Twelfth Annual E. Leonard Arnoff Memorial Lecture
On the Practice of Management Science

Gary L. Lilien

Distinguished Research Professor of Management Science
The Smeal College of Business Administration
The Pennsylvania State University

Modeled to Bits: Marketing Decision Models for the Digital, Networked Economy

7:30 p.m. Thursday May 8, 2003
112 Carl H. Lindner Hall
College of Business Administration
University of Cincinnati

PDF file of a short version of the slides [PDF: 696KB]

Reception following in the Lindner Hall lobby

Abstract

New developments in marketing management support systems have provided the marketer with a growing supply of tools that can enrich decision-making. I will describe the concept of Marketing Engineering, an approach that applies analytic and systematic methods to solving marketing decision problems. Next, I will illustrate how the digital networked economy is inducing significant structural changes in (a) how models are developed and deployed, (b) who uses marketing models, and (c) ways to assess the value of such models. I will then summarize developments that I believe will further encourage the adoption of the marketing engineering concept and tools both for teaching and for improving the practice of marketing decision making.. I will conclude with several illustrations of the successful application of marketing engineering and show how these approaches can be directly applied to a range of marketing problems today.

Biographical Profile

Dr. Gary L. Lilien is Distinguished Research Professor of Management Science in The Smeal College of Business Administration at The Pennsylvania State University and is also co-founder and Research Director of the Institute for the Study of Business Markets at Penn State, the world's preeminent academic-practitioner organization aimed at fostering education, interchange and research in business to business markets.

Dr. Lilien's research interests are in business marketing, marketing engineering, market segmentation, new product modeling, marketing-mix issues for business products, bargaining and negotiations in business markets, modeling the industrial buying process, and innovation diffusion modeling. He is the author or co-author of twelve books (including *Marketing Models* with Phil Kotler and *Marketing Engineering* with Arvind Rangaswamy) and over 90 professional articles. He was Departmental editor for Marketing for the journal *Management Science*; is on the editorial board of the *International Journal for Research in Marketing*; is functional Editor for Marketing for *Interfaces*, and is Area Editor at *Marketing Science*. He was Editor in chief of *Interfaces* for six years.

He belongs to INFORMS, the American Marketing Association, the Product Development and Management Association, and the European Marketing Academy. He has served on the NSF advisory panel for the Decision and Management Sciences program.

He is the former President as well as Vice President/Publications for The Institute of Management Sciences. He is US Coordinator for the European Marketing Academy, serves on INFORMS' public relations committee and serves on the board of directors of the INFORMS Society for Marketing Science. He has been honored as Morse Lecturer, Kimball Award winner and INFORMS Fellow by INFORMS. He has received honorary doctorates from the University of Liege, the University of Ghent, and Aston University.

Dr. Lilien consults for many companies including Arcelor, AT&T, BP, Dow, DuPont, Eastman Chemical, Exelon, Federal Reserve Bank, IBM, Pillsbury, Pitney Bowes, Sprint and Xerox.