

Thomas Otter
January, 2020

EDUCATION:

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

EMPLOYMENT / ACDEMIC APPOINTMENTS:

FROM: 07/2007	Johann Wolfgang Goethe Universität Frankfurt	Full Professor
FROM: 08/2015 TO: 10/2015	UCLA, Anderson	Morrison Faculty Fellow
April 2011	University of Chicago, Booth	Kilts Faculty Fellow
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
FROM: 11/1996 TO: 1/2000	FWF (Austrian Science Foundation), project No 12025 'Brand Equity',	Vertragsassistent

Published/Forthcoming Journal Articles

- Pachali, Max, Peter Kurz and Thomas Otter (2020), "How to Generalize from a Hierarchical Model?", *Quantitative Marketing and Economics*, forthcoming.
- Kosyakova, Tetyana, Thomas Otter, Sanjog Misra, and Christian Neuerburg (2020), "Exact MCMC for Choices from Menus -- Measuring Substitution and Complementarity among Menu Items", *Marketing Science*, forthcoming.
- Hinz, Oliver, Thomas Otter, and Bernd Skiera (2020), "Measuring Network Effects in Two-Sided Markets", *Journal of Management Information Systems*, 37, (1), 12-38.
- Otter, Thomas (2019), "A Note on Confidence Intervals and Model Specification", *Marketing ZFP - Journal of Research and Management*, 41, (4), 33-38 (invited paper).
- Otter, Thomas, Max Pachali, Stefan Mayer, and Jan Landwehr (2018), "Causal inference using mediation analysis or instrumental variables - full mediation in the absence of conditional independence", *Marketing ZFP - Journal of Research and Management*, 40, (2), 41-57 (invited paper).
- Dotson, Jeffrey P., John Howell, Jeff D. Brazell, Thomas Otter, Peter J. Lenk, Steven MacEachern, and Greg Allenby (2018), "A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations", *Journal of Marketing Research*, 55, 35-47.
- Aribarg, Anocha, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler and Xing (Shane) Wang (2017), "Advancing Non-Compensatory Choice Models in Marketing", *Customer Needs and Solutions*, 5, (1-2), 82-92, <https://doi.org/10.1007/s40547-017-0072-0>.

- Zenetti, German and Thomas Otter (2014), "Bayesian estimation of the random coefficients logit from aggregate count data", *Quantitative Marketing and Economics*, 12, 43-84.
- Büschken, Joachim, Thomas Otter, and Greg Allenby (2013), "The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis", *Marketing Science*, 32, 533–53.
- Wachtel, Stephan and Thomas Otter (2013), "Successive sample selection and its relevance for management decisions", *Marketing Science*, 32, 170-185.
- 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.
- Chandukala, Sandeep R., 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

- Laghaie, Arash and Thomas Otter (2020), "Measuring Evidence for Mediation in the Presence of Measurement Error, Available at SSRN: <https://ssrn.com/abstract=3593176> or <http://dx.doi.org/10.2139/ssrn.3593176>.

- De Bruyn, Arnaud and Thomas Otter (2020), "Bayesian Customer Profiling", Available at SSRN: <http://ssrn.com/abstract=2740293> or <http://dx.doi.org/10.2139/ssrn.2740293>.
- Pachali, Max, Peter Kurz and Thomas Otter (2020), "Omitted Budget Constraint Bias in Single-Unit Demand Models and Implications for Competitive Pricing and Targeting", Available at SSRN: <https://papers.ssrn.com/abstract=3044553>.
- Dehmamy, Keyvan and Thomas Otter (2018), "On the Distinction between Consideration and Utility", Available at SSRN: <http://ssrn.com/abstract=2433145> or <http://dx.doi.org/10.2139/ssrn.2433145>.
- (Previous versions were circulated under the titles: "Utility and Attention – A Structural Model of Consideration" and "On the Identification of Utility and Attention Based on Discrete-Continuous Choice")
- Akca, Selin and Thomas Otter (2015), "Identifying the discount factor of forward looking consumers based on consumption from inventory", Available at SSRN: <http://ssrn.com/abstract=2440681> or <http://dx.doi.org/10.2139/ssrn.2440681>.
- Steiner, Michael and Thomas Otter (2014), "Consumer Decisions about Durable Products: The Influence of Warranty Extension Information Sequencing", Available at SSRN: <http://ssrn.com/abstract=2433458> or <http://dx.doi.org/10.2139/ssrn.2433458>
- Steiner, Michael and Thomas Otter (2014), "How to Increase Demand by Cultivating Customers' Ability to Find and Choose Attractive Alternatives in a Configurator", Available at SSRN: <http://ssrn.com/abstract=2464506> or <http://dx.doi.org/10.2139/ssrn.2464506>

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 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

- Otter, Thomas (2019), "Bayesian Models", in: Homburg C., Klarmann M., Vomberg A. (eds) *Handbook of Market Research*. Springer, https://link.springer.com/referenceworkentry/10.1007%2F978-3-319-05542-8_24-1
- Kosyakova, Tetyana and Thomas Otter (2012), "Implications of Linear versus Dummy Coding for Pooling of Information in Hierarchical Models," *Quantitative Marketing and Marketing Management*, editors: Adamantios Diamantopoulos, Wolfgang Fritz, Lutz Hildebrandt, Springer, 171-190.
- 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/>]

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.
- Dolnicar, Sara and Thomas Otter (2003), Which Hotel Attributes Matter? A Review of Previous and a Framework for Future Research, in Griffin, T & Harris, R (eds.) Proceedings of the 9th Annual Conference of the Asia Pacific Tourism Association, (APT A), University of Technology Sydney, 1, 176-188.
- 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.

Research Presentations at Universities and Conferences (since 2010)

- "Measuring Evidence for Mediation in the Presence of Measurement Error"

- 2020 <https://sites.google.com/view/euro-quant-marketing-seminar>, May 7
- "Bayesian Consumer Profiling"
- 2020 Universität Wien, Institut für Betriebswirtschaftslehre, January 17
 - 2019 Spot on Marketing Science, Goethe University, December 11
 - International Workshop on Marketing and Data Science, December 6 – 7, Tohoku University, Sendai, Japan
 - Frankfurt School of Finance and Management, August 28
 - ERIM Research Seminar, Erasmus University Rotterdam, May 13
 - 2018 Karl-Franzens-University Graz, Austria, November 20
 - 2017 VHB Kommissionstagung Köln, January 27
 - 2016 Winter Marketing Economics Summit, January 30
 - 2015 UCLA, PhD Seminar, October 8
 - Stanford University, September 23
- "Causal inference using mediation analysis or instrumental variables - full mediation in the absence of conditional independence"
- 2018 EMAC conference, Glasgow, May 29 – June 1
- "Better information from survey data – filtering out state dependence using eye-tracking data"
- 2018 Winter Marketing Economics Summit, February 14-17
- "The perils of ignoring the budget constraint in single-unit demand models"
- 2018 VHB Kommissionstagung Münster, January 25
 - 2017 Winter Marketing Economics Summit, January 20
- Discussion of "Probabilistic Topic Model for Hybrid Recommendation Systems: A Stochastic Variational Bayesian Approach" by Asim Ansari, Yang Li, and Jonathan Z. Zhang, Marketing Analytics and Big Data Conference, Chicago, September 30, 2016
- "Measuring Substitution and Complementarity among Offers in Menu Based Choice Experiments"
- 2017 GfK's International Marketing & Data Sciences Meeting, September 14
 - 2016 NOVA School of Business & Economics, March 21
 - 2015 Tilburg X-mas Research Camp, December 17
 - Bocconi University, November 24
 - UCLA, September 28
 - Research Camp at HEC, Paris, April 10
 - Alpine Econ Marketing Summit, January 30
- "Discovering Two-Stage Decisions Based on Discrete-Continuous Choices"
- 2016 Marketing Science Conference, Shanghai, June 16
 - Choice Symposium, Lake Louise, May 15 (Advancing Non-Compensatory Choice Models)
 - 2014 The Ohio State University, October 17
 - SFB Seminar, Mannheim University, May 20
 - Alpine Econ Marketing Summit, February 1
 - 2013 Erasmus University Rotterdam, RSM, July 3
 - University of Zurich, April 11
- "Bayesian Modeling for Marketing"

- 2013 University of Innsbruck, October 1
 2011 VHB Kommissionstagung 2011, Münster
 “The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis” (former title: “Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data”)
 2012 Marketing Science Conference, Boston, June
 2011 ISI’s 58th World Statistics Congress, Dublin
 “Joint Demand for Consumer Durables and Value-added Services – The Impact of Information Structure”
 2011 Schumpeter School of Business, Bergische Universität Wuppertal, December 6
 Mannheim University, June 20
 “Successive sample selection and its relevance for management decisions”
 2012 Coc University, Istanbul, March 9
 2011 Habilitantentreffen, WU Wien, September 10
 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
 AMA’s Advances Research Techniques Forum, San Francisco, June 8
 “Developing and Testing Models of Strategic Behavior”
 2011 The University of Chicago Booth School of Business, April 25
 Columbia University, March 1
 2010 Marketing Science Conference, Cologne, June 17
 Rijksuniversiteit Groningen, April 7
 “A Probit Model with Structured Covariance for Similarity Effects and Source of Volume Calculations”
 2010 K. U. Leuven, March 9
 “Constrained choice across contexts - resolving conflicting usage situations”
 2010 ENBIS Conference, Antwerp; September 13

AWARDS AND HONORS

- 2014 Teaching award for the best PhD course taught at Goethe University’s GSEFM in 2013/14
 2013 “The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis”, *Marketing Science*, 32, 533–53: finalist for the best paper award of the German Association of Business professors (VHB)
 2012 “Testing Models of Strategic Behavior Characterized by Conditional Likelihoods”, *Marketing Science*, 30, 686-701: finalist for the best paper award of the German Association of Business professors (VHB)
 2011 Best paper award at AMA’s Advanced Research Techniques Forum, Palm Springs
 2006 Westerbeck undergraduate teaching award, Fisher College, Ohio State University

- 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)

GRANTS

- 2018 DFG-project "Bridging between Hypothetical and Incentivized Choice" (OT 447/1-1, Euro 232,550)
- 2015 Research cooperation with TNS-Infratest to develop improved methods for market simulation based on conjoint experiments (Euro 65,000)
- 2012 PI within the SAFE Center of Excellence funded by a LOEWE grant
- 2011 Research cooperation with GfK Verein to develop models and estimation routines for multivariate choice outcomes in discrete choice experiments (Euro 60,000).
- 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)

TEACHING

2009/10, 10/11, 12	Marketing Management (MBA)
2008/9, 09/10, 10/11 (Winter Term) 12 (Summer Term), 13 (Summer Term), 13/14, 15/16, 16/17, 17/18, 18/19, 19/20 (Winter Term)	Bayesian Modeling for Marketing (Master, PhD)
2008, 09 (Summer Term)	Services Marketing (Bachelor)
2010/11, 11/12, 12/13, 13/14 (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, 11/12, 12/13 (Winter Term), 13, 14 (Summer Term)	Brand Management (Bachelor)
12/13, 13/14, 17/18 (Winter Term), 14, 15, 16 (Summer Term)	Market Research (Bachelor)
15, 16, 17, 18, 19, 20 (Summer Term)	Customer Satisfaction & Consumer Choice (Master, PhD)

Outside Teaching Activities (since 2015)

Bayesian Econometrics / DAGs, preconference workshop at VHB Jahrestagung 2020 in Frankfurt, March 17.

Bayesian Modeling in Marketing taught at Goethe U. with participation from ESSEC and Pompeu Fabra University by video link, 2019/20.

VHB pro dok Seminar "Bayesian Modeling" (together with Joachim Büschken), September 23 – 26, 2019.

Bayesian Modeling in Marketing taught at Goethe U. with participation from ESSEC by video link, 2018/19.

Bayesian Modeling in Marketing taught at Goethe U. with participation from Erasmus RSM by video link, 2017/18.
Bayesian Workshop, Grenoble Ecole de Management, May 29-June 1, 2017
Bayesian Inference, short course taught at University of Wuppertal's Jackstädt Center of Entrepreneurship and Innovation Research, February 13-14, 2017
Bayesian Modeling in Marketing taught at Goethe U. is broadcasted by video link to ESSEC, 2015/16 with participants from Erasmus University Rotterdam and Tilburg University

PhD-students and initial placements (primary supervision)

Max J. Pachali (2019), Tilburg University
Tetyana Kosyakova (2017), Frankfurt School of Finance & Management
Keyvan Dehmamy (2015), University of Groningen
Selin Akca (2014), University of Zürich
Stephan Wachtel (2012), industry

Service

Goethe University:

Vice dean for research from 2015/10 –
Program director Master of Science and PhD-programs: quantitative marketing, quantitative management see <http://www.gsefm.eu/> from 2008/01 – 2015/08.

Journals:

Quantitative Marketing and Economics, Associate Editor, from 2010/1 – 2013/12, co-editor since 2014/1
Marketing Science, Editorial Review Board, since 2014/4
International Journal of Research in Marketing, Editorial Review Board, 2009/11 – 2018/08, Area Editor, since 2018/09
Transfer – Werbeforschung und Praxis, Herausgeberbeirat, since 2009/4

Other:

QME conference committee member 2020
Co-organizer eQMS: <https://sites.google.com/view/euro-quant-marketing-seminar>
Chair for the EMAC-IJRM Jan-Benedict E.M. Steenkamp Award for Long-Term Impact 2020
Co-organizer of the First European Bayesians in Marketing Summit, HEC Paris, January 9-10, 2020
Co-organizer of the session on “Integrating Cognitive and Economic Decision Models” for the 11th Triennial Choice Symposium, Chesapeake Bay, USA, May 29-June 2, 2019
EMAC VP Membership & Communication May 2017 -
Co-organizer QME conference 2017
Co-organizer of the session on “Advancing Non-Compensatory Choice Models” for the 10th Triennial Choice Symposium, Lake Louise, Canada, May 14-17, 2016
Chair of the EMAC Doctoral Colloquium 2013, 2014
Chair of Marketing Mix Instruments Advanced Track, *EMAC Doctoral Colloquium*, 2011, 2012
Member of the Dick Wittink Award committee 2012, 2014, 2017
Speaker at the *Marketing Science Conference Doctoral Colloquium* 2010
Discussant at the *EMAC Doctoral Colloquium* 2010