

# Albert C. BEMMAOR

Professeur émérite

bemmaor@essec.edu

Département: Marketing

Campus de Cergy

## DIPLÔMES

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### DIPLÔMES

1978	Ph.D. en Management (Purdue University États-Unis)
1973	MBA (Columbia University États-Unis)
1971	MSc. en Management (ESC Marseille France)

## CARRIÈRE

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### POSITIONS ACADÉMIQUES PRINCIPALES

1980 - 2021-08-31	Professeur (ESSEC Business School France)
2021 - Présent	Professeur émérite (ESSEC Business School France)

### AUTRES POSITIONS ACADÉMIQUES

1982 - 1982-08-31	Chercheur Visitant (Stanford Graduate School of Business États-Unis)
2004 - 2004-05-30	Professeur Visitant, Institute of Management, University of Vienna, Austria, March 2001 and May 2004 (Université de Vienne Autriche)
1978 - 1980-03-31	Professeur assistant (Université de Chicago États-Unis)
2001 - 2001-03-31	Professeur visitant (Université de Vienne Autriche)

## PUBLICATIONS

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### DOCUMENTS DE TRAVAIL

[BEMMAOR, A.C. et MOUCHOUX, D. \(1986\). \*Consumer Information Versus Storage Costs: an Experimental Test\*. DR-86001, ESSEC Business School Research Center.](#)

[ALLENBY, G., FENNELL, G., BEMMAOR, A.C., BHARGAVA, V., CHRISTEN, F., DAWLEY, J. ... YANG, S. \(2002\). \*Market Segmentation Research: Beyond Within and Across Group Differences\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1986\). \*Review of Taudes, Alfred \(1984\) "Die Entwicklung und Empirische Validierung eines Stochastischen Kaufverhaltensmodells" \(Development and empirical test of a stochastic consumer purchasing model\), Vienna: VWGO, and Wagner, Udo \(1985\). Vollstochastische Kaufverhaltensmodelle, Ihr Beitrag zur Analyse Realer Märkte" \(Complete Stochastic Models of Consumer Purchasing Behavior, Their Contribution to the Analysis of Real Markets\), Königstein/Ts: Anton Hein. ESSEC Business School.\*](#)

[BEMMAOR, A.C. \(1994\). \*The Theory of Stochastic Adoption of Innovations\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1987\). \*Mean-Squared Error and Statistical Significance of R<sup>2</sup>\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1986\). \*A First-Purchase and Replacement Sales Model for Consumer Durables\*. ESSEC Business School.](#)

[BEMMAOR, A.C. \(1986\). \*Market Segmentation: A Characterization Theorem\*. ESSEC Business School.](#)

[BEMMAOR, A.C. \(1985\). \*Modeling Consumer Behavior With Respect to Low Purchase Incidence Products: Specifications and Tests\*. ESSEC Business School.](#)

[BEMMAOR, A.C. \(1994\). \*Time to Peak First-Purchase Sales of New Durable Goods as Predicted with the Bass Model: An 'Almost Ideal' Empirical Generalization\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. et WAGNER, U. \(1997\). \*A Multiple-Item Model of Paired Comparisons: Separating Chance From Latent Preference\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1985\). \*Business Failure Rate: Aggregate Versus Individual-Level Analyses\*. ESSEC Business School.](#)

[BEMMAOR, A.C. \(1982\). \*A Compound Condensed-3 Poisson Distribution of Purchase Incidence: Evidence and Theory\*. ESSEC Business School.](#)

[BEMMAOR, A.C. \(1993\). \*Capturing Chance Effects in Pairwise Product Tests: A Stochastic Model of Preference Ratings\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. et THOUVENEL, G. \(1990\). \*Modeling Brand Competition with Heterogeneous Multi-Brand Linear Learning Models: Specifications and Tests\*. ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1981\). \*The Dirichlet Distribution as a Model of Brand Choice: Further Testing\*. DR-81012, ESSEC Business School.](#)

[BEMMAOR, A.C. \(1981\). \*Stochastic Modeling of Consumer Purchase Behavior: I. Analytical Results\*. DR-81006, ESSEC Business School Research Center.](#)

[BEMMAOR, A.C. \(1981\). \*Stochastic Modeling of Consumer Purchase Behavior: II. Applications\*. DR-81007, ESSEC Business School Research Center.](#)

[BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. et XUEREB, J.M. \(1997\). \*Households as Experts: Assessing the Predictive Accuracy of Purchase Intents for Household Durables\*. ESSEC Business School Research Center.](#)

[SCHMITTLEIN, D.C., BEMMAOR, A.C. et MORRISON, D.G. \(1984\). \*Conditional Expectations for Brands in an NBD Product Category: A Mathematical Characterization with Managerial Implications\*. Wharton School, University of Pennsylvania.](#)

## **CHAPITRES**

[BEMMAOR, A.C. \(2016\). Andrew S.C. Ehrenberg – Ou le chantre de la réplication \(Andrew S. C. Ehrenberg or The Eulogy of Replication\). Dans: Alain Jolibert \(ed.\). \*Les grands auteurs en marketing \[Label FNEGE 2017\]\*. 2nd ed. Caen: Éditions Management et Société \(EMS\), pp. 77-94.](#)

[BEMMAOR, A.C. \(1994\). Commentary on ASC Ehrenberg's "Theory or Well-Based Results: Which Comes First?". Dans: G. LAURENT, G.L. LILIEN, B. PRAS eds. \*Research Traditions in Marketing\*. 1st ed. Boston, MA: Kluwer Academic Publishers, pp. 109-115.](#)

[BEMMAOR, A.C. \(2001\). Frank M. Bass : Le marketing scientifique. Dans: Alain Jolibert \(ed.\). \*Les grands auteurs en marketing\*. 1st ed. Caen: Éditions Management et Société \(EMS\), pp. 9-23.](#)

[BEMMAOR, A.C. \(2016\). Frank M. Bass : Le marketing scientifique. Dans: Alain Jolibert \(ed.\). \*Les grands auteurs en marketing \[Label FNEGE 2017\]\*. 2nd ed. Caen: Éditions Management et Société \(EMS\), pp. 39-54.](#)

[BEMMAOR, A.C. \(1994\). Modelling the Diffusion of New Durable Goods: Word-of-mouth Effect Versus Consumer Heterogeneity. Dans: G. Laurent, G.L. Lilien, B. Pras eds. \*Research Traditions in Marketing\*. 1st ed. Boston, MA: Kluwer Academic Publishers, pp. 201-229.](#)

[BEMMAOR, A.C. et WAGNER, U. \(2002\). Estimating Market-level Multiplicative Models of](#)

[Promotion Effect with Linearly Aggregated Data: A Parametric Approach. Dans: P-H. Franses, A. L. Montgomery eds. \*Advances in Econometrics\*. 1st ed. Bingley: Emerald Group Publishing Limited, pp. 165-189.](#)

[BEMMAOR, A.C., GLADY, N. et HOPPE, D. \(2012\). Implementing the Pareto/NBD Model: A User-Friendly Approach. Dans: A. Diamantopoulos, W. Fritz, L. Hildebrandt eds. \*Quantitative Marketing and Marketing Management: Festschrift in honor of Udo Wagner\*. 1st ed. Gabler Verlag, pp. 39-49.](#)

## **COMMUNICATIONS DANS UNE CONFÉRENCE**

[BEMMAOR, A.C. et GROS, G. \(1988\). Estimating Missing Purchases in Consumer Scanner Panels: Empirical Versus Parametric Methods. Dans: Marketing Science Conference, Seattle, WA. March 24-26.](#)

[BEMMAOR, A.C., LEHMANN, D.R. et REIBSTEIN, D.J. \(1988\). Stochastic Choice and Brand Structure. Dans: Conference Honoring Professor Frank M. Bass, University of Texas at Dallas, December 10.](#)

[BEMMAOR, A.C. \(2016\). Customer Lifetime Value in a Noncontractual Setting: A Reappraisal. Dans: ESSEC-HEC-INSEAD Seminar, 37th Anniversary, March 11, ESSEC Business School, Cergy.](#)

[BEMMAOR, A.C. \(2005\). Choice Modeling and Stochastic Behavior. Dans: Conference honoring Frank Bass, Emory University, June 18-19, <http://www.bassbasement.org/FrankMBass/BassConf/BassConfAB.aspx>. Atlanta.](#)

[BEMMAOR, A.C., GROS, G., JEULAND, A.P. et PIOCHE, A. \(1991\). A Dynamic Sales Forecasting Model for New Packaged Goods. Dans: Marketing Science Conference, Wilmington, DE, March 20-23.](#)

[BEMMAOR, A.C. \(1986\). A First-purchase and Replacement Sales Model for Consumer Durables. Dans: Third TIMS Marketing Science Conference, University of Texas at Dallas, March 12-15.](#)

[BEMMAOR, A.C. \(1991\). Forecasting Purchase from Intention-to-buy Measures: Alternative Probabilistic Models. Dans: Conference on Marketing Statistics, University of Amsterdam, May 29.](#)

[BEMMAOR, A.C. et HOPPE, D. \(2007\). Modeling Attrition in Customer Base Analysis. Dans: Third German-French-Austrian Conference on Quantitative Marketing, September 20-22, ESSEC Business School.](#)

[BEMMAOR, A.C. \(1992\). The Car Challenge. Dans: Marketing Science Conference, London, July 12-15.](#)

[BEMMAOR, A.C. \(1990\). The Reliability of Survey Data: Some Case Studies. Dans: Séminaire ESSEC/HEC/INSEAD, Fontainebleau, January 26.](#)

[BEMMAOR, A.C. et GROS, G. \(1988\). A Mixed Poisson Model of Purchase Timing with Explanatory Variables. Dans: 2e Journées d'Etudes sur les Données de Panel, \(Second Conference on the Use of Panel Data\), University of Paris XII, June 6-7.](#)

[BEMMAOR, A.C. \(1987\). Mean-Squared Error and Statistical Significance of R<sup>2</sup>. Dans: Fourth TIMS Marketing Science Conference, HEC, June 25-27. Jouy-en-Josas.](#)

[BEMMAOR, A.C. \(1986\). Mean-Squared Error and Statistical Significance of R<sup>2</sup>. Dans: ESSEC/HEC/INSEAD Seminar, May 15. Fontainebleau.](#)

[BEMMAOR, A.C. \(1982\). A New Composite Model of Purchase Timing and Brand Choice: The Beta Binomial Condensed Negative Binomial Distribution. Dans: ESSEC/HEC/INSEAD Seminar, December 4. Fontainebleau.](#)

[BEMMAOR, A.C. \(1986\). A First-Purchase and Replacement Sales Model for Consumer Durables. Dans: ESSEC/HEC/INSEAD Seminar, February 7. Fontainebleau.](#)

[SCHMITTEIN, D.C., BEMMAOR, A.C. et MORRISON, D.G. \(1982\). A Probability Model for Brand Choice and Product Class Purchase. Dans: ORSA/TIMS Joint National Meeting, October 25-27. San Diego, CA.](#)

[BEMMAOR, A.C. \(1982\). Market Partitioning: A Mathematical Formulation. Dans: Conference on Market Measurement and Analysis, Wharton School, University of Pennsylvania, March 18-20. Philadelphia.](#)

[BEMMAOR, A.C. \(1980\). Threshold Effect of Advertising: A Switching Regression Model. Marketing Science: An International Perspective. Dans: TIMS/ORSA/MIT/ESSEC Conference. Cergy, June.](#)

[BEMMAOR, A.C. et WAGNER, U. \(1996\). Capturing Chance Effects in Pairwise Product Tests: A Stochastic Model for Preference Ratings. Dans: 20th Annual Conference on Classification, Data Analysis and Knowledge Organization, March 6-8, University of Freiburg, Germany.](#)

[BEMMAOR, A.C. et WAGNER, U. \(1996\). Estimating Preferences from Ratings in Single and Multiple Paired Comparison Product Tests. Dans: First French-German Workshop on Quantitative Methods in Marketing, May 1-3, Humboldt University. Berlin.](#)

[BEMMAOR, A.C., GROS, G. et JEULAND, A.P. \(1992\). Forecasting Sales for New Packaged Goods: Estimation from Early Household-level Purchase Data. Dans: Marketing Science Conference, London, July 12-15.](#)

[BEMMAOR, A.C. \(2007\). Forecasting the Adoption of New Products from Intent Data: Model and Evidence. Dans: Third German-French-Austrian Conference on Quantitative Marketing, September 20-22, ESSEC Business School \(also presented at Humboldt University of Berlin, on January 28, 2008\).](#)

[BEMMAOR, A.C., GROS, G. et JEULAND, A.P. \(1995\). Forecasting the Dynamics of the Sales of New Packaged Goods. Dans: Institute of Management, June 20, University of Vienna \(also](#)

[presented at the Institute of Marketing, June 23, University of Innsbruck\).](#)

[BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. et XUEREB, J.M. \(1996\). How Grounded Are Purchase Intent Measures? Dans: Institute of Management, University of Vienna, June 26. \(also presented at the ESSEC/HEC/INSEAD seminar\), December 17, 1996.](#)

[BEMMAOR, A.C. \(1990\). Identifying the Mixing Density of Poisson Purchases. Dans: Troisièmes Journées d'Etudes sur l'Utilisation des Données de Panel \(Third Conference on the Use of Panel Data\), University of Paris XII, June 11-12.](#)

[BEMMAOR, A.C. \(1994\). Modèles probabilistes / Modèles de part de marché \(Probabilistic models/Market share models\). Dans: Joint Seminar on Consumer Panels organized by Association pour la Statistique et ses Utilisations and Institut National d'Etudes Démographiques, March 15, Paris.](#)

[BEMMAOR, A.C. \(1992\). One-sidedness of Marketing Premises: The Case of Diffusion of Innovations. Dans: Conference on Research Traditions in Marketing, EIASM, Brussels, January 9-10.](#)

[BEMMAOR, A.C. \(1995\). Predicting Times to Purchase from Intents Data: A Composite Model. Dans: ESSEC/HEC/INSEAD Seminar, Cergy-Pontoise, December 12.](#)

[BEMMAOR, A.C. et KRYCHA, K. \(1995\). Predicting Whether and When to Buy from Intents Data: Interaction versus Additive Models. Dans: Rotterdam School of Management, March 24, Erasmus University Rotterdam.](#)

[BEMMAOR, A.C. \(1992\). Théorie de l'adoption stochastique des innovations. Dans: EDHEC, Lille, April 9.](#)

[BEMMAOR, A.C. \(1992\). Théorie de l'adoption stochastique des innovations. Dans: FUCaM, Mons, Belgium, March 11.](#)

[BEMMAOR, A.C. \(2006\). Diffusion des Nouvelles Technologies : Modèles et Validations. Dans: Quatrième séminaire de M@rsouin \(Môle Armoricaïn de Recherche sur la Société de l'information et les Usages de l'Internet\), May 11-12, \[https://www.marsouin.org/IMG/pdf/presentation\\\_bemmar.pdf\]\(https://www.marsouin.org/IMG/pdf/presentation\_bemmar.pdf\). Trégastel.](#)

[BEMMAOR, A.C. \(2004\). Discriminating Between the Word-of-Mouth Hypothesis Versus the Consumer Heterogeneity-in-Propensity-to-Adopt Hypothesis as Drivers of Diffusion in a New Product Growth Model for Consumer Durables: Statistical Test and Empirical Evidence. Dans: Marketing Science Conference, Erasmus University Rotterdam, June 23-26.](#)

[BEMMAOR, A.C. et FRANSES, P.H. \(2003\). Marketing Science and Marketing Practice: Are They Compatible? \(Opening presentation\). Dans: Bridging the Gap Between Marketing Models and Managers, November 21. Erasmus University Rotterdam.](#)

[BEMMAOR, A.C. \(2003\). Is Time to Adoption of a New Durable Good Random or Deterministic? A](#)

[Statistical Test and Empirical Evidence. Dans: Seminar given at the School of Management, August 3, University of Texas at Dallas.](#)

[BEMMAOR, A.C., CARU, A., CRAIG, S., LLOSA, S., MARTINEZ, J., SHOEMAKER, R. et STERN, P. \(2001\). An Analysis of Course Evaluation Instruments and the Administration of Course Evaluations. Dans: International Teachers Program, Stern School of Business, July 11, New York University.](#)

[BEMMAOR, A.C. \(2001\). Including a Reference Stimulus in the Scaling of Consumers' Preferences in Product Tests. Dans: Seminar given at The Wharton School, University of Pennsylvania, January 16, & at The University of Vienna, Austria, March 15, 2001.](#)

[BEMMAOR, A.C., NIDDAM, D. et SIDKY, R. \(1999\). Capturing the Heterogeneity of Consumers' Preferences with Repeat Paired Comparisons: Models, Data and Sample Size Requirements. Dans: Second French-German Workshop on Quantitative Methods in Marketing, Institut d'Administration des Entreprises, September 17-18, University of Montpellier.](#)

[BEMMAOR, A.C., NIDDAM, D. et SIDKY, R. \(1999\). Capturing the Heterogeneity of Consumers' Preferences with Repeat Paired Comparisons: Models, Data and Sample Size Requirements. Dans: Workshop on Advanced Methods of Marketing Research, November 4-5, Erasmus University Rotterdam.](#)

[BEMMAOR, A.C. et LEE, J. \(1999\). Assessing the Impact of Unobserved Heterogeneity in Models of Diffusion of Technological Innovations: Parameter Estimates and Forecasting Accuracy. Dans: Marketing Science Conference, Syracuse University School of Management, May 20-23. Syracuse.](#)

[BEMMAOR, A.C. et LEE, J. \(1999\). Assessing the Impact of Unobserved Heterogeneity in Models of Diffusion of Technological Innovations: Parameter Estimates and Forecasting Accuracy. Dans: ESSEC/HEC/INSEAD seminar, INSEAD, October 14. Fontainebleau.](#)

[BEMMAOR, A.C. \(2018\). Predicting Trial and Repeat Purchase of Consumer Packaged Goods from Aggregated \(Grouped\) Data: A Model. Dans: ESSEC/HEC/INSEAD Seminar, March 8. HEC Paris, Jouy-en-Josas.](#)

[BEMMAOR, A.C. \(1982\). Multiperiod Analysis of Purchasing Behavior: Another Look at McConnell's Experimental Data. Dans: International Research Seminar in Marketing: Institut d'Administration des Entreprises, University of Aix-Marseilles, June 8-11. Puyricard.](#)

[BEMMAOR, A.C. \(1977\). An Empirical Investigation of Purchase Timing, Stochastic Brand Choice and Consumer Dynamics. Dans: October 11. New York University. Also presented at Western University, ON, Canada \(October 20\), the University of Pennsylvania \(October 27\), the University of Rochester \(November 21\) and Carnegie-Mellon University \(November 30\).](#)

## **ARTICLES**

[ALLENBY, G., FENNEL, G., BEMMAOR, A.C., BHARGAVA, V., CHRISTEN, F., DAWLEY, J. ....](#)

[YANG, S. \(2002\). Market Segmentation Research: Beyond Within and Across Group Differences. \*Marketing Letters\*, 13\(3\), pp. 233-243.](#)

[BEMMAOR, A.C. et LEE, J. \(2002\). The Impact of Heterogeneity and Ill-Conditioning on Diffusion Model Parameter Estimates. \*Marketing Science\*, 21\(2\), pp. 209-220.](#)

[WEDEL, M., KAMAKURA, W., ARORA, N., BEMMAOR, A.C., CHIANG, J., ELROD, T. ... POULSEN, C.S. \(1999\). Discrete and Continuous Representations of Unobserved Heterogeneity in Choice Modeling. \*Marketing Letters\*, 10\(3\), pp. 219-232.](#)

[BEMMAOR, A.C. et MOUCHOUX, D. \(1992\). Effets des réductions de prix et de la publicité sur les ventes en magasins : un plan factoriel. \*Recherche et Applications en Marketing\*, 7\(2\), pp. 27-47.](#)

[BEMMAOR, A.C. et MOUCHOUX, D. \(1991\). Measuring the Short-term Effect of In-store Promotion and Retail Advertising on Brand Sales: A Factorial Experiment. \*Journal of Marketing Research\*, 28\(2\), pp. 202-214.](#)

[BEMMAOR, A.C. et GLADY, N. \(2012\). Modeling Purchasing Behavior with Sudden "Death": A Flexible Customer Lifetime Model. \*Management Science\*, 58\(5\), pp. 1012-1021.](#)

[BEMMAOR, A.C. \(1995\). Predicting Behavior from Intention-to-buy Measures: The Parametric Case. \*Journal of Marketing Research\*, 32\(2\), pp. 176-191.](#)

[MCFADDEN, D.L., BEMMAOR, A.C., CARO, F.G., DOMINITZ, J., JUN, B.H., LEWBEL, A. ... WINTER, J.K. \(2005\). Statistical Analysis of Choice Experiments and Surveys. \*Marketing Letters\*, 16\(3/4\), pp. 183-196.](#)

[BEMMAOR, A.C. et WAGNER, U. \(2000\). A Multiple-item Model of Paired Comparisons: Separating Chance from Latent Preference. \*Journal of Marketing Research\*, 37\(4\), pp. 514-524.](#)

[BEMMAOR, A.C., FRANSES, P.H. et KIPPERS, J. \(1999\). Estimating the Impact of Displays and Other Merchandising Support on Retail Brand Sales: Partial Pooling with Examples. \*Marketing Letters\*, 10\(1\), pp. 87-100.](#)

[PESSEMIER, E.A., BEMMAOR, A.C. et HANSSENS, D.M. \(1977\). Willingness to Supply Human Body Parts: Some Empirical Results. \*Journal of Consumer Research\*, 4\(3\), pp. 131-138.](#)

[SCHMITTLEIN, D.C., BEMMAOR, A.C. et MORRISON, D.G. \(1985\). Technical Note—Why Does the NBD Model Work? Robustness in Representing Product Purchases, Brand Purchases and Imperfectly Recorded Purchases. \*Marketing Science\*, 4\(3\), pp. 255-266.](#)

[BEMMAOR, A.C. \(1984\). Durée de Vie des Biens Durables: Modèles et Tests. \*Consommation, Revue de Socio-Economie\*, 31\(3\), pp. 51-73.](#)

[BEMMAOR, A.C. \(1984\). Testing Alternative Econometric Models on the Existence of Advertising Threshold Effect. \*Journal of Marketing Research\*, 21\(3\), pp. 298-308.](#)

[BEMMAOR, A.C. \(2013\). New Car Data Challenge. \*Journal of Empirical Generalisations in Marketing Science\*, 14\(1\), pp. 1-4.](#)

[BEMMAOR, A.C. et ZHENG, L. \(2018\). The Diffusion of Mobile Social Networking: Further Study. \*International Journal of Forecasting\*, 34\(4\), pp. 612-621.](#)

[BEMMAOR, A.C. et HOPPE, D. \(2008\). On Banerjee and Bhattacharyya \(1976\), "A Purchase Incidence Model With Inverse Gaussian Interpurchase Times," \*Journal of the American Statistical Association\*, 71, 823–829. \*Journal of the American Statistical Association\*, 103\(482\), pp. 894-895.](#)

## **PRÉFACES / INTRODUCTIONS DE REVUE**

[BEMMAOR, A.C. et SCHMITTLEIN, D.C. \(1991\). Editorial to a special issue: Models of Purchase Timing and Models of Brand Choice: Outlook and Issues. \*International Journal of Research in Marketing\*, 8\(3\), pp. 163-168.](#)

## **ACTES D'UNE CONFÉRENCE**

[BEMMAOR, A.C. \(1978\). Specification Error Tests with Applications in Marketing Research. Dans: \*1977 Proceedings of the Business and Economic Statistics Section, Annual Conference of the American Statistical Association, August 15-18\*. Chicago, IL: American Statistical Association \(ASA\), pp. 793-798.](#)

[BEMMAOR, A.C. \(1979\). An Empirical Study of the Temporal Aggregation Bias in Stochastic Models of Brand Choice. Dans: \*1978 Proceedings of the Business and Economic Statistics Section, Annual Conference of the American Statistical Association\*. San Diego CA: American Statistical Association \(ASA\), pp. 842-845.](#)

[BEMMAOR, A.C. et HUBER, J.C. \(1978\). Econometric Estimation of Halo Effect: Single vs. Simultaneous Equation Models. Dans: \*Annual Conference of the Association for Consumer Research. Vol. 5, K. Hunt, ed., Ann Arbor, MI\*. Provo, Utah: Advances in Consumer Research, pp. 477-480.](#)

[BEMMAOR, A.C. \(1980\). A Family-Size Dependent Stochastic Model of Purchase Incidence. Dans: \*Proceedings of ORSA/TIMS Special Interest Conference, R. P. Leone, ed., TIMS College on Marketing and The Institute of Management Sciences\*, pp. 63-67.](#)

[BEMMAOR, A.C. \(1980\). Test of a Stochastic Model of Product Usage and Brand Choice. Dans: \*Market Measurement and Analysis. Proceedings of the First ORSA/TIMS Special Interest Conference, March 26-28, Report No. 80-103. D. B. Montgomery and D. R. Wittink, eds\*. Boston, MA: Marketing Science Institute, pp. 397-408.](#)

[WAGNER, U. et BEMMAOR, A.C. \(1989\). Zur Prognose des Kaufverhaltens aus Kaufabsichtdaters mit Hilfe des Betabinomial-Modells \(On the Prediction of Purchase Behavior from Intentions Data by](#)

[Means of the Beta Binomial Model](#)). Dans: *Operations Research Proceedings 1988, DGOR Papers of the 17th Annual Meeting*, D. Pressmar et al., eds. Berlin: Springer, pp. 418-425.

[BEMMAOR, A.C. \(1982\). Multiperiod Analysis of Purchasing Behavior: Another Look at McConnell's Experimental Data](#). Dans: *Product Management, Quantitative Methods in Marketing, Ninth International Seminar in Marketing: Institut d'Administration des Entreprises, J.-L. Chandon, ed.* University of Aix-Marseilles, pp. 351-379.

[BEMMAOR, A.C. \(1981\). Comportement d'Achat des Consommateurs : Un Modèle Simple de Choix de Marques avec Dépendance \(A Parsimonious Model of Brand Choice with Dependence\)](#), P.-L. Dubois and M. Guignard, eds. Dans: *Cahiers: Méthodologie de la Recherche en Marketing, Centre de Recherche et d'Economie d'Entreprise*. University of Lille, pp. 179-211.

[BEMMAOR, A.C. \(1980\). Effet-Seuil des Dépenses Publicitaires : Un Modèle à Changement de Régime. \(Threshold Effect of Advertising : A Switching Regression Model\)](#). Dans: *Publicité et Communication: Expériences et Recherches, 20èmes Journées d'Etudes, E. Santier, ed.*, Paris: Institut de Recherches & d'Etudes Publicitaires (IREP), pp. 137-150.

#### **EDITEUR INVITÉ D'UN NUMÉRO SPÉCIAL**

[BEMMAOR, A.C. et SCHMITTLEIN, D.C. \(1991\). Editorial: Models of Purchase Timing and Models of Brand Choice: Outlook and Issues](#). *International Journal of Research in Marketing*, 8(3).

[BEMMAOR, A.C. et FRANSES, P.H. \(2005\). Editorial: The Diffusion of Marketing Science in the Practitioners' Community: Opening the Black Box](#). *Applied Stochastic Models in Business and Industry*, 21(4/5).

#### **COMPTE-RENDUS D'OUVRAGE**

[BEMMAOR, A.C. \(1986\). Development and empirical test of a stochastic consumer model: Alfred Taudes Vienna, VWGÖ, 1984. 240 pp. / Die Entwicklung und empirische Validierung eines Stochastischen Kaufverhaltensmodells](#). *International Journal of Research in Marketing*.

[BEMMAOR, A.C. \(1986\). Complete stochastic models of consumer purchasing behavior, their contribution to the analysis of real markets: Udo Wagner Königstein/Ts, Verlag Anton Hain, 1985. 199 pp. DM 58 / Vollstochastische Kaufverhaltensmodelle, ihr Beitrag zur Analyse realer Märkte](#). *International Journal of Research in Marketing*.

#### **INVITÉ DANS UNE CONFÉRENCE ACADÉMIQUE (KEYNOTE SPEAKER)**

[BEMMAOR, A.C. \(2016\). Modeling New-Product Sales in a Test Market: An Individual-Level Analysis](#). Dans: *Workshop Psychology, Consumer Heterogeneity, Information, and Communication*.

[Centre d'Economie de l'Université Paris 13. URL: https://cepn.univ-paris13.fr/20161208-8-et-9-decembre-workshop-psychology-consumer-heterogeneity-information-and-communication-psychic/.](https://cepn.univ-paris13.fr/20161208-8-et-9-decembre-workshop-psychology-consumer-heterogeneity-information-and-communication-psychic/)  
[Paris.](#)

## **ACTIVITÉS DE RECHERCHE**

### **Reviewer pour un journal**

- Relecteur pour Computational Statistics and Data Analysis
- IMA Journal of Management Mathematics
- International Journal of Forecasting
- Journal of Forecasting
- Journal of Interactive Marketing
- Journal of Marketing
- Journal of Marketing Research
- Journal of Product and Brand Management
- Management Science
- Marketing Letters
- Marketing Science
- The Polish Statistician

### **Rôle d'expert ou évaluateur dans une organisation de recherche**

- 2001 - Présent: Relecteur des propositions de recherche soumise au Fonds National Suisse de la Recherche Scientifique
- 2003 - Présent: Relecteur des propositions de recherches soumises, Belgian National Foundation of Scientific Research (F.R.S.-F.N.R.S.)
- 2002 - Présent: Relecteur des propositions de recherche soumises, Belgian Research Foundation - Flanders (Fonds voor wetenschappelijk onderzoek: FWO)

### **Autre activité éditoriale**

- 1999 - 2000: Membre du Comité Scientifique de Recherche et Applications en Marketing
- 2009 - 2009: Editors of a special section (in an issue): BEMMAOR, A.C., HILDEBRANDT, L. and WAGNER, U., "New Models for Marketing" International Journal of Research in Marketing, Vol. 26, No. 2

### **Membre d'une association académique**

- 1978 - Présent: Membre du Institute for Operations Research and the Management Sciences (INFORMS)
- 1976 - Présent: Membre, Econometric Society

- 1976 - Présent: Membre, American Statistical Association (ASA)  
1976 - Présent: Membre, Institute of Mathematical Statistics (IMS)  
1980 - Présent: Membre de l'Association Française du Marketing (AFM)

### **Autre activité académique**

- 2004 - 2005: Présent dans "Marquis Who's Who in American Education, 6th Edition"

### **Organisation d'une conférence ou d'un séminaire**

- 2003 - 2003: Co-organisateur de la conférence "Bridging the Gap Between Marketing Models and Managers", Erasmus University Rotterdam, The Netherlands, avec P. H. Franses  
2004 - 2004: Co-organisateur du 25ème Anniversaire du Séminaire ESSEC/HEC/INSEAD, Cergy-Pontoise (March 4, 2004), avec G. Laurent and M. Sarvary ( France)  
2007 - 2007: Co-organisateur du Neuvième Séminaire sur les Transports, "Discrete Choice Models: Applications to Marketing and to Transportation" (avec A. de Palma et N. Picard), Cergy-Pontoise (ESSEC Business School France)  
2007 - 2007: Co-organisateur de la Troisième Conférence Allemande-Française-Autrichienne sur le Marketing Quantitatif (avec L. Hildebrandt et U. Wagner), (ESSEC Business School France)  
2014 - 2014: Co-organisateur (avec H. Plassmann, S. Atalay et F. Sotgiu), du 35ème Anniversaire du séminaire ESSEC/HEC/INSEAD ( France)  
1980 - Présent: Co-organisateur du séminaire annuel ESSEC/HEC/INSEAD

### **Membre d'un comité de lecture**

- 1988 - 2009: Membre du comité de lecture - International Journal of Research in Marketing  
2008 - 2014: Membre du comité de lecture - Business Research, revue de la Société Allemande pour la Recherche en Gestion  
1985 - 2014: Membre du comité de lecture - Recherche et Applications en Marketing

## **ACTIVITÉS PROFESSIONNELLES**

### **Consulting**

- 1988 - Présent: Consultant pour des sociétés leaders dans la réalisation d'études de marché(1988-, 2005- ), et une société de service leader (1994) ( France)