

Edward C. Malthouse

Curriculum Vitae

December 2017

Address: Department of Integrated Marketing Communication,
Department of Industrial Engineering and
Management Science, Northwestern University,
Evanston, IL 60208

Phone: 1-847-467-3376

Email: ecm@northwestern.edu

Education and Qualifications

- 1995 Ph.D. Statistics, Northwestern University
- 1989 M.Sc. Operational Research, University of Southampton
- 1988 B.A. Mathematics and Economics, Augustana College

Academic Positions

- 2007– Sills Professor, Integrated Marketing Communications, Northwestern University
- 2012– Director of Research, Spiegel Center for Database and Digital Marketing
- 2010– Professor, Industrial Engineering and Management Science, Northwestern University
- 2006–2011 Co-Editor, Journal of Interactive Marketing
- 1999–2010 Research Scholar, Media Management Center, Northwestern University
- 2003–2007 Associate Professor, IMC, Northwestern University
- 1997–2003 Assistant Professor, IMC, Northwestern University
- 1995–1997 Post Doctoral Scholar, Kellogg Marketing, Northwestern University

Honors and Awards

- 2017 Best presentation, ESOMAR Big Data Conference
- 2017 Journal of Marketing Management, Best paper of the year
- 2017 Marketing EDGE Education Award to Spiegel Center
- 2016 Journal of Advertising Research, Best paper of the year
- 2014,15 Journal of Service Management, Outstanding paper of the year
- 2009 Walter Award for Research Excellence, Northwestern University
- 2008 Robert B. Clarke Outstanding Educator Award, Direct Marketing Educational Foundation
- 2006,15 Best paper of the year in, Journal of Interactive Marketing
- 1989 Rotary International Postgraduate Scholar

Grants

- Spiegel Center: in collaboration with Tom Collinger, we received a multimillion dollar donation from the Spiegel estate, and have received grants ranging from tens of thousands of dollars to hundreds of thousands of dollars from premier companies including Deloitte Consulting, Loyalty One, Power Reviews, Coca Cola, Reckitt Benckiser, Conagra, Pea Pod, and Suddenlink Cable TV.
- Media Management Center: in collaboration with other scholars at the center, we received millions of dollars from the Newspaper Association of America, Magazine Publishers of America, Online Publishers Association, Latin American Cable Association and the Knight Foundation.

Teaching

I have received many teaching awards and have received the Robert B. Clarke outstanding educator award from the Direct Marketing Association. I teach to all levels including undergraduates, professional masters students, PhD students and executives. I have taught the following topics:

- Introductory statistics (IMC451, IEMS303, CommSys517, Stat210)
- Predictive analytics / Data mining (IEMS304, IMC490, IEMS490, MSIT423, CommSys522)
- Segmentation and lifetime value models / CRM (IMC486)
- Unsupervised learning data mining models (MSiA 421)

- ▶ Marketing research (MKT 450)
- ▶ Integrated Marketing Communication Strategic Process (IMC 460)
- ▶ 2012–: Lifetime value, big data, CRM for Copenhagen Business School, also for executive programs for Northwestern’s Master in Analytics
- ▶ Executive programs for Media Management Center

Publications

Refereed journal articles

1. Askalidis, G., S. J. Kim, and E. C. Malthouse (2017). Understanding and overcoming biases in online review systems. *Decision Support Systems* **97**, 23–30.
2. Fudurić, M., E. C. Malthouse, and V. Viswanathan (2017). Keep it, shave it, Cut it: A closer look into consumers’ video viewing behavior. *Business Horizons*. forthcoming.
3. Gopalakrishna, S., E. Malthouse, and J. Lawrence (2017). Managing the Customer Engagement at Trade Shows. *Industrial Marketing Management*, forthcoming.
4. Hoornaert, S., M. Ballings, E. C. Malthouse, and D. Van den Poel (2017). Identifying New Product Ideas: Waiting for the Wisdom of the Crowd or Screening them in Real-time. *Journal of Product Innovation Management* **34** (5), 580–597.
5. Kim, S. J., E. Maslowska, and E. C. Malthouse (2017). Understanding the Effects of Different Review Features on Purchase Probability. *International Journal of Advertising*.
6. Liu-Thompkins, Y. and E. C. Malthouse (2017). A Primer on Using Behavioral Data for Testing Theories in Advertising Research. *Journal of Advertising*, 1–13.
7. Livengood, S. L., J. P. Sheppard, B. W. Kim, E. Malthouse, J. Bourne, A. Barlow, M. J. Lee, V. Marin, J. G. Csernansky, M. Block, et al. (2017). Keypress-based musical preference is both individual and lawful. *Frontiers in Neuroscience* **11**, 136.
8. Maslowska, E., E. C. Malthouse, and S. F. Bernritter (2017). Too good to be true: the role of online reviews’ features in probability to buy. *International Journal of Advertising* **36**(1), 142–163.
9. Maslowska, E., E. C. Malthouse, and V. Viswanathan (2017). Do Customer Reviews Drive Purchase? The Moderating Roles of Review Exposure and Product Involvement. *Decision Support Systems* **98**, 1–9.
10. Schultz, D. E. and E. C. Malthouse (2017). Interactivity, Marketing Communication, and Emerging Markets: A Way Forward. *Journal of Current Issues & Research in Advertising* **38**(1), 17–30.
11. Viswanathan, V., L. Hollebeek, E. Malthouse, E. Maslowska, S. J. Kim, and W. Xie (2017). The Dynamics of Consumer Engagement with Mobile Technologies. *Service Science* **9**(1), 36–49.
12. Wang, W.-L., E. C. Malthouse, B. J. Calder, and E. Uzunoğlu (2017). B2B Content Marketing for Professional Services: In-person versus Digital Contacts. *Industrial Marketing Management*, forthcoming.
13. Calder, B. J., M. S. Isaac, and E. C. Malthouse (2016). How to capture consumer experiences: A Context-Specific approach to measuring engagement. *Journal of Advertising Research* **March**, 1–14.
14. Hofacker, C. F., E. C. Malthouse, and F. Sultan (2016). Big data and consumer behavior: Imminent opportunities. *Journal of Consumer Marketing* **33**(2), 89–97.
15. Hollebeek, L. D., E. C. Malthouse, and M. P. Block (2016). Sounds of music: exploring consumers’ musical engagement. *Journal of Consumer Marketing* **33**(6), 417–427.
16. Kim, S. J., R. J. H. Wang, E. Maslowska, and E. C. Malthouse (2016). “Understanding a fury in your words”: The effects of posting and viewing electronic negative word-of-mouth on purchase behaviors. *Computers in Human Behavior* **54**, 511–521.
17. Malthouse, E. C., B. Calder, S. J. Kim, and M. Vandenbosch (2016). Evidence that user-generated content that produces engagement increases purchase behaviours. *Journal of Marketing Management* **32** (5–6), 427–444.
18. Maslowska, E., E. Malthouse, and T. Collinger (2016). The Customer Engagement Ecosystem. *Journal of Marketing Management* **32** (5–6), 469–501.
19. Keiningham, T. L., B. Cooil, E. C. Malthouse, A. Buoye, L. Aksoy, A. De Keyser, and B. Larivière (2015). Perceptions are relative: an examination of the relationship between relative satisfaction metrics and share of wallet. *Journal of Service Management* **26**(1), 2–43.

20. Kim, S. J., R. J. H. Wang, and E. C. Malthouse (2015). The Effects of Adopting and Using a Brand's Mobile Application on Customers' Subsequent Purchase Behavior. *Journal of Interactive Marketing* 31, 28–41.
21. Wang, R. J. H., E. C. Malthouse, and L. Krishnamurthi (2015). On the Go: How Mobile Shopping Affects Customer Purchase Behavior. *Journal of Retailing* 91(2), 217–234.
22. Jain, V., M. Takayanagi, and E. C. Malthouse (2014). Effects of show windows on female consumers' shopping behaviour. *Journal of Consumer Marketing* 31(5), 380–390.
23. Keiningham, T., L. Aksoy, E. C. Malthouse, B. Larivière, and A. Buoye (2014). The cumulative effect of satisfaction with discrete transactions on share of wallet. *Journal of Service Management* 25(3), 310–333.
24. Larivière, B., T. L. Keiningham, B. Cooil, L. Aksoy, and E. C. Malthouse (2014). A longitudinal examination of customer commitment and loyalty. *Journal of Service Management* 25(1), 75–100.
25. Larivière, B., H. Joosten, E. C. Malthouse, M. van Birgelen, P. Aksoy, W. H. Kunz, and M.-H. Huang (2013). Value fusion: the blending of consumer and firm value in the distinct context of mobile technologies and social media. *Journal of Service Management* 24(3), 268–293.
26. Malthouse, E. C., M. Haenlein, B. Skiera, E. Wege, and M. Zhang (2013). Managing customer relationships in the social media era: introducing the social CRM house. *Journal of Interactive Marketing* 27(4), 270–280.
27. Malthouse, E. C. and K. Raman (2013). The geometric law of annual halving. *Journal of Interactive Marketing* 27(1), 28–35.
28. Malthouse, E. C., D. Qiu, and J. Xu (2012). Optimal selection of media vehicles using customer databases. *Expert Systems With Applications* 39(17), 13035–13045.
29. Mersey, R. D., E. C. Malthouse, and B. J. Calder (2012). Focusing on the reader engagement trumps satisfaction. *Journalism & Mass Communication Quarterly* 89(4), 695–709.
30. Taneja, H., J. G. Webster, E. C. Malthouse, and T. B. Ksiazek (2012). Media consumption across platforms: Identifying user-defined repertoires. *New Media & Society* 14(6), 951–968.
31. Hennig-Thurau, T., E. C. Malthouse, C. Fiege, S. Gensler, L. Lobschat, A. Ramaswamy, and B. Skiera (2010). The Impact of New Media on Customer Relationships. *Journal of Service Research* 13(3), 311–330.
32. Ksiazek, T. B., E. C. Malthouse, and J. G. Webster (2010). News-seekers and avoiders: Exploring patterns of total news consumption across media and the relationship to civic participation. *Journal of Broadcasting & Electronic Media* 54(4), 551–568.
33. Malthouse, E. C. (2010). Accounting for the long-term effects of a marketing contact. *Expert Systems with Applications* 37(7), 4935–4940.
34. Malthouse, E. C. and B. J. Calder (2010). Media placement versus advertising execution. *International Journal of Market Research* 52(2), 217–230.
35. Mersey, R. D., E. C. Malthouse, and B. J. Calder (2010). Engagement with online media. *Journal of Media Business Studies* 7(2), 39–56.
36. Verhoef, P. C., R. Venkatesan, L. McAlister, E. C. Malthouse, M. Krafft, and S. Ganesan (2010). CRM in data-rich multichannel retailing environments: A review and future research directions. *Journal of Interactive Marketing* 24(2), 121–137.
37. Blattberg, R. C., E. C. Malthouse, and S. A. Neslin (2009). Customer lifetime value: Empirical generalizations and some conceptual questions. *Journal of Interactive Marketing* 23(2), 157–168.
38. Calder, B. J., E. C. Malthouse, and U. Schaedel (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing* 23(4), 321–331.
39. Qiu, D. and E. C. Malthouse (2009). Quantifying the indirect effects of a marketing contact. *Expert Systems with Applications* 36(3), 6446–6452.
40. Malthouse, E. C. and K. M. Derenthal (2008). Improving predictive scoring models through model aggregation. *Journal of Interactive Marketing* 22(3), 51–68.
41. Malthouse, E. and F. Mulhern (2008). Understanding and using customer loyalty and customer value. *Journal of Relationship Marketing* 6(3-4), 59–86.
42. Malthouse, E. C. (2007). Mining for trigger events with survival analysis. *Data Mining and Knowledge Discovery* 15(3), 383–402.
43. Malthouse, E. C., B. J. Calder, and A. Tamhane (2007). The effects of media context experiences on advertising effectiveness. *Journal of Advertising* 36(3), 7–18.
44. Malthouse, E. C. and B. J. Calder (2006). Demographics of newspaper readership: predictors and patterns of US consumption. *Journal of Media Business Studies* 3(1), 1–18.

45. Calder, B. J. and E. C. Malthouse (2005). Managing media and advertising change with integrated marketing. *Journal of Advertising Research* 45(04), 356–361.
46. Malthouse, E. C. and R. C. Blattberg (2005). Can we predict customer lifetime value? *Journal of Interactive Marketing* 19(1), 2–16.
47. Calder, B. J. and E. C. Malthouse (2004). Qualitative media measures: Newspaper experiences. *International Journal on Media Management* 6(1-2), 123–130.
48. Malthouse, E. C., J. L. Oakley, B. J. Calder, and D. Iacobucci (2004). Customer satisfaction across organizational units. *Journal of Service Research* 6(3), 231–242.
49. Calder, B. J. and E. C. Malthouse (2003). The behavioral score approach to dependent variables. *Journal of Consumer Psychology* 13(4), 387–394.
50. Malthouse, E. C. (2002). Performance-based variable selection for scoring models. *Journal of Interactive Marketing* 16(4), 37–50.
51. Malthouse, E. C. and B. J. Calder (2002). Measuring newspaper readership: A qualitative variable approach. *International Journal on Media Management* 4(4), 248–260.
52. Malthouse, E. C. (2001). Assessing the performance of direct marketing scoring models. *Journal of Interactive Marketing* 15(1), 49–62.
53. Malthouse, E. C. (1999). Ridge regression and direct marketing scoring models. *Journal of Interactive Marketing* 13(4), 10–23.
54. Malthouse, E. C. (1998). Limitations of nonlinear PCA as performed with generic neural networks. *IEEE Transactions on neural networks* 9(1), 165–173.
55. Malthouse, E. C., A. Tamhane, and R. Mah (1997). Nonlinear partial least squares. *Computers & Chemical Engineering* 21(8), 875–890.

Submitted papers

1. Wang, R. J. H., L. Krishnamurthi, and E. C. Malthouse. Awakening Customers in a Coalition Loyalty Program. *Journal of the Association for Consumer Research*, revise and resubmit.
2. Malthouse, E. C., E. Maslowska, and J. Franks (2018). Addressable TV Advertising: The role of programmatic. *International Journal of Advertising*, revise and resubmit.
3. Ksiazek, T., S. J. Kim, and E. Malthouse (2017). News repertoires, exposure diversity and voting behavior in the 2016 U.S. election. *Journalism and Mass Communication Quarterly*, revise and resubmit.
4. Mjahed, L. B., A. Elfar, H. S. Mahmassani, and E. C. Malthouse (2017). Neighborhood Crime and Bike Share Station Activity: Evidence from Chicago. *International Journal of Sustainable Transportation*, under review, second round.
5. Viswanathan, V., E. Maslowska, and E. C. Malthouse (2017). Using Big Data to Understand the Dynamics of Media (Dis)Engagement in the New Digital World. *Journal of Service Management*. conditionally accepted.

Books

1. Malthouse, E. C. (2013). *Customer lifetime value models and their applications*. Cary, NC: SAS Institute.
2. Peck, A. and E. C. Malthouse (2011). *Medill on Media Engagement*. Cresskill, NJ: Hampton Press.

Papers in published conference proceedings

1. Malthouse, E. C., J. Franks, and E. Maslowska (2017). Addressable TV Advertising: The Role of Big Data. In: *ESOMAR Big Data World, Brooklyn, NY*, pp.116–125.
2. Malthouse, E. C., E. Maslowska, and J. Franks (2017). “Addressable TV Advertising: The role of programmatic”. In: *Proceedings of the European Advertising Academy*.
3. Maslowska, E., E. C. Malthouse, and S. F. Bernritter (2017). “The Effect of Online Customer Reviews’ Characteristics on Sales”. In: *Advances in Advertising Research (Vol. VII)*. Springer, pp.87–100.
4. Maslowska, E., E. C. Malthouse, and T. Collinger (2017). “How Customers Engage with Brands: A New Framework”. In: *Advances in Advertising Research (Vol. VII)*. Springer, pp.231–243.
5. Maslowska, E., E. C. Malthouse, and V. Viswanathan (2017). “Do Online Reviews Affect Customers Differently When They Are Actually Read?” In: *Advances in Advertising Research VIII*. Springer, pp.59–70.

6. Schultz, D., E. C. Malthouse, and D. Pick (2017). "Understanding the new, Negotiated Phase of Relationship Marketing: A Proposed Research Agenda". In: *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World*. Springer, pp.475–481.
7. Askalidis, G. and E. C. Malthouse (2016). The Value of Online Customer Reviews. In: *Proc. of the 10th ACM Conf. on Rec. Sys.* ACM, pp.155–158.
8. Kim, S. J., E. Maslowska, and E. C. Malthouse (2016). This must be good because everyone says so! an empirical analysis of the effect of online product reviews on purchase probabilities. In: *2016 Global Marketing Conference at Hong Kong*, pp.774–783.
9. Kim, S. J., R. J.-H. Wang, and E. C. Malthouse (2016). "The Effects of Online Negative Word-of-Mouth: An Empirical Study". In: *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*. Springer, pp.705–717.
10. Wang, R. J.-H., E. C. Malthouse, and L. Krishnamurthi (2016). "How Mobile Shopping Affects Customer Purchase Behavior: A Retailer's Perspective". In: *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*. Springer, pp.703–704.
11. Kim, S. J., M. R. J.-H. Wang, and M. E. C. Malthouse (2015). "The Good and the Bad of Negative Word-of-Mouth: Empirical Investigation into the Effect of Online Messages". In: *Advances in Advertising Research (Vol. V)*. Springer, pp.75–88.
12. Malthouse, E. C., J. Franks, and E. Maslowska (2013). Implications for online and social media for promotions. In: *ESOMAR 3D Digital Dimensions conference, Boston*.
13. Malthouse, E. C., M. Vandenbosch, and S. J. Kim (2013). "Social Media Engagement that Drives Purchase Behavior". In: *Advances in Advertising Research (Vol. IV)*. Ed. by Rosengren and Okazaki. Springer, pp.29–42.
14. Keiningham, T. L., L. Aksoy, E. C. Malthouse, A. Bouye, and B. Larivière (2012). "The cumulative effect of transaction-specific satisfaction on share of wallet: a longitudinal investigation". In: *Advances in Advertising Research (Vol. III)*. Ed. by M. Eisend. Springer, pp.381–390.
15. Schultz, D., E. C. Malthouse, and D. Pick (2012). "From CM to CRM to CN2: a research agenda for the marketing communications transition". In: *Advances in Advertising Research (Vol. III)*. Ed. by M. Eisend. Springer, pp.421–432.
16. Malthouse, E. C. and D. Schultz (2011). "The response surface process for optimal allocation of media budgets". In: *Advances in Advertising Research (Vol. 2)*. Springer, pp.393–404.
17. Malthouse, E. C. and B. J. Calder (2010). "Media placement versus advertising execution". In: *Advances in Advertising Research (Vol. 1)*. Springer, pp.333–345.
18. Calder, B. J. and E. C. Malthouse (2009). Leveraging Media-Advertisement Experiential Congruence. In: *Advertising research: Message, medium and context*. Ed. by DePelsmacker and Dens, pp.259–269.
19. Malthouse, E., B. Calder, B. Ware, and J. Bahary (2008). Leveraging media-advertisement experiential congruence. In: *ESOMAR Worldwide Multi Media Measurement conference, Budapest, Hungary, June*.
20. Malthouse, E. and B. Calder (2007). Measuring Involvement with Editorial Content: Conceptualization, Scale Development, and the Effects on Advertising. *Worldwide Multi Media Measurement (WM3)*. Dublin.
21. Malthouse, E. C. and B. J. Calder (2007). Measuring Involvement with Editorial Content. In: *ESOMAR WAM Conference, Dublin, Ireland*.
22. Ware, B. C., J. Bahary, B. Calder, and E. Malthouse (2007). "The magazine maximizer: A model for leveraging magazine engagement dynamics". In: *Proceedings of the 13th Worldwide Readership Research Symposia, Vienna*.
23. Calder, B. J. and E. C. Malthouse (2005). Experiential engagement with online content web sites and the impact of cross-media usage. In: *Proceedings of 12th Worldwide Readership Research Symposium, Prague, October*.
24. Calder, B. J. and E. C. Malthouse (2004). Qualitative effects of media on advertising effectiveness. In: *ESOMAR WAM Conference, Geneva, Switzerland*.
25. Iacobucci, D., B. J. Calder, E. C. Malthouse, and A. Duhachek (2003). Psychological, marketing, physical, and sociological factors affecting attitudes and behavioral intentions for customers resisting the purchase of an embarrassing product. In: vol. 30, pp.236–240.
26. Malthouse, E. C., B. J. Calder, and W. P. Eadie (2003). "Conceptualizing and measuring magazine reader experiences". In: *Proceedings of the 11th Worldwide Readership Research Symposium, Boston, MA*, pp.285–306.

27. Peer, L., E. C. Malthouse, and B. J. Calder (2003). Estimating the effect of news media consumption on political participation. In: *Annual Meeting of American Political Science Association, Philadelphia, PA*.
28. Malthouse, E. C., R. Mah, and A. Tamhane (1995). Some theoretical results on nonlinear principal components analysis. In: *American Control Conference, Proceedings of the 1995*. Vol. 1. IEEE, pp.744–748.

Book chapters

1. Calder, B. J., L. Hollebeek, and E. C. Malthouse (2018). “Creating Stronger Brands through Consumer Experience and Engagement”. In: *Customer Engagement Marketing*. Ed. by R. Palmatier, V. Kumar, and C. Harmeling. Palgrave Macmillan, pp.221–242.
2. Malthouse, E. C. and B. J. Calder (2018). “From Advertising to Engagement”. In: *Handbook of Communication Engagement*. Ed. by K. Johnson and M. Taylor. Wiley.
3. Wang, W.-L., E. C. Malthouse, and E. Uzunoğlu (2018). “The Effects of Engaging with Content Marketing on Business Outcomes for B2B Service Providers”. In: *Advances in Advertising Research (Vol. VIII)*. Springer.
4. Malthouse, E. C. (2016). “Customer Relationship Management Strategy: More Important Now Than Ever Before”. In: *The new advertising: Branding, content, and consumer relationships in the data-driven social media era*. Ed. by R. Brown, V. Jones, and B. M. Wang. Vol. 1. ABC-CLIO, pp.111–134.
5. Wang, R., S. Kim, and E. C. Malthouse (2016). “Branded apps and mobile platforms as new tools for advertising”. In: *The new advertising: Branding, content, and consumer relationships in the data-driven social media era*. Ed. by R. Brown, V. Jones, and B. M. Wang. Vol. 2. ABC-CLIO, pp.123–156.
6. Malthouse, E. C., B. J. Calder, and M. Vandenbosch (2015). “Creating brand engagement on digital, social and mobile media”. In: *Customer Engagement: Contemporary Issues and Challenges*. Ed. by R. J. Brodie, L. D. Hollebeek, and J. Conduit. Routledge.
7. Malthouse, E. C. and D. Schultz (2014). “Marketing Communications with Networked Consumers and Negotiated Relationships”. In: *Policy and Marketing Strategies for Digital Media*. Ed. by Picard and Liu. Vol. 19. Routledge, pp.233.
8. Malthouse, E. C. (2013). “A Process for Managing the Re-convergence of Marketing Functions”. In: *Media and Convergence Management*. Ed. by S. Diehl and Karmasin. Springer, pp.107–116.
9. Malthouse, E. C. (2011). “The converging of disparate fields”. In: *The collected works of Philip Kotler*. Ed. by P. Duparcq.
10. Calder, B. J. and E. C. Malthouse (2009). “Media engagement”. In: *Medien im Marketing*. Ed. by Gröppel-Klein and Germelmann. Springer, pp.253–291.
11. Malthouse, E. C. and B. J. Calder (2009). “Customer Relationship Management and Integrated Marketing”. In: *Wiley International Encyclopedia of Marketing*. Wiley Online Library.
12. Qiu, D. and E. C. Malthouse (2009). “Cluster Analysis with General Latent Class Model”. In: *Encyclopedia of Data Warehousing and Mining*. second.
13. Calder, B. J. and E. C. Malthouse (2008). “Media engagement and advertising effectiveness”. In: *Kellogg on advertising and media*. New York: Wiley, pp.1–36.
14. “Media brands and consumer experiences” (2008). In: *Media Brands and Branding, JIBS Research Report No. 2008-1*. Ed. by M. Ots. Media Management and Transformation Centre, Jönköping International Business School Sweden, pp.89–94.
15. Malthouse, E. C. and B. J. Calder (2005). Relationship branding and CRM. *Kellogg on branding*, 150–68.
16. Calder, B. J. and E. C. Malthouse (2003). “What is Integrated Marketing?” In: *Kellogg on Integrated Marketing*. Ed. by D. Iacobucci and B. Calder. New York: Wiley, pp.1–15.
17. Malthouse, E. C. (2003). Database sub-segmentation. *Kellogg on integrated marketing*. New York, 162–188.
18. Malthouse, E. C. (2003). “Scoring models”. In: *Kellogg on Integrated Marketing*. Ed. by D. Iacobucci and B. Calder. New York: Wiley, pp.162–188.
19. Tamhane, A. C. and E. C. Malthouse (1997). “Control charts for autocorrelated process data”. In: *Advances in statistical decision theory and applications*. Springer, pp.371–385.

Editorials

1. Malthouse, E. C. and H. Li (2017). Editorial: Opportunities and Pitfalls for using big data in advertising research. *Journal of Advertising* 46(2), 227–235.

2. Calder, B. J., E. C. Malthouse, and E. Maslowska (2016). Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management* 32 (5-6), 579–585.
3. Malthouse, E. C. and B. J. Calder (2011). Comment: engagement and experiences: comment on Brodie, Hollenbeek, Juric, and Ilic (2011). *Journal of Service Research* 14(3), 277–279.
4. Malthouse, E. and C. Hofacker (2010). Looking back and looking forward with interactive marketing. *Journal of Interactive Marketing* 24(3), 181–184.
5. Malthouse, E. C. (2009). The results from the lifetime value and customer equity modeling competition. *Journal of Interactive Marketing* 23(3), 272–275.
6. Malthouse, E. and V. Shankar (2009). A closer look into the future of interactive marketing. *Journal of Interactive Marketing* 23(2), 105–107.
7. Malthouse, E. and V. Shankar (2009). Measuring and managing interactive environments. *Journal of Interactive Marketing* 23(3), 207–208.
8. Shankar, V. and E. C. Malthouse (2009). A peek into the future of interactive marketing. *Journal of Interactive Marketing* 23(1), 1–3.
9. Shankar, V. and E. Malthouse (2008). JIM marches on. *Journal of Interactive Marketing* 22(1), 2–3.
10. Shankar, V. and E. C. Malthouse (2007). The growth of interactions and dialogs in interactive marketing. *Journal of Interactive Marketing* 21(2), 2–4.
11. Shankar, V. and E. C. Malthouse (2006). Moving interactive marketing forward. *Journal of Interactive Marketing* 20(1), 2–4.
12. Malthouse, E. (2001). Checking assumptions of normality before conducting factor analyses. *Journal of Consumer Psychology* 10(1/2), 111–112.
13. Malthouse, E. (2001). Why Do We Not Use More Nonparametric Methods? *Journal of Consumer Psychology* 10(1/2), 112–113.

Technical Reports

1. Jin, C. and E. C. Malthouse (2016). *On the bias and inconsistency of K-means clustering*. Tech. rep. Spiegel Center for Digital and Database Marketing, Northwestern University.
2. Gopinath, S., R. Blattberg, and E. Malthouse (2009). *Are revived customers as good as new?* Tech. rep. Kellogg School of Management, Northwestern University.
3. Peer, L., E. Malthouse, M. Nesbitt, and B. Calder (2007). *The local TV news experience: How to win viewers by focusing on engagement*. Tech. rep. Media Management Center, Northwestern University.
4. Wolter, K. M., R. Calder, E. C. Malthouse, S. Murphy, S. Pedlow, and J. Porras (2002). *Census 2000 Evaluation: Partnership and Marketing Program Evaluation*. Tech. rep. U.S. Census Bureau, National Opinion Research Council.
5. Calder, B., E. Malthouse, J. Porras, and K. Wolter (2001). *Evaluation of the Census 2000 Partnership and Marketing Program*. Tech. rep. U.S. Census Bureau, National Opinion Research Council.
6. Peer, L., B. J. Calder, and E. C. Malthouse (2001). *The daily diet of news: Variation in newspaper content*. Tech. rep. Media Management Center, Northwestern University.
7. Malthouse, E. C. (1995). “Nonlinear Partial Least Squares”. PhD thesis. Department Statistics, Northwestern University.

Book reviews

1. Malthouse, E. C. and F. J. Mulhern (2003). Handbook of Data Mining and Knowledge Discovery by Klösgen and Żytkow. *Journal of Marketing Research*, 372–374.

Other published articles

1. Kotler, P., B. J. Calder, E. C. Malthouse, and P. J. Korsten (2012). The gap between the vision for marketing and reality. *MIT Sloan Management Review* 54(1), 13.
2. Malthouse, E. C. and R. Elsner (2006). Customisation with crossed-basis sub-segmentation. *Journal of Database Marketing & Customer Strategy Management* 14(1), 40–50.
3. Malthouse, E. C. (2005). Customization using Subsegmentation. *DM Compact* 3(1), 20–25.
4. Malthouse, E., B. Calder, and Y. Kobayashi (2005). Integrated Marketing and Customization. *Journal of Aoyama Business* 39(4).

5. Iacobucci, D., B. Calder, E. Malthouse, and A. Duhachek (2002). Did You Hear? Consumers Tune in to Multimedia Marketing. *Marketing Health Services*, 16–20.
6. Malthouse, E. C. and P. Wang (1999). Database segmentation using share of customer. *Journal of Database Marketing* 6, 239–252.

Consulting

- 2017: Expert witness, customer reviews
- 1999–2009: IXI, developed and updated Cohorts and Financial Cohorts customer segmentation systems
- 2004: Cambridge Group, developed customer segmentations for a major bank
- 2010–: Analytics training for Accenture, BNSF, Digitas, Nuoqi, Capital One, and Inmar
- 1989–91: Software engineer at AT&T Bell Laboratories

Significant Service

- 2016: Co-editor, *Journal of Advertising*, Special issue on big data
- 2010–: Board for *Journal of Interactive Marketing*
- 2011-2012: Medill Dean Search Committee,
- 2012–2016: Assistant director of Northwestern’s Master in Analytics program
- 2008–: Co-Chair of the Medill Curriculum Committee
- 2008-2010: Board of Directors, Direct Marketing Educational Foundation
- 2008 and 2009: Co-organizer of the Direct and Interactive Marketing Research Summit, Las Vegas and San Diego
- 2008: Organized the Direct Marketing Educational Foundations Customer Lifetime Value and Customer Equity modeling competition
- 2003-2005: Medill strategic planning committee
- PhD committee member for students in Marketing, communication studies, industrial engineering, computer science, statistics and chemical engineering