

## NEERAJ ARORA

### *Office*

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### *Home*

6713 Colony Drive  
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## EDUCATION

1990-1995      Ph.D. Business Administration, The Ohio State University  
Major: Marketing, Minor: Statistics  
1987-1989      M.B.A., The Ohio State University  
Major: Marketing, Minor: International Business  
1980-1984      Bachelor of Engineering, Delhi University  
Major: Electrical Engineering

## ACADEMIC POSITIONS

### University of Wisconsin-Madison

2016 - Current      Professor, and Arthur C. Nielsen, Jr. Chair in Marketing Research  
2012 - 2014      Chair, Department of Marketing  
2009 - 2016      Professor, and John P. Morgridge Chair in Business Administration  
2008 - 2009      Professor and Arthur C. Nielsen, Jr., Professor of Marketing Research  
2002 - 2008      Associate Professor, and Arthur C. Nielsen, Jr., Professor of Marketing  
Research  
2002 - Current      Executive Director, A. C. Nielsen Center for Marketing Research  
1999 - 2002      Assistant professor, Department of Marketing

### Virginia Tech

1995-1999      Assistant professor, Department of Marketing

## EDITORIAL BOARD

*Journal of Marketing Research* (Since 2001)  
*Marketing Science* (Since 2007)  
*Journal of Marketing* (Since 2011)  
Associate editor, *Journal of Retailing* (Since 2015)  
Associate editor, *Quantitative Marketing and Economics* (Since 2013)  
Senior editor, *Customer Needs and Solutions* (Since 2013)

## ACADEMIC HONORS

Invited faculty representative, AMA's doctoral consortium, University of Iowa, 2017  
Invited faculty representative, AMA's doctoral consortium, University of Notre Dame, 2016  
Davidson award, Best paper for *Journal of Retailing*, 2014  
Invited faculty representative, AMA's doctoral consortium, University of Michigan, 2013  
Erwin A. Gaumnitz Distinguished Research Award, 2012  
Lawrence J. Larson Teaching Excellence Award, 2003  
*Marketing Science Institute* Young Scholars Program, 2003  
William O'Dell Award (*JMR*) finalist, 2000  
Pamplin College of Business Certificate of Teaching Excellence, 1998  
Paul E. Green award (*JMR*) finalist, 1997  
Academy of Marketing Science Doctoral Dissertation Award, 1996  
William R. Davidson Doctoral Fellowship, 1994  
Robert Bartels Fellowship in Marketing, 1994  
Ohio State Graduate School Alumni Research Award, 1994  
AMA Doctoral Consortium Fellow, 1993  
Albert Haring Symposium Representative, 1992

## RESEARCH PUBLICATIONS

1. Lin Boldt and Neeraj Arora (2017) "Dyadic Compromise Effect", Marketing Science, *forthcoming*
2. H. Onur Bodur, Noreen Klein and Neeraj Arora (2015) "Online Price Search: Impact of Price Comparison Sites on Offline Price Evaluations", Journal of Retailing, Volume 91, Issue 1, March, p. 125-139
3. H. Onur Bodur and Neeraj Arora (2014) "Asymmetric Impact of Reference Point Confidence on Consumer Evaluations," Customer Needs and Solutions, 1(4), p. 277-287
4. Anocha Aribarg, Neeraj Arora, Ty Henderson and Youngju Kim (2014) "Private Label Imitation of a National Brand: Implications for Consumer Choice and Law," Journal of Marketing Research, 51(6), 657-675.
5. Praveen Kopalle, P.K. Kannan, Lin Bao, and Neeraj Arora (2012) "The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies" Journal of Retailing, Vol. 88, Issue 1, March, p. 102-114.
6. Neeraj Arora, Ty Henderson and Qing Liu (2011) "Non-Compensatory Dyadic Choices," Marketing Science, Volume 30, Number 6, November-December, p.1028-1047.
7. Qing Liu and Neeraj Arora (2011) "Efficient Choice Designs for a Consider-Then-Choose Model," Marketing Science, Vol. 30, Number 2, March-April, p. 321-338.

8. Ty Henderson and Neeraj Arora (2010) “Promoting Brands across Categories with a Social Cause: Implementing Effective Embedded Premium Programs”, Journal of Marketing, Volume 74, Number 6, November p. 41-60.
9. Anocha Aribarg, Neeraj Arora and Moon Young Kang (2010) “Predicting Joint Choice Using Individual Data,” Marketing Science, Vol. 29, Number 1, p. 139-157.
10. Ty Henderson and Neeraj Arora (2010) “Linking a Social Cause to Product Promotions: Why it Works and How to Make it More Effective”, Marketing Intelligence Review, Vol. 2, No. 1, May 2010.
11. Neeraj Arora, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, Z. John Zhang (2008) “Putting One-to-One Marketing to Work: Personalization, Customization and Choice,” Marketing Letters, December, Vol.19, p. 305.
12. Anocha Aribarg and Neeraj Arora (2008) “Brand Portfolio Promotions,” Journal of Marketing Research, August, p. 391.
13. Anocha Aribarg and Neeraj Arora (2008) “Inter-Brand Variant Overlap: Impact on Brand Preference and Portfolio Profit,” Marketing Science, May/June, p. 474.
14. Neeraj Arora and Ty Henderson (2007) “Embedded Premium Promotion: Why it Works and How to Make it More Effective,” Marketing Science, Vol. 26, Number 4, p. 514-531.
15. Neeraj Arora (2006) “Estimating Joint Preference Using Data Imputation: A Sub-sampling Approach,” International Journal of Research in Marketing, Vol. 23, Issue 4, p. 409-418.
16. Eric T. Bradlow, Bart Bronnenberg, Gary J. Russell, Neeraj Arora, David R. Bell, Sri Devi Deepak, Frankel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen and Sha Yang (2005) “Spatial Models in Marketing,” Marketing Letters, Vol. 16, Iss. 3-4; p. 267.
17. Greg Allenby, Neeraj Arora, Chris Diener, Jaehwan Kim, Mike Lotti and Paul Markowitz (2002), “Distinguishing Likelihoods, Loss Functions, and Heterogeneity in the Evaluation of Marketing Models,” Canadian Journal of Marketing Research, Volume 20.1, p.44-59.
18. Anocha Aribarg, Neeraj Arora and H. Onur Bodur (2002) “Understanding the Role of Preference Revision and Concession in Group Decisions”, Journal of Marketing Research, August, p.336-349.

19. Neeraj Arora and Joel Huber (2001) “Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments”, Journal of Consumer Research, September, p.273-283.
20. Neeraj Arora, and Greg M. Allenby (1999) “Measuring the Influence of Individual Preference Structures in Group Decision Making”, Journal of Marketing Research, November, p.476-487.
21. Michel Wedel, Wagner Kamakura, Neeraj Arora, Albert Bemmaor, Jeongwen Chiang, Terry Elrod, Rich Johnson, Peter Lenk, Scott Neslin and Carsten Stig Poulsen (1999) “Heterogeneity and Bayesian Methods in Choice Modeling,” Marketing Letters, 10:3, p.219-232.
22. Neeraj Arora, Greg M. Allenby and James L. Ginter (1998) “A Disaggregate Model of Primary and Secondary Demand”, Marketing Science, Vol. 17, No. 1, p. 29-44.
23. Greg M. Allenby, Neeraj Arora and James L. Ginter (1998), “On the Heterogeneity of Demand”, Journal of Marketing Research, August, p. 384-389.
24. Greg M. Allenby, Neeraj Arora and James L. Ginter (1995), “Incorporating Prior Knowledge into the Analysis of Conjoint Studies,” Journal of Marketing Research, May, p. 152-162.

## **RESEARCH IN PROGRESS**

Display advertising effectiveness (with Paul Hoban)

Sliced Designs for Multiplatform online experiments (with Soheil Sadeghi, Peter Qian)

T-patterns in Marketing Data (with Glenn Fung, Joseph Bockhorst, and Srinivas Tunuguntla)

Violations of Instructions: OTC Drugs (with David Kaufman, Saul Shiffman, and Min Tian)

Promoting a Brand with a Social Cause: An In-Market Quasi Experiment (with Ty Henderson and Frank Piotrowski)

Social Welfare Implications of Brand Affiliated Cause Marketing (with Paola Mallucci, Ty Henderson)

## **BOOK ARTICLES**

Arora, Neeraj (2011), "The Logit Model," *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley

Arora, Neeraj (2011), "Unobserved Heterogeneity," *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley.

Arora, Neeraj (2011), "Random Coefficients Modeling," *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley.

Arora, Neeraj (2011), "Endogeneity," *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.), Hoboken, NJ: Wiley

## **ON-LINE PRESENTATIONS**

Arora, Neeraj (2010), "Joint Choice Decisions", in Allenby, G.M. and Rossi, P.E. (eds), *Bayesian Analysis in Marketing: A breakthrough in customer analytics*, The Marketing & Management Collection, Henry Stewart Talks Ltd, London (online at <https://hstalks.com/t/1610/joint-choice-decisions/>)

## **TEACHING**

PhD: Seminar in Statistical Models in Marketing

MBA: Marketing Analytics, Marketing Research, Marketing Management, Marketing Strategy

Undergraduate: Marketing Research, Marketing Strategy, Marketing Analytics

## **INVITED PRESENTATIONS**

Ohio State (2016), Temple University (2015), Carnegie Mellon University (2014), Erasmus University (2012), Tilburg University (2012), University of Houston (2011), Emory University (2011), University of Iowa (2010), University of Alberta (2010), MIT (2009), Indiana University (2009), University of Utah (2009), Ohio State University (2008), University of Notre Dame (2008), Vanderbilt University (2007), Concordia University (2007), University of Maryland (2001), University of Iowa (2001), Dartmouth College (2000), University of Chicago (1998), Virginia Tech (1994), University of Miami (1994), University of Toronto (1994), University of Iowa (1994)

## CONFERENCE PRESENTATIONS

“Violations of Instructions: OTC Drugs”, Marketing Science Conference on Health, Washington University, November 2016

“Private Label Imitation of a National Brand: Implications for Consumer Choice and Law,” Theory and Practice in Marketing (TPM) Conference, London Business School, June 2013

“Promoting a Brand with a Social Cause: An In-Market Quasi Experiment,” MSI conference: New Developments in the Practice of Marketing science 2011-2012

“Non-Compensatory Dyadic Choices,” Frank M. Bass UT Dallas FORMS conference, February 2011.

“Predicting Joint Choice Using Individual Data” ART Forum, Whistler Canada, June 2009.

“Predicting Joint Choice Using Individual Data” Marketing Science Conference, Vancouver, Canada, June 2008.

“Embedded Premium Promotion: Why it Works and How to Make it More Effective,” Advanced Research Techniques Forum, Monterey, CA, June 2006.

“Quantitative Models in Marketing: Current Issues and Future Direction” Invited workshop at the Haring Symposium, Indiana University, Bloomington, March 2006.

“Estimating Joint Preference Using Data Imputation,” MSI’s Young Scholar’s program, Park City, Utah, March 2003.

“Estimating Joint Preference Using Data Imputation,” Marketing Science Conference, Edmonton, Canada, June 2002.

“Improving Parameter Estimates and Model Prediction by Aggregate Customization in Choice Experiments,” Advanced Research Techniques Forum, Amelia Island, FL, June 2001.

“Understanding the Role of Preference Revision and Concession in Group Decisions,” Midwest Marketing Camp, University of Michigan, June 2001.

“A Target Based Utility Model of Customer Expectations,” at Marketing Science Conference, UCLA, June 2000.

“The Impact of Modeling Assumptions on Product Line Decisions,” at the Advanced Research Techniques (ART) Forum, Monterey, CA, June 2000.

“Measuring the Influence of Individual Preference Structures in Group Decision Making”, at the Advanced Research Techniques (ART) Forum, Santa Fe, June 1999.

“Understanding Loss Aversion and the Role of Multiple Reference Points: A Hierarchical Bayes Approach”, at Marketing Science Conference, Syracuse University, May 1999.

“Measuring the Influence of Individual Preference Structures in Group Decision Making”, at Marketing Science Conference, INSEAD, France, July 1998.

“Designing Informative Experiments,” at Marketing Science Conference, Berkeley, California, March 1997.

“A Disaggregate Model of Primary and Secondary Demand,” at the Academy of Marketing Science Conference, Phoenix, Arizona, April 1996.

“A Disaggregate Model of Primary and Secondary Demand,” at Marketing Science Conference, Gainesville, Florida, March 1996.

“Investigating Scale Properties of Self-Explicated Data for Conjoint Analysis,” at Marketing Science Conference, Tucson, Arizona, March 1994.

“Incorporating Prior Knowledge into the Design and Analysis of Conjoint Analysis,” at Marketing Science Conference, St. Louis, Missouri, March 1993.

Discussant for “Bayesian Vector Autoregression: An Exposition and Comparison with Alternative Forecasting Methods,” by David Curry, Suresh Divakar, Sharat Mathur and Charles Whiteman, at Albert Haring Symposium, Indiana University, Bloomington, 1992.

## **PROFESSIONAL SERVICE (ADMINISTRATIVE)**

Chair, Department of Marketing, UW-Madison (2012-2014)

Executive Director, A. C. Nielsen Center for Marketing Research (2002- )

Member, 2009 ART (Advanced Research Techniques) Forum Conference Committee

Chair, SMHR Center Review committee, 2008

Member, Undergraduate and Graduate Curriculum committee (2008-2009 )

Elected Academic Planning Council, Wisconsin School of Business (2004, 2007)

Member, MBA curriculum committee (2002-2003)

Member, School of Business Assistant Dean search committee, University of Wisconsin-Madison (2002, 2005)

Member, Faculty advisory committee, Center for Credit Union Research, University of Wisconsin-Madison (2000-2005)

Member, School of Business computer committee, University of Wisconsin-Madison (2001)

Member, College of Business computer committee, Virginia Tech (1997-1999)

Marketing Department Faculty Recruiting Committee, University of Wisconsin-Madison (2000-)

Elected Secretary/Treasurer, American Statistical Association (ASA) Section on Statistics in Marketing (2001)

## **PROFESSIONAL SERVICE (RESEARCH)**

Elected Wisconsin School of Business Subcommittee member (2015-2016)  
Elected Wisconsin School of Business Subcommittee member (2014-2015)  
Elected Wisconsin School of Business Subcommittee member (2011-2012)  
Elected Wisconsin School of Business Subcommittee member and chair (2010-2011)  
Elected Wisconsin School of Business Subcommittee member (2009-2010)

### Dissertation chair:

Min Tian, current student  
Lin Bao, Assistant Professor, Clark University (2013-)  
H. Onur Bodur, Associate Professor with tenure, Concordia University (2000- )  
Anocha Aribarg, Associate Professor with tenure, University of Michigan (2004- )  
Ty Henderson, Associate Professor with tenure, University of Texas-Austin (2007- )

### External tenure and promotion evaluation:

Faculty member, Indiana University (promotion to full professor)  
Faculty member, University of Houston (promotion to full professor)  
Faculty member, Nanyang Business School (promotion to full professor)  
Faculty member, Georgia State University (promotion to associate professor with tenure)  
Faculty member, UT-Austin (promotion to associate professor with tenure)  
Faculty member, NC State (promotion to associate professor with tenure)  
Faculty member, Concordia University (University Research Chair)  
Faculty member, NC State (promotion to associate professor with tenure)  
Faculty member, University of Michigan (promotion to full professor)

Coordinator, Ph.D. program (Marketing), University of Wisconsin-Madison (2001, 2005)

### PhD committee member:

Andrea Luangrath, Marketing, University of Wisconsin-Madison 2016  
Michael T. Braun, Communication Arts, University of Wisconsin-Madison 2013  
Dee Warmath, Consumer Science, University of Wisconsin-Madison 2012  
Peter Newberry, Economics, University of Wisconsin-Madison 2012  
Victor Barger, University of Wisconsin-Madison 2011  
Moon Young Kang, Marketing, University of Wisconsin-Madison 2010  
Alok Kumar, Marketing, University of Wisconsin-Madison 2008  
Kun Huang, Economics, University of Wisconsin-Madison 2006  
Ron Hess, Marketing, Virginia Tech, 1998  
Alan Malter, Marketing, University of Wisconsin-Madison 2000



Ad hoc reviewer:

*Journal of Consumer Research, Management Science, Journal of Business and Economic Statistics, Field Methods, North American Actuarial Journal, Environmental and Resource Economics, Marketing Letters*

## **RESEARCH GRANTS**

Algorithms to Reveal Time Patterns in Consumer Behavior, American Family Insurance (\$48,256), 2016.

Uncovering Behavioral Violations Using Consumption Diaries, UW Graduate School Research Award (\$31,009), 2015.

Algorithms to Reveal Time Patterns in Consumer Behavior, American Family Insurance (\$45,546), 2015.

Compromise Effects: Implications for Choice Experiment Design and Dyadic Choices. UW Graduate School Research Award (\$30,006), 2011.

In-market Embedded Premium Effect. UW Graduate School Research Award (\$28,975), 2009.

The Impact of Consumer Targets and Perceptions of Choice Behavior. UW Graduate School Research Award (\$10,379), 2001

Understanding Heterogeneity in Loss Aversion Across Consumers: Implications for Product Design. UW-Madison School of Business (\$5,000), 2000

Understanding the Role of Preference Revision and Concession in Group Decisions. Intel, Inc. (\$12,000); Mars, Inc. (\$6,000), 1999

## **BUSINESS AND LEGAL CONSULTING**

MoroccanOil, Kohler, McNeil Consumer Healthcare, Johnson & Johnson Vision care, Arnold & Porter LLP, General Mills, Miller Brewing Company, M&M and Mars, Kraft, Sub-Zero, Outboard Marine Corporation, Epson, Intel, AT&T/Gemini, CPM Marketing Group, Wyeth Pharmaceuticals, Takeda Pharmaceuticals, TNS, C&R Research, IBIS Associates, Intuit, International Union of Operating Engineers

## **NON-ACADEMIC POSITIONS**

1989-1990	Director, Binary Semantics International, New Delhi, India
Summer 1988	Marketing Analyst, Digital Equipment Corporation, Acton, MA
1987	Senior Marketing Executive, ICIM Limited, New Delhi, India
1984-1986	Marketing Executive, Digital Equipment (India) Limited, New Delhi, India

## **PERSONAL DATA**

U.S. Citizen, Married, Four Children