiv (2010), "Consumer Neuroscience", *Wiley International Encyclopedia of Marketing, Volume 3: Consumer Behavior*: Richard P. Bagozzi and Ayalla Ruvio, eds.

Yoon, Carolyn, Fred M. Feinberg, and Norbert Schwarz (2010), "Why Do Older Consumers Tell Us They Are More Satisfied?," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Taylor & Francis, pp. 209-228.

Technical Reports

Feit, Eleanor M., Mark A. Beltramo and Fred M. Feinberg (2006), "Using Vehicle Purchase Data to Validate and Calibrate Conjoint Consumer Choice Models," Collaborative Report, General Motors Research & Development Center" [NDA under GM General License Agreement.]

Working Papers and Papers Under Review (alphabetical)

Batra, Rajeev, Fred M. Feinberg, Nilufer Aydinoglu, and Charles Zhang, "Multi-Country Brands: On Which Cultural Values Does Consistent Positioning Increase Preference?" (submitted for third review, *Journal of Marketing*).

Brown, Christina L. and Fred M. Feinberg, "A Variety of Effects: How Variety Alters Experience by Influencing Both Choice and Hedonic Value" (in preparation)

Brown, Christina L., Linda Salisbury, and Fred M. Feinberg, "How Does Choice Distort Product Evaluations?" (to be submitted, *Organizational Behavior and Human Decision Processes*)

Huber, Joel and Fred M. Feinberg, "Optimality and Adaptivity in Quota and Level Cutoff Strategies" (in preparation)

Kim, Jin Gyo, Fred M. Feinberg, and Ulrich Menzefricke, "Assessing Choice Dynamics via a Bayesian Logit Model with Time-Varying Parameters" (in preparation)

Lee, Kee Yeun and Fred M. Feinberg, "Modeling Scale Attraction Effects: An Application to Charitable Donations and Optimal Laddering" (in preparation for second review, *Journal of Marketing Research*)

Russell, Gary and Fred M. Feinberg, "A Consistent Loyalty Measure for Generalized Logit Models" (in preparation)

Seetharaman, P. B., Jin Gyo Kim, Fred M. Feinberg and Pradeep Chintagunta, "A Dynamic Inertial Brand Choice Model Incorporating Interbrand Similarity Structure" (in preparation)

Wedel, Michel, Jie Zhang, Fred M. Feinberg, "A Model-Based Approach to Setting Optimal Retail Markups" (in preparation)

Ying, Yuanping, Fred M. Feinberg, and Linda Salisbury, "Modeling Choice Endogeneity in Phased Consumer Experiments" (in preparation for third review, *Marketing Science*)

Research in Progress (alphabetical)

Cho, Jihoon, Mike Palazzolo, Richard Gonzalez, and Fred M. Feinberg, "Measuring Incrementality and Substitutability in Automotive Purchases" (in preparation)

Mike Palazzolo, Cho, Jihoon, Richard Gonzalez, and Fred M. Feinberg, "Melding Marketing and Engineering: Component Optimization and Improving Power Train Deployment across Automotive Models" (in preparation)

Feinberg, Fred M. and Eleanor McDonnell Feit, "Rapid, Non-Parametric Assessment of Heterogeneity in Statistical Models"

Feinberg, Fred M., Eleanor McDonnell Feit and Richard Gonzalez, "Bayesian Methods for the Social and Psychological Sciences"

Feinberg, Fred M. and Richard Gonzalez, "Testing for Variance Components in Hierarchical Models"

Feinberg, Fred M., Carolyn Yoon and Desise C. Park, "Analysis of Ranked Cross-Cultural Norming Data using the Plackett-Luce Model and Hellinger Affinity"

Palazzolo, Mike, Koert Van Ittersum, and Fred M. Feinberg , "Incorporating Self-Reported Uncertainty in Models of Purchase Intent for Durables"

Patil, Ashutosh, Fred M. Feinberg, and Eleanor McDonnell Feit, "The Structure of the No Choice Option"

Professional Presentations (last 10 years)

Melding Marketing and Engineering: Engine Mix Planning Optimization Across an Auto Fleet, INFORMS Marketing Science Conference, Boston, Massachusetts, 2012.

Measuring Scale Attraction Effects in Charitable Donations: An Application to Optimal "Laddering", INFORMS Marketing Science Conference, Houston, Texas, 2011.

Does Choice Set Formation Drive the Diversification Effect? A Model and Experimental Evidence, INFORMS Marketing Science Conference, Houston, Texas, 2011.

Modeling Scale Attraction Effects: An Application to Charitable Donations, INFORMS Marketing Science Conference, Cologne, Germany, 2010.

Cumulative Timed Intent: A New Predictive Tool for Technology Adoption, INFORMS Marketing Science Conference, Ann Arbor, MI, June, 2009.

Reality Check: Combining Survey and Market Data to Estimate Choice Models, INFORMS Marketing Science Conference, Vancouver, BC, June, 2008.

Capturing Individual-Specific Nonlinearities and Interactions in Choice / Conjoint Models, 7th Triennial Choice Symposium, The Wharton School, University of Pennsylvania, June, 2007.

Modern Bayesian Modeling and Computation for the Social Sciences, Frontiers in Social Science and Statistics, Half-Day Seminar, Department of Statistics, University of Michigan, March, 2007.

Linking Marketing and Engineering to Design Real Products for Heterogeneous Markets, Design Science colloquium, October, 2006.

The Diversification 'Bias': Is It Merely Future Uncertainty?, INFORMS Marketing Science Conference, Pittsburgh, June, 2006.

Capturing Individual-Specific Nonlinear Utilities:A Bayesian Spline Approach, Coombs Memorial Mathematical Psychology Conference, Department of Psychology, University of Michigan, April, 2006.

Realizable Product Line Design Optimization: Coordinating Marketing and Engineering Models via Analytical Target Cascading, INFORMS Marketing Science Conference, Atlanta, June, 2005.

Choosing Now or Choosing Later: The Impact of Time Delay and Preference Uncertainty on Variety, INFORMS Marketing Science Conference, Atlanta, June, 2005.

Comparing Brand and Human Personality via Event-related fMRI, Cognitive Neuroscience Symposium, New York, April, 2005.

Optimal Product Line Design via Hierarchical Bayes Conjoint and Analytical Target Cascading, Ross School of Business, University of Michigan, February, 2005.

Linking Marketing and Engineering Product Design Decisions via Analytical Target Cascading, INFORMS Marketing Science Conference, Rotterdam, June, 2004.

A Hierarchical Bayes Model of Choice Endogeneity, Association for Consumer Research Conference, Toronto, October, 2003.

Category Norms as a Function of Culture and Age: Comparisons of Item Responses to 105 Categories by American and Chinese Adults, American Psychological Association Conference, Toronto, August, 2003

Improving Product Recommendations with HB Mixtures Accounting for Nonignorable Missing Data, Marketing Science Conference, University of Maryland, June, 2003.

Capturing Heterogeneity in Choice Models: Dirichlet Process Prior, Marketing Science Conference, Edmonton, Alberta, June, 2002.

Capturing Heterogeneous Nonlinear Utility Functions: A Bayesian Spline Approach, Marketing Science Conference, Edmonton, Alberta, June, 2002.

Invited Presentations (last 10 years)

Modeling Scale Attraction Effects: An Application to Charitable Donations and Optimal Laddering, Buck Weaver Symposium, MIT-Sloan, March, 2012.

The Concomitants of Order Statistics and Optimal Statistical Decision Theory, Department of Statistics, University of Michigan, March, 2012.

A Conjoined Preference Elicitation and Engineering Topology Model, with Automotive Applications, University of California, Davis, January, 2012.

Joint Modeling of Marketing Preference and Engineering Realities, University of Alberta, October, 2011.

Product Line Design Optimization and Improving Power Train Deployment across Automotive Models, Rotterdam School of Management, Erasmus University, September, 2011.

Melding Marketing and Engineering to Enhance New Product Design, Kellogg School, Northwestern University, September, 2011.

Enhancing Marketing with Engineering, University of California, Los Angeles, May, 2010.

Optimal Product Line Design for Heterogeneous Markets, Columbia University, May, 2010.

Coordinating Marketing and Engineering to Design Real Products for Heterogeneous Markets, Smeal School of Business, Penn State University, April, 2008.

Realizable Product Line Optimization: Coordinating Product Positioning and Design for Heterogeneous Markets, INSEAD, Fontainebleau, March, 2006.

Realizable Product Line Optimization: Coordinating Product Positioning and Design for Heterogeneous Markets, University of Texas, Dallas, February, 2006.

Optimal Product Line Design via Hierarchical Bayes Conjoint and Analytical Target Cascading, Washington University, St. Louis, May, 2004.

Linking Marketing and Engineering Product via Analytical Target Cascading, Hosmer Faculty Seminar Series, University of Michigan Business School, January, 2004.

Discrete Choice Analysis in Behavioral Research, Decision Consortium, Psychology Department, University of Michigan, January, 2004.

Conjoint Analysis for Product Design and *Discrete Choice Models for Product Design*, Department of Mechanical Engineering, University of Michigan, October, 2003.

Courses Taught:

Marketing Engineering
Marketing Research Design and Analysis I and II
Statistical Methods for Management
Principles of Marketing Management
Introduction to Marketing Strategy
Marketing Models (doctoral seminar)
Internet Marketing
Mathematical Statistics (doctoral seminar)

***Ad hoc* Reviewer**:

European Journal of Operational Research
International Journal of Research in Marketing
Journal of Business and Economic Statistics
Journal of Economic Psychology
Journal of Economics and Management Strategy
Journal of Marketing Research
Kluwer Academic Press
Management Science
Operations Research

Professional Service:

Marketing Science Conference, Co-Chair, Ross School of Business, 2009
INFORMS, Meetings Committee (2004-), Chair (2009-)
Marketing Science Conference, Session Organization Committee
European Marketing Association Conference, Reviewer
INFORMS Conference, Marketing Special Session Cluster Chair
Alden Clayton Doctoral Dissertation Competition, Reviewer

University / Departmental Service and Activities:

Ross School Executive Committee (2011-)
Marketing Doctoral Program Committee (1998-2005), Chair (2005-2011)
FAST Connections, Faculty Liaison (2007-)
Design Science Doctoral Program, Core Faculty (2005-)
University Cognate Panel (2005-)
Hosmer Speaker Series, Coordinator (2005-2007)
Ford Piquette and Block M Lab Projects, Core Faculty (2004-2007)
Antilium Project, Core Faculty (2002-2006)
Quantitative Methods Program, Core Faculty (1998-)
UMBS E-Commerce Speaker Series, Chair (1999)

Dissertation Committees, University of Michigan:

Kee Yeun Lee, *Marketing (Chair)*
Eleanor McDonnell Feit, *Marketing (Chair)*
Linda Salisbury, *Marketing (Co-Chair)*
Bo Huang, *Business Economics* (*Co-Chair*)
Hiroshi Onishi, *Marketing*
Mary Wagner, *Marketing*
Hong Yuan, *Marketing*
Yuanping Ying, *Marketing*
` Shelby (Xiaobi) Huang, *Biostatistics*
Nikolay Iskrev, *Economics*
Adair Morse, *Finance* (RSB)
Bart Frischknecht, *Mechanical Engineering*
Panayiotis Georgiopoulos, *Mechanical Engineering*
Erin MacDonald, *Mechanical Engineering*
Jeremy Michalek, *Mechanical Engineering*
W. Ross Morrow, *Mechanical Engineering*
Esra Suel, *Mechanical Engineering, Design Science*
Tobias Berger, *Mathematics*
Jim Lynn Brown, *Mathematics*
Shiang-Tung Jung, *Statistics*

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