

RICK L. ANDREWS

DEPUTY DEAN, Lerner College of Business & Economics
PROFESSOR, Department of Business Administration

4/30/2013

Business Address

Lerner College of Business and Economics
303J Alfred Lerner Hall
University of Delaware
Newark, DE 19716
Phone: (302) 831-1190
E-mail: andrewsr@udel.edu
Website: <http://www.buec.udel.edu/andrews/>

Education

DOCTOR OF PHILOSOPHY, 1992	Virginia Tech Major Field: Marketing Minor Field: Econometrics/Statistics
MASTER OF BUSINESS ADMINISTRATION, 1988	Radford University
BACHELOR OF SCIENCE, 1987	Radford University Major Field: Marketing Minor Field: Mathematics

Academic Appointments

DEPUTY DEAN, Lerner College of Business & Economics, University of Delaware, 2009-current

- Responsible for assisting Dean with budget, curriculum, international programs and partnerships, graduate program policy, undergraduate advising office, career services center, corporate partnerships, advisory and alumni boards, student recruiting
- 120 faculty
- Approximately 3400 students in 13 undergraduate and 10 graduate programs

INTERIM DEAN, Lerner College of Business & Economics, University of Delaware, April 2011-September 2011.

CHAIR, Department of Business Administration, University of Delaware, 2006-2011

- Responsible for managing budget, faculty recruiting, course scheduling, curriculum development, faculty performance appraisal and development, as well as managing day-to-day operations of Department
- 40 faculty
- Approximately 1,000 students in 5 undergraduate majors (Marketing, Management, Operations Management, International Business Studies, Sport Management) and two graduate programs (MBA and MS in Organizational Effectiveness, Development, and Change)

PROFESSOR OF MARKETING, University of Delaware, 2006-current

ROBERT S. GREER, SR., PROFESSOR OF BUSINESS ADMINISTRATION, Louisiana State University, 2003-2006; responsibilities include director of PhD program in Marketing

ASSOCIATE PROFESSOR, University of Delaware, 1998-2003

ASSISTANT PROFESSOR, University of Delaware, 1992-1998

Research Interests

Modeling consumers' perceptions, preferences, and choices

Retail scanner data modeling and analysis

Time series analysis and forecasting

Hierarchical Linear Models

Consumer decision making

Quantitative methods in marketing research

Research design and methodology

Refereed Journal Articles

Andrews, Rick L., Imran S. Currim, and Peter Leeflang (2011), "A Comparison of Sales Response Predictions from Demand Models Applied to Store-Level vs. Panel Data," Journal of Business & Economic Statistics, 29 (April), 319-326.

Herzenstein, Michal, Utpal M. Dholakia, and Rick L. Andrews (2011), "A Study of Strategic Herding Behavior in Peer-to-Peer Loan Auctions," Journal of Interactive Marketing, 25 (February), 27-36.

Andrews, Rick L., Michael J. Brusco, Imran S. Currim, and Brennan Davis (2010), "An Empirical Comparison of Methods for Clustering Problems: Are There Benefits from Having a Statistical Model?" Review of Marketing Science, 8 (Article 3). Available at: <http://www.bepress.com/romsjournal/vol8/iss1/art3>.

- Andrews, Rick L., Michael J. Brusco, and Imran S. Currim (2010), "Amalgamation of Partitions from Multiple Segmentation Bases: A Comparison of Non-Model-Based and Model-Based Methods," European Journal of Operational Research, 201 (March), 608-618.
- Andrews, Rick L. and Imran S. Currim (2009), "Multi-Stage Purchase Decision Models: Accommodating Response Heterogeneity, Common Demand Shocks, and Endogeneity using Disaggregate Data," International Journal of Research in Marketing, 26 (September), 197-206.
- Andrews, Rick L., Andrew Ainslie, and Imran S. Currim (2008), "On the Recovery of Choice Behaviors with Random Coefficients Choice Models in the Context of Limited Data and Unobserved Effects," Management Science, 54 (1), 83-99.
- Andrews, Rick L., Imran S. Currim, and Peter Leeflang (2008), "Estimating the SCAN*PRO Model of Store Sales: HB, FM or just OLS?" International Journal of Research in Marketing, 25 (March), 22-33.
- Lim, Jooseop, Imran S. Currim, and Rick L. Andrews (2005), "Consumer Heterogeneity in the Longer-Term Effects of Price Promotions," International Journal of Research in Marketing, 22 (December), 441-457.
- Andrews, Rick L. and Imran S. Currim (2005), "An Experimental Investigation of Scanner Data Preparation Strategies for Consumer Choice Models," International Journal of Research in Marketing, 22 (September), 319-331.
- Andrews, Rick L. and Imran S. Currim (2004), "Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy," International Journal of Internet Marketing and Advertising, 1 (1), 38-61.
- Franke, George R. and Rick L. Andrews (2003), "Comment on 'The Economics of Tobacco Advertising: Spending, Demand, and the Effects of Bans,'" International Journal of Advertising, 22, (4), 461-468.
- Andrews, Rick L. and Imran S. Currim (2003), "Retention of Latent Segments in Regression-Based Marketing Models," International Journal of Research in Marketing, 20 (December), 315-321.
- Swait, Joffre and Rick L. Andrews (2003), "Enriching Scanner Panel Models with Choice Experiments," Marketing Science, 22 (Fall), 442-460.
- Andrews, Rick L. and Imran S. Currim (2003), "Recovering and Profiling the True Segmentation Structure in Markets: An Empirical Investigation," International Journal of Research in Marketing, 20 (June), 177-192.

- Andrews, Rick L. and Imran S. Currim (2003), "A Comparison of Segment Retention Criteria for Finite Mixture Logit Models," Journal of Marketing Research, 40 (May), 235-243.
- Andrews, Rick L., Andrew Ainslie, and Imran S. Currim (2002), "An Empirical Comparison of Logit Choice Models with Discrete Versus Continuous Representations of Heterogeneity," Journal of Marketing Research, 39 (November), 479-487.
- Elrod, Terry, Gary J. Russell, Allan D. Shocker, Rick L. Andrews, Lynd Bacon, Barry L. Bayus, J. Douglas Carroll, Richard M. Johnson, Wagner A. Kamakura, Peter Lenk, Josef A. Mazanec, Vithala R. Rao, and Venkatesh Shankar (2002), "Inferring Market Structure from Customer Response to Competing and Complementary Products," Marketing Letters, 13 (August), 221-232.
- Andrews, Rick L. and Imran S. Currim (2002), "Identifying Segments with Identical Choice Behaviors across Product Categories: An Intercategory Logit Mixture Model," International Journal of Research in Marketing, 19 (March), 65-79.
- Andrews, Rick L., Asim Ansari, and Imran S. Currim (2002), "Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery," Journal of Marketing Research, 39 (February), 87-98.
- Abramson, Charles, Rick L. Andrews, Imran S. Currim, and Morgan Jones (2000), "Parameter Bias from Unobserved Effects in the Multinomial Logit Model of Consumer Choice," Journal of Marketing Research, 37 (November), 410-426.
- Andrews, Rick L. and Ajay K. Manrai, (1999) "MDS Maps for Product Attributes and Market Response: An Application to Scanner Panel Data," Marketing Science, 18 (4), 584-604.
- Iyer, Sridhar and Rick L. Andrews (1999), "Forecasting with Latent Structure Time Series Models: An Application to Nominal Interest Rates," Journal of Forecasting, 18 (November), 395-409.
- Andrews, Rick L. and Ajay K. Manrai (1998), "Feature-Based Elimination: Model and Empirical Comparison," European Journal of Operational Research, 111 (December), 248-267.
- Manrai, Ajay K. and Rick L. Andrews (1998), "Two-Stage Discrete Choice Models for Scanner Panel Data: An Assessment of Process and Assumptions," European Journal of Operational Research, 111 (December), 193-215.
- Andrews, Rick L. and Ajay K. Manrai (1998), "Simulation Experiments in Choice Simplification: The Effects of Task and Context on Forecasting Performance," Journal of Marketing Research, 35 (May), 198-209.
- Andrews, Rick L. and George R. Franke (1996), "Dynamics of Aggregate Response Sensitivities to Marketing Mix Variables," Journal of Business Research, 36 (June), 145-156.

Andrews, Rick L. and T.C. Srinivasan (1995), "Studying Consideration Effects in Empirical Choice Models Using Scanner Panel Data," Journal of Marketing Research, 32 (February), 30-41.

Andrews, Rick L. (1994), "Forecasting Performance of Structural Time Series Models," Journal of Business & Economic Statistics, 12 (January), 129-34.

Andrews, Rick L. (1992), "Economics of Information and Heterogeneous Products," Journal of Economic Psychology, 13 (September), 399-420.

Andrews, Rick L. and George R. Franke (1991), "The Determinants of Cigarette Consumption: A Meta-Analysis," Journal of Public Policy & Marketing, 10 (No. 1), 81-100.

Book Reviews

Andrews, Rick L. (2002), "Review of Hanssens, Parsons, and Schultz's 'Market Response Models: Econometric and Time Series Analysis,' 2nd ed., Journal of Marketing Research, 39 (August), 387-388.

Andrews, Rick L. (1996), "Causal Analysis with Panel Data," Journal of Marketing Research, 33 (August), 376-377.

Research in Progress

Andrews, Rick L., Sanjeev Dewan, and Imran S. Currim, "An Investigation of Heterogeneity in the Business Value of Information Technology Investments," working paper.

Andrews, Rick L., and Peter Ebbes, "Properties of Instrumental Variables Estimation in Logit-Based Demand Models: Finite Sample Results," working paper.

Herzenstein, Michal, Rick L. Andrews, Utpal M. Dholakia, and Evgeny Lyandres, "The Democratization of Personal Consumer Loans? Determinants of Success in Online Peer-to-Peer Loan Auctions," being revised for submission to Journal of Public Policy & Marketing.

Presentations with Proceedings

Andrews, Rick L. (1990), "How Optimal Is Consumer Search?" (abstract) in AMA Educators' Proceedings, William Bearden et al., eds. Chicago: American Marketing Association, 81.

Andrews, Rick L. and George R. Franke (1990), "Time-Varying Elasticities of U.S. Cigarette Demand, 1933-1987," (abstract) in AMA Educators' Proceedings, William Bearden et al., eds. Chicago: American Marketing Association, 393.

Other Presentations

“The Democratization of Personal Consumer Loans? Determinants of Success in Online Peer-to-Peer Loan Auctions,” Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 4-6, 2009.

“Modeling Latent Effects with Scanner Panel Data,” Marketing Science Conference, University of Pittsburgh, Pittsburgh, PA, June 8-10, 2006.

“Hierarchical Bayes vs. Finite Mixture Estimation,” Marketing Science Conference, University of Alberta, Edmonton, Canada, June 27-30, 2002.

“An Empirical Comparison of Logit Choice Models with Discrete vs. Continuous Representations of Heterogeneity,” research grant presentation, Department of Business Administration, University of Delaware, 2002.

“Hierarchical Bayes vs. Finite Mixture Conjoint Analysis Models: A Comparison of Fit, Prediction, and Partworth Recovery,” research grant presentation, Department of Business Administration, University of Delaware, 2001.

“Inferring Market Structure from Customer Response to Competing and Complementary Products,” Berkeley Invitational Choice Symposium, Monterey, California, June 1-5, 2001.

“Identifying Segments with Identical Choice Behaviors across Product Categories: An Intercategory Logit Mixture Model,” University of Missouri, July 25, 2001.

“Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy,” Marketing Science Conference, UCLA, Los Angeles, California, 2000.

“Behavioral Differences Between Consumers Attracted to Shopping Online vs. Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy,” invited presentation, University of California, Irvine, California, 2000.

“Feature Based Screening: Model and Empirical Comparison,” Marketing Science Conference, University of Arizona, Tucson, Arizona, 1995.

“Consideration Sets in Choice Models Applied to Scanner Panel Data,” invited presentation, Department of Economics, University of Delaware, 1994

“The Determinants of Cigarette Consumption: A Meta-Analysis,” Marketing and Public Policy Conference, Washington, D.C., 1991.

Teaching Interests

Marketing Research
Pricing and Promotion Analysis
New Product Development
Marketing Models
Marketing Management
Quantitative Methods in Marketing

Teaching Experience

Marketing Research, undergraduate and MBA level
New Product Development and Pricing, undergraduate and MBA level
Multivariate Data Analysis, PhD level
Marketing Engineering, undergraduate and MBA level
Marketing Management
Technological Problem Solving
Problem Solving Project Management
Business Consulting Practicum (MBA level)

Service Related Activities

LOUISIANA STATE UNIVERSITY:

Promotion and Tenure Committee, 2005-2006
Head of PhD Program, 2004-2006
Policy Committee, 2003-2004

UNIVERSITY OF DELAWARE:

Deputy Dean, Lerner College of Business & Economics, 2009-
Interim Dean, Lerner College of Business & Economics, April-September 2011.
Chair, Department of Business Administration, 2007-2011
Acting Department Chair, 2006-2007
Head of Marketing Area, 2000-2001
Chair of Marketing Search Committee, 1997
Marketing Search Committee, 1993-2000
Management Search Committee, 1998
MBA committee, 2000-2001
College of Business and Economics Promotion and Tenure Committee, 1999-2001
Faculty Senate, 1998-1999

PROFESSIONAL INVOLVEMENT:

Editorial Review Board: Marketing Science
Reviewer: Journal of Marketing Research

Reviewer: Management Science
Reviewer: Journal of Consumer Research
Reviewer: Marketing Letters
Reviewer: International Journal of Research in Marketing
Reviewer: Journal of Forecasting
Reviewer: Journal of Retailing
Reviewer: Journal of Advertising
Reviewer: Journal of Business Research
Reviewer: International Journal of Forecasting
Reviewer: European Journal of Operational Research

Honors, Awards, and Grants

Summer Research Grant, University of Delaware, 2002.
Invitational Choice Symposium, University of California, Berkeley, 2001.
Summer Research Grant, University of Delaware, 2001.
Summer Research Grant, University of Delaware, 2000.
Continuing Excellence in Research After Tenure (CERT) Grant, 1999.
Nominated for College of Business & Economics Research Award, 1996
One of 3 nominees for best paper award from volumes 10-12 of Journal of Public Policy & Marketing
General University Research (GUR) Grant, University of Delaware, 1994
Cunningham Dissertation Fellow, one of eight at VPI&SU, 1991-2
AMA Doctoral Consortium Fellow, 1991
Outstanding Graduate Student, College of Business, Radford University, 1988
Summa Cum Laude, all degrees
Radford Foundation Scholarship, Radford University, 1985

Professional Associations

American Marketing Association
INFORMS