

## KAMEL JEDIDI

### Address

518 Uris Hall, Graduate School of Business, Columbia University, 3022 Broadway, New York, NY 10027, USA.

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### Education

Ph.D., Marketing, The Wharton School, University of Pennsylvania, 1988

M.A., Statistics, The Wharton School, University of Pennsylvania, 1987

M.A., Marketing, The Wharton School, University of Pennsylvania, 1986

B.Sc., Business Economics, Faculte des Sciences Economiques de Tunis (Tunisia), 1982

### Work Experience

Columbia University, Graduate School of Business

John A. Howard Professor of Business, 2008-Present

Director of the MS Program in Marketing, 2010-2016

Chair of Marketing Division, 2006-2009, 2016-2019

Professor, 1999-2008

Associate Professor, 1993-1998

Assistant Professor, 1987-1989, 1992

Microsoft Research, New York

Visiting Researcher, 2013

New York University, Stern School of Business

Visiting Professor, 2005-2006

The Hong Kong University of Science and Technology

Visiting Associate Professor, Spring 1997

University of Tunis, Faculte des Sciences Economiques de Tunis

Assistant Professor, 1990-1991

### Honors, Awards and Grants:

- The 2019 (inaugural) CNS Vithala R. Rao Award
- Finalist, 2009 Paul Green Award for the *Journal of Marketing Research*
- Finalist, 2009 Long-term Impact Paper Award, *Marketing/Management Science*.
- Marketing Science Institute, 2000 Best Paper Award
- 1998 Best Paper Award, *International Journal of Research in Marketing*
- CAN\$232,469 Research Grant from the Canadian Medical Research Council, 1999
- American Marketing Association Doctoral Consortium Fellow, 1987
- Received the Tunisian President's award for outstanding scholastic achievement, 1982
- Valedictorian, Faculte des Sciences Economiques de Tunis, 1982

## RESEARCH

### Papers Published

Anocha Aribarg, Thomas Otter, Daniel Zantedeschi, Greg M. Allenby, Taylor Bentley, David J. Curry, Marc Dotson, Ty Henderson, Elisabeth Honka, Rajeev Kohli, Kamel Jedidi, Stephan Seiler, Xin (Shane) Wang (2018), "Advancing Non-compensatory Choice Models in Marketing," *Customer Needs and Solutions*, 5 (1), 82-92.

Rajeev Kohli and Kamel Jedidi (2017), "Relation between Elimination-by Aspects and Nested-Logit Models," *Operations Research*, 65 (3), 621–634.

Hababou, Moez, Amrouche Nawel, and Kamel Jedidi (2016), "Measuring Economic Efficiency in the Motion Picture Industry: A Data Envelopment Analysis Approach," *Consumer Needs and Solutions*, 3: 144-158.

Rajeev Kohli and Kamel Jedidi (2015), "Error Theory for Elimination by Aspects", *Operations Research*, 63 (3), 512-526.

Bilgicer, Tolga Hasan, Kamel Jedidi, Don Lehmann, and Scott Neslin (2015) "Social Contagion and Customer Adoption of New Sales Channels," *Journal of Retailing*, 91 (2), 264-271.

Bilgicer, Tolga Hasan, Kamel Jedidi, Don Lehmann, and Scott Neslin (2015) "The Long Term Effect of Multichannel Usage on Sales," *Journal of Customers' Needs and Solutions* 2, 41-56.

- Received the 2019 (inaugural) CNS Vithala R. Rao Award

Zarantonello, Lia, Bernd H. Schmitt, and Kamel Jedidi (2014), "How to Advertise and Build Brand Knowledge Globally: Comparing Television Advertising Appeals across Developed and Emerging Economies," *Journal of Advertising Research*, 54 (4), , 420-434.

Zarantonello, Lia, Kamel Jedidi and Bernd H. Schmitt (2013), "Functional and experiential routes to persuasion: An analysis of advertising in emerging markets ," *International Journal of Research in Marketing*, 30, 46-56.

Iyengar, Raghuram and Kamel Jedidi (2012), "A Conjoint Model of Quantity Discounts," *Marketing Science*, 31, 334 – 350.

Iyengar, Raghuram, Kamel Jedidi, Skander Essegaier and Peter Danaher (2011), "The Impact of Tariff Structure on Customer Retention, Usage, and Profitability of Access Services" *Marketing Science*, 30, 5, 820-836.

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2010), "Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability," *Marketing Science*, 29 (5), 909-924.

Ferjani, Madiha, Kamel Jedidi, and Sharan Jagpal (2009), "A Conjoint Approach for Consumer- and Firm-Level Brand Valuation," *Journal of Marketing Research*, 46 (6), 846-862.

Jedidi, Kamel Rajeev Kohli (2008), "Inferring Latent Class Lexicographic Rules from Choice Data," *Journal of Mathematical Psychology*, 52, 241-249.

Iyengar, Raghuram, Kamel Jedidi, and Rajeev Kohli, (2007) "A Conjoint Approach to Multi-Part Pricing," *Journal of Marketing Research*, 45 (2) pp. 195-210.

This paper is Finalist, 2009 Paul Green Award for the *Journal of Marketing Research* article published in 2008 that "demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing."

### **Papers Published (cont.)**

Kohli, Rajeev and Kamel Jedidi (2007), "Representation and Inference of Lexicographic Preference Models and Their Variants," *Marketing Science*, 26 (3) pp. 380-399.

Jagpal, Sharan, Kamel Jedidi, and Jamil Maqbul (2006), "MCT: A Multibrand Concept Testing Methodology for New Product Strategy," *Journal of Product Innovation Management*, 24 (1), 34-51.

Rajeev Kohli, Ramesh Krishnamurti, and Kamel Jedidi (2006), "Subset Conjunction," *Discrete Applied Mathematics*, 154 (7), 1100–1132.

DeSarbo, Wayne S., C. Anthony Di Benedetto, Kamel Jedidi, and Michael Song, (2006) "Identifying Sources of Heterogeneity for Empirically Deriving Strategic Types: A Constrained Finite Mixture Structural Equation Methodology," *Management Science*, 52, (6), 909-924.

Lachaab, Mohamed, Asim Ansari, Kamel Jedidi, and Abdelwahed Trabelsi (2006), "Modeling Preference Evolution in Discrete Choice Models: A Bayesian State-Space Approach," *Quantitative Marketing and Economics*, 4 (1), 57-81.

Kohli, Rajeev and Kamel Jedidi (2005), "Probabilistic Conjunctive and Disjunctive Strategies," *Psychometrika*. 70 (4), 737–757.

Jedidi, Kamel and Rajeev Kohli (2005), "Probabilistic Conjunctive and Disjunctive Models for Heterogeneous Consumers," *Journal of Marketing Research*, 42 (4), 483-494.

Jedidi, Kamel, Sharan Jagpal, and Puneet Manchanda (2003), "Measuring Heterogeneous Reservation Prices for Product Bundles," *Marketing Science*, 22, 1, 107-130.

Kamel Jedidi and John Zhang (2002), "Augmenting Conjoint Analysis to Estimate Consumer Reservation Price," *Management Science*, 48, October, 1350-1368.

Ansari, Asim, Kamel Jedidi, and Laurette Dube (2002), "Heterogeneous Factor Analysis Models: A Bayesian Approach," *Psychometrika*, 67, March, 49-77.

DeSarbo, Wayne, Kamel Jedidi, and Indrajit Sinha (2001), "An Empirical Investigation of the Structural Antecedents of Perceived Value in a Heterogeneous Population," *Strategic Management Journal*, 22, 845-857.

Ansari, Asim, Kamel Jedidi, and Sharan Jagpal (2000), "A Hierarchical Bayesian Approach for Modeling Heterogeneity in Structural Equation Models," *Marketing Science*, 19, 4, 328-347.

Ansari, Asim and Kamel Jedidi (2000), "Bayesian Factor Analysis for Multilevel Binary Observations," *Psychometrika*, 65, 4, 475-496.

Jedidi, Kamel, Carl Mela, and Sunil Gupta (1999), "Managing Advertising and Promotions Long-Run Profitability," *Marketing Science*, 18, 1, 1-22.

Finalist, *Marketing/Management Science Long-term Impact Award*.

Jedidi, Kamel, Robert Krider, and Charles Weinberg (1998), "Clustering at the Movies," *Marketing Letters*, 9, 4, 393-405.

Mela Carl, Kamel Jedidi, and Douglas Bowman (1998), "The Long Term Impact of Promotions on Consumer Stockpiling Behavior," *Journal of Marketing Research*, 35, 2, 250-62.

### **Papers Published (cont.)**

Mela, Carl, Sunil Gupta, and Kamel Jedidi (1998), "Assessing Long Term Promotional Influences on Market Structure," *International Journal of Research in Marketing*, 15, 89-107.

Jedidi, Kamel, Harsharanjeet Jagpal, and Wayne DeSarbo (1997), "Semi-Parametric Structural Equation Models for Response-Based Segmentation and Unobserved Heterogeneity," *Marketing Science*, 16, 1, 39-59.

Johar, Gita, Kamel Jedidi, and Jacob Jacoby (1997), "A Varying-Parameter Averaging Model of On-Line Brand Evaluations," *Journal of Consumer Research*, 24, 232-247.

DeSarbo, Wayne, Asim Ansari, Pradeep Chintagunta, Charles Himmelberg, Kamel Jedidi, Richard Johnson, Wagner Kamakura, Peter Link, Kannan Srinivasan, and Michel Wedel (1997), "Models for Representing Heterogeneity in Choice Models," *Marketing Letters*, 8 335-48.

Jedidi, Kamel, Harsharanjeet Jagpal, and Wayne DeSarbo (1997), "STEMM: A General Finite Mixture Structural Equation Model," *Journal of Classification*, 14, 23-50.

Jedidi, Kamel, Rajeev Kohli, and Wayne DeSarbo (1996), "Consideration Sets in Conjoint Analysis," *Journal of Marketing Research*, 33, 364-372.

Jedidi, Kamel, Venkat Ramaswamy, Wayne DeSarbo, and Michel Wedel (1996), "On Estimating Finite Mixtures of Multivariate Regression and Simultaneous Equation Models," *Structural Equation Modeling: A Multidisciplinary Journal*, 3, 266-289.

DeSarbo, Wayne and Kamel Jedidi (1995), "The Spatial Representation of Consideration Sets," *Marketing Science*, 14, 326-342.

DeSarbo, Wayne, Robert Libby, and Kamel Jedidi (1994), "CATSCALE: A New Stochastic MDS Methodology for the Spatial Analysis of Sorting Data and the Study of Stimulus Categorization," *Journal of Computational Statistics and Data Analysis*, 18, 165-184.

Helsen, Kristian, Kamel Jedidi, and Wayne DeSarbo (1993), "A New Approach to Country Segmentation Utilizing Multinational Diffusion Patterns," *Journal of Marketing*, 57, 60-71.

Jedidi, Kamel, Venkat Ramaswamy, and Wayne DeSarbo (1993), "Maximum Likelihood Methodology for Clusterwise Regression with a Censored Dependent Variable," *Psychometrika*, 58, 375-394.

Jedidi Kamel (1991), "A New Diffusion Model Incorporating Income and Advertising Effects," *Revue Tunisienne d'Economie et de Gestion*, 6, 131-167.

Jedidi, Kamel and Wayne DeSarbo (1991), "A Stochastic MDS Methodology for the Spatial Representation of Three-Mode Three-Way Binary Data," *Psychometrika*, 56, 471-494.

DeSarbo, Wayne, Daniel Howard, and Kamel Jedidi (1991), "MULTICLUS A New Methodology for Simultaneously Performing MDS and Cluster Analysis," *Psychometrika*, 56, 121-136.

DeSarbo, Wayne, Kamel Jedidi, and Joel Steckel (1991), "MICROSCALE: A New Stochastic MDS Methodology For the Empirical Determination of Convex Indifference Curves in Consumer Preference/Choice Analysis," *Psychometrika*, 56, 279-307.

### **Papers Published (cont.)**

DeSarbo, Wayne, Kamel Jedidi, and Michael Johnson (1990), "A New Clustering Methodology for the Analysis of Sorted Stimuli," *Marketing Letters*, 2, 267-279.

DeSarbo, Wayne, Kamel Jedidi, Karel Cool, and Daniel Schendel (1990), "Simultaneous Multidimensional Unfolding and Cluster Analysis: An Investigation of Strategic Groups," *Marketing Letters*, 2, 129-146.

Jedidi Kamel, Jehoshua Eliashberg, and Wayne DeSarbo (1989), "Optimal Advertising and Pricing for a Three Stage-Lagged Monopolistic Diffusion Model Incorporating Income," *Optimal Control Applications & Methods*, 10, 313-331.

Oliva Terence, Wayne DeSarbo, Diana Day, and Kamel Jedidi (1987), "GEMCAT: a General Multivariate Methodology for Estimating Catastrophe Models," *Behavioral Science*, 32, 121-137.

### **Papers in Edited Volumes and/or Proceedings**

Desarbo Wayne, Heungsun Hwang, and Kamel Jedidi (2016), "Redundancy Analysis," Wiley StatsRef: Statistics Reference Online, in press.

Montoya, Ricardo, Oded Netzer, and Kamel Jedidi (2016), "Dynamic Marketing Mix Allocation for Long-Term Profitability," in *From Little's Law to Marketing Science: Essays in Honor of John D. C. Little*. Edited by John R. Hauser and Glen L. Urban, The MIT press, Cambridge Massachusetts (pp. 175-209).

Jedidi, Kamel, Sharan Jagpal, and Madiha Ferjani (2009), "Using Conjoint Analysis for Market-Level Demand Prediction and Brand Valuation," *2009 Sawtooth Software Conference Proceedings*, Delray, FL, March 23-27, 2009.

Jedidi, Kamel and Sharan Jagpal (2009), "Willingness to Pay: Measurement and Managerial Implications," invited chapter in *Handbook of Research in Pricing*. Edited by Vithala Rao, Edward Elgar Publishing.

Platt, Steven K., Kamel Jedidi, and Margot Myers (2006), "Deployment and Test of a Retail Digital Communications Network by the United States Postal Service," white paper, Platt Retail Institute.

K. Jedidi and A. Ansari (2001), "Bayesian Structural Equation Models for Multilevel Data," Invited Chapter in *New Developments and Techniques in Structural Equation Modeling*, Edited By George A. Marcoulides and Randall E. Schumacker, Lawrence Erlbaum Associates, Inc., NJ.

### **Working Papers and Papers under Review**

Lynch, John, Wayne S. DeSarbo, Kamel Jedidi, Dominique M. Hanssens, Yu Ding, Donald R. Lehmann (2019), "Measurements and Methods in Marketing Analysis," under review in *Marketing Letters*.

Tkachenko, Yegor and Kamel Jedidi (2019), "Facial Images Signal Personal Information," under review in PNAS.

Tae Oh, Travis, Michel T. Pham, and Kamel Jedidi (2019), "The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands Over 20 Years," Working Paper.

Boughanmi Khaled, Kamel Jedidi, and Rajeev Kohli (2018), "Framing, Context and Value Averaging," being revised for the Journal of Marketing Research.

Jedidi, Kamel, Bernd H. Schmitt, Malek Ben Sliman, and Yanyan Li (2019), “R2M Index 1.0: Assessing the Relevance to Marketing of Academic Marketing Research,” submitted to the Journal of Marketing.

Schmitt, Bernd and Kamel Jedidi (2018), “Global Brand Leadership in East Asia: Results from the “Pan-Asian Wave Study,” to be submitted.

Jedidi, Kamel, Rajeev Kohli, and Ricardo Montoya (2018), “Probabilistic Lexicographic Models.”

Rajeev Kohli and Kamel Jedidi (2018), “A Random Utility Approach for Elimination by Aspects”, being revised for re-submission.

### **Research-in-Progress**

Tkachenko, Yegor, Wassim Dhaouadi, Kamel Jedidi (2019), “Towards an Ethical Clearing House: Scalable Ranking under Ethical Constraints.”

Jedidi, Kamel, Khaled Boughanmi, and John Brodsky, “Understanding New Drug Diffusion Patterns.”

### **Cases**

Kamel Jedidi and Robert J. Morais (2019), “All Nutrition: Focus Group Research for Market Segmentation,” Columbia CaseWorks.

Kamel Jedidi, Marco Viola, and Mohamad Ghalayini (2016), “The Abraaj Group Investment in Moulin d’Or,” Columbia CaseWorks.

Kamel Jedidi and Meriem Kebiri (2014), “AfricInvest’s Stake in Nouvelair: Pricing Risk in a Turbulent Market (A) and (B),” Columbia CaseWorks.

Asim Ansari, Kamel Jedidi, Ziad Naamani, Scott Shriver, and Olivier Toubia (2012), “Cheyef Halak: Returning Civility to Lebanon,” Columbia CaseWorks #120502.

R. Iyengar, K. Jedidi, and O. Toubia (2010), “Montclair Video,” Columbia CaseWorks #100508.

K. Jedidi and M. Zemborain, (2009) “Suvidha: Launching the Beam Card,” Columbia CaseWorks #090502.

K. Jedidi and S. Jagpal, (2009) “Measuring Willingness-to-Pay for Pricing Decisions,” Columbia CaseWorks #090501.

## **TEACHING**

### **Ph.D.**

Multivariate Statistics

### **MBA**

Marketing Intelligence: The Art and the Science

Marketing Strategy

Global Immersion Program: Business and Entrepreneurship in Tunisia

### **Executive Education Seminars**

Faculty Director, University Mohammed VI Polytechnic EMBA Program, (2016-present)

Taught in the Brand Leadership Program, 2014-present

Faculty Director, Customer Centricity Executive Education Program 2009-2012

Taught in the Ariane de Rothschild Fellowship Program for Social Entrepreneurs 2009-2010  
Taught in the NYPD executive education program (PMI), 1998-Present  
Taught in the New Product Development and Innovation Program, 2002  
Participated in the design, development, and teaching of the Aventis custom-designed executive education program, 2002  
Assistant Director, Marketing Management Program, Columbia University, 1989, 1991  
Taught in the Marketing Management Program, 1991-1995  
Taught in the Building and Managing Brand Equity Program, 1996  
Organized a three-day executive seminar for Tunisian executives, May 1998

## **PROFESSIONAL ACTIVITIES**

### **Editorial Board**

*Senior Editor, Consumer Needs and Solutions*  
*Senior Editor, Rutgers Business Review*  
*Editorial Board Member, Business-to-Business Marketing*

### **Reviewer**

*Journal of Marketing Research*  
*Marketing Science*  
*Management Science*  
*Marketing Letters*  
*International Journal of Research in Marketing*

### **Corporate and non-profit board memberships:**

- Founding Trustee of the Marketing Accountability Foundation (MASB), 2013-2018
- ENPC, France: School Academic Council member, 2010, Present
- Mediterranean School of Business, Tunisia: School Academic Council member, 2009-2012

### **University, School, and Divisional Committees**

Vice Chair, Faculty steering committee of the Columbia Global Centers |Tunis, 2018-Present  
Columbia Business School Executive Committee, 2016-2019  
Member, Faculty steering committee of the Columbia Global Centers | Middle East, 2015-2018  
Member of EMBA-Global Faculty Board, 2015-Present  
Teaching and Curriculum Committee, Spring 2015  
Promotion & Tenure Committee, 2010-2013  
Columbia Business School Executive Committee, 2006-2009  
Columbia University Senate, 1999-2003  
MBA Committee, 2000-2005  
MBA Strategic Committee, 1998-1999  
University *ad hoc* Committee, 1998-2001  
Marketing Recruiting Committee, 1996-present  
Economics Recruiting Committee, 1996  
Marketing Student Award coordinator, 1996  
Organizer, Marketing Camp Conference, 1994-1996  
Marketing Doctoral Committee, 2002-2006  
Computer Committee, 1991-1994

### **Dissertation Supervised/Committees**

Khaled Boughanmi, Columbia University, 2020  
Tolga Hassan Bilgicer, Columbia University, 2014  
Cathy Liu, Columbia University, 2013  
Samiha Majed, University of Tunis, 2011  
Huiyun Tseng, Teachers College, 2010  
Andrew Stephen, Columbia University, 2009  
Catherine Paquet, McGill University, 2007  
Madiha Ferjani, University of Tunis, 2007  
Ricardo Montoya, Columbia University, 2007  
Raghu Iyengar, Columbia University, 2005  
Vildan Altuglu, Columbia University, 2004  
Tao Xin, Teachers College, Columbia University, 2004  
Jihyun Lee, Teachers College, Columbia University, 2003  
Mohammed El'Achaab, Institut Supérieur de Gestion, Tunis, 2003  
Jisang Park, Columbia University, 2003  
Andrew Anabila, Columbia University, 2002  
Peter De Maeyer, Columbia University, 2001  
Rohit Mathur, Columbia University, 2001  
Puneet Manchanda, Columbia University, 1997  
Jae Pae, Columbia University, 1996  
Rajesh Chandrashekar, Rutgers University, 1994  
Sangman Han, Columbia University, 1993  
Seung-yup Lee, Columbia University, 1993

#### **Fullbright/Visiting Scholars Sponsored**

Housseem Jedidi, University of Mainz, 2017  
Shyda Valizade, Germany 2010  
Steven Wu, China, 2009  
Amina Zghal, Tunisia, 2007  
Nadine Wachter, Germany, 2005  
Madiha Ferjani, Tunisia, 2005  
Catherine Paquet, McGill University, Canada, 2003  
Hamadi Matoussi, Institut Supérieur de Comptabilité, Tunis, 1995  
Chekib Tijani, Institut des Hautes Etudes Commerciales, Tunis, 1994

#### **Outside Activities 2006-2020**

##### **Consulting**

- Assessed metric for scoring songs played in radio stations (Confidentiality/non-disclosure agreement signed) - 2010
- Provided expertise to a non-profit organization on developing an approach for good governance (Confidentiality/non-disclosure agreement signed) – 2010-2012
- Segmentation study for an airline company, August 2012.

##### **Teaching**

- Taught a one-day seminar for a non-profit organization, October 2019
- Taught a one-day Exec Ed seminar for a non-profit organization, December 2017
- Taught a one-day Exec Ed seminar on marketing strategy for a non-profit organization, May 2013
- Taught two one-day Exec Ed seminars on marketing strategy for a non-profit organization, April 2012
- Taught a short MBA course on marketing strategy at ENPC, France in 2010-2012
- Taught a short MBA course on marketing strategy at MSB, Tunisia in 2009.
- Taught one-day seminar on innovation at IIPM, India 2009, 2010, and 2011.