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Educational Background

- 1994 Ph.D., Marketing, University of Pennsylvania
Dissertation: *The Market Response to Product Line Extensions*
- 1992 M.A., Managerial Science and Applied Economics, University of Pennsylvania
- 1989 M.Com (First Class Honours), Marketing, University of Auckland, New Zealand
Thesis: *Planning for Model-Based Marketing Decision Support*
- 1987 B.Com, Management Studies, University of Auckland, New Zealand

Academic Positions

London Business School

Assistant Professor of Marketing, 1994–2003

Associate Professor of Marketing, 2003–2008

Professor of Marketing, 2008–present

London Business School Chaired Professor of Marketing, 2008–2010

Publications and Research

Articles Published in Refereed Journals

Ascarza, Eva and Bruce G. S. Hardie (2013), "A Joint Model of Usage and Churn in Contractual Settings," *Marketing Science*, **32** (July–August), 570–590.

Chylinski, Mathew, John H. Roberts, and Bruce G. S. Hardie (2012), "Consumer Learning of New Binary Attribute Importance Accounting for Priors, Bias, and Order Effects," *Marketing Science*, **31** (July–August), 549–566.

Jerath, Kinshuk, Peter S. Fader, and Bruce G. S. Hardie (2011), "New Perspectives on Customer 'Death' Using a Generalization of the Pareto/NBD Model," *Marketing Science*, **30** (September–October), 866–880.

Fader, Peter S., Bruce G. S. Hardie, and Jen Shang (2010), "Customer-Base Analysis in a Discrete-Time Noncontractual Setting," *Marketing Science*, **29** (November–December), 1086–1108.

Winner of the Best Presentation award at the 2005 Advanced Research Techniques Forum.

Bijmolt, Tammo H. A., Peter S. H. Leeflang, Frank Block, Maik Eisenbeiss, Bruce G. S. Hardie, Aurélie Lemmens, and Peter Saffert (2010), "Analytics for Customer Engagement," *Journal of Service Research*, **13** (August), 341–356.

Fader, Peter S. and Bruce G. S. Hardie (2010), "Customer-Base Valuation in a Contractual Setting: The Perils of Ignoring Heterogeneity," *Marketing Science*, **29** (January–February), 85–93.

Fader, Peter S. and Bruce G. S. Hardie (2009), "Probability Models for Customer-Base Analysis," *Journal of Interactive Marketing*, **23** (January), 61–69.

Fader, Peter S., Bruce G. S. Hardie, and Kinshuk Jerath (2007), "Estimating CLV Using Aggregated Data: The *Tuscan Lifestyles* Case Revisited," *Journal of Interactive Marketing*, **21** (Summer), 55–71.

Fader, Peter S. and Bruce G. S. Hardie (2007), "How To Project Customer Retention," *Journal of Interactive Marketing*, **21** (Winter), 76–90.

Gupta, Sunil, Dominique Hanssens, Bruce G. S. Hardie, William Kahn, V. Kumar, Nathaniel Lin, Nalini Ravishanker, and S. Sriram (2006), "Modeling Customer Lifetime Value," *Journal of Service Research*, **9** (November), 139–155.

Fader, Peter S., Bruce G. S. Hardie, and Ka Lok Lee (2005), "RFM and CLV: Using Iso-value Curves for Customer Base Analysis," *Journal of Marketing Research*, **42** (November), 415–430.

Winner of the 2006 Paul E. Green Award for the paper demonstrating the most potential to contribute to the practice of marketing research.

Finalist for the 2010 William F. O'Dell Award.

Danaher, Peter J. and Bruce G. S. Hardie (2005), "Bacon With Your Eggs? Applications of a New Bivariate Beta-Binomial Distribution," *The American Statistician*, **59** (November), 282–286.

Fader, Peter S. and Bruce G. S. Hardie (2005), "The Value of Simple Models in New Product Forecasting and Customer-Base Analysis," *Applied Stochastic Models in Business and Industry*, **21** (July–October), 461–473.

Fader, Peter S., Bruce G. S. Hardie, and Ka Lok Lee (2005), "Counting Your Customers" the Easy Way: An Alternative to the Pareto/NBD Model," *Marketing Science*, **24** (Spring), 275–284.

Finalist for the 2005 John D. C. Little Best Paper Award.

Fader, Peter S., Bruce G. S. Hardie, and Chun-Yao Huang (2004), "A Dynamic Change-point Model for New Product Sales Forecasting," *Marketing Science*, **23** (Winter), 50–65.

Fader, Peter S., Bruce G. S. Hardie, and Robert Zeithammer (2003), “Forecasting New Product Trial in a Controlled Test Market Environment,” *Journal of Forecasting*, **22** (August), 391–410.

Bradlow, Eric T., Bruce G. S. Hardie, and Peter S. Fader (2002), “Bayesian Inference for the Negative Binomial Distribution via Polynomial Expansions,” *Journal of Computational and Graphical Statistics*, **11** (1), 189–201.

Fader, Peter S. and Bruce G. S. Hardie (2002), “A Note on an Integrated Model of Customer Buying Behavior,” *European Journal of Operational Research*, **139** (3), 682–687.

Danaher, Peter J., Bruce G. S. Hardie, and William P. Putsis, Jr. (2001), “Marketing-Mix Variables and the Diffusion of Successive Generations of a Technological Innovation,” *Journal of Marketing Research*, **38** (November), 501–514.

Fader, Peter S. and Bruce G. S. Hardie (2001), “Forecasting Repeat Sales at CDNOW: A Case Study,” *Interfaces*, **31** (May–June), Part 2 of 2, S94–S107.

Fader, Peter S. and Bruce G. S. Hardie (2000), “A Note on Modeling Underreported Poisson Counts,” *Journal of Applied Statistics*, **27** (8), 953–964.

Hardie, Bruce G. S., Peter S. Fader, and Michael Wisniewski (1998), “An Empirical Comparison of New Product Trial Forecasting Models,” *Journal of Forecasting*, **17** (June–July), 209–229.

Fader, Peter S. and Bruce G. S. Hardie (1996), “Modeling Consumer Choice Among SKUs,” *Journal of Marketing Research*, **33** (November), 442–452.

Winner of the 1997 Paul E. Green Award for the paper demonstrating the most potential to contribute to the practice of marketing research.

Finalist (Runner-up) for the 2001 William F. O’Dell Award.

Hardie, Bruce G. S., Thomas S. Robertson, and William T. Ross, Jr. (1996), “Technology Adoption: Amplifying vs. Simplifying Innovations,” *Marketing Letters*, **7** (October), 355–369.

Hardie, Bruce G. S., Eric J. Johnson, and Peter S. Fader (1993), “Modeling Loss Aversion and Reference Dependence Effects on Brand Choice,” *Marketing Science*, **12** (Fall), 378–394.

Working Papers

Jerath, Kinshuk, Peter S. Fader, and Bruce G. S. Hardie (2014), “Customer-Base Analysis Using Repeated Cross-Sectional Summary (RCSS) Data,” under review at the *European Journal of Operational Research*.

Book Chapters

Fader, Peter S. and Bruce G. S. Hardie (forthcoming), "Simple Probability Models for Computing CLV and CE," in *The Handbook of Customer Equity*, V. Kumar and Denish Shah (eds.), Cheltenham, UK: Edward Elgar Publishers.

Fader, Peter S., Bruce G. S. Hardie, and Subrata Sen (2014), "Stochastic Models of Buyer Behavior," in *The History of Marketing Science*, Russell S. Winer and Scott A. Neslin (eds.), Singapore: World Scientific Publishing, 165–205.

Fader, Peter S. and Bruce G. S. Hardie (2001), "Forecasting Trial Sales of New Consumer Packaged Goods," in *Principles of Forecasting: A Handbook for Researchers and Practitioners*, J. Scott Armstrong (ed.), Norwell, MA: Kluwer Academic Publishers, 613–630.

Reports

Hardie, Bruce G. S. and Patrick Barwise (1996), "Consumer Promotions: Taming the Multibuy Dragon," Centre for Marketing Working Paper No. 96-302, London Business School.

Swartz, Gordon S., Bruce G. S. Hardie, Kent Grayson, and Tim Ambler (1996), *Value for Money?*, Cookham, Maidenhead, Berks: The Chartered Institute of Marketing.

Other Publications

Fader, Peter S. and Bruce G. S. Hardie (2011), "Comment on "On Estimating Current-customer Equity Using Company Summary Data",” *Journal of Interactive Marketing*, **25** (February), 18–19.

Lee, Ka Lok, Peter S. Fader, and Bruce G. S. Hardie (2007), "How to Project Patient Persistence,” *Foresight: The International Journal of Applied Forecasting*, Fall, 31–35.

Fader, Peter S., Bruce G. S. Hardie, and Ka Lok Lee (2006), "More Than Meets The Eye,” *Marketing Research* **18** (Summer), 9–14. [Also see *Marketing Research* **18** (Fall), 56.]

Winner of the 2007 David K. Hardin Memorial Award for the best paper published in *Marketing Research* in 2006.

Fader, Peter S. and Bruce G. S. Hardie (2001), "Common Ground Exists,” *Marketing Research* **13** (Winter), 41–42.

Fader, Peter S. and Bruce G. S. Hardie (1999), "Investigating the Properties of the Eskin/Kalwani & Silk Model of Repeat Buying for New Products,” in Lutz Hildebrandt, Dirk Annacker, and Daniel Klapper (eds.), *Marketing and Competition in the Information Age*, Proceedings of the 28th EMAC Conference, May 11–14, Berlin: Humboldt University.

Fader, Peter S. and Bruce G. S. Hardie (1998), “SKUs: Taking Stock of More Than Brands,” *Mastering Marketing, Part 4*, Supplement to the *Financial Times*, 4 October. (Reprinted in *Mastering Marketing: Complete MBA Companion in Marketing*, London: Pearson Education Ltd, 1999.)

Johnson, Eric J., Robert J. Meyer, Bruce G. S. Hardie, and Paul Anderson (1997), “Watching Customers Decide: Process Measures Add Insights to Choice Modeling Experiments,” *Marketing Research*, **9** (Winter), 32–37.

Kuester, Sabine, Bruce Hardie, and Patrick Barwise (1997), “Nivea Sun,” in *European Casebook on Principles of Marketing*, Jim Saker and Gareth Smith (eds.), London: Prentice Hall, 113–130.

Hardie, Bruce G. S. (1996), “Who Benefits from Price Promotions?” *Business Strategy Review*, **7** (Winter), 41–48.

Hardie, Bruce G. S., Leonard M. Lodish, et al. (1994), “The Logic of Product-Line Extensions” [Commentary], *Harvard Business Review*, **72** (November–December), 54–55. (Reprinted in *Harvard Business Review on Brand Management*, Boston, MA: Harvard Business School Press, 1999.)

Hardie, Bruce G. S. and Kambiz E. Maani (1991), “Comparing Alternative Transportation Schemes Using Microcomputer-Based Simulation Models: A Case Study,” in Paul Mangiameli (ed.), *Proceedings of the Northeast Decision Sciences Institute*, April 10–12, Pittsburgh, PA, 277–279.

Professional Activities

Editorial Responsibilities

Area editor: *International Journal of Research in Marketing*

Editorial board: *Journal of Interactive Marketing*, *Marketing Letters*, *Marketing Science*

Service to Professional Organizations (2010 – present)

EMAC National Coordinator for the UK (2012–present)

24th Annual Advanced Research Techniques Forum (2013), Conference Chair

42nd EMAC Conference (2013), Chair, Marketing Research and Research Methodology track

23rd Annual Advanced Research Techniques Forum (2012), Program Committee

41st EMAC Conference (2012), Co-chair, Marketing Research and Research Methodology track

21st Annual Advanced Research Techniques Forum (2010), Program Committee

39th EMAC Conference (2010), Co-chair, Marketing Research and Research Methodology track