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### Founder (or co-founder)

*Journal of Forecasting* (7th out of 84 journals in business, management, and planning with respect to its citation impact factor during its first two years, 1982 and 1983)

*International Journal of Forecasting*, established in 1985 (the 1988 citation impact factor was almost as high as that for *Management Science*)

International Institute of Forecasters, established in 1982

International Symposium on Forecasting, conducted annually since 1981

Forecasting Principles web site ([forecastingprinciples.com](http://forecastingprinciples.com)), which was founded in 1997, has received five awards and currently has over 2,000 visits per week. It is #1 on Google (and some other search engines) out of 67 million sites under the query “forecasting.”

Advertising Principles site ([advertisingprinciples.com](http://advertisingprinciples.com)) was founded in 2000 and received the MERLOT award as the best online learning resource in the area of business and management for 2004. It is ranked first among 54 million sites on a Google search for “advertising” and “principles.”

Political Forecasting website ([pollyvote.com](http://pollyvote.com)) in 2004. This site uses forecasting principles to track election forecasts. It ranks first out of 9.4 million sites in a search for “political” and “forecasting.”

### Honors and Recognition

Received the Society for Marketing Advances/JAI Press Distinguished Scholar Award for 2000

Ranked among the top 15 marketing professors in the U.S. by the 1989 Kirkpatrick & Locke (U. of Maryland) study using peer ratings, citations, and publications

The Silver Jubilee Lecturer in a the 25<sup>th</sup> anniversary celebration of the College of Business at Massey University in New Zealand, October 1997

One of the first six Honorary Fellows for “distinguished contributions to forecasting,” International Institute of Forecasters, 1996

Teaching awards finalist for Wharton MBA Anvil Award (five years)

### Service

General Chairperson and Program Chairperson of the 1983 International Symposium on Forecasting (ISF) in Philadelphia (450 papers and 1,100 participants), and General Chairperson of the 1987 ISF in Boston (350 papers and 800 participants)

Co-Editor of a Special Issue on “Forecasting in Marketing,” *International Journal of Forecasting* (combined issues 3 & 4 of 1987).

International Institute of Forecasters (Director, 1981-1989; President, 1982-1983 and 1986-1988).

### **Editorships:**

*Asian Journal of Marketing*, Associate Editor (1985 - present).  
*Foresight: The International Journal of Applied Forecasting* (2005-  
*Interfaces*, Contributing Editor (1982- present).  
*International Journal of Forecasting*, Editor (1985-1987), Editor-in-Chief (1987-1990), Associate  
Editor (1990-present).  
*Journal of Modeling in Management*, (2006-present)  
*Forecasting Letters* (2006-present)  
*International Journal of Research in Marketing* (1994-1998).  
*Journal of the Academy of Marketing Science* (1990-2000).  
*Journal of Business Ethics*, Associate Editor (1981-1992).  
*Journal of Business Research*, Review Board (1988-2000).  
*Journal of Empirical Generalizations in Marketing Science* (1995- present).  
*Journal of Experiential Learning and Simulation* (1979 - 1981).  
*Journal of Forecasting*, Editor (1980-85), Book Review Editor (1980-1985).  
*Journal of Managerial Issues* (1995-present).

## **Publications**

*Principles of Forecasting: A Handbook for Researchers and Practitioners*. Kluwer Academic Publishers, 2001. This 850-page book contains contributions from 40 authors, as well as the *Forecasting Dictionary*. Reviews in full text at [forecastingprinciples.com](http://forecastingprinciples.com).

*Long-Range Forecasting: From Crystal Ball to Computer*. New York: Wiley Interscience, 1978; 7 printings of 1st Edition; 2nd Edition published 1985 (700 pages). Total sales of 15,000; highly favorable reviews. One published study concluded that this was the most frequently cited book on forecasting methods. Available in full text at [forecastingprinciples.com](http://forecastingprinciples.com), where it attracts about 5,000 visits per year.

Second among faculty at the Wharton School with respect to the number of journal publications during the 1988-1993 period (report published by the Lippincott Library)

Over 90 refereed journal articles

Other publications:

23 papers in edited books	5 communications
15 book reviews	2 cases
15 commentaries	6 letters
7 proceedings papers	4 internet publications
4 entries in encyclopedias	over 100 critiques of published papers
12 editorials	

## **Impact of Publications**

One of the more frequently cited marketing professors worldwide: citation rate (first author only and excluding self-citations) averaged over 210 per year for 2003 through 2005. My h-score is 22 and my average rank score on RePEC is 2<sup>nd</sup> percentile.

*Principles of Forecasting* was voted as the “Favorite Book – First 25 Years” by researchers and practitioners associated with the International Institute of Forecasters.

Armstrong, Morwitz and Kumar (2001) was named as one of four outstanding papers published in the *International Journal of Forecasting* for the period 2000-2001.

Twenty-six papers have been reprinted, some more than once, for a total of about 60 reprintings.

Eight papers have been replicated or extended by others.

Seventeen papers have been the subject of commentaries or replies by others.

Second most frequently cited paper in *Interfaces* (1970-1992), based on a study that involved 2,190 authors (Gupta, *Interfaces*, March-April, 1997, pp. 85-101).

“Reaping Benefits from Management Research Lessons: from the Forecasting Principles Project” was named a July 2004 “New Hot Paper” on the *ISI Essential Science Indicators* web site. Every two months, ISI Essential Science Indicators lists what it calls “hot papers in science.” The papers are among the top one-tenth of one percent (0.1%) in a recent bimonthly period. Papers are selected in each of 22 fields of science and must have been published within the last two years.

I am typically in the top ten (ok 4,700 authors) on manyworlds.com, a site that summarizes research for use by practitioners.

Mass media coverage of research on:

- forecasting (e.g., *INC. Magazine*, *Philadelphia Inquirer*, Sylvia Porter, UPI, TV, and radio talk shows)
- communication of research (e.g., *Psychology Today*, *London Times*, *OMNI*, *New York Times*)
- editorial policies for scientific journals (TV, newspapers, UPI & AP, radio talk shows, and the *Chronicle of Higher Education*)
- social responsibility in management (e.g., TV, *Le Monde*, *Philadelphia Magazine*, and radio talk shows)
- prediction of consumer behavior, “Novices vs. Experts” (e.g., *Wall Street Journal*)
- the myth of market share as an objective (coverage in Argentina, Thailand, New Zealand, and the U.S.)

## Academic Positions

*University of Pennsylvania, Wharton School* (1968 - present)

*University of Otago*, Distinguished Visiting Professor, July 2005

*Manchester Business School*, Honorary Simon Visiting Professor, May 2004

*Manchester Business School*, Visiting lecturer, March 2003

*Lancaster University*, England, Visiting Fellow of the Management School (January 1997; April 2002)

*University of Auckland*, New Zealand, Visiting Professor of Marketing (April 1990; July 1992; March 1997)

*University of Tokyo*, Hakuhodo Professor of Marketing (October 1994)

*IDEA*, Buenos Aires, Argentina, Visiting Professor of Marketing (July 1988; May 1993)

*University Sains Malaysia*, Penang, Malaysia. External Examiner (July 1987)

*University of Capetown*, Capetown, South Africa, Visiting Professor of Marketing (January 1986)

*University of Canterbury*, Christchurch, New Zealand. Erskine Fellow, Department of Business Administration (June - August 1985)

*Chulalongkorn University, Graduate Institute of Business Administration*, Bangkok, Thailand, Visiting Professor of Marketing (November - December 1984)

*University of Hawaii, College of Business*, Visiting Professor of Marketing, (Summer 1976), Visiting Professor of Decision Sciences (Summer 1983)

*University of New South Wales*, Australia, Honorary Visiting Professor of Marketing (October 1982) *IMEDE*, Lausanne, Switzerland, Visiting Professor of Marketing (1980-81) *Stockholm School of Economics*. Visiting Professor of Marketing (Jan. 1974 - July 1975 and Summer 1977).

Experimented with the use of self-directed exercises (SDE) for learning marketing at the Swedish Institute of Management. This experimentation was instrumental in the creation of a company that markets SDEs in Europe.

*MIT, Sloan School* (1967). Taught applied statistics for the behavioral sciences

## Invited International Lectures

Lectured (exclusive of conferences) on my research in 23 countries outside the U.S.: Argentina (2), Australia (8), Brazil (1), Canada (6), Chile (1), China (2), Denmark (3), England (18), Finland (3), France (2), Germany (1), Holland (2), Hungary (1), Korea (1), Malaysia (1), New Zealand (21), Norway (1), Peru (1), Poland (2), Scotland (1), Singapore (2), Sweden (5), Switzerland (2), Thailand (1)

## Education

*M.I.T.*, Cambridge, MA: Ph.D. in Management (1968): Marketing (with work in applied statistics, social psychology, and economics); Ford Foundation Fellowship.

*Carnegie-Mellon University*, Pittsburgh, PA: M.S. in Industrial Administration (1965): Marketing

*Lehigh University*, Bethlehem, PA: B.S. in Industrial Engineering (1960); B.A. in Applied Science (1959)

## Other Work Experience

*U.S. Army* (August - December 1961): Private.

*Eastman Kodak*, Rochester, NY (June 1960 - September 1963): Industrial engineer. Work methods and measurement (e.g., workplace design, time study, work sampling, and computer simulation of man-machine systems); incentive systems (extensive work on how to motivate workers); quality control (developed training plan to improve effectiveness of inspectors); and personnel selection.

*Xerox Corporation*, Rochester, NY (June - August 1964): Systems analyst. Developed Xerox's first computer program for short-range forecasting for inventory control of finished goods.

*Polaroid Corporation*, Cambridge, MA (May - September 1966). Marketing research: sales forecasting; analysis of consumer survey data.

## Major Findings

A summary of findings in which I was involved (the multiple asterisks denote the more important findings).

### Forecasting

- \*\*\*\* Developed "Rule-based Forecasting" (with F. Collopy) to improve the selection and combination of extrapolation forecasts
- \*\*\*\* Proposed and tested the causal forces for the selection and weighting of extrapolation methods
- \*\*\*\* Developed and tested simulated interaction as a way to more accurately predict outcomes in conflict situations and negotiations (with K. Green)
- \*\*\*\* Developed and tested structured analogies as a way to more accurately predict outcomes in conflict situations and negotiations (with K. Green)
- \*\*\*\* Found that trends should not be extrapolated for contrary series (when a historical trend is contrary to expectations for the future.)
- \*\*\* Developed and tested "decomposition by causal forces," an approach that improves accuracy in the extrapolation of complex time series (with F. Collopy)
- \*\*\* Conducted meta-analysis showing that combining forecasts reduces error by about 12%
- \*\*\* Concluded that game theory has no value for forecasting (with K. Green)
- \*\*\* Found that judgmental bootstrapping substantially improves accuracy relative to judgmental forecasts
- \*\*\* Proposed and evaluated the Relative Absolute Error (RAE) for comparing the accuracy of extrapolation methods across series
- \*\* Proposed that trend factors in extrapolation models be damped (based on a literature review)
- \*\* Modified (damped) seasonal factors that use domain knowledge reduce forecast error by 6%

- \*\* Developed a procedure to conduct a "forecasting audit" (available at forecastingprinciples.com)
- \* Developed the Seer-Sucker Theory: high expertise in forecasting has little relationship to forecasting accuracy
- \* Obtained evidence that econometric methods provide more accurate long-range forecasts
- \* Demonstrated simple extrapolation methods to be as accurate as more complex methods in forecasting
- \* Concluded that company earnings forecasts are more accurate than those by analysts which, in turn, are more accurate than extrapolations (based on meta-analysis)
- \* Concluded that the mean square error is inappropriate for comparing forecasting methods
- \* Prediction intervals for series where trends conflict with expectations are asymmetric in the logs

## **Marketing**

- \*\*\*\* Survey researchers do not properly estimate nonresponse bias
- \*\*\*\* Market-share and competitor-oriented objectives are detrimental to profit (the myth of market share)
- \*\*\* Extrapolation across waves can be used to correct for non-response bias in mail surveys
- \*\* Experts' predictions of consumer behavior lack validity
- \*\* Showed that use of a portfolio planning matrix (BCG) leads to less profitable decisions
- \*\* Found strong relationship between monetary incentives and mail survey response
- \*\* Identified the conditions under which multiplicative decomposition is useful for estimation
- \*\* Brief descriptions are sufficient for intentions-to-purchase studies in some conditions
- \*\* Found that texts on marketing principles contain few principles
- \*\* Marketing journals publish few replications, these are published after much delay, they often conflict with original findings, and the trends are detrimental
- \* Practitioners do not use well-established principles on how to select employees
- \* Showed that business-reply postage is not cost-effective for mail surveys
- \* Extensions of marketing studies typically fail to reproduce the original findings
- \* Conducted experiments showing that escalation bias does not generalize to marketing decisions

## **Scientific Methods**

- \*\*\*\* Researchers often fail to read the paper they cite in scientific journals.
- \*\*\* Statistical significance harms scientific progress.
- \*\*\* Concluded that method of multiple hypotheses is underutilized in management science.
- \*\*\* Obtained evidence of a bias against the publication of papers with controversial findings
- \*\*\* Fairness is bad for science: Invited papers are more useful than papers published through traditional refereeing
- \*\* Found relationship between less intelligible writing and academic prestige
- \* Identified conflicts between scientific advancement and the advancement of scientists
- \* Proposed and used the "survey of researchers" to assess reliability and validity of coding in meta-analyses
- \* Proposed a "Results-blind reviewing" procedure for reviewing journal articles with controversial findings

## **Social Responsibility**

- \*\*\*\* The stakeholder role, in combination with social accounting, reduces the likelihood of socially irresponsible decisions in marketing

## **Strategic Planning**

- \*\*\*\* Formal planning improves organizational effectiveness

## **Education**

- \*\*\* Provided support for the hypothesis that business school prestige rests upon research, not teaching
- \*\* Developed and assessed the use of time contracts as a way to increase learning
- \* Developed and assessed a method of "learning by objectives"

## Applied Statistics

- \* Illustrated dangers with the failure to assess reliability in factor analysis
- \* Illustrated dangers with the failure to assess reliability in regression analysis

## Selected Publications

[All papers are available in full text on my homepage,  
[jscottarmstrong.com](http://jscottarmstrong.com), unless noted otherwise.]

## Forecasting

“Structured Analogies in Forecasting,” (with Kesten Green) International Journal of Forecasting (forthcoming).

“Combining Methods to Forecast the 2004 Presidential Election” (with Alfred Cuzán and Randall J. Jones, Jr.) (2004), working paper

“Findings from evidence-based forecasting: Methods for reducing forecast error,” International Journal of Forecasting, 22 (2006), 583-598.

“Index Methods for Forecasting: An Application to the American Presidential Elections,” *Foresight: The International Journal of Applied Forecasting*, 3, No.1 (2006), 10-13

“Making Progress in Forecasting,” (with Robert Fildes), International Journal of Forecasting, 22 (2006), 433-441.

Green, Kesten C. & J. Scott Armstrong (2005), "The War in Iraq: Should We have Expected Better Forecasts?" *Foresight: The International Journal of Applied Forecasting* , 1 (October), 50-52.

"Value of Expertise for Forecasting Decisions in Conflicts" (with Kesten Green) forthcoming with commentary in Interfaces

"The Forecasting Canon: Nine Generalizations to Improve Forecast Accuracy," *Foresight: The International Journal of Applied Forecasting*, 1, No.1 (2005), 29-35.

"Decomposition by Causal Forces: A Procedure for Forecasting Complex Time Series," (with Fred Collopy and J. Thomas Yokum), *International Journal of Forecasting*, 21 (2005), 25-36.

"Damped Seasonality Factors: Introduction," *International Journal of Forecasting*, 20, (2004), 525-527.

“Review of *Predicting Presidential Elections and Other Things*,” (Ray Fair, Stanford University Press; Stanford, CA 2002), *International Journal of Forecasting*, 19, 2003, 760-761.

“Assessing Game Theory, Role Playing, and Unaided Judgment,” *International Journal of Forecasting*, 18 (2002), 345-352.

“Should We Redesign Forecasting Competitions?” *International Journal of Forecasting*, 17 (2001), 542-545.

Editor, *Principles of Forecasting: A Handbook for Researchers and Practitioners* (2001). Kluwer Academic Publishers. This book contains 30 papers. I was author of nine. Except for the “Standards and Practices for Forecasting” and the “Forecasting Dictionary,” these are not on the web site.

“Role playing: A Method to Forecast Decisions”

“Judgmental Bootstrapping: Inferring Experts’ Rules for Forecasting”

“Extrapolation of Time-Series and Cross-Sectional Data”

“Rule-based Forecasting: Using Judgment in Time-Series Extrapolation” (with Collopy and Adya)  
“Expert Systems for Forecasting” (with Collopy and Adya)  
“Selecting Forecasting Methods”  
“Combining Forecasts”  
“Evaluating Forecasting Methods”  
“Standards and Practices for Forecasting”  
“Forecasting Dictionary”

“Identification of Asymmetric Prediction Intervals through Causal Forces” (with F. Collopy), *Journal of Forecasting*, 20 (2001), 273-283.

“Automatic Identification of Time-Series Features for Rule-based Forecasting” (with Adya, Collopy and Kennedy), *International Journal of Forecasting*, 17 (2001), 143-157.

“Potential Diffusion of Expert Systems in Forecasting” (with Tom Yokum), *Technological Forecasting and Social Change*, 67 (2001), 95-105.

“Forecasting,” in *Encyclopedia of Operations Research and Management Science* (edited by S.I. Gass and C.M. Harris), Kluwer (2001), pp. 304-310. (Revision of my entry in their 1996 edition.) [not available on website]

“An Application of Rule-based Forecasting to a Situation Lacking Domain Knowledge” (with Adya, Collopy and Kennedy), *International Journal of Forecasting* 16 (2000), 477-484.

“Introduction to Paper and Commentaries on the Delphi Technique,” *International Journal of Forecasting*, 15 (1999), 351-352.

“Sales Forecasting,” in the *Companion Encyclopedia of Marketing*. Michael J. Baker (Editor), London: International Thomson Business Press (1999), pp. 278-290. (Revision of my entry in their 1995 edition.) [not available on website]

“Forecasting for Environmental Decision-Making,” in V.H. Dale and M.E. English, eds., *Tools to Aid Environmental Decision Making*, 1999, New York: Springer-Verlag, pp. 192-225.

“Commentary on “Generalizing About Univariate Forecasting Methods” *International Journal of Forecasting*, 14 (1998), 359-366.

“Integration of Statistical Methods and Judgment for Time Series Forecasting”(with F. Collopy), in G.Wright and P. Goodwin eds., *Forecasting with Judgment*. Chichester: John Wiley, 1998, 269-293.

“Beyond Accuracy: Comparison of Criteria Used to Select Forecasting Methods” (with Tom Yokum), *International Journal of Forecasting*, 11 (1995), 591-597.

“Recent Research on Forecasting” (Over 100 critiques of published papers on forecasting). These appeared in most issues of the *Journal of Forecasting* from 1982-85, and in the *International Journal of Forecasting*, 1985 to present.

“On the Selection of Error Measures for Comparisons Among Forecasting Methods” (with Robert Fildes), *Journal of Forecasting*, 14 (1995), 67-71.

“Judgmental Decomposition: When Does It Work?” (with D. MacGregor), *International Journal of Forecasting*, 10 (1994), 495-506.

“Principles for Examining Predictive Validity: The Case of Information Systems Spending Forecasts” (with F. Collopy and M. Adya), *Information Systems Research*, 5 (1994), 170-179.

“The Fertile Field of Meta-analysis: Cumulative Progress in Agricultural Forecasting,” *International Journal of*

- Forecasting*, 10 (1994), 147-149.
- “Causal Forces: Structuring Knowledge for Time Series Extrapolation” (with F. Collopy), *Journal of Forecasting*, 12 (1993), 103-115.
- “Expert Opinions About Extrapolation and the Mystery of the Overlooked Discontinuities” (with F. Collopy), *International Journal of Forecasting*, 8 (1992), 575-582.
- “Rule-based Forecasting: Development and Validation of an Expert Systems Approach to Combining Time Series Extrapolations,” (with F. Collopy), *Management Science*, 38 (1992), 1394-1414.
- “Error Measures for Generalizing About Forecasting Methods: Empirical Comparisons” (with F. Collopy), *International Journal of Forecasting*, 8 (1992), 69-80. Commentary follows: “Generalization and Communication Issues in the Use of Error Measures: A Reply,” (with F. Collopy), *International Journal of Forecasting*, 8 (1992), 107-109.
- “Reflections on Forecasting in the 1980's,” *International Journal of Forecasting*, 5 (1989), 467-468.
- “Combining Forecasts: The End of the Beginning, or the Beginning of the End?” *International Journal of Forecasting*, 5 (1989), 585-588.
- “Predicting Job Performance: A Comparison of Expert Opinion and Research Findings” (with S. Dakin), *International Journal of Forecasting*, 5 (1989), 187-194. [Extension by Ahlburg in the *International Journal of Forecasting*, 7 (1992), 467-472.]
- “Toward Computer-Aided Forecasting Systems: Gathering, Coding and Validating the Knowledge” (with F. Collopy), in George R. Widmeyer (ed.) *DSS 89 Transactions*. TIMS College on Information Systems, Providence, RI, 1989, pp. 103-119.
- “Communication of Research on Forecasting: The Journal,” *International Journal of Forecasting*, 4 (1988), 321-324.
- “Research Needs in Forecasting,” *International Journal of Forecasting*, 4 (1988), 449-465.
- “Review of *The Great Depression of 1990* by Ravi Batra,” *International Journal of Forecasting*, 4 (1988), 493-495.
- “Forecasting Methods for Conflict Situations” in George Wright and P. Ayton (eds.), *Judgmental Forecasting*. Chichester: John Wiley, (1987), pp. 157-176.
- “The Forecasting Audit,” in Spyros Makridakis and S. C. Wheelwright, *The Handbook of Forecasting: A Manager's Guide*. New York: John Wiley (1982). Revised version in the 2nd Edition, 1987, pp. 584-602. [not available on website]
- “Forecasting Methods for Marketing: Review of Empirical Research” (with R. J. Brodie and S. H. McIntyre), *International Journal of Forecasting*, 3 (1987), 355-376. [Published simultaneously in the *Singapore Marketing Review*, 11 (1987), 7-23.]
- “Research on Forecasting: A Quarter-Century Review, 1960-1984,” (with commentary) *Interfaces*, 16 (January/February 1986), 89-109.
- “Forecasting the Vote: Review of *Forecasting Presidential Elections* by Steven J. Rosenstone,” *International Journal of Forecasting*, 2 (1986), 248-249.
- Long-Range Forecasting: From Crystal Ball to Computer*. New York: Wiley-Interscience, 1978; 2nd Edition,

1985. Discusses how to use various forecasting methods, how to evaluate forecasting models, and what methods are appropriate for which situations. Provides original research and is the only comprehensive review of empirical research on forecasting for the social sciences (714 pages).

“Do Judgmental Researchers Use Their Own Research? A Review of *Judgment Under Uncertainty: Heuristics and Biases*,” *Journal of Forecasting*, 3 (1984), 235-239.

“Forecasting by Extrapolation: Conclusions from Twenty-five Years of Research” (with commentary), *Interfaces*, 14 (Nov.-Dec. 1984), 52-66.

“Relative Accuracy of Judgmental and Extrapolative Methods in Forecasting Annual Earnings,” *Journal of Forecasting*, 2 (1983), 437-447.

“The Accuracy of Alternative Extrapolation Models: Analysis of a Forecasting Competition Through Open Peer Review” (with E. J. Lusk), *Journal of Forecasting*, 2 (1983), 259-262 (commentaries and replies on pp. 263-311).

“Evaluation of Extrapolative Forecasting Methods: Results of a Survey of Academicians and Practitioners,” (with R. Carbone), *Journal of Forecasting*, 1 (1982), 215-217.

“The Seer-Sucker Theory: The Value of Experts in Forecasting,” *Technology Review*, 83 (June/July 1980), 18-24.

“Forecasting with Econometric Methods: Folklore vs. Fact,” *Journal of Business*, 51 (1978), 549-564 (commentary follows, pp. 565-594). “Econometric Forecasting and the Science Court,” *Journal of Business*, 51 (1978), 595-600.

“A Comparative Study of Methods for Long-Range Market Forecasting” (with M. Grohman), *Management Science*, 19 (1972), 211-221.

## **Marketing**

“Verification of Citations: Faulty Towers of Knowledge,” (with Malcolm Wright) Working Paper (2006)

“Competitor-oriented Objectives: The Myth of Market Share” (with Kesten C. Green), *International Journal of Business* (forthcoming).

“How to be Less Persuaded or More Persuasive – Review of *Age of Propaganda: The Everyday Use and Abuse of Persuasion*,” by Anthony R. Prakanis and Elliot Aronson, *Journal of Marketing*, 67 (2003) 129-130.

“Discovery and Communication of Important Marketing Findings, Evidence, and Proposals,” *Journal of Business Research*, 56 (2003), 69-84.

“The Value of Surprising Findings for Research on Marketing,” *Journal of Business Research*, 56 (1), 2002, 91-92.

“Hypotheses in Marketing Science: Literature Review and Publication Audit” (with R. Brodie and A. Parsons), *Marketing Letters*, 12 (2001), 171-187.

“Sales Forecasts for Existing Consumer Products and Services: Do Purchase Intentions Contribute to Accuracy?” (with V. Morwitz and V. Kumar), *International Journal of Forecasting*, 16 (2000), 383-397.

“Forecasting for Marketing” (with R. Brodie), in G. Hooley and M. Hussey, *Quantitative Methods in Marketing*. London: International Thomson Business Press, 1999, 92-120.

“How Should Firms Select Advertising Agencies? A Review of Randall Rothenberg’s *Where the Suckers Moon*,” *Journal of Marketing*, 60 (1996), 131-134.

- “Competitor Orientation: Effects of Objectives and Information on Managerial Decisions and Profitability” (with F. Collopy), *Journal of Marketing Research*, 33 (1996), 188-199.
- “Review of *The Psychology of Judgment and Decision Making* by Scott Plous,” *Journal of Marketing*, 58 (1994), 119-120.
- “Effectiveness of Monetary Incentives: Mail Surveys to Members of Multinational Professional Groups” (with T. Yokum), *Industrial Marketing Management*, 23 (1994), 133-136.
- “Effects of Portfolio Planning Methods on Decision Making: Empirical Results” (with R. Brodie), *International Journal of Research in Marketing*, 11 (1994), 73-84.
- “Portfolio Planning Methods: Faulty Approach or Faulty Research?” (with R. Brodie), *International Journal of Research in Marketing*, 11 (1994), 91-93.
- “Escalation Bias: Does it Extend to Marketing?” (with N. Coviello and B. Safranek), *Journal of the Academy of Marketing Science*, 21 (1993), 247-253.
- “Principles Involving Marketing Policies: An Empirical Assessment,” (with R. Schultz), *Marketing Letters*, 4 (1993), 253-265.
- “Knowledge Development in Marketing: The Role of Replication Research,” (with R. Hubbard and R. Brodie), *New Zealand Journal of Business*, 14 (1992), 1-13. [not available on website]
- “Prediction of Consumer Behavior by Experts and Novices,” *Journal of Consumer Research*, 18 (1991), 251-256.
- “Class of Mail Does Affect Response Rates to Mailed Questionnaires: Evidence from Meta-analysis,” *Journal of the Market Research Society*, 32 (1990), 469-471.
- “Predicting the Outcome of Marketing Negotiations: Role-Playing versus Unaided Opinions” (with P. Hutcherson), *International Journal of Research in Marketing*, 6 (1989), 227-239.
- “Review of *No Contest: The Case Against Competition* by Alfie Kohn,” *Journal of Marketing*, 52 (1988), 131-132.
- “Return Postage in Mail Surveys: A Meta-Analysis” (with E. J. Lusk), *Public Opinion Quarterly*, 51 (1987), 233-248.
- “Review of *Mail and Telephone Surveys* by Don A. Dillman,” *Journal of Business*, 54 (1981), 622-625. [not available on website]
- “Estimating Nonresponse Bias in Mail Surveys” (with T. Overton), *Journal of Marketing Research*, 14 (1977), 396-402.
- “The Use of the Decomposition Principle in Making Judgments” (with W. Denniston and M. Gordon), *Organizational Behavior and Human Performance*, 14 (1975), 257-263.
- “Review of *Market Segmentation* by Johan Arndt,” *Journal of Marketing*, 39 (Jan. 1975), 122. [not available on website]
- “Monetary Incentives in Mail Surveys,” *Public Opinion Quarterly*, 39 (1975), 111-116.
- “Eclectic Research and Construct Validation,” in Jagdish N. Sheth (ed.), *Models of Buyer Behavior*. New York: Harper and Row (1974), pp. 3-14. [not available on website]
- “Analyzing Quantitative Models” (with A. Shapiro), *Journal of Marketing*, 38 (1974), 61-66.

- “Brand Trial After a Credibility Change” (with D. B. Montgomery), *Journal of Advertising Research*, 10, No. 5 (1970), 26-32.
- “Brief vs. Comprehensive Descriptions in Measuring Intentions to Purchase” (with T. Overton), *Journal of Marketing Research*, 8 (1971), 114-117.
- “An Application of Econometric Models to International Marketing,” *Journal of Marketing Research*, 7 (1970), 190-198.
- “Exploratory Analysis of Marketing Data: A Reply,” *Journal of Marketing Research*, 8 (1971), 511-513.
- “Exploratory Analysis of Marketing Data: Trees vs. Regression” (with J. Andress), *Journal of Marketing Research*, 7 (1970), 487-492.
- “A Note on the Use of Markov Chains in Forecasting Store Choice” (with J. U. Farley), *Management Science*, 16 (1969), B-281 to B-285.

### Scientific Methods

- “Replication Research in Marketing Revisited: A Note on a Disturbing Trend,” (with H. Evanschitzky, C. Baumgarth, R. Hubbard). Working Paper (July 2006)
- “Significance tests Harm Progress in Forecasting.” *International Journal of Forecasting*, forthcoming with commentary.
- “Does an Academic Research Paper Contain Useful Knowledge? No ( $p < .04$ ),” *Australian Marketing Journal*, 12 (2), 2004, 62-63.
- “Incentives for Developing and Communicating Principles: A Reply,” *Interfaces*, 33 (8), 2003, 109-111.
- “Reaping Benefits from Management Research: Lessons from the Forecasting Principles Project,” with R. Pagell *Interfaces*, 33 (6), 2003, 89-111.
- “Democracy Does Not Make Good Science: On Reforming Review Procedures for Management Science Journals,” *Interfaces* 28, No. 4, (1998), 88-91. [not available on website]
- “Management Science: What Does It Have to Do with Management or Science?” *Marketing Bulletin*, 9 (May 1998), 1-15.
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