

# Curriculum Vitae

## Towhidul Islam

### University Research Chair (Tier I)

### Professor & Graduate Coordinator

Department of Marketing and Consumer Studies

College of Business and Economics (CBE)

University of Guelph, Ontario, Canada

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## I. EDUCATION AND DEGREES

- **Ph.D.** (1996) Management Science, Imperial College Business School, University of London, UK
- **D.I.C.** (Diploma of Imperial College), (1996) University of London, UK
- **M.B.A.** (1989) Dhaka University, Dhaka, Bangladesh
- **M.Sc.** (1983) Telecommunications Engineering, Institute of Electrical and Mechanical Engineering, Sofia, Bulgaria

## II. EMPLOYMENT HISTORY

### a) Academic Experience

Position	University	Department/School	Period
Professor & University Research Chair (Tier I)	University of Guelph, Canada	College of Business & Economics (CBE)	July 2014 -
Professor & CBE Fellow	University of Guelph, Canada	College of Business & Economics (CBE)	May 2012 - June 2014
Professor	University of Guelph, Canada	Marketing and Consumer Studies	July 2011 - Present
Associate Professor (Tenured)	University of Guelph, Canada	Marketing and Consumer Studies	Jan. 2006 – June 2011
Visiting Associate Professor	University of Technology, Sydney, Australia	School of Marketing	July 2008 – June 2009
Visiting Professor	Vienna University of Economics and Business, Vienna, Austria	Mathematics and Statistics	June –July 2006

### a) Academic Experience Continued...

Position	University	Department/School	Period
Assistant Professor (Tenured)	University of Guelph, Canada	Marketing and Consumer Studies	Aug. 2004 – Dec. 2005
Assistant Professor (Tenure-track)	University of Guelph, Canada	Marketing and Consumer Studies	Aug. 2002 – July 2004
Assistant Professor (Tenure-track)	University of Northern British Columbia, Canada	School of Business	Aug. 2000 – July 2002
Killam Postdoctoral Fellow	Dalhousie University, Canada	Economics	Feb. 1999 – July 2000
Postdoctoral Fellow	University of Sydney, Australia	Econometrics	Jan. 1998 – Jan. 1999
Tutor	Imperial College, London, UK	Business School	Sept. 1994 – April 1996

### b) Ongoing Business and Community Engagement

- President, 4CI, A Leader in Consumer Choice and Innovation Diffusion
- Member, *Ananda Welfare Foundation* - a non-for-profit wing of Ananda Group, Dhaka, Bangladesh.

### III. ACADEMIC HONOURS

- 2014 University Research Chair (Tier I)
- 2012 CBE (College of Business and Economics) Fellow in Consumer Insights, Consumer Well-being and Public Policy, 2012-2017.
- 2010 Best Poster Award, Marketing Science Conference, June 17–19, Cologne, Germany
- 2009 Best Paper Award, Sawtooth Conference, March 23–27, Delray Beach, USA
- 2001 Fellow, Royal Statistical Society, London, UK
- 2000 National Science Foundation, USA Fellowship to attend workshop and conference on Probabilistic Measurement and Random Utility Theory (August 3–8) at Duke University, Durham, NC, USA
- 1999 Killam Post Doctoral Fellowship, Dalhousie University, Halifax, Canada
- 1998 U2000 Post Doctoral Fellowship, the University of Sydney, Australia
- 1996 Best Doctoral Thesis for 1995–1996, Psion Prize, London, UK
- 1992 Commonwealth Scholarship for Ph.D. program at Imperial College, University of London, UK
- 1990 Chancellor's Gold Medal, Institute of Business Administration, Dhaka University, Bangladesh

## IV. RESEARCH

My publications have received over 2430 citations (10 August 2016), to date, from journals across the globe, and, my h-index is 22, an indicator of lifetime achievement that accounts for both productivity and impact. I have published over 42 referred articles including Journal of Consumer Research, Journal of Consumer Psychology, Management Science, International Journal of Research in Marketing, European Journal of Operational Research, Energy Policy, Journal of Business Research, Tourism Management, Technological Forecasting and Social Change, International Journal of Forecasting among other outlets.

### a) Refereed Journal Articles

1. Kotnowski, K., Fong, GT., Gallopel-Morvan, K., Islam, T. and Hammond, D. (2015), The impact of cigarette packaging design among young females in Canada: Findings from a discrete choice experiment, *Nicotine & Tobacco Research*, 18 (5), 1348-1356.
2. Marley, AAJ. And Islam, T. and Hawkins, GE. (2016), A Formal and empirical comparison of two scores measures for Best-Worst scaling, *Journal of Choice Modeling* (in Press).
3. Meade, N. and T. Islam (2015), Modelling European usage of renewable energy technologies (RET) for electricity generation, under second review with *Technological Forecasting and Social Change*, 90, 497-509.
4. Meade, N. and Islam, T. (2015), Forecasting in telecommunications and ICT – A review, *International Journal of Forecasting*, 31 (4), 1105-1126.
5. Islam, T. and Meade, N. (2015), Firm level innovation diffusion of 3G mobile connections in international context, *International Journal of Forecasting*, 31 (4), 1105-1126.
6. Huybers, T., Louviere, J. and Islam, T. (2015), What determines student satisfaction with university subjects? A choice based approach, *Journal of Choice Modelling*, 17, 52-65.
7. Czoli, CD., Goniewicz, M., Islam, T., Kotnowski, K. and Hammond, D. (2015), Consumer preferences for electronic cigarettes: results from a discrete choice experiments, *Tobacco Control*, doi:10.1136/tobaccocontrol-2015-052422.
8. Islam, T. (2014), Household Level Innovation Diffusion Model of Photo-Voltaic (PV) Solar Cells from Stated Preference Data, *Energy Policy*, 65 (February), 340-350.
9. Louviere, J., Lings, I., Islam, T., Gudergan, S., and Flynn, T. (2013), An Introduction to the Application of (Case 1) Best-Worst Scaling in Marketing Research, *International Journal of Research in Marketing*, 30 (3), 292-303.
10. Islam, T. and N. Meade (2013), Impact of Attribute Preferences and Attitudinal Constructs on Adoption Timing: The Case of Solar Photo-Voltaic (PV) Cells for Household Level Electricity Generation, *Energy Policy*, 55, 521-530.
11. Noseworthy, Theodore J., Wang, J., and Islam, T. (2012), How Context Shapes Category Inferences and Attribute Preference for New Ambiguous Products, *Journal of Consumer Psychology*, 22 (4), 529-544.
12. Marley, A. A. J. and Islam, T. (2012), Conceptual Relations between Expanded Rank Data and Models of the Unexpanded Rank Data, *Journal of Choice Modeling*, 5 (2), 38-80.

13. Louviere, J., C. Ebling, and Islam, T. (2012), Seeing the Forest Despite the Trees: Brand Effects on Choice Uncertainty, *International Journal of Research in Marketing*, 29 (3), 256-264.
14. Islam, T. and N. Meade (2012), The Impact of Competition, and Economic Globalization on the Multinational Diffusion of 3G Mobile Phones, *Technological Forecasting and Social Change*, 79 (843-850).
15. Islam, T. & Meade, N. (2011). Detecting the impact of market factors on sales takeoff times of analog cellular telephones, *Marketing Letters*, 22 (2), 197-212.
16. Bateman, H., Islam, T., Louviere, J., Satchell S. & Thorp, S. (2011). Retirement Investor Risk Tolerance in Tranquil and Crisis Periods: Experimental Survey Evidence. *Journal of Behavioral Finance*, 12 (4), 201-218.
17. Meade, N. & Islam, T. (2010). Using Copulas to Model Repeat Purchase Behaviour – An Exploratory Analysis via a Case Study. *European Journal of Operational Research*, 200 (3), 908-917.
18. Bandon, J., Spenser, H., & Islam, T. (2010). The Importance of Assessing Marketing Preferences of Small-Scale Farmers: a Latent Segment Approach. *The European Journal of Development Research*, 22 (September), 494-509.
19. Bateman, H., Louviere, J.J., Thorp, S.J., Islam, T., & Satchell, S. (2010), Investment decisions for retirement savings, *Journal of Consumer Affairs*, 44 (3), 463-482
20. Burke, P., Huybers, T., Burton, C., Islam, T., Louviere, J., & Wise, C. A. (2010). Museum Visitation: A Rescaled Latent Class Choice Model. *Tourism Analysis*, 15 (2), 147-165.
21. Christofides, E., Islam, T., & Desmarais, S. (2009). Gender Stereotyping Over Instant Messenger: The Effects of Gender and Context. *Computers in Human Behavior*, 25, 897–901.
22. Bandon, J., Spenser, H., & Islam, T. (2009). Marketing Preferences of Small-Scale Farmers in the Context of New Agri-food Systems: A Stated Choice Model. *Agribusiness: An International Journal*, 25 (2), 251-267.
23. Noseworthy, T. J., Finlay, K. & Islam, T. (2009). From a Commodity to an Experience: the Moderating Role of Thematic Positioning on Congruity-Based Product Judgment. *Psychology and Marketing*, 27 (5), 465-86.
24. Crouch, G. I., Devinney, T. M., Louviere, J. J., & Islam, T. (2009). Modelling Consumer Choice Behaviour in Space Tourism. *Tourism Management*, 30 (3), 441-454.
25. Louviere, J. J. & Islam, T. (2008). A Comparison of Importance Weights/Measures Derived from Choice-Based Conjoint, Constant Sum Scales and Best Worst Scaling. *Journal of Business Research*, 61 (9), 903-911.
26. Louviere, J. J., Islam, T., Wasi, N., Street, D., & Burgess, L. (2008). Designing Discrete Choice Experiments: Do Optimal Designs Come At A Price? *Journal of Consumer Research*, 35 (2), 360-375.
27. Meade, N. & Islam, T. (2008). The Effects of Network Externalities on the Diffusion of Cellular Telephones. *Telektronikk: Telecommunications Forecasting*, 3 (4), 74-81.

28. Islam, T. (2008). ICT Predictions with Individual Models, *Teletronikk: Telecommunications Forecasting*, 3 (4), 107-111.
29. Louviere, J. J., Street, D., Burgess, L., Wasi, N., Islam, T., & Marley, A.A.J. (2008). Modelling the Choices of Individual Decision-Makers by Combining Efficient Choice Experiment Designs with Extra Preference Information. *The Journal of Choice Modeling*, 1 (1), 128-163.
30. Islam, T., Louviere, J. J., & Burke, P. F. (2007). Modelling the Effects of Including/Excluding Attributes in Choice Experiment on Systematic and Random Components. *International Journal of Research in Marketing*, 24, 289-300.
31. Meade, N. & Islam, T. (2006). Modelling and Forecasting the Diffusion of Innovation – A 25 Year Review. *International Journal of Forecasting*, 22 (3), 519-545.
32. Hamoudia, M. & Islam, T. (2004). Modelling and Forecasting the Growth of Wireless Messaging. *Teletronikk: Telecommunications Forecasting*, 4, 64-69.
33. Meade, N. & Islam, T. (2003). Modeling the Dependence between the Times to International Adoption of Two Related Technologies. *Technological Forecasting and Social Change*, 70, 759-778.
34. Bartels, R. & Islam, T. (2002). Supply Restricted Telecommunications Markets: The Effect of Technical Efficiency on Waiting Times. *Journal of Productivity Analysis*, 18, 161-169.
35. Islam, T., Fiebig, D., & Meade, N. (2002). Modelling Multinational Telecommunications Demand with Limited Data. *International Journal of Forecasting*, 18, 605-624.
36. Islam, T. & Fiebig, D. (2001). Modelling the Development of Supply Restricted Telecommunications Markets. *Journal of Forecasting*, 20, 249-264.
37. Islam, T. & Meade, N. (2000). Modelling Diffusion and Replacement. *European Journal of Operational Research*. 125, 551-570.
38. Meade, N. & Islam, T. (1998). Technological Forecasting: Model selection, Model Stability and Combining Models. *Management Science*, 44 (8), 1115-1130.
39. Islam, T. & Meade, N. (1997). The Diffusion of Successive Generations of a Technology – A More General Model. *Technological Forecasting and Social Change*, 56, 49-60.
40. Islam, T. & Meade, N. (1996). Forecasting the Development of the Market for Business Telephones in the UK. *Journal of Operational Research Society*, 47, 906-918.
41. Meade, N. & Islam, T. (1995). Forecasting with Growth Curves: An Empirical Comparison, *International Journal of Forecasting*, 11, 199-215.
42. Meade, N. & Islam, T. (1995). Prediction Intervals for Growth Curve Forecasts, *Journal of Forecasting*, 14, 413-430.

## b) Major External Research Funding

Grant Period	Institution and Topic	Towhidul Islam	Amount
2013 - 2017	Social Sciences and Humanities Research Council (SSHRC), Grant No. 430199 <i>Evaluating Choice Experiments and Associated Models by Combining and Comparing Survey and Scanner Data</i>	Principal Investigator	\$357,322 (CAN)
2010 – 2014	Australian Research Council (ARC), ARC Discovery Grant No. DP1093842 <i>The Paradox of Choice: Unraveling Complex Superannuation Decisions</i>	Co-Investigator	\$960,000 (AUS)
2009 – 2012	Social Sciences and Humanities Research Council (SSHRC), Grant No. 430060 <i>Individual Choice Models Over Time, Product Categories and Countries</i>	Principal Investigator	\$104,843 (CAN)
2004 – 2008	Social Sciences and Humanities Research Council (SSHRC), Grant No. 046288 <i>Theoretical and Empirical Investigation of the Effect of Missing Information on Product Choices</i>	Principal Investigator	\$88,982 (CAN)
1998	University of Sydney, Australia <i>Consumer Trial and Repeat Purchasing Behavior</i>	Principal Investigator	\$25,000 (AUS)

## V. TEACHING

I believe that the role of a teacher is to facilitate knowledge translation by fostering an environment that stimulates passion for learning (empowerment) and motivates students to embrace and take an active role in lifelong education. In regards to myself, I greatly enjoy teaching and consider it a crucial component of my day to day life. In fact, I actively seek to improve my teaching abilities in every opportunity I receive. My academic goals are in accordance with the University of Guelph’s mission statement that the university is “...research-intensive, learner-centered...” “Learner-centered” to me means being engaged as a teacher, while engaging students and putting learning at the centre of the education process.

## Courses Taught at University of Guelph

<b>Graduate (Ph.D, MSc. and MA)</b>	
<a href="#">MCS6060</a>	Multivariate Research Methods
<a href="#">MGMT6840</a>	Quantitative Research Methods: Multivariate Techniques
<a href="#">LEAD6400</a>	Research Methods: Decision-Making
<a href="#">MCS6050</a>	Research in Marketing and Consumer Studies
<b>Undergraduate</b>	
<a href="#">MCS4040</a>	Management in Product Development
<a href="#">MCS4370</a>	Marketing Strategy
<a href="#">MCS3500</a>	Market Analysis and Planning
<a href="#">MCS3030</a>	Research Methods
<a href="#">MCS2600</a>	Consumer Behaviour

## VI. ADVISING

I believe that advisors and teachers (in this area of study) play a significant role in facilitating the intellectual growth of graduate students and in contributing to the knowledge of marketing and social science related fields by providing support and resources. The relationship between advisor and graduate student is dynamic and changing, as each student has specific requirements. To foster competent autonomy, I expect each student to organize and manage their research project, but I assist in the development and execution of their research program. Since the need for support changes over the course of their thesis supervision, I consciously adapt my style, as needed, from hands-on to hands-off. Additionally, I always include enough funding provisions for graduate students and their conference travels in grant applications.

### GRADUATE ADVISING SUMMARY, BY ROLE

Activity	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Graduate Advising - Primary - Doctoral	1	1	2	3	1	2
Graduate Advising - Primary - Masters	4	4	1	5	5	6
Graduate Advising - Co-Advisor - Masters	1					
Graduate Advising - Committee - Doctoral		1	1	1	1	2
Graduate Advising - Committee - Masters	2					3
Individual Teaching/Study - Graduate Student						4
Other Teaching Activities			2			
<b>Totals</b>	<b>8</b>	<b>6</b>	<b>6</b>	<b>9</b>	<b>7</b>	<b>17</b>

\* The Graduate Student Advising Summary Table includes students from Fall 2010 only.