

Edward C. Malthouse

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Integrated Marketing Communications, Medill School
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Education

- Ph.D. Computational Statistics, Northwestern University, 1992-95
- M.Sc. Operational Research, Southampton University, 1988-89
- B.A. Mathematics, Augustana College, 1985-88

Honors and Awards

- Best paper, Academy of Indian Marketing, 2012
- Finalist, best article of the year, Journal of Service Research, 2011, 2013
- Best paper of the year, European Advertising Academy, 2009
- Walter Award for Research Excellence, 2009
- Robert B. Clarke Outstanding Educator Award, Direct Marketing Educational Foundation, 2008
- Best paper of the year in, *Journal of Interactive Marketing*, 2006
- Teacher of the Year: Integrated Marketing Communications Department, 2004, 2003, 1999
- Finalist, best article of the year, Journal of Service Research, 2004
- Runner up, best paper of the year, 11th Worldwide Readership Symposium, Cambridge, 2003
- Best paper: Direct Marketing Foundation, 1999
- Rotary International Postgraduate Scholar, 1989

Academic Experience

- Theodore R. and Annie Laurie Sills Professor, Integrated Marketing Communications, Medill, Northwestern University (2007-)
- Management Skills for Innovative University Leaders, Kellogg Graduate School (2011)
- Director of Research, Spiegel Initiative for Database and Digital Marketing (2012-)
- Co-Editor, *Journal of Interactive Marketing* (2006-2011)
- Research fellow, Media Management Center, Medill / Kellogg (1999-)
- Visiting Professor
 - Xiamen University, China (2009, 2010)
 - Peking University, China (2010, 2005)

- Zhejiang University, Hangzhou, China (2009)
- Aoyama Gakuin University, Toyko, Japan (2006, 2004, 2003, 2002, 2000)
- Università Della Svizzera Italiana, Lugano, Switzerland (2005)
- Wuhan University, Wuhan, China (2005)
- Westfälische Wilhelms-Universität Münster, Germany (2004, 2006)
- Associate Professor, Integrated Marketing Communications, Medill (2003-2007)
- Assistant Professor, Integrated Marketing Communications, Medill (1997-2003)
- Postdoc and lecturer, Marketing, Kellogg (1995-1997)
- Statistician, Center for Cultural Marketing, Kellogg (1993-1997)
- Instructor, Statistics, WCAS (1995)

Publications

Peer-Reviewed Articles

- Isaac, Calder and Malthouse (2014), Capturing Consumer Experiences: A Context-Specific Approach to Measuring Engagement, *Journal of Advertising Research*.
- Jain, Takayanagi and Malthouse (2014), Effects of show windows on female consumers' shopping behaviour, *Journal of Consumer Marketing*, 31(5), 380-390.
- Aksoy, Buoye, Cooil, DeKeyser, Keiningham, Larviere and Malthouse (2014), Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet, accepted for publication, *Journal of Service Management*.
- Keiningham, Aksoy, Malthouse, Buoye and Lariviere (2014), The cumulative effect of satisfaction with discrete transactions on share of wallet, accepted for publication, *Journal of Service Management*, 25(3), 310-333.
- Lariviere, Keiningham, Cooil, Aksoy, Malthouse (2014), A longitudinal examination of customer commitment and loyalty: the importance of identifying customer segments and using panel survey data, *Journal of Service Management*, 25(1), 75-100.
- Malthouse, Haenlein, Skiera, Wege and Zhang (2013), Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House, *Journal of Interactive Marketing*, 27, 270-280.
- Lariviere, Joosten, Malthouse, Aksoy, Kunz, Birgelen and 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.
- Malthouse and Raman (2013), The geometric law of annual halving, *Journal of Interactive Marketing*, 27(1), 28-35.
- Mersey, Malthouse and Calder (2012), Focusing on the reader: engagement trumps satisfaction, *Journalism & Mass Communication Quarterly*, 89(4), 695-709.
- Malthouse, Qiu and Xu (2012), Optimal selection of media vehicles from customer databases, *Expert Systems with Applications*, 39(17), 13035-13045.
- Kotler, Calder, Malthouse and Korsten (2012), The gap between the vision and reality of marketing, *MIT Sloan Management Review*, 54(1), 13-14.

- Taneja, Webster, Malthouse and Ksaizek (2012), Media consumption across platforms: identifying user-defined repertoires, *New Media and Society*, 14(6), 951-968.
- Hennig-Thurau, Malthouse, Gensler, Lobschat, Rangaswamy and Skiera (2010), The impact of new media on customer relationships, *Journal of Service Research*, 13(3), 311-330.
- Ksiazek, Malthouse and 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.
- Verhoef, Venkatesan, McAllister, Malthouse, Krafft, Ganesan and Velasquez (2010), On CRM in data rich multi-channel retailing environments, *Journal of Interactive Marketing*, 24, 121-137.
- Malthouse (2010), Accounting for the long-term effects of a marketing contact, *Expert Systems with Applications*, 37, 4935-4940.
- Mersey, Malthouse and Calder (2010), Engagement with online media, *Journal of Media Business Studies*, 7(2), 37-56.
- Malthouse and Calder (2010), Media placement versus advertising execution, *International Journal of Market Research*, 52(2), 217-230.
- Calder, Malthouse and Schaedel (2009), Engagement with online media and advertising effectiveness, *Journal of Interactive Marketing*, 23(4), 321-331.
- Blattberg, Malthouse Neslin (2009), Lifetime value: empirical generalizations and some conceptual questions, *Journal of Interactive Marketing*, 23(2), 157-168.
- Qui and Malthouse (2009), Estimating indirect effects of a marketing contact, *Expert Systems with Applications*, 36, 6449-6452.
- Malthouse and Derenthal (2008), Improving direct marketing scoring models through model aggregation, *Journal of Interactive Marketing*, 22(3), 51-68.
- Malthouse (2007), Mining for trigger events with survival analysis. *Data Mining and Knowledge Discovery*, 15: 383-402.
- Malthouse, Calder and Tamhane (2007), The effects of media context experiences on advertising effectiveness, *Journal of Advertising*, 36(3), 7-18.
- Malthouse and Mulhern (2007), Understanding and Using Customer Loyalty and Customer Value, *Journal of Relationship Marketing*, 6(3/4), 59-86.
- Malthouse and Elsner (2006), Customization with crossed-basis subsegmentation, *Journal of Database Marketing and Customer Strategy Management*, 14(1), 40-50.
- Malthouse and Calder (2006), The demographics of newspaper readership, *Journal of Media Business Studies*, 3(1), 1-18.
- Malthouse and Blattberg (2005), Is it possible to predict customer long-term value? *Journal of Interactive Marketing*, 19(1), 2-16.
- Calder and Malthouse (2005), Managing media and advertising change with interactive marketing, *Journal of Advertising Research*, 43(4), 356-361.
- Calder and Malthouse (2004), Qualitative media measures: newspaper experiences, *International Journal on Media Management*, 6(1&2), 124-131.
- Malthouse, Oakley, Calder and Iacobucci (2004), Customer satisfaction across organizational units, *Journal of Service Research*, 6(3), 231-242.

- Calder and Malthouse (2003), The behavioral score approach to dependent variables, *Journal of Consumer Psychology*, 13(4), 387-394.
- Malthouse (2002), Performance-based feature selection for direct marketing scoring models, *Journal of Interactive Marketing*, 16(4), 37-50.
- Malthouse and Calder (2002), Measuring newspaper readership: A qualitative variable approach, *International Journal of Media Management*, 4(4), 248-260.
- Malthouse (2001), Assessing the performance of direct marketing scoring models, *Journal of Interactive Marketing*, 15(1), 49-62.
- Malthouse (1999), Ridge regression and direct marketing scoring models, *Journal of Interactive Marketing*, 13(4), 10-23.
- Malthouse (1998), Limitations of Nonlinear PCA as performed with generic neural networks, *IEEE Trans Neural Networks*, 9(1), 165-173.
- Malthouse, Mah and Tamhane (1997), Nonlinear partial least squares, *Computers in Chemical Engineering*, 12(8), 875-890.

Books

- Malthouse (2013), *Segmentation and lifetime value models using SAS*, SAS Institute, Cary NC.
- Peck and Malthouse editors (2010), *Medill on Media Engagement*, Hampton.

Book Chapters

- Malthouse and Schultz (2014), Marketing communications with networked consumers and negotiated relationships, in *Policy and marketing strategies for digital and new media*, edited by Picard and Liu, Routledge, 233-245.
- Malthouse, Vandenbosch and Kim (2013), Social media engagement that drives purchase behavior, in *Advances in Advertising Research IV*, edited by Rosengren and Okazaki, 29-42.
- Malthouse (2013), A process for managing the re-convergence of marketing functions, in *Media and Convergence Management*, edited by Diehl and Karmasin, Springer texts in Business and Economics, 107-116.
- Schultz, Malthouse and Pick (2012), From CM to CRM to CN²: A research agenda for the marketing communications transition, in *Advanced in Advertising Research III*, edited by Martin Eisend, Gabler, 421-432.
- Malthouse and Schultz (2011), The response surface approach for optimal allocation of media budgets, in *Advances in Advertising Research II*, edited by Shintaro Okazaki, Gabler.
- Malthouse (2011), The converging of disparate fields, *The collected works of Philip Kotler*, edited by Duparcq.
- Malthouse and Calder (2010), Media placement versus advertising execution. *EAA Advances in Advertising Research (Vol. 1): Cutting Edge International Research*. edited by Terlutter, Diehl and Okazaki (eds.), Gabler.
- Malthouse and Calder (2010), Customer relationship management, *Wiley International Encyclopedia of Marketing*.
- Malthouse and Peck (2010), Introduction and Appendix. *Medill on Engagement*, edited by Peck and Malthouse.

- Malthouse and Calder (2009), Leveraging media-advertisement experiential congruence, in *Advertising Research: Message, medium and context*, edited by DePelsmacker and Dens.
- Calder and Malthouse (2009), Media engagement. *Medien im Marketing*, edited by Gröppel-Klein and Germelmann, Gabler, 253-292.
- Qui and Malthouse (2009), Cluster analysis and latent class analysis, *Encyclopedia of Data Warehousing and Mining*, 2nd Edition.
- Calder and Malthouse (2008), Media brands and integrated marketing, in *Media Brands and Branding*, Media Management and Transformation Centre, JIBS Research Report No. 2008-1, edited by Ots, 89-94.
- Calder and Malthouse (2008), Media engagement and advertising effectiveness, in *Kellogg on Media and Advertising*, edited by Calder, Wiley, 1-36.
- Malthouse and Calder (2006), Relationship branding, in *The Tao of IMC* (Korean), edited by Kim and Schultz.
- Malthouse and Calder (2005), CRM and relationship branding, in *Kellogg on Branding*, edited by Tybout and Calkins, Wiley, 150-168.
- Malthouse (2003), Database subsegmentation, *Kellogg on Integrated Marketing*, edited by Iacobucci and Calder, Wiley, 162-188.
- Malthouse (2003), Scoring models, in *Kellogg on Integrated Marketing*, edited by Iacobucci and Calder, Wiley, 227-249.
- Calder and Malthouse (2003), What is integrated marketing? in *Kellogg on Integrated Marketing*, Wiley, edited by Iacobucci and Calder, 6-15.
- Tamhane and Malthouse (1997), Control charts for autocorrelated process data, *Festschrift in honor of Shanti Gupta*, edited by Panchapakesan and Balakrishnan, 371-386.

Professional Experience

- IXI and Cohorts, 1999-2009. Statistician, developed Cohorts and Financial Cohorts segmentations.
- Cambridge Group, 2004, developed segmentations for a major bank.
- Motorola, 2000, developed segmentation for the launch of an automotive navigation system.
- Corporate analytics training for Accenture, BNSF, Digitas, Nuoqi and Capital One.
- AT&T Bell Laboratories, 1989-1991, software engineer.

Other Published Articles

- Malthouse and Calder (2011), Engagement and experiences: comment on Brodie, Hollenbeek, Juric and Ilic. *Journal of Service Research*.
- Malthouse and Hofacker (2010), Editorial: Looking back and looking forward with interactive marketing, *Journal of Interactive Marketing*, 24(3), 181-184.
- Austin and Malthouse (2009), The law of annual halving, *Non-Profit Times*, 23(18), 14.
- Malthouse and Shankar (2009), Editorial: measuring and managing interactive environments, *Journal of Interactive Marketing*, 23(3).

- Malthouse (2009), The results from the lifetime value and customer equity modeling competition, *Journal of Interactive Marketing*, 23(3), 157-168.
- Malthouse and Shankar (2009), Editorial: A closer look into the future of interactive marketing, *Journal of Interactive Marketing*, 23(2),
- Shankar and Malthouse (2009), Editorial: A peek into the future of interactive marketing, *Journal of Interactive Marketing*, 23(1),
- Shankar and Malthouse (2008), Editorial: JIM Marches On, *Journal of Interactive Marketing*, 22(1), 2-3.
- Malthouse, Calder, Ware and Bahary (2008), Leveraging Media-Advertisement Experiential Congruence. *Proceedings of Esomar WM3*, Budapest, June.
- Ware, Bahary, Calder and Malthouse (2007), The Magazine Maximizer: A Model for Leveraging Magazine Engagement Dynamics. *Proceedings of the 13th Worldwide Readership Research Symposia*, Vienna, October.
- Malthouse and Calder (2007), Measuring Involvement with Editorial Content. *Proceedings of ESOMAR/ARF Worldwide Audience Measurement*, Dublin, June.
- Malthouse and Calder (2007), Media Engagement and Integrated Marketing, *Nikkei Journal of Advertising (Nikkei Koukoku Techo)*, translated by Maiko Nakao, 3-7.
- Shankar and Malthouse (2007), Editorial: The Growth of Interactions and Dialogs in Interactive Marketing, *Journal of Interactive Marketing*, 21(2), 2-4.
- Malthouse (2006), Discussion: What Problem is Solved? *Marketing Research*, 18(3), 56.
- Shankar and Malthouse (2006), Editorial: Moving Interactive Marketing Forward, *Journal of Interactive Marketing*, 20(1), 2-4.
- Calder and Malthouse (2005), Experiential Engagement with Online Content Web Sites and the Impact of Cross-Media Usage, *Proceedings of 12th Worldwide Readership Research Symposium*, Prague, October.
- Malthouse (2005), Customization using Subsegmentation, *DM Compact*, 3(1), 20-25.
- Malthouse, Calder and Kobayashi (2005), Integrated Marketing and Customization, *Journal of Aoyama Business*, 39(4),
- Calder and Malthouse (2004), Qualitative Effects of Media on Advertising Effectiveness, *Proceedings of ESOMAR/ARF Worldwide Audience Measurement*, Geneva, Switzerland, June 13-18.
- Malthouse, Calder and Eadie (2003), Conceptualizing and Measuring Magazine Experiences and Readership. *Proceedings of the 11th Worldwide Readership Research Symposium*, Boston, MA, October, pp. 285-306.
- Peer, Malthouse and Calder (2003), Estimating the effect of news media consumption on political participation, *Proceedings of the American Political Science Association Conference*, Philadelphia, August.
- Mulhern and Malthouse (2003), Book review of Klösgen and Zytow's Handbook of Data Mining and Knowledge Discovery, *Journal of Marketing Research*, XL (August), 372-374.
- Iacobucci, Calder, Malthouse and Duhachek (2002), Did you hear? Consumer Tune into multimedia marketing, *Marketing Health Services*, summer, 16-20.

- Malthouse (2001), Checking assumptions of normality before conducting factor analyses, *Journal Consumer Psychology*, 10(1-2), 81.
- Malthouse (2001), Why do we not use more nonparametric methods? *Journal Consumer Psychology*, 10(1-2), 112-113.
- Malthouse and Wang (1998), Database Segmentation using Share of Customer, *Journal of Database Marketing*, 6(3), 239-252.
- Malthouse, Mah and Tamhane (1995), Some Theoretical Properties of Nonlinear Principal Components Analysis, *Proc of the American Control Conference*, Seattle, June.

Technical Reports

- Peer, Malthouse, Nesbitt and Calder (2007), The local TV news experience: How to win viewers by focusing on engagement, Media Management Center.
- Calder, Murphy, Malthouse, Pedlow and Porras (2002), Census 2000 Evaluation: Partnership and Marketing Program Evaluation. National Opinion Research Council (NORC), February 20, 2002.
- Calder, Peterman and Malthouse (1996), Expanding the Market for the Arts, Center for Cultural Marketing, Kellogg Graduate School of Management.
- Malthouse (1995), Nonlinear partial least squares. Ph.D. dissertation, Department of Statistics, Northwestern University, advisors Tamhane and Mah.
- Malthouse (1989), An Analysis of Digital Equipment Corporation's Service Stock Room Locations, Master's Thesis, Department of Mathematics, University of Southampton, Southampton, England, advisor Potts.

Presentations

- Malthouse (2014), How advertisers should think about big data, American Academy of Advertising, Atlanta.
- Malthouse (2014), Modeling Customer Engagement with Social Media and Mobile Devices, invited presentation to the Marketing Department and separately to the Journalism School at the University of Missouri, March.
- Malthouse (2014), Customer lifetime value models, Marketing Department and at the University of Missouri, March.
- Aksoy, Buoye, Cooil, De Keyser, Keiningham, Lariviere and Malthouse (2013), Perceptions are relative: an examination of the relationship between relative satisfaction metrics and share of wallet. European Advertising Academy annual conference, Zagreb, Marketing Science, Istanbul.
- Malthouse, Vandenbosh, Kim, Calder (2013), Implications for online and social media for promotions, Esomar 3D Digital Dimensions conference, Boston, June.
- Kim, Wang and Malthouse (2013), How posting and viewing negative word-of-mouth on a social media platform affect customer purchase behaviors. European Advertising Academy annual conference, Zagreb, June.
- Malthouse (2012), New media marketing strategy, The digital media and new media platforms: policy and marketing strategies, Taipei.
- Malthouse (2012), Teaching marketing analytics, DMEF professor's institute, Dallas, January.

- Keiningham, Aksoy, Malthouse, Buoye and Lariviere (2011), The cumulative effect of transaction-specific satisfaction on share of wallet: A longitudinal investigation. *European Advertising Academy* conference, Berlin.
- Schultz, Malthouse and Pick (2011), From CM to CRM to CN²: A research agenda for the marketing communications transition, European Advertising Academy, Berlin, also Academy of Marketing Sciences, Reims, France.
- Malthouse (2010), Integrated marketing communications, Beijing Foreign Studies University and Peking University.
- Malthouse (2010), Media engagement, Beijing Normal University
- Malthouse and Schultz (2010), The response surface process for optimal allocation of online budgets between push and pull, European Advertising Academy, Madrid.
- Malthouse (2010), The law of annual halving, Non-Profit DMA Conference, Washington DC, January.
- Raman and Malthouse (2009), A geometric Brownian motion model of purchase history dynamics, Joint Statistical Meeting, Washington DC, August.
- Wilberg and Malthouse (2009), A cross-country comparison of newspaper engagement and readership, Advances in Audience and Consumer Measurement Conference, Miami, March 26-29.
- Calder and Malthouse (2009), Leveraging media-advertisement experiential congruence, Advances in Audience and Consumer Measurement Conference, Miami, March 26-29.
- Malthouse and Calder (2009), Media engagement is as important as advertising execution, European Advertising Academy, Klagenfurt, Austria, June.
- Malthouse (2009), Accounting for the long-term effects of a marketing contact. European Advertising Academy, Klagenfurt, Austria, June.
- Malthouse (2008), Newspaper engagement, Stockholm, September, RAM Analytics conference.
- Malthouse (2008), Media engagement and advertising congruence, Latin American Cable Association, Caracas, Bogata, Mexico City, Santiago, September.
- Derenthal and Malthouse (2007), Target selection in direct marketing based on multiple contacts, Direct/Interactive Marketing Research Summit, Chicago, October.
- Qui and Malthouse (2007), Quantifying the indirect effects of marketing contacts, Direct/Interactive Marketing Research Summit, Qui presented, Chicago, October.
- Malthouse and Calder (2007), The local TV news experience: how to win viewers by focusing on engagement, Medill and Knight Foundation conference on Local TV News, Evanston, July.
- Malthouse (2007), What is integrated marketing? Saarland University, Germany.
- Malthouse and Calder (2007), Measuring engagement with editorial content: conceptualization, scale development, its effects on advertising and a cross-media comparison, International Media Management Academic Association Conference, Saarland University, Germany, July.

- Calder and Malthouse (2007), Comparing engagement across different types of media, European Advertising Academy, Lisbon, June.
- Malthouse and Calder (2007), Measuring Involvement with Editorial Content, Esomar Worldwide Multi Media Measurement, Dublin, June.
- Malthouse and Calder (2007), Transportation and extrinsic involvement with media as predictors of advertising effectiveness, Society for Consumer Psychology conference, February, Las Vegas.
- Malthouse (2006), Conceptualizing and measuring media engagement. Northwestern Statistics Department, May.
- Malthouse (2006), Media engagement, International Media Marketing Academic Association presentation, San Francisco, August.
- Calder and Malthouse (2006), The future of branding, Dentsu advertising agency, Tokyo, December.
- Calder and Malthouse (2006), Media engagement and advertising. *Nikkei* newspaper, Tokyo, December.
- Malthouse and Elsner (2005), Customization using crossed-basis subsegmentation, Marketing Science, Atlanta, June.
- Malthouse and Calder (2005), Research on applying integrated marketing to newspapers and magazines, Peking University, Beijing, China, March.
- Malthouse (2004), Modeling trigger events with survival analysis, M2004 SAS Data Mining Conference, Las Vegas, October.
- Malthouse and Blattberg (2004), Which customers should get the perks? Assessing whether best customers will continue to be so. American Marketing Association Conference, Boston, August.
- Malthouse (2004), Integrated marketing and media marketing, Hamburg School of Media, Hamburg, June.
- Malthouse (2004), How far into the future can customer long-term value be predicted? Marketing Science, Rotterdam, June.
- Malthouse and Calder (2004), The role of data mining in marketing science, Marketing Science, Rotterdam, June.
- Malthouse (2004), Customization, Westfälische Wilhelms-Universität Münster, Germany, June.
- Malthouse (2004), CRM, integrated marketing and technology, Aoyama Gakuin University, Tokyo, June.
- Malthouse (2004), What is integrated marketing? Aoyama Gakuin University, Tokyo, June.
- Malthouse (2004), Data mining and marketing strategy: what's the connection? Invited talk, CART Data Mining Conference, San Francisco, March, also Westfälische Wilhelms-Universität Münster, Germany, September.
- Calder and Malthouse (2003), The future of newspaper advertising. *Nikkei* Newspaper Seminar, Palace Hotel, Tokyo, December.
- Calder and Malthouse (2003), What is integrated marketing? Aoyama Gakuin University seminar, Tokyo, December.
- Calder and Malthouse (2003), Patterns of behavior, Kellogg Marketing Conference, Northwestern University, Evanston, September.

- Malthouse, Oakley and Calder (2003), Modeling the relationship between customer satisfaction and loyalty, Marketing Science, College Park, Maryland, June.
- Malthouse and Blattberg (2003), Evaluating the predictive accuracy of customer long-term value models. Marketing Science, College Park, Maryland, June.
- Iacobucci, Calder, Malthouse and Duhachek (2002), Psychological, marketing, physical and sociological factors affecting attitudes and behavioral intentions for customers resisting the purchase of an embarrassing product. ACR, Atlanta, October.
- Malthouse (2002), Data mining's role in determining whether CRM-based strategies are possible. M2002 SAS Data mining Conference, Cary, October.
- Malthouse (2002), The demographics of newspaper readership, American Marketing Association, Summer Marketing Educators' Conference, San Diego, California.
- Malthouse (2001), Customer insight based database subsegmentation. M2001 SAS Data mining Conference, Cary, NC, October.
- Malthouse (2000), Performance-based variable selection for direct marketing scoring models, Direct Marketing Educational Foundation, New Orleans.
- Malthouse (1999), Assessing the performance of direct marketing scoring models. Paper of the year, Direct Marketing Educational Foundation, Toronto.
- Malthouse (2000), Direct marketing gains charts. American Marketing Association, Summer Marketing Educators' Conference, Chicago, Illinois.
- Malthouse (1999) Database segmentation. American Marketing Association, Winter Marketing Educators' Conference, St. Petersburg, Florida.
- Malthouse and Wang (1998), Database segmentation by share of stomach, Direct marketing educator's conference, San Francisco, October 1998.
- Malthouse (1997), The visual display of marketing data, Henry Stewart workshop on advanced methods in marketing research, Chicago, Sept.
- Malthouse (1997), Limitations of nonlinear PCA, NIPS 97 Workshop: Advances in Autoencoder/Autoassociator-Based Computations, Breckenridge, December.
- Malthouse (1997), Model-based database fusion, Chicago Direct Marketing Association, 1997.
- Calder and Malthouse (1996), Marketing research and database marketing. Keynote speech, Claritas Precision Marketing Conference, New Orleans, June.
- Malthouse, Mah and Tamhane (1995), Some theoretical properties of nonlinear principal components analysis, Statistical Approaches on Process Monitoring session of American Control Conference, Seattle, June.
- Malthouse, Mah and Tamhane (1994), Nonlinear partial least squares using neural networks. InCINC 94 Chemometrics conference, September.

Courses Taught

Courses taught within the past three years

- IMC 451: Marketing Research and Statistics, developed on-line version of course
- IMC 460: IMC Strategic Process

- IMC 486: Segmentation and Lifetime Value Models
- IMC 498: Data Management
- IEMS 304: Statistics II and Data Mining
- Coursera MOOC: Content strategy, co-taught with Lavine, Calder and others.
- MSiA 421: Data mining
- MSIT 423: Business intelligence and data mining

Other courses

- Communications Systems 517: Statistics for Business Decisions
- Communications Systems 522: Database Marketing
- IMC 451-1: Analytic Techniques
- IMC 498: Data Mining
- IEMS 490: Data Mining
- MEDM 913: Media Marketing, co-taught with Calder
- MKT 499: Hierarchical Linear Models, co-taught with Blattberg, Nijs and Hansen
- MKT 450: Marketing Research
- STAT 210: Introductory Statistics for the Social Sciences

Significant Service

- Medill Dean Search Committee, 2011-2012
- Co-Chair of the Medill Curriculum Committee, 2008-
- Board of Directors, Direct Marketing Educational Foundation, 2008-2010
- Co-organizer of the Direct and Interactive Marketing Research Summit, Las Vegas (2008) and San Diego (2009)
- Organized the Direct Marketing Educational Foundation's Customer Lifetime Value and Customer Equity modeling competition, 2008
- Medill strategic planning committee, 2003-2005
- PhD committee member for students in Marketing, communication studies, industrial engineering, statistics and chemical engineering