

VITA
Dr. Henry Assael

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DATE OF BIRTH: September 12, 1935

MARITAL STATUS: Married, two children

PRESENT POSITION: Professor of Marketing, Stern School of Business
New York University

Director, NYU Stern/CBS Media Analytics Initiative

EDUCATION: Harvard University, BA, 1957 Cum Laude,
Major: Economic Theory

Wharton Graduate School of Finance and Commerce
MBA, 1959, Majors: Marketing and Industrial
Management.

Columbia University, Graduate School of Business,
Ph. D., 1965, Majors: Marketing, Sociology,
Management, Economics.

PAST EMPLOYMENT: New York University, Stern School of Business 1966 -
present. Professor of Marketing. Chairman,
Marketing Department, 1979-1991.

Hofstra University, School of Business, 1965 - 1966,
Assistant Professor of Marketing.

St. John's University, College of Business Administration,
1962 - 1965, Assistant Professor of Marketing.

Batten, Barton, Durstine & Osborn, 1959 - 1962,
Advertising Research.

Harvard Economics Department, 1956, Research Ass't

- PROFESSIONAL SOCIETIES:** American Marketing Association
Association for Consumer Research
Market Research Council
- MILITARY SERVICE:** 2nd Lt., Adjutant General Corps., U.S. Army Reserves;
Honorably Discharged, 1964.
- CONSULTING:** CBS
AT&T
Kennedy Center
National Academy of Sciences
New York Stock Exchange

PUBLICATIONS

- With Sam Hui and Tom Meyvis, “Analyzing Moment-to-Moment Data Using a Bayesian Functional Linear Model: Application to TV Show Pilot Testing,” *Marketing Science*, (March-April, 2014)
- With Sha Yang, Mantian Hu, Russell Winer and Xiaohong Chen, “An Empirical Study of Word-of-Mouth Generation and Consumption,” *Marketing Science*, (Nov. – Dec. 2012)
- “From Silos to Synergy: A Review of Fifty Years of Cross-Media Research,” *Journal of Advertising Research*, 50th Anniversary Issue, March 2011. (Received Inaugural award for best paper in *Journal of Advertising Research* for 2011 and Great Minds award from the Advertising Research Foundation.)
- With Sha Yang and Vishal Narayan, “Estimating the Interdependence of Television Program Viewership Between Spouses: A Bayesian Simultaneous Equation Model,” *Marketing Science*, July-August, 2006.
- With David Poltrack, “Using Viewer Attitudes to Evaluate TV Program Effectiveness,” *Journal of Advertising Research*, March 2006.
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- With David Poltrack, "Consumer Surveys vs. Electronic Measures For Single Source Data," Journal of Advertising Research (Sept.-Oct. 2002.)
- "Advances in Applied Consumer Behavior: A Market Segmentation Paradigm," Distinguished Marketing Scholars of the Society for Marketing Advances, Elsevier Science Ltd. (2002).
- With David Poltrack, "Relating Products to TV Program Clusters," Journal of Advertising Research, March/April 1999.
- With David Poltrack, "Single Vs. Double Source Data for TV Program Selection," Journal of Advertising Research, November/December 1996.
- With David Poltrack, "Are Demographic Profiles Good Surrogates for Purchase Behavior in Selecting TV Programs," Journal of Advertising Research, January/February 1994.
- With David Poltrack, "Using Single Source Data to Select TV Programs: Part II," Journal of Advertising Research, January/February, 1993.
- With David Poltrack, "Using Single Source Data to Select TV Programs Based on Purchasing Behavior," Journal of Advertising Research, Aug.-Sept. 1991.
- With Michael Kamins and John Graham, "A Cognitive Response Involvement Model of the Process of Product Evaluation Through Advertising Exposure and Trial," Journal of Business Research, May 1990.
- With Michael Kamins, "Effects of Appeal Type and Involvement on Product Disconfirmation: A Cognitive Response Approach Through Product Trial," Journal of the Academy of Marketing Science, Summer, 1989.
- With Michael Kamins, "Two-Sided Versus One-Sided Appeals: A Cognitive Perspective of the Effect of Trial Upon Belief Change," Journal of Marketing Research, February 1987.
- With C. Whan Park and Seoil Chaik, "Mediating Effects of Trial and Learning on Involvement-Associated Characteristics," Journal of Consumer Marketing, Summer, 1987.

- With Michael Kamins, "Moderating Disconfirmation of Expectations Through the Use of Two-Sided Appeals: A Longitudinal Approach," Journal of Economic Psychology, 1987.
- With Michael Solomon, "The Forest or the Trees?: A Gestalt Approach to Symbolic Consumption," in Jean Umiker-Sebeok and Sidney J, Levy (eds.), Marketing and Semiotics: New Directions in the Study of Signs for Sale (Berlin: Mouton de Gruyter, 1987).
- "Demand Criteria For Normative Market Segmentation," Advances in Strategic Management, vol. 2, 1983.
- With John Keon, "Nonsampling vs. Sampling Errors in Survey Research," Journal of Marketing, Spring 1982.
- With Hugh Cannon, "Do Demographics Help in Media Selection?" Journal of Advertising Research, December 1979.
- With Benjamin Lipstein, "Recent Advances in Marketing Research," Annual Review of Marketing, 1978.
With A. Marvin Roscoe, Jr. "Approaches to Market Segmentation Analysis," Journal of Marketing, October 1976.
- "Segmenting Markets by Response Elasticity," Journal of Advertising Research, April 1976.
- "Product Classification and the Theory of Consumer Behavior," Journal of the Academy of Marketing Sciences, Fall 1974.
- With Charles Ramond, "An Empirical Framework for Product Classification," in Models of Buyer Behavior: Conceptual, Quantitative and Empirical, J. N. Sheth (ed.) Harper & Row, 1974.
- "Segmenting Market Segmentation Strategies and Techniques," European Research, January and March 1973.
- "A Research Design to Predict Telephone Usage Among Bell System Customers," European Research, January and March 1973.
- "Integrating Consumer and In-Store Research to Evaluate Sales Results," Journal of Marketing, April 1972.

- "Perceptual Mapping to Reposition Brands," Journal of Advertising Research, Also in Advertising Management, D. Aaker (ed.), Prentice-Hall, 1975.
- "A Method of Segmenting Markets by Group Purchasing Behavior," Journal of Marketing Research, May 1970. Also in Current Marketing Views, G. P. Morris (e.d.), Canfield Press.
- "The Constructive Role of Inter-Organizational Conflict," Administrative Science Quarterly, December 1969. Also appeared in Readings in Managerial Psychology, Leavitt & Pondy (eds.), University of Chicago Press, 1971.
- "Attitudes and Awareness as Predictors of Market Share," Journal of Advertising Research, December 1968. Also in Research in Consumer Behavior, Kollat, Engel and Blackwell (eds.), Holt-Rinehart & Winston, 1969.
- "The Role of Trade Associations in Resolving Distributive Conflicts," Journal of Marketing, April 1968. Also appeared in Distribution Channels; L. W. Stern (ed.), Houghton- Mifflin, 1969; in Journal of the American Society of Association Executives, March 1970, and in Readings in the Behavioral Sciences and Marketing, Perry Bliss (ed.), Allyn & Bacon, 1972.
- "Let Behavior Guide Attitude Research," in Adler & Crespi (eds.), Attitude Research on the Rocks, American Marketing Association, 1968.
- "Comparison of Brand Share Data by Three Reporting Systems," Journal of Marketing Research, November 1967.
- With John H. Kofron, "Advertising Performance as a Function of Print Ad Characteristics," Journal of Advertising Research, March 1966.
- With Joseph O. Eastlack, "Better Telephone Surveys Through Centralized Interviewing," Journal of Advertising Research, March 1966.
- "Dealer Reactions to Factory Policies and Action," in Marketing and Economic Development, F. Bennett (ed.), American Marketing Association, 1965.

BOOKS

- Consumer Behavior: A Strategic Approach, Houghton Mifflin, 2004.)
- Consumer Behavior and Marketing Action, Kent Publishing Co., 1998, 6th ed.

- Marketing, The Dryden Press, 1998.
- Marketing: Principles and Strategy, The Dryden Press, 2nd ed., 1993.
- Marketing Management, Strategy and Action, Kent Publishing Co., Boston, 1985.
- The History of Advertising, (Forty Volumes), editor, Garland Publishing, 1985.
- A Century of Marketing: Landmark Books from 1869 On, (Thirty-one Volumes), editor, Arno Press, 1978.
- Editor, Early Development and Conceptualization of the Field of Marketing, Arno Press, 1978.
- Editor, A Pioneer in Marketing, LDH Weld, Collected Works, Arno Press, 1978.
- Editor, The Collected Works of C. C. Parlin, Arno Press, 1978.
- The Politics of Distributive Trade Associations: A Study in Conflict Resolution, Hofstra University Press, Hempstead, New York, 1967.
- Educational Preparations for Positions in Advertising Management, Association of National Advertisers, New York, 1966.

DOCUMENTS

- With C. Whan Park, Mediating Roles of Trial and Learning Stage on the Outcomes of Consumer Involvement, Marketing Science Institute, 1985.
- With Robert K. McMillan, National Survey of Transportation Attitudes and Behavior, Summary Report, NCHRP 49, Highway Research Board, National Academy of Sciences, Washington, 1968.
- With Robert K. McMillan, National Survey of Transportation Attitudes and Behavior, Final Report, Highway Research Board, National Academy of Sciences, Washington, 1969, Report #82, National Cooperative Highway Research Program.