

Curriculum Vitae
DAVID J. CURRY

University of Cincinnati
Department of Marketing
Cincinnati, Ohio 45221-0145

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University Rank

Professor of Marketing, the University of Cincinnati, Cincinnati, OH

Education

University of California, Berkeley Ph.D. (1973)

Major: Marketing

Minor: Mathematical Psychology and Psychometrics

Dissertation Committee:

John Myers, David Aaker (Marketing), Carl Frederickson Jr. (Mathematical Psychology)

MBA (1968) University of Colorado, Boulder

B.S. (1967) University of Colorado, Boulder

Academic and Professional Experience

Professor of Marketing, University of Cincinnati, 1990-present

Visiting Professor of Marketing, Ecole Supérieure de Commerce, Nantes-Atlantique (France), 1998-1999

Professor of Marketing, University of Iowa, 1983-1990

Associate Professor of Marketing, University of Iowa, 1977-1983

Consultant, Vallentine, Laurie, and Davies, Civil Engineering, Sydney, Australia, 1981

Visiting Associate Professor, University of Colorado, Boulder, Spring 1978

Assistant Professor of Marketing, University of Iowa, 1973-1976

Faculty Lecturer, University of Iowa, 1972-1973

Instructor, University of California at Berkeley, 1972

Honors and Awards

Cincinnati:

COB: Summer (2015) Conference Expense Award to present two papers at conferences in Canada and China (\$3,053).

COB: Summer (2014) Research Expense Award for the proposal entitled Tests of Neuroadditivity (\$6,450 granted for data collection and conference expenses.)

Series of grants to support classroom instruction in the Livewell Collaborative; e.g. Boeing: 50+ Traveler Flight Improvement (4 grants); P&G (personal care), Kraft Foods, and General Mills (Progresso, Green Giant).

Best Paper Award, Marketing Research & Technology Track, American Marketing Association, 2009 Summer Marketing Educators' Conference, Chicago, IL; August 7-10, 2009; "Using a Dynamic Choice Model to Estimate Tuition Elasticity," (with Robert Carter).

Best Paper Award, Consumer Behavior Track, American Marketing Association, 2005 Summer Marketing Educators' Conference, San Francisco, CA; July 29-August 1; "Price Transparency: Theory and Tests," (with Robert Carter).

CBA: Summer (2006) Research Award for "*Price Transparency: Theory and Tests*" (with Robert Carter).

CBA: Summer (2005) Research Award for "*Open-Loop Genetic Optimization: Development, Tests, and Applications*"

CBA, Summer Research (2003) Award for "*Hurdle Models for the Set Cover Approach to Conjoint Optimization*"

"E-Commerce and the Euro: Forces Impacting Direct Marketing in EU Nations", funded by the Center for Direct Marketing (1998-99)

CBA Capacity Building Grant funded by the Global Faculty Development Research fund (1998-99)

Grant Competition in the Areas of Operations Research, Information Systems, and Management of Technology (1995), "Improving Throughput and Agility in Manufacturing/Marketing Systems"

College of Business Summer Research Award (1993), "Retail Pricing Behavior for Multi-Retailer, Closed-Loop Systems with Incomplete Information"

State of Ohio, Research Challenge Grant (1990) funding the Center for Integrated Research Systems

Iowa:

Local:

Faculty Research Grant (1973)

Old Gold Fellowships (1974, 1975, 1977)

Research Award, "Test of a Theory of Information Processing in Husband-Wife Joint Decisions" (1981)

Department of Marketing, Senior Faculty Research Award, "The Quality of Foreign Products" (1984)

National:

Department of Transportation, University Funded Research "The Development and Test of Mathematical Models of Traveler Perceptions." I. Levin, J. Louviere and David Curry (Consultant: 1979).

U.S. Forest Service, North Central Forest Experimental Station "Recreation Destination Choice Behavior Under Changing Economic Conditions," (Principal Investigator: June 1981 - June 30, 1982)

Other:

University of Iowa, University House Grant (1985)

College of Business Curriculum Development Grant (1985)

Center for International and Comparative Studies: Curriculum Development Grant (1985) MUCIA Travel Grant (1985)

Berkeley:

Regents Fellow 1969-71

Member of Beta Gamma Sigma

UC Berkeley's representative to the 1970 Marketing Doctoral Consortium (London, Ontario, CAN); PhD Student Marketing Award, AMA San Francisco Chapter 1970-71

Professional Association Memberships

Member:

American Marketing Association

The Association for Consumer Research

American Institute for Decision Sciences

INFORMS: Institute of Operations Research and Management Science

Society for Neuro-Economics

Reviewer:

Decision Sciences
Interfaces
Journal of Marketing Research
Journal of Consumer Research
Marketing Letters
Marketing Science
Journal of International Forecasting
Psychometrika
Multivariate Behavioral Research
Journal of Consumer Affairs
Journal of Consumer Policy
Journal of Consumer Psychology

American Marketing Association Dissertation Competition
 National Science Foundation: Decision Risk and Management Science Program

Chairman:

Marketing Research Track: 1991 AMA Summer Educators' Meetings in San Diego

Publications**Books:**

The New Marketing Research Systems, John Wiley & Sons, Inc., New York, NY, 1993 (397 pages, single-authored).

Invited Articles:

"Frankenstein for President" *Significance Magazine: Statistics Making Sense* (The Royal Statistical Society), James J. Cochran and David J. Curry (2012), October, p. 24-28.

Peer-Reviewed Journal Articles:

1. "Mediation Analysis: A New Test when All or Some Variables Are Categorical" by He, J., Wang, X., **Curry, David J.** (2017). *International Journal of Research in Marketing*, 34(4), 780-798.
1. "Advancing Non-Compensatory Choice Models in Marketing" by Aribarg, A., Otter, T., Zantedeschi, D., Allenby, G. M., Bentley, T., **Curry, D. J.**, Dotson, M., Henderson, T., Honka, E., Kohli, R., Jedidi, K., Seiler, S., Wang, X. *Customer Needs and Solutions*. (22 June 2017), 1-11.
2. "Political engineering: optimizing a U.S. Presidential candidate's platform" by Cochran, James J; **David J. Curry**, Rajesh, Radhakrishnan, and Jon Pinnell, *Annals of Operations Research*, v 215, n1, (2014), p. 63-87. (Special issue: Mathematical Modeling of Electoral Systems: Analysis, Evaluation, Optimization; in memory of Bruno Simeone.)
3. "Hierarchical Bayesian Prediction Methods in Election Politics: Introduction and Major Test", **David J. Curry**, James Cochran, Rajesh Radhakrishnan, and Jon Pinnell, the *Journal of Political Marketing, Journal of Political Marketing*, Volume 12, Issue 4, 2013, p. 275-305
4. "A Robust Approach to the Share-of-Choice Problem" Xinfang Wang and **David J. Curry**, *Omega: International Journal of Management Science* (2012), Issue 6 (December); p. 818-26.

5. "Perceptions versus Performance when Managing Extensions: New Evidence about the Role of Fit between a Parent Brand and an Extension," Robert Carter and **David J. Curry**; *Journal of the Academy of Marketing Science*, (2013), v. 41(2), p. 1-17.
6. "Using Student Choice Behavior to Estimate Tuition Elasticity in Higher Education," Robert Carter and **David J. Curry**; *Journal of Marketing Management* (2011), v. 27, No. 11-12, October, p. 1186-1207.
7. "Transparent Pricing: Theory, Tests, and Implications for Marketing Practice," Robert Carter and **David J. Curry**; *the Journal of the Academy of Marketing Sciences* (2010), v. 38, n. 6 (December), p. 759-774.
8. "A Branch and Price Approach to the Share-of-Choice Product Line Problem," Xinfang (Jocelyn) Wang, Jeff Camm, and **David J. Curry**, *Management Science* (2009), v. 55, (October), p. 1718-28.
9. "The Role of Culture-Level Factors in Shaping On-Line Purchase Intentions: A Cross-Country Comparison" Vladimir Pashkevich, **David J. Curry**, James Kellaris, and Norman Bruvold, *Journal of International Business and Economy* (2008), 9(1) (Spring): p. 59-90.
10. "An Agenda for Selling and Sales Management Research: Using the Financial Industry's Forward Thinkers for Insight," Bruce Robertson, Andrea Dixon, and **David J. Curry**, *Personal Selling and Sales Management* (2006), v. 26, no. 3 (Summer), p. 293-303.
11. "Conjoint Optimization: An Exact Branch and Bound Algorithm for the Share-of-Choice Problem," Jeffrey D. Camm, James, J. Cochran, **David J. Curry**, and Sriram Kannan, *Management Science* (2006), v. 52, no. 3 (March), p. 435-447.
12. "Prediction in Marketing Using the Support Vector Machine," Dapeng Cui and **David J. Curry**, *Marketing Science* (2005), v. 24, no. 4 (Fall), p. 595-615.
13. "Iso-Profit Pricing for Product Lines," **David J. Curry**, *Journal of Product and Brand Management* (2004), v. 13 n. 6, p. 453-68.
14. "A Geo-Demographic Analysis of Consumer Behavior: The Case of Social Class," Eugene Sivadas, George Mathew, **David J. Curry**, *The Journal of Consumer Marketing* (1997), v. 14, (Issue 6), p. 463-477.
15. "BVAR as a Category Management Tool: An Illustration and Comparison with Alternative Techniques," David J. Curry, Charles Whiteman, Suresh Divakar, and Sharat Mathur, *Journal of Forecasting* (1995), v. 14 (Spring), p. 181-199.
16. "Multiattribute Dyadic Choice: Models and Tests," **David J. Curry**, Michael B. Menasco, and James Van Ark, *Journal of Marketing Research* (1991), v. 28 (August), p. 259-267.
17. "Prospects and Problems in Modeling Group Decisions," Joel Steckel, Kim Corfman, **David J. Curry**, Sunil Gupta, and James Shanteau, *Marketing Letters* (1991), v. 2, no. 3 (August), p. 231-240.
18. "Utility and Choice: An Empirical Study of Wife/Husband Decision-Making," **David J. Curry** and Michael B. Menasco, *Journal of Consumer Research* (1989), v. 16 (June), p. 87-97.
19. "Single-Source Systems: Retail Management Present and Future," **David J. Curry**, *Journal of Retailing* (1989), v. 65 (Spring), p. 1-20.
20. "Product Quality from Foreign Competition in U.S. Consumer Markets," **David J. Curry**, *Journal of International Consumer Marketing* (1988), v. 1 No. 2 (Winter; © 1989), p. 75-100.
21. "Prices and Price/Quality Relationships: A Longitudinal Analysis," **David J. Curry** and Peter C. Riesz, *Journal of Marketing* (1988), v. 52 (January), p. 36-51.

22. "Indexing Product Quality: Issues, Theory and Results," **David J. Curry** and David J. Faulds, *Journal of Consumer Research* (1986), v. 13 (June), p. 134-145.
23. "Measuring Price and Quality Competition," **David J. Curry**, the *Journal of Marketing* (1985), v. 49 (Spring), p. 106-117.
24. "On the Separability of Weights and Brand Scores in Consumer Decision Structures: Issues and Empirical Results," **David J. Curry** and Michael B. Menasco, *Journal of Consumer Research* (1983), v. 10 (June), p. 83-95.
25. "Marketing Research and Management Decisions," **David J. Curry**, the *Journal of Arts Management and Law* (1982), v. 12 (Spring), p. 42-58.
26. "When Disagreement Facilitates Performance in Judgment Tasks: Effects of Different Forms of Cognitive Conflict, Information Environments, and Human Information Processing Characteristics," Gerald L. Rose, Michael B. Menasco and **David J. Curry**, *Organizational Behavior and Human Performance* (1982), v. 29 (June), p. 287-306.
27. "Laboratory-Simulation versus Revealed-Preference Methods for Estimating Travel Demand Models," Jordan Louviere, Davis H. Henley, George Woodworth, Robert J. Meyer, Irwin P. Levin, James W. Stoner, **David J. Curry** and Donald A. Anderson. *Transportation Research Record* (1981), v. 794 (August), p. 42-51.
28. "On the Sensitivity of Brand-Choice Simulations to Attribute Importance Weights," **David J. Curry**, Jordan J. Louviere, and Michael J. Augustine, *Decision Sciences* (1981), v. 12 (July), p. 502-516.
29. "Sampling Distributions for Scores on the Role Construct Repertory Test," **David J. Curry** and Michael B. Menasco, *Educational and Psychological Measurement* (1980), v. 40 (December), p. 815-828.
30. "Some Effects of Differing Information Processing Strategies on Husband-Wife Joint Decisions," **David J. Curry** and Michael B. Menasco, *Journal of Consumer Research* (1979), v. 6 (September), p. 192-203.
31. "An Assessment of the Role Construct Repertory Test," Michael B. Menasco and **David J. Curry**, *Applied Psychological Measurement* (1978), v. 2 no. 3 (Summer), p. 361-369.
32. "Decision Theory: Its Value in the Small Business," **David J. Curry** and Keith Brown, *American Journal of Small Business* (1978), v. 2 no. 4 (April), p. 33-44.
33. "A Note on Scheduling Round-Robin Tournaments," **David J. Curry**, *Volleyball Technical Journal*, (1978), v. III, No. 3, (February), p. 80-83.
34. "A Cognitivist Solution to Newcomb's Problem," R. Dacy, R. Simmons, **David J. Curry**, and J. Kennelly, *American Philosophical Quarterly* (1977), v. 14 no. 1 (January), p. 79-84.
35. "Some Statistical Considerations in Clustering with Binary Data," **David J. Curry**, *Multivariate Behavioral Research* (1976), (April), p. 175-188.
36. "Variable and Object Clustering of Cross-Cultural Data: Some Implications for Comparative Research and Policy Formulations," S. P. Sethi and **David J. Curry**, *Journal of Comparative Political Studies* (1972), (October), p. 315-342.

Book Chapters

37. "The Concept of Quality: New Insights, Unanswered Questions," David Curry; in *The Frontier of Research in the Consumer Interest*, E. Scott Maynes (ed.) (February 1988), The American Council on Consumer Interests.
38. "The Measurement of Quality Competition in Strategic Groups," David Curry and David J. Faulds in *PERCEIVED QUALITY*, J. Jacoby and J. Olson (eds.) (1985), Lexington Books, Lexington, MA: p. 269-293.

39. *Recreation Destination Choice: Final Report*, David Curry, Jordan J. Louviere, Dennis Rausch, and George Woodworth, The United States Forest Service (May 1983), p. 1-134.
40. "The Aggregate Effects of Induced Changes in Consumer Decision Structures," David Curry, Jordan J. Louviere, and Michael J. Augustine, *Research in Marketing*, Vol. 6 (January 1983), p. 65-97.
41. "A Dynamic (Time-Path) Analysis of World Markets on Some Economic Dimensions," S. P. Sethi and David Curry in *Management of the Multinationals: Policies, Operations and Research*, the Free Press, New York (1974), p. 377-397.

Papers Currently Under Review

1. Xin Wang, Kevin Ren, and **David J. Curry** (2019), "Mining Product Reviews: Market Structure Analysis using Machine Learning and Evolutionary Clustering," under 2nd review at the *Journal of Marketing*.
2. Xin Wang, Kevin Ren, and **David J. Curry** (2018), "Attribute Embedding: Learning Distributed Representations of Product Attributes from Consumer Reviews", under 2nd review at *Quantitative Marketing and Economics*.
3. **David J. Curry**, Xinfang (Jocelyn) Wang, and Jeffrey D. Camm (2018) Solutions for the Conjoint Share-of-Choice Problem when Utility is Non-Additive, under 2nd review at *Management Science*.
4. Peter Nguyen and Xin (Shane) Wang and **David J. Curry** (2018) "Unraveling the Endowment Effect: A Meta-Analysis of Postulated Explanations for the Willingness-to-Accept/Willingness-to-Pay Disparity," under 2nd round review, *Journal of Economic Psychology*
5. Kevin Ren, Xin (Shane) Wang, Kevin Ren, Jiaxiu He and **David J. Curry**, "The Likelihood Ratio Test for Moderated Mediation," under review, *Organizational Behavior and Human Performance*.

Proceedings and Other Publications

1. Schondelmeyer AC, **Curry D**, Simmons JM, Brady PW (2017), "Factors Influencing Clinician use of Continuous Physiologic Monitors in Bronchiolitis." Presented to the Pediatric Academic Societies Annual Meeting, San Francisco, CA, May, 2017.
2. **Curry, David J.** and Xin Wang (2016), "Solvable Bounded Conjoint Structures and Non-Compensatory Choice", present during the workshop entitled "Advancing Non-Compensatory Choice Models" at the 2016 Triennial Invitational Choice Symposium (May 14-17, 2016; Lake Louise, AB Canada).
3. **Curry, David J.** and Xin Wang (2016), "Bounded Conjoint Structures and Loss Aversion", presented at the 2016 meetings of the Behavioral Decision Research in Management conference in Toronto, Canada, June 9-11.
4. **Curry, David J.**, Xin Wang, and Feng Mai (2016) "Conjoint duel modeling using price decomposition analysis", presented at the Marketing Science (INFORMS) Conference 2016, Shanghai, China, June 16-18, 2016.
5. **Curry, David J.** and Xin (Shane) Wang "Referential Symmetry in the Encoding of Subjective Value", presented at the Society for Neuroeconomics Meetings 2014, Miami Beach, FL, Sept-26-28, 2014.
6. **Curry, David J.** and Xin (Shane) Wang, "Neurological implications for the Numerical Representation of Subjective Value", presented at the INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 11-14, 2014.
7. **Curry, David J.** & PK Vijaykumar, "How Much Do First Impressions Matter?", presented at the National Conference in Sales Management in Orlando, FL; April 2nd, 2011.

8. **David J. Curry** "Using a Dynamic Choice Model to Estimate Tuition Elasticity," Best Track Paper Award, Marketing Research & Technology Track, American Marketing Association, 2009 Summer Marketing Educators' Conference, Chicago, IL; August 7-10, 2009.
9. **David J. Curry** "Price Transparency: Theory and Tests," Best Paper Award, Consumer Behavior Track, American Marketing Association, 2005 Summer Marketing Educators' Conference, San Francisco, CA; July 29-August 1.
10. James J. Cochran, Jeffrey D. Camm, **David J. Curry**, Jon Pinnell, and Rajesh Radhakrishnan, "Could Kerry Have Won? Optimal Political Platform Design: A Special Case of the Share-of-Choice Problem," paper presented at the Joint Statistical Meetings (American Statistical Association and INFORMS), Minneapolis MN, August 7-11, 2005
11. **Curry, David J.**, Edward Thompson, George Becus, Norman Bruvold, "Closed-Loop, Real-Time Consignment", invited session INFORMS Management Science Conference, San Diego, May 4-7, 1997
12. **Curry, David J.** "Information Technology and The New Marketing Mix", invited talk, 1997 AMA Doctoral Consortium, Cincinnati, OH, July 29-August 2, 1997.
13. **Curry, David J.** & Albert Bosse, "Fact-Based Selling, Category Management, and Optimal Pricing", Proceedings of the 1995 Marketing Science Conference, Sydney, Australia, July 2-5.
14. **Curry, David J.**, J. Jiang and R. Pick, "Marketing Model Fitting Systems Using UPC Scanner Data", Proceedings of the International Association of Computer Information Systems: Washington, D.C. (October, 1994)
15. **Curry, David J.** & George Mathew, "Optimal Demand-Side Retail Pricing for EDLP Conditions", Conference on Pricing Decision Models, co-sponsored by Cornell University and the Marketing Science Institute, Boston, April 22-24, 1994.
16. **Curry, David J.**, Eugene Sivadas and George Mathew, "A Geodemographic Analysis of the Impact of Social Class on Consumer Behavior", paper presented at the 1994 INFORMS Marketing Science Conference, Tucson, Arizona.
17. **Curry, David J.**, J.J. Jiang and R. Pick, "User Assistance in Model-Based Decision Support Systems", in Proceedings of the 1993 Decision Sciences Institute Annual Meetings.
18. **Curry, David J.**, C. Whiteman, S. Divakar, and S. Mathur. "Dynamic Optimal Pricing for Consumer Packaged Goods," Paper presented at the INFORMS, Marketing Science Meetings, St. Louis, MO (March 12-14, 1993).
19. **Curry, David J.** & S. Bandyopadhyay. "A Dynamic Model of Cross-Competitive Effects among Product Categories," Paper presented at the Joint National Meetings of the Operations Research Society of America and The Institute of Management Sciences, San Francisco, CA (November 1-4, 1992).
20. **Curry, David J.** & S. Bandyopadhyay. "Modeling Scanner Data: A Practitioner's Guide to Specification Error Induced by Feedback/Feedforward," Paper presented at the Joint National Meetings of the Operations Research Society of America and The Institute of Management Sciences, San Francisco, CA (November 1-4, 1992).
21. **Curry, David J.** & S. Bandyopadhyay. "Market Basket Models: Theory, Tests and Applications," Paper presented at the Joint National Meetings of the Operations Research Society of America and The Institute of Management Sciences, San Francisco, CA (November 1-4, 1992).
22. **Curry, David J.** & S. Bandyopadhyay. "Independence, Cooperation or Collusion: An Empirical Investigation," Paper presented at the Joint National Meetings of the Operations Research Society of America and The Institute of Management Sciences, San Francisco, CA (March 19-21, 1991).

23. **Curry, David J.**, C. Whiteman, S. Divakar, and S. Mathur. "Bayesian Vector Auto-Regression: A New Approach for Modeling Competitive Dynamics in Category Management," Paper presented at the Joint National Meetings of the Operations Research Society of America and The Institute of Management Sciences, San Francisco, CA (March 19-21, 1991).
24. **Curry, David J.** "The Concept of Quality; New Insights, Unanswered Questions," The International Conference on Research in the Consumer Interest, Wingspread Conference Center, Racine, WI (August 13-16, 1986). This paper was also an invited talk to the students and faculty at the Rijksoniversiteit Limburg, Maastricht, The Netherlands (June 26, 1986).
25. **Curry, David J.** "Remarks on Determinism, Deducing Macro Laws from Micro Facts and Other Issues in the Philosophy of Model Building in Marketing," *Developments in Marketing Science*, John C. Rogers III (ed.) Vol. 6 (May 1983), p. 218-223. **Curry**; "Measuring Price and Quality Competition Among Conglomerates: Methodology and an Application to the Major Appliance Industry," *Advances in Consumer Research*, R. Bagozzi and A. Tybout (eds.) San Francisco, (October 1982), p. 400-405.
26. **Curry, David J.** "An Application of Behavioral Choice Modeling to Forecasting Demand for Wideband Services," presented at the National Meetings of the Product Development and Management Association, (October 1981).
27. **Curry, David J.**, Jordan Louviere, and Michael Augustine, "The Aggregate Effects of Induced Changes in Consumer Decision Structures," invited paper, the Association for Consumer Research, Washington, D.C. (October 1980).
28. **Curry, David J.**, "The Use of Lens Model Principles for Product Deletion Decisions", *Marketing in the 80's: Changes and Challenges*, American Marketing Association Educators' Conference, (August 1980), edited by Richard P. Bagozzi, et al, p. 202-205.
29. G. Rose, **David J. Curry**, and M. Menasco, "Judges' Responsiveness to Environmental and Societal Influences in Estimation Tasks," *Proceedings of the American Institute for Decision Sciences*, R. J. Ebert, R. Monros and K. Roering (eds.) St. Louis, Missouri, (November 1978), p. 160-161.
30. D. Tharp, I. Levin, **David J. Curry**, and M. Gray, "To Rate or to Rank? Empirical Comparisons of Two Measurement Techniques," *Proceedings of the American Marketing Association*, (May 1978). (abstract only)
31. **Curry, David J.**, "The Statistical Design of Lens Model Experiments Using Interactive Computing," *Research Frontiers in Marketing: Dialogues and Directions*, American Marketing Association Educators' Conference, edited by S.C. Jain, (August 1978), p. 219-223.
32. **Curry, David J.** "Aggregating Responses in Additive Conjoint Measurement," in *Advances in Consumer Research (Volume IV)* William D. Perreault, Jr. (Editor) Association for Consumer Research, Atlanta, Georgia, (1977), p. 35-40.
33. **Curry, David J.**, G. Rose and M. Menasco, "Cognitive Conflict and Ecological Structure as Determinants of Decision Performance," *Proceedings of the American Institute for Decision Sciences*, Chicago, (October 1977).
34. R. Dacy, R. Simmons, **David J. Curry** and J. Kennelly, "A Cognitive Solution to Newcomb's Problem," *Proceedings of the 5th Congress of Logic, Methodology and the Philosophy of Science*, p. VI-9, 10.
35. **Curry, David J.** "A Statistical Model for Two Types of Personal Financing Decisions," *Proceedings and Abstracts American Institute for Decision Sciences, Western Regional Meetings*, (March 1976), p. 123-126.

36. **Curry, David J.** "Evaluating Qualitative Laws of Preference Using Computer-Controlled Experiments," in the Combined Proceedings of the American Marketing Association, Edward M. Mazze (editor), Rochester, New York, (August 1975), No. 37, p. 123-131.
37. **Curry, David J.** "The Use of Bayes Theorem in Statistical pattern recognition with Learning," Proceedings of the American Institute for Decision Sciences, Western Regional Meetings, (March 1975), p. 178-181.

Teaching Experience

<i>Courses Taught in the U.S.</i>	<i>UG</i>	<i>MS/MBA</i>	<i>Ph.D.</i>	<i>Exec. MBA</i>
Conjoint Analysis and Discrete-Choice Modeling			✓	
LiveWell Collaborative (new product design studios)	✓	✓		
Database Management Systems	✓	✓		
e Marketing	✓	✓		
Information Technology in Marketing	✓	✓		
Marketing Applications of Geo-Demography		✓	✓	
International Marketing	✓	✓		
Introduction to Marketing	✓			
Marketing Management	✓	✓		✓
Marketing Models			✓	
Marketing Research	✓	✓		
New Product Development Studio (LWC Studios)	✓	✓		
Pricing		✓		
Psychological Scaling for Marketing Applications	✓		✓	
UPC Scanner Data: Modeling and Applications		✓	✓	
<i>Courses Taught in France</i>				
Marketing Fondamental	in English			
Les Stratégies de Segmentation et Positionnement		in French		
Le Marketing Mix : Politique Prix				in French

PhD Dissertations

<i>Chaired</i>	<i>Member</i>
Xin Wang	Feng Mai (OBA&IS, in progress)
Robert Carter	Scott Wright
Mihai Niculescu	Douglas Ewing
Dapeng Cui	Jocelyn Wang (QA/OM)
George Mathew	Bruce Pfeiffer
Eugene Sivadas	Sriram Kanann (QA/OM)
Subir Bandyopadhyay	Amanda Humbert (QA/OM)
Mel Colter (w Warren Boe)	Greg Graman (QA/OM)
David Faulds	Daniel Brown
Amit K. Ghosh	Gilbert Frisbie
Junying Huang	Steven Goodwin
Jiunn-Yih Jiang (w Roger Pick)	Fredrick Joyal (Geography)
Dennis Rauch	Greg Graman (QA/OM)
William Rogers	Kenneth Kendall
Robert Sutton	Somnath Pal (Pharmacy)
R. Dale Wilson (w Gerald Eskin)	Alan Phipps (Geography)
	Sue Umashankar

Service Activities

Committee Appointments: Key: D=Department of Marketing, C=College of Business, U=University

Cincinnati:

Chair: College Promotion and Tenure (RPT) Committee (f2015-spr16, C)

Fragrance Panel: Special assignment to transfer FP survey work to Qualtrics platform (2013-: C)

Qualtrics Administrator (2008- : C)

Life of Mind Committee; Chaired by Xuemao Wang and Richard Miller; "Life of Mind" is an annual lecture series that features interdisciplinary conversations with UC faculty.

(<http://www.libraries.uc.edu/lifeofthemind/about.html>)

PhD Program Coordinator, Department of Marketing (2005-2013)

Faculty recruiting committee; Summer AMA Conference, San Francisco (2011)

Special task force to redesign the MBA program (2003-04: C)

Special task force for the Provost: Designed and Implemented Large-Scale Enrollment Forecasting System (2004-2006: U)

MBA Cross-Cultural Management (assignment development, grading, accompaniment on overseas trip: Toulouse-Barcelona, March, 2001)

CBA Information Technology Committee (2002; 03: C)

Evaluator for Summer Faculty Research grants (2001; 02; 03: C)

Evaluator for Title VI grant competition (2001: C)

MBA Cross-Cultural Management (overseas trip: Toulouse-Barcelona, 2000: C)

Served on QAOM Search Committee (2000; 01: D)

Chairman: College Promotion and Review Committee: Task force to revise procedures for review of promotion and tenure (1996-1998: C)

David L. Rike Professor Review Committee: Wright State University (external member: 1996-97: U)

Ph.D. Review Committee (1991-96: D)

Departmental Promotion and Review Committee (1991;92; 95;96; 03;04: D)

College Promotion and Review Committee (1994; 97; 01;04 Chairman 1996-97: C)

Marketing Department Head Review Committee (1992-93: C)

Iowa:

Dean's Personnel Screening Committee (1983-1984: C)

Executive Faculty Council (1983-85: C)

Promotion and Tenure Review Committee (1983-84, 1986-87, 1987-88: C)

Computer Operations Working Committee (1982-85: U)

Quantitative Resources Committee (1981-84: C)

Committee C for the Protection of Human Subjects in Experimentation Supported by Federal Funding (1975-80: U)

The University Advisory Council for International Education (1977-79: U)

Ph.D. Review: Business Administration (1976-77: C)

Undergraduate Curriculum Review (1975-76: C)

Graduate Studies Committee (1974-75: C)

Other Appointments & Service Activities:

Cincinnati

Service Course: PhD Counseling Course (2010: D); PhD Seminar (S. Masterson), multiple appearances (2008- : C)

Advised Dr. Amanda Schondelmeyer, Clinical Fellow, Division of Hospital Medicine, Cincinnati Children's Medical Center and Dr. Heidi Sucharew, Assistant Professor, UC Department of Pediatrics (Biostatistics) regarding data analysis for patient monitoring research. The research uses conjoint analysis to analyze physician and nurse reactions to scenarios involving premature infants exhibiting various symptoms.

Advised Dr. Lea Widdice, Director Fellowship Program, and UC Pediatrics regarding a pilot study focusing on understanding the factors that (may) drive demand for existing chlamydia – sexually transmitted disease – testing kits among different user populations.

Advised Christopher Lindsell, PhD, Vice President for Research, UC Health, Associate Dean for Clinical Research, College of Medicine, Professor and Vice Chair for Research, Emergency Medicine regarding Emergency Room patients with acute care needs; to define the outcomes of greatest importance to patients and to describe interventions they would like to see to achieve desired outcomes.

Invited Talk: Lindner College of Business faculty and PhD students: "Neuro-Additivity and Subjective Value", March 14, 2014.

Centers

Cincinnati

Director of the Center for Integrated Research Systems (1990-2001)

Iowa

Director of the Institute for Consumer Behavior: 1981-82.

Other

Marketing Department Chairperson: 1984-85.

Marketing Area Coordinator: 1976-77

Technical Skills

25+ years of experience with major high-level statistical packages such as SAS and SPSS

25+ years of experience programming in the Matlab environment, a vectorized version of the C/C++ language

Extensive experience programming in R

Extensive experience programming in Mathematica

Accomplished programmer in RATS (Regression Analysis of Time Series)

Consulting

Dr. Curry has served as a consultant to companies in the United States, Australia, and Europe, including the following firms.

Arbitron/SAMI Inc	Kraft USA
American College Testing	Kroger Company
Atari Corporation	Levi Strauss
Australian Guarantee Corporation	NASDAQ
Conzinc Riotinto Australia	Procter & Gamble Co.
Hancher Auditorium (U. of Iowa)	Star Forms (Bowater), Inc.
The HON Corporation	Super Radiance, Inc.
Information Advantage, Inc.	Telecom Australia
Information Resources, Inc.	Office of the VP (UC)
Internal Revenue Service	XpenseWise.com

Sample Projects**Procter & Gamble Co.:**

Invited Speaker to conduct a workshop for P&G technical staff entitled, “Conjoint Optimization: Methods and Results”.

The Kroger Company:

Our team was called in to reverse engineer and then improve Kroger proprietary software (legacy system) for forecasting, ordering, and inventory control following the month-long failure of a well-known international consulting firm to solve the problem. Our team of four successfully solved the problem in three days. Kroger kept the team on for an additional two months to troubleshoot other system problems and improve system forecasting accuracy.

Information Advantage Inc.:

An early entrant into the enterprise software domain (*a la* SAP, SAS, and others), Information Advantage required a fully automated, enterprise-wide, category management forecasting system. Our team – David Curry, Charles Whiteman, and Thomas Doan (founder and CEO of VAR Econometrics) built and delivered the engine using advanced Bayesian Vector Auto-Regressive techniques.

Conzinc Rio-Tinto Australia

The Lake Argyle Diamond Mine: Faced with housing the labor and staff to activate the Lake Argyle Diamond mine, Conzinc Rio-Tinto Australia employed our team to select the best of three major options. The recommendation – adopted in its entirety – was based on original work in very large-scale experimental design and discrete-choice modeling. The team members – David Curry, Jordan Louviere, George Woodworth, David Hensher, and Les Johnson – were employed as consultants to the Sydney-based consulting engineering firm Vallentine, Laurie, and Davies. Results from this work are described in *National Geographic* magazine (February 1988, v. 173; see pp. 192-193.)