



University of Groningen

Essays on Customization Applications in Marketing

Adiguzel, Feray

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version Publisher's PDF, also known as Version of record

Publication date: 2006

Link to publication in University of Groningen/UMCG research database

Citation for published version (APA): Adiguzel, F. (2006). Essays on Customization Applications in Marketing. s.n.

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: https://www.rug.nl/library/open-access/self-archiving-pure/taverneamendment.

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): http://www.rug.nl/research/portal. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Download date: 02-06-2022

- Adams, La Mar L. and Darwin Gale (1982), "Solving the Quandary Between Questionnaire Length and Response Rate in Educational Research," *Research in Higher Education*, 17 (3), 231-240.
- Adiguzel, Feray and Michel Wedel (2004), "The Design of Split Questionnaires," Working Paper, University of Michigan
- Ainslie, Andrew and Peter E. Rossi (1998), "Similarities in Choice Behavior across Product Categories," *Marketing Science*, 17(2), 91-106
- Allenby, Greg M. and Peter Lenk (1995), "Reassessing Brand Loyalty, Price Sensitivity, and Merchandising Effects on Consumer Brand Choice," *Journal of Business Economic Statistics*, 13, 281-289
- Allenby, Greg M., Neeraj Arora, and James L. Ginter (1995), "Incorporating Prior Knowledge into the Analysis of Conjoint Studies," *Journal of Marketing Research*, 32, 152-162
- Allenby, Greg M. and James L. Ginter (1995), "Using Extremes to Design Products and Segment Markets," *Journal of Marketing Research*, 32, 392-403
- Allenby, Greg M. (1998), "On the Heterogeneity of Demand," *Journal of Marketing Research*, 35, 384-389
- Andrews, Rick, Asim Ansari A., and Imran S. Currim (2002), "Hierarchical Bayes versus Finite Mixture Conjoint Analysis Models: a Comparison of Fit, Prediction, and Partworth Recovery," *Journal of Marketing Research*, 39, 87-98
- Anjos, Miguel F., Russel C.H. Cheng, and Christine S.M. Currie (2005), "Optimal Pricing Policies for Perishable Products," *European Journal of Operational Research*, 166, 246-254
- Ansari, Asim, Skander Essegaier, and Rajeev Kohli (2000), "Internet Recommendation Systems," *Journal of Marketing Research*, 37 (August), 363-375

- Ansari, Asim and Carl Mela (2003), "E-customization," *Journal of Marketing Research*, 40(3), 131-145
- Bar-Hen, Avner and J. J. Daudin (1995), "Generalization of the Mahalanobis Distance in the Mixed Case," *Journal of Multivariate Analysis*, 53, 332-342.
- Barnard, John, Robert E. McCulloch, and Xiao-Li Meng (2000), "Modeling Covariance Matrices in terms of Standard Deviations and Correlations, with Applications to Shrinkage," *Statistica Sinica*, 10(4), 1281-1311
- Bean, Andrew G. and Michael J. Roszkowski (1995), "The Long and Short of It: When Does Questionnaire Length Affect Response Rate," *Marketing Research*, 7 (1), 21-26.
- Berdie, Douglas R. (1989), "Reassessing the Value of High Response Rates to Mail Surveys," *Marketing Research*, 1 (3), 52-64.
- Berger, James O. (1985), *Statistical Decision Theory and Bayesian Analysis*, New York: Springer
- Bertsimas, Dimitris J. and Adam J. Mersereau (2003) "A Learning Approach to Customized Marketing," working paper, Stanford University
- Blattberg, Robert C. and Edward I. George (1991), "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," *Journal of American Statistical Association*, 86, 304-315
- Boatwright, Peter, Robert E. McCulloch, and Peter E. Rossi (1999), "Account-level modeling for trade promotion: An Application of a Constrained Parameter Hierarchical Model," *Journal of American Statistical Association*, 94, 1063-1073
- Bolton, Ruth N. (1989), "The Relationship between Market Characteristics and Promotional Price Elasticities," *Marketing Science*, 8(2), 153-169

- Bradlow, Eric T. and David C. Schmittlein (2000), "The Little Engines that could: Modeling the Performance of World Wide Web Search Engines," *Marketing Science*, 19 (1), 43-62
- Bradlow, Eric T., Ye Hu, and Teck-Hua Ho (2004), "Learning-Based Model for Imputing Missing Levels in Partial Conjoint Profiles," *Journal of Marketing Research*, 41(4), 369-381
- Brockett, Patrick L., Perry Haaland, and Arnold Levine (1981), "Information Theoretic Analysis of Questionnaire Data," *IEEE Transactions on Information Theory*, 27(4), 438-446
- Bucklin, Randolph E., James M. Lattin, Asim Ansari, David Bell, Eloise Coupey, John D. C. Little, Carl Mela, Alan Montgomery, and Joel Steckel (2002), "Choice and the Internet: from Clickstream to Research Stream," *Marketing Letters*, 13(3), 245-258
- Bucklin, Randolph E. and Catarina Sismeiro (2003), "A Model of Web Site Browsing Behavior Estimated on Clickstream Data," *Journal of Marketing Research*, 40 (August), 249-267
- Casella, George and Roger L. Berger (1990), *Statistical Inference*, California: Brooks/Cole
- Chaloner Kathryn (1996), "The Elicitation of Prior Distributions," to appear in *Bayesian Biostatistics*, eds. D. Berry and D. Stangl, New York: Marcel Dekker.
- Chiang, Jeongwen, Siddhartha Chib, and Chakravarthi Narasimhan (1999), "Marhov Chain Monte Carlo and Models of Consideration Set and Parameter Heterogeneity," *Journal of Econometrics*, 89, 223-248
- Chib, Siddhartha (1992), "Bayes Inference in the Tobit Censored Regression Model," *Journal of Econometrics*, vol. 51, issue 1-2, 79-99
- Chib, Siddhartha, Seethu P.B. Seetharaman, and Andrei Strijnev (2002), "Analysis of Multi-category Purchase Incidence Decisions Using IRI Market Basket Data," *Econometric Models in Marketing*, Vol. 16, 57-92

- Chintagunta, Pradep and Sudeep Haldar (1998), "Investigating Purchase Timing Behavior in Two Related Product Categories," *Journal of Marketing Research*, 35, 45-53
- Comley, Pete (2000), "Pop-up surveys. What works, what doesn't work and what will work in the future," *Proceedings of the ESOMAR worldwide Internet conference Net Effects 3*, Publication series Vol. 237.
- Cook, Dennis R. and Christopher J. Nachtsheim (1980), "A Comparison of Algorithms for Constructing Exact D-optimal Designs," *Technometrics*, 22(August), 315-324.
- Cyert, Michael R. and Morris H. DeGroot (1987), *Bayesian Analysis and Uncertainty in Economics*, New Jersey: Rowman and Littlefield
- De Finetti, Bruno (1970), Theory of Probability, New York: Wiley
- De Bruyn, Arnaud, John C. Liechty, Eelko K.R.E. Huizingh, and Gary L. Lilien (2005), "Offering Online Recommendations to Impatient, First-Time Customers with Conjoint Based Segmentation Trees," in MSI Working Paper Series (ref. 05-103).
- DeSarbo, Wayne S. and Kamal Jedidi (1995), "The Spatial Representation of Heterogeneous Consideration Sets," *Marketing Science*, 14(3), 326-243
- DeSarbo, Wayne S. and Jungwhan Choi (1999), "A Latent Structure Double Hurdle Regression Model for Exploring Heterogeneous Consumer Search Patterns," *Journal of Econometrics*, 89 (1-2), 423-455
- Dillman, Don A. (1991), "The Design and Administration of Mail Surveys," *Annual Review of Sociology*, 17, 225-249.
- Dillman, Don A., Michael D. Sinclair, and Jon R. Clark (1993), "Effects of Questionnaire Length, Respondent-Friendly Design, and a Difficult

- Question on Response Rates for Occupant-Addressed Census Mail Surveys," *Public Opinion Quarterly*, 57(3), 289-304.
- Dorfman, Jeffrey H. (1997), *Bayesian Economics through Numerical Methods*, New York: Springer-Verlag
- Edwards, Yancy D., Greg M. Allenby (2003), "Multivariate Analysis of Multiple Response Data," *Journal of Marketing Research*, 40(August), 321-334
- Elrod, Terry (2005), "Bayesian Modeling of Human Behavior Using WinBUGS," a tutorial, University of Alberta
- Fader, Peter and Leonard M. Lodish (1990), "A Cross-category Analysis of Category Structure and Promotional Activity for Grocery Products," *Journal of Marketing*, 54,52-65
- Federov, Valeri V. (1972), *Theory of Optimal Experiments*, translated and edited by W.J. Studden and E.M. Klimko, New York: Academic Press
- Fox, Edward J., Alan L. Montgomery, and Leonard M. Lodish (2004), "Consumer Shopping and Spending across Retail Formats," *Journal of Business*, 77(2), 825-860
- Fram, Eugene H. and Dale B. Grady (1995), "Internet buyers: will the Surfers become buyers?," *Direct Marketing*, October, 63-65
- Gelfand, Alan E. and Adrian Smith (1990), "Sampling Based Approaches to Calculating Marginal Densities," *Journal of the American Statistical Association*, Vol. 85, 398-409.
- Gelman, Andrew, Gary King, and Chuanhai Liu (1998), "Not Asked, Not Answered: Multiple imputation for Multiple Surveys," *Journal of the American Statistical Association*, 93(443), 846-857
- Geman, Stuart and Donald Geman (1984), "Stochastic Relaxation, Gibbs Distributions, and Bayesian Restoration of Images," *IEEE Trans. Pattern Analysis and Machine Intelligence*, 6, 721-741

- Giesbrecht, Francis (2004), *Planning, Construction, and Statistical Analysis of Comparative Experiments*, Wiley: New Jersey.
- Gilks Wally R., Sylvia Richardson, and David J. Spiegelhalter (1996), Markov Chain Monte Carlo in Practice, Chapman and Hall, London, UK.
- Gilula, Zvi, Robert E. McCulloch, and Peter E. Rossi (2006) "A Direct Approach to Data Fusion," *Journal of Marketing Research*, 43(1), 73-83
- Good, Irving J. (1969), "Split Questionnaires I," *The American Statistician*, 23(4), 53-54
- Good, Irving J. (1970), "Split Questionnaires II," *The American Statistician*, 24(2), 36-37
- Gooley, Christopher G. and James Lattin (2000), "Dynamic Customization of Marketing Messages in Interactive Media," Research paper No. 1664, Graduate School of Business, Stanford University, Stanford, CA
- Gupta, Sunil (1988), "Impact of Sales Promotions on When, What, and How Much to Buy," *Journal of Marketing Research*, 25(November), 342-355
- Haaland, Perry and Patrick L. Brockett (1979), "A Characterization of Divergence with Applications to Questionnaire Information," *Information and Control*, 41, 1-8
- Heberline, Thomas A. and Robert Baumgartner (1978), "Factors Affecting Response Rates to Mailed Questionnaires: a Quantitative Analysis of the Published Literature," *American Sociological Review*, 43(4), 447-462.
- Hermkens, Piet L. J. (1983), *Oordelen over de Rechtvaardigheid van Inkomens* [In Dutch:Judgements on the Fairness of Income], Amsterdam: Kobra

- Herzog, Regula A. and Jerald Bachman (1981), "Effects of Questionnaire Length on Response Quality," *Public Opinion Quarterly*, 45 (4), 489-504.
- Huber, Joel, Dick R. Wittink, John A. Fiedler, and Richard Miller (1993), "The Effectiveness of Alternate Preference Elicitation Procedures in Predicting Choice," *Journal of Marketing Research*, 30 (1), 105-114.
- Joel, Huber and Klaus Zwerina (1996), "The Importance of Utility Balance in Efficient Choice Designs," *Journal of Marketing Research*, 33 (August), 307-317
- Kalyanam, Kirthi (1996), "Pricing Decision under Demand Uncertainty: A Bayesian Mixture Model Approach," *Marketing Science*, 15, 207-221
- Kalyanam, Kirthi and Thomas S. Shively (1998), "Estimating Irregular Pricing Effects: A Stochastic Spline Regression Approach," *Journal of Marketing Research*, 35, 16-29
- Kamakura, Wagner and Michel Wedel (1997), "Statistical Data Fusion for Cross-Tabulation," *Journal of Marketing Research*, 34, 485-498
- Kamakura, Wagner and Michel Wedel (1998), *Market Segmentation: Conceptual and Methodological Foundations*, International Series in Quantitative Marketing, Kluwer: the Netherlands.
- Kamakura, Wagner, and Michel Wedel (2000) "Factor Analysis and Missing Data," Journal of Marketing Research, 37, 490-498
- Kim, Jaehwan, Greg M. Allenby, and Peter E. Rossi (2002), "Modeling Consumer Demand for Variety," *Marketing Science*, 21, 223-228
- Kish, Leslie (1965), Survey Sampling, John Wiley&Sons: New York
- Krishnamurti, Lakshman and S. J. Raj (1988), "A Model of Brand Choice and Purchase Quantity Price Sensitivities," *Marketing Science*, 7(1), 1-20

- Krzanowski, Wojtek J. (1983), "Distance Between Populations Using Mixed Continuous and Categorical variables," *Biometrika*, 70 (1), 235-243.
- Kuhfeld, Warren F., Randall D.Tobias, and Mark Garratt (1994), "Efficient Experimental Design with Marketing Research Applications," *Journal of Marketing Research*, 31 (4), 545-557.
- Kullback, Solomon and R.A. Leibler (1951), "On Information and Sufficiency," *Annals of Mathematical Statistics*, 22 (1), 79-86.
- Le, Nhu D., Weimin Sun, James V. Zidek (1997), "Bayesian Multivariate Spatial Interpolation with Data Missing by Design," *Journal of the Royal Statistical Society: Series B (Statistical Methodology)*, 59(2), 501-510
- Lenk, Peter and Ambarg Rao (1990), "New Models from Old: Forecasting Product Adoption by Hierarchical Bayes Procedures," *Marketing Science*, 9, 42-53
- Lenk, Peter, Wayne S. Desarbo, Paul E. Green, and Martin R. Young (1996), "Hierarchical Bayes Conjoint Analysis: Recovery of Partworth Heterogeneity from Reduced Experimental Designs," *Marketing Science*, 15, 173-191
- Lenk, Peter and Michel Wedel (2001), "Bayesian econometrics: A Reaction to Geweke," *Journal of Econometrics*, 100, 79-80
- Liechty, John, Venkatram Ramaswamy, and Steven H. Cohen (2001), "Choice Menus for Mass Customization: An Experimental Approach for Analyzing Customer Demand with an Application to a Web-based Information Service," *Journal of Marketing Research*, 38 (2), 183-196
- Little, Roderick J. A. and Donald B. Rubin (1997), *Statistical Analysis with Missing Data*, New York: John Wiley & Sons
- Logman, Marc (1997), "Marketing Mix Customization and Customizability," *Business Horizons*, Vol.40 (6), 39-44

- Lord, Frederic M. (1980), *Applications of Item Response Theory to Practical Testing Problems*, Hilsdale: Lawrence Erlbaum Associates.
- Manchanda, Puneet and Sunil Gupta (1997), "Complementarity in Shopping Baskets: Investigating Multi-category Purchase Incidence and Brand Choice," Working paper, Graduate School of Business, University of Chicago, Chicago, IL
- Manchanda, Puneet, Asim Ansari, and Sunil Gupta (1999), "The Shopping Basket: A Model for Multicategory Purchase Incidence Decisions," *Marketing Science*, 18(2), 95-114
- Marshall P. and Eric Bradlow (2002), "A Unified Approach to Conjoint Analysis Models," *Journal of American Statistical Association*, 97, 674-682
- Mehta, Raj and Eugene Sivadas (1995) "Comparing Response Rates and Response Content in Mail versus Electronic Mail Surveys," *Journal of the Market Research Society*, 37, 4, pp. 429-439
- Michalek, Jeremy J., Fred M. Feinberg, Feray Adiguzel, Peter Ebbes, and Panos Y. Papalambros (2005), "Realizable Product Line Optimization: Coordinating Product Positioning and Design for Heterogeneous Markets," *Under review Marketing Science*
- Montgomery, Alan L. (1997), "Creating Micro-marketing Pricing Strategies Using Supermarket Scanner Data," *Marketing Science*, 16, 315-337
- Montgomery, Alan and Peter E. Rossi (1999), "Estimating Price Elasticities with Theory-based Priors," *Journal of Marketing Research*, 36, 413-423.
- Montgomery, Alan L., Kartik Hosanagar, Ramayya Krishnan, and Karen B. Clay (2004), "Designing a Better Shopbot," *Management Science*, 50(2), 189-206
- Mulhern, Francis J. and Robert P. Leone (1991), "Implicit Price Bundling of Retail Products: a Multiproduct Approach to Maximizing Store Profitability," *Journal of Marketing*, 55, 63-76

- Narasimhan, Chakravarthi, Scott A. Neslin, and Subrata Sen (1996), "Promotional Elasticities and Category Characteristics," *Journal of Marketing*, 60, 17-30
- Neff, Angela R. (1996), "Bayesian Two Stage Design Under Model Uncertainty," Ph.D Dissertation, Virginia Polytechnic Institute and State University
- Neelamegham, Ramya and Pradeep Chintagunta (1999), "A Bayesian Model to Forecast New Product Performance in Domestic and International Markets," *Marketing Science*, 18, 115-136
- Novak, Thomas P., Donna Hoffman, and Yiu-Fai Yung (2000), "Measuring the Customer Experience in Online Environments: A Structural Modeling Approach," *Marketing Science*, Vol. 19, No. 1, 22-42
- O'Hagan, Anthony (1994), *Kendall's Advanced Theory of Statistics, Volume 2B*, *Bayesian Inference*, New York: Wiley & Sons.
- Olkin, Ingram and R.F. Tate (1961), "Multivariate Correlation Models with Mixed Discrete and Continuous Variables," *Annals of Mathematical Statistics*, 32 (2), 448-465
- Orchard, T. and Max A. Woodbury (1972), "A Missing Information Principle: Theory and Applications," *Proc.* 6th Berkeley Symposium on Math. Statist. and Prob. 1, 697-715.
- Otter, Thomas, Sylvia Frühwirth-Schnatter, and Regina Tüchler (2003), "Unobserved Preference Changes in Conjoint Analysis," working paper, University of Vienna
- Popkowski, Peter T. L. and Ashish Sinha (2005), "A Methodology for Incorporating Prior Information into Choice Models," *Journal of Retailing and Consumer Services*, 12(2), 113-123

- Press, James S. (2003), Subjective and Objective Bayesian Statistics, New Jersey: John Wiley and Sons
- Putler, Daniel S., Kirthi Kalyanam, and James S. Hodges (1996), "A Bayesian Approach for Estimating Target Market Potential with Limited Geodemographic Information," *Journal of Marketing Research*, 33, 134-149
- Raghavarao D., and Walter Federer (1979), "Block Total Response as an Alternative to the Randomized Response Method in Surveys," *Journal of the Royal Statistical Society*, Series B, 41, 40-45
- Raghu T. Santanam, Kannan P. K., Raghav H. Rao, and Andrew B. Whinston (2001), "Dynamic Profiling of Consumers for Customized Offerings Over the Internet: A Model and Analysis," *Decision Support Systems*, 32, 117-134
- Raghunathan, Trivellore and James Grizzle (1995), "A Split Questionnaire Survey Design," *Journal of the American Statistical Association*, 90, 54-63.
- Rahul, Telang, Peter Boatwright, and Tridas Mukhopadhyay (2004), "A Mixture Model for Internet Search Engine Visits," *Journal of Marketing Research*, 41(2), 206-214
- Rassler, Susanne (2002), Statistical Matching, A Frequentist Theory, Practical Applications, and Alternative Approaches, Springer.
- Rink, David R. (1987), "An Improved Preference Data Collection Method: Balanced Incomplete Block Designs," *Journal of the Academy of Marketing Science*, 1987, 15 (1), 54-57
- Rodgers, Willard L. (1984), "An Evaluation of Statistical Matching," *Journal of Business and Econometric Statistics*, 2, 91-102.
- Rossi, Peter E., Robert E. McCulloch, and Greg M. Allenby (1996), "The Value of Purchase History Data in Target Marketing," *Marketing Science*, 15(4), 321-340

- Rossi, Peter E. and Andrew Ainslie (1998), "Similarities in Choice Behavior across Product Categories," *Marketing Science*, 17(2), 91-106
- Rossi, Peter E. and Greg M. Allenby (2003) "Bayesian Statistics and Marketing," *Marketing Science*, 22, 304-328
- Rossi, Peter E., Greg M. Allenby, and Robert E. McCulloch (2005), *Bayesian Statistics and Marketing*, New York: John Wiley and Sons
- Roszkowski, Michael J. and Andrew G. Bean (1990), "Believe It or Not! Longer Questionnaires Have Lower Response Rates," *Journal of Business and Psychology*, 4(4), 495-509
- Rubin, Donald B. (1987), *Multiple Imputation for Nonresponse in Surveys*, John Wiley&Sons.
- Rust, Roland T. and Peter C. Verhoef (2005), "Optimizing the Marketing Interventions Mix in Intermediate-Term CRM," *Marketing Science*, 24 (3), 477-489
- Sándor, Zsolt and Michel Wedel (2001), "Designing Conjoint Choice Experiments Using Managers' Prior Beliefs," *Journal of Marketing Research*, 38,430-449
- Savage, Leonard J. (1954), *The Foundations of Statistics*, New York: Wiley (reprinted by Dover, New York 1972)
- Schaffer, Joseph L. (1997), *Analysis of Incomplete Multivariate Data*, Chapman&Hall
- Seetharaman, Seethu P. B., Andrew Ainslie, and Pradeep Chintagunta (1999), "Investigating Household State Dependence Effects Across Categories," *Journal of Marketing Research*, 36(November), 488-500
- Shoemaker, David M. (1973), *Principles and Procedures of Multiple Matrix Sampling*, Cambridge, MA: Ballinger.

- Sikkel, Dirk and Adriaan W. Hoogendoorn (1995), "Models for Monthly Penetrations with Incomplete Panel Data," *Statistica Neerlandica*, 49 (3), 378-391.
- Sismeiro, Catarina and Randolph E. Bucklin (2004), "Modeling Purchase Behavior at an E-Commerce Web Site: Task Completion Approach," *Journal of Marketing Research*, 41(3), 306-323
- Smith, Adrian F. M. and Roberts G. O. (1993), "Bayesian Computation via the Gibbs Sampler and Related Markov Chain Monte Carlo Methods (with discussion)," *Journal of the Royal Statistical Society, Series B*, 55, 3–23.
- Song Inseong, and Pradeep K. Chintagunta (2003), "A Discrete/Continuous Model for Multi-Category Behavior of Households," Working paper, University of Chicago
- Stremersch, Stefan, Allen M. Weiss, Benedict G. C. Dellaert, and Ruud T. Frambach (2003), "Buying Modular Systems in Technology-Intensive Markets," *Journal of Marketing Research*, 40(3), 335-350.
- Sudman, Seymour and Norman M. Bradburn (1989), *Asking Questions*. Oxford, Jossey-Bass.
- Talukdar, D., Sudhir K., and Andrew Ainslie (2002), "Investing New Production Diffusion across Products and Countries," *Marketing Science*, 21, 97-116
- Tanner, Martin A. and Wing H. Wong (1987), "The Calculation of Posterior Distributions by Data Augmentation (with discussion)," *Journal of the American Statistical Association*, 82, 528-550.
- Theil, Henri (1954), "Econometric Models and Welfare Maximization," Weltwirtschlaftliches Archiv, 72, 19-70
- Ter Hofstede, Frenkel, Michel Wedel, and Jan-Benedict E. M. Steenkamp (2002), "Bayesian Prediction in Hybrid Conjoint Analysis," *Journal of Marketing Research*, 34, 253-261

- Thayer, Dorothy T. (1983), "Maximum Likelihood Estimation of the Joint Covariance Matrix for Sections of Tests Given to Distinct Samples with Application to Test Equating," *Psychometrika*, 48 (2), 293-297.
- Toubia, Olivier, Duncan I. Simester, John R. Hauser, and Ely Dahan (2003), "Fast Poly-hedral Adaptive Conjoint Estimation," *Marketing Science*, 22, 3.
- Van der Linden, Wim J., and Jos J. Adema (1998) "Simultaneous Assembly of Multiple Test Forms," *Journal of Educational Measurement*, 35, 185-198
- Van der Linden, Wim J., Scrams D.J., and Schnipke D.L. (1999), "Using Response Time Constraints to Control for Speediness in Computerized Adaptive Testing," *Applied Psychological Measurement*, 23, 195-210
- Van der Linden, Wim J. (2004), *Linear Models for Optimal Test Design*, New York: Springer Verlag
- Van der Linden, Wim J., Bernard P. Veldkamp, and James E. Carlson (2004), "Optimizing Balanced Incomplete Block Designs for Educational Testing," *Applied Psychological Measurement*, 28 (5), 317-331
- Van der Puttan, Peter, Joost Kok, and Amar Gupta (2002), Data Fusion through Statistical Matching, MIT Sloan School of Management, Working paper: 185
- Veldkamp, Bernard (2002), "Constrained Multidimensional Test Assembly," Applied Psyclogical Measurement, 26, 133-146
- Wedel, Michel and Rik Pieters (2000), "Eye Fixations on Advertisements and Memory for Brands: A Model and Findings," *Marketing Science*, 19, 297-312

- Wedel, Michel and Peter Lenk (2001), "Bayesian Econometrics: A Reaction to Geweke," *Journal of Econometrics*, 100(1), 79-80
- Wind, Jerry and Arvind Rangaswamy (2001), "Customerization: the Next Revolution in Mass Customization," *Journal of Interactive Marketing*, 15(1), 13-32
- Wolfson, Lara J. (1995), "Elicitation of Priors and Utilities for Bayesian Analysis," Unpublished Ph.D. dissertation, Department of Statistics, Carnegie Mellon University
- Zhang, Junhua and Weiwu Fang (2003), "A New Approach of Information Discrepancy to Analysis of Questionnaire Data," *Communications in Statistics: Theory and Methods*, 32(2), 435-457
- Zhang, Jie and Michel Wedel (2004), "The Effectiveness of Customized Promotions in Online and Offline Stores," Working paper, University of Michigan Business School
- Zhang, Jie and Lakshman Krishnamurthi (2004), "Customizing Promotions in Online Stores," *Marketing Science*, 23(4), 561-578