

## Bruce Cooil

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### Fields of Interest

Statistical inference and decision models for business and healthcare. Specific interests in the adaptation of latent class and grade-of-membership models for business and medical research, qualitative data reliability, large sample estimation theory and extreme value theory.

### Education

Ph.D., Statistics, 1982, The Wharton School, University of Pennsylvania  
M.S., Statistics, 1976, Stanford University  
B.S., Mathematics (Honors), 1975, Stanford University

### Professional Experience

2007 – Now	Richmond Professor of Management, Owen Graduate School, Vanderbilt University
2011 – 2015	Faculty Director, Owen Executive MBA Program, Vanderbilt University
2006 – 2007	Professor, Owen Graduate School, Vanderbilt University
1988 – 2006	Associate Professor, Owen Graduate School, Vanderbilt University
1988 – 1992	Director of the Ph.D. Program, Owen Graduate School, Vanderbilt University
1982 – 1988	Assistant Professor, Owen Graduate School, Vanderbilt University
1978 – 1982	Instructor, Research Fellow, Teaching Fellow, and Dean's Fellow, The Wharton School, University of Pennsylvania
1976 – 1978	Biostatistician, Institute of Health Research, San Francisco, CA

### Publications

**Citation Data (January 2, 2020): Total Citations: 3,662 (ISI); 7,350 (Google Scholar: h: 31)**

#### Research Papers in Refereed Journals

1. Lehman, D.W., Cooil, B., and Ramanujam, R. (**Forthcoming**), "The Effects of Rule Complexity on Organizational Noncompliance and Remediation: Evidence from Restaurant Health Inspections," *Journal of Management*. (First published online on April 26, 2019 at: <https://doi.org/10.1177/0149206319842262>.)
2. De Ronde, M.W.J., Khoshiwal, A., Planken, R. N., Boekholdt, Biemond, M., Cooil, B., Lotufo, P.A., Bensenor, I.M., Ohmoto-Sekine, Y., Gudnason, V. Aspelund, T., Gudmundsson, F.E., Zwinderman, A.H., Budoff, M., Pinto-Sietsma, S., Raggi, P. (**Forthcoming**), "A Pooled-Analysis of Age and Sex Based Coronary Artery Calcium Scores Percentiles," *Journal of Cardiovascular Computed Tomography*.

3. Mukolo, A., Cooil, B., and Victor, B. (2015), "The Effects of Utility Evaluations, Biomedical Knowledge and Modernization on Intention to Exclusively Use Biomedical Health Facilities among Rural Households in Mozambique," *Social Science & Medicine*, 138 (June), 225-233 ([PDF](#)).
4. Keiningham, T., Cooil, B., Malthouse, E., Buoye, A., Aksoy, L., DeKeyser, A., and Larivière, B. (2015), "Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet," *Journal of Service Management*, 26(1), 2-43 ([PDF](#)).
  - Lead Article for 2015
  - Outstanding Paper (Best Paper) Award, 2015
5. Vogus, T., Cooil, B., Sitterding, M., and Everett, L. (2014), "Safety Organizing, Emotional Exhaustion, and Turnover in Hospital Nursing Units," *Medical Care*, 52(10), 870-876 ([PDF](#)).
6. Larivière, B., Keiningham, T., Cooil, B., Aksoy, L., and Malthouse, E. (2014), "A Longitudinal Examination of Customer Commitment and Loyalty," *Journal of Service Management*, 25(1), 75-100 ([PDF](#)).
  - Outstanding Paper (Best Paper) Award, 2014
7. Victor, B., Fischer, E., Cooil, B., Vergara, A., Mikolo, A., and Blevins, M. (2013), "Frustrated Freedom: The Effects of Agency and Wealth on Wellbeing in Rural Mozambique," *World Development*, 47 July, 30-41 ([SSRN PDF](#)).
8. Keiningham, T., Aksoy, L., Buoye, A., and Cooil, B. (2011), "Customer Loyalty Isn't Enough. Grow Your Share of Wallet," *Harvard Business Review*, 89 (October), 29-31. (PDF: [English](#); [Spanish](#); [Chinese](#); [Russian](#)).
9. Aksoy, L., Cooil, B., and Lurie, N. (2011), "Decision Quality Measures in Recommendation Agents Research," *Journal of Interactive Marketing*, 25(2), 110-122 ([SSRN PDF](#)).
10. Aksoy, L., Buoye, A., Cooil, B., Keiningham, T., Paul, D., and Volinsky, C. (2011), "Can We Talk? The Impact of Willingness to Recommend on a New to Market Service Brand Extension within a Social Network," *Journal of Service Research*. 14(3), 355-371 ([SSRN PDF](#)).
11. Larivière, B., Aksoy, L., Cooil, B., and Keiningham, T. (2011), "Does Satisfaction Matter More if a Multichannel Customer Is Also a Multicompany Customer?" *Journal of Service Management*, 22(1), 39-66 ([SSRN PDF](#)).
12. Aksoy, L., Cooil, B., Groening, C., Keiningham, T., and Yalçın, A. (2009), "Does Customer Satisfaction Lead to an Increased Firm Value?" *GfK Marketing Intelligence Review*, 1 (2), 8-15 ([PDF](#)).
  - Lead Article
13. Cooil, B., Aksoy, L., Keiningham, T., and Maryott, K. (2009), "The Relationship of Employee Perceptions of Organizational Climate to Business-Unit Outcomes: An MPLS Approach," *Journal of Service Research*, 11 (3), 277-294 ([SSRN PDF](#)).
14. Aksoy, L., Cooil, B., Groening, C., Keiningham, T., and Yalçın, A. (2008), "The Long Term Stock Market Valuation of Customer Satisfaction," *Journal of Marketing*, 72 (July), 105-122 ([PDF](#)).
15. Keiningham, T.L., Aksoy, L., Cooil, B., and Andreassen, T. (2008), "Linking Customer Loyalty to Growth," *MIT Sloan Management Review*, 49(4), 51-57.
  - Featured by the journal and made available to the public ([PDF](#))
16. Keiningham, T.L., Aksoy, L., Cooil, B., Andreassen, T.W., and Williams, Luke (2008), "A Holistic Examination of Net Promoter," *Journal of Database Marketing and Customer Strategy Management*, 15(2), 79-90 ([PDF](#)).

17. Earl, T.M., Cooil, B., Rubin J.E., and Chari R.S. (2008), "Cost Prediction in Liver Transplantation Using Pre-transplant Donor and Recipient Characteristics," *Transplantation*, 86(2), 238-244 ([PDF](#)).
18. Keiningham, T.L., Aksoy, L., Cooil, B., and Andreassen, T.W. (2008) "Commentary on 'The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance'," *Marketing Science*, 27 (May/June), 531-532 ([PDF](#)).
19. Cooil, B., Aksoy, L., and Keiningham, T.L. (2007), "Approaches to Customer Segmentation," *Journal of Relationship Marketing*, 6 (3/4), 9-39. ([PDF](#))  
Also in *Profit Maximization Through Customer Relationship Marketing: Measurement, Prediction, and Implementation* (2007), Aksoy, L., Keiningham, T.L., and Bejou, D. (Editors), Binghamton, NY: Haworth Press, 2007.
20. Keiningham, T.L., Cooil, B., Andreassen, T.W., and Aksoy, L. (2007), "A Longitudinal Examination of Net Promoter and Firm Revenue Growth," *Journal of Marketing*, 71 (July), 39-51.
  - Marketing Science Institute/H. Paul Root Award, 2007
  - Made publicly available ([PDF](#))
21. Keiningham, T.L., Cooil, B., Aksoy, L., Andreassen, T.W., and Weiner, J. (2007), " The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Customer Retention, Recommendation, and Share-of-Wallet," *Managing Service Quality*, 17(4), 361-384.
  - Outstanding Paper (Best Paper) Award, 2007
  - Lead Article and made publicly available ([PDF](#))
22. Cooil, B., Keiningham, T.L., Aksoy, L., and Hsu, M. (2007), "A Longitudinal Analysis of Customer Satisfaction and Share of Wallet: Investigating the Moderating Effect of Customer Characteristics," *Journal of Marketing*, 71 (January), 67-83 ([PDF](#)).
23. Houston, M., Cooil, B., Olafsson B.J., and Raggi, P. (2007) " Effects of a Juice Powder Concentrate on Systemic Blood Pressure, Progression of Coronary Artery Calcium, and Antioxidant Status in Low-Risk Cardiovascular Subjects: A Pilot Study," *Evidence-Based Complementary and Alternative Medicine*, 4(4), 455-462 ( [PDF](#)).
24. Christman, S.D., Jasper, J.D., Sontam, V., and Cooil, B. (2007), "Individual Differences in Risk Perception versus Risk Taking: Handedness and Interhemispheric Interaction," *Brain and Cognition*, 63, 51-58.
25. Keiningham, T.L., Aksoy, L., Andreassen, T.W., Cooil, B., and Wahren, B.J. (2006), "Call Center Satisfaction and Customer Retention in a Co-Branded Service Context," *Managing Service Quality*, 16, 269-289.
  - Finalist for Highly Commended Paper, 2006
26. Keiningham, T.L., Aksoy, L., Cooil, B., Peterson, K., and Vavra, T. G. (2006), "A Longitudinal Examination of the Asymmetric Impact of Employee and Customer Satisfaction on Retail Sales," *Managing Service Quality*, 16, 442-459.
  - Lead Article
  - Outstanding Paper (Best Paper) Award, 2006
27. Aksoy, L., Bloom, P.N., Lurie, N.H., and Cooil, B. (2006), "Should Recommendation Agents Think Like People?" *Journal of Service Research*, 8, 297-315.
  - Lead Article
  - Finalist for Best Article Award, 2006

28. Raggi, P., Cooil, B., Ratti, C., and Callister, T.Q. (2005), "Progression of Coronary Calcification and Occurrence of Myocardial Infarction in Patients with Diabetes Mellitus," *Hypertension*, 46, 238-243.
29. Cooil, B., and Raggi, P. (2005), "On the Prediction and Prevention of Myocardial Infarctions: Models Based on Retrospective and Doubly Censored Prospective Data," *Statistics in Medicine*, 24, 1897-1918.
30. Raggi, P., Cooil, B., Shaw, L., Aboulhson, J., Takasu, J., Budoff, M., and Callister, T. (2003), "Progression of Coronary Calcification on Serial Electron Beam Tomography Scanning is Greater in Patients with Future Myocardial Infarction," *American Journal of Cardiology*, 92, 827-829.
31. Raggi, P., Cooil, B., Hadi, A., and Friede, G. (2003), "Predictors of Aortic and Coronary Artery Calcification on a Screening Electron Beam Tomography Scan," *American Journal of Cardiology*, 91, 744-746.
32. Cooil, B., and Varki, S. (2003), "Using the Conditional Grade-of-Membership Model to Assess Judgment Accuracy," *Psychometrika*, 68, 453-471 ([PDF](#)).
33. Raggi, P., Callister, T.Q., and Cooil, B. (2002), "Calcium Scoring of the Coronary Artery by Electron Beam CT: How to Apply an Individual Attenuation Threshold," *American Journal of Roentgenology*, 178, 497-502.
34. Raggi, P., Cooil, B., and Callister, T.Q. (2001), "Use of Electron Beam Tomography to Develop Models for Prediction of Hard Coronary Events," *American Heart Journal*, 141, 375-382.
  - First models based on the conditional age-sex percentile score for coronary calcium.
35. Varki, S., Cooil, B., and Rust R.T. (2000), "Modeling Fuzzy Data in Qualitative Marketing Research," *Journal of Marketing Research*, 37, 480-489 ([PDF](#)).
  - Winner of the 2001 Don Lehmann Award, American Marketing Association.
  - Finalist for the 2001 Paul Green Award, *Journal of Marketing Research*.
36. Raggi, P., Callister, T.Q., Cooil, B., He, Z., Lippolis, N.J., Russo, D.J., Zelinger, A., and Mahmarian, J.J. (2000), "Identification of Patients at Increased Risk of First Unheralded Acute Myocardial Infarction by Electron Beam Computed Tomography," *Circulation*, 101, 850-855 ([PDF](#)).
  - Importance of the conditional age-sex calcium percentile score.
37. Raggi, P., Callister, T.Q., Cooil, B., Russo, D.J., Lippolis, N.J., and Patterson, R. (2000), "Evaluation of Chest Pain in Patients with Low to Intermediate Pre-Test Probability of Coronary Artery Disease by Electron Beam Computed Tomography," *American Journal of Cardiology*, 85, 283-288.
38. Cooil, B., and Froeb, L. (1998), "A Difference Estimator for Testing the Equality of Variances for Paired Time Series," *Journal of Time Series Analysis*, 19, 285-290.
39. Callister, T.Q., Raggi, P., Cooil, B., Lippolis, N.J., and Russo, D.J. (1998), "Effect of HMG-CoA Reductase Inhibitors on Coronary Artery disease as Assessed by Electron-Beam Computed Tomography," *New England Journal of Medicine*, 339, 1972-1978 ([PDF](#)).
  - First to use volume score to measure progression of atherosclerosis.
40. Callister, T., Cooil, B., Raya, S., Lippolis, N.J., Russo, D.J., and Raggi, P. (1998), "Coronary Artery Disease: Improved Reproducibility of Calcium Scoring with an Electron-Beam CT Volumetric Method," *Radiology*, 208, 807-814 ([PDF](#)).
  - Introduces the volume score for arterial calcification.

41. Raggi, P., Dickson, N., Boyne, M., Pereira, R., Cooil, B., Wattanasuwan, N., and Russell, D.C. (1998), "Influence of Prior ACE Inhibitor Therapy on Morbidity and Mortality Following Acute Myocardial Infarction," *Annals of Pharmacotherapy*, 32, 1141-1146.
42. Cooil, B., and Rust, R. T. (1995), "General Estimators for the Reliability of Qualitative Data," *Psychometrika*, 60, 199-220 ([PDF](#)).
43. Cooil, B., and Rust, R. T. (1994), "Reliability and Expected Loss: A Unifying Principle," *Psychometrika*, 59, 203-216 ([PDF](#)).
44. Rust, R. T., and Cooil, B. (1994), "Reliability Measures for Qualitative Data: Theory and Implications," *Journal of Marketing Research*, 31, 1-14 ([PDF](#)).  
• Lead Article for Volume 31.
45. Cooil, B. and Devinney, T. (1992), "The Return to Advertising Expenditure," *Marketing Letters*, 3, 137-145.
46. Cooil, B. (1991), "Using Medical Malpractice Data to Predict the Frequency of Claims: A Study of Poisson Process Models with Random Effects," *Journal of the American Statistical Association*, 86, 285-295.
47. Cooil, B. (1988), "When Are Intermediate Processes of the Same Stochastic Order?" *Statistics & Probability Letters*, 6, 159-162; Corrigendum (1989), 7, 349.
48. Cooil, B., Winer, R., and Rados, D. (1987), "Cross-Validation for Prediction," *Journal of Marketing Research*, 24, 271-279 ([PDF](#)).
49. Cooil, B. (1986), "A General Form of Ordinal Association," *Journal of Mathematical Sociology*, 12, 327-346.
50. Cooil, B. (1985), "Limiting Multivariate Distributions of Intermediate Order Statistics," *Annals of Probability*, 13, 469-477 ([PDF](#)).
51. Harris, E. K., Cooil, B., Shakarji, G., and Williams, G. Z. (1980), "On the Use of Statistical Models of Within-Person Variation in Long-Term Studies of Healthy Individuals," *Clinical Chemistry*, 26, 383-391 ([PDF](#)).

#### **Research Published in Proceedings, Book Chapters & Practitioner-Oriented Journals**

52. Lehman, D.W., Cooil, B., and Ramanujam, R. (2019), "Why Some Rules Are More Likely to Be Broken," *Harvard Business Review*, October 07, 2019 (<https://hbr.org/2019/10/why-some-rules-are-more-likely-to-be-broken>).
53. Keiningham, T., Aksoy, L., Buoye, A., Cooil, B., and Williams, L. (2012), "Loyalty Goes to W.A.R. (The Wallet Allocation Rule)." In *The Loyalty Guide*, Volume 5, ed. Peter Clark and Robin Clark, Somerset, UK: Wise Research Limited.
54. Keiningham, T.L., Aksoy, L., Cooil, B., and Andreassen, T.W. (2008), "The Galileo Effect," *Marketing Management*, 17 (January/February), 48-51.
55. Knight, M., and Cooil, B. (2005), "Infrastructure Investigation Using Latent Class Cluster Analysis," *Proceedings of the American Society of Civil Engineers' (ASCE) International Conference on Computing in Civil Engineering*, 1125-1134.

56. Cooil, B., and Varki, S. (1997), "Using the Conditional Grade-of-Membership Model (GoM) in the Nominal Classification Problem," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 48-50.
57. Cooil, B. (1996), "Shape Parameters for General Hazard Functions," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 257-259.
58. Cooil, B. (1995), "Alternative Generalized Linear Models for Nonhomogeneous Poisson Regression," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 99-101.
59. Cooil, B., Devinney, T., and McCormick, D. (1994), "Models for Automobile Insurance Accidents and Losses," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 217-222.
60. Devinney, T., and Cooil, B. (1993), "Determining Automobile Insurance Claims and Premium Pricing: A Preliminary Analysis," *Geld, Finanzwirtschaft, Banken, und Versicherungen* (Proceedings of the 1993 Conference on Money, Financial Administration, Banking and Insurance at the University of Karlsruhe, Germany), 619-633.
61. Cooil, B., and Rust, R. T. (1993), "Measuring the Reliability of Qualitative Data: A Review of Recent Work," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 394-397.
62. Cooil, B. (1992), "A Comparison of Extreme Quantile Estimators," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 94-99.
63. Cooil, B. (1991), "Conservative Estimation of Extreme Quantiles," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 260-264.
64. Cooil, B. (1990), Comment on "Statistical Issues for Business Schools," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 304-305.
65. Cooil, B. (1990), "An Analysis of Business School Rankings," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 277-282.
66. Cooil, B. (1989), "Predicting the Frequency of a Physician's Future Malpractice Claims," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 331-334.
67. Cooil, B., and Day, T. (1988), "Beating the Wagering Line for National Football League Games," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 314-317.
68. Cooil, B. (1987), "On Empirical Procedures for Estimating the Tail of a Quantile Function," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 763-768.
69. Cooil, B. (1985), "Estimation of Extreme Quantiles," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 207-211.
70. Cooil, B. (1984), "A Model for Tail Functions," *Proceedings of the Business and Economic Statistics Section of the American Statistical Association*, 350-352.

## Published Course Materials

71. **Textbook:** Larsen, R. J., Marx, M. L., and Cooil, B. (1997), *Statistics for Applied Problem Solving and Decision Making*, Belmont, CA: Duxbury, [URL](#).
72. Larsen, R. J., Marx, M. L., and Cooil, B. (1997), *Solutions Manual for Statistics for Applied Problem Solving and Decision Making*, Belmont, CA: Duxbury.
73. Larsen, R. J., Marx, M. L., and Cooil, B. (1997), *Student Solutions Manual for Statistics for Applied Problem Solving and Decision Making*, Belmont, CA: Duxbury.
74. Cooil, B. (1983), Review of *Statistics: Discovering Its Power*, by Wonnacott, R. J. and Wonnacott, *Journal of the American Statistical Association*, 78, 1001-1002.

## Unpublished Invited Presentations

"Models for Predicting Myocardial Infarctions and Assessing the Risk of Coronary Heart Disease," Biostatistics Seminar Series, Department of Biostatistics, Vanderbilt University, November, 2005.

Lead-off speaker at the "Microeconometrics" session sponsored by the Business and Economics Section of the American Statistical Association, Joint Statistical Meetings, Orlando, FL, August, 1995.

"Inferences Based on Empirically Selected Intermediate Order Statistics," Oberwolfach Meeting on Extreme Value Theory, Oberwolfach, Germany, Invited Paper, December, 1987.

"Inference Based on Quantile Processes of the Empirical Tail-Function," Institute of Mathematical Statistics, Invited Paper, Atlanta, March, 1986.

"Estimation of Extreme Quantiles: Theory and Applications," Center for Stochastic Processes, University of North Carolina, Invited Seminar, October, 1985.

## Software

Website: <http://www2.owen.vanderbilt.edu/bruce.cooil/Documents/Software.htm>

Guide to Software for Generalized Regression: [Reexpression](#) for Regression (2010)

### Minitab Macros

PRL Reliability Estimators for Classification Problems (2010)

Maximum Likelihood Estimation of the Generalized Pareto Parameters (2010)

Business Forecasting: [Forecast.zip](#) (2008)

Huber & Biweight Regression: [Robust Regression.zip](#) (2007)

### Gauss Procedures and Programs

Reliability Estimation for Latent Class Models (2009)

Latent Class Estimation of Nominal Classification Accuracy (2000)

Comparing Dependent ROC Curve Areas: [ROCC.txt](#), (2003)

Isotonic Regression: [isotonic.zip](#) (2003)

Sliced Inverse Regression: [sir\\_archive.zip](#) (2002)

## Research Awards and Honors

- 2019 Marquis Who's Who Top Educators  
(<https://marquistopeducators.com/2019/02/18/bruce-cooil/>)
- 2018 Marquis Who's Who Lifetime Achievement Award  
(<https://wwlifetimeachievement.com/2018/12/27/bruce-cooil/>)
- 2016 Outstanding Paper (Best Paper) Award, *Journal of Service Management* (with Keiningham, Malthouse, Buoye, Aksoy, DeKeyser, and Larivière)



- 2014 Outstanding Paper (Best Paper) Award, *Journal of Service Management* (with Larivière, Keiningham, Aksoy, Malthouse)
- 2013 Best Practitioner Presentation Award, 22nd Frontiers in Services Conference (with Keiningham, Aksoy, Buoye, Larivière, De Keyser, Malthouse)
- 2011 Disruptive Innovation Award, Next Generation Marketing Research (with Keiningham, Aksoy, Buoye)
- 2010 Owen School's Research Impact Award
- 2009 Best Practitioner Presentation Award, 18<sup>th</sup> Frontiers in Services Conference (with Larivière, Keiningham, Aksoy)
- 2007 Marketing Science Institute/H. Paul Root Award (with Keiningham, Aksoy, Andreassen)
- 2007 Outstanding Paper (Best Paper) Award, *MSQ* (with Keiningham, Aksoy, Andreassen & Weiner)
- 2006 Outstanding Paper (Best Paper) Award, *MSQ* (with Keiningham, Aksoy, et al.)
- 2006 Finalist for Best Paper, *JSR* (with Aksoy, Bloom, & Lurie)
- 2006 Highly Commended Paper (Best Paper Finalist), *MSQ* (Keiningham, Aksoy, Andreassen, et al.)
- 2004 Owen Dean's Award for Research Productivity
- 2003 Owen Dean's Award for Excellence in Research
- 2001 Lehmann Award, American Marketing Association (with Varki & Rust)
- 2001 Finalist for Green Award, *JMR* (with Varki & Rust)

## Teaching Awards and Distinctions

- 2013, 2002, 2000, 1994-1995, 1991 The Dean's Award for Teaching Excellence
- 2004 Elected Outstanding Professor, Owen Executive MBA Class
- 2000 (Fall), 1999 (Fall), 1996-1997 Highest Executive MBA Ratings
- 2000 (Mod 1), 1996 (Mod 1), 1995 (Fall), 1993(Fall) Highest Core Course Ratings

## Academic Honors and Fellowships

- 1989 Beta Gamma Sigma
- 1986-1987 Thomas B. Walker, Jr./Goldman Sachs Award
- 1979-1982 University of Pennsylvania Fellowship Awards
- 1980 J. Parker Bursk Prize (Statistics), Pennsylvania
- 1978-1979 Wharton Dean's Doctoral Fellowship in Statistics
- 1975 Phi Beta Kappa, Stanford University
- 1975 Stanford University Honors in Mathematics

## Professional Activities

### Professional Organizations

- American Statistical Association
- American Marketing Association
- Institute for Operations Research and Management Science
- Institute of Mathematical Statistics
- American Association for the Advancement of Science
- Society of Cardiovascular Computed Tomography, Founding Scientist
- American Association of University Professors

### Positions in Professional Societies

- ASA Council of Sections Fiscal Oversight Committee, 2000-2003
- Elected Council of Sections Representative for the American Statistical Association's Section on Statistics and Marketing, 1999-2001



## **Manuscript and Proposal Reviews**

### **Journals**

*Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Service Research, Journal of Service Management, Psychometrika, Statistics in Medicine, American Statistician, Journal of the American Statistical Association, Statistics & Probability Letters, Annals of Probability.*

### **Publishers**

Duxbury (Thomson Learning), McGraw-Hill/Irwin, Chapman & Hall.

### **National Science Foundation**

External Reviewer, Panelist (Human and Social Dynamics: Decision Making, Risk, & Uncertainty, 2006).

## **University Service**

### **Major Administrative and Committee Assignments**

Owen Scholarship Committee (2009-Now); Executive MBA Program Committee (2009-2017); Executive MBA Admissions Committee (2004-2017); Faculty Director of the Owen Executive Program (2011-2015); Management of Accreditation Committee (2011-2015); Health Care Search Committee (2010-2013); Owen By-Laws Committee Co-Chair (2010-2011); Owen Curriculum Transformation Committee (2006-2007); Owen Distance Learning Committee (2006-2007); Health Care MBA Curriculum Committee (2004-2005); Chair of the *Ad Hoc* Committee on Statistics at Vanderbilt (1995-1996); Vanderbilt University Library Directorship Search Committee (1994-1996); Owen Curriculum Review Committee (1994-1996); Marketing Search Committee (1995-1999); Owen Working Paper Coordinator (1988-1994); Executive Committee of the Graduate Faculty Council (1988-1992); Student Affairs Committee of the Graduate Faculty Council (1988-1992); Owen School Dean Search Committee (1986-1987); Committee on Instruction (1983-1986); Statistics Search (1982-1986, 1989-1990).

### **Programs**

Executive MBA Programs (1996- Now, 1983-1987); Statistics Summer Review (2009-Now); Administration of Statistics Exemption Procedures and Examinations (2006-Now, 2004, 2002, 2000, 1998, 1995-1996, 1982-1993); MBA Math Review (1987, 1986); Director of Owen Doctoral Programs (1988-1992).

### **Faculty Senate (2006-2007, 1988-1990)**

Chairman of the Academic Policies and Services Committee (1989-1990).

### **Grants**

Co-Principal Investigator, NSF IGERT Grant to Fund Interdisciplinary Ph.D. Programs (2001-2005): 2.7 Million; Other Sponsors Include: Robert Wood Johnson Foundation, & AARP.

## **Course Development**

### **Advanced MBA and Doctoral Courses**

Data Analysis and Linear Models  
Decision Analysis  
Business Forecasting  
Mathematical Statistics

### **MBA Core**

Managerial Statistics

### **Executive Program**

Statistics for Managerial Decisions

**Independent Study Courses (IGERT & MBA)**

Lifetime Distributions and Survival Analysis  
Advanced Forecasting Models  
Data Mining

**Wharton School MBA and Evening BBA**

Introductory Statistics  
Quantitative Methods I & II  
Calculus

**Recent Teaching Evaluations: Overall Effectiveness (5 Point Scale)**

Managerial Statistics (MBA Core)

2004	2006	2009	2010	2012	2013	2014	2015	2016	2017	2018	2019
4.1	4.2	4.2	4.0	4.0	4.2	3.7	3.8	3.9	3.7	3.8	4.2

Statistics for Managerial Decisions (EMBA)

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
4.4	4.5	4.2	4.5	4.2	4.1	4.0	4.3	4.6	4.2	4.6	4.0	4.4

Business Forecasting (MBA & PHD)

2007	2008	2009	2010
4.5	4.8	4.3	4.3