

## **Randolph E. Bucklin**

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### **EDUCATION**

- Ph.D., Business (Marketing), Stanford University, 1989
- M.S., Statistics, Stanford University, 1987
- A.B., Economics, Harvard University, *Phi Beta Kappa, magna cum laude*, 1982

### **EMPLOYMENT**

- Professor of Marketing, Peter W. Mullin Chair in Management, UCLA Anderson School  
Faculty Chairman, Deputy Dean of Academic Affairs, UCLA Anderson School, 2012-15  
Marketing Area Chair, 2000-04, 2005-07  
Peter W. Mullin Chair in Management, 2007-  
Professor of Marketing, UCLA Anderson School, 2000-  
Associate Professor of Marketing, UCLA Anderson School, 1995-2000  
Assistant Professor of Marketing, UCLA Anderson School, 1988-1995
- Bain and Company, Associate Consultant, 1982-1984
- *The Washington Post*, Business reporter, 1982.

### **PUBLICATIONS IN ACADEMIC JOURNALS**

1. Randolph E. Bucklin, Richard E. Caves, and Andres W. Lo (1989), "Games of Survival in the US Newspaper Industry," *Applied Economics*, (May), 631-649.
2. James M. Lattin and Randolph E. Bucklin (1989), "Reference Effects of Price and Promotion on Brand Choice Behavior," *Journal of Marketing Research*, (August), 299-310.
3. Randolph E. Bucklin and James M. Lattin (1991), "A Two-State Model of Purchase Incidence and Brand Choice," *Marketing Science*, (Winter), 24-39.
4. Randolph E. Bucklin and V. Srinivasan (1991), "Determining Interbrand Substitutability Through Survey Measurement of Consumer Preference Structures," *Journal of Marketing Research*, (February), 58-71.
5. Randolph E. Bucklin and Sunil Gupta (1992), "Brand Choice, Purchase Incidence, and Segmentation: An Integrated Modeling Approach," *Journal of Marketing Research*, (May), 201-215.

*Finalist for the 1997 William F. O'Dell Award.*

6. Randolph E. Bucklin and James M. Lattin (1992), "A Model of Product Category Competition Among Grocery Retailers," *Journal of Retailing (Special Issue on Panel and Point of Sale Data)*, (Fall), 271-293.

*Voted by the Editorial Board as the best article in 1992.*

7. Gary J. Russell, Randolph E. Bucklin, and V. Srinivasan (1993), "Identifying Multiple Preference Segments from Own-and Cross-Price Elasticities," *Marketing Letters*, (January), 5-18. (*Lead article*)
8. Russell S. Winer, Randolph E. Bucklin, et al. (1994), "When Words Collide: The Implications of Panel Data-Based Choice Modes for Consumer Behavior," *Marketing Letters*, (October), 383-394.
9. Randolph E. Bucklin, Sunil Gupta, and Sangman Han (1995), "A Brand's Eye View of Response Segmentation in Consumer Brand Choice Behavior," *Journal of Marketing Research*, (February), 66-74.
10. S. Siddarth, Randolph E. Bucklin, and Donald G. Morrison (1995), "Making the Cut: Modeling and Analyzing Choice Set Restriction in Scanner Panel Data," *Journal of Marketing Research*, (August), 255-266. (*Lead article*)
11. Randolph E. Bucklin, Gary J. Russell, and V. Srinivasan (1998), "A Relationship Between Market Share Elasticities and Brand Switching Probabilities," *Journal of Marketing Research*, (February), 99-113.

*Finalist for the 1998 Paul Green Award.*

12. Randolph E. Bucklin, Sunil Gupta, and S. Siddarth (1998), "Determining Segmentation in Sales Response Across Consumer Purchase Behaviors," *Journal of Marketing Research*, (May), 189-197.
13. Randolph E. Bucklin, Donald R. Lehmann, and John D.C. Little (1998), "From Decision Support to Decision Automation: A 2020 Vision," *Marketing Letters*, (August), 235-246. (*Lead article.*) Reprinted in Rohit Deshpande, ed., *Using Market Knowledge*, Sage Publications, 2000.
14. Randolph E. Bucklin, Sunil Gupta, and S. Siddarth (1998), "Modeling the Effect of Purchase Quantity on Consumer Choice of Product Assortment," *Journal of Forecasting: Special Issue on Marketing Applications*, (Jun/July), 281-301.
15. David R. Bell and Randolph E. Bucklin (1999), "The Role of Internal Reference Points in the Category Purchase Decision," *Journal of Consumer Research*, (September), 128-43.
16. Randolph E. Bucklin and Sunil Gupta (1999), "Commercial Use of Scanner Data: Industry and Academic Perspectives," *Marketing Science*, (Vol 18, No 3), 247-273. Reprinted in Rohit Deshpande, ed., *Using Market Knowledge*, Sage Publications, 2000.
17. Jorge Silva-Risso, Randolph E. Bucklin and Donald G. Morrison (1999), "A Decision Support System for Planning Manufacturers' Sales Promotion Calendars," *Marketing*

*Science*, (Vol 18, No 3), 274-300. Reprinted in *Fundamentals of Marketing Research*, Malhotra, N. (Ed.), Sage Publications (2007).

18. Randolph E. Bucklin et al. (2002), "Choice and the Internet: From Clickstream to Research Stream," *Marketing Letters* (August), 243-256.
19. Randolph E. Bucklin and Catarina Sismeiro (2003), "A Model of Web Site Browsing Behavior Estimated on Clickstream Data," *Journal of Marketing Research* (August), 249-267. (*Lead article*)

*Finalist for the 2008 William F. O'Dell Award.*

20. Catarina Sismeiro and Randolph E. Bucklin (2004), "Modeling Purchase Behavior at an E-Commerce Web Site: A Task Completion Approach," *Journal of Marketing Research* (August), 306-323.
21. Jorge Silva-Risso and Randolph E. Bucklin (2004), "Capturing the Effects of Coupon Promotions in Scanner Panel Choice Models," *Journal of Product and Brand Management* (November), 442-452.
22. Joel Steckel, Russell Winer, Randolph E. Bucklin, Benedict Dellaert, Xavier Drèze, Gerald Häubl, Sandy Jap, John Little, Tom Meyvis, Alan Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," *Marketing Letters* (Vol 16 No 3/4), 309-320.
23. Zainab Jamal and Randolph E. Bucklin (2006), "Improving the Diagnosis and Prediction of Customer Churn: A Heterogeneous Hazard Modeling Approach," *Journal of Interactive Marketing* (Summer-Fall), 16-29.
24. Randolph E. Bucklin, Jorge Silva-Risso and S. Siddarth (2008), "Distribution Intensity and New Car Choice," *Journal of Marketing Research* (August), 473-487.
25. Randolph E. Bucklin and Catarina Sismeiro (2009), "Click Here for Internet Insight: Advances in the Analysis of Clickstream Data," *Journal of Interactive Marketing*, 23, 35-48.
26. Andres Terech, Randolph E. Bucklin, and Donald G. Morrison (2009), "Consideration, Choice, and Classifying Loyalty," *Marketing Letters* (September), 209-227.
27. Michael Trusov, Randolph E. Bucklin and Koen Pauwels (2009), "Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site," *Journal of Marketing* (September), 90-102.

*Voted by the editorial board as the runner-up for the 2009 MSI/H. Paul Root Award and as a finalist for the 2009 Harold H. Maynard Award; Awarded an Emerald Management Reviews Citation of Excellence as one of the 50 best articles published in management in 2009; awarded a Citation of Excellence as one of the 35 top management, business and economics articles 2005-2009. Rewritten and reprinted as "Monetary Value of Word-of-Mouth Marketing in Online Communities," GfK MRI New Strategies, 2, 21, 26-33 (2010).*

28. Michael Trusov, Anand Bodapati, and Randolph E. Bucklin (2010), "Determining Influential Users in Internet Social Networks," *Journal of Marketing Research* (August), 643-658.

*Winner of the 2010 Paul Green Award. Winner of the 2011 Lehmann Award. Winner of the 2015 William F. O'Dell Award.*

29. Oliver Rutz and Randolph E. Bucklin (2011), "From Generic to Branded: A Model of Spillover in Paid Search Advertising," *Journal of Marketing Research* (February), 87-102.

*Winner of the 2011 Paul Green Award. Winner of the 2013 Lehmann Award. Winner of the 2016 William F. O'Dell Award.*

30. Oliver Rutz, Michael Trusov, and Randolph E. Bucklin (2011), "Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?" *Marketing Science* (July/August), 646-665.

*Finalist for the 2013 Frank Bass Award. Selected by the Marketing Science Institute (MSI) as one of the most impactful articles to appear in 2011 and featured as lead item in Journal Selections from MSI, April 2012.*

31. Oliver Rutz, Randolph E. Bucklin and Garret Sonnier (2012), "A Latent Instrumental Variables Approach to Modeling Keyword Conversion in Paid Search Advertising," *Journal of Marketing Research* (June), 306-319.

*Finalist for the 2012 Paul Green Award.*

32. Catarina Sismeiro, Natalie Mizik and Randolph E. Bucklin (2012), "Modeling Co-Existing Business Scenarios with Time-Series Panel Data: A Dynamics-based Segmentation Approach," *International Journal of Research in Marketing* (June), 134-147.

33. Oliver Rutz and Randolph E. Bucklin (2012), "Does Banner Advertising Affect Browsing for Brands? Clickstream Choice Model Says Yes, For Some," *Quantitative Marketing and Economics* (June), 231-257.

34. Paul R. Hoban and Randolph E. Bucklin (2015), "Effects of Internet Display Advertising in the Purchase Funnel: Model-Based Insights from a Randomized Field Experiment," *Journal of Marketing Research* (June), 375-393.

*Finalist for the Paul Green Award. Selected by the Marketing Science Institute (MSI) as one of the most impactful articles to appear in 2015 and featured as lead item in Journal Selections from MSI, November 2015.*

35. Randolph E. Bucklin (2015), "An Introduction to the Special Issue," *Journal of Retailing* (December), 543-545.

## CHAPTERS IN BOOKS

1. Randolph E. Bucklin (2008), "Marketing Models for Electronic Commerce," in Wierenga, Berend (ed.), *Handbook of Marketing Decision Models*, Springer, 327-372.
2. Randolph E. Bucklin, Oliver Rutz, and Michael Trusov (2009), "Metrics for the New Internet Marketing Communications Mix," in Malhotra, Naresh (ed.), *Review of Marketing Research (Volume 5)*, M.E. Sharpe, 173-192.
3. Oliver Rutz and Randolph E. Bucklin (2013), "Paid Search Advertising," in K. Coussement, K.W. De Bock and Scott A. Neslin (Eds.), *Advanced Database Marketing: Innovative Methodologies & Applications for Managing Customer Relationships*, Gower, 229-243.
4. Randolph E. Bucklin and Paul R. Hoban (2017), "Marketing Models for Internet Advertising," in Wierenga, Berend and Van der Lans, Ralf, eds., *Handbook of Marketing Decision Models*, 2<sup>nd</sup> edition, Springer, 431-462.

## SUBMITTED AND WORKING

1. Rafael Becerril Arreola, Randolph E. Bucklin, and Raphael Thomadsen (2019), "Effects of Income Distribution Changes on Assortment Size in the Mainstream Grocery Channel," invited revision at *Management Science*.
2. Sean N. Bruggemann, Anand V. Bodapati, and Randolph E. Bucklin (2019), "Targeting Curated Playlists in Digital Music Streaming," under review at *Journal of Marketing*.
3. Rafael Becerril Arreola and Randolph E. Bucklin (2019), "The Role of Beverage Bottle Size in the Generation of PET Plastic Waste: Implications for Assortment Management."

## RESEARCH IN PROGRESS

1. Rafael Becerril Arreola and Randolph E. Bucklin (2019), "Effects of Heterogeneous Income Changes on Category Spending, Brand Choice, and Market Shares."
2. Randolph E. Bucklin and Peter Simon (2019), "Marketing Issues in Class Certification," invited for publication in Gersen, Jacob and Steckel, Joel, eds., *Legal Applications of Marketing Theory*.

## TEACHING

### *MBA Programs*

- Sales and Channel Management, 2008-
- Price Policies, 1999-2012
- Marketing Management I (MBA Core Course), 1989-1994, 2005-2006
- Mathematical Models in Marketing, 1989, 1990
- Advanced Marketing Research, 1993-96
- Management in the Distribution Channel, 1990-2004
- Management Field Study/Applied Management Research, 1989-

### *MSBA Program*

- Internet Customer Analytics, 2018-

### *PhD Program*

- Models for Internet Marketing and E-Commerce, 2009
- Quantitative Research in Marketing (Choice Models), 1992-2006
- PhD Chair, S. Siddarth (1992), Jorge Silva-Risso (1996), Catarina Sismeiro (2002), Andres Terech (2004), Zainab Jamal (2006), Michael Trusov (2007), Oliver Rutz (2007), Paul Hoban (2014)

### *Executive Programs*

- UCLA Medical Marketing Program, 1989-2011
- UC Berkeley Pricing Program, 2009-2012
- UC Berkeley Product Management Program, 2009
- UCLA Executive Program, 1989-92, 1997-2001
- UCLA Performance-Based Pricing Program, 1998-1999
- UCLA/ Hughes Marketing Program, 1993-97
- UCLA/ Northrop Marketing Program, 1996-1999
- UCLA Strategic Leadership Institute, 2000-2002
- UCLA Marketing Strategy in the Information Age, 2000-2001

## **AWARDS AND HONORS**

- J. Clayburn La Force Faculty Leadership Award, 2018
- Dean's Prize for Outstanding Service to the UCLA Anderson Doctoral Program, 2010
- Neidorf "Decade" Teaching Award, 2001, UCLA Anderson School (awarded by faculty committee).
- Outstanding Teaching Award, 1994, UCLA Fully Employed MBA Program (awarded by FEMBA class of '94). Finalist in 2004.
- Citibank Teaching Award, 1993, Anderson Graduate School of Management, UCLA (awarded by faculty committee).
- George W. Robbins Award for Outstanding Teaching by an Assistant Professor, 1992, Anderson Graduate School of Management, UCLA (awarded by faculty committee).
- Outstanding Teacher of the Year, 1991, Anderson Graduate School of Management, UCLA (awarded by the UCLA MBA class of '91). Finalist in 1995, 2001.
- Alden G. Clayton Doctoral Dissertation Award, Marketing Science Institute, Cambridge, MA, 1987.

## PROFESSIONAL SERVICE ACTIVITIES

- Co-Editor, *Journal of Marketing Research*, 2014-16
- Co-Editor, *Marketing Letters*, 2006-2010
- Conference Chair, INFORMS Special Interest Conference, New Frontiers in Scanner Research, January 1991.
- Conference Co-Chair, INFORMS Marketing Science Conference, June 2000.
- Conference Co-Chair, Marketing Dynamics Conference, August 2006.
- Conference Chair, Theory + Practice of Marketing, May 2018.
- Editorial Service to Scholarly Journals and Proceedings
  1. *Journal of Marketing Research*, Editorial Board 1994-2013, Associate Editor 2013-14 and 2016-, Co-Editor 2014-16
  2. *Marketing Letters*, Editorial Board 1994-2006, Co-Editor 2006-2010, Policy Board 2010-
  3. *Journal of Marketing*, Editorial Board 2018-
  4. *International Journal of Research in Marketing*, Editorial Board 2004-2012
  5. *Marketing Science*, Editorial Board 1992-2002, 2005-2012
  6. Reviewer for *Management Science*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Business and Economic Statistics*, *Psychometrika*, *Journal of the American Statistical Association*, *AMA Educator Proceedings*.
- Professional Affiliations
  - American Marketing Association (AMA), 1985-
  - Institution for Operations Research and Management Science (INFORMS), 1985-

## ANDERSON SCHOOL AND UNIVERSITY SERVICE ACTIVITIES

- Faculty Chairman, Deputy Dean of Academic Affairs, Anderson School, 2012-15
- Faculty Director, Morrison Family Center for Marketing and Data Analytics, 2016-18
- Area Chair, Marketing Faculty, Anderson School, 2000-2004, 2005-2007
- Chair, Anderson School MBA Curriculum Committee, 2001-2004
- Chair, Teaching Committee, Anderson School, 2008-11; Member 1994-98, 2001-08, 2011-12
- Co-Chair, Anderson School Positioning Task Force, 2010-12
- Member, La Force Award Selection Committee, 2019-
- Member, Chair Allocation Committee, 2016-19, Committee Chair 2018-19
- Member, Anderson 2016 Strategic Planning Task Force, 2011-12
- Member, Task Force on International Strategy, Anderson School, 2000
- Member, Committee on Centers, Anderson School, 1999
- Member, Staffing Committee, Anderson School, 1995-97
- Member, Council on Planning and Budget, UCLA Academic Senate, 1996-97
- Member, Capital Plans and Programs Committee, UCLA Academic Senate, 1996-97

## OUTSIDE ENGAGEMENTS

### *Selected Consulting*

- Graphic Controls Corporation, Buffalo, New York (Pricing and Salesforce Management), 1992-93.
- Hughes Radar Systems Group, El Segundo, CA (Market Assessment and Forecasting), 1994.

- Baxter Immunotherapy, Irvine, CA (New Product Sales Forecasting), 1995-96.
- Cobblestone Golf Group, San Diego, CA (Customer Equity Analysis, Salesforce Productivity), 1996.
- Qualcomm Incorporated and Leap Wireless International, San Diego, CA (Demand Forecasting, Pricing), 1998.
- Broco, Inc., Rancho Cucamonga, CA (New Product Market Analysis), 2003.
- WPP Group (Internet Advertising), 2008
- Hewlett-Packard Laboratories (Internet Marketing), 2008-12

*Board Memberships*

- Board of Directors, Architectural Woodworking Company, Monterey Park, CA, 2000-2004
- Advisory Board, ComScore, 2000-2006
- Marketing Accountability Standards Board, 2009-2012

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