

CURRICULUM VITAE

TOWHIDUL ISLAM

University Research Leadership Chair & Professor
Department of Marketing and Consumer Studies
Gordon S. Lang School of Business and Economics
University of Guelph, Ontario, Canada
Email: islam@uoguelph.ca

I. EDUCATION AND DEGREES

- **Ph.D.** (1996) Management Science, Imperial College Business School, University of London, UK
- **Cert.** in Machine Learning and Artificial Intelligence (2019), MIT
- **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

Academic Experience

Position	University	Department/School	Period
Professor & University Research Leadership Chair	University of Guelph, Canada	Gordon S. Lang School of Business and Economics	July 2019-
Professor & University Research Chair (Tier I)	University of Guelph, Canada	College of Business & Economics (CBE)	July 2014 - June 2019
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
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

III. RESEARCH AND EXTERNAL RESEARCH FUNDING

Major External Research Funding

Grant Period	Institution and Topic	Towhidul Islam	Amount
2013 - 2019	Social Sciences and Humanities Research Council (SSHRC), Grant No. 430199 Evaluating Choice Experiments and Associated Models by Combining and Comparing Survey and Scanner Data	Principal Investigator	\$357,322 (CAN)
2010 - 2014	Australian Research Council (ARC), ARC Discovery Grant No. DP1093842 The Paradox of Choice: Unraveling Complex Superannuation Decisions	Co-Investigator	\$960,000 (AUS)
2009 - 2012	Social Sciences and Humanities Research Council (SSHRC), Grant No. 430060 Individual Choice Models Over Time, Product Categories and Countries	Principal Investigator	\$104,843 (CAN)
2004 - 2008	Social Sciences and Humanities Research Council (SSHRC), Grant No. 046288 Theoretical and Empirical Investigation of the Effect of Missing Information on Product Choices	Principal Investigator	\$88,982 (CAN)

Refereed Journal Articles

1. Brito, T. L. F., Islam, T., Stettler, M., Mouette, D., Meade, N., & dos Santos, E. M. (2019). Transitions between technological generations of alternative fuel vehicles in Brazil. *Energy Policy*, 134 (forthcoming).
2. Hawkins, G., Islam, T. and Marley, A.A. J. (2019). Like It Or Not, You Are Using One Value Representation, *Decision*, 6(3), 237-260.
3. Islam, T. and Meade, N. (2018), The Direct and Indirect Effects of Economic Wealth on Time to Take-off, *International Journal of Research in Marketing*, 35 (2), 305-318.
4. 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*, 21, 15-24.
5. 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.
6. 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.
7. Meade, N. and Islam, T. (2015), Forecasting in telecommunications and ICT – A review, *International Journal of Forecasting*, 31 (4), 1105-1126.
8. 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.

9. 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.
10. 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.
11. Islam, T. (2014), Household Level Innovation Diffusion Model of Photo-Voltaic (PV) Solar Cells from Stated Preference Data, *Energy Policy*, 65 (February), 340-350.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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).
18. 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.
19. 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.
20. 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.
21. 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.
22. 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
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.

30. Meade, N. & Islam, T. (2008). The Effects of Network Externalities on the Diffusion of Cellular Telephones. *Teletronikk: Telecommunications Forecasting*, 3 (4), 74-81.
31. Islam, T. (2008). ICT Predictions with Individual Models, *Teletronikk: Telecommunications Forecasting*, 3 (4), 107-111.
32. 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.
33. 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.
34. Meade, N. & Islam, T. (2006). Modelling and Forecasting the Diffusion of Innovation – A 25 Year Review. *International Journal of Forecasting*, 22 (3), 519-545.
35. Hamoudia, M. & Islam, T. (2004). Modelling and Forecasting the Growth of Wireless Messaging. *Teletronikk: Telecommunications Forecasting*, 4, 64-69.
36. 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.
37. Bartels, R. & Islam, T. (2002). Supply Restricted Telecommunications Markets: The Effect of Technical Efficiency on Waiting Times. *Journal of Productivity Analysis*, 18, 161-169.
38. Islam, T., Fiebig, D., & Meade, N. (2002). Modelling Multinational Telecommunications Demand with Limited Data. *International Journal of Forecasting*, 18, 605-624.
39. Islam, T. & Fiebig, D. (2001). Modelling the Development of Supply Restricted Telecommunications Markets. *Journal of Forecasting*, 20, 249-264.
40. Islam, T. & Meade, N. (2000). Modelling Diffusion and Replacement. *European Journal of Operational Research*, 125, 551-570.
41. Meade, N. & Islam, T. (1998). Technological Forecasting: Model selection, Model Stability and Combining Models. *Management Science*, 44 (8), 1115-1130.
42. 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.
43. 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.
44. Meade, N. & Islam, T. (1995). Forecasting with Growth Curves: An Empirical Comparison, *International Journal of Forecasting*, 11, 199-215.
45. Meade, N. & Islam, T. (1995). Prediction Intervals for Growth Curve Forecasts, *Journal of Forecasting*, 14, 413-430.

c) Refereed Book Chapters

1. Islam, T. & Louviere, J. (2013). The Stability of Aggregate-Level Preferences in Longitudinal Discrete Choice Experiments, in *Best-Worst Scaling: Theory, Methods and Applications*, Jordan Louviere, Terry Flynn and A.A. J. Marley (ed.), Cambridge University Press.
2. Meade, N. & Islam, T. (2010). Modelling and Forecasting Diffusion, in *Gaining Momentum: Managing the Diffusion of Innovations*, J. Tidd, (ed.), Imperial College Press, London, UK.
3. Meade, N. & Islam, T. (2001). Forecasting the Diffusion of Innovations: Implications for Time Series Extrapolation, in *Principles of Forecasting: A Handbook for Researchers and Practitioners*, J. Scott Armstrong, (ed.), Norwell, MA, USA: Kluwer Academic.

IV. TEACHING

Courses Taught at University of Guelph

Graduate (Ph.D, MSc.)	
MCS6060	Multivariate Research Methods
MGMT6840	Quantitative Research Methods: Multivariate Techniques
MCS6070	Structural Equation Modeling
LEAD6400	Research Methods: Decision-Making
MCS6050	Research in Marketing and Consumer Studies
MCS6830	Applied Statistics
MCS6950	Marketing and Consumer Studies Seminar
Undergraduate	
MCS4040	Management in Product Development
MCS4370	Marketing Strategy
MCS3500	Marketing Analytics
MCS3030	Research Methods
MCS2600	Consumer Behaviour

V. ACADEMIC HONOURS

2019	University Research Leadership Chair
2014	University Research Chair (Tier I)
2012	CBE (College of Business and Economics) Fellow in Consumer Insights, Consumer Well-being and Public Policy.
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

VI. ADVISING

GRADUATE ADVISING SUMMARY, BY ROLE

Activity	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Graduate Advising - Primary - Doctoral	1	1	2	3	1	2	3
Graduate Advising - Primary - Masters	4	4	1	5	5	6	6
Graduate Advising - Co-Advisor - Masters	1						1
Graduate Advising - Committee - Doctoral		1	1	1	1	2	3
Graduate Advising - Committee - Masters	2					3	3
Individual Teaching/Study - Graduate Student						4	1
Other Teaching Activities			2				
Totals	8	6	6	9	7	17	17

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