

## **BART J. BRONNENBERG**

Professor and CentER Research Fellow  
Tilburg School of Economics and Management  
Bart.Bronnenberg@uvt.nl

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### **COORDINATES**

CentER, Tilburg School of Economics and Management  
Warandelaan 2  
5037 AB Tilburg  
The Netherlands

phone: +31 13 466 8939  
fax: +31 13 466 8354  
e-mail: bart.bronnenberg@uvt.nl  
web: center.uvt.nl/staff/bronnenberg  
ssrn: ssrn.com/author=116364

### **ACADEMIC POSITIONS**

Professor and CentER Research Fellow, Tilburg School of Economics and Management (2007-)  
Full Professor, UCLA Anderson School of Management (2006-2007)  
Associate Professor, UCLA Anderson School of Management (2002-2006)  
Assistant Professor, UCLA Anderson School of Management (1999-2002)  
Assistant Professor, Business School, University of Texas at Austin (1994-1999)  
Instructor in Business, University of Twente, Enschede, the Netherlands (1987-1990)

### **VISITING POSITIONS**

Kilts Fellow, University of Chicago, Booth School of Business (April 2010)  
Visiting Assistant Professor, UCLA Anderson School of Management (1998-1999)  
Visiting scholar at the University of Michigan (September – December 1988)

### **EDUCATION**

INSEAD (PhD. degree in Management, 1994)  
INSEAD (MSc. degree in Management, 1992)  
Twente University (MSc. degree in Industrial Engineering, 1987)  
Sint Maartenscollege (VWO-B, 1982)

### **HONORS, AWARDS AND GRANTS**

Finalist for the *Frank M. Bass Dissertation Award* for "Online Demand under Limited Consumer Search" (Dissertation Jun B. Kim), 2011  
Finalist for the *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005 for "Market Rollout and Retail Adoption for New Brands of Non-durable Goods (2004)," and for "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables (2001)," 2011  
NWO Vici Grant, Dutch Science Foundation, 2010-2014  
Marie Curie International Reintegration Grant, European Commission, 2009-2012  
MSI grant, The Evolution of Brand Preferences, 2009

Paul Green Award, AMA, *Journal of Marketing Research*, for "Consumer Packaged Goods in the United States: National Brands, Local Branding," 2008  
NSF Grant, Social and Economic Sciences Funding (SES) program, 2007-2009  
Invited faculty for the INFORMS Marketing Science Doctoral Consortium, 2007-2009  
MSI Grant, DVRs and Advertising Effectiveness, 2007  
Finalist for the O'Dell Award, AMA, *Journal of Marketing Research* for "Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist," 2007  
HP Labs Grant, HP Palo Alto, 2007  
Finalist for the O'Dell Award, AMA, *Journal of Marketing Research* for "The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution," 2005  
CIBER Grant, UCLA, 2005  
MSI Grant, The Geography of Consumer Brands, 2005  
John D.C. Little Best Paper Award, INFORMS, *Marketing Science/Management Science*, for "Market Rollout and Retail Adoption for New Brands of Non-durable Goods," 2004  
Best paper award, EMAC, *International Journal of Research in Marketing*, 2004, for "Advertising versus Pay-per-View in Electronic Media"  
Invited for the Sheth Marketing Doctoral Consortium, 2003, 2007  
Citibank Award for the most outstanding MBA teacher, UCLA, 2003  
Paul Green Award, AMA, *Journal of Marketing Research*, for "Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist," 2002  
Invited faculty for the MSI Young Scholars Symposium, 2001  
Finalist for the O'Dell Award, AMA, *Journal of Marketing Research*, 2001, for "Limited Choice Sets, Local Price Response and Implied Measures of Price Competition"  
Honorable mention Sedgwick Memorial Award, UCLA, 2001  
Academic Senate Grant, UCLA, 2000-2002  
Trammell Assistant Professor Teaching Award, University of Texas at Austin, 1999  
Invited faculty for the Tri-Annual Invitational Choice Symposium in 1998, 2000, 2004, 2007, 2010  
University Research Grant, UT Austin, 1998  
Finalist for the Trammell Assistant Professor Teaching Award, Univ. of Texas at Austin, 1998  
Dean's Fellow Award, University of Texas at Austin, 1998  
Most Outstanding Marketing Professor Award, AMA-UT Austin Chapter, 1996  
Faculty Research Grant, UT Austin, 1995  
European Commission scholarship in the SPES program, 1991-1993  
Sasakawa Young Leaders Program Scholarship, 1990  
Unilever Marketing Award (for best marketing oriented M.Sc. thesis), 1987  
MSc. Cum-laude, School of Business Engineering, University of Twente, The Netherlands, 1987

## RESEARCH

*Online markets, consumer search models, branding, entry timing, innovation and new products, the geography of consumer markets, local branding and advertising, distribution channels and retailing, spatial statistics*

## PUBLICATIONS

Bart J. Bronnenberg, Jean-Pierre Dubé and Matthew Gentzkow (2011) "The Evolution of Brand Preferences: Evidence from Consumer Migration," forthcoming in *the American Economic Review*

– NBER Working Paper No. 16267, August 2010

– Covered in *The Economist*, 9/23/2010 see <http://www.economist.com/node/17090924>

Albuquerque, Paulo, and Bart J. Bronnenberg (2011), "Measuring the Impact of Negative Demand Shocks on Car Dealer Networks," forthcoming at *Marketing Science*

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2011), "Endogenous Sunk Costs and the Geographic Differences in the Market Structures of CPG Categories," forthcoming at *Quantitative Marketing and Economics*

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2011), "Mapping Online Consumer Search," *Journal of Marketing Research*, 48:1 (January-February),

Jun B. Kim, Paulo Albuquerque, and Bart J. Bronnenberg (2010), "Online Demand under Limited Consumer Search," *Marketing Science*, 29:6 (November-December), 1001-1023

– Finalist for the 2011 *Frank M. Bass Dissertation Award* for the best 2010 *Marketing Science/Management Science* paper based on a doctoral dissertation.

Bart J. Bronnenberg, Jean-Pierre Dubé, and Carl F. Mela (2010), "Do DVR's Influence Consumer Brand Purchases," the *Journal of Marketing Research*, 47:6 (November-December), 998-1010

– *Lead article*

Minha Hwang, Bart J. Bronnenberg, and Raphael Thomadsen (2010), "An Empirical Analysis of Determinants of Assortment Composition and Assortment Size at U.S. Supermarkets," *Marketing Science*, 29:5 (September-October), 858-879

Erjen van Nierop, Bart J. Bronnenberg, Richard Paap, Michel Wedel, and Philip-Hans Franses (2010), "Retrieving Unobserved Consideration Sets from Household Panel Data," *Journal of Marketing Research*, 47:1 (January-February), 63-74

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2009), "Brand History, Geography, and the Persistence of CPG Brand Shares," the *Journal of Political Economy*, 117:1, 87-115

Albuquerque, Paulo and Bart J. Bronnenberg (2009), "Estimating Demand Heterogeneity Using Aggregated Data: An Application to the Frozen Pizza Category," *Marketing Science*, 28:2, 356-372

Bronnenberg, Bart J., Jean Pierre Dubé, Carl Mela, Paulo Albuquerque, Tulin Erdem, Brett Gordon, Dominique Hanssens, Guenter Hitsch, Baohong Sun (2008), "Measuring Long Run Marketing Effects and their Implications for Long Run Marketing Decisions," *Marketing Letters*, 19, 367-382

Bronnenberg, Bart J., Michael W. Kruger, and Carl F. Mela (2008), "The IRI Marketing Data Set," *Marketing Science*, 4 (July-August), 745-748.

Bronnenberg, Bart J. (2008), "Brand Competition in Consumer Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation," *Quantitative Marketing and Economics*, 6:1, 79-107

- A practitioner version of this paper created by Booz|Allen|Hamilton is available from [www.strategy-business.com/media/file/sb34\\_041-research\\_notes.pdf](http://www.strategy-business.com/media/file/sb34_041-research_notes.pdf)

Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2007), "A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification," *Management Science*, 53:3 (March), 451-468

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2007a), "Consumer Packaged Goods in the United States: National Brands, Local Branding," *Journal of Marketing Research*, 44 (February), 4-13.

- *Lead article*
- Winner 2008 *Paul Green Award*

Bronnenberg, Bart J., Sanjay K. Dhar, and Jean-Pierre Dubé (2007b), "National Brands, Local Branding: Conclusions and Future Directions," *Journal of Marketing Research*, 44 (February), 26-28.

Bronnenberg, Bart J., Carl F. Mela, and William F. Boulding (2006), "The Periodicity of Competitor Pricing," *Journal of Marketing Research*, 43 (August), 477-493.

Bradlow, Eric, Bart J. Bronnenberg, Gary J. Russell, Neeraj Arora, David Bell, Sri Devi Deepak, Frenkel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen, Sha Yang (2005), "Spatial Models in Marketing," *Marketing Letters*, 16 (3,4), 267-278.

Bronnenberg, Bart J. (2005), "Spatial Models in Marketing Research and Practice," *Applied Stochastic Models in Business and Industry*, 21, 335-343.

Bronnenberg, Bart J. (2005), Rejoinder to comments on "Spatial Models in Marketing Research and Practice," *Applied Stochastic Models in Business and Industry*, 21, 349-350.

Bronnenberg, Bart J., Peter E. Rossi, and Naufel J. Vilcassim (2005), "Structural Modeling and Policy Simulation," the *Journal of Marketing Research*, 42 (February), 22-26.

Wathieu, Luc, A.V. Mutukrishnan, and Bart J. Bronnenberg (2004), "The Asymmetric Effect of Brand Positioning on Post-Promotion Preference," the *Journal of Consumer Research*, 31:3 (December), 652-657.

Bronnenberg, Bart J. and Carl Mela (2004), "Market Rollout and Retail Adoption for New Brands of Non-durable Goods," *Marketing Science*, 23:4 (Fall), 500-518.

- Winner 2004 *John D.C. Little Best Paper Award*
- Finalist for the 2011 *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005.

Ashutosh Prasad, Bart J. Bronnenberg, and Vijay Mahajan (2004) "Product entry timing in dual distribution channels: The case of the movie industry," *Review of Marketing Science*, vol 2:1, Berkeley Electronic Press at <http://www.bepress.com/romsjournal/vol2/iss1/art4/>

Bronnenberg, Bart J., and Paulo Albuquerque (2003), "Marketing Strategy in Packaged Goods and Geography," *Advances in Management Strategy*, vol 20, 215-238.

Prasad, Ashutosh, Vijay Mahajan, and Bart J. Bronnenberg (2003), "Advertising versus Pay-per-View in Electronic Media," *International Journal of Research in Marketing*, vol 20(1), 13-30.

- *Lead article*
- Winner 2003 *Best Paper Award*.

Jean-Pierre Dube, Pradeep Chintagunta, Bart J. Bronnenberg, Ron Goettler, Amil Petrin, P.B. (Seethu) Seetharaman, K. Sudhir, Raphael Thomadsen, Ying Zhao (2002), "Structural Applications of the Discrete Choice Model," *Marketing Letters*, 13:3 (August), 207-220.

Bronnenberg, Bart J., and Catarina Sismeiro (2002), "Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist," *Journal of Marketing Research*, vol 39, February, 1-17.

- *Lead article*
- Winner 2003 *Paul Green Award*
- Finalist for the 2007 *O'Dell Award* for the 2002 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Bronnenberg, Bart J. and Vijay Mahajan (2001), "Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables," *Marketing Science*, 20:3 (Summer), 284-299.

- Finalist for the 2011 *Long Term Impact Award* for the *Marketing Science/Management Science* papers in 2001-2005.

Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker (2000), "The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution," *Journal of Marketing Research*, 37 (February), 16-31.

- Finalist for the 2005 *O'Dell Award* for the 2000 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Jamil Baz, Eric Briys, Bart J. Bronnenberg, Michèle Cohen, Robert Kast, Pascale Viala, Luc Wathieu, Martin Weber, and Klaus Wertenbroch (1999), "Risk Perception in the Short Run and in the Long Run," *Marketing Letters*, 10:3, 267-283.

Bronnenberg, Bart J. (1998), "Advertising Frequency Decisions in a Discrete Markov Process under a Budget Constraint," *Journal of Marketing Research*, 35 (August), 399-406

Zenor, Michael J., Bart J. Bronnenberg and Leigh McAlister (1998), "The Impact of Marketing Policy on Promotional Price Elasticities and Baseline Sales," *Journal of Retailing and Consumer Services*, 5:1, 25-32.

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (1997), "The Marketing Implications of the Internet for Consumers," *Journal of the Academy of Marketing Science*, 25:4, 329-346.

Bronnenberg, Bart J. and Luc Wathieu (1996): "Asymmetric Promotion Effects and Brand Positioning," *Marketing Science*, 15:4, 379-394.

Bronnenberg, Bart J. and Wilfried R. Vanhonacker (1996): "Limited Choice Sets, Local Price Response and Implied Measures of Price Competition," *Journal of Marketing Research*, 33 (May), 163-173

- Finalist for the 2001 *O'Dell Award* for the 1996 *Journal of Marketing Research*-article that made a significant long-term contribution to marketing research.

Bronnenberg, Bart J. and Jo M.L. van Engelen (1988): "A Dutch Test with the NewProd Model," *R&D Management*, 18:4, 321-332

## RESEARCH IN PROGRESS

### Papers

Albuquerque, Paulo, and Bart J. Bronnenberg (2008), "The (in)Variability of Brand Substitution Across Markets," *working Paper*

### Projects

Bart J. Bronnenberg, "Transaction costs, Marketing, and Consumer Welfare"

Bart J. Bronnenberg, "Marketing and Economic Growth"

Bart J. Bronnenberg, Jean-Pierre Dubé, Matthew Gentzkow, and Jesse Shapiro, "Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium"

Bart J. Bronnenberg, Jean-Pierre Dubé, and Matthew Gentzkow, "Brand Equity and Strategy"

Bart J. Bronnenberg, Jean-Pierre Dubé, Carl F. Mela, Kenneth Wilbur, "Testing the Complementarity of Branded Goods and Advertising"

Minha Hwang, Bart J. Bronnenberg, and Raphael Thomadsen, "Retailer Profits and the Introduction of Premium Store Brands"

Paulo Albuquerque, Bart J. Bronnenberg, and Jun Kim, "Identifying Online Consumer Search and Demand"

## BOOKCHAPTERS

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (2000), "The Marketing Implications of the Internet for Consumers," reprinted in Jagdish Sheth, Abdolreza Eshghi, and Balaji Krishnan (2000), "*Marketing in the Internet Age*"

Peterson, Robert A., Sridhar Balasubramanian, and Bart J. Bronnenberg (2000), "The Marketing Implications of the Internet for Consumers," reprinted in Montgomery Research, "*Defying the Limits: Reaching New Heights in Customer Relationship Management*"

## PAPERS IN DUTCH / OP-ED

Bronnenberg, Bart J. (2011), "Waarom Universiteiten de Californische Droom Moeten Najagen", *Me Judice*, jaargang 4, 6 april 2011

## INVITED PRESENTATIONS

Bart J. Bronnenberg, Jean-Pierre Dube Matthew Gentzkow and Jesse Shapiro, "Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium,"

- McCombs School of Business, University of Texas, 21 March, 2011

Bart J. Bronnenberg, Jean-Pierre Dubé and Matthew Gentzkow “The Evolution of Brand Preferences: Evidence from Consumer Migration,”

- EIEF, Rome, November 18, 2010
- QME Conference, Los Angeles, October 23, 2010
- NBER Summer Institute, Cambridge, July 23, 2010
- Goethe University, Frankfurt, May 26, 2010
- Universidade Nova, Lissabon, March 5, 2010
- Erasmus University, Rotterdam, February 8, 2010
- London Business School, London, February 1, 2010
- Stanford University, Palo Alto, October 14, 2009

Bart J. Bronnenberg, Jean-Pierre Dubé, and Carl F. Mela, “Do DVR’s Influence Consumer Brand Purchases,”

- University of Rochester, Rochester, March 15, 2009

Paulo Albuquerque, Bart J. Bronnenberg, and Jun Kim, “Estimating Demand and Consumer Search for Durable Products in On-Line Markets”

- Choice Symposium, Key Largo, May 15, 2010
- QME Conference, University of Chicago, October 10, 2009
- Lustrum conference, Tilburg University, Tilburg, May 26, 2008
- Econometric Institute, Erasmus University, September 25, 2008

Paulo Albuquerque and Bart J. Bronnenberg, “Demand for Automobiles at Point of Purchase”

- Research camp, Erasmus University, Rotterdam, November 5, 2007

Paulo Albuquerque and Bart J. Bronnenberg, “Measuring Consumer Switching to a New Brand of Consumer Packaged Goods”

- Marketing Dynamics Conference, Groningen, August 23, 2007
- Choice Symposium, Wharton School, Philadelphia, June 14, 2007
- University of Florida, Gainesville, March 3, 2007
- University of Tilburg, December 21, 2006

Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett, “A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification,”

- CIBER / University of Texas, McCombs School, May 13, 2006

Bronnenberg, Bart J., “Brand Competition in Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation,”

- Yale University, New Haven, May 12, 2007
- MSI Trustees Meetings, Boston, April 13, 2007

- Columbia University, New York City, April 10, 2007
- Cornell University, Ithaca, March 30, 2007
- Emory University, Hightower Lecture, April 21, 2006
- Wharton School, University of Pennsylvania, April 13, 2006
- Carnegie Mellon University, April 7, 2006
- University of Michigan, Ann Arbor, November 11, 2005
- Business Decisions Conference, Montréal, September 24, 2005
- Kellogg School of Management, Evanston, September 9, 2005
- University of California, Haas School, Berkeley, March 19, 2004
- University of Toronto, Rotman School, Toronto, March 5, 2004
- Erasmus University, Rotterdam, January 15, 2004

Bronnenberg, Bart J., Jean-Pierre Dubé, and Sanjay Dhar, “Market Structure and the Geographic Distribution of Brand Shares in Consumer Packaged Goods Industries,”

- HP Labs, Palo Alto, July 6, 2006
- INSEAD, Fontainebleau, France, October 14, 2005
- University of Maastricht, March 13, 2005
- NBER Meetings, Stanford University, February 4, 2005
- Leuven University, Belgium, December 10, 2004
- Yale University, School of Management, November 5, 2004
- University of Chicago, GSB, October 11, 2004
- MIT, Sloan School, Buck Weaver Conference, September 11, 2004
- NYU, Stern School of Business, New York, June 17, 2004
- Invitational Choice Symposium, Estes Park, Colorado, June 6, 2004

Bronnenberg, Bart J., Carl F Mela, “Market Rollout and Retail Adoption for New Brands of Non-durable Goods,”

- Groningen University, January 9, 2004
- Tilburg University, January 7, 2004
- London Business School, London, July 14, 2003
- Erasmus University, Rotterdam, December 19, 2002
- University of Maastricht, December 18, 2002
- INSEAD, December 13, 2002
- North-Western University, Kellogg School, September 21, 2002
- ART forum, June, 2002
- Duke University, Fuqua School, March 26, 2002
- Young Scholars Symposium, Park City Utah, January 12, 2001

Bronnenberg, Bart J., Catarina Sismeiro, “Using Multimarket Data to Predict Brand Performance in Markets for Which No or Poor Data Exist,”

- ART forum, Paul Green Award Presentation, June 4, 2003
- Columbia University Research Camp, June 9, 2001
- Stanford University, May 23, 2001
- Harvard University, April 11, 2001

- University of Chicago, February 19, 2001
- Erasmus University, Rotterdam, February 14, 2000
- UCLA, Marketing Research Camp, January 28, 2000

Bronnenberg, Bart J., “Empirical Studies of New Product Growth and Market Structure,”

- Duke University, Fuqua School, November 13, 2002

Bronnenberg, Bart J. and Vijay Mahajan, “Unobserved Retailer Behavior in Multimarket Data: Joint Spatial Dependence in Market Shares and Promotion Variables

- Invitational Choice Symposium, UC Berkeley/Asilomar, June 1, 2001
- Erasmus University, Rotterdam, February 11, 2000

Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker, “The Emergence of Market Structure in New Repeat-Purchase Categories: The Interplay of Market-Share and Retailer Distribution,”

- Carnegie-Mellon University, April 16, 1999
- University of Pennsylvania, the Wharton School, March 25, 1999
- Stanford University, February 24, 1999
- Cornell University, Ithaca, December 10, 1998
- University of California, Berkeley, September 25, 1998
- University of California, Los Angeles, September 10, 1998
- Erasmus University, Rotterdam, July 6, 1998;

Bronnenberg, Bart J., “Advertising Frequency Decisions in a Discrete Markov Process under a Budget Constraint,”

- Washington University, St. Louis, November 26, 1997
- University of Texas at Dallas, May 6, 1997
- HKUST, Hong Kong, December 9, 1995

Bronnenberg, Bart J., “Advertising Pulsing Optima,”

- Erasmus University, Rotterdam, March 10, 1994.

#### **CONFERENCE PRESENTATIONS**

Bart J. Bronnenberg, Jean-Pierre Dube Matthew Gentzkow and Jesse Shapiro, “Do Pharmacists Buy Bayer: Sophisticated Shoppers and the Brand Premium,”

- Marketing Science Conference, University of Cologne, 18 June, 2010

Bart J. Bronnenberg, Jean-Pierre Dube and Matthew Gentzkow, “Measuring Lifetime Persistence of Preferences for Consumer Packaged Goods,”

- Marketing Science Conference, University of Michigan, Ann Arbor, 4 June, 2009

Paulo Albuquerque and Bart J. Bronnenberg, “Measuring Consumer Switching to a New Brand of Consumer Packaged Goods,”

- Marketing Dynamics Conference, Groningen University, 22 August 2007  
Bronnenberg, Bart J., “Brand Competition in Packaged Goods: Sustaining Large Market Advantages with Little Product Differentiation,” 14000 Certification”
- EMAC Conference, Special Session on Competition, May 26, 2006  
Paulo Albuquerque, Bart J. Bronnenberg and Charles Corbett (2004), “A Spatio-temporal Analysis of Global Diffusion of ISO 9000 and ISO 14000 Certification”
- Marketing Science Conference, Emory University, June 2005  
Bronnenberg, Bart J., “Multi-market Competition in Packaged Goods: Sustaining Large Local Advantages with Little Product Differentiation”
- Marketing Science Conference, University of Maryland, June 2003  
Bronnenberg, Bart J., Sanjay Dhar and Jean-Pierre Dube, “Explaining Spatial Variation in Market Shares and Prices of Repeat Purchase Goods”
- Marketing Science Conference, University of Maryland, June 2003  
Bronnenberg, Bart J., Carl F. Mela, “Market Rollout and Retailer Adoption of New Brands of Repeat Purchase Goods”
- Advanced Research Techniques Forum, Vail, June 2002
- Marketing Science Conference, Edmonton, Canada, July 2002  
Bronnenberg, Bart J., Carl F. Mela, “Spatio-temporal Diffusion of Retail Distribution for New Repeat Purchase Goods”
- Marketing Science Conference, Wiesbaden, Germany, June, 2001  
Bronnenberg, Bart J., Carl F. Mela, and William F. Boulding, “The Effect of Category and Brand Characteristics on the Dynamics of Competitive Price Reactions”
- MSI conference on Competitive Responsiveness, Boston, May 17, 2001  
Bronnenberg, Bart J., Catarina Sismeiro, “Spatial Prediction of Market Shares using Sparsely Sampled Multimarket Data,”
- INFORMS Marketing Science Conference, UC Los Angeles, June 25, 2000  
Bronnenberg, Bart J. and Vijay Mahajan, “Spatial Dependence in Multimarket Data: an Application to Endogeneity in Promotion and Price Data,”
- American Marketing Association Conference, 5 August 2000
- INFORMS Marketing Science Conference, Syracuse, 22 May 1999  
Wathieu, Luc and Bart J. Bronnenberg, “Variety Seeking Induced by Variety”
- INFORMS Marketing Science Conference, INSEAD, July 11 1998  
Bronnenberg, Bart J., Vijay Mahajan, and Wilfried R. Vanhonacker: “The Emergence of Market Structure in New Repeat-Purchase Categories: A Dynamic Approach and an Empirical Application”
- INFORMS Marketing Science Conference, INSEAD, July 11 1998

Bronnenberg, Bart J. and Luc Wathieu: "Asymmetric Promotion Effects and Brand Positioning,"

- Marketing Science Conference, Sydney, Australia, July 5, 1995
- University of Texas, Austin, March 24, 1995

Wathieu, Luc and Bart J. Bronnenberg: "Do Promotions Advertise Lower Price Brands"

- INFORMS Marketing Science Conference, UC Berkeley, March 24, 1997
- EIRAS Conference on Retailing in Austria, June 23, 1996
- INFORMS Marketing Science Conference, Gainesville, March 8, 1996

Wathieu, Luc and Bart J. Bronnenberg, "Asymmetric Post Promotion Effects"

- INFORMS meeting in Dallas, October 28, 1997

Bronnenberg, Bart J. and Wilfried R. Vanhonacker: "Limited Choice Sets, Local Price Response and Implied Measures of Price Competition,"

- INFORMS Marketing Science Conference, Sydney Australia, July 6, 1995
- INFORMS Conference, Los Angeles, April 24, 1995
- University of Texas, Austin, November 18, 1994

## CONFERENCE ORGANIZATION

Doctoral Consortium Chair, Informs Society for Marketing Science, Rice University (2011).  
Conference Chair , Quantitative Marketing and Economics (QME) conference (2004),  
Harvard Business School, Boston November 13-14

Program Committee of the 2008 Quantitative Marketing and Economics (QME) conference,  
New York University.

Organization Committee of the 2007 Yale Centre for Consumer Insights Conference

Program Committee of the 2005 Quantitative Marketing and Economics (QME) conference,  
University of Chicago.

Program Committee of the Inaugural (2003) Quantitative Marketing and Economics (QME)  
conference, University of Chicago.

Program Committee of the 2003 American Marketing Association - Advanced Research  
Techniques (ART) Forum

Organizer of special session on Spatial Models of Choice for the Choice Symposium in  
Colorado, June 2004.

Organizer of special session on Spatial Statistics in Marketing at the Marketing Science  
Conference 2002, Edmonton, Canada

Organizer of Special Session on "Price Effects in Choice Models" for the INFORMS  
conference 1997 in Dallas, October 29, 1997.

## TEACHING

Theory Based Econometric Models, PhD level, Tilburg University, 2009-

Bayesian Statistics, PhD level, Tilburg University, 2008-

Market Assessment, MBA level, Tilburg University, 2008-

Marketing Core II, MBA level, UCLA, 2005-2007

Market Assessment, MBA level, UCLA, 1998-2005

PhD Seminar, PhD level, UCLA, 2000-2007

Marketing Research, BA level, UT Austin, 1994-1998  
New Product Design and Marketing, MBA level, UT Austin, 1998  
PhD Seminar, PhD level, UT Austin, 1994-1998  
Current Issues in Marketing, BBA level, UT Austin, 1994

#### **PHD STUDENTS**

Advisor to PhD Students (advising role, first placement, year)  
Yufeng Huang (Chair, expected completion 2014)  
Benjamin Tanz (Co-Chair, expected completion, 2013)  
Minha Hwang (Co-Chair, McGill, 2010)  
Jun Kim (Chair, Georgia Tech, 2009)  
Paulo Albuquerque (Chair, Rochester, 2007)  
Andres Terech (Committee member, University of Buenos Aires, 2004)  
Catarina Sismeiro (Committee member, USC, 2002)  
Koen Pauwels (Committee member, Dartmouth College, 2001)  
Ashutosh Prasad (Committee member, UT Dallas, 1999)

#### **EXECUTIVE SEMINARS**

UCLA: GKN Program; University de Chile, Santiago, CIBER program; HEC CIBER program; Faculty director, Medical Marketing Program; Johnson and Johnson Healthcare Program; Credit Suisse; ITS program; Customer Information and Feedback EP; Strategic Leadership Institute; Marketing Strategy in the Information Age Program; Executive Program; Northrop-Grumman Program

Other: Marketing Masters, TiasNimbas; Medical Marketing Program, SIMI; Marketing Strategy MarkStrat, Chinese European Institute of Business Studies, Shanghai, PRC; Marketing Strategy Executive MBA, China-Europe Institute of Business Studies, Shanghai, PRC; Executive Program, University of Texas at Austin, New Product Development

#### **EDITORIAL RESPONSIBILITIES**

Editor-in-Chief

- Journal of Marketing Research 2011 Special Issue on Marketing Dynamics (co-editor w. Ariel Pakes and Peter E. Rossi)

Guest Editor-in-Chief

- Marketing Science, 2008 – current
- Journal of Marketing Research, 2009 – current

Associate Editor

- International Journal of Research in Marketing, 2010 – current
- Management Science, 2008 – current
- Marketing Science, 2007 – current
- Quantitative Marketing and Economics, 2002 – current

Guest Associate Editor

- Journal of Marketing Research, 2008 – current

Editorial Board

- Journal of Marketing Research, 2003 – current
- Journal of Marketing, 2002-2006, 2008 – current
- Marketing Science, 2002 – 2007
- Review of Marketing Science, 2001 – 2005
- Marketing Letters, 2001 – current
- International Journal of Research in Marketing, 1997 – 2010
- Revue et Applications en Marketing, 1998 – 2003

Ad hoc reviewer for

American Statistician, Decision Support Systems, Journal of Business and Economic Statistics, Journal of Consumer Research, Journal of Retailing, Management Science, Omega, R&D Management

**SERVICE/MISCELLANEOUS**

Member Advanced Grant Committee of European Research Council, 2011-2015  
Member Veni Grant Evaluation Committee of Netherlands Organization for Scientific Research (NWO), 2011  
Member of ISMS board, VP Education, INFORMS Society of Marketing Science, 2011-2013  
Member, review committee on faculty promotion issues, UCLA, 2006  
Member IRI Academic Sub-committee for the creation of the IRI Marketing Data Set, 2006  
Member, UCLA Faculty Executive Committee, 2005-2007  
Chair, Paul Green Award Committee, Journal of Marketing Research, AMA 2004  
Member, staffing Committee, Anderson School, UCLA, 2003-2005  
Chair, Faculty committee on recruiter practices at the Anderson Graduate School, 2002-2003  
Member, campus committee on recruitment and retention, UCLA , 2001-2003  
Member, campus legislative assembly, UCLA , 2000-2001  
Member, Anderson School PhD committee, UCLA 1999-2002  
Member, budget council, Dept. of Marketing, UT Austin , 1995  
Member, doctoral admission committee, Dept. of Marketing, UT Austin, 1995-1997  
Member, computer steering committee, College of Business Administration, UT Austin , 1995  
Member, recruiting committee, Dept. of Marketing, UT Austin, 1995-1996

**PROFESSIONAL ASSOCIATION MEMBERSHIPS**

The American Marketing Association (AMA)  
The Institute for Operations Research and Management Science (INFORMS)

**EXTERNAL**

Consulting  
AC Nielsen; Arrow International; Autry Museum of Western Heritage; Bausch & Lomb; Becton-Dickinson Biosciences; California State Lottery; Catalina Marketing Corporation; Dey, LP; Gen-Probe; Global Windows; Greenberg, Glusker, Fields, Claman, Machtinger & Kinsella LLP; Hewlett-Packard; Medical Marketing Association; Nestlé-USA; Strategic Datacorp; Scandinavian International Management Institute; Wells Fargo

Advisory board memberships

M-Factor (2007-current); Benchmark Metrics (2006 – current); The Modellers Group – 4C (2004 – current); Strategic Datacorp (1999-2001)

**MEDIA**

(post 2007)

Business+Strategy, The Economist, Enterprise Post, Financial Times, Huffington Post, Science Daily, Sun Times

BNR Radio, Marketing Tribune, Me Judice