

Fred M. Feinberg

Stephen M. Ross School of Business, University of Michigan
701 Tappan St., ER5609
Ann Arbor, MI, 48109-1234
Tel: 734-764-4711
e-mail: feinf@umich.edu

Home:
1925 Norway Road
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

Ross School of Business, University of Michigan
Professor of Marketing and Hallman Fellow
1998 - present

University of Toronto, Division of Management and Economics
1993 - 1998

Fuqua School of Business, Duke University
1988 - 1993

Honors and Awards

Finalist, 2007 William F. O'Dell Award (for most significant, long-term contribution to Marketing)
NSF Grant, "Improving Conjoint-Based Consumer Preference Models for Use in Engineering Design Optimization," \$60,000, 2005-2006, Co-Principal Investigator
Bank One Corporation Chair, 2004
Mary Kay and Michael R. Hallman Research Fellowship (2003-06, 07-09)
Three-Year Grants (\$37,000 and \$58,000), 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
Finalist, John D. C. Little Award for Best Paper in a TIMS Journal
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*
Fred M. Feinberg, Thomas C. Kinnear and James R. Taylor
Thomson Academic Publishing, 2008

Refereed Publications

Salisbury, Linda and Fred M. Feinberg, "Interpreting Parameters in Discrete Choice Models when Stochastic Variance is Non-Constant: A Response" (to appear, *Marketing Science*)

Salisbury, Linda and Fred M. Feinberg, "Alleviating the Constant Stochastic Variance Assumption in Marketing Research: Theory, Measurement and Experimental Test" (to appear, *Marketing Science*, lead article and discussion paper)

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.

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.

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 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 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 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," *Rev. Marketing Science*, Vol. 2, Article 1.
- Yoon, Carolyn, Fred 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 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 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 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

Yoon, Carolyn, Fred Feinberg, and Norbert Schwarz (forthcoming), "Older Consumers and Satisfaction," in *The Aging Consumer: Perspectives from Psychology and Economics*, (eds. Drolet, Schwarz, and Yoon), Taylor & Francis.

Fred M. Feinberg (forthcoming), "Discriminant Analysis in Marketing Research," *Wiley International Encyclopedia of Marketing*, (eds. Sheth and Malhotra), John Wiley & Sons, Ltd.

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; available at: webuser.bus.umich.edu/feinf/research)

Batra, Rajeev, Fred Feinberg, Nilufer Aydinoglu and Charles Zhang, "Global Brands: Does More Consistent Global Imagery Increase Consumer Preference?" (submitted for second 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 for third review, *Journal of Consumer Research*)

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

Feinberg, Fred M., "The Relative Effects of State Dependence and Habit Persistence on Mean Convergence in First-Order Models of Brand Choice" (in preparation for second review, *Marketing Letters*)

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

Feinberg, Fred M., Jin Gyo Kim and Christina L. Brown, "Endogenous Mixtures" (in preparation for second review, *Psychometrika*)

Feit, Eleanor M., Mark A. Beltramo and Fred M. Feinberg, "Combining Survey and Market Data to Enhance Consumer Preference Models" (submitted for second review, *Management Science*).

Huber, Joel and Fred M. Feinberg, "Optimality and Adaptivity in Quota and Level Cutoff Strategies" (in preparation for fifth review, *Marketing Science*)

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

Michalek, J., F. Feinberg, F. Adiguzel P. Ebbes and P. Y. Papalambros, "Coordinated Positioning and Design of Product Lines for Markets with Heterogeneous Preferences" (in preparation for second review, *Management Science*)

Russell, Gary and Fred M. Feinberg, "A Consistent Loyalty Measure for Generalized Logit Models" (in preparation for third review, *Journal of Marketing Research*)

Seetharaman, P. B., Jin Gyo Kim, Fred M. Feinberg and Pradeep Chintagunta, "A Dynamic Inertial Brand Choice Model Incorporating Interbrand Similarity Structure" (in preparation for third review, *Journal of Marketing Research*)

Van Ittersum, Koert and Fred Feinberg, "Measuring and Testing Purchase Intent via Idiosyncratic Adoption Likelihood Curves" (submitted for second review, *Journal of Marketing Research*)

Wedel, Michel, Jie Zhang, Fred Feinberg, "A Model-Based Approach to Setting Optimal Retail Markups" (in preparation for second review, *Journal of Applied Econometrics*)

Research in Progress (alphabetical)

Feinberg, Fred M. and Joel Huber, "A Comparison of Sequential and Non-Sequential Screening Strategies under Imperfect Information"

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

Feinberg, Fred M., Elea 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" (in preparation for *Psychological Science*)

Kim, Jin Gyo and Fred M. Feinberg, "A Bayesian Dynamic Heterogeneous Consideration Set Model"

Lee, Kee Yeun, Elea Feit and Fred M. Feinberg, "Do Tailored Appeals Matter?: An Integrated Model of Charitable Donation Amount and Frequency"

Salisbury, Linda and Fred M. Feinberg, "The Effect of Choice Set Size on Diversification and Observed Variety"

Yoon, C., N. Schwarz and F. Feinberg, "Why Do Older Consumers Appear More Easily Satisfied?"

Professional Presentations (last 10 years)

- 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.

How Does Choice Change Experience? Motivational vs. Cognitive Explanations for Post-Choice Biases in Judgment, Annual Conference of the Society for Judgment and Decision Making, Orlando, FL, November 2001.

How Does Choice Affect Evaluations?, 29th Annual Conference of the Association for Consumer Research, Austin, TX, October 2001.

Modeling Choice Endogeneity in Phased Decision Tasks, Marketing Science Conference, Wiesbaden, Germany, May, 2001.

Using Loyalty Card Data to Tailor Promotions: Whom Should One Target?, Marketing Science Conference, UCLA, June, 2000.

Capturing Choice Dynamics Through a Bayesian Dynamic Logit Model with Time-Varying Parameters, Marketing Science Conference, UCLA, May, 2000.

Investigating Attribute-Based Product Similarities in a Dynamic Model of Market Structure, Marketing Science Conference, UCLA, June, 2000.

Do We Care What Others Get? A Bounded Rationality Approach to Targeted Promotions, INFORMS, Korea, June, 2000.

Targeted Pricing: Do Relative Prices Matter?, Marketing Science Conference, Syracuse University, May, 1999.

A Dynamic Inertial Brand Choice Model Incorporating Interbrand Similarity Structure, Marketing Science Conference, INSEAD, Fontainebleau, France, July, 1998.

Cutoff-Based Choice Set Restriction Rules: Theory and Experimental Evidence, BCRST annual conference, Syracuse University, May, 1998.

Invited Presentations (last 10 years)

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.

A Bounded Rationality Approach to Targeted Promotions, MIT Marketing Department Colloquium, February, 2001.

Optimal Choice Rules When Options Are Many, Hosmer Faculty Seminar Series, University of Michigan Business School, March 20, 2000.

The Use of Cutoffs as Choice Set Restriction Rules: Theory and Experimental Evidence, Decision Consortium, Psychology Department, University of Michigan, February 20, 2000.

A Dynamic Inertial Brand Choice Model Incorporating Interbrand Similarity Structure, The Wharton School, University of Pennsylvania, February, 1999.

Courses Taught: Statistical Methods for Management
Quantitative Methods in Economics
Principles of Marketing Management
Introduction to Marketing Strategy
Marketing Models (doctoral seminar)
Marketing Research Design and Analysis I and II
Internet Marketing
Mathematical Statistics (doctoral seminar)

Editorial Boards: *Marketing Science*, Associate Editor
Journal of Marketing Research, Associate Editor
Production and Operations Management, Senior Editor, Marketing
Marketing Letters
Review of Marketing Science

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

University Service and Activities:

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

Dissertation Committees, University of Michigan:

Elea Feit, Marketing (Chair)
Linda Salisbury, Marketing (Co-Chair)
Hiroshi Onishi, Marketing
Mary Wagner, Marketing
Hong Yuan, Marketing
Yuanping Ying, Marketing
Bo Huang, Business Economics (RSB)
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

Revised April, 2009