

Thomas Otter
August 15, 2011

EDUCATION:

Doktor rer.soc.oec. (PhD) 2001 WU-Wien (Vienna Univ. of Econ. & Bus. Admin.)
Magister rer.soc.oec. (MBA) 1995 WU-Wien (Vienna Univ. of Econ. & Bus. Admin.)

EMPLOYMENT:

FROM: 07/2007	Johann Wolfgang Goethe Universität Frankfurt	Full Professor
FROM: 07/2003 TO: 06/2007	Fisher College of Business, Ohio State University	Assistant Professor
FROM: 10/2002 TO: 06/2003	A. Gary Anderson Graduate School of Management at the University of California, Riverside	Assistant Professor
FROM: 07/1995 TO: 09/2002	WU-Wien (Vienna University of Economics and Business Administration), Vienna, Austria, Europe	Vertrags- / Universitätsassistent (Research and Teaching Assistant, Assistant Professor)
FROM: 11/1996 TO: 1/2000	FWF (Austrian Science Foundation), project No 12025 'Brand Equity',	Research Assistant, part time

PUBLICATIONS:

Refereed Journal Articles:

Otter, Thomas, Timothy J. Gilbride, and Greg Allenby (2011), "Testing Models of Strategic Behavior Characterized by Conditional Likelihoods", *Marketing Science*, 30, 686-701.

Otter, Thomas, Joe Johnson, Jörg Rieskamp, Greg Allenby, Jeff Brazell, Adele Diederich, Wes Hutchinson, Steven MacEachern, Shiling Ruan, Jim Townsend, (2008), "Sequential Sampling Models of Choice: Some Recent Advances", *Marketing Letters*, 19, 255-67.

Sandeep R. Chandukala, Jaehwan Kim, Thomas Otter, Peter E. Rossi, and Greg M. Allenby (2008), "Choice Models in Marketing: Economic Assumptions, Challenges and Trends", *Foundations and Trends in Marketing*, 2, 2, 97-184.

Otter, Thomas, Greg Allenby and Trish van Zandt (2008), "An Integrated Model of Choice and Response Time", *Journal of Marketing Research*, 45, 5, 593-607.

- Ruan, Shiling, Steven MacEachern, Thomas Otter and Angela Dean (2008), "Dependent Poisson Race Models and Modeling Dependence in Conjoint Choice Experiments", *Psychometrika*, 73, 2, 261-288.
- Liu, Qing, Thomas Otter and Greg Allenby (2007), "Investigating Endogeneity Bias in Marketing", *Marketing Science*, 26, 642-650.
- Sonnier, Garrett, Andrew Ainslie and Thomas Otter (2007), "Heterogeneity Distributions of Willingness-to-Pay in Choice Models", *Quantitative Marketing and Economics*, 5, 313–331.
- Allenby, Greg, Geraldine Fennell, Joel Huber, Thomas Eagle, Tim Gilbride, Dan Horsky, Jaehwan Kim, Peter Lenk, Rich Johnson, Elie Ofek, Brian Orme, Thomas Otter, Joan Walker (2005), "Adjusting Choice Models to Better Predict Market Behavior", *Marketing Letters*, 16, 197-208.
- Otter, Thomas, Regina Tüchler and Sylvia Frühwirth-Schnatter (2004), "Capturing consumer heterogeneity in metric conjoint analysis using Bayesian mixture models", *International Journal of Research in Marketing*, 21, 285-297.
- Frühwirth-Schnatter, Sylvia, Regina Tüchler and Thomas Otter (2004), "Bayesian Analysis of the Heterogeneity Model", *Journal of Business & Economic Statistics*, 22, 1, 2-15.
- Schweiger, Günter, Thomas Otter and Andreas Strebing (1997), "The Influence of Country of Origin and Brand on Product Evaluation and the Implications thereof for Location Decisions", *CEMS Business Review*, 2, 5-26.

Working Papers:

- Büschken, Joachim, Thomas Otter, and Greg Allenby (2010), "Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data", Working paper (under 2nd review at *Marketing Science*)
- Dotson, Jeffrey P., Peter Lenk, Jeff Brazell, Thomas Otter, Steven MacEachern, Greg Allenby (2010), "A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations", Fisher College of Business, Ohio State University.
- Otter, Thomas, Corinne Faure and Martin Natter (2010), "Constrained choice across contexts – resolving conflicting usage situations", Goethe University, Frankfurt
- Otter, Thomas, Sylvia Frühwirth-Schnatter and Regina Tüchler (2003), "Unobserved Preference Changes in Conjoint Analysis", Fisher College of Business, Ohio State University.

Wachtel, Stephan and Thomas Otter (2010), "Successive sample selection and its relevance for management decisions", working paper, Goethe University. (revise & resubmit at *Marketing Science*)

Reviews:

Otter, Thomas (2006), [Review of the book "Contemporary Bayesian Econometrics and Statistics" by John Geweke], *Journal of the American Statistical Association*, 101, 1313.

Refereed Articles in German:

Menches, Barbara, Thomas Otter und Günter Schweiger (2002), "An Exploratory Investigation of Vienna's Competence of Production for Selected Products", *transfer – Werbeforschung & Praxis*, 4/2002, 22 – 29 [in German].

Strebinger, Andreas, Sabine Hoffmann, Günter Schweiger und Thomas Otter (2000), "Conjoint-Analysis und Hemisphericity: The Effect of Presentation Format and Involvement on Predictive Validity", *Marketing ZfP*, 22, 1, 55-74 [in German].

Books & Book Chapters:

Liu, Qing, Thomas Otter and Greg Allenby (2009), "Measurement of Self- and Cross-Price Effects," Handbook of Pricing Research in Marketing, editor: Vithala R. Rao, 61-75.

Strebinger, Andreas und Thomas Otter (2006), "Who still believes in strong brands?," Werbe- und Markenforschung, editors: Andreas Strebinger, Wolfgang Mayerhofer and Helmut Kurz, Springer, 77-108. [in German]

Frühwirth-Schnatter, Sylvia, Regina Tüchler and Thomas Otter (2005), "Capturing Consumer Heterogeneity Using the Bayesian Heterogeneity Model," Adaptive Information Systems and Modelling in Economics and Management Science, editor: Alfred Taudes, Springer, Vienna, 57-70.

Otter, Thomas (2001), "Measuring and Explaining Brand Equity by Conjoint Analysis," Forschungsergebnisse, Service Fachverlag, Wien [in German; this is based on my thesis see <http://epub.wu-wien.ac.at/>]

Schweiger, Günter, Gereon Friederes, Andreas Strebinger, Ingrid Rehr and Thomas Otter (1995), "Made in Austria – An Asset for Austrian Brands," Series of the Austrian Economic Association, Wien [in German]

Refereed Conference Proceedings:

Steiner, Michael, Carsten Schulze-Bentrop and Thomas Otter (2011), "Joint Demand for Consumer Durables and Value-added Services – The Impact of Information Structure", in: *The day after – Inspiration, innovation, implementation*, ed. Maja Makovec Brenčič, Proceedings of the 40th EMAC Annual Conference, Ljubljana, Slovenia.

- Otter, Thomas (2008), "HB-Analysis for Multi-Format Adaptive CBC", Proceedings of the 2007 Sawtooth Software Conference, October 17 – 19, 2007, Santa Rosa, 111-126.
- Allenby, Greg, Jeff Brazell, Tim Gilbride, and Thomas Otter (2005), "Avoiding IIA Meltdown", Proceedings of the 2004 Sawtooth Software Conference, October 4 – 8, San Diego, 207-214.
- Otter, Thomas, Regina Tüchler and Sylvia Frühwirth-Schnatter (2003), "Bayesian Latent Class Metric Conjoint Analysis – A Case Study from the Austrian Mineral Water Market", Proceedings of the 25th Annual Conference of the German Classification Society, March 14 – 16, 2001, Springer, 157-169.
- Tüchler, Regina, Sylvia Frühwirth-Schnatter and Thomas Otter (2002), "The Heterogeneity Model and its Special Cases – An Illustrative Comparison", Proceedings of the 17th International Workshop on Statistical Modelling, Chania, Crete, Greece, July 2002, 637-644.
- Strebinger, Andreas und Thomas Otter (2001), "Double Heterogeneity in Brand Consciousness", in: Proceedings of the XXVI Colloquium on Research in Economic Psychology, Bath, UK.
- Frühwirth-Schnatter, Sylvia and Thomas Otter (1999), "Conjoint Analysis Using Mixed Effect Models", in: Proceedings of the 14th International Workshop on Statistical Modeling, 181 – 191.
- Otter, Thomas and Andreas Strebinger (1998), "Estimating Conjoint-Partworth Variation using a Random Coefficient Model and the Kalmanfilter", in: Lou Pelton and Peter Schnedlitz (eds.), Proceedings of the 1998 Marketing Exchange Colloquium, American Marketing Association, 211-220.

Non-Refereed Journal Articles:

- Schweiger, Günter and Thomas Otter (1996), "The importance of Country-of-Origin for Strong Brands", *Industrie Aktuell*, 4, 41 – 42 [in German]
- Schweiger, Günter, Andreas Strebinger, Thomas Otter and Gereon Friederes (1999), "Brand Structures in Consumers' Minds – from the Manager's Drawing Board to Reality", *Zeitschrift für die gesamte Wertschöpfungskette Automobilwirtschaft*, 2, 3, 6-12 [in German]

Research Presentations at Universities and Conferences:

- “Joint Demand for Consumer Durables and Value-added Services – The Impact of Information Structure”
2011 Mannheim University, June 20
- “Successive sample selection and its relevance for management decisions”
2011 Christian Albrechts Universität Kiel, July 18
ESSEC, May 20
2010 Erasmus University, Rotterdam, September 14

Int. Workshop on Bayesian Statistics and Marketing, Osaka University,
September 1-2

“Developing and Testing Models of Strategic Behavior”

2011 Columbia University, March 1

The University of Chicago Booth School of Business, April 25

2010 Marketing Science Conference, Cologne, June 17

Rijksuniversiteit Groningen, April 7

2009 Christian Albrechts Universität Kiel, December 9

"A Probit Model with Structured Covariance for Similarity Effects and Source of Volume
Calculations"

2010 K. U. Leuven, March 9

2009 Goethe University, July 15

Marketing Centrum Münster, June 24

“Constrained choice across contexts - resolving conflicting usage situations”

2010 ENBIS Conference, Antwerp; September 13

2009 5th KUBS International Symposium on Marketing, Korea University,
November 13

Sawtooth’s "Turbo CBC", Anaheim, October 7-8

Tilburg University, September 23

WU-Wien, February 24

“HB-Analysis for Multi-Format Adaptive CBC”

2007 Sawtooth Software Conference, October 17 – 19, Santa Rosa

"Evaluating the Effectiveness of Marketing Expenditures"

2007 The Ohio State Statistics & Biostatistics Seminar Series, May 31

"Investigating Endogeneity Bias in Conjoint Models"

2006 Marketing Science Conference, June 2006, Pittsburgh, PA

Seminar series associated with NSF Grant No. SES-0437251, February
3, Ohio State University

"Assessing The Financial Consequences of Marketing Actions"

2006 Johann Wolfgang Goethe-Universität Frankfurt a.M., May 2006,
Germany

"An Integrated Model of Choice and Response Time"

- 2007 7th Triennial Invitational Choice Symposium, Philadelphia
- 2006 University of Michigan, February 2006
- 2005 Notre Dame University, November 2005
- Conference on Bayesian Applications and Methods in Marketing in Linz, Austria, September 19 - 21, 2005
- Joint Statistical Meetings, Minneapolis, August 2005 (invited talk)
- IMPS 2005, the 14th International Meeting and the 70th Annual Meeting of the Psychometric Society, Tilburg, Netherlands, July 2005 (invited talk)
- Wissenschaftlicher Markentag an der Wirtschaftsuniversität Wien, Vienna, Austria, June 2005
- University of Chicago, GSB, January 31, 2005
- Department of Marketing & Logistics at the Fisher College of Business, Ohio State University, January 21, 2005
- 2004 Seminar series associated with NSF Grant No. SES-0437251, November 8, Ohio State University

"Unobserved Preference Changes in Conjoint Analysis"

- 2007 Joint Statistical Meetings, Salt Lake City, August 2007 (invited talk)
- 2003 Leeds School of Business, University of Colorado at Boulder, UCB, February 28
- 2002 26th Convention of the German Classification Society, July 2002, Mannheim, Germany
- Marketing Science Conference, Edmonton, Alberta, June 2002
- 2001 'Adaptive Wednesday' – Meeting of the SFB (Sonderforschungsbereich) 'Adaptive Information Systems and Modelling in Economics and Management Science', December, 19 2001, Wirtschaftsuniversität Wien
- Conference on Bayesian Methods and Applications in Marketing (BAMMCONF), Fisher College of Business, Ohio State University, November/December 2001
- 2001 "Bayesian Latent Class Metric Conjoint Analysis – A Case Study from the Austrian Mineral Water Market", presented at the 25th convention of the German Classification Society in Munich, March 2001
- "Capturing Consumer Heterogeneity in Metric Conjoint Analysis Using Bayesian Mixture Models", presented at the Marketing Science Conference, July 5-8, Wiesbaden, Germany

- 2000 "Capturing Consumer Heterogeneity Using Bayesian Mixture Models", presented at the Conference of Multivariate Analysis in the Behavioural Sciences, London School of Economics, 17th – 19th of July
- 1999 "A Fully Bayesian Analysis of Multivariate Latent Class Models with Applications to Metric Conjoint Analysis", presented at the Conference on Bayesian Methods and Applications in Marketing (BAMMCONF), Fisher College of Business, Ohio State University, November 1999
- "Conjoint Analysis Using Mixed Effect Models", presented at the 14th International Workshop on Statistical Modeling, Graz
- 1998 "Estimating Conjoint-Partworth Variation using a Random Coefficient Model and the Kalmanfilter" 1998 Marketing Exchange Colloquium, American Marketing Association

Papers Presented at Professional Societies:

- 2011 "Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data", 2011 AMA's Advances Research Techniques Forum, Palm Springs
- 2010 "How to control for successive sample selection and when does it matter for management decisions", 2010 AMA's Advances Research Techniques Forum, San Francisco, June 8
- 2009 "Kurzschlüsse im Direktmarketing und wie man diese vermeidet", Marketing @ Goethe, Marketingclub Frankfurt, November 25
- "What is marketing?", MTP nationales Förderertreffen, October 29
- 2006 "A Direct Approach to Evaluating Technical and Allocative Efficiency in Marketing", presented at the American Marketing Association's 2006 *Advanced Research Techniques Forum*, Monterey, CA
- 2005 "An Integrated Model of Choice and Response Time", presented at the American Marketing Association's 2005 *Advanced Research Techniques Forum*, Coeur d'Alene, ID
- 2004 "Unobserved Preference Change in Conjoint Analysis", presented at the American Marketing Association's 2004 *Advanced Research Techniques Forum*, Whistler, Canada
- "Measuring the Influence of Image, Style and Demographics on Consumer Brand Valuations", presented at the *Sixth CU-Boulder Invitational Choice Symposium*, Estes Park, Colorado, June 4 – 8, 2004
- 1998 "How to measure Brand Equity? Practitioners' and Academics' attempts", presented at the Symposium on Strategic Brand Management by the *Austrian Advertising Association* [in German]
- 1996 "Assessing the Effectiveness of Board Advertising at Sport Events", presented at the *43th Austrian Congress on Advertising*, Salzburg [in German]

GRANTS

- 2004 Co-PI with Greg Allenby, Michael Browne, Angela Dean, Steve MacEachern, Mario Peruggia and Trish van Zandt on the NSF - Grant No. SES-0437251 (\$ 618,000)
- 1997 P12025-OEK „Brand Equity“, FWF (Austrian Federal Research Fund), PI Günter Schweiger, with Andreas Strebinger (approximately Euro 140,000)

AWARDS AND HONORS:

- 2011 Best paper award at the 2011 AMA's Advances Research Techniques Forum, Palm Springs
- 2006 Westerbeck undergraduate teaching award
- 2005 WU-Best Paper Award for "Bayesian Analysis of the Heterogeneity Model", *Journal of Business & Economic Statistics*, 22, 1, 2-15 (with Sylvia Frühwirth-Schnatter and Regina Tüchler)
- 2003 Rudolf Sallinger Award for Dissertation presented by the Austrian Federal Chancellor (January 24, 2003)
- 2002 Dissertation ranked fourth at the German and Austrian Market Research Award (May 7, 2002)
- 2001 Doctoral Dissertation published in the series of outstanding dissertations of Vienna Univ. of Economics and Business Administration (October 2001)
- 1998 Socrates Scholarship by the European Union (September 1998)
Best Doctoral Student Paper of AMA's Marketing Exchange Colloquium (July 1998)

TEACHING:

Courses Taught at Goethe University, Frankfurt (taught in English):

2009/10, 10/11	Marketing Management (MBA)
2008/9, 09/10, 10/11 (Winter Term)	Bayesian Modeling for Marketing (Master, PhD)
2008, 09 (Summer Term)	Services Marketing (Bachelor)
2010/11 (Winter Term)	Advanced Marketing Management (Master, PhD)
2007/08, 08/09, 09/10 (Winter Term)	Marketing Performance Measurement (Master, PhD)
2007/08, 08/09, 09/10 (Winter Term)	Brand Management (Bachelor)

Courses Taught at Fisher College of Business, Ohio State University:

2006, 2007 (Winter & Spring Quarter)	Product Design and Pricing (ML 756)
2005, 2007 (Winter Quarter)	Doctoral Seminar on Marketing Models (ML 951)
2004, 2005, 2006 (Winter & Spring Quarter), 2007 (Winter)	Marketing Research (ML 758)
2004, 2005 (Spring Quarter)	Pricing (as part of the AMA Marketing Essentials Program)

Courses Taught at the A. Gary Anderson Graduate School of Management, University of California, Riverside:

2003 (Winter Quarter)	Electronic Marketing, BSAD 118 Product Development, MGT 243 (MBA)
2003 (Spring Quarter)	Electronic Marketing, BSAD 118 Marketing Strategy, MGT 257 (MBA)

Courses Taught at Vienna University of Economics and Business Administration:

2000/01, 2001/02 (Winter Term)	Market Research, 2620
1996/97, 1997/98, 1998/99, 1999/00, 2000/01, 2001/02 (Winter Terms)	Statistics (Executive Education), 9907
1999, 2000, 2001, 2002 (Winter & Sommer Term)	Data Analysis with SPSS, 2599
1997, 1998, 1999, 2000, 2001, 2002 (Sommer Terms)	Marketing Communication, 2479
1998/99, 1999/00 (Winter Term)	Introductory Marketing, 0504

Outside Teaching Activities:

Bayesian Choice Modeling, seminar for TNS Munich, May 10 – 11, 2011

Bayesian Modeling in Marketing taught at Goethe U. is broadcasted by video link to ESSEC, Catholic University Eichstätt-Ingolstadt and University of Maastricht, 2010/11

Bayesian Modeling in Marketing, Rijksuniversiteit Groningen: Spring 2010, Spring 2011

HB Modeling with R, Katholische Universität Eichstätt-Ingolstadt, 2007, Germany

HB Modeling with R, Advanced Research Techniques Forum 2006, Monterey, CA

Bayesian Models of Heterogeneity, PhD seminar at the University of Michigan, February 2006

HB Modeling with R (Allenby, Gilbride, Otter), Advanced Research Techniques Forum 2005, Coeur d'Alene, ID

Market Segmentation (Seminar given to an Austrian utility company, 2000)

Service:

Program director Master of Science, quantitative Marketing and, PhD-program, quantitative marketing, see <http://www.goethe-master.de> and <http://www.gsefm.eu/>

Quantitative Marketing and Economics, Associate Editor, since 2010/1

International Journal of Research in Marketing, Editorial Review Board, since 2009/11

Transfer – Werbeforschung und Praxis, Herausgeberbeirat, since 2009/4

der markt, Herausgeberbeirat, since 2008/7

Ad Hoc Reviewer for: *Journal of Applied Statistics*, *Journal of Business & Economic Statistics*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Marketing ZfP*, *Schmalenbach Business Review*, *Transportation Research Part B*

Chair of Marketing Mix Track Advanced, *EMAC Doctoral Colloquium* 2011

Speaker at the *Marketing Science Conference Doctoral Colloquium* 2010

Discussant at the *EMAC Doctoral Colloquium* 2010