Albert C. BEMMAOR

Emeritus Professor

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Department: Marketing
Campus de Cergy

DIPLOMAS

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1978	Ph.D. in Management (Purdue University United States of America)
1973	MBA (Columbia University United States of America)
1971	MSc. in Management (ESC Marseille France)

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

1980 - 2021-08-31	Professor (ESSEC Business School France)
2021 - Now	Emeritus Professor (ESSEC Business School France)

OTHER ACADEMIC APPOINTMENTS

1982 - 1982-08-31	Visiting Scholar (Stanford Graduate School of Business United States of America)
2004 - 2004-05-30	Visiting Professor, Institute of Management, University of Vienna, Austria, March 2001 and May 2004 (Université de Vienne Austria)
1978 - 1980-03-31	Assistant Professor (Université de Chicago United States of America)
2001 - 2001-03-31	Visiting Professor (Université de Vienne Austria)

PUBLICATIONS

WORKING PAPERS

BEMMAOR, A.C. et MOUCHOUX, D. (1986). *Consumer Information Versus Storage Costs: an Experimental Test.* DR-86001, 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 R2.* 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.

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. (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.

BOOK CHAPTERS

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. 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. (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). 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., 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.

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.

JOURNAL ARTICLES

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., 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.

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 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.

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. (1995). Predicting Behavior from Intention-to-buy Measures: The Parametric Case. *Journal of Marketing Research*, 32(2), pp. 176-191.

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.

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.

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.

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

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., 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., 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. 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. (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. (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. 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 R2. Dans: Fourth TIMS Marketing Science Conference, HEC, June 25-27. Jouy-en-Josas.

BEMMAOR, A.C. (1986). Mean-Squared Error and Statistical Significance of R2. 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.

SCHMITTLEIN, 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 Armoricain de Recherche sur la Société de l'information et les Usages de l'Internet), May 11-12, https://www.marsouin.org/IMG/pdf/presentation_bemmaor.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).

PREFACES OF A JOURNAL

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.

BOOK REVIEWS

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.

GUEST EDITOR OF A JOURNAL SPECIAL ISSUE

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).

CONFERENCE PROCEEDINGS

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.

INVITED SPEAKER AT AN ACADEMIC CONFERENCE

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/. Paris.

RESEARCH ACTIVITIES

Reviewer for a journal

- Reviewer for 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

Role as an expert or appraisor in a research organization

2001 - Now:	Reviewer of research proposals submitted to the Swiss National Science Foundation (Fonds National Suisse de la Recherche Scientifique)
2003 - Now:	Reviewer of research proposals submitted to the Belgian National Foundation of Scientific Research (F.R.S.-F.N.R.S.)
2002 - Now:	Reviewer of research proposals submitted to the Belgian Research Foundation - Flanders (Fonds voor wetenschappelijk onderzoek: FWO)

Other editorial activity

1999 - 2000:	Member of the Scientific Committee of 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

Member of an academic association

1978 - Now:	Member of the Institute for Operations Research and the Management Sciences (INFORMS)
1976 - Now:	Member of the Econometric Society
1976 - Now:	Member of the American Statistical Association (ASA)
1976 - Now:	Member of the Institute of Mathematical Statistics (IMS)
1980 - Now:	Member of Association Française du Marketing (AFM)

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

Organization of a conference or a seminar
2003 - 2003:   Co-organizer of a conference on "Bridging the Gap Between Marketing Models and Managers", Erasmus University Rotterdam, The Netherlands, with P. H. Franses.
2004 - 2004:   Co-organizer of the 25th Anniversary of the ESSEC/HEC/INSEAD seminar, Cergy-Pontoise (March 4, 2004), with G. Laurent and M. Sarvary (France)
2007 - 2007:   Co-organizer of the Ninth Seminar on Transportation, entitled "Discrete Choice Models: Applications to Marketing and to Transportation" (with A. de Palma and N. Picard), Cergy-Pontoise (ESSEC Business School France)
2007 - 2007:   Co-organizer of the Third German-French-Austrian Conference on Quantitative Marketing (with L. Hildebrandt and U. Wagner) (ESSEC Business School France)
2014 - 2014:   Co-organizer (with H. Plassman, S. Atalay and F. Sotgiu) of the 35th Anniversary of the ESSEC/HEC/INSEAD seminar (France)
1980 - Now: Co-organizer of the ESSEC/HEC/INSEAD Annual Seminar

Editorial Board Membership
1988 - 2009:   Editorial board membership - International Journal of Research in Marketing
2008 - 2014:   Editorial board membership - Business Research, Journal of the German Association for Business Research
1985 - 2014:   Editorial board membership - Recherche et Applications en Marketing

PROFESSIONAL ACTIVITIES

Consulting
1988 - Now: Consultant to leading market research firms (1988-, 2005-), and to a leading service firm (1994) (France)