

**VITA**

**Scott Andrew Neslin**  
**Albert Wesley Frey Professor of Marketing**  
**Tuck School of Business**  
**Dartmouth College**  
**Hanover, New Hampshire 03755**  
**Telephone: 603-646-2841 (Office) 603-646-1717 (Fax) 603-643-8771 (Home)**  
**e-mail: Scott.Neslin@Dartmouth.Edu**

**EDUCATION**

Ph.D. (Management), 1978  
Sloan School of Management  
Massachusetts Institute of Technology  
Major Field: Public Systems  
Minor Field: Management Science Methods

B.S. (Engineering), 1974  
Cornell University  
Major Field: Industrial Engineering  
Minor Field: Mathematics

**ACADEMIC POSITIONS**

Albert Wesley Frey Professor of Marketing, Tuck School of Business (1998-present)  
Visiting Scholar, Stern School of Business, NYU (January, 2020-present)  
Visiting Scholar, Columbia Business School (September, 2009-June, 2010)  
Visiting Scholar, Fuqua School of Business, Duke University (January-June, 2002)  
Associate Dean of Faculty, Tuck School of Business (1993-1998)  
Benjamin Ames Kimball Professor of the Science of Administration, Tuck School of Business (1993-1998)  
Senior Visiting Research Scholar, Yale University School of Management (1989-1990)  
Professor, Tuck School of Business (1988-1993)  
Visiting Associate Professor, Sloan School of Management, M.I.T. (January-July, 1984)  
Associate Professor, Tuck School of Business (1982-1988)  
Assistant Professor, Tuck School of Business (1978-1982)

**RESEARCH INTERESTS**

Statistical modeling and analysis of Customer Relationship Management (CRM) and marketing productivity/ROI. Particular focus on multichannel customer management and internet marketing.

**PUBLICATIONS (Books and Monographs)**

- Winer, Russell, S., and Scott A. Neslin (Eds.) 2014, *The History of Marketing Science*, Hackensack, NJ, World Scientific Publishing Col, Pte. Ltd., and Hanover, MA, now publishers Inc.
- Coussement, Kristof, Koen W. De Bock, and Scott A. Neslin (Eds.) (2013), *Advanced Database Marketing: Innovative Methodologies and Applications for Managing Customer Relationships*, Surrey, England: Gower Publishing.

Translated into Chinese, 2014

- Blattberg, Robert C., Byung-Do Kim, and Scott A. Neslin (2008), *Database Marketing: Analyzing and Managing Customers*, New York: Springer Science+Business Media, LLC, International Series in Quantitative Marketing.
- Neslin, Scott A., (2002) *Sales Promotion*, Cambridge MA: Marketing Science Institute.
- Blattberg, Robert C., and Scott A. Neslin (1990) *Sales Promotion: Concepts, Methods, and Strategies*, Englewood Cliffs, NJ: Prentice-Hall.

#### **PUBLICATIONS** (Chapters, Comments, etc.)

- Travis Oh, Kevin Keller, Scott A. Neslin, David Reibstein, and Donald Lehmann (2020), “The Past, Present, and Future of Brands and Brand Research”, *Marketing Letters*, 31(2-3), 151-162.
- Van Heerde, Harald J., and Scott A. Neslin, (2017), “Sales Promotion Models”, in *Handbook of Marketing Decision Models*, 2<sup>nd</sup> Edition (Berend Wierenga, Ed.), pp. 13-78, New York: Springer.
- Luo, Anita, Donald R. Lehmann, and Scott A. Neslin (2015), “Co-Managing Brand Equity and Customer Equity”, in *Handbook of Research on Customer Equity in Marketing*, V. Kumar and Denish Shah (eds.), pp. 363-381, Cheltenham, UK: Edward Elgar Publishing.
- Neslin, Scott A., (2014), “Customer Relationship Management,” in *The History of Marketing Science*, Russell S. Winer and Scott A. Neslin (Eds.), pp. 289-318, Hackensack, NJ: World Scientific Publishing Col, Pte. Ltd.
- Neslin, Scott A., (2013), “Dynamic Customer Optimization Models,” in Kristof Coussement, Koen W. De Bock, and Scott A. Neslin (Eds.), *Advanced Database Marketing: Innovative Methodologies and Applications for Managing Customer Relationships*, Surrey, England: Gower Publishing.
- Neslin, Scott A., (2011), “On Estimating Current-Customer Equity Using Company Summary Data: Comment,” *Journal of Interactive Marketing*, 25 (1), 15-17.
- Neslin, Scott A., and Harald van Heerde (2009), “Promotion Dynamics,” *Foundation and Trends*® *in Marketing*, Vol. 3: No. 4, pp. 177-268.
- Van Heerde, Harald J., and Scott A. Neslin, “Sales Promotion Models” (2008), in *Handbook of Marketing Decision Models*, (Berend Wierenga, Ed.), New York: Springer.
- Gedenk, Karen, Scott A. Neslin, and Kusum L. Ailawadi (2006), “Sales Promotion,” in *Retailing in the 21<sup>st</sup> Century*, Manfred Krafft and Murali K. Mantrala (Eds), Berlin: Springer.
- Neslin, Scott A. (2002), “Sales Promotion,” in *Handbook of Marketing*, Barton A. Weitz and Robin Wensley (Eds), London: Sage Publications.
- Blattberg, Robert C. and Scott A. Neslin (1993), "Sales Promotion Models," in Jehoshua Eliashberg and Gary Lilien (eds.) *Handbooks in Operations Research and Management Science: Marketing Models*, Amsterdam: North-Holland 553-609.

Translated along with the entire volume and published in Japanese.

- Greenhalgh, Leonard and Scott A. Neslin (1983), "Determining Outcomes of Negotiations: An Empirical Assessment", in Max H. Bazerman and Roy J. Lewicki (Eds.) Negotiating in Organizations, Beverly Hills, California: Sage Publications, Inc. 114-134.

## PUBLICATIONS (Articles)

- Shehu, Edlira, Dominik Papias, and Scott A. Neslin (2020), "Free Shipping Promotions and Product Returns," Journal of Marketing Research, 57(4), 640-658.
- Valentini, Sara, Scott A. Neslin, and Elisa Montaguti (2020), "Identifying Omnichannel Deal Prone Segments, Their Antecedents, and Their Consequences," Journal of Retailing, 96(3), 310-327.
- Valeria Stourm, Scott A. Neslin, Eric Bradlow, Els Breugelmans, So Yeon Chun, Pedro Gardete, P.K. Kannan, Praveen Kopalle, Young-Hoon Park, David Restrepo Amariles, Raphael Thomadsen, Yuping Liu-Thompkins, and Rajkumar Venkatesan (2020), "Refocusing Loyalty Programs in the Era of Big Data: A Societal Lens Paradigm", Marketing Letters, 31(4), 405-418.
- Van Heerde, Harald J., Isaac M. Dinner, and Scott A. Neslin (2019) "Engaging the Unengaged Customer: The Value of a Retailer Mobile App," International Journal of Research in Marketing, 36(3), 420-438.

Winner: IJRM Best Paper Award

- Ascarza, Eva, Scott A. Neslin, Oded Netzer, Zachery Anderson, Peter S. Fader, Sunil Gupta, Bruce G.S. Hardie, Aurélie Lemmens, Barak Libai, David Neal, Foster Provost, and Rom Schrift (2018), "In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions," Customer Needs and Solutions, 5(1-2), 65-81.

Nominated for Marketing Science Institute (MSI) Best Paper Award

- Gensler, Sonja, Scott A. Neslin, and Peter C. Verhoef (2017), "The Showrooming Phenomenon: It's More Than Just about Price," Journal of Interactive Marketing, 38(May), 29-43.

Winner, Best Paper Published in 2017, Journal of Interactive Marketing

- Montaguti, Elisa, Scott A. Neslin, and Sara Valentini (2016), "Can Marketing Campaigns Produce Multichannel Buying and More Profitable Customers? A Field Experiment", Marketing Science, 35 (2), 201-217.
- Pauwels, Koen and Scott A. Neslin (2015), "Building with Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment," Journal of Retailing, 91 (2), 182-197.
- Bilgicer, Tolga, Kamel Jedidi, Donald R. Lehmann, and Scott A. Neslin (2015), "Social Influence and Customer Adoption of New Sales Channels," Journal of Retailing, 91 (2), 254-271.
- Bilgicer, Tolga, Kamel Jedidi, Donald R. Lehmann, and Scott A. Neslin (2015), "The Long-term Effect of Multichannel Usage on Sales," Customer Needs and Solutions, 2 (1), 41-56.
- Neslin, Scott A., Kinshuk Jerath, Anand Bodapati, Eric T. Bradlow, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Raj Venkatesan, Peter C. Verhoef, and Z. John Zhang (2014), "The Interrelationships between Brand and Channel Choice," Marketing Letters, 25 (3), 319-330.

- Dinner, Isaac M., Harald J. van Heerde, and Scott A. Neslin (2014), “Driving Online and Offline Sales: The Cross-channel Effects of Traditional, Online Display, and Paid Search Advertising,” Journal of Marketing Research, 51 (5), 527-545.

Finalist, O’Dell Award, Journal of Marketing Research

- Ailawadi, Kusum L., Scott A. Neslin, Gail A. Taylor, and Y. Jackie Luan, (2014), “Does Retailer CSR Enhance Behavioral Loyalty? A Case for Benefit Segmentation,” International Journal of Research in Marketing 31 (2), 156-167.
- Ailawadi, Kusum L., Karen Gedenk, Tobias Langer, Yu Ma, and Scott A. Neslin (2014), “Consumer Response to Uncertain Promotions: An Empirical Analysis of Conditional Rebates,” International Journal of Research in Marketing, 31 (1), 94-106.
- Konus, Umut, Peter C. Verhoef, and Scott A. Neslin (2014), “The Effect of Search Channel Elimination on Purchase Incidence, Order Size and Channel Choice,” International Journal of Research in Marketing, 31 (1), 49-64.
- Neslin, Scott A., Gail Ayala Taylor, Kimberly D. Grantham, and Kimberly R. McNeil (2013), “Overcoming the ‘Recency Trap’ in Customer Relationship Management,” Journal of the Academy of Marketing Science, 41 (3), 320-337.
- Ni, Jian, Scott A. Neslin, and Baohong Sun (2012), “Database Submission – The ISMS Durable Goods Data Sets,” Marketing Science, 31 (6), 1008-1013.
- Stahl, Florian, Mark Heitmann, Donald R. Lehmann, and Scott A. Neslin (2012), “The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin,” Journal of Marketing, 76 (4), 44-63.

Winner: 2012 Robert D. Buzzell MSI Best Paper Award

Winner: 2013 MSI/H. Paul Root Award

Finalist: Harald F. Maynard Award

- Kopalle, Praveen K., Yacheng Sun, Scott A. Neslin, Baohong Sun, and Vanitha Swaminathan (2012), “The Joint Impact of Frequency Reward and Customer Tier Components of Loyalty Programs,” Marketing Science, 31 (2), 216-235.
- Valentini, Sara, Elisa Montaguti, and Scott A. Neslin (2011), “Decision Process Evolution in Customer Channel Choice,” Journal of Marketing, 75 (6), 72-86.
- Neslin, Scott A., Thomas P. Novak, Kenneth R. Baker, and Donna L. Hoffman (2009), “An Optimal Contact Model for Maximizing Online Panel Response Rates,” Management Science, 55 (5), 727-737.
- Blattberg, Robert C., Edward C. Malthouse, and Scott A. Neslin (2009), “Customer Lifetime Value: Empirical Generalizations and Some Conceptual Questions,” Journal of Interactive Marketing, 23 (2), 157-168.
- Neslin, Scott A., and Venkatesh Shankar (2009), “Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions,” Journal of Interactive Marketing, 23 (1), 70-81.

Top Cited Paper Award 2007-2011, Journal of Interactive Marketing

- Konus, Umut, Peter C. Verhoef, and Scott A. Neslin (2008), “Multichannel Shopper Segments and Their Covariates,” Journal of Retailing, 84 (4), 398-413.
- Arora, Neeraj, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, and Z. John Zhang (2008) “Putting One-to-One Marketing to Work: Personalization, Customization and Choice,” Marketing Letters, 19 (3/4), 305-321.
- Ansari, Asim, Carl Mela, and Scott A. Neslin (2008), “Customer Channel Migration,” Journal of Marketing Research, 45 (1), 60-76.

Finalist, Paul E. Green Award, Journal of Marketing Research

- Verhoef, Peter C., Scott A. Neslin, and Björn Vroomen (2007), “Multichannel Customer Management: Understanding the Research-Shopper Phenomenon,” International Journal of Research in Marketing, 24 (2), 129-148.

Winner, 2020 Jan-Benedict E.M. Steenkamp Award for Long-Term Impact

- Ailawadi, Kusum, Karen Gedenk, Christian Lutzky, and Scott A. Neslin (2007), “Decomposition of the Sales Impact of Promotion-Induced Stockpiling,” Journal of Marketing Research, 44 (3), 450-467.
- Neslin, Scott A., Dhruv Grewal, Robert Leghorn, Venkatesh Shankar, Marije L. Teerling, Jacquelyn S. Thomas, and Peter C. Verhoef (2006), “Challenges and Opportunities in Multichannel Customer Management,” Journal of Service Marketing, 9 (2), 95-112.
- Neslin, Scott A., Sunil Gupta, Wagner Kamakura, Junxiang Lu, and Charlotte H. Mason (2006), “Defection Detection: Measuring and Understanding the Predictive Accuracy of Customer Churn Models,” Journal of Marketing Research, 43 (2), 204-211.

Finalist, O’Dell Award, Journal of Marketing Research

- Kamakura, Wagner, Asim Ansari, Anand Bodapati, Pete Fader, Raghuram Iyengar, Prasad Naik, Scott Neslin, Baohong Sun, Peter C. Verhoef, Michel Wedel, and Ron Wilcox (2005), “Choice Models and Customer Relationship Management,” Marketing Letters, 16 (3/4), 279-291.
- Taylor, Gail Ayala, and Scott A. Neslin (2005), “The Current and Future Sales Impact of a Retail Frequency Reward Program,” Journal of Retailing, 81 (4), 293-305.
- Ailawadi, Kusum, Praveen K. Kopalle, and Scott A. Neslin (2005), “Predicting Competitive Response to a Major Policy Change: Combining Game Theoretic and Empirical Analyses,” Marketing Science, 24 (1), 12-24.

Winner, John D. C. Little Best Paper Award

Finalist, ISMS Long Term Impact Award

- Macé, Sandrine, and Scott A. Neslin (2004), “The Determinants of Pre- and Post-Promotion Dips in Sales of Frequently Purchased Goods,” Journal of Marketing Research, 41 (3) 339-350.
- Ailawadi, Kusum, Donald R. Lehmann, and Scott A. Neslin (2003), “Revenue Premium as an Outcome Measure of Brand Equity,” Journal of Marketing, 67 (4) 1-17.

Winner, Harold F. Maynard Award, Journal of Marketing

- Kopalle, Praveen K., and Scott A. Neslin (2003), "The Economic Viability of Frequency Reward Programs in a Strategic Competitive Environment," Review of Marketing Science, Volume 1.
- Baohong Sun, Scott A. Neslin, and Kannan Srinivasan (2003), "Measuring the Impact of Promotions on Brand Switching When Consumers Are Forward-Looking," Journal of Marketing Research, 40 (4) 389-405.
- Knott, Aaron, Andrew Hayes, and Scott A. Neslin (2002), "Next-Product-to-Buy Models for Cross-Selling Applications," Journal of Interactive Marketing, 16 (3), 59-75.
- Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2001), "Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy", Journal of Marketing, 65 (1) 44-61.
- Ailawadi, Kusum L., Scott A. Neslin, and Karen Gedenk (2001), "Pursuing the Value-Conscious Consumer: Store Brands Versus National Brand Promotions", Journal of Marketing, 65 (1) 71-89.
- Gedenk, Karen and Scott A. Neslin (2000), "Die Wirkung von Preis- und Nicht-Preis-Promotions auf die Markenloyalität" (The Effect of Price and Non-Price Promotions on Brand Loyalty), Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (Schmalenback Business Review), 52 (June) 370-392.
- Gedenk, Karen and Scott A. Neslin. (1999), "The Role of Retail Promotion in Determining Future Brand Loyalty: Its Effect on Purchase Event Feedback," Journal of Retailing 75 (4) 433-459.

Co-Winner, Davidson Best Paper Award, Journal of Retailing.

- Ailawadi, Kusum, Karen Gedenk and Scott A. Neslin (1999), "Heterogeneity and Purchase Event Feedback in Choice Models: An Empirical Analysis with Implications for Model Building," International Journal of Research in Marketing 16, 177-198.
- Wedel, Michel, Wagner Kamakura, Neeraj Arora, Albert Bemmaor, Jeongwen Chiang, Terry Elrod, Rich Johnson, Peter Lenk, Scott A. Neslin and Carsten Stig Poulsen (1999), "Discrete and Continuous Representations of Unobserved Heterogeneity in Choice Modeling," Marketing Letters, 10 (August) 219-232.
- Ailawadi, Kusum and Scott A. Neslin (1998), "The Effect of Promotion on Consumption: Buying More and Consuming It Faster," Journal of Marketing Research, 35 (August) 390-398.

Finalist, O'Dell Award, Journal of Marketing Research

- Narasimhan, Chakravarthi, Scott A. Neslin and Subrata K. Sen (1996), "Promotional Elasticities and Category Characteristics," Journal of Marketing, 60 (April) 17-30.
- Neslin, Scott A. and Linda Schneider Stone (1996), "Consumer Inventory Sensitivity and the Postpromotion Dip," Marketing Letters, 7 (January), 77-94.

Translated into French, adapted, and published in Décisions Marketing, 12 (September-December), 31-38.

- Neslin, Scott A., Stephen Powell and Linda Schneider Stone (1995), "The Effects of Retailer and Consumer Response on Optimal Advertising and Trade Promotion Strategies," Management Science 41 (May) 749-766.

- Neslin, Scott A., Greg Allenby, Andrew Ehrenberg, Steve Hoch, Gilles Laurent, Robert Leone, John Little, Leonard Lodish, Robert Shoemaker, and Dick Wittick (1994), "A Research Agenda for Making Scanner Data More Useful to Managers," Marketing Letters 5 (October) 395-412.
- Deighton, John, Caroline Henderson and Scott A. Neslin (1994), "The Effects of Advertising on Brand Switching and Repeat Purchasing," Journal of Marketing Research, 31 (February) 28-43.
- LeBoutillier, John, Susanna Shore LeBoutillier and Scott A. Neslin (1994), "A Replication and Extension of the Dickson and Sawyer Price Awareness Study," Marketing Letters 5 (January) 31-42.
- Neslin, Scott A. (1990), "A Market Response Model for Coupon Promotions," Marketing Science 9 (Spring) 125-145.
- Blattberg, Robert C. and Scott A. Neslin (1989), "Sales Promotion: The Long and the Short of It," Marketing Letters, 1 (1) 81-97.
- Neslin, Scott A. and Robert W. Shoemaker (1989), "An Alternative Explanation for Lower Repeat Rates Following Promotion Purchases," Journal of Marketing Research 26 (May) 205-213.

Finalist, 1994 O'Dell Award. Journal of Marketing Research

- Dhebar, Anirudh, Scott A. Neslin and John A. Quelch (1987), "Developing Models for Retailer Sales Promotions: An Application to Automobile Dealerships," Journal of Retailing 63 (Winter) 333-364.
- Quelch, John A, Scott A. Neslin and Lois B. Olson (1987), "Opportunities and Risks of Durable Goods Promotion," Sloan Management Review, 28 (Winter) 27-38.
- Neslin, Scott A., Darral G. Clarke (1987), "Relating the Brand Use Profile of Coupon Redeemers to Brand and Coupon Characteristics," Journal of Advertising Research, 27 (February/March) 23-32.
- Neslin, Scott A., Leonard Greenhalgh, (1986), "The Ability of Nash's Theory of Cooperative Games to Predict the Outcomes of Buyer-Seller Negotiations: A Dyad-Level Test," Management Science, 32 (April) 480-498.
- Mogielnicki, R. Peter, Scott A. Neslin Dominic Balestra, John R. Corson, Jennie Dulac, and Edward Gillie (1986), "Tailored Media Can Enhance the Success of Smoking Cessation Clinics," Journal of Behavioural Medicine 9 (2) 141-161.
- Neslin, Scott A., Caroline Henderson and John Quelch (1985), "Consumer Promotions and the Acceleration of Product Purchases," Marketing Science 4 (Spring) 147-165.

Translated into French and published in Recherche et Applications en Marketing (1987) 2 1 17-42

- Greenhalgh, Leonard, Scott A. Neslin and Roderick Gilkey (1985), "The Effects of Preferences, Situational Power, and Personality on the Outcomes of Buyer-Seller Negotiations," Academy of Management Journal 28 (March) 9-33.
- Ghosh, Avijit, Scott A. Neslin and Robert W. Shoemaker (1984), "A Comparison of Market Share Models and Estimation Procedures," Journal of Marketing Research 21 (May) 202-210.

- Neslin, Scott A. and Robert W. Shoemaker" (1983), A Model for Evaluating the Profitability of Coupon Promotions", Marketing Science 2 (Fall) 361-388.
- Greenhalgh, Leonard and Scott A. Neslin (1983), "Nash's Theory of Cooperative Games as a Predictor of the Outcomes of Buyer-Seller Negotiations: An Experiment in Media Purchasing," Journal of Marketing Research 20 (November) 368-79.
- Neslin, Scott A. (1983), "Designing New Outpatient Health Services: Linking Service Features to Subjective Consumer Perceptions," Journal of Health Care Marketing 3 (Summer) 8-21.
- Assmus, Gert and Scott A. Neslin (1983), "Consumer Response to Optimistic and Pessimistic Estimates of Product Performance," Journal of Advertising Research 23 (June/July) 53-58.
- Neslin, Scott A and Gert Assmus (1983),"Consumer Response to Information That Presents a Range of Possible Performance Levels for a New Product: The Case of Solar Water Heaters," Journal of Consumer Affairs 17 (Summer) 81-106.
- Neslin, Scott A. and Robert W. Shoemaker (1983), "Using a Natural Experiment to Estimate Price Elasticity: The 1974 Sugar Shortage and the Ready-to-Eat Cereal Market", Journal of Marketing 47 (Winter) 44-57.
- Ghosh, Avijit , Scott A. Neslin and Robert W. Shoemaker (1983), "Are There Associations Between Price Elasticity and Brand Characteristics?" Educators Proceedings Chicago: American Marketing Association 226-230.
- Greenhalgh, Leonard and Scott A. Neslin (1982), "The Value of Conjoint Analysis in Enhancing Experiential Learning", Proceedings: Developments in Business Simulation and Experiential Exercises, Vol. 9, (David J. Fritzsche and Lee A. Graf, eds.) Association for Business Simulation and Experiential Learning (ABSEL) 1-4.

Winner, "Best Innovative Experiential Paper" award at the 1982 ABSEL Conference held in Phoenix, Arizona. The paper was published in the Journal of Experiential Learning and Simulation (1982) 3-4 173-179.

- Greenhalgh, Leonard and Scott A. Neslin (1982), "The Use of Simulation to Test theories of Bargaining in a Business Context", Proceedings: Developments in Business Simulation and Experiential Exercises, Vol. 9, (David J. Fritzsche and Lee A. Graf, eds.) Association for Business Simulation and Experiential Learning (ABSEL) 12-15.
- Neslin, Scott A. (1981), "Linking Product Features to Perceptions: Self-Stated Versus Statistically Revealed Importance Weights" Journal of Marketing Research 18 (February) 80-86).

Selected for inclusion in the Marketing Abstracts section of the Journal of Marketing, Fall 1981 (Vol. 45, No. 4).

- Greenhalgh, Leonard and Scott A. Neslin (1981), "Conjoint Analysis of Negotiator Preferences" Journal of Conflict Resolution Vol. 25 No. 2 (June) 301-27.
- Neslin, Scott A. and Robert W. Shoemaker (1981), "A Framework for Evaluating the Profitability of Coupon Promotions", in Kenneth Bernhardt et al (Eds.) The Changing Marketing Environment: New Theories and Applications, Series No. 47, Chicago: American Marketing Association, 313-316.



- Neslin, Scott A. (1978), "Linking Features to Perceptions: Applications of Graded Paired Comparisons", in Subash Jain (Ed.) Research Frontiers in Marketing: Dialogue and Directions, Series No. 43, Chicago: American Marketing Association, 6-11.

### RECENT WORKING PAPERS

- Dover, Yaniv, and Scott A. Neslin (2020), "Multichannel Amplification of Digital Advertising: Leveraging Published Sales Rankings", Working Paper, Tuck School of Business, Dartmouth College.
- Van Crombrugge, Michiel, Els Breugelmans, Kathleen Cleeren, and Scott A. Neslin (2020), "The Impact of Manufacturer Online Direct Channel Entry on Incumbent Retailer Sales and Marketing Mix Response", Working Paper, Tuck School of Business, Dartmouth College.
- Stourm, Valeria, David Restrepo Amariles, and Scott A. Neslin (2019), "A Framework for Managers to Evaluate and Respond to Privacy Regulation," Working Paper, Tuck School of Business, Dartmouth College.

### SELECTED WORK IN PROGRESS

- (With Wenyu Jiao) "The Antecedents and Consequences of Promo Code Redemption".
- (with Anthony Koschmann and Paul Wolfson) "Evolution of Promotion Effectiveness".
- (with Zha Zhang and Yi-Chun Ou) "Feeding Off Each Other – The Interplay between Online Platform Apps and Physical Stores".
- (with Kusum Ailawadi and Oliver Kill) "Why Private Label Market Share Differs Online Versus Offline".
- "The Omnichannel Continuum: How Far is Far Enough?"
- (with Dean Alderucci, Wenyu Jiao, Sharmistha Sikdar, and Wayne Taylor), "Creating Successful Customer Journeys by Managing Customer Holidays and Abandonment".
- (with Prasad Vana and Deepti Poluru) "Determinants of Video Advertising Viewership".
- (with Wenyu Jiao and Giang Trinh) "The Impact of Online Channel Adoption on Customer Behavior".
- (with Elisa Montaguti and Sara Valentini), "Managing Customer Returns"

### HONORS, AWARDS

- Winner, 2020 Jan-Benedict E.M. Steenkamp Award for Long-Term Impact "Multichannel Customer Management: Understanding the Research Shopper Phenomenon," (With Peter C. Verhoef and Bjorn Vroomen), , International Journal of Research in Marketing, (published 2007).

- Winner, IJRM 2019 Best Paper Award, “Engaging the Unengaged Customer: The Value of a Retailer Mobile App,” (with Harald J. van Heerde and Isaac M. Dinner) International Journal of Research in Marketing.
- Finalist, 2019 O’Dell Award, “Driving Online and Offline Sales: The Cross-channel Effects of Traditional, Online Display, and Paid Search Advertising,” (with Isaac Dinner and Harald J. van Heerde) Journal of Marketing Research.
- Nominated for MSI Best Paper Award, 2019: “In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions,” (with Eva Ascarza, Scott A. Neslin, Oded Netzer, Zachery Anderson, Peter S. Fader, Sunil Gupta, Bruce G.S. Hardie, Aurélie Lemmens, Barak Libai, David Neal, Foster Provost, and Rom Schrift), MSI Working Paper, published in Customer Needs and Solutions, 5(1-2), 65-81.
- Consortium Faculty: American Marketing Association (AMA) Doctoral Consortium, NYU, May 2019.
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, Temple University, June 2018.
- Winner, 2017 Best Paper Award, Journal of Interactive Marketing, “The Showrooming Phenomenon: It’s More than Just About Price,” (with Sonja Gensler and Peter C. Verhoef).
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, University of Southern California, June 2017.
- Winner, 2017 William R. Davidson Award, Journal of Retailing, “Building with Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment”, (with Koen Pauwels).
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, Fudan University, June 2016.
- Finalist, 2015 ISMS Long Term Impact Award, “Predicting Competitive Response to a Major Policy Change: Combining Game Theoretic and Empirical Analyses,” Marketing Science (with Kusum Ailawadi and Praveen Koppalle).
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, Johns Hopkins University, June 2015.
- Winner, 2013, Class of 2011 Award for Teaching Excellence, awarded by the Class of 2013, Tuck School of Business, Dartmouth College.
- Winner, 2012 MSI/H. Paul Root Award, “The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin,” Journal of Marketing (with Florian Stahl, Mark Heitmann, and Donald R. Lehmann).
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, Ozyegin University, June 2013.

- Winner, 2012 Robert D. Buzzell MSI Best Paper Award, “The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin” (with Florian Stahl, Mark Heitmann, and Donald R. Lehmann)
- Top Cited Article Award, 2007-2011, Journal of Interactive Marketing, “Key Issues in Multichannel Customer Management: Current Knowledge and Future Directions” (with Venkatesh Shankar)
- Overall Best Conference Paper, 2012 AMA Winter Educators’ Conference, “The Impact of Retailers’ Corporate Social Responsibility on Price Fairness Perceptions and Loyalty,” (with Kusum L. Ailawadi, Y. Jackie Luan, and Gail A. Taylor).
- Fellow, INFORMS Society for Marketing Science, 2011.
- Finalist, 2011 O’Dell Award, “Defection Detection: Measuring and Understanding the Predictive Accuracy of Customer Churn Models,” (with Sunil Gupta, Wagner Kamakura, Junxiang Lu, and Charlotte H. Mason), Journal of Marketing Research.
- Finalist, 2009 Paul Green Award, “Customer Channel Migration” (with Asim Ansari and Carl F. Mela), Journal of Marketing Research.
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, University of Michigan, June 2009.
- Tuck Overseers Medal, June 2008.
- Consortium Faculty, INFORMS Society for Marketing Science Doctoral Consortium, University of British Columbia, June 2008.
- Honorable Mention, 2007 William R. Davidson Award, Journal of Retailing, (with Gail A. Taylor).
- Winner, 2006 John D. C. Little Award, “Predicting Competitive Response to P&G’s Value Pricing Move: Combining Normative and Empirical Analyses,” published in Marketing Science, (with Kusum Ailawadi and Praveen Kopalle).
- Consortium Faculty, INFORMS Marketing Society Doctoral Consortium, University of Pittsburgh, June 2006.
- Consortium Faculty, American Marketing Association Doctoral Consortium, University of Connecticut, August 2005.
- Consortium Faculty, INFORMS Marketing Society Doctoral Consortium, Emory University, June 2005.
- Winner, 2003 Harold F. Maynard Award, “Revenue Premium as an Outcome Measure of Brand Equity” (with Kusum Ailawadi and Don Lehmann), Journal of Marketing.
- Finalist, 2003 O’Dell Award, “The Effect of Promotion on Consumption: Buying More and Consuming It Faster” (with Kusum Ailawadi), Journal of Marketing Research.
- Co-Winner of Davidson Best Paper Award, Journal of Retailing, “The Role of Retail Promotion in Determining Future Brand Loyalty: It’s Effect on Purchase Event Feedback,” (with Karen Gedenk).
- Consortium Faculty, American Marketing Association Doctoral Consortium, University of

Southern California, August, 1999.

- Consortium Faculty, American Marketing Association Doctoral Consortium University of Colorado, August, 1996.
- Finalist, 1994 O'Dell Award, "An Alternative Explanation for Lower Repeat Rates Following Promotion Purchases" (with Robert Shoemaker), Journal of Marketing Research.
- Outstanding Reviewer: Journal of Marketing Research, 1992-1993.
- Consortium Faculty, American Marketing Association Doctoral Consortium, Michigan State University, August, 1992.
- Consortium Faculty, American Marketing Association Doctoral Consortium, Duke University, August, 1985.
- Best Innovative Experiential Paper, Association for Business, Simulation and Experiential Learning (ABSEL), 1982.

#### **INVITED SEMINARS, PANELS, AND PRESENTATIONS**

- Herbert School of Business, University of Miami, "How Physical Stores Enhance Customer Value: The Importance of Product Inspection Depth", April 2021.
- Stern School of Business, NYU, "The Role of the Physical Store: Developing Customer value Through 'Deep Product' Purchases", November 2020.
- University of Bologna Multichannel Conference, "Multichannel Amplification of Facebook Advertising", June 2019.
- Cheung Kong Graduate School of Business (CKGSB), "The Role of the Physical Store: Developing Customer Value Through 'Fit Product' Purchases", June 2018.
- KU Leuven Faculty of Economics and Business, Symposium on Manufacturer-Retailer Relationships, "The Role of the Physical Store: Developing Customer Value Through 'Fit Product' Purchases", March 2018.
- Kelley School of Business, Indiana University, "The Impact of Buying 'Fit Products' in Multichannel Settings on Customer Development and Value", April 2017.
- HEC Paris, "The Impact of Buying Fit Products in Multichannel Settings on Customer Development and Value", April 2017.
- University of Zaragoza, "Challenges and Opportunities in Multichannel Customer Management", Invited presentation for conference on Multichannel Marketing: Recasting the Customer Experience, May 2016.
- Goizueta Business School, Emory University "Amplifying the Impact of Digital Advertising: The Role of Published Sales Rankings", May 2016.

- Kenan\_Flagler Business School, University of North Carolina, “Amplifying the Impact of Digital Advertising: The Role of Published Sales Rankings”, April 2016.
- School of Management, Yale University, “Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment”, December 2015.
- Jones School of Business, Rice University, “Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment”, May 2015.
- Ross School of Business, University of Michigan, “Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment”, March 2015.
- Mendoza School of Business, University of Notre Dame, “Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment”, March 2015.
- Fox School of Business, Temple University, “The Impact of Mobile App Usage on Consumer Behavior”, March 2014.
- Marketing in Israel Conference, “Driving Online and Offline Sales: The Cross-Channel Effects of Digital versus Traditional Advertising”, December 2013.
- Graduate School of Management, University of California, Davis, “Driving Online and Offline Sales: The Cross-Channel Effects of Digital versus Traditional Advertising”, October 2013.
- Robert H. Smith School of Business, University of Maryland, “Driving Online and Offline Sales: The Cross-Channel Effects of Digital versus Traditional Advertising”, April 2013.
- Scheller College of Business, Georgia Tech, “Driving Online and Offline Sales: The Cross-Channel Effects of Digital versus Traditional Advertising.” November 2012.
- Kenan-Flagler Business School, University of North Carolina, “The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin”, Presentation at Brands and Branding in Law, Accounting, and Marketing Conference, April 2012.
- School of Business, University of Miami, “A Model and Empirical Analysis of Patient Compliance and Persistence in Pharmaceuticals”, March 2011.
- School of Business, University of Houston, “A Model and Empirical Analysis of Patient Compliance and Persistence in Pharmaceuticals”, March 2011.
- Tepper School of Management, Carnegie Mellon University, “A Model and Empirical Analysis of Patient Compliance and Persistence in Pharmaceuticals”, January 2010.
- DMEF Direct/Interactive Marketing Research Summit, Invited Speaker, “Challenges and Opportunities in Multichannel Customer Management”, San Diego, CA, October 2009.
- Yale School of Management, “A Model and Empirical Analysis of Patient Compliance and Persistence in Pharmaceuticals”, April 2009.
- Waikato School of Management, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”, December 2008.

- Olin School of Business, Washington University, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”, April 2008.
- Rotman School of Management, University of Toronto, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”, April 2008.
- Johnson School of Management, Cornell University, “Building with Bricks and Mortar: The Revenue Impact of Opening Physical Stores in a Multichannel Environment”, March 2008.
- Simon School of Management, University of Rochester, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”, March 2008.
- Mays Business School, Texas A&M, “A Dynamic Structural Model of the Impact of Loyalty Programs on Customer Behavior”, April 2007.
- Graduate School of Business, Columbia University, “An Optimal Contact Model for Maximizing Online Panel Response Rates”, September 2006.
- The Wharton School, University of Pennsylvania, “Unraveling the Sales Impact of Promotion: What We Have Learned and the Role of Programmatic Research”, March 2006.
- Goizueta School of Business, Emory University, “Customer Channel Migration”, February 2005.
- Kellogg School of Management, Northwestern University, “Customer Channel Migration”, May 2004.
- Babson College, “Customer Channel Migration” February 2004.
- Anderson School of Management, UCLA, “Measuring the Impact of Promotions on Brand Switching When Consumers Are Forward-Looking”, February 2003.
- The Wharton School, University of Pennsylvania, “Measuring the Impact of Promotion On Brand Switching Under Rational Consumer Behavior”, March 2002.
- Kenan-Flagler Business School, University of North Carolina, “The Determinants of Promotion-Induced Consumer Stockpiling and Deceleration”, March 2002.
- Fuqua School of Business, Duke University, “Measuring the Impact of Promotion On Brand Switching Under Rational Consumer Behavior”, January 2002.
- University of Michigan Business School, Distinguished Speaker Series in Marketing, “Measuring the Impact of Promoting On Brand Switching Under Rational Consumer Behavior”, January 2001.
- Johnson School of Management, Cornell University, “The Economic Viability of Frequency Reward Programs in A Competitive Environment”, March 2000.
- GSIA, Carnegie Mellon University, “The Economic Viability of Frequency Reward Programs in a Competitive Environment”, July 1999.
- Harvard Business School, “The Economic Viability of Frequency Reward Programs in a Competitive Environment”, March 1999.
- Hong Kong University of Science and Technology, “The Economic Viability of Frequency Reward Programs in A Competitive Environment”, December 1998.

- Olin School of Business, Washington University, “The Effect of Promotion on Consumption: Buying More and Consuming It Faster”, April 1998.
- Haute Études Commerciales (HEC), “The Role of Promotion in Determining Future Purchase Probabilities: Its Effect on Purchase Event Feedback”, November 1998
- School of Management, Yale University, “The Effect of Promotion on Consumption: Buying More and Consuming It Faster”, December 1996.
- Kellogg Graduate School of Management, Northwestern University, “The Effect of Promotion on Consumption: Buying More and Consuming It Faster”, October 1995.
- Olin School of Business, Washington University, “The Relationship Between Retailer EDLP Pricing and Repeat Purchasing”, February 1995.
- Katz Graduate School Of Business, University of Pittsburgh, “The Relationship Between Retailer EDLP Pricing and Repeat Purchasing”, February 1995.
- Discussant: “Behavioral Research Opportunities Using Scanner Data”, Association for Consumer Research (ACR) Conference, Nashville, October 1993.
- Sloan School of Management, MIT, "Consumer Inventory Sensitivity and the Post-Promotion Dip", November 1992.
- Department of Veterans Affairs, Medical and Regional Office Center, White River Junction, VT, "Survey Design Issues and Techniques", May 1992.
- The Wharton School, University of Pennsylvania, "Consumer Inventory Sensitivity and the Post-Promotion Dip", March 1992.
- College of Business Administration, University of Florida, "The Effects of Retailer and Consumer Response on Optimal Advertising and Trade Promotion Strategies", January 1992.
- Graduate School of Business, Columbia University, "The Effects of Advertising on Brand Switching and Repeat Purchasing", June 1991
- Ohio State University, "The Effects of Advertising on Brand Switching and Repeat Purchasing", May 1991.
- Owen Graduate School of Management, Vanderbilt University, "The Effects of Advertising on Brand Switching and Repeat Purchasing", April 1991. Graduate School of Business, Stanford University, "Using Single Source Data to Measure the Effects of Advertising", August, 1990.
- School of Management, Yale University, "Using Single Source Data to Measure the Effects of Advertising on Brand Loyalty and Brand Switching", April, 1990.
- William E. Simon School of Management, University of Rochester, "Using Single Source Data to Measure the Effects of Advertising on Brand Loyalty and Brand Switching", February 1990.
- Yale University School of Management, Marketing Models Course, "A Model for Evaluating the Profitability of Coupon Promotions", November 1989.

- Stern School of Business Administration, NYU, "Advertising Framing Effects in Field Data", May 1989.
- Anderson Graduate School of Management, UCLA, "Advertising Framing Effects in Field Data", April 1989.
- Olin School of Business, Washington University, "Advertising Framing Effects in Field Data", March 1989.
- M.I.T., Sloan School of Management, Sales Promotion course, "Using Decision Calculus Models to Analyze Coupon Promotions", April 1986.
- Johnson Graduate School of Management, Cornell University, "A Market Response Model for Coupon Promotions", October 1985.
- University of Chicago Marketing Workshop: "A Market Response Model for Coupon Promotions", May 1985.
- N.Y.U. Graduate School of Business Marketing Leaders Seminar: "A Market Response Model for Coupon Promotions", April 1985.
- Discussant: "Negotiation, Bargaining, and Conflict Resolution: Models and Empirical Evidence", Panel Discussion sponsored by TIMS College of Marketing American Marketing Association Conference, August 1984.
- University of Massachusetts Medical School: "The American Public at Risk" Symposium, "Mass Media for Life Style Modification: Vermont/New Hampshire Smoking Cessation Program" (with Jennie Dulac and R. Peter Mogielnicki), May 1983.
- M.I.T. Marketing and Applied Statistics Workshop, "Estimating the Effect of Substantial Price Increases: The 1974 Sugar Shortage and the Ready-to-Eat Cereal Market", October 1980.
- Dartmouth-Hitchcock Medical Center: Medical Grand Rounds, "Cigarette Smoking and the Role of Marketing", April 1979.

## GRANTS

"Does Multichannel Produce More Profitable Customers?" (with Elisa Montaguti and Sara Valentini), Field Research Project funded by Marketing Science Institute (MSI)/ Wharton Interactive Media Initiative (WIMI, now the Wharton Customer Analytics Initiative (WCAI)) (\$14,000).

The Impact of a Combined Mass Media/Clinic Program Upon Smoking Behavior". Co-investigator. Research was a three-year field experiment funded by the Veteran's Administration (\$145,000).

Marketing Science Institute: \$1000 grant over six-month period to finance research on consumer promotions using supermarket scanner data.

## TEACHING INTERESTS

Marketing and Management Science courses including Customer Analytics, Sales Promotion, Marketing Management (core), Marketing Research, Marketing New Products, and Applied Statistics (core).



**TEACHING EXPERIENCE**

MBA Courses: Statistics for Managers (core), Marketing Management (core), Customer Analytics (formerly Database Marketing), Sales Promotion, Marketing Research, Marketing New Products, Decision Analysis.

Executive Seminars: Intercorp, Nielsen International, Spar/Burgoyne, Inc., Institute for International Research, Marketing Science Institute, Point of Purchase Advertising Institute (POPAI), Dentsu Advertising, Inc., Nielsen Clearing House, Inc., Wharton Scanner Data Seminar, New England Digital, Small Business Association of New England (SBANE), AMCA International, Digital Equipment Corporation, Healthcare Marketing Council (HMC), Pharmaceutical Advertising Council (PAC), Minority Business Executive Program (Faculty Director), Tuck Marketing Strategy Program, American College of Mental Health Administration.

**JOURNAL ACTIVITIES**

Editorial Boards:

Journal of Marketing, Associate Editor 2018 – Present

Journal of Marketing 1999 – 2018

Journal of Marketing Research 1991 - Present

Marketing Letters 1989 - Present

Journal of Interactive Marketing 2009 - Present.

Journal of the Academy of Marketing Science 2010 - present.

Marketing Science Associate Editor 1991 – 1994, 1997 – 2018

Marketing Science 1986 - 1991, 1995 - 1996

Management Science Assoc. Editor, Marketing 1987 - 1991

Management Science Assoc. Editor, Public Sector Applications 1987 - 1991

Journal of Retailing 1985 - 1991

Journal of Health Care Marketing 1983 - 1991

Ad Hoc Reviewer:

International Journal of Research in Marketing

Journal of Consumer Research

Journal of Business

Sloan Management Review.

**SERVICE TO PROFESSION**

INFORMS Society for Marketing Science (ISMS) Past President (2012 – 2013)

INFORMS Society for Marketing Science (ISMS) President (2010 - 2011)

INFORMS Society for Marketing Science (ISMS), President Elect (2008-2009)

INFORMS Society for Marketing Science (ISMS) Advisory Board (2006-2008)

Academic Trustee, Marketing Science Institute (MSI) (1998 - 2006)

Member, Advisory Council, Association for Consumer Research (ACR) (1997- 1999)