

CURRICULUM VITAE

TOWHIDUL ISLAM

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 – June 2022
Professor & University Research Chair (Tier I)	University of Guelph, Canada	Gordon S. Lang School of Business and Economics	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

III. MAJOR RESEARCH FUNDING

	Grant Period	Institution and Topic	Towhidul Islam	Amount
External Funding	2021-2025	Social Sciences and Humanities Research Council (SSHRC), Grant No. 430729 Evaluating Volumetric and Time-to-Event Choice Experiments and Their Associated Models by Testing External Validity from Revealed Preference Data	Principal Investigator	\$329,774 (CAN)
	2020-2025	National Institute of Health (NIH)/ National Cancer Institute (NCI) & Federal Drug Administration (FDA), Grant # R01CA235719 Smokers' Decision-Making about Tobacco Use: The Interplay of Affective and Cognitive Factors with Product Characteristics. Principal investigator, Professor Scott Weaver, Georgia State University, USA.	Collaborator	\$ 3,184,579 (USD)
	2021-2023	Knowledge Translation and Transfer (KTT), UG KTTR2021 101228. Adoption of Digital Technologies by Ontario Rainbow Trout Farms. Two co-PIs, Dr. Ataharul Chowdhury, School of Environmental Design & Rural Development and Dr. Dominique Bureau, Department of Animal Biosciences, University of Guelph.	Collaborator	\$67,900 (CAN)
	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. Principal Investigator: Jordan Louviere, University of Technology Sydney, Australia	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)
	Internal Funding	2014-2019	University Research Chair (Tier 1), University of Guelph, Vice President Academic	Principal Investigator
2019-2022		University Research Leadership Chair, University of Guelph, Vice President Academic	Principal Investigator	\$30,000 (CAN)

IV. RESEARCH OUTPUTS

Refereed Journal Articles (* Graduate Student, IF = Impact Factor)

1. Islam, T., Meade, N., Carson, R, Louviere, JJ., and Wang, J (2022). The Usefulness of Socio-demographic Variables in Predicting Purchase Decisions: Evidence from Machine Learning Procedures, *Journal of Business Research*, 151, 324-338 (IF 7.55).
2. Carson, T., Eagle, T., Islam, T. and Louviere, J. (2022). Volumetric Choice Experiments (VCEs). *Journal of Choice Modelling*, 100343 (IF 3.09)
3. Islam, T., Meade, N. and Sood, A. (2022). Timing market entry – the mediation effect of market potential, *Journal of International Marketing*, 30(1) 40-54 (IF 8.13).
4. Meade, N. and Islam, T. (2021). Modelling and forecasting national introduction times for successive generations of mobile telephony, *Telecommunications Policy* 45 (3), 102088 (IF 3.04).
5. Brito*, T. L. F., Islam, T., Mouette, D., Meade, N., & dos Santos, E. M. (2020). Fuel price elasticities of market shares of alternative fuel vehicles in Brazil. *Transportation Research Part D: Transport and Environment*, 89, 102643 (IF 4.58).
6. 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, 110915 (IF 5.04).
7. 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 (IF 1.78).
8. 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 (IF 3.35).
9. 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 (IF 3.09).
10. 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 (IF 3.78).
11. 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 (IF 5.86).
12. Meade, N. and Islam, T. (2015), Forecasting in telecommunications and ICT – A review, *International Journal of Forecasting*, 31 (4), 1105-1126 (IF 2.82).
13. 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 (IF 2.82).
14. 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 (IF 3.09).
15. 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 (IF 6.72).
16. Islam, T. (2014), Household Level Innovation Diffusion Model of Photo-Voltaic (PV) Solar Cells from Stated Preference Data, *Energy Policy*, 65 (February), 340-350 (IF 5.04).
17. 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 (IF 3.35).

18. 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 (IF 5.04).
19. 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 (IF 3.38).
20. 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 (IF 3.09).
21. 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 (IF 3.35).
22. 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 (IF 5.86).
23. 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 (IF 1.27).
24. 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 (IF 0.93).
25. 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 (IF 4.23).
26. 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 (IF 1.60).
27. 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 (IF 1.86).
28. 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 (IF 1.12).
29. 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 (IF 5.00).
30. 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 (IF 1.53).
31. 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 (IF 2.02)
32. 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 (IF 7.43).
33. 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 (IF 7.55).
34. 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 (IF 6.20).
35. Meade, N. & Islam, T. (2008). The Effects of Network Externalities on the Diffusion of Cellular Telephones. *Teletronikk: Telecommunications Forecasting*, 3 (4), 74-81.
36. Islam, T. (2008). ICT Predictions with Individual Models, *Teletronikk: Telecommunications Forecasting*, 3 (4), 107-111.
37. 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 (IF 3.09).

38. 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 (IF 3.35).
39. Meade, N. & Islam, T. (2006). Modelling and Forecasting the Diffusion of Innovation – A 25 Year Review. *International Journal of Forecasting*, 22 (3), 519-545 (IF 2.82).
40. Hamoudia, M. & Islam, T. (2004). Modelling and Forecasting the Growth of Wireless Messaging. *Teletronikk: Telecommunications Forecasting*, 4, 64-69.
41. 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 (IF 5.86).
42. Bartels, R. & Islam, T. (2002). Supply Restricted Telecommunications Markets: The Effect of Technical Efficiency on Waiting Times. *Journal of Productivity Analysis*, 18, 161-169 (IF 1.38).
43. Islam, T., Fiebig, D., & Meade, N. (2002). Modelling Multinational Telecommunications Demand with Limited Data. *International Journal of Forecasting*, 18, 605-624 (IF 2.82).
44. Islam, T. & Fiebig, D. (2001). Modelling the Development of Supply Restricted Telecommunications Markets. *Journal of Forecasting*, 20,249-264 (IF 1.57).
45. Islam, T. & Meade, N. (2000). Modelling Diffusion and Replacement. *European Journal of Operational Research*. 125, 551-570 (IF 4.23).
46. Meade, N. & Islam, T. (1998). Technological Forecasting: Model selection, Model Stability and Combining Models. *Management Science*, 44 (8), 1115-1130 (IF 4.22).
47. 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 (IF 5.86).
48. 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 (IF 2.18).
49. Meade, N. & Islam, T. (1995). Forecasting with Growth Curves: An Empirical Comparison, *International Journal of Forecasting*, 11, 199-215 (IF 2.82).
50. Meade, N. & Islam, T. (1995). Prediction Intervals for Growth Curve Forecasts, *Journal of Forecasting*, 14, 413-430 (IF 1.57).

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.

Refereed Proceedings, Full Paper

1. Carson, R.T., Islam, T., & Louviere, J. J. (2020). Modeling Stockpiled Product Purchase Decisions Using Volumetric Choice Experiments. *Sawtooth Software Conference*.
2. Islam, T., Louviere, J., & Eagle, T. (2018). A comparison of volumetric models. *Sawtooth Software Conference*.
3. Islam, T. (2016). A formal and empirical comparison of two score measures for best–worst scaling. *International Choice Modeling Conference*.

Scholarly Work in Progress

Working Papers at Social Science Research Network (SSRN)

1. Islam, Towhidul and Meade, N., Price elasticity of innovation diffusion during the transition between technological generations (July 18, 2022). Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4165957
2. Islam, Towhidul and Meade, N. and Akbar, Mohammad, Explaining the Variability in Price Declines of Mobile Telephony Across Nations (July 17, 2022). Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4165081

Work-in-Progress

1. Yaghini*, M. and Islam, T. (2022). "Multiple Mediation Effect of Microentrepreneurial Climate and Latent Demand on the Penetration of Mobile Money in Low-Income Countries", targeted for International Journal of Research in Marketing.
2. Islam, T., Louviere, J., & Carson, R. (2020). "Stated Preference Volumetric Choice Experiments: Design, Analysis and Example," targeted for Transportation Research Part D: Transport and Environment.
3. Akbar*, M. & Islam, T. (2022). "Investigating Sources of Convergence in Cross-country Technology Diffusion" targeted for Management Science.

Conference Presentations

1. Islam, T., Carson, R.T., Louviere, J.J. & Eagle (2022). Application Of Volumetric Choice Experiments in Marketing Context, Informs Marketing Science Conference, June 16-18, University of Chicago, Chicago, USA.
2. Yaghini, M., Islam, T. & Sood, A. (2022). Multiple Causal Mediation Effect of Microentrepreneurial Climate and Latent Demand on the Penetration of Mobile Money in Low-Income Countries, Informs Marketing Science Conference, June 16-18, University of Chicago, Chicago, USA.
3. Islam, T., Carson, R.T., & Louviere, J.J. (2019). *Modeling Stockpilable Product Purchase Decisions Using Volumetric Choice Experiments*. Sawtooth Software Conference, USA, California.
4. Islam, T. & Meade, N. (2018). *Forecasting and Marketing Insights from Modelling the Diffusion of Mobile Telephony*. Invited presentation at International Symposium on Forecasting, Boulder, Colorado.
5. Islam, T., Louviere, J., & Eagle, T. (2018). *A comparison of volumetric models*. Sawtooth Software Conference, Orlando, Florida, USA
6. Islam, T. (2017). *Integrating Data and Theory Driven Segmentation Approaches for an International Market — A Case of Smartphones Penetration*. Empirical and Theoretical Symposium, Guelph, Ontario, Canada.
7. Islam, T., Hawkins, G., & Marley, A. (2017). *Preferences of most and least favored options arise from a unidimensional representation of value*. Mathematical Psychology Conference, Warwick, UK.
8. Habib, R. & Islam, T. (2016). *Promoting Ethical Consumption: The Role of Performance Risk and Regulatory Focus on Purchase Intent of Multifinal Ethical Products*. Society of Consumer Psychology, Denver, USA.
9. Ibrahim, N. & Islam, T. (2015). *Back to the Future: Effects of Olfaction induced Episodic Memories on Consumer Creativity and Innovation Adoption*. Society for Consumer Psychology Annual Conference, Vienna, Austria.
10. Islam, T. (2015). *Empirical comparison of two score measures for best–worst scaling*. International Choice Modeling Conference, Texas, USA
11. Kormos, C. & Islam, T. (2014). *The Influence of Incentives on Preference for Electric Vehicles Using Choice Modeling*. 28th International Congress of Applied Psychology, Paris, France.
12. Kormos, C. & Islam, T. (2014). *The Influence of Psychological Variables and Incentives on Preference for Electric Vehicles*. 75th Annual Convention of Canadian Psychological Association, Vancouver, BC, Canada.
13. Wang, J., Noseworthy, T. J., & Islam, T. (2012). *Examining the Single Category Belief Problem in Hybrid Product Choice: The Impact of Choice Composition and Category Cue*. Society of Consumer Psychology, Atlanta, USA.
14. Kanetkar, V. & Islam, T. (2010). *Latent Segmentation and choice consistency*. INFORMS Marketing Science Conference, Ann Arbor, USA.

15. Islam, T., Louviere, J., & Pihlens, D. (2009). *Aggregate Choice and Individual Models: A Comparison of Top-Down and Bottom-Up Approaches*. Sawtooth Software Conference, Delray Beach, Florida.
16. Kanetkar, V., Leizerovici, G., & Islam, T. (2008). *Preferences for ethical and social features*. INFORMS Marketing Science Conference, Ann Arbor, USA.
17. Kanetkar, V., Islam, T., & Louviere, J. (2006). *Effect of Missing Attributes on Price Sensitivity: Brand Choice and No-Choice Option Analysis*. INFORMS Marketing Science Conference, Pittsburgh, USA.
18. Kanetkar, V., Islam, T., & Louviere, J. (2005). *Latent Segments or Scale Variations: A Simple Choice Model to incorporate Heterogeneity*. Proceedings of Marketing Science, Atlanta, Georgia.
19. Islam, T. & Louviere, J. (2004). *To Include or Exclude Attributes in Choice Experiments: A Systematic Investigation of the Empirical Consequences*. Australia New-Zealand Marketing Academy Conference, Wellington, New Zealand.

Invited Talks

1. Islam, T. (2019). Diffusion of successive generations of alternative fuel vehicles in Brazil, invited talks at the Institute of Energy and Environment (IEE), University of Sao Paulo, Sao Paulo, Brazil.
2. Islam, T. (2017). *Machine Learning and AI in Predictions: Foundations*. Invited to run 2 Day Workshop at Zhejiang University of Finance and Economics, Zhejiang, China, Zhejiang, China.
3. Islam, T. (2013). *Time Series Predictions from Cross Sectional Survey: A Case of Renewable Energy Predictions*. Technology Management, Economics and Policy Program, Seoul National University, Seoul, Korea
4. Islam, T. (2010). *Modeling Choices of Individual Consumers: New Insights for Developing Marketing Strategies*. Global Management of Technology Conference, Seoul, Republic of Korea. Invited Keynote Speaker
5. Islam, T. (2008). *Models of Choice Consistency*. Invited presentation at Centre for the Study of Choice, Sydney, Australia.
6. Islam, T. (2008). *The Scale-extended Latent Class Model Can Provide New Insights: Approach and Examples*. Invited presentation at University of Technology, Sydney, Australia.
7. Islam, T. (2006). *Modeling the Effects of Including/Excluding Attributes in Choice Experiments on Systematic and Random Components*. Invited presentation at The Institute of Advanced Studies, Vienna, Austria.
8. Islam, T. (2006). *The Impact of Missing Information on Consumer Product Choice*. Invited presentation at School of Marketing and Centre for the Study of Choice, Sydney, Australia.
9. Islam, T. (2006). *International Diffusion of Multi-generation Cellular Mobile Phone Adoption*. Invited presentation at The Institute of Advanced Studies, Vienna, Austria.
10. Islam, T. (2005). *Latent Segments or Latent Scale: A Simple Choice Model to Incorporate Heterogeneity*. Invited presentation at Faculty of Business, University of Technology, Australia., Sydney, Australia.
11. Islam, T. (2004). *Technology Forecasting*. Invited presentation at International Telecommunication Union (ITU), Geneva, Switzerland.

Posters

1. Islam, T., Goswami, S., & Kanetkar, V. (2010). *Expensive by the Dozen? Consumer Response to Quantity Premium?* INFORMS Marketing Science Conference, Cologne, Germany. Best Poster Award
2. Islam, T., Guo, S., & Kanetkar, V. (2010). *The Effects of Temporal and Social Distance on Consumers' Mean Preference and Choice Consistency: A Discrete Choice Experimental Approach*. Society for Consumer Psychology Annual Conference, St. Petersburg, Florida.
3. Islam, T., Christofides, E., & Desmarais, S. (2008). *Gender Stereotyping over Instant Messenger: Cause for Hope in a New Medium?* Annual Convention of the Canadian Psychology Association, Halifax, Canada.

Workshops Participated/Professional Development

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| 2015 | Dyadic Data Analysis. Michigan State University, East Lansing, USA |
| | Meta-Analysis. Statistical Horizon, Philadelphia, USA |
| | Causal inference with directed graphs. Statistical Horizon, Philadelphia, USA |
| | Discrete Choice Analysis: Predicting Demand and Market Share, MIT, Boston, USA |
| | Latent Growth Curve Models: A Structural Equation Modeling Approach. ICPSR, Chapel Hill, USA. |
| | Design of Experiments, MIT, Boston, USA |

2016	Applied Longitudinal Mixture Modeling. STATCAMP, Albuquerque, USA. Multilevel Structural Equation Modeling. Statistical Horizon, Chicago, USA Big data: Exploring data mining in behavioral science. APA, Phoenix, USA Finite Mixture Modeling, Modern Modeling Methods (M3), University of Connecticut, Storrs, USA Regression for Spatial Data, University of Colorado Boulder, ICPSR, USA
2017	Causal Mediation Analysis. Statistical Horizon, Philadelphia, USA Instrumental Variables, Statistical Horizon, Philadelphia, USA Machine Learning, Statistical Horizon, Philadelphia, USA Data Visualization, Statistical Horizon, Philadelphia, USA
2018	Propensity Score Analysis, Statistical Horizon, Philadelphia, USA Machine Learning for Big Data and Text Processing: Foundations, MIT, Boston, USA Understanding and Predicting Technological Innovation: New Data and Theory, MIT, USA
2019	Machine Learning for Health Care, MIT, Boston, USA Modeling and Optimization for Machine Learning, MIT, Boston, USA
2020	Multilevel Modeling of Categorical Outcomes, Statistical Horizon, Philadelphia, USA Python for Data Analysis, Statistical Horizon, Philadelphia, USA
2021	Python for Data Analysis, Code Horizon, Philadelphia, USA
2021	Marginal Structural Models, Statistical Horizon, Philadelphia, USA
2021	Econometric: A Causal Approach, Code Horizon, Philadelphia, USA
2022	Matching and Weighting for Causal Inference, Statistical Horizon, Philadelphia, USA

Workshops Offered/Knowledge Mobilization

2021	Design and Analysis of Discrete Choice, Best Worst, and Volumetric Choice Data in R, Dec.9-11.
2022	Marketing Analytics Models and Visualization in R, May 5-7.
2022	Foundation of Machine Learning for Prediction and Causal Inference in R, July 14-16.

IV. TEACHING

Courses Taught at the University of Guelph

Graduate (PhD, 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 Univariate Statistical Analysis for Management
MCS6950	Marketing and Consumer Studies Seminar
Undergraduate	
MCS4040	Management in Product Development
MCS4370	Marketing Strategy
MCS3500	Marketing Analytics
MCS3030	Research Methods
MCS2600	Consumer Behaviour
SCMA1000	Business Statistics, Guelph-Humber

V. ACADEMIC HONORS

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

A. GRADUATE ADVISING SUMMARY, BY ROLE at University of Guelph

Activity	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2018-2019	2019-2020
Advisor - Doctoral	1	1	2	3	1	2	3	2	4
Advisor - Masters	4	4	1	5	5	6	6		
Co-Advisor - Masters	1						1	1	1
Committee - Doctoral		1	1	1	1	2	3	5	6
Committee - Masters	2					3	3	8	4
Individual Teaching/ Study- Graduate Student			2			4	1		
Totals	8	6	6	9	7	17	17	16	15

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

B. GRADUATE ADVISING SUMMARY, BY ROLE external to University of Guelph

2012-2014	Seoul National University (International). Member, PhD Committee of Sesil Lim, Technology Management, Economics & Policy Program (TEMPEP), Seoul, South Korea
2012-2014	Seoul National University (International). Member, PhD Committee of Sung-Yoon Huh, Technology Management, Economics & Policy Program (TEMPEP), Seoul, South Korea
2012-2014	University of Victoria (National). Member, PhD Committee of Christine Kormos, Department of Environmental Psychology, University of Victoria, BC, Canada
2015-2016	Zhejiang University of Finance and Economics, China. Advisor of visiting doctoral student (Hui Jiang).
2017-2019	University of Sao Paulo, Brazil (International). Advisor of visiting doctoral student (Thiago Luis Felipe Brito).

VII. SERVICE

A. On Campus/Institutional Service (Previous 10 Years)

Department Assignments	Period	Lang/ College Assignments	Period
Graduate Coordinator	2014-2019	Lang T & P Committee	2020 - Present
Graduate Seminar Coordinator	2014-2016	Lang's Research Leadership Group	2020 - Present
Hiring Committee	2013-2014, 2016-2017	PhD Management Committee	2014-2018
T & P Committee	2013-2015	CBE Graduate Studies Council	2014-2018
Graduate Awards Committee	2013-2014	Ph.D. Curriculum Committee	2013-2014
Academic Review Committee	2013-2014	CBE - Research Advisory Council	2011-2014
Graduate Curriculum	2013-2014		
MSc Admission Committee	2012-2014		
Ph.D. Admission Committee	2012-2014, 2020 - Present		
University Assignments	Period		
CRC Advisory Committee:	2017 - Present		
Senate	2014-2017		
Senate Research Board	2014-2017		
SSHRC Review Committee	2013-2014		
OGS Review Committee	2013-2014		
Research Board	2013-2014		
CBE Dean's Search Committee	2013-2014		
T & P Appeals Committee	2012-2013		

B. Scholarly and Professional Service beyond Campus (Representative Sample)

External Examiner: PhD

- 2019 University of Sao Paulo, Brazil. External Examiner of Ph.D. Dissertation of Thiago Luis Felipe Britto, University of Sao Paulo, Brazil, Thesis: Diffusion of Alternative Fuel Technologies.
- 2018 Massey University, New Zealand. External PhD examiner for Miss Thi Thanh Mai Ha. Title of the Thesis: Consumer Perceptions and Behavior toward Food Safety Risk in Vietnam
- 2014 University of Wollongong, NSW, Australia. External Examiner of Mehbub Anwar, Doctoral Candidate. Thesis: SMART Infrastructure Facility

Editorial Review Board

- 2014-2015 Invited Guest Editor for Special Issue on *Telecommunications and ICT Forecasting*, International Journal of Forecasting
- 2012-2016 Editorial Review Board, Telecommunications Policy

Reviews: Other

- Article Review** Energy Policy; International Journal of Research in Marketing, Management Science, Journal of Renewable and Sustainable Energy, European Journal of Operational Research, Marketing Science, International Journal of Forecasting, Transportation Research Part A, Telecommunications Policy, Energy Economics, Technological Forecasting and Social Change.

Promotion and Grants

- 2020 Israel Science Foundation, Israel. Research Grant Proposal: The Discrete Bass Model for Diffusion of New Product, Applicant: Dr. Gadi Fibich
- 2020 Schulich School of Business, Toronto, Canada. Theodore Noseworthy, Promotion to Full Professor, York University
- 2019 University of Toronto, Toronto, Reviewer for Dr. Nurul Habib, Promotion to Full Professor, Department of Civil and Mineral Engineering, St George Campus.
- 2012 Seoul National University, South Korea, Management, Economics & Policy Program (TEMPEP), Jongsu Lee, Promotion to Full Professor.