

RICHARD R. BATSELL
(December 31, 2015)

<u>DEGREES</u>		<u>DATE</u>	<u>CONCENTRATION</u>
B.A.	The University of Texas at Austin (with honors)	1971	Mathematics
B.B.A.	The University of Texas at Austin (with honors)	1971	Statistics and Operations Research
Ph.D.	The University of Texas at Austin	1976	Marketing

RESEARCH INTERESTS

- 1) The development and application of mathematical models of choice
- 2) Analytical approaches to the development of marketing strategy
- 3) Methodologies for the analytical comparison of health care costs

TEACHING INTERESTS

Data Analysis, Marketing Research

EXPERIENCE

Academic

Associate Professor (with tenure), The Jesse H. Jones Graduate School of Administration, Rice University, July 1985 - present
Associate Professor (without tenure), The Jesse H. Jones Graduate School of Administration, Rice University, July, 1982 - July 1985
Assistant Professor, The Jesse H. Jones Graduate School of Administration, Rice University, July, 1980 - July, 1982
Assistant Professor, The Wharton School, University of Pennsylvania, January, 1977 - June, 1980
Instructor, University of Texas at Austin, September, 1976 - January 1977
Editorial Assistant, Journal of Marketing, July, 1975 - July, 1976
Teaching Assistant, Department of Marketing, University of Texas at Austin, July, 1974 - July, 1975

Non-Academic

Systems Analyst, Region XIII Education Service Center, July, 1973 - June, 1974
Systems Analyst, Management Information Center, Texas Education Agency, August, 1969 - June, 1973

PROFESSIONAL SOCIETIES

INFORMS

American Marketing Association
Association for Consumer Research

ACADEMIC SOCIETIES

Phi Beta Kappa
Phi Kappa Phi
Beta Gamma Sigma

PUBLICATIONS IN JOURNALS

Articles

“The Impact of Tobacco Smoke Exposure on Childhood Asthma in a Medicaid Managed Care Plan”, Farber HJ, Batsell RR, Silveira EA, Calhoun RT, Giardino AP. *Chest*. 2015 Oct 29.

"Trends in Child Health Insurance Coverage: A Local Perspective", Jean L. Raphael, Richard R. Batsell, Marc A. Kowalkowski, Aileen Beltran, Angelo P. Giardino, and Charles G. Macias, *Journal of Applied Research on Children: Informing Policy for Children at Risk*, Vol. 4, Issue 2, Article 3, 2013.

“The role of insulin resistance in the pathogenesis of atherosclerotic cardiovascular disease: an updated review,” with Kota J. Reddy, M.D., Manmeet Singh, M.D., and Joey R. Bangit, M.D.. *Journal of Cardiovascular Medicine*, Vol. 11, No. 9, pp. 633-647, 2010.

“Effects of Lifestyle Counseling and Combination Lipid-modifying Therapy on Lipoprotein-associated Phospholipase A2 Mass Concentration,” with Kota J. Reddy, M.D., Manmeet Singh, M.D., Joey R. Bangit, M.D., Rekha A. Miraskar, M.D., Misbah Saeed Zaheer, M.D., Carol Cockerham, M.S., and Michael Wegner, Ph.D. *Journal of Clinical Lipidology*, Vol. 3, No. 4, pp. 275-280, 2009.

“The Role of Lipoprotein-associated Phospholipase A2 on Cardiovascular Disease Risk Assessment and Plaque Rupture: A Clinical Review,” with Kota J. Reddy, M.D., Manmeet Singh, M.D., and Joey R. Bangit, M.D. *Journal of Clinical Lipidology*, Vol. 3, No. 2, pp. 85-93, 2009.

“Efficacy of Combination Drug Pulse Therapy in Maintaining Lipid Levels in Patients Intolerant of Daily Statin Use,” with Kota J. Reddy, M.D., Manmeet Singh, M.D., Joey R. Bangit, M.D., Misbah Saeed Zaheer, M.D., Shirley John, M.D., Shahan Varghese, M.D., and Ronald Molinella, M.D. *Journal of the CardioMetabolic Syndrome*, Spring 2009.

“A New Approach for Capturing and Portraying the Competitive Structure of a Market: An Application to The Bush-Kerry-Nader Presidential Contest,” *Review of Marketing Science*; (2004) Vol. 2, Article 7.
<http://www.bepress.com/romsjournal/vol2/iss1/art7>

- “Useful Mathematical Relationships Embedded in Tversky’s Elimination By Aspects Model,” with John C. Polking, Roxy D. Cramer, and Christopher M. Miller. *Journal of Mathematical Psychology*, 47, pp. 538-544, 2003.
- “Coherent Probability From Incoherent Judgment,” with Daniel Osherson, David Lane, and Peter Hartley, *Journal Of Experimental Psychology: Applied*, 70 (2001); 3-12.
- “Predicting the Skilled Use of Hierarchical Menus With the Keystroke-Level Model,” with David M. Lane, H. Albert Napier, and John L. Naman, *Human-Computer Interaction*, Volume 8, pp. 185-192, 1993.
- “Knowledge of Command Usage in a Spreadsheet Program: Impact on User Interface Design and Training,” with H. Albert Napier, D.M. Lane, and N.S. Guadagno, *Data Base*, pp. 13-21, 1992.
- “Experimental Analysis of Choice,” by Richard R. Batsell and Jordan Louviere, *Marketing Letters*, 2 (3) pp. 199-214, 1991.
- “How to Use Market-Based Pricing to Forecast Consumer Purchase Decisions”, with John B. Elmer, *Journal of Pricing Management*, vol. 1, No. 2, pp. 5-15, 1990.
- “The Predictability of Commands in a Spreadsheet Program”, with H.A. Napier, D.M. Lane, and N.S. Guadagno, *Interacting With Computers*, vol. 2, no. 1, pp. 75-82, 1990.
- “The Impact of a Restricted Natural Language Interface on Ease of Learning and Productivity: A Comparison of Lotus 1-2-3 and Lotus HAL”, with H. Albert Napier, D.M. Lane, and N.S. Guadagno, *Communications of the ACM*, Summer, 1989.
- “A Monte Carlo Comparison of Estimators for the Multinational Logit Model” with David S. Bunch, *Journal of Marketing Research*, February, 1989.
- “A New Class of Market Share Models” with John C. Polking, *Marketing Science*, Vol. 4, No. 3, Summer, 1985, pp. 177-198. (This paper was runner-up for the best article published on Marketing Science in 1985.)
- “A Model and Measurement Methodology for Predicting Individual Consumer Choice,” by Richard R. Batsell and Leonard M. Lodish, *Journal of Marketing Research*, 18, 1, February 1981, pp. 1-12. (This paper was runner-up for the best article published in the Journal of Marketing Research in 1981.)
- “On the Use of Hidden Surface Routines in the Analysis of Marketing Data,” by Richard R. Batsell, *Journal of Marketing*, 44, 3, Summer, 1980, pp. 102-106.
- “Consumer Resource Allocation Models at the Individual Level,” by Richard R. Batsell, *Journal of Consumer Research*, 7, 1, June, 1980, pp. 78-87.
- “Product Testing: Current Methods and Needed Developments,” by Richard R. Batsell and Yoram Wind, *Journal of the Market Research Society*, 22, 2, April, 1980, pp. 115-139.
- “Delimiting the Areal Extent of a Market Area,” by David L. Huff and Richard R. Batsell, *Journal of Marketing Research*, 14 (November, 1977).

Computer Abstracts

“AREAL: A Program for Deriving the Areal Extent of a Trade Area,” by Richard R. Batsell and David L. Huff, *Journal of Marketing Research*, 14 (November, 1977).

PUBLICATIONS IN BOOKS

“On Utility, Substitutability and the Prediction of Choice - A Simple Extension of the Luce Model Which Simultaneously Scales Utility and Substitutability,” by Richard R. Batsell, *Choice Models for Buyer Behavior*, Leigh M. McAlister, Editor; JAI Press, Inc., Greenwich, Connecticut, 1982, pp. 243-258.

PUBLICATIONS IN REFERRED PROCEEDINGS

“Eliminating Incoherence from Subjective Estimates of Chance,” with Spyros Tsavachidis, Daniel Osherson, Moshe Vardi, and Lyle Brenner, Conference on Knowledge Representation and Reasoning, 2002.

“A New Multidimensional Scaling Methodology for the Representation of Inter-Product Substitutability,” with Wayne S. De Sarbo, *Advances In Consumer Research*, October, 1988.

“A Multiattribute Extension of the Luce Model which Simultaneously Scales Utility and Substitutability,” *The Effect of Item Similarity on Choice Probabilities*, ed. Joel Huber, Working Paper Series, Fuqua School of Business, Duke University, Durham, NC 27706, 1981.

“Marketing of Blood Donorship, Helping Behavior, and Psychological Reactance,” by Karl E. Henion and Richard R. Batsell, *Proceedings*, Annual Meeting of the American Marketing Association, August, 1976.

“Psychographic Characteristics of Ecologically Concerned Chief Executives of 76 Major Corporations,” by Karl E. Henion, W. Thomas Anderson, Jr., and Richard R. Batsell, *Ecological Marketing*, American Marketing Association, November 9-11, 1975, Austin, Texas.

“Conceptual and Operational Problems with Market Share Models of Consumer Spatial Behavior,” by David L. Huff and Richard R. Batsell, *Proceedings*, Annual Meeting of the Association for Consumer Research, November, 1974.

“Multiple Linear Regression - A Realistic Reflector,” by A. T. Nutt and Richard R. Batsell, *Proceedings*, Annual Meeting of the Association for Educational Data Systems, April, 1973.

MANUSCRIPTS IN THE REVIEW PROCESS

“Luce versus McFadden: Alternative Views of Stochasticity in Utility-Based Discrete Choice Models,” with Andrei Strijnev, P. B. Seetharaman, and Amit Pazgal. Discontinued.

MANUSCRIPTS IN PREPARATION

“Advancing the Modeling of Choice: To Log-It, Prob-It Or Eliminate-It?” with Tod Cox, P. B. Seetharaman, Amit Pazgal, and Richard Swartz.

“A New Methodology For Health Care Cost Difference Decomposition” with Amit Pazal and Michael Bullington targeted for *Management Science – Health Care Track*.

RESEARCH IN PROGRESS

“On the Number of Free Parameters In Tversky’s EBA Model” with Michael Wolf and Amit Pazgal targeted for *Journal of Mathematical Psychology*. (Discontinued)

Individual Choice Behavior: A Feature-Based General Model with Amit Pazgal.

RESEARCH AWARDS

Investigator with H. Albert Napier and D.M. Lane on “Impact of Software User Interface on Individual Productivity”. Research grant from Lotus Development Corporation for \$38,320.

Co-principal investigator with H. Albert Napier and D.M. Lane on “Frequency of Command Use in Lotus 1-2-3”. Research grant from Lotus Development Corporation for \$29,708.

Co-principal investigator with H. Albert Napier and D.M. Lane on “Lotus 1-2-3/G User Interface Study”. Research grant from Lotus Development Corporation for \$53,000.

RESEARCH PRESENTATIONS

“Tobacco Smoke Exposure Reduction Counseling in the Medical Care of Children.” Farber HJ, Calhoun R, Batsell RR, Giardino AP. American Thoracic Society International Conference, Denver, CO. Monday, May 18, 2015. *Am J Respir Crit Care Med* 191;2015:A3817

“Maternal Smoking Substantially Increases Children’s Asthma Emergency Department Visit Rates.” Farber HJ, Calhoun R, Batsell RR, Silveira E. American Thoracic Society International Conference, San Diego, CA. May 20, 2014

“Having A Tobacco Smoker In The Home Is Associated With Increased Asthma Prevalence Among Children In A Medicaid Managed Care Plan.” Farber HJ, Calhoun RT, Batsell RR. Session: C27 - Evaluation and Management of Difficult Asthma Populations, American Thoracic Society International Conference, San Francisco, CA. May 22, 2012.

“Childhood Asthma, Impairment, and Tobacco Smoke Exposure.” Farber HJ, Calhoun RT, Batsell RR. American Thoracic Society International Conference, New Orleans, LA, May 16, 2010. *Am J Respir Crit Care Med* 2010; 181: A1866.

“Experience Applying the Elimination By Aspects Model To Real Data from a Real Market,” Richard Batsell (Rice University), Keith Chrzan (Maritz Research), Scott Baggett (Rice University), presented at *The SKIM Event (Like The Sawtooth Conference)*, Barcelona, May 2008.

“The Prevalence of Elevated Inflammatory Biomarkers Among Persons at Low to Moderate Risk of CHD by Traditional Risk Factors and Coronary Calcium Scoring,” presented at the 3rd International Symposium in Cardiovascular Diseases Integrated Biomarkers, Seattle, WA, July 2008.

“Applications Of Tversky’s Elimination-By-Aspects Model of Choice Behavior,” presented at University Of Houston Distinguished Lecture Series, March 31, 2000.

“Product Positioning: Old Maps, New Maps, Red Maps, Blue Maps,” presented at the 1998 Marketing Science Meetings, Fontainebleau, France, July, 1998.

“Individual Choice Behavior: A General Model”

Presented at:

- 1) The 1996 Marketing Science Conference held at the University of Florida, March, 1996;
- 2) The Jones Graduate School Research Seminar Series, March, 1996;
- 3) The Houston Chapter of the American Statistical Association, March, 1996;
- 4) University of Houston Marketing Department Research Series, May, 1996;
- 5) Graduate School of Business, Columbia University, February, 1997;
- 6) Stern Graduate School of Business, New York University, April 1997;
- 7) Graduate School of Management, University of Texas at Dallas, May, 1997.
- 8) The Wharton School, University of Pennsylvania, September, 1997.
- 9) Texas Marketing Researcher Collegium held at Southern Methodist University, October, 1997.
- 10) University of Texas at Austin, Marketing Ph.D. Reunion, Keynote Speaker, February 20, 1998.

“Building Internal Customer Satisfaction,” with William Flis, invited presentation at the Annual Meeting of the Council On Logistics Management, Washington, D.C., October, 1993.

“How Many Choices Are Enough? The Affect of Replications on MLE Performance in the Analysis of Discrete Choice Repeated - Measures Data Sets,” with David S. Bunch, invited presentation at the Joint Statistical Meetings of the American Statistical Association and the Biometric Society, August, 1988.

“A Monte Carlo Comparison of Estimators for the Multinomial Logit Model,” with David S. Bunch, presented at the Fall ORSA/TIMS meeting, St. Louis, October, 1987.

“A New Multidimensional Scaling Methodology for the Representation of Inter-Product Substitutability,” with Wayne S. De Sarbo, Association for Consumer Research Annual Conference, Cambridge, Massachusetts, October, 1987.

“Modeling Choice in a Political Context.” Presented at the American Association for Public Opinion Research meetings in Florida, May, 1986.

“A Generalized Model of Market Share,” with John C. Polking. Presented at the 1984 Marketing Science Conference held at the University of Chicago, in March, 1984.

“A Multiattribute Extension of the Luce Model which Simultaneously Scales Utility and Substitutability,” presented at a conference held at Duke University and entitled, “The Effect of Item Similarity on Choice Probabilities,” June 18-20, 1981.

“Parameter Estimation and Empirical Evidence on a Reduced-Form Elimination-By-Aspects Model of Choice Behavior,” presented at the National ORSA/TIMS conference in Houston, October 11-14, 1981.

“A Market Share Model Which Simultaneously Captures The Effects of Utility and Substitutability,” presented at Special Topics ORSA/TIMS Conference on Market Measurement and Analysis held at The University of Texas at Austin, March 13-15, 1980.

PROFESSIONAL ACTIVITIES

Editorial Review Boards:

Journal of Marketing, 1977-1985

Marketing Science, 1986-1994

Occasional reviewer for The Journal of Marketing Research, the Journal of Consumer Research, Management Science, and Marketing Science.

INVITED LECTURES

Texas Marketing Researchers Collegium held at Southern Methodist University, October, 1997.

The Wharton School, University of Pennsylvania, September, 1997.

University of Texas at Dallas, May 1997.

New York University, April, 1997.

Columbia University, February, 1997.

University of Houston, May, 1996.

Southern Methodist University, Distinguished Lecture Series, April 3rd, 1987.

University of Chicago, Department of Marketing Lecture Series, April 25, 1984.

Cornell University, Marketing Department Research Seminar, March 11, 1981.

Duke University, Marketing Department Lecture Series, February 25, 1981.

Ohio State University, Marketing Department Research Seminar, May 11, 1979.

HONORS

Co-authored with John Polking the paper which was runner-up for the best article published in Marketing Science in 1985.

Co-authored with Len Lodish the paper which was runner-up for the best article published in the Journal of Marketing Research in 1981.

Winner of Excellence in Teaching Award for Jones Graduate School in 1988 and in 1991. (The award is based on voting from alumni who graduated 2 years previously and 5 years previously.)

Faculty sponsor (along with Bill Wilson) for the student team which won second place in the annual Philip Morris graduate marketing competition (1987).

Noted as a “Magna Cum Laude” teacher for Rice in Fall, 1986.

Faculty sponsor (along with Briance Mascarenhas) for the student team which won first place in the annual Philip Morris graduate marketing competition (1985).

Received the Superior Teaching Award for Jones Graduate School (1984).

Received the Halliburton Education Award of Excellence in Teaching, Research, and Service (1983).

Finalist in the Phi Beta Kappa teaching award -- A university level teaching award at Rice University (Spring, 1981).

Finalist in the Lindback Award -- A university level teaching award of the University of Pennsylvania (Spring, 1980).

UNIVERSITY SERVICE

2013, Spring (Service while on Sabbatical for Spring 2013)

- 1) Faculty Senator (Rice) – Spring 2013
- 2) Member of the Senate Working Group on Faculty Salaries (Rice) – Spring 2013

2012-2013 (Service while full-time in Spring 2012 and while on Sabbatical for Fall 2012)

- 1) Member of the Academic Standards Committee (JGS) – Spring 2012
- 2) Faculty Senator (Rice) – Spring 2012
- 3) Member of the Benefits Committee (Rice) – Spring 2012
- 4) Member of the Senate Working Group on Faculty Salaries (Rice) – Spring & Fall 2012
- 5) Member of the Ad Hoc Committee on Faculty Advancement (Rice) – Spring 2012

2011-2012

- 1) Member of the Academic Standards Committee (JGS)
- 2) Faculty Senator (Rice)

- 3) Member of the Benefits Committee (Rice)
- 4) Member of the Senate Working Group on Faculty Salaries (Rice)
- 5) Member of the Ad Hoc Committee on Faculty Advancement (Rice)

2010-2011

- 1) Chair of the JGS Curriculum Committee (JGS)
- 2) Area Coordinator for Marketing (JGS)
- 3) Dean's Advisory Committee (JGS) (Spring only)
- 4) Conducting MBA Marketing Research for the Jones Graduate School
- 5) Faculty Senator (Rice)
- 6) Member of the Benefits Committee (Rice)
- 7) Chair of the Senate working group on Grade Inflation (Rice)
- 8) Chair of the Senate working group conducting the faculty survey on the merger (Rice) (Spring only)

2009-2010

- 1) Chair of the JGS Curriculum Committee (JGS)
- 2) Area Coordinator for Marketing (JGS)
- 3) Dean's Advisory Committee (JGS)
- 4) Faculty Senator (Rice)
- 5) Member of the Benefits Committee (Rice)
- 6) Chair of the Senate working group on Grade Inflation (Rice)
- 7) Chair of the Senate working group conducting the faculty survey on the merger (Rice)

2008-2009

- 1) Chair of the JGS Curriculum Committee (JGS)
- 2) Member of the JGSM Marketing Committee (JGS)
- 3) Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 4) Faculty Advisor to the MBA Student Marketing Club (JGS)
- 5) Area Coordinator for Marketing (JGS)
- 6) Faculty Senator (Rice)
- 7) Member of the Working Group on Course Evaluations (Rice)

2007-2008

- 1) Chair of the JGS Curriculum Committee (JGS)
- 2) Member of the JGSM Marketing Committee (JGS)
- 3) Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 4) Faculty Advisor to the MBA Student Marketing Club (JGS)
- 5) Area Coordinator for Marketing (JGS)
- 6) Faculty Senator (Rice)
- 7) Member of the Working Group on Course Evaluations (Rice)

2006-2007

- 1) Chair of the MBA-P Oversight Committee (JGS)
- 2) Member of the JGSM Marketing Committee (JGS)
- 3) Member of the Jones Graduate School Citizenship Committee (JGS)
- 4) Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 5) Faculty Advisor to the MBA Student Marketing Club (JGS)
- 6) Member of the MBA Rankings Committee (JGS)

- 7) Faculty Senator (Rice)
- 8) Member of the Parking Committee (Rice)
- 9) Member of the Working Group on Course Evaluations (Rice)

2005-2006

- 1) Chair of the MBA for Executives Program Review Committee (JGS)
- 2) Member of the Jones Graduate School Citizenship Committee (JGS)
- 3) Member of the Program Development Committee for the new MBA-P Program (JGS)
- 4) Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 5) Faculty Advisor to the MBA Student Marketing Club (JGS)
- 6) Faculty Senator (Rice)
- 7) Member of the Parking Committee (Rice)

2004-2005 (Service while on sabbatical)

- 1) Chair of the MBA for Executives Program Review Committee (JGS)
- 2) Co-Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 3) Member of the committee to design an undergraduate business minor for Engineering Students (JGS)
- 4) Member of the Jones Graduate School Citizenship Committee (JGS)

2003-2004

- 1) Chair of the Executive Programs Committee (JGS)
- 2) Chair of the Salary Equity Committee (Rice)
- 3) Member of the Committee on Faculty Research (JGS)
- 4) Assisted Robert Bixby in preparing materials and teaching optimization module
- 5) Faculty Advisor to the National Marketing Case Competition hosted by Rice
- 6) Faculty Advisor to the MBA Student Marketing Club
- 7) Faculty Advisor to the Jones Graduate School Student Association

2002-2003

- 1) Member of the MBA Committee (JGS)
- 2) Chair of the Salary Equity Committee (Rice)
- 3) Assisted Robert Bixby in preparing materials and teaching optimization module
- 4) Faculty Advisor to the National Marketing Case Competition hosted by Rice
- 5) Faculty Advisor to the MBA Student Marketing Club
- 6) Faculty Advisor to the Jones Graduate School Student Association

2001-2002

- 1) Chair of the Executive Programs Committee (JGS)
- 2) Chair of the Salary Equity Committee (Rice)
- 3) Faculty Advisor to the Jones Graduate School Student Association (JGS)
- 4) Member of the Dean's Advisory Committee (JGS)
- 5) Member of the Capital Campaign Steering Committee (JGS)
- 6) Faculty Advisor to the National Marketing Case Competition hosted by Rice (JGS)
- 7) Faculty Advisor to the MBA Student Marketing Club (JGS)
- 8) Supervised a special project (2 modules, 10 students) for President Gillis & the Rice Football Team to increase attendance (Rice)
- 9) At the request of the Associate Dean, conducted an independent study on Data Analysis
- 10) Assisted Robert Bixby in preparing materials and teaching optimization module

2000-2001

- 1) Chair of the Jones Graduate School Committee on Faculty Research
- 2) Faculty Advisor to the MBA Student Marketing Club
- 3) Faculty Advisor to the Jones Graduate School Student Association
- 4) Member of the Dean's Advisory Committee
- 5) Member of the Capital Campaign Steering Committee
- 6) Faculty Advisor to the National Marketing Case Competition hosted by Rice
- 7) Chair of the University Salary Equity Committee

1999-2000

- 1) Chairman of the Committee on Faculty Research
- 2) Faculty Co-Advisor to the MBA Student Marketing Club
- 3) Faculty Advisor to the Jones Graduate School Student Association
- 4) Elected to the Dean's Advisory Committee
- 5) Member of the Capital Campaign Steering Committee
- 6) Supervised research with Deans of Leading MBA programs

1998-1999

- 1) Chairman of the Committee on Faculty Research
- 2) Faculty Advisor to the MBA Student Marketing Club
- 3) Co-Faculty Advisor to the Jones Graduate School Student Association
- 4) Member of the Committee on Executive Programs
- 5) Member of the University Parking Committee
- 6) Member of the Capital Campaign Steering Committee

1997-1998

- 1) Chairman of the Task Force for Jones Graduate School Positioning
- 2) Faculty Advisor to the Student Marketing Club
- 3) Co-Faculty Advisor to the Jones Graduate School Student Association
- 4) Member of the Committee on Executive Programs
- 5) Member of the University Parking Committee
- 6) Supervised the CEO/Senior Executive Research on MBA programs

1996-1997 (On Sabbatical Leave for the year)

- 1) Member of the Jones School Work Team on Applicants, Students, and Alumni
- 2) Faculty Advisor to the Student Marketing Club
- 3) Member of the University Parking Committee

1995-1996

- 1) Chairman of the Jones Graduate School Committee on Computing
- 2) Member of the University Committee on Computers
- 3) Member of the search committee for the University Librarian
- 4) Co-Chair of Student Marketing Club

1994-1995

- 1) Member of the Curriculum & Standards Committee of the Jones Graduate School
- 2) Faculty Sponsor of The Marketing Club

- 3) Member of the University Self-Study Committee on Teaching

1993-1994

- 1) Chairman of the Jones Graduate School Computing Committee
- 2) Faculty Sponsor of The Marketing Club
- 3) Member of the University Self-Study Committee on Teaching

1992-1993

- 1) Member of the Curriculum & Standards Committee of the Jones Graduate School
- 2) University Marshal
- 3) Faculty Sponsor of The Marketing Club

1991-1992

- 1) Member of the Recruiting Committee of the Jones Graduate School
- 2) Member of the Computer Planning Board for Rice
- 3) Member of the Search Committee for Vice-President of Research and Information Systems
- 4) University Marshal
- 5) Member of the Faculty Committee to Evaluate "The Athletics Report"
- 6) Faculty Sponsor of The Marketing Club

1990-1991

- 1) Member of the Recruiting Committee of the Jones Graduate School
- 2) Member of the Computer Planning Board for Rice
- 3) Member of the Search Committee for Vice-President of Research and Information Systems
- 4) University Marshal
- 5) Member of the Faculty Committee to Evaluate "The Athletics Report"
- 6) Faculty Sponsor of The Marketing Club

1989-1990

- 1) Chairman of the Curriculum and Standards Committee of the Jones Graduate School
- 2) Member of the Computer Planning Board for Rice

1988-1989 (On Sabbatical Leave for the year)

- 1) Member of the Computer Planning Board for Rice
- 2) Assisted the Jones Graduate School in Recruiting Marketing Faculty

1987-1988

- 1) Chairman of the Research Subcommittee of the Computer Planning Board
- 2) Member of the Computer Planning Board for Rice
- 3) Member of the Committee on Fringe Benefits for Rice
- 4) Member of the Jones Graduate School Dean Search Committee
- 5) Coordinated a proposal to Apple Computer which resulted in the donation of 12 Macintosh II computers to the Jones Graduate School of Rice University. Approximate value: \$39,000.

1986-1987

- 1) Member of the Committee on Fringe Benefits for Rice
- 2) Member of the Committee on Statistics for Rice
- 3) Member of the Jones Journal Advisory Board
- 4) Member of the Associate Provost Search Committee
- 5) Member of the Jones Graduate School Dean Search Committee

1985-1986

- 1) Member of the Committee on Fringe Benefits for Rice
- 2) Member of the ad-hoc Computing Board for Rice
- 3) Member of the Committee on Statistics for Rice
- 4) Member of the Faculty Recruiting Committee for the Jones Graduate School
- 5) Member of the Jones Journal Advisory Board

1984-1985

- 1) Member of the Committee On Undergraduate Teaching for Rice
- 2) Member of the ad-hoc Computing Board for Rice
- 3) Member of the Faculty Recruiting Committee for the Jones Graduate School
- 4) Member of the Committee to design a Ph.D. program for the Jones Graduate School
- 5) Member of the Committee on Statistics for Rice
- 6) Member of the Committee on Fringe Benefits for Rice
- 7) Member of the Jones Journal Advisory Board
- 8) Associate of Hanszen College

1983-1984

- 1) Chairman of the University Committee on Computers for Rice
- 2) Chairman of the Curriculum and Standards Committee for the Jones Graduate School
- 3) Member of the Rice Self-Study Committee on Computing
- 4) Member of the Committee on Statistics for Rice
- 5) Member of the Committee on Fringe Benefits for Rice
- 6) Member of the Advisory Board for the Jones Journal
- 7) Associate of Hanszen College
- 8) Wrote a proposal to Apple Computer which resulted in the donation of 30 Macintosh and 5 Lisa computers to the Jones Graduate School of Rice University. These computers formed the first student computing lab for the Jones Graduate School. Approximate value: \$40,000

1982-1983

- 1) Chairman of the Curriculum and Standards Committee for the Jones Graduate School
- 2) Member of the ad-hoc Committee on Statistics for Rice
- 3) Member of the Committee on Computers for Rice
- 4) Member of the Committee on Fringe Benefits for Rice
- 5) Associate of Hanszen College

1981-1982

- 1) Chairman of the Curriculum and Standards Committee for the Jones Graduate School
- 2) Member of the ad-hoc committee on Statistics for Rice
- 3) Member of the Committee on Computers for Rice
- 4) Associate of Hanszen College

1980-1981

- 1) Member of committee on Faculty Recruiting for the Jones Graduate School
- 2) Member of Executive Committee, The Jones Journal