

## **RUSSELL S. WINER**

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### **Curriculum Vitae**

September 2024

#### **EDUCATION**

Ph.D., Industrial Administration	Carnegie Mellon University, 1977
M.S., Industrial Administration	Carnegie Mellon University, 1975
B.A., Economics	Union College, 1973

#### **HONORS**

Phi Beta Kappa, 1973  
American Marketing Association, Doctoral Consortium Fellow, 1975  
American Marketing Association, Doctoral Dissertation Competition, Honorable Mention, 1977  
Best Teacher Award, Vanderbilt Executive MBA Class of 1987  
Best Teacher Award, UC-Berkeley Evening MBA Program, 1992  
Lifetime Achievement Award, Fordham University Pricing Center, 2002  
Direct Marketing Educational Foundation Robert B. Clarke Outstanding Educator, 2003  
Inaugural Fellow of the INFORMS Society for Marketing Science (ISMS), 2008  
American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator Award for Lifetime Achievement in Marketing, 2011  
Inaugural Fellow of the American Marketing Association, 2015  
Named “Legend of Marketing” by the American Marketing Association, 2016  
Award for Outstanding Service at the Stern School of Business, 2023

#### **PROFESSIONAL MEMBERSHIPS**

American Economic Association, American Marketing Association, Association for Consumer Research, European Marketing Academy, INFORMS, INFORMS Society for Marketing Science (ISMS), Academy of Marketing Science.

## ACADEMIC APPOINTMENTS

1977-1984	Columbia University Graduate School of Business Assistant/Associate Professor
1984-1988	Vanderbilt University Owen Graduate School of Management Associate Professor Director of the Doctoral Program (1986-8)
1987	Massachusetts Institute of Technology Sloan School of Management Visiting Associate Professor of Management Science
1988-2002	University of California at Berkeley Haas School of Business J. Gary Shansby Professor of Marketing Strategy Marketing Group Chair (1988-92, 1994-2002) Associate Dean for Academic Affairs and Faculty Chair (1992-6, 1998-9)
2000	Stanford University Graduate School of Business Visiting Professor of Marketing
2003-2024	Stern School of Business New York University William Joyce Professor of Marketing Deputy Dean (2003-6) Chair, Marketing Department (2008-14) Deputy Chair, Marketing Department (2018-24) Director, Stern-NYU Shanghai Master's program in Retail Science (2021-4)
2024-present	Stern School of Business New York University William Joyce Professor of Marketing emeritus
2007-2009	Executive Director Marketing Science Institute Cambridge, MA

Visiting Scholar appointments: Cranfield School of Management; Tokyo University; Stanford University Graduate School of Business, Singapore Management University.

Other MBA teaching: Helsinki School of Economics, École Nationale des Ponts et Chaussées (Paris, Cochin India, Buenos Aires, Casablanca), Indian Institute of Planning and Management (Delhi, Hyderabad, Bangalore, Chennai), Indian School of Business (Hyderabad), Indian School of Management and Entrepreneurship (Mumbai), Smurfit School, University College Dublin.

## **MANAGEMENT DEVELOPMENT PROGRAMS**

Executive teaching in Marketing Research, Planning, and Strategy for Columbia, Vanderbilt, the University of California, New York University, and various companies and organizations including the New York Telephone Company, South Central Bell, Chemical Bank, Tennessee Bankers Association, Sovran Bank, Young Presidents' Organization, Tennessee Valley Authority, Warner Brothers Records, Kaiser Permanente, Western Farm Credit Bank, Becton Dickinson Immunocytometry Systems, Southwestern Bell, Pacific Bell, Hungarian Marketing Association, Perkin-Elmer Applied Biosystems Division, Pratt & Whitney China Management Training Program, ESADE (Barcelona, Madrid), L'Oreal, General Electric, Peking University, Dell Computer (Round Rock, TX; Penang, Malaysia; Bratislava, Slovakia; Porto Alegre, Brazil; Bangalore, India), THINK Education (Mumbai), Korean Chamber of Commerce (KOCHAM), ISEM Fashion Business School.

## **PROFESSIONAL ACTIVITIES**

Editorial Boards:

*Journal of Marketing Research* (Editor: 1997-2000, 2005-6, Associate Editor: 2015- 6)

*Marketing Science* (Area Editor: 1992-7, Senior Editor: 2014-5)

*Journal of Marketing* (1997-2014)

*Journal of Consumer Research* (1983-2002, 2021-2), Associate Editor: 1993-6, 2018-2020)

*International Journal of Research in Marketing* (Associate Editor: 2006-13; Senior Editor: 2016-17; 2018-20)

*Journal of Retailing* (Managing Editor: 2018-)

*Review of Marketing Science* (Co-editor: 2006-11)

*Marketing Letters* (2007-14, Co-editor: 2021-23)

*Journal of Advertising Research* (2010-7)

*Journal of Interactive Marketing* (1988-2005, Co-Editor: 2000-05, Editor Emeritus)

Professional Service: Past Secretary-Treasurer (1980-1) and Chairman (1984-5) of the Marketing College of The Institute of Management Sciences; Secretary of The Institute of Management Sciences (1987-9); Member, Combined Finance Committee of The Institute of Management Sciences (1989-90); Advisory Council for the TIMS College on Marketing (1993-5); TIMS Marketing Strategy Committee (1992-4); Publications Committee of the Association for Consumer Research (1988-9); Academic Trustee, Marketing Science Institute (1994-2000, 2006-7); Vice President for Publications, American Marketing Association (2004-8). Academic Adviaory Council, Ashesi University (Ghana) (2021-). Publications committee, American Marketing Association (2022-4).

External Reviewer for Marketing Departments: University of Pennsylvania (Wharton), Carnegie Mellon University (Tepper School of Business), Northwestern University (Kellogg), National University of Singapore, Columbia University, Boston College.

Chair: Israeli Council of Higher Education committee for the evaluation of the country's business programs (2015); Committee reviewing the Erasmus Research Institute of Management (ERIM) (2017); Chair, Doctoral Program Proposal committee, Arison School of Business, Reichman University (Israel).

## **BUSINESS EXPERIENCE**

Consulting: New York Telephone Company, American Airlines-Freight Marketing, National Particleboard Association, Long Island Lighting Company, Ogilvy and Mather, Dancer-Fitzgerald-Sample, Martin Marietta, Executive Programs-Columbia University, First American Bank, Kidder Peabody, Perkin-Elmer Applied Biosystems Division, ATX Technologies, Damovo do Brasil, numerous expert witness assignments.

Director/Advisor: Revionics, Marketing Science Institute, The Marketing EDGE (formerly the Direct Marketing Educational Foundation), Conservative Synagogue of Fifth Avenue (past President); Advisory board member, American Marketing Association Foundation (2017- ; Chair, 2018-9).

Past Director/Advisor: Roundtable Pizza, Manischewitz, Henley Management College (U.K.), American Marketing Association, Decidia, The Fall Collection (performing arts), DGA Security, European School of Management and Technology (ESMT), various startups.

## **PUBLICATIONS**

### Books

Lehmann, Donald R. and Russell S. Winer (2005), *Product Management*, 4th ed., Burr Ridge, IL: Irwin/McGraw-Hill. Translated into Chinese, Russian, and Spanish.

Winer, Russell S. (2006), *Pricing*, Cambridge, MA: Marketing Science Institute.

Lehmann, Donald R. and Russell S. Winer (2008), *Analysis for Marketing Planning*, 7th ed., Burr Ridge, IL: Irwin. Translated into Japanese, Greek, and Chinese.

Winer, Russell S. and Ravi Dhar (2011), *Marketing Management*, 4<sup>th</sup> ed., Upper Saddle River, NJ: Prentice Hall. Translated into Chinese, Italian.

Russell S. Winer and Scott A. Neslin, co-editors (2023), *The History of Marketing Science*, World Scientific, 2<sup>nd</sup> edition.

Bodo B. Schlegelmilch and Russell S. Winer, co-editors (2020). *The Routledge Companion to Strategic Marketing*, Routledge.

### Articles

Winer, Russell S. and Huntley W.H. Zia (1975), "A Sequential Analysis Approach to Determining the Optimal Length of a Test Marketing Period," *Proceedings*, Canadian Association of Administrative Sciences.

Staelin, Richard and Russell S. Winer (1976), "A Unobservable Variables Model for Determining the Effect of Advertising on Consumer Purchases," *Proceedings*, Fall Conference of the American Marketing Association.

Winer, Russell S. (1976), "A Time-Varying Parameter View of the Sales-Advertising Relationship," *Proceedings*, Fall Conference of the American Marketing Association.

Avery, Robert, Andrew Mitchell, and Russell S. Winer (1976), "Issues in Modeling the Carryover Effects of Advertising," *Proceedings*, Fall Conference of the American Marketing Association.

Wildt, Albert R. and Russell S. Winer (1978), "Modeling Structural Shifts in Marketing Response: An Overview," *Proceedings*, Fall Conference of the American Marketing Association.

Elrod, Terry and Russell S. Winer (1979), "Estimating the Effects of Advertising on Individual Household Purchasing Behavior," *Proceedings*, Fall Conference of the American Marketing Association.

Farley, John U., Jerrold P. Katz, Donald R. Lehmann, and Russell S. Winer (1979), "Measurement and Parameter Stability in a Multi-Wave Consumer Panel," *Proceedings*, TIMS/ORSA Conference on Market Measurement held at Stanford University.

Elrod, Terry and Russell S. Winer (1979), "An Empirical Comparison of Aggregation Criteria for Developing Market Segments," *Proceedings*, TIMS/ORSA Conference on Market Measurement held at Stanford University.

Winer, Russell S. (1979), "An Analysis of the Time Varying Effects of Advertising: the Case of Lydia Pinkham," *Journal of Business*, 52 (October), 563-576.

Winer, Russell S. (1979), "On Family Versus Firm Level Analysis of the Effects of Advertising," *Decision Sciences*, 10 (October), 547-561.

Winer, Russell S. and Michael J. Ryan (1979), "Analyzing Cross-Classification Data: An Improved Method for Predicting Events," *Journal of Marketing Research*, 16 (November), 539-544.

Holbrook, Morris B., William L. Moore, and Russell S. Winer (1980), "Using 'Pick Any' Data to Represent Competitive Positions," *Proceedings*, TIMS/ORSA Conference on Market Measurement held at the University of Texas at Austin.

Winer, Russell S. (1980), "A Longitudinal Model to Decompose the Effects of an Advertising Stimulus on Family Consumption," *Management Science*, 26 (January), 78-85.

Winer, Russell S. (1980), "Estimation of a Longitudinal Model to Decompose the Effects of an Advertising Stimulus on Family Consumption," *Management Science*, 26 (May), 471-482.

Winer, Russell S. (1980), "Analysis of Advertising Experiments," *Journal of Advertising Research*, 20 (June), 25-32.

Winer, Russell S. (1981), "Attrition Bias in Econometric Models Estimated from Panel Data," *Proceedings*, Association for Consumer Research.

Farley, John U., Donald R. Lehmann, Russell S. Winer, and Jerrold P. Katz (1982), "Parameter Stationarity and 'Carryover Effects' in a Consumer Decision Process Model," *Journal of Consumer Research*, 8 (March), 465-471.

Holbrook, Morris B., William L. Moore, and Russell S. Winer (1982), "Constructing Joint Spaces from Pick-Any Data: A New Tool for Consumer Analysis," *Journal of Consumer Research*, 9 (June), 99-105.

Elrod, Terry and Russell S. Winer (1982), "An Empirical Comparison of Market Segmentation Criteria," *Journal of Marketing*, 46 (Fall), 65-74.

Lehmann, Donald R. and Russell S. Winer (1983), "An Examination of the Competitor Analysis Process," *Proceedings*, TIMS/ORSA Marketing Science Conference held at the University of Southern California.

Hulbert, James M., Donald R. Lehmann, and Russell S. Winer (1983), "Objective and Strategy Determination: Some Empirical Results," *Journal of Business Research*, 11, 427-438.

Winer, Russell S. (1983), "Attrition Bias in Econometric Models Estimated with Panel Data," *Journal of Marketing Research*, 20 (May), 177-186.

Wildt, Albert R. and Russell S. Winer (1983), "Modelling and Estimation in Changing Market Environments," *Journal of Business*, (July), 365-388.

Weinberg, Charles B. and Russell S. Winer (1983), "Working Wives and Major Family Expenditures: Update, Replication, and Extension," *Journal of Consumer Research*, 10 (September), 259-263.

Winer, Russell S. (1985), "A Price Vector Model of Demand for Consumer Durables: Preliminary Developments," *Marketing Science*, 4 (Winter), 74-90.

Winer, Russell S. (1985), "A Revised Behavioral Model of Consumer Durable Demand," *Journal of Economic Psychology*, 6 (June), 175-184.

Winer, Russell S. (1986), "A Reference Price Model of Demand for Frequently-Purchased Products," *Journal of Consumer Research*, 13 (September), 250-256. Reprinted in G.S. Carpenter, R. Glazer, and K. Nakamoto, eds., *Readings on Market-Driving Strategies*, (Reading, MA: Addison-Wesley), 1997.

Moore, William L. and Russell S. Winer (1987), "A Panel Data-Based Method for Merging Joint Space and Market Response Function Estimation," *Marketing Science*, 6 (Winter), 25-42 (with commentary).

Cooil, Bruce, Russell S. Winer, and David L. Rados (1987), "Cross-Validation for Prediction," *Journal of Marketing Research*, 24 (August), 271-279.

Farley, John U., Donald R. Lehmann, and Russell S. Winer (1987), "Stability of Membership in Market Segments Identified with a Disaggregate Consumption Model," *Journal of Business Research*, 15, 313-328.

Oliver, Richard L. and Russell S. Winer (1987), "A Framework for the Formation and Structure of Consumer Expectations: Review and Propositions," *Journal of Economic Psychology*, 8 (December), 469-499.

Glazer, Rashi, Joel H. Steckel, and Russell S. Winer (1987), "Group Process and Decision Performance in a Simulated Marketing Environment," *Journal of Business Research*, 15 (December), 545-557.

Winer, Russell S. (1988), "Behavioral Perspectives on Pricing: Buyers' Subjective Perceptions of Price Revisited," in T.M. Devinney, ed., *Issues in Pricing: Theory and Research*, Lexington, MA: Lexington Books, 35-57.

Glazer, Rashi, Joel H. Steckel, and Russell S. Winer (1989), "The Formation of Key Marketing Variable Expectations and their Impact on Firm Performance: Some Experimental Evidence," *Marketing Science*, 8 (Winter), 18-34.

Winer, Russell S. and William L. Moore (1989), "The Effects of Advertising and other Marketing Mix Variables on Brand Positioning," *Journal of Advertising Research*, 28 (February/March), 39-45.

Winer, Russell S. (1989), "A Multi-Stage Model of Choice Incorporating Reference Prices," *Marketing Letters*, 1 (December), 27-36.

Vanhonacker, Wilfried R. and Russell S. Winer (1990), "A Rational Random Behavior Model of Choice," *Applied Stochastic Models and Data Analysis*, 6 (March), 41-52.

Glazer, Rashi, Joel H. Steckel, and Russell S. Winer (1990), "Judgmental Forecasts of Key Marketing Variables: Rational vs. Adaptive Expectations," *International Journal of Forecasting*, 6 (July), 149-162.

Srinivasan, T.C. and Russell S. Winer (1990), "Empirical Modeling of Consumer Purchasing Behavior: A Review," *Review of Marketing*, Vol. 4, Chicago: American Marketing Association, 43-67.

Chaney, Paul K., Timothy M. Devinney, and Russell S. Winer (1991), "The Impact of New Product Introductions on the Market Value of Firms," *Journal of Business*, 64 (October), 573-610.

McAlister, Leigh, Rajendra Srivastava, Joel Horowitz, Morgan Jones, Wagner Kamakura, Jack Kulchitsky, Brian Ratchford, Gary Russell, Fareena Sultan, Tetsuo Yai, Doyle Weiss, and Russ Winer (1991), "Incorporating Choice Dynamics in Models of Consumer Behavior," *Marketing Letters*, 2 (August), 241-252.

Glazer, Rashi, Joel H. Steckel, and Russell S. Winer (1992), "Locally Rational Decision-Making: The Distracting Effect of Information on Managerial Performance," *Management Science*, 38 (February), 212-226.

Mayhew, Glenn E. and Russell S. Winer (1992), "An Empirical Analysis of Internal and External Reference Price Effects using Scanner Data," *Journal of Consumer Research*, 19 (June), 62-70.

Simonson, Itamar and Russell S. Winer (1992), "The Influence of Purchase Quantity and Display Format on Consumer Preference for Variety," *Journal of Consumer Research*, 19 (June), 133-138.

Sultan, Fareena and Russell S. Winer (1993), "Time Preferences for Products and Attributes for the Adoption of Technology-Driven Consumer Durable Innovations," *Journal of Economic Psychology*, 14, 587-613.

Winer, Russell S. (1993), "Using Single-Source Scanner Data as a Natural Experiment for Evaluating Advertising Effects," *Journal of Marketing Science (Japanese)*, 2, 15-31.

Srinivasan, T.C. and Russell S. Winer (1994), "Using Neoclassical Consumer-Choice Theory to Produce a Market Map From Purchase Data," *Journal of Business and Economic Statistics*, 12 (January), 1-9.

Winer, Russell S., Randolph E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, Hotaka Katahira, Kay Lemon, and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-Based Choice Models for Consumer Behavior," *Marketing Letters*, 5, 383-394.

Winer, Russell S. (1994), "The Annual Marketing Plan," in *AMA Management Handbook*, 3rd ed., edited by J. Hampton, New York: AMACOM Books, 2-42 - 2-47.



Kalyanaram, Gurumurthy and Russell S. Winer (1995), "Empirical Generalizations from Reference Price and Asymmetric Price Response Research," special issue of *Marketing Science* on empirical generalizations in marketing, 14 (part 2 of 2 in issue #3), G161-G169.

Kopalle, Praveen and Russell S. Winer (1996), "A Dynamic Model of Reference Price and Reference Quality," *Marketing Letters*, 7, Number 1, 41-52.

Winer, Russell S. (1997), "Discounting and its Impact on Durables Buying Decisions," *Marketing Letters*, 8, Number 1, 109-118.

Winer, Russell S., John Deighton, Sunil Gupta, Eric J. Johnson, Barbara Mellers, Vicki G. Morwitz, Thomas O'Guinn, Arvind Rangaswamy, and Alan G. Sawyer (1997), "Choice in Computer-Mediated Environments," *Marketing Letters*, 8, Number 3, 287-96.

Stiving, Mark and Russell S. Winer (1997), "An Empirical Analysis of Price Endings with Scanner Data," *Journal of Consumer Research*, 24 (June), 57-67 .

Erdem, Tülin and Russell S. Winer (1999), "Econometric Modeling of Spatial Competition: A Multi-Category Analysis," *Journal of Econometrics*, 89, 159-175.

Winer, Russell S. (1999), "Experimentation in the 21<sup>st</sup> Century: The Importance of External Validity," *Journal of the Academy of Marketing Science*, 27 (Summer), 349-358 (with commentary). Reprinted in J. Fitchett and A. Davies, eds., *Consumer Research Methods* (New Delhi: Sage Publications), 2013.

Villas-Boas, J. Miguel and Russell S. Winer (1999), "Endogeneity in Brand Choice Models," *Management Science*, 45 (October), 1324-1338. **Winner of the inaugural 2009 ISMS Long-Term Impact award.**

Winer, Russell S. (1999), "Situation Analysis," in *The Technology Management Handbook*, edited by R. C. Dorf, Boca Raton, FL: CRC Press, 12-2 – 12-8.

Winer, Russell S. (2000), "Comment on Leeflang and Wittink," *International Journal of Research in Marketing*, 17, 141-5.

Winer, Russell S. (2001), "A Framework for Customer Relationship Management," *California Management Review*, 43 (Summer), 89-105 (Finalist for Best Paper of 2001).

Ofir, Chezy and Russell S. Winer (2002), "Pricing: Economic and Behavioral Models," *Handbook of Marketing*, B. Weitz and R. Wensley, eds., London: Sage Publications Ltd, 267-81.

Lemon, Katherine M., Tiffany Barnett White, and Russell S. Winer (2002), "Dynamic Customer Relationship Management: Incorporating Future Considerations into the Service Retention Decision," *Journal of Marketing*, 66 (January), 1-14. **Winner of the Donald R. Lehmann award for the best paper published from a doctoral dissertation.**

Ilfeld, Johanna S. and Russell S. Winer (2002), "Generating Web Site Traffic: An Empirical Analysis of Web Site Visitation Behavior," *Journal of Advertising Research*, 42 (September/October), 49-61.

Feldman, David and Russell S. Winer (2004), "Separating Signaling Equilibria Under Random Relations Between Costs and Attributes: Continuum of Attributes," *Mathematical Social Sciences*, 48, 81-91.

Winer, Russell S. (2004), "Customer Relationship Management on the Web," in *The Internet Encyclopedia*, H. Bidogli, ed., Hoboken, NJ: John Wiley & Sons, 315-325.

Naik, Prasad A., Kalyan Raman, and Russell S. Winer (2005), "Planning Marketing-Mix Strategies in the Presence of Interaction Effects: Empirical and Equilibrium Analysis," *Marketing Science*, 24 (Winter), 25-34. **Finalist for the 2015 ISMS Long-Term Impact award.**

Albert, Terri and Russell S. Winer (2005), "Capturing Customers' Spare Change," *Harvard Business Review*, 83 (March), 28.

Steckel, Joel, Russ Winer, Randy Bucklin, Benedict Dellaert, Xavier Drèze, Gerald Häubl, Sandy Jap, John Little, Tom Meyvis, Alan Montgomery, Arvind Rangaswamy (2005), "Choice in Interactive Environments," *Marketing Letters*, 16 (December), 309-20.

Fligler, Ariel, Gila E. Fruchter, and Russell S. Winer (2006), "Optimal Product Line Design Using Genetic Algorithms," *Journal of Optimization Theory and Applications*, 131 (November), 227-244.

Petersen, J. Andrew, Leigh McAlister, David J. Reibstein, Russell S. Winer, V. Kumar, and Geoff Atkinson (2009), "Choosing the Right Metrics to Maximize Profitability and Shareholder Value," *Journal of Retailing*, 85, number 1, 95-111.

Winer, Russell S. (2009), "New Communications Approaches in Marketing: Issues and Research Directions," *Journal of Interactive Marketing*, 23 (May), 108-117.

Inman, J. Jeffrey, Russell S. Winer, and Rosellina Ferraro (2009), "The Interplay Between Category Characteristics, Customer Characteristics, and Customer Activities on In-Store Decision Making," *Journal of Marketing*, 73 (September), 19-29.

Lemon, Katherine N., Priya Raghuram, John Roberts, and Russell S. Winer (2010), "Why, When and How should the Effect of Marketing be Measured? A Stakeholder Perspective for Corporate Social Responsibility Metrics," *Journal of Public Policy & Marketing*, 29 (Spring), 66-77.

Lemon, Katherine N., John H. Roberts, Priya Raghuram, and Russell S. Winer (2011), "Measuring the Effects of Corporate Social Responsibility," *The Conference Board: Director Notes*, 3 (April), 1-13.

Yang, Sha, Mantian Hu, Russell S. Winer, Henry Assael, and Xiaohong Chen (2012), "An Empirical Study of Word-of-Mouth Generation and Consumption," *Marketing Science*, 31 (November-December), 952-963.

Winer, Russell S. (2012), "Behavioral Perspectives on Pricing Strategy," in V. Shankar and G. Carpenter, eds. *Handbook of Marketing Strategy*, (Cheltenham, U.K.: Edward Elgar), 248-260.

Bauer, Johannes, Philip Schmitt, Vicky G. Morwitz, and Russell S. Winer (2013), "Managerial Decision-Making in Customer Management: Adaptive, Fast, and Frugal?" *Journal of the Academy of Marketing Science*, 41 (July), 436-455.

Stephanie M. Tully and Russell S. Winer (2014), "The Role of Beneficiary in Willingness to Pay for Socially Responsible Products: A Meta-Analysis," *Journal of Retailing* special issue on empirical generalizations in retailing, 90 (2), 255-274.

Winer, Russell S. (2014), "Pricing," in R.S. Winer and S.A. Neslin, eds., *The History of Marketing Science*, (Boston: now publishers).

Neslin, Scott A. and Russell S. Winer (2014), "The History of Marketing Science," in R.S. Winer and S.A. Neslin, eds., *The History of Marketing Science*, (Boston: now publishers).

Winer, Russell S. (2014), "The Impact of Marketing Science Research on Practice: Comment," *International Journal of Research in Marketing*, 31, 142-3.

Feldman, David, Charles Trzcinka, and Russell S. Winer (2015), "Pricing Under Noisy Signaling," *Review of Quantitative Finance and Accounting*, 45, 435-454.

Venkatraman, Vinod, Angelika Dimoka, Paul A. Pavlou, Khoi Vo, William Hampton, Bryan Bollinger, Hal E. Hershfield, Masakazu Ishihara, and Russell S. Winer (2015), 52 (August), *Journal of Marketing Research*, special issue on neuromarketing, 436-452.

Winer, Russell S. and Peter S. Fader (2016), "Objective vs. Online Ratings: Are Low Correlations Unexpected and Does it Matter? A Comment on de Lange, Fernbach, and Lichtenstein," *Journal of Consumer Research*, 42 (6), 846-9.

Mantian (Mandy) Hu, Russell S. Winer (2017), "A Study of the Group Buying Feature of Groupon Using Augmented Clickstream Data," *International Journal of Research in Marketing*, 34, 120-136.

Winer, Russell S. (2017), "Online Pricing Strategies: Implications for Luxury Consumers," *Luxury: History, Culture, Consumption*, 4, 7-29.

Winer, Russell S. (2017), "Pricing in the Digital Age: Implications for Consumer Behavior," in M. Solomon and T. Lowrey, eds., *The Routledge Companion to Consumer Behavior*, 193-207.

Lehmann, Donald R. and Russell S. Winer (2017), “The Role and Impact of Reviewers on the Marketing Discipline,” *Journal of the Academy of Marketing Science*, 45, 587-592.

Baek Jung Kim, Vishal Singh, and Russell S. Winer (2017), “The 80-20 Rule in Marketing: An Empirical Generalization,” *Marketing Letters*, 28 (December), 491-507.

McCarthy, Daniel and Russell S. Winer (2019), “The Pareto Rule Revisited: Is it 80/20 or 70/20?” *Marketing Letters*, 30 (June), 139-150.

Oblander, Elliot Shin, Sunil Gupta, Carl F. Mela, Russell S. Winer, and Donald R. Lehmann (2020), “The Past, Present, and Future of Customer Management,” *Marketing Letters*, 31 (Issues 2-3), 125-136.

Winer, Russell S. (2020), “Customer Relationship Management,” in B. Schlegelmilch and R.S. Winer, eds., *Marketing Strategy* (Routledge), 56-66.

Stremersch, Stefan, Russell S. Winer, and Nuno Camacho (2021), “Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing,” *Journal of Marketing* 85(3), 1-21.

Kalyanaram, Gurumurthy and Russell S. Winer (2022), “Behavioral Response to Price: Empirical Insights and Future Research,” *Journal of Retailing*, 98 (March), 46-70.

Petrzellis, Luca and Russell S. Winer (2023), “The Decision to Customize and its Effect on Brand Experience,” *Psychology and Marketing*, 40, 516-530.

#### Miscellaneous Publications

Winer, Toby R. and Russell S. Winer (1987), “Integrating Strategic Planning Concepts into the Negotiating Process,” *Planning for Higher Education*, 15, 1-4.

Winer, Russell S. (1988), “Global Marketing: The Debate Revisited,” *The Owen Manager*, 9 (Spring), 12-15.

Winer, Russell S. (1997), book review of *Against the Gods: The Remarkable Story of Risk*, by Peter L. Bernstein, *Journal of Marketing*, 61 (July), 112-3.

Winer, Russell S. (1998), “Editorial,” *Journal of Marketing Research*, 35 (February), iii-v.

Winer, Russell S. (2000), “Comment on ‘The Historical Growth of Statistical Significance Testing in Psychology—And Its Future Prospects,’” *Educational and Psychological Measurement*, 60 (October), 693-6.

Erdem, Tülin and Russell S. Winer (2002), “Introduction to Special Issue on Choice Modeling,” *Marketing Letters*, 13 (August), 157-61.

Greenleaf, Eric A., Vicki G. Morwitz, and Russell S. Winer (2004), "Helping Hands," *STERNbusiness*, (Fall/Winter), 42-47.

Winer, Russell S. (2005), "From the Editor," *Journal of Marketing Research*, 42 (August), iii.

Winer, Russell S. (2006), "A New Reviewing System for the *Journal of Marketing Research*," *Journal of Marketing Research*, 43 (May), 135-6.

Winer, Russell S. (2007), "Editorial," *Review of Marketing Science*, Vol. 5, Article 1.

Lehmann, Donald R. and Russell S. Winer (2009), "Introduction to Special Issue on Organic Growth," *International Journal of Research in Marketing*, 26 (December), 261-2.

Winer, Russell S. (2011), "2009-2010 ISMS-MSI Practice Prize Competition: Special Section Introduction," *Marketing Science*, 30 (July-August), 565-7.

Fader, Peter S. and Russell S. Winer (2012), Introduction to Special Issue on "The Emergence and Impact of User Generated Content," *Marketing Science*, 369-371.

Winer, Russell S. (2013), "2011-2012 Gary L. Lilien ISMS-MSI Practice Prize Competition: Special Section Introduction," *Marketing Science*, 32 (March-April), 191-193.

Winer, Russell S. (2013), "Advertising in 2020," Wharton Future of Advertising project.

Meyer, Robert and Russell S. Winer (2014), "Introduction to the *JMR* 50<sup>th</sup> Anniversary Special Section," *Journal of Marketing Research*, 51 (February), 83

Winer, Russell S. (2014), "Reflections on my *JMR* Editorship (1998-2000)," *Journal of Marketing Research*, 51 (February), 127-130.

Labroo, Aparna A., Natalie Mizik, and Russell S. Winer (2021), "Introduction to Special Issue on Gender and Ethnicity in the Marketing Professoriate," *Marketing Letters*, 32(3), 273-274.

### Cases

"Manischewitz," (2003)

"Rheingold Beer," (2003)

"DeBeers," (2004)

"NYC2012," (2004)

"Brooklyn Brewing," (2010)

“INVOKANA: Educating Physicians on the New Type 2 Diabetes Solution using New Media Channels,” (2014)

“Moviepass” (2019)

## **DOCTORAL STUDENT DISSERTATION COMMITTEES**

(in chronological order)

Terry Elrod  
Horst Bender  
Kapil Bawa  
Srinivasan Ratneshwar  
Connie Pechmann  
T.C. Srinivasan (Chair)  
Glenn Mayhew (Chair)  
Sue O’Curry (Psychology)  
Shi-jie Chang (Psychology)  
Matt Nagler (Economics)  
Lisa Ordóñez (Psychology)  
Kay Lemon (Chair)  
Mark Stiving (Chair)  
Judi Strebel  
Harish Chand (Economics)  
Nick Lurie  
Heather Honea (Co-chair)  
Sharon Horsky (Co-chair)  
Joseph Pancras  
Vishal Narayan (Co-chair)  
Jane Gu  
Rachel Shacham  
Isaac Dinner (Columbia)  
Mandy Hu (Co-Chair)  
Wenbo Wang (Co-Chair)  
Sang Hee Bae (Co-Chair)  
Beibei Lei (Information Systems)  
Yuzhou Liu  
Baek Jung Kim  
Liu Liu