

WILLIAM R. DILLON
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EDUCATION

- Ph.D., City University of New York, June 1976.
Major Areas: Marketing
Statistics
Dissertation: "Classification Problems in Marketing: The Case of Qualitative and/or Categorical Data"
- M.B.A., Bernard M. Baruch College of the City University of New York,
June 1973.
Major Areas: Economics
Statistics
- B.A., Hunter College of the City University of New York,
August 1970.
Major: Economics

ACADEMIC EXPERIENCE

- 1996-Present Senior Associate Dean for Academic Affairs
Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275
- 1994-Present Herman W. Lay Professor of Marketing
and Professor of Statistics
Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275
- 1993-1994 Associate Dean, Academic Affairs
College of Business Administration
University of South Carolina
Columbia, SC 29208
- 1987-1993 Arthur M. Williams, Jr. Professor
Distinguished Faculty Fellow
Division of Marketing
College of Business Administration
University of South Carolina
Columbia, SC 29208
- 1986-1988 Adjunct Professor
Columbia University
Graduate School of Business
Uris Hall
New York, NY 10027

1985-1987	Lippert Distinguished Professor of Marketing Department of Marketing Bernard M. Baruch College City University of New York New York, NY 10010
1984	Professor Department of Marketing School of Management University of Massachusetts at Amherst Amherst, MA 01003
1979-1983	Associate Professor Department of Marketing School of Management University of Massachusetts at Amherst Amherst, MA 01003
1976-1978	Assistant Professor Department of Marketing School of Management University of Massachusetts at Amherst Amherst, MA 01003

MAJOR RESEARCH AWARDS

2003 Paul Green Award Finalist: “Incorporating Latent Variables in Discrete Choice Models: Alternative Approaches and Relative Performance.”

2002 Paul Green Award Winner: “Understand the Role of Brand Specific Associations and General Brand Impressions In Customer-Based Bradn Equity.”

This award is given each year to the paper published in the *Journal of Marketing Research* during the previous year that had the most potential to contribute significantly to the practice of marketing research and research in marketing.

RESEARCH PRODUCTIVITY RECOGNITION

For the 25 year period, 1982-2006, he was ranked 17th in the world in terms of the number of publications appearing in the *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of Consumer Research*.

Source: “What Does It Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in theLeading Marketing Journals” *Journal of Marketing*, (January, 2009), Vol. 73, pp. 122-132.

UNIVERSITY TEACHING AWARDS

2016 Altshuler Distinguished Teaching Award

SCHOOL TEACHING AWARDS

2013 Boghetich Teaching Award

2007-2008 MBA Outstanding Teaching Award

2003 MBA Outstanding Teaching Award

PUBLICATIONS

Books

1. *Essentials of Marketing Research* (with T. Madden and N. Firtle), Homewood, IL: Irwin, 1993.
2. *Marketing Research in a Marketing Environment* (with T. Madden and N. Firtle), Homewood, IL: Irwin, Third Edition, 1993.
3. *Multivariate Analysis: Methods and Applications* (with M. Goldstein), New York: John Wiley and Sons, Inc., 1984. Second Edition in preparation.
4. *Discrete Discriminant Analysis* (with M. Goldstein), New York: John Wiley and Sons, Inc., 1978.

Journal Articles

1. “Investigating Product Assortment in Technology Enabled Sales Platforms,” *Journal of Interactive Marketing*, co-authored with Jacquelyn Thomas, Richard Briesch and Sandy Jap, (2020), conditionally accepted.
2. “A State-Space Approach for Structural Equation Model with Time Series Cross-Sectional Data,” *Structural Equation Modeling: A Multidisciplinary Journal*, coauthored with Joonwook Park and Seokoo Lee, (2019), Vol. 26 No. 2, pp. 236-259.
3. “Results on Parameter Recovery of Two Approaches to Structural Equation Modeling Under Model Misspecification”, *Frontiers in Psychology: Quantitative Psychology and Measurement*, co-authored with Sunho Jung, Jorg Henseler, Kwanghee and Heungsum Hwang, (March 2018), manuscript id: 378023, pp. 1-24.
4. “A New Bayesian Spatial Model for Brand Positioning,” *Journal of Marketing Modeling*, co-authored with Joonwook Park, Seokoo Lee, Priyali Rajagopal, Wayne DeSarbo and Seoil Chaiy, (2017) Vol. 12, No. 3 pp. 404-431.

5. "Category Positioning and Store Choice: The Role of Destination Categories," *Marketing Science*, coauthored with Richard A. Briesch and Edward J. Fox, (May-June 2013), Vol. 32 No. 3 pp.488-509.
6. "Accounting for Individual Differences in Multiple Correspondence Analysis." *Multivariate Behavioral Research*, co-authored with Heungsun Hwang, (January-February 2010), 45, 1, pp. 186-208.
7. "Fuzzy Cluster Multiple Correspondence Analysis." *Behaviormetrika*, co-authored with Heungsun Hwang, (December 2010), 37 2, pp. 12-21.
8. "Students' Evaluation of Teaching: Concerns of Item Diagnosticity." *Journal of Marketing Education*, co-authored with Thomas Madden and R. L. Leak, (December 2010), 32, 3, pp. 264-274.
9. "Treating Zero Brand Sales in Choice Models: Consequences and Potential Remedies." *Journal of Marketing Research*, co-authored with Richard Briesch, and Robert Blattberg (October 2008), 45, 5, pp. 618-632.
10. "An Extension of Multiple Correspondence Analysis for Capturing Unobserved Respondent Heterogeneity." *Psychometrika*, co-authored with Heungsun Hwang and Yoshio Takane (March 2006), 71, 1, pp. 161-171.
11. "Incorporating Latent Variables in Discrete Choice Models: Alternative Approaches and Relative Performance" – *Journal of Marketing Research*, (February 2002), 39, pp. 31-46.
Finalist for the 2002 Paul E. Green award given to the article that makes the most significant contribution to the theory and practice of marketing research.
12. "Understanding the Role of Brand-Specific Associations and General Brand Impressions in Customer-Based Brand Equity"- *Journal of Marketing Research*, (November 2001), 38, pp. 415-429.
Winner of the 2001 Paul E. Green award given to the article that makes the most significant contribution to the theory and practice of marketing research.
13. "Intelligent Data Mining for Customer Relationship Management," Australian Journal of Intelligent Information Processing Systems, co-authored with K.WI Wong , B. Griner and T.D. Gedeon (Autumn/Winter 2001) Volume 7, No. 12, pp. 39-45.
14. "Inferring Latent Brand Dependencies," *Journal of Marketing Research*, co-authored with Ulf Bockenholt (February 2000), 37, pp. 72-87.
15. "Good Science: Use Structural Equation Models to Decipher Complex Customer Relationships," *Marketing Research*, co-authored with John B. White, Doug Filak, and Vithala R. Rao, (Winter 1997), 9, No. 4, pp. 22-31.

16. "Modeling Within-Subject Dependencies in Ordinal Paired Comparison Data," *Psychometrika*, co-authored with Ulf Bockenholt, 62 (September 1997), No. 3, pp. 441-434.
17. "Some New Methods for an Old Problem: Modeling Preference Changes and Competitive Market Structures in Pre-Test Market Data," *Journal of Marketing Research*, co-authored with Ulf Bockenholt, (February 1997), pp. 130-142.
18. "A Segment-Level Model of Category Volume and Brand Choice," *Marketing Science*, co-authored with Sunil Gupta, (1996), 15, No.1, pp. 38-59.
19. "Issues in the Estimation and Application of Latent Structure Models of Choice," *Marketing Letters*, co-authored project, (1994. 5:4), pp. 323-334.
20. "Capturing Individual Differences in Paired Comparisons: An Extended BTL Model Incorporating Descriptor Variables," *Journal of Marketing Research*, co-authored with A. Kumar and Melinda Smith de Borrero, (February 1993).
21. "An Integrated Look at the Use of Additive and Multiplicative Covariance Structure Models in the Analysis of MTMM Data," *Journal of Marketing Research*, co-authored with A. Kumar, (February 1992), pp. 51-64.
22. "On the Use of Confirmatory Measurement Models in the Analysis of Multiple-Informant Reports," (with A. Kumar), *Journal of Marketing Research* (February 1990), pp. 102-111.
23. "On the Use of Component Scores in the Presences of Group Structure," (with N. Mulani and D. Frederick), *Journal of Consumer Research* (June 1989), pp. 106-112.
24. "Some Results on the Behavior of Alternative Covariance Structure Estimation Procedures in the Presence of Non-Normal Data," (with S. Sharma and S. Durvasula), *Journal of Marketing Research* (May 1989), pp. 214-221.
25. "LADI: A Latent Discriminant Model for Analyzing Marketing Research Data," (with N. Mulani), *Journal of Marketing Research* (February 1989), pp. 15-29.
26. "Understanding Market Characteristics from Aggregated Brand Switching Data by the Method of Spectral Decomposition," (with R. Grover), *International Journal of Research in Marketing*, 5 (1988), pp. 77-89.
27. "Constrained Discrimination Via MDI Estimation: The Use of Additional Information in Segmentation Analysis," (with A. Kumar), *Journal of Marketing Research* (November 1987).
28. "Some Further Remarks on Measurement/Structure Interaction and Unidimensionality of Constructs," (with A. Kumar), *Journal of Marketing Research* (November 1987).

29. "The Interaction of Measurement and Structure in Simultaneous Equation Models with Unobservable Variables," (with A. Kumar), *Journal of Marketing Research*, 24 (February 1987), pp. 98-105.
30. "Offending Estimates in Covariance Structure Analysis: Comments on the causes of and Solutions to Heywood Cases," (with A. Kumar and N. Mulani), *Psychological Bulletin*, 101, No. 1, pp. 126-135.
31. "Evaluative Alternative Product Positioning Strategies," (with T. Domzal and T. Madden), *Journal of Advertising Research* (August/September 1986), pp. 29-35.
32. "A Confirmatory Methodology for Hierarchical Market Structure Analysis," (with R. Grover), *Marketing Science* (Fall 1985), pp. 312-333.
33. "Attitude Organization and the Attitude-Behavior Relationship: A Critique of Bagozzi and Burnkrant's Reanalysis of Fishbein and Ajzen," (with Ajith Kumar), *Journal of Personality and Social Psychology* (July 1985), pp. 33-46.
34. "Issues Involved in Building Product Spaces with Compositional Multiattribute Models," (with D. Frederick and V. Tangpanichdee), *Journal of Consumer Research* (June 1985), pp. 47-63.
35. "The Impact of Negative Network News: An Experimental Analysis," (with M. Weinberger and C. Allen), *Journalism Quarterly* (Summer 1984).
36. "Removing Perceptual Distortions in Product Space Analysis: A Research Note," (with N. Mulani and D. Frederick), *Journal of Marketing Research*, 21 (May 1984), pp. 1845-193.
37. "A Probabilistic Latent Class Model for Assessing Inter-Judge Reliability," (with N. Mulani), *Multivariate Behavioral Research*, 19 (1984), pp. 438-458.
38. "Neighborhood Influence on Travel Behavior and Availability Constraints," (with J. Naroff and T. Madden), *Environment and Planning A*, 16 (1984), pp. 33-47.
39. "Analyzing Sequential Categorical Data on Dyadic Interaction: A Latent Structure Approach," (with T. Madden and A. Kumar), *Psychological Bulletin*, 94, No. 3 (November 1983), pp. 564-583.
40. "Scaling Models for Categorical Variables: An Application of Latent Structure Models to Likert Type Items and the Analysis of Multi-Trait, Multi-Method Data," (With T. Madden and N. Mulani), *Journal of Consumer Research*, (September 1983), pp. 209-224.
41. "Intensive Growth Strategies: A Closer Examination," (with P. Varadarajan), *Journal of Business Research*, 10, No. 4 (December 1982), pp. 503-522.

42. "Causal Analysis and Latent Class Models: An Application to a Communication Hierarchy of Effects Model," (with T. J. Madden), *Journal of Marketing Research*, 19 (November 1982), pp. 472-490.
43. "A Note on Accounting for Sources of Variation in Perceptual Maps," (with D. G. Frederick and V. Tangpanichdee), *Journal of Marketing Research*, 19 (August 1982), pp. 302-311.
44. "Scoring Frequency Data for Discriminant Analysis: Perhaps Discrete Procedures Can Be Avoided?" (with S. Westin), *Journal of Marketing Research* (February 1982), pp. 44-56.
45. "The Influence of Subcultural and Personality Factors on Consumer Acculturation," (with L. Schiffman and F. Ngumah), *Journal of International Business* (Fall 1981), pp. 137-143.
46. "Competitive Position Effects and Market Share: An Exploratory Investigation," (with P. Varadarajan), *Journal of Business Research*, 9, No. 1 (March 1981), pp. 49-64.
47. "Analyzing Qualitative Predictors with Too Few Data: An Alternative Approach to Handling Sparse Cell Values," (with M. Goldstein and L. Lement), *Journal of Marketing Research*, 17 (February 1981), pp. 63-72.
48. "The Impact of Negative Marketing Communications: The Consumers Union/Chrysler Controversy," (with M. G. Weinberger and C. T. Allen), *Journal of Advertising*, 10, (No. 4 (1981), pp. 20-28.
49. "A Measure of Separability and Random Zeros in Statistical Classification," (with M. Goldstein), *Multivariate Behavioral Research*, 5 (January 1980), pp. 57-71.
50. "The New Product Problem: An Approach for Investigating Product Failures," (with R. Calantone and P. Worthing), *Management Science*, 5, No. 12 (December 1979), pp. 1184-1196.
51. "Analyzing Large Multiway Contingency Tables: A Simple Method for Selecting Variables," *Journal of Marketing* (Fall 1979), pp. 92-102.
52. "The Performance of the Linear Discriminant Function in Non-Optimal Situations and the Estimation of Classification Error Rates: A Review of Recent Findings," *Journal of Marketing Research* (August 1979), pp. 370-381.
53. "On the Appropriateness of Linear Discriminant and Multinomial Classification Analysis in Marketing Research," (with M. Goldstein and L. Schiffman), *Journal of Marketing Research*, 15 (February 1978), pp. 103-112.
54. "On the Performance of Some Multinomial Classification Rules," (with M. Goldstein), *Journal of the American Statistical Association*, 73 (June 1978), pp. 305-313.

55. "The Contribution of Store Image Characteristics to Store-Type Choice," (with L. Schiffman and J. Dash), *Journal of Retailing*, 52, No. 2 (Summer 1977), pp. 3-14.
56. "Marketing Information System Utilization: An Application of Self Concept Theory," (with C. Schewe), *Journal of Business Research*, 6 (January 1978), pp. 67-79.
57. "A Stepwise Discrete Variable Selection Procedure," (with M. Goldstein), *Communications in Statistics*, A6(14) (1977), pp. 1423-1436.
58. "On a Test of Independence for Contingency Tables," (with M. Goldstein and E. Wolf), *Communications in Statistics*, A5(2) (1976), pp. 159-169.

Computer Software Published

1. "CANDI: A Program to Provide a Canonical Representation of Distance Scores," (with S. Westin), *Journal of Marketing Research* (November 1979), pp. 559-560.
2. "VARSEL: A Discrete Variable Selection Procedure," (with M. Goldstein), *Journal of Marketing Research*, 14 (August 1977), pp. 410-414.

Chapters in Books

1. "Latent Class and Finite Mixture Models", *Encyclopedia of Marketing*, Wiley International, 2010, forthcoming.
2. "Market Segmentation," (with Soumen Mukherjee), *Handbook of Market Research*, Sage Publications, 2006, pp. 523-545.
3. "Latent Class Models in Marketing," (with Ajith Kumar), in *Handbook of Marketing Research* (Editor: Richard Bagozzi), New York: Blackwell Publishing, 1994.
4. "Analyzing Sequential Categorical Data on Dyadic Interaction," (with Ajith Kumar), in *Dyadic Decision Making* (Editors: Dr. David Brinberg and Dr. James Jaccard), New York: Springer-Verlag, 1989, pp. 104-116.
5. "Building Consumer Behavior Models with LISREL: Issues in Applications," (Editors: Dr. David Brinberg and Dr. Richard Lutz), in *Methodological Innovations in Consumer Behavior*, New York: Springer-Verlag, 1986, pp. 107-154.
6. "Construct Validity of Attitude-Toward-the-Ad: An Assessment of Convergent Discriminant Dimensions," (with T. J. Madden and J. L. Twible), in *Advertising and Consumer Psychology*, New York: Praeger, 1984.

Published Proceedings

1. "Some Further Applications of UnMixing Models," 1991 American Marketing Association, A/R/T Forum, Beaver Creek: Colorado (June 1991).
2. "UnMixing Models for Analyzing Marketing Research," 1990 American Marketing Association, A/R/T Forum, Beaver Creek: Colorado (June 1991).
3. "Self-Perception Development and Consumer Choice Criteria: Is There a Linkage?" (with C. Allen), 1982 Proceedings of the Association for Consumer Research (October 1982), pp. 45-50.
4. "Modeling Trait Response Error in the Context of a Multitrait Multimethod Matrix: Scaling Models for Discrete Items," (with T. Madden), 1982 Proceedings for the Association of Consumer Research (October 1982), pp. 115-120.
5. "Discriminant Analysis: The Case of Correlated Predictors," (with T. Madden), 1981 Proceedings of the Southern Marketing Association (November 1981).
6. "An Approach to Measuring Thought Patterns and Gauging Causal Schemata," (with C. Allen, M. Weinberger, and T. Madden), 1981 Proceedings of the Association for Consumer Research (October 1981, pp. 281-286).
7. "Collapsibility in Contingency Table Analysis: A Neglected Issue," (with D. Frederick and C. Tangpanichdee), 1981 Combined Proceedings (Washington: American Marketing Association) (August 1981), pp. 374-379.
8. "Assessing Group Conformity: A Test of an Individualized Measurement Approach," (with S. Garfunkel, L. Schiffman, and T. Madden), 1981 Educators' Conference Proceedings - The Changing Marketing Environment: New Theories and Applications (Chicago: American Marketing Association) (August 1981), pp. 229-232.
9. "Techniques and Methods in Discrete Discriminant Analysis," (with M. Goldstein), 1980 Proceedings of the American Institute for Decision Sciences (November 1980).
10. "Investigating Causal Systems with Qualitative Variables: Goodman's Wonderful World of Logits," 1980 Proceedings of the Association for Consumer Research (October 1980), pp. 209-219.
11. "Negative Information: Perspectives and Research Directions," (with M. Weinberger and C. Allen), 1980 Proceedings of the Association for Consumer Research (October 1980), pp. 398-404.

12. "Categorical Segmentation: An Empirical Evaluation of Several Methods for Selecting Profile Descriptors," (with L. Lement and T. Madden), 1980 Combined Proceedings (Chicago: American Marketing Association) (August 1980), pp. 402-406.
13. "Individualized Consumer Conformity: An Empirical Measure," (with S. Garfunkel and L. Schiffman), 1979 Combined Proceedings (Chicago: American Marketing Association, 1979), pp. 301-305.
14. "On Receptivity to Information Furnished by the Public Policymaker: The Case of Energy," (with C. Allen), 1979 Combined Proceedings (Chicago: American Marketing Association, 1979), pp. 550-556.
15. "The Effects of Unfavorable Product Rating On Receptivity to Information Furnished by the Public Policymaker: The Case of Energy," (with C. Allen), 1979 Combined Proceedings (Chicago: American Marketing Association, 1979), pp. 550-556.
16. "Log-Linear Models, Discrete Discriminant Analysis and the Problem of Sparseness," 1978 Combined Proceedings (Chicago: American Marketing Association, 1978), pp. 76-80.
17. "Marketing Application of the LDF to Qualitative Data: An Analysis and Limitations," (with M. Weinberger), 1977 National AIDS (Chicago: American Institute for Decision Sciences, 1977), pp. 210-213.
18. "On Classification in the Presence of Sparseness and/or Disproportionate Sample Sizes," (with M. Goldstein), 1977 Combined Proceedings (Chicago: American Marketing Association, 1977), pp. 405-409.
19. "On the Detection of Interaction Effects in Discriminant Analysis," (with D. Frederick and P. Worthing), 1977 Northeast AIDS (Albany: American Institute for Decision Sciences, 1977), pp. 215-218.
20. "Interpersonal Communications: An Opinion Leadership/Opinion Seeking Composite Approach," (with L. Schiffman and J. Dash), 1975 Combined Proceedings (Chicago: American Marketing Association, 1975), pp. 228-232.
21. "Causal Modeling in Marketing: A Latent Structure Analysis Approach," (with T. Madden and M. Weinberger), 1982 Special Educators' Conference: Marketing Theory: Philosophy of Science Perspectives (February 1982), pp. 289-294.

Book Reviews

"Multivariate Statistical Analysis, Topics in Applied Multivariate Analysis, and Classifying Social Data," *Journal of Marketing Research* (November 1983), pp. 449-452.

EDITORIAL RESPONSIBILITY

Editorial Board:	<i>Journal of Marketing Research</i> <i>Marketing Letters</i>
Reviewer:	<i>Journal of Marketing</i> <i>Decision Sciences</i> <i>Psychological Bulletin</i> <i>Journal of American Statistical Association - Applications Section</i>
	<i>Multivariate Behavioral Research</i> <i>Journal of Consumer Research</i> <i>Psychometrika</i> <i>Journal of Personality and Social Psychology</i>
Chairperson	<u>1994 Advanced Research Techniques Forum</u> (American Marketing Association), Beaver Creek, CO.
Co-chairperson:	<u>1983 Research Methods and Causal Modeling Conference</u> (American Marketing Association), Sarasota, FL. <u>1986 AMA Educators' Proceedings</u> (American Marketing Association), Chicago, IL. <u>1987 American Institute for Decision Sciences</u> (Decision Sciences Institute), Boston, MA. <u>1990 American Institute for Decision Sciences</u> (Decision Sciences Institute), San Diego, CA. <u>1993 AMA Educators' Proceedings</u> (American Marketing Association), Boston, MA.

ADMINISTRATIVE EXPERIENCE

1996-Present	Senior Associate Dean for Academic Affairs, Cox School of Business <u>Responsibilities:</u> The senior associate dean is responsible for all academic programs and related activities. The associate dean for graduate programs, the associate dean for undergraduate programs and all department chairpersons report directly to this office. In addition, the directors of technology, classroom support and information all report directly to this office as well. The associate dean has oversight responsibility for all faculty resources and deployment, including hiring decisions. The senior associate dean along with the dean provides annual reviews of all faculty. The senior associate dean works closely with the school's chief financial officer on budget allocations and expense control procedures.
1993-1994	Associate Dean for Academic Affairs, University of South Carolina <u>Responsibilities:</u> The associate dean is responsible for all academic programs. All program directors, as

well as other academic administrators, report directly to this office. The associate dean evaluates all tenure and promotion cases and annual reviews of all faculty.

1979-1984	Director of the Management Research Center <u>Responsibilities:</u> The function of the Management Research Center is to aid the School of Management in three broad areas: (i) securing grants and contracts; (ii) upgrading working papers, and (iii) assisting faculty on research related projects.
1980-1981	Director of Doctoral Studies <u>Responsibilities:</u> Activities included decisions on admissions, recruiting, setting examination policies, curriculum review, and allocating approximately \$150,000 of Research Assistant support.
1980-1981	Principal Investigator of Hud Section 8 Evaluation Project (\$1.8 million) <u>Responsibilities:</u> Developing the research analysis plan to evaluate and analyze the operations and impact of the Section 8 Housing project for the entire U. S.; developing the questionnaires that were used for interviewing different segments of the study; training the UMass team (composed for 26 individuals) to conduct the survey and overseeing the data gathering of over one thousand interviews and inspections; overseeing the expenditures of the UMass portion of the grant; writing preliminary reports, evaluating the national data; and composing the final detailed report.

PROFESSIONAL ASSOCIATIONS

American Marketing Association
TIMS
American Statistical Association
American Psychological Association

CHAIR OF DOCTORAL THESIS COMMITTEES

Rajan Varadarajan, "An Empirical Investigation of the Relationship Between Market Share and the Competition Market Position of a Firm."

Rajiv Grover, "Confirmatory Analysis of Market Structure."

Thomas Madden, "Humor in Advertising: An Application of a Hierarchy of Effects Paradigm."

Narendra Mulani, “The Development and Application of Latent Discriminant Analysis to Marketing.”

Ajith Kumar, “Confirmatory Analysis of Market Segments: An Information Theoretic Approach.”