

Columbia University  
665 West 130<sup>th</sup> St.  
New York, NY 10027  
212/854-3465

**EMPLOYMENT**

**Columbia University Graduate School of Business**, New York, NY 10027

George E. Warren Professor of Business (1985-pres.)

Professor (1978-85); Associate & Assistant Prof. (1969-78)

- Research Areas: Choice and Decision Making, Innovation and New Products,  
Empirical Generalizations

- Ph.D. Coordinator, 1979-82; 1985-86; 1990

- Division Chair (Marketing) 1979-82; 86-97; 09-10

- Vice Dean, 1988

**Marketing Science Institute**, 1000 Massachusetts Ave., Cambridge, MA 02138

Executive Director (1993-95; 2001-03)

**Tuck School, Dartmouth College**, Hanover, NH 03755

Visiting Research Scholar (2005 - pres.)

David T. McLaughlin Visiting Professor of Business Administration (2004)

Philip E. Benton Distinguished Research Fellow (2001)

C.V. Starr Distinguished Research Fellow (1998, 1999); Research Fellow (2000)

Visiting Professor of Business Administration (1994)

**University of Michigan School of Business Administration**, Ann Arbor, MI 48109

William Davidson Visiting Professor of Business Admin. (1991)

**New York University College of Business Administration**, New York, NY 10003

Visiting Professor (1985)

**Wharton School, University of Pennsylvania**, Philadelphia, PA 19104

Senior Fellow in Marketing (1998)

Wroe Alderson Visiting Lecturer (1984)

**Cornell University Johnson Graduate School of Management**, Ithaca, NY 14853

Visiting Professor (1981)

**ACADEMIC BACKGROUND**

PhD 1969, Krannert Graduate School of Management, Purdue Univ., W.Lafayette, IN 47907

MSIA 1967, Krannert Graduate School of Management, Purdue Univ., W.Lafayette, IN 47907

BS 1966, Union College, Schenectady, NY 12308

**EDITOR POSITIONS**

AMS Review, Editorial Board, 2013-pres.

Customer Needs and Solutions, Editorial Board, 2017-pres.

International Journal of Research in Marketing, Co-Editor, 2006-2009; Advisory Board, 2009-pres.; Co-Editor, Replication Corner, 2013-2016; Co-Editor, 2017-2021; Editorial Board, 2021-pres.

Journal of the Academy of Marketing Science, 2010-pres.

Journal of Consumer Psychology, Editorial Board, 2013-pres.

Journal of Consumer Research, Associate Editor, 2000-2006; Policy Board 2015-22

Journal of International Marketing, Special Issue Co-Editor, 2020

Journal of Marketing, Editorial Board, 2013-pres.; Associate Editor, 2018-pres.

Journal of Marketing Behavior Replication Corner, Co-Editor 2016-19

Journal of Marketing Research, Associate Editor, 2006-08, 2011-14; Advisory Board, 2009-pres.

Management Science, Assoc. Editor, 1975-78; Departmental Editor, 1978-80

Marketing Letters, founding Editor, 1989-96; Policy Bd., 1997-pres.

Marketing Science, Area Editor, 1987-90

**PROFESSIONAL ASSOCIATION OFFICES**

American Marketing Association:

AMA/McGraw-Hill Irwin Award Committee, 2001-2002  
 Board of Directors, 2007-10  
 Consumer Behavior SIG; vice-chair, 2015, 2018-20  
 Definition of Marketing Committee; chair, 2006-07  
 Doctoral Dissertation Competition; chair, 1988  
 Finance & Audit Committee, 2009-11  
 Governance Committee, 2008-10  
 Inter-University Council on Marketing Education, 1977-78  
 National Education Committee, 1978-79  
 New York Chapter, Board of Directors, 1978-79  
 V. Kumar Award Committee, 2020  
 AMA Foundation: Executive Committee, 2010-13  
 Executive Vice President; Treasurer, 2010-11  
 American Statistical Association Subsection on Statistics in Marketing:  
 Sec., 1978-79; President, 1980-81  
 Association for Consumer Research:  
 Fellows Committee; chair, 2009  
 Future Directions Task Force; co-chair, 2010-11  
 Journal Startup Committee, 2010-12  
 President, 1994-95; Treasurer, 1979-80, 2019-pres.  
 European Marketing Academy (EMAC):  
 Board of Directors, 2007-11  
 Editor Search Committee, 2010-11  
 Distinguished Marketing Scholar Award Comm.; chair, 2019-20  
 Fellows Selection Committee; chair, 2009; member, 2009-2010  
 INFORMS Society for Marketing Science (ISMS), Advisory Council, 2006-2010  
 Institute for Operations Research and the Management Sciences, Subsection on Marketing:  
 Secretary/Treasurer, 1972-73  
 Marketing Science Institute:  
 Academic Advisory Council member, 1983-89  
 Academic Trustee, 1989-92  
 Audit & Finance Committee, 2011-14; chair, 2006; Treasurer, 2014  
 Executive Committee, 1992-2007, 2011-14  
 Executive Director, 1993-95, 2001-03

## **AWARDS:**

- 2023 Journal of Advertising Research Best Paper Award: Rajavi, Koushyar, Donald R. Lehmann, Kevin Lane Keller, and Alireza Golmohammadi (2022) "How Advertising Expenditures Affect Consumers' Perceptions of Quality: A Psychology-Based Assessment of Brand, Category, and Country-Level Moderators," *Journal of Advertising Research*, December, 62:4, 321-35.
- 2023 Sheth Foundation/Journal of Marketing Award: Whitler, Kimberly A., Ryan Krause, and Donald R. Lehmann (2018) "When and How Board Members with Marketing Experience Facilitate Firm Growth," *Journal of Marketing*, 82:5, September, 86-105.
- 2021 Rigor & Relevance Research Award 2021 of the Swiss Academy of Marketing Science: Bertini, Marco, Stefan Buehler, Daniel Halbheer, and Donald R. Lehmann (2022) "Carbon Footprinting and Pricing Under Climate Concerns," *Journal of Marketing*, March, 1-16.
- 2020 CNS Vithala R. Rao Award (inaugural recipient): Bilgicer, Hasan Tolga, Kamel Jedidi, Donald R. Lehmann, and Scott Neslin (2015) "The Long-Term Effect of Multichannel Usage on Sales," *Customer Needs and Solutions*, 2:1, March, 41-56.
- 2019 V. Kumar AMA Award for Scholarship and Mentoring Students
- 2018 Marketing Science Institute/H. Paul Root Award finalist: Whitler, Kimberly A., Ryan Krause, and Donald R. Lehmann (2018) "When and How Board Members with Marketing Experience Facilitate Firm Growth," *Journal of Marketing*, 82:5, September, 86-105.
- 2017 Robert D. Buzzell MSI Best Paper Award: Whitler, Kimberly A., Ryan Krause, and Donald R. Lehmann (2017) "When and How Does Board-Level Marketing Experience Impact Firm Performance?" MSI Report #15-109.

- 2017 IJRM Best Article Award, finalist: Stephen, Andrew T. and Donald R. Lehmann (2016) "How Word-of-Mouth Transmission Encouragement Affects Consumers' Transmission Decisions, Receiver Selection, and Diffusion Speed"
- 2016 American Marketing Association Special Interest Group, Lifetime Achievement Award, acknowledging the accomplishments of a consumer behavior scholar who has made significant and long-standing contributions to the field.
- 2016 Journal of Consumer Research Outstanding Reviewer Award
- 2015 American Marketing Association Fellow
- 2015 Association for Consumer Research Distinguished Service Award, New Orleans, October.
- 2015 International Journal of Research in Marketing Special Issue on Innovation Best Paper: Kopalle, Praveen and Donald R. Lehmann (2015) "The Truth Hurts: How Customers May Lose from Honest Advertising," *International Journal of Research in Marketing*, 32: 251-62.
- 2015 International Journal of Research in Marketing Best Paper: Halbheer, Daniel, Florian Stahl, Oded Koenigsberg, and Donald R. Lehmann (2014) "Choosing a Digital Content Strategy: How Much Should be Free?" *International Journal of Research in Marketing*, 31, 192-206.
- 2014 AMA Marketing Theory Track Best Paper: Eisend, Martin and Donald R. Lehmann (2014) "Assessing the Influence of Influential Papers," at AMA Winter Educators' Conference, February 21-23, Orlando.
- 2014 Journal of Interactive Marketing Best Paper: Peltier, James W., Debra Zahay, and Donald R. Lehmann (2013) "Organizational Learning and CRM Success: A Model for Linking Organizational Practices, Customer Data Quality, and Performance," *Journal of Interactive Marketing*, 27, February, 1-13.
- 2013 Marketing Science Institute/H. Paul Root Award: "The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin" Florian Stahl, Mark Heitmann, Donald R. Lehmann, and Scott A. Neslin
- 2013 Harold H. Maynard Award: Stahl, Florian, Mark Heitmann, Donald R. Lehmann, and Scott Neslin (2012) "The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin," *Journal of Marketing*, 76, July, 44-63.
- 2012 Robert D. Buzzell MSI Best Paper Award: "The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin" Florian Stahl, Mark Heitmann, Donald R. Lehmann, and Scott A. Neslin (MSI Report No. 10-116).
- 2010 AMA Summer Marketing Educators' Conf. Consumer Psychology and Behavior Track Best Paper: Biswas, Dipayan, Patricia Norberg, and Donald R. Lehmann (2010) "Evaluating Ratio Data and the Role of Consumer Processing Mode: Can Analytical Processing Bias Judgments?"
- 2009 Henry Grady "Buck" Weaver Award, to honor the individual who has contributed the most to the advancement of theory and practice (rigor and relevance) in marketing science.
- 2009 ISMS Fellow (International Society for Marketing Science)
- 2009 Academy of Marketing Science: Distinguished Educator of the Year
- 2008 William F. O'Dell Award given to the author of the *Journal of Marketing Research* article that has made the most significant long-run contribution to the marketing discipline: Gupta, Sunil, Donald R. Lehmann, and Jennifer Stuart (2004) "Valuing Customers," *Journal of Marketing Research*, 41:1, February, 7-18.
- 2007 Winter AMA Consumer Behavior Track Best Paper Award: Thozhur, Anil, Mark Heitmann, and Donald R. Lehmann (2007) "The Impact of Brand Mergers on Choice: The Role of Confidence, Loyalty, and Managerial Intent"
- 2006 ACR Fellow
- 2006 Berry-AMA Book Prize: Best book in Marketing: Gupta, Sunil and Donald R. Lehmann (2005) *Managing Customers as Investments*, Philadelphia, Wharton School Publishing.
- 2006 Charles Coolidge Parlin Marketing Research Award for substantial contributions and dedication to the ongoing advancement of marketing research practice.
- 2006 Soundview Executive Book Summaries: 30 best business books of the year: Gupta, Sunil and Donald R. Lehmann (2005) *Managing Customers as Investments*, Philadelphia, Wharton School Publ.
- 2005 JMR Paul Green Award for Paper with Greatest Contribution to Marketing: Gupta, Sunil, Donald R. Lehmann, and Jennifer Stuart (2004) "Valuing Customers," *Journal of Marketing Research*, 41, February, 7-18.
- 2005 Gilbert Churchill Award (for lifetime achievement in marketing research)
- 2004 William Davidson *Journal of Retailing* Best Paper Award: Krishna, Aradhna, Richard Briesch, Donald R. Lehmann, and Hong Yuan (2002) "A Meta-Analysis of the Impact of Price Presentation on Perceived Savings," *Journal of Retailing*, 78, Summer, 101-18.
- 2004 *Journal of Interactive Marketing* Best Paper Award: Gupta, Sunil and Donald R. Lehmann (2003) "Customers as Assets," *Journal of Interactive Marketing*, 17, Winter, 1-16.
- 2004 Harold H. Maynard Award: Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2003) "Revenue Premium as an Outcome Measure of Brand Equity," *Journal of Marketing*, 67:4, October, 1-17.

- 2003 Davidson Award, Honorable Mention: Han, Sangman, Sunil Gupta, and Donald R. Lehmann (2001) "Consumer Price Sensitivity and Price Thresholds," *Journal of Retailing*, 77, 435-56.
- 2003 Marketing Science Institute Best Paper Award: Gupta, Sunil, Donald R. Lehmann, and Jennifer Stuart (2001) "Valuing Customers," MSI Paper 01-119. Cambridge, MA: Marketing Science Institute.
- 2002 William F. O'Dell Award: Mela, Carl, Sunil Gupta, and Donald R. Lehmann (1997) "The Long Term Impact of Promotion and Advertising on Consumer Brand Choice" *Journal of Marketing Research*, 34, May, 248-61.
- 2001 Marketing Science Institute Best Paper Award: Goldenberg, Jacob, Donald R. Lehmann, and David Mazursky (2001) "The Idea Itself and the Circumstances of Its Emergence as Predictors of New Product Success," *Management Science*, 47:1, January, 69-84.
- 2000 Paul D. Converse Award, May
- 2000 Top paper in track award, 2000 Association of Marketing Theory and Practice Annual Meeting: Hooman Estelami and Donald R. Lehmann (2000) "A Meta-Analysis of Price Recall Accuracy Measures Across Research Designs," (Hilton Head, SC. March 30-April 1, 2000)
- 1999 AMA/Irwin/McGraw-Hill Distinguished Marketing Educator, August
- 1998 JMR Paul Green Award
- 1998 Marketing Science Institute Best Paper Award: Mela, Carl, Sunil Gupta, and Donald R. Lehmann (1997) "The Long Term Impact of Promotion and Advertising on Consumer Brand Choice" *Journal of Marketing Research*, 34, May, 248-61.
- 1997 Don Lehmann Best Doctoral Dissertation-Based Article Award established by Marketing Research Special Interest Group of the American Marketing Association
- 1995 William F. O'Dell Award: Sultan, Fareena, John U. Farley, and Donald R. Lehmann (1990) "A Meta-Analysis of Applications of Diffusion Models," *Journal of Marketing Research*, 27, February, 70-77.
- 1992 John S. Day Distinguished Alumnus Academic Service Award, Purdue University
- 1969 AMA Best Doctoral Dissertation Award, August

**JOURNAL ARTICLES:**

- Lehmann, Donald R. (1971) "Television Show Preference: Application of a Choice Model," *Journal of Marketing Research*, 8, February, 47-55.
- Lehmann, Donald R. (1971) "Evaluating Marketing Strategy in a Multiple Brand Market," *Journal of Business Administration*, 3, Fall, 15-26.
- Lehmann, Donald R. (1972) "Judged Similarity and Brand-Switching Data as Similarity Measures," *Journal of Marketing Research*, 9, August, 331-34.
- Lehmann, Donald R. (1972) "Preference Among Similar Alternatives," *Decision Sciences*, 3, October, 64-82.
- Lehmann, Donald R. and James Hulbert (1972) "Are Three-Point Scales Always Good Enough?" *Journal of Marketing Research*, 9, November, 444-46.
- Bass, Frank M., Edgar A. Pessemier, and Donald R. Lehmann (1972) "An Experimental Study of Relationships Between Attitudes, Brand Preference, and Choice," *Behavioral Science*, 17, November, 532-41.
- Beckwith, Neil E. and Donald R. Lehmann (1973) "The Importance of Differential Weights in Multiple Attribute Models of Consumer Attitude," *Journal of Marketing Research*, 10, May, 141-45.
- Lehmann, Donald R. (1973) "Individual Voter Evaluation of Government Programs," *Journal of Business Administration*, 4, Spring, 58-70.
- Lehmann, Donald R. and John O'Shaughnessy (1974) "Difference in Attribute Importance for Different Industrial Products," *Journal of Marketing*, 38, April, 36-42.
- Lehmann, Donald R. (1974) "Some Alternatives to Linear Factor Analysis for Variable Grouping Applied to Buyer Behavior Variables," *Journal of Marketing Research*, 11, May, 206-13.
- Farley, John U., John A. Howard, and Donald R. Lehmann (1974), "Evaluating Test Market Results: Buyer Behavior Analysis in Argentina," *Journal of Business Administration*, 5, Spring, 69-88.
- Lehmann, Donald R., Terrance V. O'Brien, John U. Farley, and John A. Howard (1974) "Some Empirical Contributions to Buyer Behavior Theory," *Journal of Consumer Research*, 1, December, 43-55.
- Hulbert, James M. and Donald R. Lehmann (1975) "Reducing Error in Question and Scale Design: A Conceptual Framework," *Decision Sciences*, 6, January, 166-73.
- O'Shaughnessy, John and Donald R. Lehmann (1975) "A Reply to 'A Cautionary Note on "Difference in Attribute Importance for Different Industrial Products,"'" *Journal of Marketing*, 39, January, 80.
- Beckwith, Neil E. and Donald R. Lehmann (1975) "The Importance of Halo Effects in Multi-Attribute Attitude Models," *Journal of Marketing Research*, 12, August, 265-75.

Farley, John U., John A. Howard, and Donald R. Lehmann (1976) "A 'Working' System Model of Car Buyer Behavior," *Management Science*, 23, November, 235-47.

Beckwith, Neil E. and Donald R. Lehmann (1976) "Halo Effects in Multiattribute Attitude Models: An Appraisal of Some Unresolved Issues," *Journal of Marketing Research*, 13, November, 418-21.

Lehmann, Donald R. (1976) "An Empirically Based Stochastic Model," *Journal of Business Research*, 4, November, 347-56.

Lehmann, Donald R. (1977) "Responses to Advertising a New Car," *Journal of Advertising Research*, 17, August, 23-32.

Farley, John U., Jerrold P. Katz, and Donald R. Lehmann (1978) "Impact of Different Comparison Sets on Evaluation of a New Subcompact Car Brand," *Journal of Consumer Research*, 5, September, 138-42.

Holbrook, Morris B. and Donald R. Lehmann (1980) "Form versus Content in Predicting Starch Scores," *Journal of Advertising Research*, 20, August, 53-62.

Lehmann, Donald R. and Robert E. Gruber (1980) "Exponents of Multiattribute Models," *Journal of Business Research*, 8, September, 361-70.

Lehmann, Donald R. and William L. Moore (1980) "Validity of Information Display Boards: An Assessment Using Longitudinal Data," *Journal of Marketing Research*, 17, November, 450-59.

Moore, William L. and Donald R. Lehmann (1980) "Individual Differences in Search Behavior for a Nondurable," *Journal of Consumer Research*, 7, December, 296-307.

Holbrook, Morris B. and Donald R. Lehmann (1981) "Allocating Discretionary Time: Complementarity Among Activities," *Journal of Consumer Research*, 7, March, 395-406.

Farley, John U., Donald R. Lehmann, and Michael J. Ryan (1981) "Generalizing from 'Imperfect' Replication," *Journal of Business*, 54, October, 597-610.

Lehmann, Donald R., William L. Moore, and Terry Elrod (1982) "Development of Distinct Choice Process Segments over Time: A Stochastic Modeling Approach," *Journal of Marketing*, 46, Spring, 48-59.

Farley, John U., Donald R. Lehmann, and Michael J. Ryan (1982) "Patterns in Parameters of Buyer Behavior Models: Generalizing from Sparse Replication," *Marketing Science*, 1, Spring, 181-204.

Farley, John U., Donald R. Lehmann, Russell S. Winer, and Jerrold P. Katz (1982) "Parameter Stability and 'Carry-over Effects' in a Consumer Decision-Process Model," *Journal of Consumer Research*, 8, March, 465-71.

Lehmann, Donald R. and John O'Shaughnessy (1982) "Decision Criteria Used in Buying Different Categories of Products," *Journal of Purchasing and Materials Management*, Spring, 9-14.

Moore, William L. and Donald R. Lehmann (1982) "Effects of Usage and Name on Perceptions of New Products," *Marketing Science*, 1, Fall, 351-70.

DeSarbo, Wayne S., J. Douglas Carroll, Donald R. Lehmann, and John O'Shaughnessy (1982) "Three-Way Multivariate Conjoint Analysis," *Marketing Science*, 1, Fall, 323-50.

Hulbert, James M., Donald R. Lehmann, and Russell S. Winer (1983) "Objective and Strategy Determination: Some Empirical Results," *Journal of Business Research*, 11, December, 427-38.

Assmus, Gert, John U. Farley, and Donald R. Lehmann (1984) "How Advertising Affects Sales: Meta-Analysis of Econometric Results," *Journal of Marketing Research*, 21, February, 65-74.

Lehmann, Donald R. and Joel Steckel (1985) "Effective Advertising in Industrial Supplier Directories," *Industrial Marketing Management*, 14, May, 107-11.

Carpenter, Gregory S. and Donald R. Lehmann (1985) "A Model of Marketing Mix, Brand Switching, and Competition," *Journal of Marketing Research*, 22, August, 318-29.

Ofir, Chezy and Donald R. Lehmann (1986) "Measuring Images of Foreign Products," *Columbia Journal of World Business*, 21, Summer, 105-8.

Holbrook, Morris B., Donald R. Lehmann, and John O'Shaughnessy (1986) "Using versus Choosing: The Relationship of the Consumption Experience to Reasons for Purchasing," *European Journal of Marketing*, 20:8, 49-62.

Moore, William L., Edgar A. Pessemier, and Donald R. Lehmann (1986) "Hierarchical Representations of Market Structures and Choice Processes Through Preference Trees," *Journal of Business Research*, 14, November, 371-86.

Farley, John U., Barbara Kahn, Donald R. Lehmann, and William L. Moore (1987) "Modeling the Choice to Automate," *Sloan Management Review*, 28, Winter, 5-15.

Farley, John U., Donald R. Lehmann, and Russell S. Winer (1987) "Stability of Membership in Market Segments Identified with a Disaggregate Consumption Model," *Journal of Business Research*, 15, August, 313-28.

DeSarbo, Wayne S., Donald R. Lehmann, Morris B. Holbrook, William J. Havlena, and Sunil Gupta (1987) "A Stochastic Three-Way Unfolding Model for Asymmetric Binary Data," *Applied Psychological Measurement*, 11, December, 397-418.

Corfman, Kim P. and Donald R. Lehmann (1987) "Models of Cooperative Group Decision-Making and Relative Influence: An Experimental Investigation of Family Purchase Decisions," *Journal of Consumer Research*, 14, June, 1-13.

Holak, Susan, Donald R. Lehmann, and Fareena Sultan (1987) "The Role of Expectations in the Adoption of Innovative Durables: Some Preliminary Results," *Journal of Retailing*, 63, Fall, 243-59.

Steckel, Joel H., Donald R. Lehmann, and Kim P. Corfman (1988) "Estimating Probabilistic Choice Models from Sparse Data: A Method and an Application to Groups," *Psychological Bulletin*, 103, January, 131-39.

- Lehmann, Donald R. (1988) "An Alternative Procedure for Assessing Convergent and Discriminant Validity," *Applied Psychological Measurement*, 12, December, 411-23.
- Havlena, William, Morris Holbrook, and Donald R. Lehmann (1989) "Assessing the Validity of Emotional Typologies," *Psychology and Marketing*, 6, Summer, 97-112.
- Moore, William L. and Donald R. Lehmann (1989) "A Paired Comparison Nested Logit Model of Individual Preference Structures," *Journal of Marketing Research*, 26, November, 420-28.
- Lehmann, Donald R. and Sunil Gupta (1989) "PACM: A Two-Stage Procedure for Analyzing Structural Models," *Applied Psychological Measurement*, 13, September, 301-21.
- Sultan, Fareena, John U. Farley, and Donald R. Lehmann (1990) "A Meta-Analysis of Applications of Diffusion Models," *Journal of Marketing Research*, 27, February, 70-77.
- Holak, Susan L. and Donald R. Lehmann (1990) "Purchase Intentions and the Dimensions of Innovation: An Exploratory Model," *Journal of Product Innovation Management*, 7, March, 59-73.
- Rust, Roland T., Donald R. Lehmann, and John U. Farley (1990) "Estimating Publication Bias in Meta-Analysis," *Journal of Marketing Research*, 27, May, 220-26.
- Vanhonacker, Wilfried R., Donald R. Lehmann, and Fareena Sultan (1990) "Combining Related and Sparse Data in Linear Regression Models," *Journal of Business and Economic Statistics*, 8, July, 327-35.
- Johnson, Michael D., Donald R. Lehmann, and Daniel R. Horne (1990) "The Effects of Fatigue on Judgments of Interproduct Similarity," *International Journal of Research in Marketing*, 7:1, 35-43.
- Johnson, Michael D., Donald R. Lehmann, and Daniel R. Horne (1990) "Alternative Explanations for Changes in Similarity Judgments and MDS Structure," *International Journal of Research in Marketing*, 7:1, 53-56.
- Corfman, Kim, Joel Steckel, and Donald R. Lehmann (1990) "Longitudinal Patterns of Group Decisions: An Exploratory Analysis," *Multivariate Behavioral Research*, 23, July, 249-73.
- Lehmann, Donald R. and William Moore (1991) "A Combined Simply Scalable and Tree Based Preference Model," *Journal of Business Research*, 22, June, 311-26.
- Corfman, Kim P., Donald R. Lehmann, and Sunder Narayanan (1991) "Values, Utility, and Ownership: Modeling the Relationships for Consumer Durables," *Journal of Retailing*, 67, Summer, 184-204.
- Kahn, Barbara and Donald R. Lehmann (1991) "Modeling Choice Among Assortments," *Journal of Retailing*, 67, Fall, 274-99.
- Capon, Noel, John U. Farley, Donald R. Lehmann, and James Hulbert (1992) "Profiles of Product Innovators Among Large U.S. Manufacturers," *Management Science*, 38:2, February, 157-69.



- Johnson, Michael D., Donald R. Lehmann, Claes Fornell, and Daniel R. Horne (1992) "Attribute Abstraction, Feature-Dimensionality, and the Scaling of Product Similarities," *International Journal of Research in Marketing*, 9, 131-47.
- Pan, Yigang and Donald R. Lehmann (1993) "The Influence of New Brand Entry on Subjective Brand Judgments," *Journal of Consumer Research*, 20, June, 76-86.
- Corfman, Kim P. and Donald R. Lehmann (1993) "The Importance of Others' Welfare in Evaluating Bargaining Outcomes," *Journal of Consumer Research*, 20, June, 124-37.
- Farley, John U. and Donald R. Lehmann (1994) "Cross-National 'Laws' and Differences in Market Response," *Management Science*, 40, January, 111-22.
- Anderson, Eugene, Claes Fornell, and Donald R. Lehmann (1994) "Customer Satisfaction, Market Share, and Profitability," *Journal of Marketing*, 58, July, 53-66.
- Lehmann, Donald R. and Yigang Pan (1994) "Context Effects, New Brand Entry, and Consideration Sets," *Journal of Marketing Research*, 31, August, 364-74.
- Corfman, Kim P. and Donald R. Lehmann (1994) "The Prisoner's Dilemma and the Role of Information in Setting Advertising Budgets," *Journal of Advertising*, 23, June, 35-48.
- Boulding, William, Marian Chapman Moore, Richard Staelin, Kim P. Corfman, Peter Reid Dickson, Gavan Fitzsimons, Sunil Gupta, Donald R. Lehmann, Deborah J. Mitchell, Joel E. Urbany, and Barton A. Weitz (1994) "Understanding Managers' Strategic Decision-Making Process," *Marketing Letters*, 5, October special issue, 413-26.
- Mela, Carl and Donald R. Lehmann (1995) "Using Fuzzy Set Theoretic Techniques to Identify Preference Rules from Interactions in the Linear Model: An Empirical Study," *International Journal of Fuzzy Sets and Systems*, 71, April, 165-81.
- Harlam, Bari A., Aradhna Krishna, Donald R. Lehmann, and Carl Mela (1995) "The Impact of Bundle Type, Price Framing, and Familiarity on Evaluation of the Bundle," *Journal of Business Research*, 33, May, 57-66.
- Kopalle, Praveen and Donald R. Lehmann (1995) "The Effects of Advertised and Observed Quality on Expectations About New Product Quality," *Journal of Marketing Research*, 32, August, 280-90.
- Greenleaf, Eric and Donald R. Lehmann (1995) "Reasons for Substantial Delay in Consumer Decision Making," *Journal of Consumer Research*, 22, September, 186-99.
- Farley, John U., Donald R. Lehmann, and Alan Sawyer (1995) "Empirical Marketing Generalization Using Meta-Analysis," *Marketing Science*, 14, September, G36-G46.
- Batra, Rajeev, Donald R. Lehmann, Joanne Burke, and Jae Pae (1995) "When Does Advertising Have an Impact? A Study of Tracking Data," *Journal of Advertising Research*, 35, September/October, 19-32.
- Sultan, Fareena, John U. Farley, and Donald R. Lehmann (1996) "Reflections on 'A Meta-Analysis of Applications of Diffusion Models'" *Journal of Marketing Research*, 33, May, 247-49.

- DeSarbo, Wayne S., Donald R. Lehmann, Gregory Carpenter, and Indrajit Sinha (1996) "A Stochastic Multidimensional Unfolding Approach for Representing Phased Decision Outcomes," *Psychometrika*, 61, September, 485-508.
- Mela, Carl, Sunil Gupta, and Donald R. Lehmann (1997) "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice" *Journal of Marketing Research*, 34, May, 248-61.
- Huber, Joel, John Lynch, Kim Corfman, Jack Feldman, Morris B. Holbrook, Donald R. Lehmann, Bertrand Munier, David Schkade, and Itamar Simonson (1997) "Thinking About Values in Prospect and Retrospect: Maximizing Experienced Utility," *Marketing Letters*, 8, July, 323-34.
- Kopalle, Praveen K. and Donald R. Lehmann (1997) "Alpha Inflation? The Impact of Eliminating Scale Items on Cronbach's Alpha," *Organizational Behavior and Human Decision Processes*, 70, June, 189-97.
- Lehmann, Donald R. (1998) "Customer Reactions to Variety: Too Much of A Good Thing?" *Journal of the Academy of Marketing Science*, 26, Winter, 62-65.
- Bucklin, Randolph E., Donald R. Lehmann, and John D.C. Little (1998) "From Decision Support to Decision Automation: A 2020 Vision," *Marketing Letters*, 9, August, 235-46.
- Narayanan, Sunder and Donald R. Lehmann (1998) "An Investigation of Factors Influencing Causal Attributions in Managerial Decision Making," *Marketing Letters*, 9, August, 301-12.
- Farley, John U., Donald R. Lehmann, and Lane H. Mann (1998) "Designing the Next Study for Maximum Impact," *Journal of Marketing Research*, 35, November, 496-501.
- Kohli, Rajeev, Donald R. Lehmann, and Jae H. Pae (1999) "Extent and Impact of Incubation Time in New Product Diffusion," *Journal of Product Innovation Management*, 16, March, 134-44.
- Lehmann, Donald R. (1999) "Consumer Behavior and Y2K," *Journal of Marketing*, 63, Special Issue, 14-18.
- Lehmann, Donald R. and Charles B. Weinberg (2000) "Sales Through Sequential Distribution Channels: An Application to Movies and Videos," *Journal of Marketing*, 64, July, 18-33.
- Farley, John U. and Donald R. Lehmann (2001) "The Important Role of Meta-Analysis in International Research in Marketing," *International Marketing Review*, 18:1, 70-79.
- Estelami, Hooman and Donald R. Lehmann (2001) "The Impact of Research Design on Consumer Price Recall Accuracy: An Integrative Review," *Journal of the Academy of Marketing Science*, Winter, 29:1, 36-49.
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