

January 2004

**ROBERT W. SHOEMAKER**

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**Education**

February 1969 to May 1972: Graduate School of Industrial Administration, Carnegie-Mellon University, Pittsburgh, Pennsylvania, Ph.D. Industrial Administration.

September 1962 to June 1964: M.I.T. Cambridge, Massachusetts, M.S. Industrial Management (Quantitative Option).

September 1957 to June 1961: Amherst College, Amherst, Massachusetts, B.A. Physics.

**Honors and Awards**

2nd Walker Prize in Mathematics, Amherst College.

Fellow of the American Marketing Association 1970 Doctoral Consortium.

Named as Research Professor of Marketing at New York University (1993, 1994, 1996 and 1997).

Paper with Scott Neslin was selected as one of the five best papers Journal of Marketing Research, 1989.

Named as one of top 5 reviewers for the Journal of Marketing for the 1993-1996 period.

Second Place for 1998 William R. Davidson Prize for best article in the Journal of Retailing, 1996, paper with Saroja Subrahmanyam.

**Teaching Experience**

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| 2001-     | Coordinator for the Integrative Business Experience at the Stern School of Business. Teaching course called "New Venture Creation as part of the undergraduate core. Coordinating other courses in Management Consulting.   |
| 1990 -    | New York University, Stern School of Business - Professor of Marketing - Marketing Principles, Marketing Research, Development of New Products, Strategic Marketing Planning, Mathematical Models and Methods in Marketing. |
| 1978-1990 | New York University, Associate Professor of Marketing.  |
| 1980      | Dartmouth College, Amos Tuck School of Business Administration - Visiting Associate Professor of Marketing - Spring Term.   |
| 1971-1977 | New York University, Assistant Professor of Marketing.  |

1975-1976	Carnegie Mellon University, Graduate School of Industrial Administration - Visiting Assistant Professor - Marketing, Marketing Research, Decision Theory.
1970-1971	Carnegie Mellon University - Mathematical Foundations for Management Science.
1963-1964	M.I.T.- Teaching Assistant, Mathematics for Industrial Management.

### **Work Experience**

Management Consulting - Management Science Associates, Pittsburgh, PA Vice President, 1966-1969.

Manager for Operations Research Studies, 1965. Principal emphasis on Marketing and Operations Research. .

Operations Research Analyst-General Mills, Minneapolis, MN, 1964.

### **Journal Publications**

Bawa, Kapil and Robert W. Shoemaker, "The Effects of Free Sample Promotions on Incremental Brand Sales", Marketing Science, (Forthcoming).

Shoemaker, Robert, Debanjan Mitra, Yuxin Chen and Skander Essegaiar, "A Comment on: Price Endings When Prices Signal Quality", Management Science, Vol. 49, No. 12 (December) 2003.

Subrahmanyam, Saroja and Robert W. Shoemaker, "Developing Optimal Pricing and Inventory Policies for Retailers Who Face Uncertain Demand", Journal of Retailing, Vol. 72, No. 1,(Spring) 1996.

Neslin, Allenby, Ehrenberg, Hoch, Laurent, Leone, Little, Lodish, Shoemaker, Wittink, "A Research Agenda for Making Scanner Data More Useful to Managers", Marketing Letters, Vol 5, No. 4 1994.

Aradhna Krishna and Robert Shoemaker, "Estimating the Effects of Higher Coupon Face Values on the Timing of Redemptions, the Mix of Coupon Redeemers, and Purchase Quantity", Psychology and Marketing, November-December 1992.

Aradhna Krishna, Imran Currim and Robert Shoemaker, "Consumer Perceptions of Promotional Activity", Journal of Marketing April 1991.

Currim, Imran S. and Robert Shoemaker, "Is Television Advertising Being Placed to Reach Product Users?" Marketing Letters, Vol 1, No. 3 Nov 1990.

Bawa, Kapil and Robert W. Shoemaker, "Analyzing Incremental Sales from a Direct Mail Coupon Promotion," Journal of Marketing, July 1989.

Neslin, Scott and Robert W. Shoemaker, "An Alternative Explanation for Lower Repeat Rates After Promotion Purchases," Journal of Marketing Research. May 1989.

Bawa, Kapil and R. W. Shoemaker, "The Effects of a Direct Mail Coupon on Brand Choice Behavior" Journal of Marketing Research, November, 1987.

Bawa, Kapil and R.W. Shoemaker, "The Coupon-Prone Consumer: Some Findings Based on Purchase Behavior Across Product Classes," Journal of Marketing, October, 1987.

Shoemaker, Robert, "Comment on 'Dynamics of Price Elasticity and Brand Life Cycles: An Empirical Study'" Journal of Marketing Research, February, 1986.

Shoemaker, Robert and Vikas Tibrewala, "Relating Coupon Redemption Rates to Past Purchasing of the Brand" Journal of Advertising Research, October, 1985.

Ghosh, Avijit, Scott Neslin and R.W. Shoemaker, "A Comparison of Market Share Models and Estimation Procedures" Journal of Marketing Research, May, 1984.

Neslin, Scott and R.W. Shoemaker, "A Model for Evaluating the Profitability of Coupon Promotions," Marketing Science, Fall 1983.

Neslin, Scott and R.W. Shoemaker, "Using a Natural Experiment to Estimate Price Elasticity: The 1974 Sugar Shortage and the Ready-to-Eat Cereal Market," Journal of Marketing, February, 1983.

Douglas, Susan and R.W. Shoemaker, "Item Non-Response in Cross National Attitude Surveys," European Research, July 1981.

Shoemaker, R.W. and Lewis Pringle, "Possible Biases in Parameter Estimation with Store Audit Data," Journal of Marketing Research, February, 1980.

Rosenberg, Larry and R.W. Shoemaker, "Is Marketing Research Sensitive to Social Issues?" Sloan Management Review, Winter, 1980.

Shoemaker, R.W., Richard Staelin, Joseph P. Kadane and F. Robert Shoaf, "Relation of Brand Choice to Purchase Frequency," Journal of Marketing Research, November, 1977.

Shoemaker, R.W., F. Robert Shoaf, "Repeat Rate of Deal Purchases," Journal of Advertising Research, April, 1977.

Shoemaker, R.W. and Richard Staelin, "The Effects of Sampling Variation on Sales Forecasts for New Consumer Products," Journal of Marketing Research, May, 1976.

Shoemaker, R.W. and F. Robert Shoaf, "Changes in Purchase Behavior in the Trial of New Consumer Products," Journal of Consumer Research, September, 1975.

### **Other Refereed Publications**

Gupta, Alok and Robert W. Shoemaker, "The Effect of Promotion Frequency and Time Duration in Testing for the Independence of Competitive Promotions", Proceedings of the American Marketing Association, August 1996.

Gupta, Alok , Aradhna Krishna and Robert W. Shoemaker, "Inter-Brand Promotion Scheduling at the Retail Level", Proceedings of the American Marketing Association, August 1995.

Krishna, Aradhna and Robert W. Shoemaker, "The Effects of a Direct Mail Coupon on Purchase Quantity and Timing". Proceedings of the American Marketing Association, August, 1988.

Ghosh, Avijit, Scott Neslin and R.W. Shoemaker, "Are there Associations Between Price Elasticity and Brand Characteristics?" Proceedings of the American Marketing Association, August, 1983.

Neslin, Scott and R.W. Shoemaker, "A Framework for Evaluating the Profitability of Coupon Promotions," Proceedings of the American Marketing Association, August, 1981.

Neslin, Scott and R.W. Shoemaker, "A Decision Support System for Evaluating Coupon Promotions," Proceedings of the TIMS/ORSA Marketing College, 1981.

Shoemaker, R.W., "An Analysis of Consumer Reactions to Product Promotions," Proceedings of the American Marketing Association, August, 1979.

Shoemaker, R.W. and Ralph Gallay, "Increasing Voter Turnout at the Polls," in Proceedings of the American Statistical Association, Fall, 1978.

Gallay, Ralph and R.W. Shoemaker, "Importance of the Vice-Presidential Candidates in the 1976 Election," in Proceedings of the American Statistical Association, Fall 1978.

Gallay, Ralph and R.W. Shoemaker, "Effects of Nutrition and Price Information on Perceived Taste," in Proceedings of the Southern Marketing Association, Fall 1978.

Shoemaker, R.W. "Consumer Decisions on Package Size," in Research Frontiers in Marketing: Dialogues and Directions, ed. Subash C. Jain, Chicago; American Marketing Association (1978).

Shoemaker, R.W. and Richard Staelin, "How Accurate are Sales Forecasts?" in Marketing: 1776-1976 and Beyond, ed. Kenneth L. Bernhardt, Chicago; American Marketing Association (1976).

Shoemaker, R.W., "An Analysis of the Purchase Quantity Decision," in Marketing 1776-1976 and Beyond, ed. Kenneth L. Bernhardt, Chicago: American Marketing Association (1976).

Shoemaker, R.W. and Richard Staelin, "Relationships Between Purchases Quantities for Different Brands of Consumer Non Durables," in Marketing's Contribution to the Firm and to the Society, ed. Ronald C. Curhan, Chicago: American Marketing Association (1974).

### **Other Publications**

Shoemaker, Robert W., Kenneth G. Hardy and Herbert F. MacKenzie, (1989) "Measuring and Evaluating Sales Promotions from the Manufacturer and Retailer Perspectives: A Conference Summary," Marketing Science Institute, Cambridge, MA.

Co-author of The Springfield Armory Project: An Action Oriented Program for Solving the Economic Problems Created by the Phase-Out of Major Military Installations, report prepared for and published by U.S. Department of Defense: Clearinghouse PB 174944 (1968).

### **Presentations at Academic Conferences**

Paper on Price Endings with Deb Mitra, Marketing Science Conference, May 2003.

"The Effectiveness of Free Samples", Joint Conference with Wharton, Columbia and Yale, May 2002.

"The Behavior of Retailers in Setting Price Endings", Marketing Science Conference, June 2000.

"Odd Price Endings in Direct Mail Catalogs", Marketing Science Conference, May 1999.

"Retailer Behavior in the Setting of Price Endings", INFORMS conference, Nov 1999.

"Retailer Behavior in the Setting of Price Endings", pricing conference at Fordham U., Oct 1999.

"The Effect of Promotion Frequency and Time Duration in Testing for the Independence of Competitive Promotions," AMA Summer Educators Conference, San Diego, CA, August 1996.

"Tests to Determine Whether Retailers Schedule Price-Cuts Independently Across Brand-Sizes and Brands," Marketing Science Conference, Gainesville, FL, March 1996.

"Inter-Brand Promotion Scheduling at the Retail Level," AMA Summer Educators Conference, Washington, D. C. August 1995.

"Is there an Association between Repeat Rates and Size Purchased on the Prior Occassion,," "Marketing Science Conference, Wilmington Del, March 1991.

"The Effects on Face Value on Coupon Effectiveness", Marketing Science Conference, Urbana, IL, March 1990.

"An Examination of Media Allocations by Purchase Frequency: Theory and Practice," presented at Marketing Science Conference, Durham N.C., Spring 1989 with Imran Currim.

"An Alternative Explanation for Lower Repeat Rates Following Promotion Purchases," presented at TIMS/ORSA, Denver, Fall 88 with Scott Neslin.

"Analyzing Incremental Sales from a Coupon Promotion," Presented at ORSA/TIMS, St. Louis, Fall 87 and at the MSI Promotion Conference, April 1988.

"The Effects of Coupons on Brand Choice Behavior," Presented at the MSI Conference on Promotions, Cambridge, Mass. Fall 1985.

Ghosh, Avijit, Scott Neslin and Robert W. Shoemaker, "Associations Between Price Elasticity, Advertising Elasticity and Brand Characteristics. Presented at the TIMS Market Measurement Conference, Chicago, March, 1984.

"Evaluating the Profitability of Coupons," with Scott Neslin. Presented at the AMA/MSI Conference on Promotions held at Babson College, Wellesley, Mass. May 22-24, 1983.

"Item Non-Response in Cross National Attitude Surveys," with Susan Douglas, presented at the American Association for Public Opinion Research held in Baltimore, May 22, 1982.

"A Framework for Evaluating the Profitability of Coupon Promotions," with Scott Neslin, presented at the TIMS/ORSA Marketing College held at NYU, March 1981.

"An Analysis of Consumer Reactions to Product Promotions," presented at the Fall Conference, American Marketing Association, 1979 Minneapolis, MN.

"Consumer Decisions on Package Size," presented at the Fall Conference, American Marketing Association, 1978 Chicago, Ill.

"An Analysis of the Purchase Quantity Decision," presented at the Fall Conference, American Marketing Association, 1976 Memphis, Tenn.

"How Accurate are the Sales Forecasts?" presented at the Fall Conference, American Marketing Association, 1975 (with R. Staelin) Portland, Oregon.

"Relationships Between Purchase Quantities for Different Brands of Consumer Non Durables," presented at the Fall Conference, American Marketing Association, 1974 (with R. Staelin) Rochester, N.Y.

### **Doctoral Dissertation Committees**

Served on thesis committee for Mei Zhao

Chair for thesis by Alok Gupta

Served as Co-Chair for thesis by Aradhna Krishna (now at Columbia). Her dissertation tied for first place in the 1990 AMA Dissertation Competition.

Co-Chair Mangalam Subrahmanyam

Chairperson for thesis by Alok Gupta.

Served on the thesis committee for about 8 Ph. D. Students at Stern

### **Invited Papers**

"Estimating the Effectiveness of Coupon Promotions," Invited talk at A. C. Nielsen Conference on Coupons, Nov. 1990, Chicago.

"Recent Developments in Estimating the Effects of Promotions," Invited talk at the University of Pittsburgh, May 1988.

"The Effects of a Direct Mail Coupon on Brand Choice Behavior," Columbia/NYU/Yale Marketing Conference at Columbia, Spring 1987.

"Estimating Price Elasticity from a Natural Experiment," Seminar at the Tuck School, Dartmouth College, February, 1980 (with Scott Neslin).

"Possible Biases in Parameter Estimation with Store Audit Data," Seminar at the Sloan School, M.I.T., Oct. 22, 1979.

"Reducing Response Errors for Threatening Questions," presented at the N.Y. Chapter of the Marketing Research Association, October 26, 1977.

"Recent Advances in Advertising Testing," presented at the Ecole Superieure de Commerce in Lille, France and at the Ecole Superieure de Commerce in Angier, France (February, 1974).

### **Service to New York University**

Member of Dean's Advisory Committee, Stern Undergraduate College (2000-)

Coordinator- Stern Undergraduate Capstone Course: Integrative Business Exercise(2000-)

Coordinator –Marketing Area Ph. D. Program (1999-2003)

Coordinator for Faculty Hiring –Marketing Area (1998)

Member-Library Committee for Stern School (1998-)

Member -MBA committee for Stern School (1995-1998)

Member - School-wide Promotion and Tenure Committee for Stern School.

Elected to the Faculty Council (May, 1989).

Faculty Recruitment Coordinator - Marketing Area for 1986/87 and 1987/88 school years.

Elected to the Faculty Council at the Schools of Business (1985). Resigned when acting area chairman.

Acting Chairman - Marketing Area - Fall Term (1985 - 86).

Director of the Marketing Area Ph.D. Program (1980-81) and (1982-86).

Served as Ombudsman for the Schools of Business (1979 - 1982).

Advisor to GBA MAP teams in design of Questionnaires. (1983 - ).

Served on a wide variety of committees at the Schools of Business and was Chairman of the Business and Public Administration Committee, 1975.

Supervised four studies of college choice behavior for the Director of Undergraduate Admissions.

Organized a series of six lectures on small business (with J. Grayzel, President of UBAC, 1973).

Served as an advisor to Dean Hall Doughty for the Barton-Gillette Studies on NYU Admissions--1977.

Co-Chairman of the Marketing Area Seminar, 1976 to 1979 (with Professor MacLachlan).

Supervised the Research Assistants for the Marketing Area (1974, 75, 77-79).

Advisor to the University without Walls Program (now Gallatin Div), 1976 to date.

Served as a member of the University-Wide Committee on Student Life (1976).

Administered the Waiver Examinations for the Marketing Area at G.B.A. (1976 to 1978).

Supervised four MBA theses that won GBA theses prizes.

Served on seven Ph.D. Thesis Committees. Co-Chair for Aradhna Krishna.

Marketing Area Program Chairman - Deans Day - 1981.

Have supervised about ten students in the Gallatin Division - 1978 to present.

### **Research Interests**

Accuracy of Sales Forecasts; Evaluating the Profitability of Consumer Promotions; Location of Physical Distribution Facilities; Consumer Behavior in the Trial of New Products; Consumer Brand Choice Behavior.

### **Service to Professional Associations**

Member of the Editorial Review Board, Journal of Marketing, 1978 to June 1999.

Occasional Reviewer to Management Science, Marketing Science, Journal of Marketing Research, Journal of the American Statistical Association and for the Proceedings of the American Marketing Association.

Co-Chairperson, (with Professor Ken Hardy) Marketing Science Institute Conference on Promotions, April 1988 and May 1991.

Reviewer for Marketing Science Institute Thesis Prize Competition, 1988.

Track Chair for 1992 American Marketing Association Educator's Proceedings.  
Volume 3, 1992, AMA, Chicago.