

Thomas Otter
March 6, 2007

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	Professor (chaired)
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, Greg Allenby and Trish van Zandt (forthcoming), "An Integrated Model of Choice and Response Time", *Journal of Marketing Research*

Ruan, Shiling, Steven MacEachern, Thomas Otter and Angela Dean (forthcoming), "Dependent Poisson Race Models and Modeling Dependence in Conjoint Choice Experiments", *Psychometrika*

Sonnier, Garrett, Andrew Ainslie and Thomas Otter (2007), "Heterogeneity Distributions of Willingness-to-Pay in Choice Models", *Quantitative Marketing and Economics*, 5, 313–331.

Liu, Qing, Thomas Otter and Greg Allenby (2007), "Investigating Endogeneity Bias in Marketing", *Marketing Science*, 26, 642-650.

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.

Reviews:

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

Articles under Review / Revision:

Sandeep R. Chandukala , Jaehwan Kim , Thomas Otter , Peter E. Rossi and Greg M. Allenby (2008), "Choice Models in Marketing - Foundations and Trends", Fisher College of Business Working Paper Series, Ohio State University

Otter, Thomas, Joe Johnson, Jörg Rieskamp, Greg Allenby, Jeff Brazell, Adele Diederich Adele, Wes Hutchinson, Steven MacEachern, Shiling Ruan, Jim Townsend, (2007), "Sequential Sampling Models of Choice: Some Recent Advances", Working Paper. (under review at *Marketing Letters*)

Liu, Qing, Thomas Otter and Greg Allenby (2007), Measurement of Self- and Cross-Price Effects (under review for publication in the Handbook of Research in Pricing, editor: Vithala R. Rao)

Otter, Thomas, Ling-Jing Kao, Chih-Chou Chiu, Timothy J. Gilbride, and Greg Allenby (2007), "Evaluating the Effectiveness of Marketing Expenditures", Working Paper, Fisher College of Business, Ohio State University. (under revision for resubmission to *Quantitative Marketing and Economics*)

Otter, Thomas, Sylvia Frühwirth-Schnatter and Regina Tüchler (2003), "Unobserved Preference Changes in Conjoint Analysis", Working Paper, Fisher College of Business, Ohio State University. (under revision for resubmission to *Quantitative Marketing and Economics*).

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:

- 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', Alfred Taudes (editor), 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:

- 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 Structuring in the Consumers' Mind – 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:

- "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" (based on the paper titled "Evaluating the Effectiveness of Marketing Expenditures")
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:

- 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)

AWARDS AND HONORS:

- 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 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:

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)

Dissertation Committees:

2006 Ling-Jing Kao (Department of Marketing & Logistics, Ohio State University)
Shiling Ruan (Department of Statistics, Ohio State University)
Qingzhao Yu (Department of Statistics, Ohio State University)

CONSULTING EXPERIENCE:

Austrian Airlines: Measuring and Explaining Consumer Satisfaction

Bank Austria: Assessing the Effectiveness of Rotating versus Fixed Boards for Advertising at Sport Events

DaimlerChrysler: Analyzing Brand Structure: Synergies and Conflicts between the Mercedes Brand and Individual Products in Germany, the USA, Taiwan and Indonesia

Münze Österreich AG (The Austrian Mint): New Product Development and Market Segmentation

Römerquelle Ges.m.b.H. (One of the leading Austrian Mineral Water Brands): Measuring and Explaining Brand Equity

Department and Chamber of Commerce: Developing a New Classification Scheme for Hotels based on Consumer Preferences

MEMBERSHIPS IN PROFESSIONAL SOCIETIES

American Marketing Association
Informs

American Statistical Association
Psychometric Society