Albert C. BEMMAOR

Emeritus Professor
Department: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: bemmaor@essec.edu
Phone number: +33 (0)1 34 43 30 43
Country of origin: France

RESEARCH INTERESTS

Marketing Models, Consumer Behavior, Marketing and Data Analytics

EDUCATION

1978	Ph.D. in Management, Purdue University, United States of America
1973	MBA, Columbia University, United States of America
1971	MSc. in Management, ESC Marseille, France

EMPLOYMENT

Full-time academic positions

2021 - Present	Emeritus Professor, ESSEC Business School, France
1980 - 2021	Professor, ESSEC Business School, France

Other affiliations and appointments

2004 - 2004	Visiting Professor, Institute of Management, University of Vienna, Austria, March 2001 and May 2004, University of Vienna, Austria
2001 - 2001	Visiting Professor, University of Vienna, Austria
1982 - 1982	Visiting Scholar, Stanford Graduate School of Business, United States of America
1978 - 1980	Assistant Professor, University of Chicago, United States of America

GRANTS AND HONORS

Awards and Honors

2021	Invited by Amity University in Delhi to give an online lecture to the faculty and students on its eleven campuses in India and abroad, which represents 175,000 individuals., Amity University
2017	Certificate of Outstanding Contribution to Reviewing, International Journal of Research in Marketing
2016	Outstanding reviewer, International Journal of Research in Marketing
2016	Keynote Speaker, PsyCHIC (Psychology, Consumer Heterogeneity, Information and Communication) Workshop, University of Paris 13, Université Sorbonne Paris Nord,

	France
2014	Top 10% most published authors over the past 50 years at Journal of Marketing Research (Source: "The Topical History of JMR," Journal of Marketing Research, Feb' 2014). Ranked seventh in centrality parameter in an influential community among more than 30,000 scholars in quantitative marketing (Customers' Needs and Solutions, 2015, pp. 91-104)., Sage Publications
2005	Since 2005, Member of the Nomination Committee of the Nobel Prize in Economics on a steady basis, Committee of the Nobel Prize in Economics
2005	Member of the Selection Committee for the Best Paper published in International Journal of Research in Marketing, European Marketing Academy
2002	Ranked among the top reviewers at Marketing Science
2000	Award received from the French Marketing Association (AFM) for: Outstanding Contribution to the Methodology (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	Ranked among the top reviewers at Recherche et Applications en Marketing, Sage Publications

PUBLICATIONS

Journal Articles

BEMMAOR, A.C. and 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. and GLADY, N. (2012). Modeling Purchasing Behavior with Sudden "Death": A Flexible Customer Lifetime Model. *Management Science*, 58(5), pp. 1012-1021.

BEMMAOR, A.C. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and HANSSENS, D.M. (1977). Willingness to Supply Human Body Parts: Some Empirical Results. *Journal of Consumer Research*, 4(3), pp. 131-138.

Book chapters

BEMMAOR, A.C. (2016). Andrew S.C. Ehrenberg – Ou le chantre de la réplication (Andrew S. C. Ehrenberg or The Eulogy of Replication). In: 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. In: 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. and HOPPE, D. (2012). Implementing the Pareto/NBD Model: A User-Friendly Approach. In: 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. and WAGNER, U. (2002). Estimating Market-level Multiplicative Models of Promotion Effect with Linearly Aggregated Data: A Parametric Approach. In: 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. In: 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?". In: 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. In: G. Laurent, G.L. Lilien, B. Pras eds. *Research Traditions in Marketing*. 1st ed. Boston, MA: Kluwer Academic Publishers, pp. 201-229.

Guest editor of a journal special issue

BEMMAOR, A.C. and 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. and 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).

Conference proceedings

WAGNER, U. and 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). In: *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. In: *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. In: *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. In: *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. In: *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). In: *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. In: *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. In: *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. and HUBER, J.C. (1978). Econometric Estimation of Halo Effect: Single vs. Simultaneous Equation Models. In: *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.

Conferences

BEMMAOR, A.C. (2018). Predicting Trial and Repeat Purchase of Consumer Packaged Goods from Aggregated (Grouped) Data: A Model. In: ESSEC/HEC/INSEAD Seminar, March 8. HEC Paris, Jouy-en-Josas.

BEMMAOR, A.C. (2016). Customer Lifetime Value in a Noncontractual Setting: A Reappraisal. In: 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. In: 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. and HOPPE, D. (2007). Modeling Attrition in Customer Base Analysis. In: 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. In: 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. In: 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. In: Marketing Science Conference, Erasmus University Rotterdam, June 23-26.

BEMMAOR, A.C. and FRANSES, P.H. (2003). Marketing Science and Marketing Practice: Are They Compatible? (Opening presentation). In: 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. In: 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. and STERN, P. (2001). An Analysis of Course Evaluation Instruments and the Administration of Course Evaluations. In: 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. In: 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. and SIDKY, R. (1999). Capturing the Heterogeneity of Consumers' Preferences with Repeat Paired Comparisons: Models, Data and Sample Size Requirements. In: 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. and SIDKY, R. (1999). Capturing the Heterogeneity of Consumers' Preferences with Repeat Paired Comparisons: Models, Data and Sample Size Requirements. In: Workshop on Advanced Methods of Marketing Research, November 4-5, Erasmus University Rotterdam.

BEMMAOR, A.C. and LEE, J. (1999). Assessing the Impact of Unobserved Heterogeneity in Models of Diffusion of Technological Innovations: Parameter Estimates and Forecasting Accuracy. In: Marketing Science Conference, Syracuse University School of Management, May 20-23. Syracuse.

BEMMAOR, A.C. and LEE, J. (1999). Assessing the Impact of Unobserved Heterogeneity in Models of Diffusion of Technological Innovations: Parameter Estimates and Forecasting Accuracy. In: ESSEC/HEC/INSEAD seminar, INSEAD, October 14. Fontainebleau.

BEMMAOR, A.C. and WAGNER, U. (1996). Capturing Chance Effects in Pairwise Product Tests: A Stochastic Model for Preference Ratings. In: 20th Annual Conference on Classification, Data Analysis and Knowledge Organization, March 6-8, University of Freiburg, Germany.

BEMMAOR, A.C. and WAGNER, U. (1996). Estimating Preferences from Ratings in Single and Multiple Paired Comparison Product Tests. In: First French-German Workshop on Quantitative Methods in Marketing, May 1-3, Humboldt University. Berlin.

BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. and XUEREB, J.M. (1996). How Grounded Are Purchase Intent Measures? In: Institute of Management, University of Vienna, June 26, (also presented at the ESSEC/HEC/INSEAD seminar), December 17, 1996.

BEMMAOR, A.C., GROS, G. and JEULAND, A.P. (1995). Forecasting the Dynamics of the Sales of New Packaged Goods. In: 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. In: ESSEC/HEC/INSEAD Seminar, Cergy-Pontoise, December 12.

BEMMAOR, A.C. and KRYCHA, K. (1995). Predicting Whether and When to Buy from Intents Data: Interaction versus Additive Models. In: 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). In: 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. and JEULAND, A.P. (1992). Forecasting Sales for New Packaged Goods: Estimation from Early Household-level Purchase Data. In: Marketing Science Conference, London, July 12-15.

BEMMAOR, A.C. (1992). One-sidedness of Marketing Premises: The Case of Diffusion of Innovations. In: Conference on Research Traditions in Marketing, EIASM, Brussels, January 9-10.

BEMMAOR, A.C. (1992). The Car Challenge. In: Marketing Science Conference, London, July 12-15.

BEMMAOR, A.C. (1992). Théorie de l'adoption stochastique des innovations. In: EDHEC, Lille, April 9.

BEMMAOR, A.C. (1992). Théorie de l'adoption stochastique des innovations. In: FUCaM, Mons, Belgium, March 11.

BEMMAOR, A.C., GROS, G., JEULAND, A.P. and PIOCHE, A. (1991). A Dynamic Sales Forecasting Model for New Packaged Goods. In: Marketing Science Conference, Wilmington, DE, March 20-23.

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

BEMMAOR, A.C. (1990). Identifying the Mixing Density of Poisson Purchases. In: 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. In: Séminaire ESSEC/HEC/INSEAD, Fontainebleau, January 26.

BEMMAOR, A.C. and GROS, G. (1988). A Mixed Poisson Model of Purchase Timing with Explanatory Variables. In: 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. and GROS, G. (1988). Estimating Missing Purchases in Consumer Scanner Panels: Empirical Versus Parametric Methods. In: Marketing Science Conference, Seattle, WA. March 24-26.

BEMMAOR, A.C., LEHMANN, D.R. and REIBSTEIN, D.J. (1988). Stochastic Choice and Brand Structure. In: 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. In: 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. In: 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. In: ESSEC/HEC/INSEAD Seminar, May 15. Fontainebleau.

BEMMAOR, A.C. (1986). A First-Purchase and Replacement Sales Model for Consumer Durables. In: 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. In: ESSEC/HEC/INSEAD Seminar, December 4. Fontainebleau.

SCHMITTLEIN, D.C., BEMMAOR, A.C. and MORRISON, D.G. (1982). A Probability Model for Brand Choice and Product Class Purchase. In: 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. In: 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. In: 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. In: TIMS/ORSA/MIT/ESSEC Conference. Cergy, June.

BEMMAOR, A.C. (1977). An Empirical Investigation of Purchase Timing, Stochastic Brand Choice and Consumer Dynamics. In: 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).

Prefaces of a journal

BEMMAOR, A.C. and 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.

Working Papers

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. and 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. and 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. and 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. and 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. and 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.

Book reviews

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.

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

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

Ad-hoc reviewer for :

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 of a conference

2014	Co-organizer (with H. Plassman, S. Atalay and F. Sotgiu) of the 35th Anniversary of the ESSEC/HEC/INSEAD seminar, France
2007	Co-organizer of the Third German-French-Austrian Conference on Quantitative Marketing (with L. Hildebrandt and U. Wagner), ESSEC Business School, France
2007	Co-organizer of the Ninth Seminar on Transportation, entitled "Discrete Choice Models: Applications to Marketing and to Transportation" (with A. de Palma and N. Picard), Cergy-Pontoise, ESSEC Business School, France
2004	Co-organizer of the 25th Anniversary of the ESSEC/HEC/INSEAD seminar, Cergy-Pontoise (March 4, 2004), with G. Laurent and M. Sarvary, France
2003	Co-organizer of a conference on "Bridging the Gap Between Marketing Models and Managers", Erasmus University Rotterdam, The Netherlands, with P. H. Franses.
Since 1980	Co-organizer of the ESSEC/HEC/INSEAD Annual Seminar

Affiliations

Since 1980	Member of Association Française du Marketing (AFM)
Since 1978	Member of the Institute for Operations Research and the Management Sciences (INFORMS)
Since 1976	Member of the Econometric Society
Since 1976	Member of the American Statistical Association (ASA)
Since 1976	Member of the Institute of Mathematical Statistics (IMS)

PhD Supervision

2024	X. CHUANQI, Thesis referee
2016	Mehdi NEZAMI (HEC Paris), Thesis referee, First Placement: Postdoctoral Research Fellow - U. of Illinois at Urbana-Champaign
2016	Shantanu MULLICK (ESSEC Business School), Thesis co-director, First Placement: Assistant Professor - Technical University Eindhoven
2014	Li ZHENG (ESSEC Business School), Thesis director, First Placement: Senior Research Fellow - Leeds University Business School
2011	Yuri PEERS (Erasmus University Rotterdam), Thesis referee, First Placement: Postdoctoral Fellow - Waikato Management School, New Zealand
2006	Niek ALTHUIZEN (Erasmus University Rotterdam), Thesis referee, First Placement: Assistant Professor - ESSEC Business School
1997	Katia CAMPO (Antwerp Management School), Thesis referee, First Placement: Assistant Professor - K.U. Leuven, Belgium

Other research activities

2004 - 2005	Listed in the Marquis Who's Who in American Education, 6th Edition
Since 2003	Reviewer of research proposals submitted to the Belgian National Foundation of Scientific Research (F.R.S.-F.N.R.S.)
Since 2002	Reviewer of research proposals submitted to the Belgian Research Foundation - Flanders (Fonds voor wetenschappelijk onderzoek: FWO)
Since 2001	Reviewer of research proposals submitted to the Swiss National Science Foundation (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	Member of the Scientific Committee of Recherche et Applications en Marketing

TEACHING EXPERIENCE

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

2007	Marketing Models, ESSEC Business School, France
2007	Introductory statistics, 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	Decision-making in marketing, ESSEC Business School, France
1980	Marketing Research, ESSEC Business School, France
1980	Consumer Behavior, ESSEC Business School, France
1980	Advertising, 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

PROFESSIONAL ACTIVITIES

Consulting

1988 - Present	Consultant to leading market research firms (1988-, 2005-), and to a leading service firm (1994), France