

**Citation for Professor Gerald Goodhardt MA (Cantab), Dip Math  
Stat, FSS  
Tuesday 22 December 2015 at 10:30am**

**Officiator:** Dr Wendy Craik AM

**Award being conferred:** Honorary Doctor of the University of South Australia (DUniv)

**Citation delivered by:** Professor Marie Wilson, BSc, MSc (Rehab), BSc (Mgmt), JD, PhD  
Pro Vice Chancellor (Business and Law) UniSA Business School

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**Chancellor, the University of South Australia awards the Honorary Degree of Doctor of the University to a person of eminence who has made a distinguished contribution to public service, or a field of academic endeavour or artistic pursuit. It is my pleasure to present Professor Gerald Goodhardt for the honorary degree of Doctor of the University, in recognition of his distinguished service to the community.**

Gerald Goodhardt worked as a statistician, researcher and business director from 1954-1974. During this period he published three ground-breaking papers in *Nature* that documented law-like patterns and statistical distributions in consumers' brand switching and television viewing.

He began his academic career in 1975 and, in 1981, was named as the Sir John Cohen Tesco Professor of Consumer Studies at the prestigious Cass Business School at the City University London, a chair he held until 1995 before his formal retirement. During this time he served a successful tenure as Dean of the Business School.

Professor Goodhardt's book *The Television Audience – Patterns of Viewing*, published in 1975 with an updated edition in 1987, remains the seminal research book on the subject, and it's still relevant in spite of the great technological and social change over the past decades.

He collaborated with the Ehrenberg-Bass Institute's namesake, Professor Andrew Ehrenberg on a number of publications in the *Journal of Marketing*, *Management Science*, and the *Journal of the Royal Statistical Society*. He successfully supervised nine PhDs and three MPhils without ever taking the time himself to do a PhD. His students are now leading professors at universities across the world.

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Professor Goodhardt has dedicated his time to mentoring academics globally, holding adjunct and Emeritus positions at four universities. In particular he was tirelessly dedicated to the fledgling Marketing Science Centre at UniSA, that grew into the Ehrenberg-Bass Institute for Marketing Science. His guidance helped the centre eventually attain that Institute status in 2005 and his support has never waned.

From 2006-2014, Professor Goodhardt took on a more formal service role as foundation Chairman, at different times, of the Institute's Australasian, European and North American advisory boards. He has been instrumental in the Institute's growth through his leadership in these meetings. He was a skilled chair who carried the necessary gravitas from his academic discoveries and industry influence to chair a board consisting of high-calibre marketing executives from leading global brands such as Mars, Unilever and Procter & Gamble, as well as eminent Professors from schools such as Harvard, the London Business School and Wharton as they developed strategic decisions responsible for the global fame of the Ehrenberg-Bass Institute.

Gerald Goodhardt is an outstanding scientist. Throughout his career he has championed scientific values and in this respect has made a very great contribution to marketing research. In retirement Professor Goodhardt maintains an HR Index of 23 with over 2800 citations. He has made landmark marketing science discoveries with publications in *Nature*, the *Journal of Marketing*, the *Journal of the Royal Statistical Society*, the *Journal of Marketing Research*, the *Journal of the American Statistical Association* and *Applied Statistics and Management Science*.

To honour his legacy, the Ehrenberg-Bass Institute will endow a scholarship fund – the Gerald Goodhardt Postdoctoral Fellowship - to retain our best PhD students.

**Deputy Chancellor, on behalf of the University of South Australia, I am pleased to present Professor Gerald Goodhardt for the honorary degree of Doctor of the University, in recognition of his distinguished service to the community.**