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EDUCATION

Columbia University Graduate School of Business, Ph.D. 1987.
Columbia University Graduate School of Business, MBA 1984.
[Cambridge University](#), England, MA Natural Sciences Tripos (Physics) 1970.

EXPERIENCE

[Fordham University Graduate School of Business](#)

1996- Associate Professor of Marketing

New York University, [Leonard Stern School of Business](#), New York, New York
1986-95 Associate Professor of Marketing

Yale University, [School of Management](#), New Haven, Connecticut.
1993, 97 Lecturer in Marketing.

Columbia University, [Graduate School of Business](#), New York, New York.
1998-99 Lecturer
1991-92 Visiting Associate Professor of Marketing.
1986 Lecturer in Mathematics.
1984-86 Research and teaching assistant.

[Office of Population Censuses and Surveys](#), London, U.K.

1979-82 Research manager and consultant to various client government departments on survey design and analysis.
1977-79 Head of Continuous Surveys and deputy head of Sampling Branch (35 staff). Supervision, design and management of annual large-scale (3,000-100,000 households) continuous and panel surveys.
1974-77 Head of Special Projects and deputy head of Computing Branch (40 staff). Supervision and research into computing and analysis methods for ad-hoc surveys.
1970-74 Social Survey Officer, Computing Branch. Programming and analysis of surveys.

REFEREED PUBLICATIONS

1. Colombo, R.A., W. Jiang (2002), *Brand Repertoires in Dirichlet Markets*, [ANZMAC Proceedings](#).
2. Colombo, R.A., K. Bawa, S. Srinivasan (2002), *Examining the Dimensionality of Coupon Proneness: A Random Coefficients Approach*, [Journal of Retailing and Consumer Services](#), Vol 10, 1, 27-33.
3. Colombo, R.A., D. Mele (2001), *Modeling the Wildlife Conservation Society database: Saving Money for Saving Tigers (and Gorillas and Jaguars and Elephants...)*, [Journal of Database Marketing](#), Vol 8, 4, 311-324.
4. Colombo, R.A. (2001), *Visitor Patterns of a Profitable Website*, [Interactive Marketing](#), Vol 3, 1, 30-41.
5. Colombo, R.A., A.S.C. Ehrenberg, D. Sabavala (2000), *Diversity in Analyzing Brand-Switching Tables: The Car Challenge*, [Canadian Journal of Marketing Research](#), Vol 19, 23-36.
6. Colombo, R.A. (2000), *A Model for Diagnosing and Reducing Non-response Bias*, [Journal of Advertising Research](#), Vol 40, 1&2, 85-93.

7. Colombo, R.A., W. Jiang (1999), *A Stochastic RFM Model*, Journal of Interactive Marketing, Vol 13, 3, 2-12.
8. Colombo, R.A. (1992), *Using Callbacks to Adjust for Non-response Bias*. Computers in Survey Analysis (ed. A. Westlake), Elsevier, Amsterdam, 1992.
9. E.L. Melnick, R.A. Colombo, R. Tashjian, K Melnick (1991), *Sampled Survey Data: Quota Samples Versus Probability Samples*, ACR Proceedings, Vol 18, 576-582.
10. Morrison, D., R.A. Colombo (1989), *An Explanation of Allenby and Blattberg's Extra-Binomial Response Variance: Did the Postal Service Do It?*, Journal of Direct Marketing, Vol 3, 1, 30-34.
11. Colombo, R.A., D. Morrison (1988), *A Brand Switching Model with Implications for Marketing Strategy*, Marketing Science, Vol 8, 1, 89-99.
12. Colombo, R.A., D. Morrison (1988), *Blacklisting Social Science Departments*. Management Science, Vol 34, 6, 696-706.
13. DeSarbo, W., J. Steckel, V. Rao, J. Wind, R.A. Colombo (1987), *An Econometric Model to Predict and Describe Price Changes*, Marketing Science, Vol 6, 4, 299-317.
14. Schmittlein, D., D. Morrison and R.A. Colombo (1987), *Counting Your Customers: Who are They and What Will They do Next?*, Management Science, Vol 33, 1, 1-24.

OTHER PUBLICATIONS

-
15. Colombo, R.A.(1998), *The Impact of New Technology on Sampling*, Proceedings of CASRO Market Research Technology Conference.
 16. Colombo, R.A., D. Sabavala (1997), *The Car Challenge*, www.bnet.fordham.edu/public/mrktg/rcolombo/Cars.htm.
 17. Colombo, R.A., D. Morrison(1990), *Response to Nelson's comments on An Extra-Binomial Model for Testing Lists*. Journal of Direct Marketing.
 18. Colombo, R.A., D. Morrison (1989), *Response to Bordley and Greene on A Brand Switching Model with Implications for Marketing Strategy*, Marketing Science.
 19. Colombo, R.A., D. Morrison (1988), *A Brand Switching Model with Implications for Marketing Strategy*, Marketing Science Institute.
 20. Colombo, R.A., D. Morrison (1987), *Blacklisting Social Science Departments*. SCPR Newsletter.

PAPERS IN DRAFT

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- Do Consideration Sets Really Exist?: A Simple Probabilistic Alternative.*
 - Market Share Distributions.*
 - Teaching Evaluations: Providing a consistent view using statistical graphics*
 - Teaching using Simulation: Getting to Wow.*

WORKING PAPERS

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- Colombo, R.A., M. Rockoff (1991), *The Impact of Computers on the Productivity of Brokers: an Empirical Investigation*.
 - Colombo, R.A., J. Landwehr (1990), *A Non-parametric Approach to Incorporating Unobserved Heterogeneity in Logit Models*, NYU Working Paper.
 - Colombo, R.A., J. Landwehr, M. Jones (1990), *Exploring and Diagnosing the Effects of Omitted Variables in Binomial Logit Models*, NYU Working Paper, 1990.

CURRENT RESEARCH

-
- *The Structure of the US Automobile Market* – examines the structure of the US automobile market at the level of make (about 40) and model (about 600).
 - *Models of consumer behavior on the web* – analysis of server log files.
 - *Dimensions of the Consumption of History* – what are the characteristics of those who “consume” history?
 - *An Analysis Package For Repeat Buying* – A suite of S+ functions for analyzing, reporting and diagnosing behavior in frequently purchased consumer goods categories
 - *Rating and Ranking Consumers: Combining individual and Ensemble estimates* – A methodology for combining competing goals in using customer databases.
 - *Reducing Accounts Receivable at Fordham University* – This is a project with Prof. Georgantzas and Peter Stace and Systems Dynamics Students.

PRESENTATIONS

-
- *An integration of the Bass and Dirichlet models*, contributed paper ANZMAC, Adelaide, 2003.
 - *Empirical verification of two expected portfolio size formulae*, contributed paper ANZMAC, Adelaide, 2003.
 - *Dirichlet Markets and Portfolios*, contributed paper ANZMAC, Melbourne, 2002.
 - *The Consumption of History*, invited paper, University of Michigan, Ann Arbor, 2002.
 - *Brand Repertoires*, Marketing Modelers Group, New York, 2002.
 - *Census, Cholera and Challenger*, Ridgefield High School, 2002.
 - *Principles of Graphical Design*, Stamford High School, 2002.
 - *The Future of MS/OR* (invited panel member), INFORMS, New York, 2001.
 - *Portfolio Size in Dirichlet Markets*, contributed paper Marketing Science, Wiesbaden, 2001.
 - *Visualization of Data*, Hamilton Avenue School, 2001
 - *Forecasting e-tailer Growth*, contributed paper, Marketing Science, UCLA, 2000.
 - *Birth Days and Marathon Times*, Stamford High School, 2000
 - *A Model and Methodology for investigating new electronic distribution channels*, Baruch University, 2000
 - *Blacklisting Social Science Departments Revisited*, contributed paper, INFORMS, Philadelphia, 1999.
 - *Product Design and Pricing Using Conjoint Analysis*, Fordham University Pricing Conference, 1999.
 - *Measuring Coupon Proneness*, contributed paper, Marketing Science, Syracuse, 1999.
 - *Market Share Distributions*, contributed paper, Marketing Science, Fontainebleau, 1998.
 - *The Impact of New Technology on Sampling*, invited paper, CASRO, New York, 1998.
 - *Why Does the Hard-Core Loyal/Potential Switcher Model Work?*, contributed paper, Marketing Science, Berkeley, 1997.
 - *Modeling Household Response*, contributed paper, ACS, London, UK, 1996.
 - *Segmentation using Response Coefficients*, invited paper, Joint Statistical Meeting, Orlando, 1995.

- *Using Household Level Data to Improve Predictions of Segment Membership and Segment Response*, contributed paper, Marketing Science, St. Louis, 1993.
- *Fitting the Model to the Question*, contributed paper, Marketing Science, St. Louis, 1993.
- *Using Callbacks to Adjust for Non-response Bias*, contributed paper, ACS, Bristol, U.K. 1992.
- *The Car Challenge: Diversity in Analyzing Brand Switching Data*, contributed paper, Marketing Science, London, 1992.
- *Neural Networks: How Useful Are They?*, contributed paper, Marketing Science, Wilmington, 1991.
- *Measuring and Tracking Loyalty to Your Product*, invited paper, Bellcore Measurements Symposium, San Antonio, 1990.
- *Using Your Brain in Choice Modeling*, contributed paper, Columbia/Yale/NYU Colloquium, 1990.
- *Using Individual Price Elasticities for Market Segmentation*, contributed paper, Marketing Science, Champaign-Urbana, 1990.
- *Unobserved Heterogeneity in Logit Models: When Doesn't it Matter?*, contributed paper, Marketing Science, Duke, 1989.
- *All New Product Modelers Are Closet Bayesians*, contributed paper, TIMS/ORSA, Paris, 1988.
- *Incorporating Unobserved Heterogeneity in Logit Models*, contributed paper, Marketing Science, Seattle 1988.
- *A Simple Model For Forecasting New Product Success*, contributed paper, NYU Colloquium 1987.
- *Analyzing Competition in the US Auto Industry using Brand Switching Matrices*, Marketing Science, contributed paper, Paris 1987.
- *An Empirical Bayes Method for Adjusting for Non-Response*, contributed paper, TIMS/ORSA, Miami 1986.
- *How Many Customers do You Have?* contributed paper, TIMS/ORSA, Nashville, 1985.
- *Aspects of the Design of the General Household Survey*, contributed paper, Royal Statistical Society Conference, York 1982.

ACADEMIC SERVICE

-
- GBA Technology Committee (chaired by G. Elofson), Fordham University.
 - Curriculum Revision (suggestions for quantitative course offerings in marketing), Marketing area, Fordham University.
 - Member of the Advisory Board of The Career Consulting Group, a group that tracks and researches the Market Research industry, 1997-present
 - Reviews (1996-present): International Journal of Research in Marketing (2002,1998, 1997); Marketing Science (1998, 1997, 1996); Management Science (1996), Journal of Marketing Research (2002,1997, 1996); Journal of the Royal Statistical Society (1996); Journal of Advertising Research (2002, 2001,1998); EMAC (2002, 2001,1999, 1998); European Journal of Operations Research (2000), Reviewer for ANZMAC (2002), ACR (2001), Fordham Pricing Conference (2002, 2001, 2000), IJRM (2002), Journal of Interactive Marketing (2002, 2000).
 - Member of several Doctoral Defence Committees: Columbia University (2001, 1998, 1996, 1992); New York University, Stern School (1990, 1994); New York University, SCE (1996).
 - Member of Journal of Interactive Marketing Abstract Editorial Board (1996-2000)
 - Treasurer, ASA Marketing Section (1994-1996).
 - Member of numerous Doctoral Proposal, Defense and Comprehensive Examination Committees, Stern School, NYU..
 - Member of: Stern Faculty Council, Stern Library Committee, Stern Computer Resources Committee, Department Curriculum Review Committees.
 - Chairman, Association for Computers in Survey Analysis (1982), U.K.

AWARDS

Chris Commins best paper award, CJMR 2000.

Research Grants, Fordham University

Research Grants, Stern School of Business

MSI Grant to study Heterogeneity in Logit Models

Heyman Fellowship, Stern School of Business (for excellence in teaching and research)

TEACHING

-
- Advanced Tools for Marketing Analysis, Fordham University, 1996-2003 (MBA).
 - Multivariate Analysis, Fordham University, 2001.
 - Marketing Management, Fordham University, 1996-2003 (MBA).
 - Marketing Models, EMPI, New Delhi, 2001.
 - Principles of Marketing, Fordham University, 1999, 2000, 2002 (BA)
 - Consumer Behavior, Fordham University, 1996 (MBA)
 - Marketing Research, Fordham University, 1996-2002 (MBA)
 - Marketing Research, Fordham University, 1999, 2002, 2003 (BA)
 - Sampling Principles and Practice, NPD, 1995, 1996, 1997, 1998 (Executive).
 - Workshop on Questionnaire Design, NPD, 1993 (Executive).
 - Marketing Research, Yale University, 1993 (MPPM).
 - International Marketing Management, NYU, 1992-1995 (MBA, BS).
 - Introduction to Marketing Research, NYU, 1992, (BS).
 - Marketing Decision Making for Managers, Lucas, U.K., 1991(Executive).
 - International and Foreign Marketing, Columbia University, 1991-1992 (MBA).
 - Marketing Research, Columbia University, 1991, 98 (MBA).
 - Probability Models in Marketing, Columbia University, 1991 (Ph.D.).
 - Survey Methods and Experimental Design, NYU, 1988-1990 (Ph.D.).
 - Introduction to Marketing Research, NYU, 1987-94 (MBA).
 - Special Topics in Marketing, NYU, 1988 (Ph.D.).
 - Principles of Marketing, NYU, 1986-90 (BS).
 - Mathematics for Ph.D. students, Columbia University, 1985.
 - Lecturer at Civil Service College on survey design and analysis, London, U.K., 1980.

MAJOR CONSULTING (1996 +)

NPD

Development and teaching of internal training courses.

Review of Sampling and Projection System for Tracking Studies conducted using the Internet.

Bronx Zoo

Development of RFM Model (pro bono)

Deloitte Touche Tohmatsu

Web analytics

PROFESSIONAL ACTIVITIES

Fellow of the [Royal Statistical Society](#), Member of: [The Institute of Management Sciences](#), [American Statistical Association](#), [American Marketing Association](#) and [European Marketing Academy](#).