

## VITA

2/25/2011

### **Dr. Rick L. Andrews**

Deputy Dean, Lerner College of Business & Economics  
Chair, Department of Business Administration  
Professor of Marketing

### **Business Address**

Department of Business Administration  
237 Alfred Lerner Hall  
University of Delaware  
Newark, DE 19716  
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### **Education**

DOCTOR OF PHILOSOPHY, 1992	Virginia Tech Major Field: Marketing Minor Field: Econometrics/Statistics
MASTER OF BUSINESS ADMINISTRATION, 1988	Radford University
BACHELOR OF SCIENCE, 1987	Radford University Major Field: Marketing Minor Field: Mathematics

### **Research Interests**

Modeling consumers' perceptions, preferences, and choices  
Retail scanner data modeling and analysis  
Time series analysis and forecasting  
Hierarchical Linear Models  
Consumer decision making  
Quantitative methods in marketing research  
Research design and methodology

## Journal Articles

1. Andrews, Rick L., Imran S. Currim, and Peter Leeflang (2011), "A Comparison of Sales Response Predictions from Demand Models Applied to Store-Level vs. Panel Data," Journal of Business & Economic Statistics, 29 (April), 319-326.
2. Herzenstein, Michal, Utpal M. Dholakia, and Rick L. Andrews (2011), "A Study of Strategic Herding Behavior in Peer-to-Peer Loan Auctions," Journal of Interactive Marketing, 25 (February), 27-36.
3. Andrews, Rick L., Michael J. Brusco, Imran S. Currim, and Brennan Davis (2010), "An Empirical Comparison of Methods for Clustering Problems: Are There Benefits from Having a Statistical Model?" Review of Marketing Science, 8 (Article 3). Available at: <http://www.bepress.com/romsjournal/vol8/iss1/art3>.
4. Andrews, Rick L., Michael J. Brusco, and Imran S. Currim (2010), "Amalgamation of Partitions from Multiple Segmentation Bases: A Comparison of Non-Model-Based and Model-Based Methods," European Journal of Operational Research, 201 (March), 608-618.
5. Andrews, Rick L. and Imran S. Currim (2009), "Multi-Stage Purchase Decision Models: Accommodating Response Heterogeneity, Common Demand Shocks, and Endogeneity using Disaggregate Data," International Journal of Research in Marketing, 26 (September), 197-206.
6. Andrews, Rick L., Andrew Ainslie, and Imran S. Currim (2008), "On the Recovery of Choice Behaviors with Random Coefficients Choice Models in the Context of Limited Data and Unobserved Effects," Management Science, 54 (1), 83-99.
7. Andrews, Rick L., Imran S. Currim, and Peter Leeflang (2008), "Estimating the SCAN\*PRO Model of Store Sales: HB, FM or just OLS?" International Journal of Research in Marketing, 25 (March), 22-33.
8. Lim, Jooseop, Imran S. Currim, and Rick L. Andrews (2005), "Consumer Heterogeneity in the Longer-Term Effects of Price Promotions," International Journal of Research in Marketing, 22 (December), 441-457.
9. Andrews, Rick L. and Imran S. Currim (2005), "An Experimental Investigation of Scanner Data Preparation Strategies for Consumer Choice Models," International Journal of Research in Marketing, 22 (September), 319-331.
10. Andrews, Rick L. and Imran S. Currim (2004), "Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy," International Journal of Internet Marketing and Advertising, 1 (1), 38-61.

11. Franke, George R. and Rick L. Andrews (2003), "Comment on 'The Economics of Tobacco Advertising: Spending, Demand, and the Effects of Bans,'" International Journal of Advertising, 22, (4), 461-468.
12. Andrews, Rick L. and Imran S. Currim (2003), "Retention of Latent Segments in Regression-Based Marketing Models," International Journal of Research in Marketing, 20 (December), 315-321.
13. Swait, Joffre and Rick L. Andrews (2003), "Enriching Scanner Panel Models with Choice Experiments," Marketing Science, 22 (Fall), 442-460.
14. Andrews, Rick L. and Imran S. Currim (2003), "Recovering and Profiling the True Segmentation Structure in Markets: An Empirical Investigation," International Journal of Research in Marketing, 20 (June), 177-192.
15. Andrews, Rick L. and Imran S. Currim (2003), "A Comparison of Segment Retention Criteria for Finite Mixture Logit Models," Journal of Marketing Research, 40 (May), 235-243.
16. Andrews, Rick L., Andrew Ainslie, and Imran S. Currim (2002), "An Empirical Comparison of Logit Choice Models with Discrete Versus Continuous Representations of Heterogeneity," Journal of Marketing Research, 39 (November), 479-487.
17. Elrod, Terry, Gary J. Russell, Allan D. Shocker, Rick L. Andrews, Lynd Bacon, Barry L. Bayus, J. Douglas Carroll, Richard M. Johnson, Wagner A. Kamakura, Peter Lenk, Josef A. Mazanec, Vithala R. Rao, and Venkatesh Shankar (2002), "Inferring Market Structure from Customer Response to Competing and Complementary Products," Marketing Letters, 13 (August), 221-232.
18. Andrews, Rick L. and Imran S. Currim (2002), "Identifying Segments with Identical Choice Behaviors across Product Categories: An Intercategory Logit Mixture Model," International Journal of Research in Marketing, 19 (March), 65-79.
19. Andrews, Rick L., Asim Ansari, and Imran S. Currim (2002), "Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery," Journal of Marketing Research, 39 (February), 87-98.
20. Abramson, Charles, Rick L. Andrews, Imran S. Currim, and Morgan Jones (2000), "Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice," Journal of Marketing Research, 37 (November), 410-426.
21. Andrews, Rick L. and Ajay K. Manrai, (1999) "MDS Maps for Product Attributes and Market Response: An Application to Scanner Panel Data," Marketing Science, 18 (4), 584-604.

22. Iyer, Sridhar and Rick L. Andrews (1999), "Forecasting with Latent Structure Time Series Models: An Application to Nominal Interest Rates," Journal of Forecasting, 18 (November), 395-409.
23. Andrews, Rick L. and Ajay K. Manrai (1998), "Feature-Based Elimination: Model and Empirical Comparison," European Journal of Operational Research, 111 (December), 248-267.
24. Manrai, Ajay K. and Rick L. Andrews (1998), "Two-Stage Discrete Choice Models for Scanner Panel Data: An Assessment of Process and Assumptions," European Journal of Operational Research, 111 (December), 193-215.
25. Andrews, Rick L. and Ajay K. Manrai (1998), "Simulation Experiments in Choice Simplification: The Effects of Task and Context on Forecasting Performance," Journal of Marketing Research, 35 (May), 198-209.
26. Andrews, Rick L. and George R. Franke (1996), "Dynamics of Aggregate Response Sensitivities to Marketing Mix Variables," Journal of Business Research, 36 (June), 145-156.
27. Andrews, Rick L. and T.C. Srinivasan (1995), "Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data," Journal of Marketing Research, 32 (February), 30-41.
28. Andrews, Rick L. (1994), "Forecasting Performance of Structural Time Series Models," Journal of Business & Economic Statistics, 12 (January), 129-34.
29. Andrews, Rick L. (1992), "Economics of Information and Heterogeneous Products," Journal of Economic Psychology, 13 (September), 399-420.
30. Andrews, Rick L. and George R. Franke (1991), "The Determinants of Cigarette Consumption: A Meta-Analysis," Journal of Public Policy & Marketing, 10 (No. 1), 81-100.

### **Book Reviews**

Andrews, Rick L. (2002), "Review of Hanssens, Parsons, and Schultz's 'Market Response Models: Econometric and Time Series Analysis,' 2nd ed., Journal of Marketing Research, 39 (August), 387-388.

Andrews, Rick L. (1996), "Causal Analysis with Panel Data," Journal of Marketing Research, 33 (August), 376-377.

## **Presentations with Proceedings**

Andrews, Rick L. (1990), "How Optimal Is Consumer Search?" (abstract) in AMA Educators' Proceedings, William Bearden et al., eds. Chicago: American Marketing Association, 81.

Andrews, Rick L. and George R. Franke (1990), "Time-Varying Elasticities of U.S. Cigarette Demand, 1933-1987," (abstract) in AMA Educators' Proceedings, William Bearden et al., eds. Chicago: American Marketing Association, 393.

## **Other Presentations**

"The Democratization of Personal Consumer Loans? Determinants of Success in Online Peer-to-Peer Loan Auctions," Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 4-6, 2009.

"Modeling Latent Effects with Scanner Panel Data," Marketing Science Conference, University of Pittsburgh, Pittsburgh, PA, June 8-10, 2006.

"Hierarchical Bayes vs. Finite Mixture Estimation," Marketing Science Conference, University of Alberta, Edmonton, Canada, June 27-30, 2002.

"An Empirical Comparison of Logit Choice Models with Discrete vs. Continuous Representations of Heterogeneity," research grant presentation, Department of Business Administration, University of Delaware, 2002.

"Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery," research grant presentation, Department of Business Administration, University of Delaware, 2001.

"Inferring Market Structure from Customer Response to Competing and Complementary Products," Berkeley Invitational Choice Symposium, Monterey, California, June 1-5, 2001.

"Identifying Segments with Identical Choice Behaviors across Product Categories: An Intercategory Logit Mixture Model," University of Missouri, July 25, 2001.

"Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy," Marketing Science Conference, UCLA, Los Angeles, California, 2000.

"Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy," invited presentation, University of California, Irvine, California, 2000.

"Feature Based Screening: Model and Empirical Comparison," Marketing Science Conference, University of Arizona, Tucson, Arizona, 1995.

“Consideration Sets in Choice Models Applied to Scanner Panel Data,” invited presentation, Department of Economics, University of Delaware, 1994

“The Determinants of Cigarette Consumption: A Meta-Analysis,” Marketing and Public Policy Conference, Washington, D.C., 1991.

### **Teaching Interests**

Marketing Research  
Pricing and Promotion Analysis  
New Product Development  
Marketing Models  
Marketing Management  
Quantitative Methods in Marketing

### **Teaching Experience**

Marketing Research, undergraduate and MBA level  
New Product Development and Pricing, undergraduate and MBA level  
Multivariate Data Analysis, PhD level  
Marketing Tools, undergraduate and MBA level  
Marketing Management  
Technological Problem Solving  
Problem Solving Project Management  
Business Consulting Practicum (MBA level)

### **Service Related Activities**

#### **Louisiana State University:**

Promotion and Tenure Committee, 2005-2006  
Head of PhD Program, 2004-2006  
Policy Committee, 2003-2004

#### **University of Delaware:**

Deputy Dean, Lerner College of Business & Economics, 2009-  
Chair, Department of Business Administration, 2007-  
Acting Department Chair, 2006-2007  
Head of Marketing Area, 2000-2001  
Chair of Marketing Search Committee, 1997  
Marketing Search Committee, 1993-2000  
Management Search Committee, 1998  
MBA committee, 2000-2001  
College of Business and Economics Promotion and Tenure Committee, 1999-2001  
Faculty Senate, 1998-1999

### **Professional involvement:**

Editorial Review Board: Marketing Science  
Reviewer: Journal of Marketing Research  
Reviewer: Management Science  
Reviewer: Journal of Consumer Research  
Reviewer: Marketing Letters  
Reviewer: International Journal of Research in Marketing  
Reviewer: Journal of Forecasting  
Reviewer: Journal of Retailing  
Reviewer: Journal of Advertising  
Reviewer: Journal of Business Research  
Reviewer: International Journal of Forecasting  
Reviewer: European Journal of Operational Research

### **Professional Experience**

FALL 2006--	Professor, University of Delaware
FALL 2003-SUMMER 2006	Robert S. Greer, Sr., Professor of Business Administration, Louisiana State University
FALL 1998-SUMMER 2003	Associate Professor with Tenure, University of Delaware
FALL 1992-SUMMER 1998	Assistant Professor, University of Delaware
1988-1991	Instructor, Department of Marketing, Virginia Tech
SUMMER 1989	Consultant, Virginia State Lottery
1981-1992	The Kroger Company

### **Honors, Awards, and Grants**

Summer Research Grant, University of Delaware, 2002.  
Invitational Choice Symposium, University of California, Berkeley, 2001.  
Summer Research Grant, University of Delaware, 2001.  
Summer Research Grant, University of Delaware, 2000.  
Continuing Excellence in Research After Tenure (CERT) Grant, 1999.  
Nominated for College of Business & Economics Research Award, 1996  
One of 3 nominees for best paper award from volumes 10-12 of Journal of Public Policy & Marketing  
General University Research (GUR) Grant, University of Delaware, 1994  
Cunningham Dissertation Fellow, one of eight at VPI&SU, 1991-2  
AMA Doctoral Consortium Fellow, 1991  
Outstanding Graduate Student, College of Business, Radford University, 1988  
*Summa Cum Laude*, all degrees  
Radford Foundation Scholarship, Radford University, 1985

### **Professional Associations**

American Marketing Association  
INFORMS