

**Albert C.
Bemmaor****Professor,
Department
Marketing****Contact**✉ **Mail:**

bemmaor@essec.fr

✉ Avenue Bernard

Hirsch.

BP 50105

95021 Cergy Pontoise

cedex

FRANCE

Education

Ph.D., Purdue University, West Lafayette, Indiana, 1978

MBA, Columbia University, New York, 1973

Ecole Supérieure de Commerce, Marseilles, 1971

Research Areas

Valuation of a prototype or of a new offering, of an advertising medium (press, internet), of current and new customers and of the productivity of marketing expenditures (media advertising, retail promotion). Measuring response error in survey data.

Publications✉ **Academic Publications****Books**

PREF: Version 2.0 - a Software for Analyzing Consumer Preferences with Paired Comparisons. : , 1999 (<http://faculty.essec.fr/ac.bemmaor>)

Articles

"On Banerjee and Bhattacharyya (1976) "A Purchase Incidence Model With Inverse Gaussian Interpurchase Times," Journal of the American Statistical Association, 71, 823-829" (A. Bemmaor, D. Hoppe), *Journal of the American Statistical Association*, June 2008, Vol. 103, Issue 482, p. 894-895

"The Diffusion of Marketing Science in the Practitioners' Community: Opening the Black Box" (A. Bemmaor, P. Franses), *Applied Stochastic Models in Business and Industry*, Jul. 2005, Vol. 21, Issue 4/5, p. 289-301

"Statistical Analysis of Choice Experiments and Surveys" (D. Mc Fadden, A. Bemmaor, F. Caro, J. Dominitz, B. Jun, A. Lewbel, R. Matzkin, F. Molinari, N. Schwarz, R. Willis, J. Winter), *Marketing Letters*, Apr. 2005, Vol. 16, p. 183-196

"Market Segmentation Research: Beyond Within and Across Group Differences" (G. Allenby, G. Fennell, A. Bemmaor, V. Bhargava, F. Christen, J. Dawley, P. Dickson, Y. Edwards, M. Garatt, A. Sawyer, R. Staelin, S. Yang), *Marketing Letters*, Aug. 2002, Vol. 13, Issue 3, p. 233-243

"The Impact of Heterogeneity and Ill-conditioning on Diffusion Model Parameter Estimates" (A. Bemmaor, J. Lee), *Marketing Science*, Mar. 2002, Vol. 21, Issue 2, p. 209-220

"A Multiple-item Model of Paired Comparisons: Separating Chance from Latent Preference" (A. Bemmaor, U. Wagner), *Journal of Marketing Research*, Nov. 2000, Vol. 37, Issue 4, p. 514-524

"Discrete and Continuous Representations of Unobserved Heterogeneity in Choice Modeling" (M. Wedel, W. Kamakura, N. Arora, A. Bemmaor, J. Chiang, T. Elrod, R. Johnson, P. Lenk, S. Neslin, C. Poulsen), *Marketing Letters*, Aug. 1999, Vol. 10, Issue 3, p. 219-232

"Estimating the Impact of Displays and Other Merchandising Support on Retail Brand Sales: Partial Pooling with Examples" (A. Bemmaor, P. Franses, J. Kippers), *Marketing Letters*, Feb. 1999, Vol. 10, Issue 1, p. 87-100

"Prediction Behavior from Intention-to-buy Measures : The Parametric Case" (A. Bemmaor), *Journal of Marketing Research*, May 1995, Vol. 32, Issue 2, p. 176-191

"Measuring the Short-term Effect of In-store Promotion and Retail Advertising on Brand Sales : A Factorial Experiment" (A. Bemmaor, D. Mouchoux), *Journal of Marketing Research*, May 1991, Vol. XXVIII, Issue 2, p. 202-214

"Why Does the NBD Model Work? Robustness in Representing Product Purchases, Brand Purchases and Imperfectly Recorded Purchases?" (D. Schmittlein, A. Bemmaor, D. Morrison), *Marketing Science*, Aug. 1985, Vol. 4, Issue 3, p. 255-266

"Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect" (A. Bemmaor), *Journal of Marketing Research*, Aug. 1984, Vol. 21, Issue 3, p. 298-308

"Durée de Vie des Biens Durables: Modèles et Tests " (A. Bemmaor), *Consommation, Revue de Socio-Economie*, Jul. 1984, Vol. 31, Issue 3, p. 51-73

"Willingness to Supply Human Body Parts: Some Empirical Results" (E. Pessemier, A. Bemmaor, D. Hanssens), *Journal of Consumer Research*, Dec. 1977, Vol. 4, Issue 3, p. 131-138

Book Chapters

Estimating Market-level Multiplicative Models of Promotion Effect with Linearly Aggregated Data: A Parametric Approach. In: *Econometric Models in Marketing* (with U. Wagner). Amsterdam (Pays-Bas) : JAI, An Imprint of Elsevier Science, Philip Hans Franses, Alan Montgomery. 2002, p. 165-189

Modeling the Diffusion of New Durable Goods : Word-of-mouth Effect Versus Consumer Heterogeneity (with comments by F.M. Bass and V. Mahajan). In: *Research Traditions in Marketing*. Boston, MA (USA) : Kluwer, Gilles Laurent, Gary L. Lilien, Bernard Pras. 1994, p. 201-229

Commentary on ASC Ehrenberg's Theory or Well Grounded Results : Which Comes First ?". In: *Research Traditions in Marketing*. Boston, MA (USA) : Kluwer, Gilles Laurent, Gary L. Lilien, Bernard Pras. 1994, p. 109-115

Teaching

📖 Teaching at ESSEC

Teaching "Marketing Research" and "Advanced Methods in Product Policy" in the MBA program, and "Marketing Models 2" in the doctoral program.

Other Activities

📌 Awards and Distinctions

Past member of the Nomination Committee for The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel.

Award received from the French Marketing Association (AFM) for his "Outstanding Contribution to the Methodology", 2000.

📌 Scientific Activities

Editorial Board Membership

BuR - Business Research, an electronic journal sponsored by the German Academic Association for Business Research and the German Science Foundation

Recherche et Applications en Marketing , Association Française du Marketing

International Journal of Research in Marketing , Elsevier

BuR - Business Research, an electronic journal sponsored by the German Academic Association for Business Research and the German Science Foundation (since 2008)

International Journal of Research in Marketing, Elsevier (since 1988)

Recherche et Applications en Marketing , Presses Universitaires de Grenoble (since 1985)

Conference Presentations

"Diffusion des Nouvelles Technologies: Modèles et Validations," Quatrième séminaire de M@rsouin (Môle Armoricaïn de Recherche sur la Société de l'information et les Usages de l'INternet), Trégastel, Brittany, May 11-12, 2006.

"Choice Modeling and Stochastic Behavior" (with Donald R. Lehmann and Peter T. L. Popkowski-Leszczyc), Conference honoring Frank Bass, Emory University, Atlanta, Georgia, June 18-19, 2005

"Discriminating Between the Word-of-Mouth Hypothesis Versus the Consumer Heterogeneity-in-Propensity-to-Adopt Hypothesis as Drivers of Diffusion in a New Product Growth Model for Consumer Durables: Statistical Test and Empirical Evidence," Marketing Science Conference, June 23-26, 2004, Erasmus University, Rotterdam, The Netherlands (upon invitation).

"Marketing Science and Marketing Practice: Are They Compatible?" (with

Philip Hans Franses), Opening presentation, Conference on "Bridging the Gap Between Marketing Models and Managers," Erasmus University, Rotterdam, The Netherlands, November 21, 2003.

"Is Time to Adoption of a New Durable Good Random or Deterministic? A Statistical Test and Empirical Evidence," Seminar given at the School of Management, University of Texas at Dallas, August 8, 2003.

"An Analysis of Course Evaluation Instruments and the Administration of Course Evaluations," (with Antonella Caru, Sam Craig, Sylvie Llosa, Juan Martinez, Robert Shoemaker and Philip Stern), International Teachers Program, Stern School of Business, New York University, July 11, 2001.

"Including a Reference Stimulus in the Scaling of Consumers' Preferences in Product Tests," Seminar given at The Wharton School, University of Pennsylvania, January 16, 2001. Also presented in a seminar given at the University of Vienna, Austria on March 15, 2001.

"Capturing the Heterogeneity of Consumers' Preferences With Repeat Paired Comparisons: Models, Data and Sample Size Requirements" (with David Niddam and Radouane Sidky), Second French-German Workshop on Quantitative Methods in Marketing, Institut d'Administration des Entreprises, University of Montpellier, September 17-18, 1999. Also presented in a Workshop on Advanced Methods of Marketing Research, Erasmus University, Rotterdam, November 4-5, 1999.

"Assessing the Impact of Unobserved Heterogeneity in Models of Diffusion of Technological Innovations: Parameter Estimates and Forecasting Accuracy," (with Janghyuk Lee) Marketing Science Conference, Syracuse University School of Management, May 20-23, 1999. Also presented at the ESSEC/HEC/INSEAD seminar, INSEAD, Fontainebleau, October 14, 1999.

"How Grounded are Individual-Level Purchase Intent Data?" (with Jeanine Kippers, Karl Krycha, Daniel Ropers, and Jean-Marc Xuereb), Institute of Management, University of Vienna, Austria, June 26, 1997. Also presented at the ESSEC/HEC/INSEAD seminar, Fontainebleau, December 17, 1996.

"Estimating Preferences from Ratings in Single and Multiple Paired Comparison Product Tests" (with Udo Wagner), First French-German Workshop on Quantitative Methods in Marketing, Humboldt University, Berlin, Germany, May 1-3, 1996.

"Capturing Chance Effects in Pairwise Product Tests : A Stochastic Model of Preference Ratings" (with Udo Wagner), 20th Annual Conference on Classification, Data Analysis and Knowledge Organization, University of Freiburg, Germany, March 6-8, 1996.

"Forecasting the Dynamics of the Sales of New Packaged Goods: A Preliminary Report," (with Gilles Gros and Abel P. Jeuland) Institute of Management, University of Vienna, Austria (June 20, 1995). Also presented at the Institute of Marketing, University of Innsbruck, Austria (June 23, 1995).

"Predicting Whether and When to Buy From Intents Data: Interaction Versus Additive Models" (with Karl Krycha), Rotterdam School of Management, Erasmus University, Rotterdam (March 24, 1995).

Affiliations and Academic Responsibilities

Member of the Editorial Board of International Journal of Research in Marketing (since 1988).
Occasional [reviewer for Journal of Marketing Research, Marketing Science, Management Science and Journal of Marketing](#).

Ranked among the top reviewers for Marketing Science in 2002.
<http://bear.cba.ufl.edu/CENTERS/MKS/>
Member of the Scientific Committee of Recherche et Applications en Marketing (from its inception in 1999 to 2000).
Member of the Editorial Board of Recherche et Applications en Marketing (since its inception in 1985).

Member of the Editorial Board of Business Research (BuR) since its founding in 2008, the journal of the German Academic Association for business research.

Member of the Institute for Operations Research and the Management Sciences (INFORMS).

Member of the Econometric Society.

Member of the American Statistical Association (ASA).

Member of the Institute of Mathematical Statistics (IMS).

Member of Association Française du Marketing (AFM).

Listed in the Marquis Who's Who in American Education, 6th Edition, 2004-2005

▾ Consulting and Other Activities

Consultant to leading market research firms (1988-, 2005-), and to a leading service firm (1994).

▾ Professional Experience

Assistant Professor, Graduate School of Business, University of Chicago, 1978-1980.

Visiting Scholar, Graduate School of Business, Stanford University, Summer 1982.

Guest Editor of a special issue of International Journal of Research in Marketing on "The Analysis of Panel Data" (Vol. 8, No. 3, 1991), with D.C. Schmittlein

Quoted as a leading contributor to major scholarly journals among academics across all the management sciences in France (1998, Organization Studies, Vol. 19, No. 5, pp. 863-81). The study is based on a 12-year period of Social Sciences Citation Index (1981-92).

Chairman of the Selection Committee of the Best Article published in International Journal of Research in Marketing in 1998. Member of the same Selection Committee in 2005.

Award received for his "Outstanding Contribution to the Methodology" from the French Marketing Association (AFM), 2000.

Visiting Professor, Institute of Management, University of Vienna, Austria, March 2001 and May 2004 (May 10 through May 30).

Co-organizer of a conference on "Bridging the Gap Between Marketing Models and Managers", Erasmus University, Rotterdam, The Netherlands (November 21, 2003), with P. H. Franses.

Co-organizer of the 25th Anniversary of the ESSEC/HEC/INSEAD seminar, Cergy-Pontoise (March 4, 2004), with G. Laurent and M. Sarvary.

Quoted in Business Marketing, December 1, 1997 and in the Digital Times, South Korea, June 21, 2004.

Guest Editor of a special issue of Applied Stochastic Models in Business and Industry on "Bridging the Gap Between Academic Research in Marketing and Practitioners' Concerns" (Vol. 21, Nos. 4 and 5, 2005), with P.H. Franses.

Quoted as a leading contributor to marketing science (2005, Journal of Public Policy and Marketing, Vol. 24, No. 1, 145-9. See also the presentation entitled "A Historical Interpretive Personalized Analysis of Marketing Science in Europe" by J-B. Steenkamp, 2006.

Co-organizer of the Ninth Seminar on Transportation, entitled "Discrete Choice Models: Applications to Marketing and to Transportation" (with A. de Palma and N. Picard), ESSEC, Cergy-Pontoise, May 9, 2007.

Co-organizer of the Third German-French-Austrian Conference on Quantitative Marketing (with L. Hildebrandt and U. Wagner), ESSEC, Cergy-Pontoise, September 20-22, 2007.