

KAMEL JEDIDI

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983 Kravis Hall, Graduate School of Business, Columbia University, 625 W 130th Street, 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, Spring 2023
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

Mustafa Jaffry, Fahad Bin Mostafa, Kranthi Mandava, Sanjana Rosario, Yashvin Jagarlamudi, Kazim Jaffry, Jeffrey Kornitzer, Kamel Jedidi, Hafiz Khan, and Nizar Souayah (2022), “No Significant Increase in Guillain-Barré Syndrome after COVID-19 Vaccination in Adults: A Vaccine Adverse Event Reporting System Study,” *Vaccine*, 40(40):5791-5797.

Jedidi, Kamel, Bernd H. Schmitt, Malek Ben Sliman, and Yanyan Li (2021), “R2M Index 1.0: Assessing the Practical Relevance of Academic Marketing Articles,” *Journal of Marketing*, 85(5):22-41.

Yu Ding, Wayne S. DeSarbo, Dominique M. Hanssens, Kamel Jedidi, John G. Lynch Jr4 and Donald R. Lehmann (2020), “The Past, Present, and Future of Measurement and Methods in Marketing Analysis,” *Marketing Letters*, 31, 175-186.

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.

Papers Published (cont.)

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."

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.

Papers Published (cont.)

- 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.
- 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.

Papers Published (cont.)

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.

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

Tkachenko, Yegor and Kamel Jedidi (2021), “Value of Personal Information in Consumer Facial Images,” under Review in the *Journal of Marketing Research*.

Tkachenko, Yegor, Wassim Dhaouadi, and Kamel Jedidi (2021), “Scaling up Ranking under Constraints for Live Recommendations by Replacing Optimization with Prediction,” submitted to the *International Conference on Machine Learning (ICML 2022)*.

Tae Oh, Travis, Michel T. Pham, and Kamel Jedidi (2021), “The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands Over 20 Years,” being revised for the *Journal of Marketing*.

Boughanmi Khaled, Kamel Jedidi, and Rajeev Kohli (2021), “A Multi-Attribute Choice Model with Similarity, Compromise and Attraction Effects,” being revised for submission to *Marketing Science*.

Tkachenko, Yegor, Kamel Jedidi, and Asim Ansari (2021), “Reigning in Long Consumer Questionnaires with Deep Reinforcement Learning,” to be submitted to the *Journal of Marketing Research*.

Schmitt, Bernd and Kamel Jedidi (2021), “Global Brand Leadership in East Asia: Results from the “Pan-Asian Wave Study,” to be submitted.

Research-in-Progress

Ben Sliman, Malek, Rajeev Kohli, and Kamel Jedidi (2021), “The Impact of Auction Houses on Art Valuation,” Working Paper.

Schmitt, Bernd and Kamel Jedidi, “Global Brand Leadership in East Asia: Results from the “Pan-Asian Wave Study,” Working Paper.

Boughanmi Khaled, Kamel Jedidi, and Asim Ansari (2021), “Musical Genealogy, Impact and Success,” Research in progress.

Cases

Kamel Jedidi and Robert J. Morais (2022), “Layla’s Delicacies: Scaling up a Small Business with Insights from Marketing Research,” Columbia CaseWorks.

Kamel Jedidi, Robert J. Morais, and Yegor Tkachenko (2020), “All Nutrition B: Quantitative Research for Market Segmentation,” Columbia CaseWorks.

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

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. (Best-selling case in Marketing in 2020-21 for the Case Centre).

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

EMBA International Seminar: Morocco: Gateway to Africa

Executive Education Seminars

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

Taught in the Brand Leadership Program, 2014-2022

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:

- Chairman of the Board, Open Startup International, 2021-present
- Founding Trustee of the Marketing Accountability Foundation (MASB), 2013-2018
- ENPC, France: School Academic Council member, 2010-2019
- Mediterranean School of Business, Tunisia: School Academic Council member, 2009-2012

University, School, and Divisional Committees

Member, Diversity, Equity, and Inclusion Standing Committee (2021-Present)
Member, Race, Diversity, and Inclusion Taskforce, fall 2020/spring 2021.
Co-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

Yegor Tkachenko, Columbia University, 2022
Malek Ben Sliman, Columbia University, 2021
Travis Tae Oh, Columbia University, 2020
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 Pack, 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

Ahmed Zahlan, UM6P, Morocco, 2022-23
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 2006-2023

Consulting

- Analyzed CRM data for customer acquisition (non-disclosure agreement) –2021-2023
- Developed metric for scoring songs played in radio stations (non-disclosure agreement) - 2010
- Provided expertise to a non-profit organization on developing an approach for good governance (non-disclosure agreement) – 2010-2012
- Segmentation study for an airline company, (non-disclosure agreement) 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.