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GEORGE KNOX

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EDUCATION

- 2006 Ph.D., Managerial Science and Applied Economics (Marketing),
The Wharton School, University of Pennsylvania
Dissertation Title: "Modeling and Managing Customers in a Multichannel
Setting." Committee: Peter S. Fader (co-advisor), Jehoshua Eliashberg (co-
advisor), David R. Bell, Noah F. Gans, and David J. Reibstein
- 2004 M.S., The Wharton School, University of Pennsylvania
- 2001 B. S. Economics, The Wharton School, University of Pennsylvania (Magna
cum Laude)
- 2001 B. A. S. (Chemical Engineering), The School of Engineering and Applied
Science, University of Pennsylvania (Magna cum Laude)

ACADEMIC POSITION

- 2006- Assistant Professor of Marketing, Tilburg University

ACADEMIC HONORS AND GRANTS

- 2010 Marketing Science Institute and Association of Consumer Research,
"Shopper Marketing" Research Grant #4-1653, "From 'Point-of-Purchase'
to 'Path to Purchase': How Shopping Missions Drive In-Store Buying."
- 2010 International Commerce Institute-Unilever Research Grant, "Shopping
Mission and Buying Behavior: A Cross Country Comparison."
- 2001-5 Wharton Doctoral Fellowship
- 1999-2001 Benjamin Franklin Scholars Program, University of Pennsylvania

RESEARCH INTERESTS

My main research interests are in studying consumer behavior in online and offline retail settings. Recent projects include shopping goals and in-store decision making, coupon usage across categories, video store retailing and the impact of complaints and complaint handling on defection and customer lifetime value.

PUBLICATIONS (* denotes equal authorship)

*Bell, David R., Daniel Corsten, and George Knox (2010), "From Point-of-Purchase to Path-to-Purchase: How Pre-Shopping Factors Drive Unplanned Buying," *Journal of Marketing*, forthcoming.

Knox, George and Jehoshua Eliashberg (2009). "The Consumer's Rent vs. Buy Decision in the Rentailer," *International Journal of Research in Marketing*, Vol 26 (2), 125-35.

*Bell, David R., Daniel Corsten, and George Knox (2008), "The Power of Planned Uncertainty," *International Commerce Review*, Vol 8 (1), 56-64.
Included in digest "ICR: Ten Years of New Knowledge" as one of the most influential articles

Gans, Noah, George Knox and Rachel Croson (2007). "Simple Models of Discrete Choice and Their Performance in Bandit Experiments," *Manufacturing & Service Operations Management*, Vol 9, 383-408.

PAPERS UNDER REVIEW, MANUSCRIPTS AND OTHER PUBLICATIONS

Bonfrer, André, George Knox, Jehoshua Eliashberg, and Jeongwen Chiang (2010), "A First-Passage Time Model for Predicting Zero Usage in a Contractual Setting," under 2nd round review, *Marketing Science*.

Knox, George, and Rutger van Oest (2010), "Customer Complaints, Defection and Lifetime Value," under review, *Marketing Science*.

Van Oest, Rutger, and George Knox (2010), "Extending the BG/NBD: A Simple Model of Purchases and Complaints," revision requested, *International Journal of Research in Marketing*.

Schweidel, David and George Knox (2010), "Incorporating the Impact of Strategic Marketing Activity in 'Buy 'Til Your Die' Models." under review, *Marketing Science*.

Knox, George, David R. Bell, and Jeongwen Chiang (2010), "Subsidy, Expansion, and Category-Transfer Effects for Coupons: Evidence from the Market Basket."

Bell, David R., Daniel Corsten, and George Knox (2010), "Unplanned Buying on Shopping Trips," *Marketing Science Institute Working Paper*, 10-109.

WORK IN PROGRESS

Knox, George, André Bonfrer, Jehoshua Eliashberg and Jeongwen Chiang, "Embedding the Customer Abandonment Option in CLV: A Formal Model, its Testing and Managerial Implications."

INVITED TALKS

Massachusetts Institute of Technology, Dartmouth College, University of Washington, University of Houston, Purdue University, Rutgers University, Erasmus University Rotterdam, Tilburg University, Technical University of Eindhoven, Catholic University of Leuven, Zaragoza Logistics Center, Instituto De Empresa.

RECENT CONFERENCE PRESENTATIONS

"Customer Complaints, Defection and Lifetime Value," with Rutger van Oest, Marketing Dynamics Conference, Istanbul, 2010; Marketing Science Conference, Cologne, 2010; Direct Marketing Educational Foundation Conference, San Francisco, scheduled.

"Unplanned Purchasing by Supermarket Shoppers," with David R. Bell and Daniel Corsten, Marketing Dynamics Conference, University of Waikato, 2009.

TEACHING AND SERVICE

Tilburg University

International Business Research, 2007-

- 10 week course covering introduction to quantitative methods in business research (required for all students in the International Business Program).
- Taught fundamentals of business research (e.g., problem definition, research design, theoretical framework, questionnaire design, data analysis)
- Teacher evaluations: 4.24 (2007), 4.02 (2008), 4.45 (2009) out of 5 (school average = 3.86).

International Marketing Research, 2008-

- 10 week course covering fundamentals of marketing research and quantitative research techniques (e.g., conjoint analysis, factor analysis, multidimensional scaling, regression, logistic regression)
- Teacher evaluations: 4.36 (2008), 4.00 (2009) out of 5.

Supervision of Masters Theses in Marketing 2007-

Coordinator of the Marketing Research Seminar Series, 2010 -

The Wharton School

Teaching Assistant, Marketing Research, 2002-5 (undergrad & MBA)

Teaching Assistant, Marketing Models, Fall Term, 2004-5 (undergrad & MBA, Wharton Executive MBA)

- Extensive in-class demonstrations (factor analysis, regression, logit market share models, choice based conjoint) and presentation of on-going research.

Teaching Assistant, New Product Development, (undergrad & MBA), 2004

Teaching Assistant, Sales Force Management, Executive Education, 2002-3

Teaching Assistant, Applied Probability Models, Fall Term, 2002 (undergrad/MBA)

REVIEWING

Marketing Science, Journal of Marketing, International Journal of Research in Marketing, Marketing Letters, Journal of Econometrics, Production and Operations Management, and Manufacturing & Service Operations Management

(NON-ACADEMIC) WORK HISTORY

- 2003-5 Consultant, **Investics Inc.**, Marketing Investment Management. Used time series models to predict store level sales across different channels and compute different marketing returns on investment for multichannel retailer, with Dominique Hanssens, UCLA.
- 2004 Consultant, **AstraZeneca**. Documented gaps in the marketing research process from procurement to end-users and presented report of findings, with Jehoshua Eliashberg.
- 2000 Analyst, **Mercer Management Consulting**.
- 1999 Intern, **Civitella Ranieri Center**, nonprofit art residency, Umbertide, Italy

REFERENCES

Jehoshua Eliashberg, Sebastian S. Kresge Professor of Marketing and Professor of OPIM

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