

CURRICULUM VITAE

JORDAN J. LOUVIERE

Current Position

(as at November 2004):

Professor of Marketing School of Marketing Faculty of Business
The University of Technology, Sydney PO Box 123 Broadway
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Phone: 61-2-9514-3993 Fax: 61-2-9514-3535 and Co-Director,
Centre for the Study of Choice (CenSoC) Faculty of Business The
University of Technology, Sydney PO Box 123 Broadway NSW 2007
Australia

HIGHER EDUCATION:

- A. The University of Southwestern Louisiana, Lafayette, Louisiana. BA, 1966 (Geography), With Distinction (now The University of Louisiana at Lafayette).
- B. The University of Nebraska, Lincoln, Nebraska. MA, 1968 (Geography). MA. Thesis: A Geography of Economic Health in the State of Louisiana with Special Reference to Underdevelopment in Red River Parish, Louisiana.
- C. The University of Iowa, Iowa City, Iowa. Certificate in Urban Transportation Planning, 1972 (Specialization in Behavioral Modeling). Program administered by The Institute of Urban and Regional Research, The University of Iowa, sponsored by the US. Department Of Transportation, Urban Mass Transit Administration.
- D. The University of Iowa, Iowa City, Iowa. Ph.D. 1973 (Geography). Ph.D. Dissertation: A Psychophysical-Experimental Approach to Modeling Spatial Behavior. Dissertation Director: Gerard Rushton.

ACADEMIC HONORS:

- A. Phi Beta Sigma Freshman Honorary Society.
- B. Phi Kappa Phi, National Honorary Society.
- C. Joel L. Fletcher academic scholarship to the University of Southwestern Louisiana (1962-1966).
- D. BA, "Cum Laude", University of Southwestern Louisiana, 1966.
- E. NDEA Title IV Fellowship, The University of Nebraska 1966-1968.
- F. NDEA Title IV Fellowship, The University of Iowa 1969-1970.
- G. U.S.D.O.T. U.M.T.A. Fellowship, The Institute of Urban and Regional Research, The University of Iowa 1970-1972.

- H. McCalla Research Professor, University of Alberta, 1989-1990.
- I. Banister Chair of Marketing, University of Alberta 1991-1992.
- J. Park Fellow, University of Utah, 1991-1994.
- K. Foundation Chair, Department of Marketing, Faculty of Economics, University of Sydney, Australia, 1994-2000.
- L. Distinguished Researcher of the Year Award, Australia-New Zealand Marketing Academy, December 2004.

AREAS OF TEACHING AND RESEARCH INTEREST (not necessarily in order of interest or experience):

- A. Marketing Research/Research Methods
- B. Marketing Strategy and Planning, Brand Management
- C. Marketing Management
- D. Retailing and Services Management
- E. Quantitative Analysis of Consumer Behavior
- F. Quantitative Methods, Especially Multivariate Statistics, Experimental Design and Marketing Models
- G. Consumer Judgment, Decision Making, and Choice Behavior
- H. New Product Development, Planning and Marketing
- I. Choice Modeling and the Design of Choice Experiments
- J. Stated Preference Theory and Methods

PROFESSIONAL EXPERIENCE

A. Teaching

1. Instructor, The Department of Geography, The University of Southwestern Louisiana (now, the University of Louisiana, Lafayette), February 1968-August 1969.
2. Instructor, The Department of Geography, The University of Iowa, Spring 1973.
3. Assistant Professor, The Department of Geography, The Florida State University, September 1973-May 1975.
4. Member of the graduate faculty of the University of Florida, October 1974-May 1975.
5. Visiting Lecturer, Department of Geography, The University of Wyoming, Summer, 1975.
6. Assistant Professor, The Department of Geography, The University of Wyoming, August

1975-1978. Promoted to Associate Professor with tenure 1977.

7. Assistant Professor, Department of Business Administration, University of Iowa, September 1978-August 1980.
8. Adjunct Assistant Professor, Department of Geography, University of Iowa, September 1978-1980.
9. Visiting Fellow, Australian Graduate School of Management, March 1980-June 1980.
10. Tenured Assoc. Prof., Department of Marketing, University of Iowa, 1980-1985.
11. Tenured Sr. Lec. in Marketing, Australian Graduate School of Management 1981-1982.
12. Tenured Professor, Department of Marketing and Economic Analysis, University of Alberta, 1985-1991.
13. Banister Chair of Marketing, Department of Marketing and Economic Analysis, University of Alberta, 1991-1993.
14. Visiting Lecturer in Marketing, INSEAD, Fontainebleau, France, January-March, 1992.
15. Tenured Professor, Department of Marketing, University of Utah, 1991-1994. Park Scholar 1991-1994.
16. Foundation Professor and Chair, Department of Marketing, Faculty of Economics, The University of Sydney, July 1994-2000.
17. Part-time Research Associate and Co-Investigator, Centre for Health Economics Research and Evaluation, School of Public Health, University of Sydney, 1999 to present
18. Adjunct Professor of Marketing, School of Marketing, Faculty of Business, The University of Technology, Sydney, 2001 to present.

B. Masters and Honors Committees

1. Director, three MA. Thesis committees, Florida State University.
2. Director, one undergraduate Honors Thesis, Florida State U.
3. Committee member of three MA. Theses and one Ph.D. Dissertation (Urban and Regional Planning) at Florida State U.
4. Committee member of three MA. Theses, University of Wyoming.
5. Director of four MBA Theses and committee member of two, University of Alberta.
6. Director of Honours Thesis for Aihong Li, University of Sydney, 1996 (result - Second Class, paper from thesis in preparation for Journal of Consumer Research).
7. Director of Honours Theses for Keats Bryan and Angela Yeoh, 1997 (result - First Class for both, papers from both theses to be submitted for publication in 1998). Both students are working in the private sector, although Ms. Yeoh won a Commonwealth Postgraduate Award and was a Ph.D. student in the Department of Marketing at the University of Sydney for one year.
8. Director of Honours Thesis for Paul Burke 1998 (result – first class honours). Mr. Burke now is a Ph.D. student in Marketing Group, The Australian Graduate School of Management (2001).
9. Co-Director of Honours Thesis for David Klein, 1999 (result – first class honours) with Dr. Deborah Street (A/Prof., School of Mathematical Sciences, University of Technology, Sydney).

Mr. Klein is presently traveling in South America, after finishing the final year of a law degree.

10. Supervisor, Chelsea Wise, School of Marketing Honours Program, University of Technology, Sydney, 2003.
11. Supervisor, Selene Kishor, School of Marketing Honours Program, University of Technology, Sydney, 2003.
12. Supervisor, Clinton Larson, School of Marketing Honours Program, University of Technology, Sydney, 2004.

1. Ph.D. Committees

2. Director, Ph.D. Dissertation of Robert Meyer, Department of Geography, University of Iowa, 1978-1979. Dr. Meyer is presently a chaired Professor of Marketing and the Director of the Ph.D. Program of the Wharton School of Business, The University of Pennsylvania, Philadelphia, PA, USA.
3. Ph.D. Committee, Robert Sutton, Department of Marketing, University of Iowa, 1980-1984. Dr. Sutton teaches in the University of Minnesota system in the USA.
4. Ph.D. Committee, Dennis Rauch, Department of Marketing, University of Iowa, 1980-1984. Dr. Rauch teaches at Bradley University, Peoria, IL, USA.
5. Ph.D. Committee, Davis Henley, Department of Geography, University of Iowa, 1980-1983. Deceased.
6. Ph.D. Committee, Tom Eagle, Department of Geography, University of Iowa, 1980-1981. Dr. Eagle's initial appointment was Assistant Professor of Geography, Dartmouth College, Dartmouth, NH, USA. He later resigned that position to become a Senior Technical Analyst with Mercer Management Consultants in Lexington, MA, USA, and was later a founding partner and Principal with Marketing and Planning Systems, Inc., Boston, MA, USA. Dr. Eagle now is in private consulting practice in Boston.
7. Ph.D. Committee, Richard Johnson, Department of Psychology, University of Iowa, 1983- 1984. Dr. Johnson completed a postdoctorate in behavioural decision theory at the Business School of the University of Chicago. He then was appointed Assistant Prof. of Marketing in the Faculty of Business at the University of Alberta in Edmonton, Canada. He is now a tenured Assoc. professor in that Faculty.
8. Director, Ph.D. Committee, Colleen Collins-Dodd, Department of Marketing and Economic Analysis, University of Alberta, 1988-1991. Dr. Collins-Dodd is currently a tenured Associate Professor of Marketing at Simon Fraser University in Vancouver, BC.
9. Ph.D. Committee, Sarah Jennings, Department of Rural Economy, University of Alberta, 1991-1992. Dr. Jennings is currently a Lecturer, Department of Economics, University of Tasmania, Hobart, Tasmania.
10. Member, Ph.D. Committee, Douglas Olsen, Department of Marketing and Economic Analysis, University of Alberta, 1991. Dr. Olsen presently is an Assistant Prof. of Marketing at the University of Calgary, but has been appointed to a tenured Associate position at the University of Alberta.
11. Supervisor, Ph.D. Committee and Dissertation, Tulin Erdem, Department of Marketing and Economic Analysis, University of Alberta, 1991-1993. Dr. Erdem is an Assistant Professor of Marketing at the University of California at Berkeley. Dr. Erdem won the Governor General's Award for the best dissertation in Canada in 1993 and also won the American Marketing Association's Dissertation of the Year Award. Dr. Erdem recently (1997) won two of the top prizes for young scholars in marketing (The Bass and Little Awards, presented at the 1998 Marketing Science Conference in Fontainebleau, France)
12. Member, Dissertation Committee, Harmen Oppewal, Department of Architecture, Building and Planning, Technical University of Eindhoven, The Netherlands, 1992- 1995. Dr. Oppewal is presently the chair of retail studies at the University of Surrey in the UK.
13. Member, Dissertation Committee, Benedict Dellaert, Department of Architecture, Building and Planning, Technical University of Eindhoven, The Netherlands, 1993-1995. Dr. Dellaert is presently jointly appointed to the faculty of Economics (Marketing) and the CentER at Tilburg University, The Netherlands.
14. Member, Dissertation Committee, Rohit Verma, Department of Management, The University of

Utah, 1994-1996. Dr. Verma is presently an Assistant Professor of Management at DePaul University in the USA.

15. Supervisor, Dissertation Committee, Jeff Brazell, Department of Marketing, University of Sydney, 2000. Dr. Brazell is in private consulting practice in Salt Lake City, Utah.

16. Member, Ph.D. Committee, Jason Gray-Lee, Department of Marketing, University of Utah. Expected completion is 2002.

17. Member, dissertation committee of Thomas Crook, Department of Marketing, University of Sydney. Expected completion date is 2002.

18. Supervisor, Dissertation Committee, Valerie Severin, Department of Marketing, University of Sydney, 2001. Ms. Severin is in private consulting practice in Switzerland.

19. Supervisor, Dissertation Committee, Pierre Uldry, Department of Marketing, University of Sydney, 2001. Mr. Uldry is in private consulting practice in Switzerland.

20. Member, Dissertation Committees, Paul Burke, Australian Graduate School of Management. Expected completion date 2003.

21. Supervisor, Thomas Crook, School of Marketing, University of Technology, Sydney, 2002-present.

22. Supervisor, Constantinos Korkafingas, School of Marketing, University of Technology, Sydney, 2002-present.

23. Supervisor, Constantinos Menictas, School of Marketing, University of Technology, Sydney, 2002-present.

24. Supervisor, Beverly Thompson, School of Marketing, University of Technology, Sydney, 2002-present.

25. Supervisor, Chelsea Wise, School of Marketing, University of Technology, Sydney, 2004-present.

26. Supervisor, David Pihlens, School of Marketing, University of Technology, Sydney, 2004-present.

D. Postdoctoral

1. Postdoctoral Supervisor, Dr. Joffre Swait (Ph.D., MIT), Department of Marketing and Economic Analysis, University of Alberta, 1990-1991. Dr. Swait is presently an Adjunct Assistant Professor of Marketing at the University of Florida, Gainesville and Principal, Advanis, Inc., Edmonton, Canada.

2. Postdoctoral collaborator, Dr. Towhid Islam (Ph.D. King's College), Department of Econometrics, The University of Sydney, 1999-2001. I have been working with Dr. Islam on a long term project involving modeling individual household trial and repeat choices for new product introductions. Dr. Islam was awarded a scholarship to attend the Duke Invitational Random Utility Conference in 2000. He presently is an assistant professor of marketing at the University of Northern British Columbia.

E. Other Academic/Teaching

1. Lecturer-in-residence, Department of Geography, UCLA, Promising Young Scholar Program, February 1975.

2. Executive Teaching Australian Graduate School of Management, 1981-1982.

3. Invited Visiting Lecturer, University of Western Australia, May 1982.

4. MIT summer short course on choice modeling, 1981-present. With M. Ben-Akiva and D. McFadden.

5. Invited tutorial, American Marketing Association Advanced Research Techniques Forum, Beaver Creek, Colorado, June, 1991.

6. Invited to teach Ph.D. course in consumer choice models, INSEAD, Jan.-Feb., 1992.

7. Co-lecturer in short course in conjoint analysis and choice models, Institute for Transport Studies, Sydney University, Australia, 1992, 1993, 1994.

8. Co-lecturer in short course on stated preference models, Center For Urban Studies, Portland State University, Portland, OR, USA, 1994, 1995, 1996.

9. Organising Committee and Principal Speaker, ANZMEC Doctoral Consortium in Marketing, University of Auckland, October 1996.

10. Organising Committee and Principal Speaker, Australian Doctoral Consortium in Marketing, University of Sydney, November 1996.

11. Co-lecturer in short course on stated preference models, Royal Institute of Technology,

Stockholm, Sweden, 1997.

12. Chair, ANZMEC Doctoral Consortium in Marketing, Monash University, November 1997.
13. Verma, R., Thompson, G.M., Moore, W.L. and Louviere, J.L. "Customer-based and Effective Product/Service Design," Washington D.C., 10/97 (Invited Presentation), American Production and Inventory Control Society Annual Conference.
14. Co-lecturer in short course on stated preference models, University of Western Australia, Perth, 1998.
15. Lecturer, one day short course on stated preference methods, Portland State University, 1998.
16. Co-lecturer, one day short course in conjoint analysis and advanced research methods, University of Sydney, 1998.
17. Co-lecturer, one day short course on valuation theory and methods, University of Sydney, 1998.
18. Co-lecturer, 3 day executive course on choice modeling, Stern School of Management, NYU, July 2001.
19. Co-lecturer, MIT 5 day short course on choice modeling (with Moshe Ben-Akiva, Dan McFadden, Denis Bolduc, Don Anderson, Ken Train) 1983 to present.

F. University Committees

1. Ph.D. Committee, College of Business Administration, University of Iowa.
2. University Transportation and Parking Committee, University of Iowa.
3. Executive Committee, Institute of Urban and Regional Research, University of Iowa.
4. Marketing Department Recruiting Committee, University of Iowa.
5. Ph.D. Committee, Faculty of Business, University of Alberta, 1989-90.
6. Research Awards Committee, Faculty of Business, University of Alberta 1987-1990 (Chairman 1987- 1988).
7. Department of Marketing and Economic Analysis Selection Committee, University of Alberta, 1986-1991.
8. Department of Marketing and Economic Analysis Recruitment Committee, University of Alberta, 1986-1990.
9. Department of Finance and Management Science Selection Committee, University of Alberta, 1989-1990.
10. University of Alberta Promotion and Tenure Appeal Committee for D. Cullen, 1989.
11. Department of Marketing and Economic Analysis Chaired Professor Selection Committee, 1988-1990.
12. Chairman, Committee to draft proposal for the Canadian Institute of Retailing and Services Studies, Department of Marketing and Economic Analysis, 1990.
13. Faculty of Business Strategy Committee, 1990.
14. Ad Hoc Committee to Organize and Implement the Canadian Institute of Retailing and Services Studies, 1990-1991.
15. Corporate Interchange Program, 1990-1991.
16. University of Utah, University Research Committee, 1991-1994.
17. University of Utah, University Research Committee, Chair, subcommittee of Faculty Fellow Awards, 1992.
18. David Eccles School of Business, Ph.D. Committee, 1992-1994.
19. David Eccles School of Business, Department of Marketing, Chair, Marketing Ph.D. Program, 1992-1994.
20. University of Sydney, Department of Marketing Selection Committee, 1994-present.
21. University of Sydney, Faculty of Economics, Research Committee, 1994-96.
22. University of Sydney, Faculty of Economics, MCom Committee, 1994-96.
23. University of Sydney, Vice Chancellor's Committee to Select the Principal of Orange Agricultural College, 1994.
24. University of Sydney, VC Working Party on Smartcard Technology, 1996-97.
25. University of Sydney, Faculty of Economics, Faculty Management Advisory Committee, 1994-2000.
26. University of Sydney, Chair, Faculty of Economics Strategic Planning Committee, 1997-1999.

28. University of Melbourne, Foundation Chair Selection Committee, Faculty of Economics and Commerce, 1997.
29. University of Sydney, Selection Committee, Sybase Chair in Information Systems, Basser Department of Computer Science, University of Sydney, 1998.
30. University of Sydney, Member of Advisory Board, Sydney VisLab, 1997-1998.
31. University of Sydney, member of ITS Advisory Board, 1995-1999.
32. Chair, School of Marketing Honours Committee, University of Technology, Sydney 2003-2004.
33. Member, Faculty of Business Honours Committee, University of Technology, Sydney, 2004.

G. Research Awards

1. Recipient of Grant in Travel Demand Analysis through the Institute of Urban and Regional Research, (U.S.D.O.T., U.M.T.A.), 1972-1973.
2. Coordinator of multidisciplinary research teams in proposal preparation, The Institute of Urban and Regional Research, The University of Iowa, 1972-1973. Ghost wrote and submitted proposals to NSF, USDOT, HUD, etc.
3. Florida Resources and Environmental Analysis Center; Proposal Development and Preparation:
 - . • Grant to analyze underdevelopment in Florida, 1973.
 - . • Developed proposals in transportation research, 1973.
 - . • Served as Research Associate on grant to develop a Florida energy information system, 1974.
4. Consultant to Florida State University on grant from Nuclear Regulatory Commission to study potential effects on tourism of offshore siting of nuclear power plants.
5. Grant from Division of Basic Research, College of Arts and Sciences, University of Wyoming: Development of a Theoretical Model for Student Evaluations of Faculty and Courses.
6. Research Associate/Consultant, Cambridge Systematics, Inc., Cambridge, Mass., 1977- 1983.
 - . • Grant from NSF-RANN on the future of the automobile in American society: Affect of Auto Ownership and Auto Type Choice on Travel Patterns and Related Policy Issues, 1978.
 - . • Grant from U.S.D.O.T. (Transportation Systems Center and Office of Service and Methods Demonstration--U.M.T.A.) to perform pre-and post-system change evaluations, 1978-79.
 - . • Chief Author and Principal Investigator of Cambridge Systematics Highway Research Program, TRB, N.A.S.): Development of a New Theory of Traveler Behavior, 1977.
 - . • Recipient of in-house research grant from Cambridge Systematics with S.R. Lerman (M.I.T.) to develop and assess methods of stated preference modeling. 1978.
1. Principal Author and Co-P.I. of Proposal, "Development and Test of Mathematical Models of Traveler Perceptions and Behavior." U.S.D.O.T., Office of the Secretary, 1978-1979, \$61,700, University of Iowa.
2. Principal Author and Associate Investigator of Proposal, "Retirement Decision-Making: Determinants of Migration," 1978-1985, Approximately \$300,000.
3. Principal Author and Associate Investigator of Proposal, "predicting the Migration of Employed Persons" Center for Population Studies, National Institute of Child Health and Development. N.I.H., H.E.W. approved for Funding, but not funded, 1979.
4. Author and Consultant on proposal "Psychological Effects in Carpooling and Vanpooling." Response to RFP, NCHRP 8-12, Cambridge Systematics, Inc., Summer 1978, placed third with no award of funds.
5. Co-author and Co-P.I. of proposal to the Bureau of Transport Economics of Australia, Canberra, Australia, entitled: Predicting the Demand for Alternate Domestic and International Airline Flight Packages. Funded, 1978-1979.
6. Co-author and Co-P.I. of proposal to the National Science Foundation entitled: Locational Implications of Alternative Mortgage Instruments, NSF, 1979. Not funded.
7. Co-author and Co-P.I. of proposal entitled: Analysis of Factors Influencing Housing Choices of Older Americans. Administration on Aging. 1979-1981, \$300,000.
8. Co-author and Co-P.I. of research proposal to the US. Forest Service, North Central Forest Experiment Station to study recreation destination choices under conditions of increasing energy costs and scarcity of supply. 1981-1982, \$30,000.

9. Principal Investigator, Research grant from the US. Forest Service, North Central Forest Experiment Station to study recreational choice behavior: "Comparison of Choice Models Based on Observed Choices of Individuals With Models Based on Choices Made in Simulated Choice Situations: An Application to Park Choice in Eastern Iowa, 1983-1985, \$17,000.
10. Co-author and Co-P.I. of Grant to the University of Iowa From American Dental Association to Study Career Choices of Students for Use in Dental Recruitment. 1984, \$14,000.
11. Co-author and Co-P.I. of Grant submitted to the National Science Foundation in association with the American College Testing (A.C.T.) Program of Iowa City, Iowa, to compare experimental and econometric data models of college choice. 1986-1988. \$70,000.
12. Principal author and P.I. on grant from the US. Forest Service to the University of Iowa to study visual and verbal information processing differences in consumer choice tasks, 1985- 1986. \$23,500.
13. Principal author and P.I. of grant from the US Forest Service to the University of Iowa to develop managerially responsive models of park choice in the Chicago area. Study was also done in cooperation with Dutch researchers funded by the Dutch NSF as a cross-cultural comparison. 1986-1987. \$24,000.
14. Co-P.I. on grant from US. Forest Service to the University of Wyoming to develop managerially responsive models of bicycle route choice in the Chicago area. Project tests a variety of approaches to choice modeling. 1987-1991, \$47,000.
15. Co-P.I. on grant from US. Forest Service to the University of Wyoming to develop marketing relevant models for choice of National Forests in the Midwest US., 1989, \$45,000. Extended 1990, \$10,000. In Progress.
16. Research Awards Committee, Faculty of Business, University of Alberta. Recipient of 2 seed money grants of 4,300. 1988-1989.
17. Center for International Business Studies, University of Alberta, Grant with Adam Finn to study shopping center choice behavior in the Netherlands. \$3,300
18. Social Sciences and Humanities Research Council of Canada, Principal Investigator of Grant to the University of Alberta to study consumer consideration set formation and shopping mall choice over time. 1991-1993, \$79,000
19. Principal Investigator, US Forest Service grant to study the external validity of experimental choice models in the context of ski area choice in Utah. 1992-1993, \$42,000.
20. Forestry Canada, grant to the University of Alberta to develop approaches to measuring non-market values, Co-investigator. 1992-1994, \$90,000.
21. IBM, Applications Solutions Division, Bethesda, MD, March 1993. Grant to the University of Utah to quantify the meaning of and antecedents to software usability and determine the role that usability plays in product purchase decisions. \$93,000. IBM Division reorganized in May, 1993. Grant terminated May 1, 1993 due to reorganization and transfer of manager responsible for project to another division.
22. Principal Investigator, US Forest Service grant to model visitor accommodation choices in the Mark Twain national Forest, \$42,000, 1993-1994. Extension, 1994-1995, \$5000. Extension 1996-1998 \$2500.
23. Co-PI on grant "A Model for Effective Operations Management Integrating Customer Choice Patterns and Constrained Optimization Theory and Customer Choice Patterns." APICS E&R Foundation and Marketing Science Institute (95 - 97), with R. Verma, G. Thompson & W. Moore, \$9000US (approx. \$14,000Aus).
24. Co-Principal Investigator, Australian Research Council (ARC) Large Grant to model changes in trial and repeat rates over time in new product introductions. 1996-1998. Approx. \$110,000.
25. Co-Investigator, ARC Cooperative Grant to develop The University of Sydney Micro-economic Modelling Lab (MEMLab). 1997- Approx. \$700,000.
26. Consultant or co-Investigator on grants in valuation of non-market traded goods: Forestry Canada (U of Alberta), 1995-1996; 1996-1997; ABARE grant to Australian Defense Forces Academy 1995-present; NSF grant to U. of California, San Diego 1996-present.
27. Co-Principal investigator on grant from US Forest Service, North Central Forest Experiment Station, Urban Forestry Project (Chicago) "Outdoor Recreation Site and Accommodation Choice Under Capacity Constraints in National Forests," United States Department of Agriculture (Aug 98 - July 00), \$78,265US (approx \$124,000 Aus) With R. Verma (DePaul) and R. Carson (UCSD). 1998-2000.
28. Principal investigator and project director on grant from NCR's Knowledge Lab in London to model the impacts on brand equity of financial services firms in Australia due to changes in channels, innovations, mergers, etc. \$186,000. 1998-99. Additional \$60,000 awarded, November 1998.

29. Principal investigator on large grant to Australian Research Council (ARC) to investigate the statistical and behavioural properties of discrete choice experiments (with D. Street, UTS) 1998. \$166,000. This grant application was approved December 1998 for the period 1999-2001.
30. Principal investigator on large grant to Australian Research Council (ARC) to develop operational models of activity patterns and behavior in transport in Australia (pending, with D. Hensher Sydney) 1998. \$56,000. Grant was not approved by ARC, but we received a "Near Miss" award from the Pro-VC Research (\$13,000, 1999) and the Faculty of Economics (\$10,000, 1999) to seed the grant for resubmission to ARC in 1999.
31. Co-Investigator on National Health and Medical Research Grant awarded to the Centre for health Economics Research and Evaluation (U of Sydney) to develop models of individuals' decisions to undergo genetic screening. My portion of this large grant is about \$75,000. Grant was approved by NHMRC, November 1998 for 1999-2001.
32. Co-Investigator, HK Research Grants Council Grant to City University of Hong Kong (# 7100054) entitled "Measuring the Value of Ethical Consumerism: A Cross-Cultural Investigation of Consumer Behaviour in HK and China's Major Export Markets." Grant was awarded in 1999 for work in 1999-2000. With P. Auger (CUHK) and T. Devinney (AGSM). My role is to assist in design and analysis; all grant funds are being used to collect data. Grant total was HK 143,860.
33. Co-Investigator, USFS grant to DePaul University to study and model residential choices on the urban fringe and their reactions to various forest and woodland policies. With R. Verma (DePaul), and K. Dueker (Portland State). My role is to assist in design and analysis; grant funds are being used to fund data collection and development of Web-based choice experiment survey tools. Project/grant title: "The Role of Urban Forests and Greeninfrastructure on Suburban Sprawl and on Housing Choice Decisions: An Exploratory Study." Funding body name: United States Department of Agriculture, Forest Service. Amount: \$57044. Term of grant: 6/99 - 5/2004
34. Consultant on AIDC Grant to K. Owen (Agricultural Economics, Sydney) and Fiji School of Medicine to study and model Fijians' food choices to determine possible policy interventions in trends towards an increasingly western diet. My role is to advise on design and analysis. Grant funds are used to compensate Department of Marketing for 20 days of my time in 1999-2001.
35. Co-Investigator, CRC scooping grant in Tourism and Hospitality to Latrobe University, modelling convention site choices. With Geoffrey Crouch. \$25,000, to be completed in 2001. Second stage proposal funded, 2003 for approximately \$100,000 AUD.
36. Co-Investigator, Australian Research Council Large Grant (T. Devinney, PI, P. Auger, AI) to extend the research in item # 32 to countries in Asia, Europe and North America, 2001. Approximate award \$132,000 AUD over three years.
37. Principal Investigator, Australian Research Council Discovery Grant (with D. Street, Department of Mathematical Sciences, UTS) to develop ways to model the discrete choices of individual consumers. Approximate award, \$192,000 AUD over three years commencing 2003.
38. Principal Researcher, NHMRC Program grant to the Centre for Health Economics Research and Evaluation (CHERE) to analyse and model decisions made by key agents in the Australian health care system. Approximate award \$7,300,000 over five years commencing in 2003.
39. Senior research team member of AGSM team awarded CRC for Smart Internet Technology grant to develop and apply an advanced information acceleration platform to estimate the demand for and uptake of new technologies, products and services. Approximate award \$139,000 for one year commencing 2003. Second stage scientific research project has been awarded commencing in 2004 for \$129,000, with an additional award approved for commercialization of the IP developed in the project, amount of award pending CRC-SIT commercialization committee decision in Feb 2004.
40. Principal Investigator of proposal to the Telecommunications Research Awards Scheme (DoCITA) to apply the CRC-funded Information Acceleration platform being developed in #39 to model and forecast the demand for and uptake of broadband services in Australia. Proposal submitted 5 May 2003, asked for \$198,300 AUD. Unsuccessful.
41. Co-Investigator, project funded by Caltex, Australia, to the Centre for the Study of Choice, University of Technology, Sydney. Stage one is to identify and evaluate sources of data that can be used to develop ways of modeling and measuring returns to marketing investments and activities. Approximately \$17,000 for three months. Stage two, pending outcome of stage one, is to develop new theory and methods for modeling and measuring these returns.
42. Co-Investigator, project funded by Boeing Commercial Airlines Division (The Boeing Company

USA), to the Centre for the Study of Choice, University of Technology, Sydney. The purpose of this project is to develop theoretically consistent ways to design choice experiment to study all aspects of passenger choice behaviour in an airline travel system. Stage one was awarded for \$85,000 USD. Stage Two has been funded, and we are awaiting contracts (January 2004).

43. Co-Convenor, ARC Round 1 Network Grant (Convenor, Timothy Devinney, AGSM), December 2003, Round 1 award was \$30,000. Second Round Proposal currently under review, ARC (May 2004).

44. Co-CI, Grant from the CRC for Sustainable Tourism to Organise and Prepare a Workshop for Senior Tourism Professionals to Discuss Research Capabilities of our Research Team (G. Crouch, Latrobe, team leader) and Research Needs of the Tourism industry. Grant commences in 2004, Award, \$45,000.

45. **LP0455822** SP Gudergan; JJ Louviere; TM Devinney; **Title: Profiling Accurate Segmentation Structures in Rural Communities; 2004:** \$94,597; **2005:** \$172,943; **2006:** \$159,193; **2007:** \$80,847; **Partner Organisation(s):** CRT Combined Rural Traders; **Administering Institution:** University of Technology, Sydney; **Summary:** The proposed project has two aims - one aim is applied and pertains to Australia's rural community, and a second is methodological and pertains to methods of segmenting populations in a variety of contexts. These aims are 1) to identify a valid basis for segmenting Australia's rural community based on their choice behaviour and individual characteristics; and 2) to develop and test a staged approach for inferring market segments utilising a joint approach which simultaneously accounts for individual characteristics and choice behaviour that is informed by non-parametric classification techniques to account for a variety of sources of heterogeneity, not just preference heterogeneity.

46. **LP0455321** JJ Louviere; C Burton; L Young; T Huybers; P Burke; LJ Kelly; CA Scott; **Title: Increasing Visitor Frequency: approach to understanding and forecasting how cultural attraction visitors respond to various incentives to increase visitation rates;** 2004: \$21,827; 2005: \$54,636; 2006: \$32,810; **Partner Organisation(s):** Museum of Applied Arts and Science, Australian Museum, Museum Victoria, Australian War Memorial, National Museum of Australia, Australian National Maritime Museum; **Administering Institution:** University of Technology, Sydney; **Summary:** Museums have been steadily losing visitors over the past decade. While current research indicates that this may be attributed to greater leisure competition, little is understood about how people make choices to visit or not to visit cultural attractions. The aim of this project is to develop, demonstrate and test a Random Utility Theory (RUT)-based modelling approach allowing managers of cultural attractions to understand and predict the likely visitation consequences of potential initiatives. We wish to model visitor choices of museums versus other competing attractions to allow museums to identify specific strategic actions (or combinations) to achieve organisational goals.

47. Social Sciences and Humanities Research Council of Canada; T. Islam and JJ Louviere; **Title: A Theoretical and Empirical Investigation of the Effect of Missing Information on Product Choices in Discrete Choice Experiments;** \$88,982 CAD, for 2004-2006.

48. **DP0559185:** Prof TM Devinney; Prof JJ Louviere; Dr P Auger; Dr A Gunthorsdottir; Dr MT King. **Title: Information Provision and the Valuation of Social Issues. Category:** 3502 BUSINESS AND MANAGEMENT. **2005 :** \$60,000; **2006 :** \$80,000; **2007 :** \$65,000. **Administering Institution:** The University of New South Wales. **Summary:** Societies are more than the sum of the transactions in which people engage. Understanding the tradeoffs that people make between social attributes embedded within products and the functional components of those products are critical if we are to value fully the consumption of the society. In particular, to the extent that the social component of consumption is undervalued or biased because of a lack of understanding of what is being purchased, the society will be allocating its consumption dollar in a manner that is both economically and socially inefficient.

H. National Committees and Editorial Boards

1. Reviewed for Geographical Analysis, 1973 to 1979.
2. Reviewed for Professional Geographer, 1973 to 1980.
3. Reviewed articles for various transportation journals (e.g., Transportation Research, Transportation Research Record) and conferences, 1974 to present.
4. Reviewed articles for Psychology journals (e.g., Journal of Applied Psychology, Journal of Mathematical Psychology, etc.), 1975 to present.
5. Reviewed proposals for Geography and Regional Science Division, US. National Science Foundation, 1973 to 1993.

6. Member of subcommittee on Spatial Choice, Transportation Research Board, National Research Council, National Academy of Sciences, 1977-1981, Committee A1C04.
7. Transportation Geography Committee, Association of American Geographers, 1978-1980.
8. Member of committee on Traveler Values and Behavior (A1C04), Transportation Research Board, National Research Council, National Academy of Sciences, 1979-1984.
9. Member of editorial board (de facto) of Transportation Research Record because of committee membership, 1979-1984.
10. Chairman of Spatial Choice Subcommittee, 1979-1981. Transportation Research Board, National Research Council, National Academy of Sciences. Committee A1C04.
11. Appointed to Review Panel NCHRP 8-23: Fuel Supply Limitations and Transmit Demand, Transportation Research Board, National Academy of Sciences, March 1978-October 1979.
12. Member, Consumer Behavior Subcommittee of A1C04 of the Transportation Research Board, National Research Council, National Academy of Sciences, 1980.
13. **Member of Editorial Board**, Transportation Research, 1979-1989.
14. Ad hoc reviewer for Journal of Marketing Research and Journal of Retailing, 1983-1984.
15. **Member, Editorial Board**, Journal of Retailing, 1984-present.
16. Ad hoc reviewer for Operations Research, 1985, 1990.
17. Ad hoc reviewer for the Journal of Consumer Research, 1985-1988, 1994-present.
18. Reviewer for the Annual Association for Consumer Research Meetings, 1985, 1997.
19. **Member, Editorial Board**, Journal of Marketing Research, 1986-present.
20. **Member, Editorial Board**, Journal of Consumer Research, 1989-1995.
21. **Member, Editorial Board**, Journal of Retailing and Consumer Services, 1993-present.
22. Member, Organizing Committee, Annual Meeting, Association of Consumer Research, New Orleans, October 1989.
23. Ad hoc reviewer for Marketing Science, 1989-1997, 2001-present.
24. Ad hoc reviewer for Journal of the Academy of Marketing Science, 1991-1994.
25. Ad hoc reviewer for Leisure Sciences, 1990.
26. Ad hoc reviewer for Journal of Environmental Economics and Management, 1993, 1997 to present.
27. Ad hoc reviewer for American Journal of Agricultural Economics, 1999-present.
28. Ad hoc reviewer, Transportation, 1994.
29. Ad hoc reviewer, Journal of Business and Economic Statistics, 1994
30. Ad hoc reviewer, Intelligent Vehicle Highway Journal, 1994.

30. Chair, ANZMEC Doctoral Consortium, Monash University, December 1997.
31. Member, Conference Organising Committee on Resource Damage Compensation Methods, National Oceanic and Atmospheric Administration, USA, 1997-1998.
32. Member, Conference Organising Committee, Fourth Invitational Symposium on Consumer Decision Making and Choice Behavior, HEC, France, 1997-1998.
33. **Member, Editorial Board**, Quarterly Journal of Electronic Commerce, 2000 to present.
34. Ad hoc reviewer, Environmental and Resource Economics, 1999-present.
35. Ad hoc reviewer, Social Science and Medicine, 2003, 2004.
36. Ad hoc reviewer, Health Economics, 2002-present.
37. Ad hoc reviewer, Environment and Planning, 2002-present.
38. Member, Conference Organising Committee, Fifth Invitational Symposium on Consumer Decision Making and Choice Behavior, Asilomar, California (UC Berkeley), 2001.
39. Member, Conference Organising Committee, Sixth Invitational Symposium on Consumer Decision Making and Choice Behavior, Estes Park, Colorado (U Colorado), 2004.

I. Consulting

1. Ideal Foods, Incorporated, Laramie, Wyoming, Locational consulting. 1976-1977.
2. National Trust for Historic Preservation, Washington, D.C., consulting on Visitor Travel Behavior. 1977.

3. Cambridge Systematics, Inc., Cambridge, Massachusetts, 1978-1981.
4. Twin Cities Action Coalition, Ft. Myers, Florida. Reviewed Travel Demand Analysis for proposed bridge project in Lee County, Florida, 1978.
5. State of Wyoming, Department of Economic Planning and Development. Design, Execution and Analysis of State-wide Consumer Shopping Pattern Study, 1978.
6. U.S.D.O.T., Transportation Systems Center, Urban Mass Transit Administration, 1978.
7. State of New South Wales, Planning and Environment Commission: Assessing Management Options for the Kosciusko National Park, 1980.
8. Australian Tourism Commission: Assessing Tradeoffs and Choices in International Tourism with special reference to New Zealanders, 1980.
9. Telecom Australia: Assessing the Demand for Telecommunications Services Among the Aboriginal and Rural Residents of the Northern Territories, Australia, 1979.
10. Bureau of Transport Economics, D.O.T., Australia: Assessing Demand for International Air Travel from Australia. 1979-1981.
11. Telecom, Australia: Development and Test of Models to Predict the Demand for Hard Copy Services, 1981.
12. Telecom, Australia: Development and Test of a Method to Assess Corporate Response Priorities for Consumer Concerns, 1980.
13. GMH, Australia: Assessment of Tradeoffs in Automobile Purchases, 1980.
14. Research Director, IMG Decision Sciences and Strategies, 1981. (opened a US office).
15. Director of Research, IMG Pty. Ltd., Sydney, Australia, June 1981-June 1982. In charge of research and development.
16. BP (Australia), 1982. Development of a approach to predict dealer tradeoffs and choices.
17. Bureau of Transport Economics (Australian D.O.T.), 1981. Assisted in research to develop and test new approach to measuring the value of travel time.
18. QANTAS Airways, 1981. Case study application of Behavioral Choice Modeling to the prediction of destination/ticket choices on the UK, USA and SE Asia routes.
19. HON Industries (Iowa, USA) 1981. Participated in market definition study.
20. Telecom Australia, 1982. Participated in a market analysis of wideband products.
21. The Atari Corp., 1982. Reviewed previous work in Estimating Price Elasticities.
22. Information Resources, Inc., 1983. Involved in Market Area Definition and Analysis for Sample Site Selection.
23. Kalium Chemicals (Div. of PPG Industries), 1984. Reviewed previous work in Potash Demand Forecasting.
24. Kalium Chemicals (Div. of PPG Industries), 1984. Conducted study to determine factors underlying dealers' choices of potash suppliers.
25. Decision Research Corp. (Division of Mercer Management Consultants, Inc.; Division of Marsh and McClelland, Inc.), 1984-present. I consulted on design and analysis of choice modeling and other marketing research projects. In this capacity I worked for a large number of major corporate clients (e.g., A.T. & T.; D.E.C.; US. West; Disney World; NYNEX; Bell Atlantic; American President Lines; Hyatt Hotels; Merrill Dow; Allstate Insurance; Blue Cross Blue Shield of Iowa; Mazda Truck Division; and many more).
26. Dow Chemical U.S.A. (Agricultural Products Marketing Research), 1984. Directed MBA students in Marketing Research class in project to study farmers' choices among and perceptions of insecticide products.
27. First National Bank, Iowa City, Iowa, 1984. Directed MBA students in Marketing Research class to study residents' choices among alternative financial service offerings. Results were used to derive competitive strategies for future applied to current positioning data.
28. American Dental Association, 1984. Co-director of project to derive recruitment strategies for dentistry among US. high school and undergraduate students.
29. Technical consultant to Lenehan, Lynton, Bloom and Blaxland, Sydney, Australia, and Reark Research P/L, Australia, 1987-1992. I consulted on design and analysis of choice modeling and other marketing research studies. As part of this I worked with a number of major Australian and international organizations (e.g., South Australian Cooperative Building Society; Colgate-Palmolive Australia; Australian Guaranty Corp.; Telecom Australia; Sitmar Cruise Lines; and many others).
30. INDEC Systems, Laramie, Wyoming. I was a partner in this consulting firm, 1985-1994. INDEC

provided marketing research consulting services to Decision Research Corp. of Lexington, MA, LLBB of Sydney, Australia; INFODEC Information for Decision Makers and Intelligent Marketing Systems, Inc. of Edmonton, Alberta. INDEC conducted marketing research and choice modeling studies for certain clients in the US. and Canada, such as the US. Forest Service and the Ontario Ministry of Fisheries and Recreation.

31. Rhone-Poulenc, Inc. (US.), 1985. Studied farmer choices among brands of insecticides.
32. Herman-Miller Inc., 1985-1986. Studied market for laboratory products.
33. Northern Telecom, 1985. Trained their consumer research group to design and analyze consumer choice studies.
34. City of Edmonton Transit Co., 1986. Developed transit marketing plan for Edmonton.
35. Daam Galvanizing, Inc. (Edmonton), 1987-1991. Assisted them with their marketing strategy and helped organize the Association of Western Canadian Galvanizers. Also designed and implemented an employee satisfaction monitoring program.
36. Alberta Forest Products Association, 1987. Helped them develop a strategic marketing research project to determine likely public reactions to certain forest initiatives.
38. Edmonton Transit, 1990. Conducted a marketing research audit and developed a "Customer-Driven" training program.
39. Blue Cross/Blue Shield of Iowa, 1990. Designed and analyzed research related to health insurance plans.
40. Edmonton Transit, 1991. Designed and implemented a marketing research study to capture transportation mode choice switching in response to changes in fares and price of gasoline. Also assisted in a transportation segmentation study.
41. Edmonton Symphony Orchestra, 1990-1991. Served on the Marketing Committee of the Orchestra, and assisted them by designing and analyzing marketing research to identify entertainment segments and high potential target markets for serious music.
42. Alberta Government Telephones, Ltd., 1991. Designed a choice modeling marketing research project to assist in understanding possible consequences of deregulation.
43. Alberta Department of Agriculture, 1991. Assisted in the design and analysis of a market research project to study public concern over food safety.
44. Ontario Ministry of Natural Resources 1992. Assisted in the design and analysis of market research projects to model likely consumer reaction to logging and related management activities that might affect the demand for remote tourism.
45. Alberta Forestry 1992. Assisted in the design and analysis of a marketing research project to assess likely consumer reaction to potential new developments in forest demonstration stations in Kananaskis, Alberta.
46. CM Research Associates, Auckland, New Zealand, 1992. Assisted in the design and analysis of marketing research projects to forecast demand for fluid milk products in NZ.
47. CM Research Associates, Auckland, NZ, 1993. Assisted in the design and analysis of marketing research projects to forecast demand for semi-soft butter products in NZ.
48. CM Research Associates, Auckland, NZ, 1993. Assisted in the design of marketing research projects to forecast demand for changes in telecommunications markets in NZ.
49. Reark Research, Australia 1992-1995. Developed and presented seminars for internal and external clients on new advances in consumer decision modeling in October 1992. Currently working with Reark in Australia on a variety of marketing research projects, including a) forecasting demand for a new OTC consumer medicine product being introduced to Australia, b) forecasting choice of transport modes in Adelaide for the STA, c) forecasting demand for the new LRT system proposed for Pymont/Darling Harbour, d) forecasting demand for the new Sydney casino and e) forecasting demand for packaged tours in the Northern Territory.
50. National Australia Bank, in association with Intelligent Marketing systems, Inc., Canada. Assisted in the conceptualisation and design of choice modeling research, 1994-present.
51. Sprint, Inc. USA. Conceptualised and designed choice modeling studies, 1993-1994.
52. US West, Inc. USA. Conceptualised and designed choice modeling studies, 1993-1994.
53. Portland and other Oregon MCOGs USA. Assisted in the conceptualisation and design of choice modeling projects, 1994.
54. Sigma P/L, Marysville, VIC. Assisted in the conceptualisation, design and analysis of choice modeling projects for the Australian military and other clients, 1994-present.

55. Dangar Research P/L, Sydney. Assisted in the conceptualisation, design and analysis of choice modeling projects for their other clients, 1994-1997.
56. Kellogg (Aust.). Assisted in conceptualisation, design and analysis of choice modelling and other projects related to modelling advertising effectiveness, 1996-1997.
57. Advanis, Inc. Formerly Principal of this company, primarily working on conceptualisation and design for projects commissioned by some of the leading companies in the world such as IBM, Microsoft, MCI, National Australia Bank, Qantas Airways, Ltd., Insurance Corporation of British Columbia, Ernst & Young, Deloitte and Touche and many, many more, 1991-1998.
58. Bank of Queensland. Consulting on corporate and marketing strategy, 1999.
59. Memetrics Pty., Ltd. (formerly ICS Pty., Ltd.) Consulting related to the start-up phase of this Internet company.
60. As an employee and associate of Memetrics, consulted with a number of organizations, including the Australian Defense Forces, Hilton Lifestream, Compaq Australia, St. George Bank, The Bank of Queensland and others.
61. As co-founder and Director of Decision Intelligence, Proprietary, Ltd., consulted with numerous organizations, including OZBenefit (credit cards), Centre for Health Economics Research and Evaluation (U. of Sydney), Harvard University Graduate School of Education, Western Research Institute (Australia), Boeing Commercial Airplanes (USA), Motorola (USA), and others.

PUBLICATIONS

A. Publications in Refereed Journals

1. "Mass Transit Utilization: Individual Response Data Inputs." *Economic Geography*, 49(2), April 1973, 122-133, with F. Horton and D. Reynolds.
2. "Behavioral Data: Theoretical and Methodological Considerations in an Urban Planning and Management Context." *Journal of the Urban and Regional Information Systems Association*, 1974, 478-489, with J. Hultquist and F. Horton, 1974.
3. "Behavioral Analysis in Transportation Planning: Inputs to Transit Planning," *Transportation*, 3, 1974, 165-181, with F. Horton.
4. "Integration of Attributes in Public Bus Transportation: Two Modeling Approaches," *Journal of Applied Psychology*, 1974, 59(6), 753-758, with K. Norman.
5. "Predicting the Evaluation of Real Stimulus Objects from an Abstract Evaluation of Their Attributes: The Case of Trout Streams," *Journal of Applied Psychology*, 1974, 59(5), 572-577.
6. "The Dimensions of Alternatives in Spatial Choice Processes: A Comment." *Geographical Analysis*, 7, July 1975, 315-317.
7. "A Model for Residential Impression Formation," *Geographical Analysis*, 8, 1976, 479-486, with R. Meyer.
8. "Applications of Information Processing Theory to the Analysis of Urban Travel Demand," *Environment and Behavior*, March 1977, with K. Norman.
9. "An Empirical Analysis of Student Apartment Selection Decisions," *Geographical Analysis*, 9, April 1977, 130-141, with D. Henley.
10. "A Simple Model for Multiple Stimulus Integration and Some Support in Geography and Psychology," Special Edition, *Great Plains/Rocky Mountain Geographical Journal*, Spring 1977. with L. Ostresh.
11. "Information Integration Theory Applied to Real-Work Choice Behavior: Validation Experiments Involving Out-of-Town Shopping and Residential Choice," Special Edition, *Great Plains/Rocky Mountain Geographical Journal*, Spring 1977, with M. Piccolo.
12. "On the Use of Direct Utility Assessment to Identify Functional Form in Utility and Destination Choice Models." *Transportation Research Record* 673, 1978, pp. 78-86, with S. R. Lerman.
13. "Behavioral Intentions as Predictors of Very Specific Behavior," *Transportation*, Vol. 8 (2), June 1979, 167-182, with D. A. Hensher.
14. "Functional Analysis of Mode Choice," *Transportation Research Record*, 673, 1978, 1-7, with R. Meyer and I. Levin.

15. "Predicting Consumer Response in Travel Analysis," *Transportation Planning and Technology*, 4, 1978, 1-9, with E. M. Wilson.
16. "Modeling Individual Residential Preferences: A Totally Disaggregate Approach," *Transportation Research*, (13A), 1979, 374-384.
17. "A Conceptual and Analytical Framework for the Analysis of Spatial and Travel Choices" *Economic Geography*. 57(4), 1981, 304-315.
18. "The Aggregate Effects of Induced Changes in Consumer Decision Structures." *Research in Marketing*, J. Sheth (Ed.), 1983, 65-98. With D. Curry and M. Augustine.
19. "A Composite Attitude-Behavior Model of Traveller Decision Making." *Transportation Research*, 158(5), 1981, 411-420, with R. Meyer.
20. "On the Sensitivity of Brand-Choice Simulations to Attribute Importance Weights: A Comment on a Paper by Green, DeSarbo, and Kedia." *Decision Sciences*, July 1981, 12, 502-516, with D. Curry and . Augustine.
21. "Laboratory Simulation vs. Revealed Preference Methods for Estimating Travel Demand Models: An Empirical Comparison." *Transportation Research Record*, 794, 1981, 42-51, with others.
22. "Changes in Perceived Travel Cost and Time for the Work Trip During a Period of Increasing Gasoline Costs." *Transportation*, (10), 1981, 23-24. With D. Henley, I. Levin and R. Meyer.
23. "On the Design and Analysis of Simulated Choice or Allocation Experiments in Travel Choice Modeling." *Transportation Research*, 890, 11-17, 1983. With D. A. Hensher.
24. "The Magnitude of Individual Level Variations in Demand Coefficients: A Xenia, Ohio, Case Example." *Transportation Research*, 17A(5), 1983, 363-374. With G. Kocur.
25. "Identifying Individual Preferences for International Air Travel: An Application of Functional Measurement Theory," *Journal of Transport Economics and Policy*, 17(3), 1983, 225-245. With D. . Hensher.
26. "Validity Tests and Applications of Laboratory Studies of Information Integration," *Organizational Behavior and Human Performance (Now Organizational Behavior and Human Decision Processes)*, 31, 1983, 173-193. With I. Levin, A. Schepanski and K. L. Norman.
27. "Design and Analysis of Simulated Consumer Choice or Allocation Experiments." *Journal of Marketing Research*, 20 (November), 1983, 350-367. With G. Woodworth.
28. "Forecasting Consumer Demand for a Unique Cultural Event: An Approach Based on an Integration of Probabilistic Discrete Choice Models and Experimental Design Data." *Journal of Consumer Research*, 10 (December 1983), 348-361. With D. A. Hensher.
29. "The Integration of Geographic, Social and Economic Preferences in Retirement Decision Making." *Research on Aging*, 6(2), June 1984, 139-162. With F. Pampel, G. Rushton and I. Levin.
30. "Using Discrete Choice Experiments and Multinomial Logit Choice Models to Forecast Trial in a Competitive Retail Environment: A Fast Food Restaurant Illustration." *Journal of Retailing*, 60 (4), 1984, 81-108.
31. "Decomposing the Determinants of Retail Facility Choice Using the Method of Hierarchical Information Integration: A Supermarket Illustration." *Journal of Retailing*, Vol. 63, No. 1 (1987), pp. 25-48. With G. Gaeth. (Honorable Mention For Best Paper of the Year Award, plus cash Honorarium award).
32. "Conjoint Analysis Modeling of Stated Preferences: A Review of Theory, Methods, Recent Developments and External Validity." *Journal of Transport Economics and Policy*, Vol. 22, No. 1, 1988, pp. 93-120.
33. "Hierarchical Information Integration Applied to Residential Choice Processes," *Geographical Analysis*, Vol. 22, No. 2, April 1990, 127-144. With H. Timmermans.
34. "Using Hierarchical Information Integration to Model Consumer Responses to Possible Planning Actions: A Recreation Destination Choice Illustration," *Environment and Planning, A*, Vol. 22, 1990, 291-308. With H. Timmermans.
35. "Stated Preference and Choice Models Applied to Recreation Research," *Leisure Sciences*, Vol. 2, 1990, 9-32. With H. Timmermans.
36. "Reliability and Validity of the Brand-Anchored Approach to Measuring Retailer Images", *Journal of Retailing*, 66, 1990, 359-382. With R. Johnson.
37. "Shopping Center Patronage Models: Fashioning a Consideration Set Solution." *Journal of Business Research*, 1991. With A. Finn.
38. "A Review of Recent Advances in Decompositional Preference and Choice Models," *Journal of Economic and Social Geography*, No. 3, 1990, 214-224. With H. Timmermans.

39. "Multiple Correspondence Analysis of Multiple Choice Experiment Data," *Journal of Marketing Research*, 27, 1990, 455-465. With E. Kaciak.
40. "A Construct Validity Test of the Vroom-Jago Normative Model of Participation in Group Decision Making.", *The Leadership Quarterly*, 1991. With R. Field.
41. "Experimental Analysis of Choice," *Marketing Letters*, 2, 1991, 199-214. With R. Batsell.
42. "Experimental Choice Analysis: Introduction and Overview," *Journal of Business Research*, 23, 1991, 291-297.
43. "Testing the External Validity of Hierarchical Conjoint Analysis Models of Recreational Destination Choice," *Leisure Sciences*, 14, 1992, 179-194. With H. Timmermans.
44. "An Empirical Comparison of Ratings-Based and Choice-Based Conjoint Models" *Journal of Marketing Research*, 29, 1992, 368-377. with T. Elrod and K. Khrishna
45. "Testing Predicted Choices Against Observations in Probabilistic Discrete Choice Models," *Marketing Science*, 12 (3), 1993, 270-279. With J. Horowitz.
46. "The Role of the Scale Parameter in the Estimation and Comparison of Multinomial Logit Models," *Journal of Marketing Research*, 30, 1993, 305-314. With J. Swait.
47. "Determining the Appropriate Response to Evidence of Public Concern: The Case of Food Safety," *Journal of Public Policy and Marketing*, 11, 1, 12-25, 1992. With A. Finn.
48. "Measuring Consumer-Perceived Brand Equity: A Test Of Transferability," *International Journal of Research in Marketing: Special Issue on Brand Equity*, 10, 1993, 23-45. With J. Swait, T. Erdem and C. Dubelaar.
49. "Experimental Analysis Of Choice," *Marketing Letters (Special Issue On Workshop Reports From The Duke Invitation Conference On Consumer Decision Making And Choice Behavior - D. Lehmann, Ed.)*, 5, 351-368, 1993. With Carson, R., Anderson, D., Arabie, P., Bunch, D., Hensher, D., Johnson, R., Kuhfeld, W., Steinberg, D., Swait, J., Timmermans, H., and J. Wiley.
50. "A Sequential Approach to Exploiting the Combined Strengths of SP and RP Data: Application to Freight Shipper Choice," *Special Issue on The Practice of Stated Preference Methods, Transportation, David Hensher (Ed.)*, 21, 1994, 135-152. with J. Swait and M. Williams.
51. "Combining Revealed and Stated Preference Methods for Valuing Environmental Amenities," *Journal of Environmental Economics and Management*, 26, 1993, 271-292. With W. Adamowicz and M. Williams.
52. "Cross-Task Validity Comparisons of Stated Preference Choice Models," *Marketing Letters*, 4, 1993, 205-213. With W. Moore and M. Fox.
53. "Modeling Hierarchical Information Integration Processes With Integrated Conjoint Choice Experiments," *Journal of Marketing Research*, 31, 1994, 92-105. With H. Oppewal and H. Timmermans.
54. "What Do Consideration Sets Really Measure?" *Special Issue On Consideration Sets, International Journal of Research in Marketing*, Edited by J. Roberts and P. Nedungadi, 1995. With J. Horowitz.
55. "Accommodating Ideal Brands and Testing the Predictive Validity of Brand-Anchored Conjoint Analysis", *Journal of Retailing and Consumer Services*, 1, 1994, 21-29. With R. Johnson.
56. Finn, A. and J.J. Louviere (1996) "Shopping Centre Image, Consideration and Choice: Anchor Store Contribution" *Journal of Business Research*, 35, 241-251
57. Boxall, P., Adamowicz, W.L., Williams, M. Swait, J. and J. Louviere (1996) "A comparison of stated preference approaches to the measurement of environmental values," *Ecological Economics*, 18, 243-253.
58. Adamowicz, W.L., J. Swait, P. Boxall, J. Louviere, M. Williams (1997) "Perceptions versus Objective Measures of Environmental Quality in Combined Revealed and Stated Preference Models of Environmental Valuation," *Journal of Environmental Economics and Management*, 32, .65-84.
59. Oppewal, H., Timmermans, H.J.P. and J.J. Louviere (1997) "Modelling the Effects of Shopping Centre Size and Store Variety of Consumer Choice Behaviour," *Environment and Planning A*, 29, 1073-1090.
60. Adamowicz, W.L., Boxall, P., Williams, M. and J. Louviere (1998) "Stated Preference Approaches for Measuring Passive Use Values: Choice Experiments and Contingent Valuation," *American Journal of Agricultural Economics*, 80, 64-75.
61. Moore, W., Louviere, J.J. and J. Gray-Lee (1998) "A Cross-Validity Comparison of Conjoint Analysis and Choice Models at Different Levels of Aggregation," *Marketing Letters*, 9 (2) 195-208.
62. Louviere, J.J. and D. Bunch (1998) "Discussion of 'Multi-featured Products and Services:

Analysing Pricing and Bundling Strategies' by Moshe Ben-Akiva and Shari Gershensfeld", Invited commentary in Special Issue on New Product Forecasting (J. Roberts, Ed.) *Journal of Forecasting*, 17, 197-201.

63. Collins-Dodd, C. and J.J. Louviere (1999) "Brand Equity and Retailer Acceptance of Brand Extensions," *Journal of Retailing and Consumer Services*, 6, 1, 1-13.
64. Dellaert, G.C., Prodigious, M. and J.J. Louviere (1998) "Family Member's Projections of Each Other's Preference and Influence: A Two-Stage Conjoint Approach," *Marketing Letters*, 9 (2), 135-145.
65. Dellaert, B.G.C., Prodigious, M and J. Louviere (1998) "Using Conjoint analysis to Study Family Travel Preference Structures: A Comparison of Day Trips and 1-Week Holidays," *Tourism Analysis*, 2 (2), 67-76.
66. Moore, W.L., Louviere, J.J. and Verma, R. (1998) "Using Conjoint Analysis to Design Product Platforms," *Journal of Product Innovation Management*, 16, 1, 27-39.
67. Hensher, D.A., Louviere, J.J. and J. Swait (1999) "Combining Sources of Preference Data," Special Issue of the *Journal of Econometrics* on 'Econometrics and Marketing' (Wedel & Kaptain, Eds.), 89, 197-221.
68. Verma R., Thompson, G.M. and Louviere J.J. (1999) "Configuring Operations Objectives Based on Customers Needs and Preferences," *Journal of Service Research*, 1, 3, 262-274.
69. Dellaert, B., Brazell, J. and Louviere, J.J. (1999) "The effect of attribute variation on consumer choice consistency," *Marketing Letters*, 10(2), 139-147.
70. Louviere, J.J.; Meyer, R.J.; Bunch, D.S.; Carson, R.; Dellaert, B.; Hanemann, W.M.; Hensher, D. and J. Irwin (1999) "Combining Sources of Preference Data for Modelling Complex Decision Processes," *Marketing Letters*, 10 (3), 187-204.
71. Schroeder, H. and J.J. Louviere (1999) "Choice models and Recreational User Fees," *Journal of Leisure Research*, 31(3), 300-324.
72. Blamey, R.K., Bennett, J.W., Louviere, J.J., Morrison, M.D. and J. Rolfe (2000) "A Test of Policy Labels in Environmental Choice Experiments," *Ecological Economics*, 32, 269-286.
73. Ohler, Tobias, Aihong Le, Jordan J. Louviere and Joffre Swait (2000), "Attribute Range Effects in Binary Response Tasks," *Marketing Letters*, 11, 3 (August), 249-260.
74. H. Oppewal, J.J. Louviere, H.J.P. Timmermans (2000) "Modifying Conjoint Methods to Model Managers' Reactions to Business Environmental Trends - An Application to Modeling Retailer Reactions to Sales Trends," *Journal of Business Research*, 50, 245-257
75. Rolfe, J., Bennett, J. and J. Louviere (2000) "Choice modelling and its potential application to tropical rainforest preservation," *Ecological Economics*, 35, 289-302.
76. Hensher, D.A., Louviere, J.J. and Hansen, D. (2001) The Use of Mixtures of Market and Experimental Choice Data in Establishing Guideline Weights for Evaluating Competitive Bids in Transport Organisations, *Transport Policy*, 7 (4), 279-286.
77. Verma, R., Thompson, G., Moore, W. and J.J. Louviere (2001) "Effective Design of Products/Services: An Approach Based on Integration of Marketing and Operations Management Decisions," *Decision Sciences*, 32, 1, 165-193.
78. Severin, V., Louviere, J.J. and A. Finn (2001) "The Stability of Retail Shopping Choices Over Time and Across Countries," *The Journal of Retailing*, 77, 185-202.
79. Hensher, D.A., Stopher, P.R. and J.J. Louviere (2001) "An Exploratory Analysis of the Effect of Numbers of Choice Sets in Designed Choice Experiments: An Airline Choice Application," *Journal of Air Transport Management*, 7, 373-379.
80. Louviere, J.J. (2001) "What If Consumer Experiments Impact Variances As Well As Means: Response Variability As A Behavioral Phenomenon," Invited Essay, *Journal of Consumer Research*, 28, 3, 506-511.
81. Jans, N., Frazer-Jans, J. and J.J. Louviere (2001) "Employee Choice Modelling: Predicting Employee Behaviour Under Varied Employment Conditions," *Australian Human Resources Institute Journal, Asia Pacific Journal of Human Resources*, 39, 3, 59-81 .
82. Morrison, M., Bennett, J., Blamey, R. and J. Louviere (2002) "Choice Modelling and Tests of Benefit Transfer," *American Journal of Agricultural Economics*, 23, 167-186.
83. Erdem, T., Swait, J. and J.J. Louviere (2002) "The impact of brand credibility on consumer price sensitivity," *International Journal of Research in Marketing*, 19, 1, 1-19.
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C. Books and Monographs

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2. *Stated Choice Methods: Analysis and Application*, Cambridge, UK: Cambridge University Press. With D. Hensher and J. Swait, 2000.

D. Book Reviews Published in Academic Journals

1. Book Review: "Scaling: A Sourcebook for the Behavioral Sciences." *The Professional Geographer*, 1975.
2. Book Review: "Analytic Behaviourial Geography." *Geographical Analysis*, 1989.
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E. Editorships of Special Issues of Academic Journals/Organising Committees of Special Conferences

1. Co-editor of "Human Judgment and Spatial Behavior", Special Issue of the *Great Plains/Rocky Mountains Geographical Journal*, 6 (1), April 1977. With James Shanteau.
2. Editor of "Experimental Analysis of Choice Behavior", Special Issue of the *Journal of Business Research*, 23, 1991.
3. Co-editor of Special Issue of *Marketing Letters*, consisting of papers from the Banff Symposium on Consumer Decision Making and Choice Behavior, 2 (3), 1991.
4. Organizing Committee Member for Duke Invitational Conference on Consumer Decision-Making and Choice Behavior. Workshop Chair for Experimental Choice Analysis, 1995
5. Organizing Committee Member for Columbia/NYU Invitational Conference on Consumer Decision-Making and Choice Behavior. Workshop Co-Chair for Experimental Choice Analysis, 1997 (June).
6. Invited participant and speaker, INSEAD Summer Research Camp on Consumer Behavior, Fontainebleau 1997 (June).
7. Invited Special Session Organiser, INFORMS Conference, Marketing Track, Dallas, TX (October

1997).

8. Organizing Committee Member for 4th Invitational Symposium on Consumer Decision-Making and Choice Behavior, HEC (Paris), 1998 (July). Co-chair (with Robert Meyer, Wharton) of Workshop on Combining Sources of Preference Data.

9. Organizing Committee Member for 5th Invitational Symposium on Consumer Decision-Making and Choice Behavior, UC Berkeley, 2001.

RESEARCH IN PROGRESS

1. Paper with R. Carson (UCSD Economics) on "Archetypal Analysis: Applications in Marketing" to be submitted to Journal of Marketing Research, 2004.

2. Project with T. Devinney (AGSM) and P. Auger (U. Melb B School) on ethical attribute information in consumer product choice – a cross-cultural comparison. Paper under 3rd review at the Journal of Public Policy and Marketing 2004.

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4. Paper on the formal measurement properties of the Best-Worst Scaling approach for estimating weights and scale values in conjoint tasks. To be submitted to a special issue of the Journal of Mathematical Psychology in September 2004. With Tony Marley.

5. Paper on modelling and measurement of brand equity in financial services markets in Australia and the USA. To be submitted to the Journal of Marketing Research 2004.

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7. Paper reviewing and comparing paradigms in conjoint analysis for Health Economics with J. Hall and others in progress for submission late 2004 or early 2005.

OTHER PUBLICATIONS

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10. "Perceived vs. Actual Travel Times in Mode Choice," Technical Report #120, Institute of Urban and Regional Research, 1979, with I. Levin, Robert Meyer and D. Henley.
11. "Survey-Based Approaches to the Design and Analysis of Discrete Choice Experiments in Travel Analysis." Working Paper No. 36, Institute of Urban and Regional Research, University of Iowa, 1981.
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16. "Comparison of Econometric and Experimental Data Based Models of Park Choice." Final Report to the US. Forest Service, 1984. With G. G. Woodworth.
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