Albert C. BEMMAOR

Professeur émérite
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: bemmaor@essec.edu
Numéro de téléphone: +33 (0)1 34 43 30 43
Pays d'origine: France

INTERETS DE RECHERCHE

Modèles marketing, Comportement du consommateur, Marketing et analyses des données

FORMATION

1978	Ph.D. en Management, Purdue University, États-Unis
1973	MBA, Columbia University, États-Unis
1971	MSc. en Management, ESC Marseille, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2021 - Présent	Professeur émérite, ESSEC Business School, France
1980 - 2021	Professeur, ESSEC Business School, France

Autres affiliations académiques

2004 - 2004	Professeur Visitant, Institute of Management, University of Vienna, Austria, March 2001 and May 2004, Université de Vienne, Autriche
2001 - 2001	Professeur visitant, Université de Vienne, Autriche
1982 - 1982	Chercheur Visitant, Stanford Graduate School of Business, États-Unis
1978 - 1980	Professeur assistant, Université de Chicago, États-Unis

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2021	Invité par l'Université Amity à Delhi à faire une Conférence en ligne aupres des professeurs sur ses onze campus en Inde et à l'extérieur, soit 175,000 personnes, Amity University
2017	Certificat de Contribution Exceptionnelle à la Relecture ("Outstanding Contribution to Reviewing") pour International Journal of Research in Marketing
2016	Relecteur Distingué, International Journal of Research in Marketing
2016	Keynote speaker, PsyCHIC (Psychology, Consumer Heterogeneity, Information, Communication), U. Paris 13., Université Sorbonne Paris Nord (XIII), France

2014	Top 10% des auteurs les plus publiés des 50 dernières années de Journal of Marketing Research (Source: "The Topical History of JMR," Journal of Marketing Research, Feb' 2014). Classé septième avec le paramètre de centralité dans une communauté influente de plus de 30.000 chercheurs en Marketing Quantitatif (Customers Needs and Solutions, 2015, 91-104)., Sage Publications
2005	Member of the Selection Committee for the Best Paper published in International Journal of Research in Marketing, European Marketing Academy
2005	Depuis 2005, membre du Comité de Nomination au Prix de la Sveriges Riksbank en Sciences Economiques à la mémoire de Alfred Nobel, Committee of the Nobel Prize in Economics
2002	Classé parmi les meilleurs relecteurs de Marketing Science
2000	Lauréat du Prix de l'Association Francaise du Marketing (AFM) pour Contribution Exceptionnelle à la Methodologie, Association Française de Marketing, France
1998	Chair of the Selection Committee for the Best Article Published in International Journal of Research in Marketing, European Marketing Academy
1990	Classé parmi les meilleurs relecteurs de Recherche et Applications en Marketing, Sage Publications

PUBLICATIONS

Articles

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. (2013). New Car Data Challenge. *Journal of Empirical Generalisations in Marketing Science*, 14(1), pp. 1-4.

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.

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.

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.

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 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.

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., 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.

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 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. 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.

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.

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.

Chapitres d'ouvrage

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. (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., 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. 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. (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. (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.

Editeur invité d'un numéro spécial

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).

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).

Actes d'une conférence

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). 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.

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.

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. (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. 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.

Conférences

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. (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. (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. 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. (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. (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. (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. 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., 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., 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. (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. (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., 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. (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. (1992). The Car Challenge. Dans: Marketing Science Conference, London, July 12-15.

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., 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. (1991). Forecasting Purchase from Intention-to-buy Measures: Alternative Probabilistic Models. Dans: Conference on Marketing Statistics, University of Amsterdam, May 29.

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. (1990). The Reliability of Survey Data: Some Case Studies. Dans: Séminaire ESSEC/HEC/INSEAD, Fontainebleau, January 26.

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. 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., 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. (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). 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. (1986). Mean-Squared Error and Statistical Significance of R2. Dans: ESSEC/HEC/INSEAD Seminar, May 15. Fontainebleau.

BEMMAOR, A.C. (1986). A First-Purchase and Replacement Sales Model for Consumer Durables. Dans: ESSEC/HEC/INSEAD Seminar, February 7. 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.

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). 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. (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. (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).

Préfaces de revue

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.

Documents de travail

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. et WAGNER, U. (1997). *A Multiple-Item Model of Paired Comparisons: Separating Chance From Latent Preference*. 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.

BEMMAOR, A.C. (1994). *The Theory of Stochastic Adoption of Innovations*. ESSEC Business School Research Center.

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. (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.

BEMMAOR, A.C. (1987). *Mean-Squared Error and Statistical Significance of R2*. ESSEC Business School Research Center.

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. (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. (1985). *Business Failure Rate: Aggregate Versus Individual-Level Analyses*. ESSEC Business School.

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.

BEMMAOR, A.C. (1982). *A Compound Condensed-3 Poisson Distribution of Purchase Incidence: Evidence and Theory*. ESSEC Business School.

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.

Compte rendu d'ouvrage

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.

AUTRES ACTIVITES DE RECHERCHE

Membre d'un comité de lecture

2008 - 2014	Business Research
1988 - 2009	International Journal of Research in Marketing
1985 - 2014	Recherche et Applications en Marketing

Relecteur pour :

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

Organisation d'une conférence

2014	Co-organisateur (avec H. Plassmann,S. Atalay et F. Sotgiu), du 35ème Anniversaire du séminaire ESSEC/HEC/INSEAD, France
2007	Co-organisateur de la Troisième Conférence Allemande-Française-Autrichienne sur le Marketing Quantitatif (avec L. Hildebrandt et U. Wagner),, ESSEC Business School, France
2007	Co-organisateur du Neuvième Seminaire sur les Transports, "Discrete Choice Models: Applications to Marketing and to Transportation" (avec A. de Palma et N. Picard), Cergy-Pontoise, ESSEC Business School, France
2004	Co-organisateur du 25ème Anniversaire du Séminaire ESSEC/HEC/INSEAD, Cergy-Pontoise (March 4, 2004), avec G. Laurent and M. Sarvary, France
2003	Co-organisateur de la conference "Bridging the Gap Between Marketing Models and Managers", Erasmus University Rotterdam, The Netherlands, avec P. H. Franses
Depuis 1980	Co-organisateur du séminaire annuel ESSEC/HEC/INSEAD

Affiliations

Depuis 1980	Membre de l'Association Française du Marketing (AFM)
Depuis 1978	Membre du Institute for Operations Research and the Management Sciences (INFORMS)
Depuis 1976	Membre, Econometric Society
Depuis 1976	Membre, American Statistical Association (ASA)
Depuis 1976	Membre, Institute of Mathematical Statistics (IMS)

Supervision de thèses / HDR

2024	X. CHUANQI, Rapporteur
2016	Mehdi NEZAMI (HEC Paris), Rapporteur, Premier Poste : Postdoctoral Research Fellow - U. of Illinois at Urbana-Champaign
2016	Shantanu MULLICK (ESSEC Business School), Co-directeur de thèse, Premier Poste : Assistant Professor - Technical University Eindhoven
2014	Li ZHENG (ESSEC Business School), Directeur de thèse, Premier Poste : Senior Research Fellow - Leeds University Business School
2011	Yuri PEERS (Erasmus Universiteit Rotterdam), Rapporteur, Premier Poste : Postdoctoral Fellow - Waikato Management School, New Zealand
2006	Niek ALTHUIZEN (Erasmus Universiteit Rotterdam), Rapporteur, Premier Poste : Assistant Professor - ESSEC Business School
1997	Katia CAMPO (Antwerp Management School), Rapporteur, Premier Poste : Assistant Professor - K.U. Leuven, Belgium

Autres activités de recherche

2004 - 2005	Présent dans "Marquis Who's Who in American Education, 6th Edition"
Depuis 2003	Relecteur des propositions de recherches soumises, Belgian National Foundation of Scientific Research (F.R.S.-F.N.R.S.)
Depuis 2002	Relecteur des propositions de recherche soumises, Belgian Research Foundation - Flanders (Fonds voor wetenschappelijk onderzoek: FWO)
Depuis 2001	Relecteur des propositions de recherche soumise au Fonds National Suisse de la Recherche Scientifique
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
1999 - 2000	Membre du Comité Scientifique de Recherche et Applications en Marketing

ENSEIGNEMENT

2019	Product management, ESSEC Business School, France
2015	Marketing Performance, ESSEC Business School, France

2007	Marketing Models, ESSEC Business School, France
2007	Introduction aux statistiques, ESSEC Business School, France
1984	Seminar on Methods of New Product Development, ESSEC Business School,
1984	Collecting and interpreting marketing data, ESSEC Business School, France
1982	Decisions en marketing, ESSEC Business School, France
1980	Marketing Research, ESSEC Business School, France
1980	Comportement du Consommateur, ESSEC Business School, France
1980	Publicité, ESSEC Business School, France
1980	Seminar on research methodology, ESSEC Business School, France
1978	Market communications, Université de Chicago, États-Unis
1978	Analytical marketing strategy, Université de Chicago, États-Unis
1978	Doctoral seminar in marketing models, Université de Chicago, États-Unis

ACTIVITES PROFESSIONNELLES

Consulting

1988 - Présent	Consultant pour des sociétés leaders dans la réalisation d'études de marché(1988-, 2005-), et une société de service leader (1994), France