

EDWARD J. FOX
W.R. and Judy Howell Director, JCPenney Center for Retail Excellence
Associate Professor of Marketing
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EDUCATION

Wharton School, University of Pennsylvania
Ph.D., Marketing, 1999

Wharton School, University of Pennsylvania
M.A., Marketing, 1999

J.L. Kellogg School of Management, Northwestern University
Master of Management with Distinction, Marketing, 1993

Medill School of Journalism, Northwestern University
M.S. with Distinction, Marketing Communications, 1993

United States Military Academy, West Point
B.S., Engineering, 1981

HONORS AND AWARDS

Dunlevy Faculty Research Fellowship, 2006

SMU/Cox Research Excellence Award, 2005
School-wide award based on research productivity during the preceding three-year period

Corrigan Faculty Research Fellowship, 2005

Golden Mustang Faculty Award Nominee, Southern Methodist University, 2003-4
University-wide award for teaching excellence

HOPE (Honoring Our Professor's Excellence) Honoree, Southern Methodist University, 2003
University-wide award for impact on undergraduate students

Procter & Gamble Marketing Innovation Research Fund Dissertation Award, 1997-8
\$10,000 award for dissertation excellence and relevance

Research Fellow, Wharton School of the University of Pennsylvania, 1995-9

Kappa Tau Alpha Journalism Honor Society, 1994

Award for highest academic average at the J.L. Kellogg School of Management, 1993

RESEARCH INTERESTS

Retail management, including assortment, pricing, promotion, and site location decisions; consumer shopping behavior; shopper loyalty

My main interests involve the modeling of phenomena important to retail decision-makers, particularly the shopping behaviors of their customers. Increasingly, these behaviors can be observed or inferred using customer-level data available to retailers. My approach to the modeling of shopping behaviors builds on economic foundations to accommodate the complexities of real-world data.

PUBLICATIONS AND RESEARCH

1. Articles in Refereed Journals

Briesch, Richard A., Pradeep K. Chintagunta and Edward J. Fox, "How Does Assortment Affect Grocery Store Choice?" forthcoming in *Journal of Marketing Research*.

Fox, Edward J., Steven R. Postrel and John H. Semple, "Optimal Category Pricing with Endogenous Store Traffic." forthcoming in *Marketing Science*.

Mantrala, Murali K., Michael Levy, Barbara E. Kahn, Edward J. Fox, Peter Gaidarev, William Dankworth and Denish Shah, "Why Is Assortment Planning So Difficult for Retailers? A Framework and Research Agenda." forthcoming in *Journal of Retailing*.

Fox, Edward J., Richard Metters and John Semple (2006), "Optimal Inventory Policy with Two Suppliers," *Operations Research*, 53 (2), 389-393.

Fox, Edward J., and Stephen J. Hoch (2005), "Cherry-Picking," *Journal of Marketing*, 69 (1), 46-62.

Fox, Edward J., Alan L. Montgomery and Leonard M. Lodish (2004), "Consumer Shopping and Spending Across Retail Formats," *Journal of Business*, 77 (2), S25-S60.

Thomas, Jacqueline S., Robert C. Blattberg and Edward J. Fox (2004), "Recapturing Lost Customers," *Journal of Marketing Research*, 41 (February), 31-45.

Blattberg, Robert C., Richard Briesch and Edward J. Fox (1995), "How Promotions Work," *Marketing Science*, 14 (3), G122-G132.

Blattberg, Robert C., Richard Briesch and Edward J. Fox (1994), "Unanswered Questions in Sales Promotion," *Recherche et Applications en Marketing*, 9 (3), 109-123.

2. Book Chapters and Monographs

Fox, Edward J., and Raj Sethuraman (2006), "Retail Competition," in *Retailing in the 21st Century: Current and Future Trends*, Krafft, Manfred and Murali K. Mantrala eds., Springer: Berlin Heidelberg.

Blattberg, Robert C. and Edward J. Fox (1995), *Category Management: The Category Plan*, Washington, D.C.: Research Department of the Food Marketing Institute.

Blattberg, Robert C. and Edward J. Fox (1995), *Category Management: Blueprint for Implementation*, Washington, D.C.: Research Department of the Food Marketing Institute.

Blattberg, Robert C. and Edward J. Fox (1995), *Category Management: Getting Started*, Washington, D.C.: Research Department of the Food Marketing Institute.

3. Research in Progress

Fox, Edward J., Bezalel Gavish and John H. Semple, "A General Approximation to the Distribution of Count Data with Applications to Inventory Modeling." Under second review at *Journal of Business and Economic Statistics*.

Fox, Edward J., Steven R. Postrel and Amanda McLaughlin, "The Impact of Retail Location on Fox, Edward J., and Jacquelyn S. Thomas, "Predicting Retail Customers' Share-of-Wallet Using Shopper Loyalty Card Data." Revision invited at *Quantitative Marketing and Economics*.

Fox, Edward J., Steven R. Postrel and Amanda McLaughlin, "The Impact of Retail Location on Retailer Revenues: An Empirical Investigation." Working paper drafted; preparing for submission to *Journal of Marketing*.

Fox, Edward J., John H. Semple and Suzanne Shu, "Using Utility-Based Models from Economics and Psychology to Explain Consumer Choice under Uncertainty." Working paper drafted; preparing for submission to *Management Science*.

Fox, Edward J., Richard Metters and John H. Semple, "Every House a Warehouse: An Inventory Model of Shopping Behavior." Working paper drafted; preparing for submission to *Marketing Science*.

Shu, Suzanne, Edward J. Fox and Amanda McLaughlin, "An Experimental Analysis of the Effects of Retail Assortments on Shopping Behavior." Analysis complete; preparing for submission to *Journal of Consumer Research*.

Blattberg, Robert C., Richard Briesch and Edward J. Fox, "Destination Categories: Assessing the Importance of Categories on Store Choice." Empirical analysis underway; targeted to *Journal of Marketing Research*.

Fox, Edward J., Uday Apte, and Gordon Walker, "Channel Complementarity in Internet Retailing." Working paper drafted; preparing for submission to *Management Science*.

5. Invited Papers and Presentations

- Fox, Edward J., Steve Postrel and John Semple, "Optimal Category Pricing with Endogenous Store Traffic." Contributed paper presented at the 2006 annual meeting of the Marketing Science Institute, Atlanta, GA. Invited talk presented at 2006 PriceX Conference, Scottsdale, AZ, and 2006 Category Management Development and Marketing Conference, Huntington Beach CA.
- Fox, Edward J., John Semple and Suzanne Shu, "Using Utility-Based Models from Economics and Psychology to Explain Consumer Choice under Uncertainty." Contributed paper presented at the 2005 annual meeting of the Marketing Science Institute, Atlanta, GA.
- Fox, Edward J., "Introduction to Retail Digital Signage." Invited talk presented at 2005 Retail Digital Signage Conference, Chicago, IL.
- Fox, Edward J., "Convenience, Price and Assortment: Modeling the Determinants of Store Choice." Invited talk presented at University of Arkansas. Contributed paper presented at the 2004 annual meeting of the Marketing Science Institute, Rotterdam, Holland.
- Fox, Edward J., and Jacquelyn S. Thomas, "Estimating Retail Customers' Share-of-Wallet Using Shopper Loyalty Card Data." Contributed paper presented at the 2002 annual meeting of the Marketing Science Institute, Edmonton, Alberta. Invited talk presented in 2002 at the Customer Focus Council, Dallas, TX. Invited talk presented at the 2004 AMA Summer Educators Conference, Boston, MA. Invited talk presented in 2005 at Texas A&M University, College Station, TX.
- Fox, Edward J., and Stephen J. Hoch "Cherry Pickers, Switchers, and Store Loyals." Invited talk presented at the 2003 Texas Marketing Collegium, College Station, TX.
- Fox, Edward J., "The Myth of Retail Customer Loyalty." Invited talk presented at the 2002 International Council of Shopping Centers Research Conference, Plano, TX. Invited talk presented in 2003 to the Retail Executives Association of DFW, Dallas, TX. Invited talk presented in 2005 to the Farmers Branch Planning and Zoning Commission, Farmers Branch, TX.
- Fox, Edward J., and John Semple, "Understanding Cherry-Pickers: How Retail Customers Split Their Shopping Baskets." Contributed paper presented at the 2002 annual meeting of the Marketing Science Institute, Edmonton, Alberta.
- Fox, Edward J., Richard Metters, and John Semple, "Every House a Warehouse: An Inventory-Theoretic Model of Retail Shopping Behavior." Contributed paper presented at the 2001 annual meeting of the Marketing Science Institute, Wiesbaden, Germany. Invited talk presented at Southern Methodist University, Dallas, TX.
- Fox, Edward J., "The Effect of Store Location on Household Spending Across Retail Formats." Contributed paper presented at the 2000 annual meeting of the Marketing Science Institute, Los Angeles, CA. Invited talk presented in 2001 at Cornell University, Ithaca, NY.
- Fox, Edward J., Alan L. Montgomery and Leonard Lodish, "Consumer Shopping and Spending Across Retail Formats: A Multivariate Tobit Model." Contributed paper presented at the 2000 Joint Statistical Meetings, Indianapolis, IN. Invited talk presented at the 2000 Texas Marketing Faculty Consortium, Richardson, TX.

Fox, Edward J., Alan L. Montgomery and Leonard Lodish, "Identifying Household Shopping Strategies Across Retail Formats and Stores." Contributed paper presented at the 1998 annual meeting of the Marketing Science Institute, Fountainebleau, France.

Fader, Peter, Edward J. Fox, Bruce G.S. Hardie and Michael Wisniewski, "Product Deletion Decisions for Consumer Packaged Goods." Contributed paper presented at the 1997 annual meeting of the Marketing Science Institute, Berkeley, CA. Invited paper presented at the 1997 Product Variety Management Conference, Los Angeles, CA.

Blattberg, Robert C., Richard Briesch and Edward J. Fox, "How Promotions Work." Invited talk presented at the 1994 Empirical Generalizations Conference of the Marketing Science Institute, Philadelphia, PA.

TEACHING

Previous Position

Adjunct Assistant Professor, 1995
J.L. Kellogg Graduate School of Management, Northwestern University

Courses Taught

"Marketing Principles," 1999-2004
E.L. Cox School of Business, Southern Methodist University

"Retailing," 2002-2007
E.L. Cox School of Business, Southern Methodist University

"Marketing Research," 2003-2005
E.L. Cox School of Business, Southern Methodist University

"Retailer Behavior and Sales Promotion," 2004-2007
E.L. Cox School of Business, Southern Methodist University

"Retailer Behavior and Sales Promotion," 1995
J.L. Kellogg School of Management, Northwestern University

"Introduction to Marketing," 1997
Wharton School, University of Pennsylvania

"Quick Response and Efficient Consumer Response (ECR)," 1997
Aresty Institute for Executive Education, Wharton School, University of Pennsylvania

"Category Management," 1994-1995
James L. Allen Center for Executive Education, J.L. Kellogg School of Management

PROFESSIONAL ACTIVITIES

Current

JCPenney Center for Retail Excellence, Southern Methodist University, 2000-present

W.R. and Judy Howell Chair

Founding director of retail center that applies cutting-edge methods, theories, and findings from academia to relevant issues for retail practice.

Dallas Fort Worth Retail Executives Association, 2002-Present

Member of the Governing Board

Previous

Cox School of Business, Southern Methodist University, 1999-2006

Assistant Professor

Center for Retail Management, Northwestern University, 1993-1995

Research Director

Michelin Tire Corporation, 1988-1991

Project Engineer

United States Army, 1981-1988

Director of Operations and Airborne Company Commander

Consulting and Training

I have consulted with retailers and manufacturing companies on strategic planning, category management and marketing management. Clients include:

- Pepsico – Developing models to determine the impact of retail advertising on store traffic
- Genuardi Family Markets – Facilitated the company’s implementation of category management
- Radio Shack – Developed training to improve retail decision-making
- SOFTSPIKES, Inc. – Helped update distribution strategy to include mass retailers
- Ben E. Keith – Provided information about promotions at packaged goods retailers
- Aegon Direct, Inc. – Presented detailed training on retail management principals and practices
- VHA, Inc. – Presented extensive training on retail marketing
- AstraZeneca Pharmaceuticals – Developed and presented market-share models of the company’s products
- Shaped Wire, Inc. – Provided extensive training on marketing decision-making

- Booz Allen Hamilton – Trained consultative staff on marketing models
- Chamber of Commerce of Pennsylvania – Developed and implemented a survey of member companies

I have spoken about retail management, category management and shopper loyalty to retail industry conferences and trade associations including:

- Food Marketing Institute
- International Council of Shopping Centers
- Wal-Mart's Site Selection Conference
- SAS Institute's Datamining Conference
- Retail Executives Association of DFW
- Price-X Pricing Conference
- Customer Focus Council (AT Kearney)
- Category Management Development and Marketing Conference
- Retail Digital Signage Conference

Patent Pending

Method for Evaluating Retail Locations

Affiliations

American Marketing Association

Institute for Operations Research and Management Sciences