

Yancy D. Edwards

CONTACT INFORMATION

University of South Florida
College of Business Administration
Department of Marketing
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EDUCATION

Doctor of Philosophy, Business Administration, The Ohio State University, 2002
Advanced Certificate for Post-Master's Study, Applied Mathematics, Johns Hopkins University, 1994
Master of Science, Applied Mathematics, Johns Hopkins University, 1993
Bachelor of Arts, Mathematics & Physics, Franklin & Marshall College, 1982

RESEARCH INTERESTS

Market Segmentation
Database Marketing
Direct Marketing for Cross-Selling
Internet Marketing
Market Structure Analysis
Bayesian Methods
Spatial Models
Markov Chain Monte Carlo (MCMC) Methods

PUBLICATIONS

Edwards, Yancy D. and Greg M. Allenby (2003) "Multivariate Analysis of Multiple Response Data," *Journal of Marketing Research*, 40(3), 321-334

Fennell, Geraldine, Greg M. Allenby, Sha Yang, and Yancy Edwards (2003), "The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Category Use" *Quantitative Marketing and Economics*, 1(2), 223-244

Allenby, Greg, Geraldine Fennell, Albert Bemmaor, Vijay Bhargava, Francois Christen, Jackie Dawley, Peter Dickson, Yancy Edwards, Mark Garratt, Jim Ginter, Alan Sawyer, Rick Staelin, and Sha Yang (2002) "Market Segmentation Research: Beyond Within and Across Group Differences," *Marketing Letters*, 13(3), 233-243

WORKING PAPERS

Reed II, Americus, Karl Aquino, Yancy D. Edwards and Dan Freeman (2004) “The Effects of Psychological Group Boundaries on Product Safety and Ad Truthfulness Perceptions,” (under review at the *Journal of Consumer Research*)

This study examines consumers’ reactions to marketing a product targeted toward either their in-group or out-group. We examine the effects of established constructs shown to relate to psychological group boundaries on perceptions of a hypothetical medical drug that in clinical trials had significant and serious side effects in either in-group or out-group test populations. We find that the extent to which a consumer 1) legitimizes the maintenance of social separation and group-based dominance of the in-group over the out-group and concurrently 2) identifies strongly with their in-group; will affect perceptions of product safety, ad truthfulness, warning label truthfulness and perceived risk of the product. We conclude with the theoretical and substantive implications of these findings.

Edwards, Yancy D. and Greg M. Allenby (2004), “Identifying Poorly Met Demand: The Impact of Product Beliefs on Attribute Importance” (to be submitted to the *Journal of Marketing Research*)

Preference for a brand is determined by expected benefits that accrue from its use. These benefits are a function of both the importance of the underlying demands that drives an individual to the marketplace looking for assistance, and the efficacy of the product offerings available in meeting their demands. For example, a dog owner may look to dog foods for a product offering that gives their dog a shiny coat. If the dog owner feels that dog foods fail in this regard, benefits from using some version of the product will likely be small, despite the possibility that a shiny coat for their dog is of great importance to them. Thus, by concentrating on existing product benefits, marketers lose the ability to identify poorly met demand in the market. This research addresses this void. From a traditional conjoint model, a random effects model is used to relate conjoint part-worths to product beliefs. Analysis can then be conducted to determine the extent to which small part-worths are associated with product characteristics that are believed to be ineffective, i.e. poorly met. Such an analysis facilitates the distinguishing of characteristics that are not important versus characteristics that are important but not efficacious as reflected in the current product offerings. This analysis is illustrated with the toothpaste product category.

RESEARCH IN PROGRESS

“Is It Price Sensitivity or Relationship Orientation That Drives the Decision in the Buyer-Seller Dyad?,” with Eli Jones and Dale Rude. Data collected; data analysis in progress

“Multivariate Analysis of Structured Multiple Response Data,” with Greg M. Allenby. Data collected; GAUSS program coding in progress.

“Structural Evolution of Alliance Networks,” with Ning Li. Alliance data collection completed.

“Market Perception of Multiple Partner Alliances,” with Ning Li. Alliance data collection completed; event study needs to be done.

“How has Information Technology Impacted Market Definition?” Investigate data sources that monitor Internet activity

PRESENTATIONS

“Identifying Poorly Met Demand: The Impact of Product Beliefs on Attribute Importance”
25th Annual Marketing Science Conference, University of Maryland, June 2003

"Multivariate Analysis of Multiple Response Data”

Advanced Research Techniques Forum (AMA), June 2002

12th Annual National Graduate and Professional Student Conference, February 2002

Advanced Bayesian Analysis, Statistics Department, The Ohio State University, May 2001

Edward F. Hayes Graduate Research Forum, The Ohio State University, April 2001

Albert Haring Symposium, Kelley School of Business, Indiana University, March 2001

Marketing & Logistics Colloquia, The Ohio State University, January 2001

TEACHING INTERESTS

Marketing Research

Database Marketing

Marketing Management

TEACHING EXPERIENCE

College of Business Administration, University of South Florida

Assistant Professor: Marketing Research (Autumn 2005 to present)

Lerner College of Business & Economics, University of Delaware

Assistant Professor: Information Technology Applications in Marketing (Autumn 2002 to Spring 2005)
Marketing Research (Spring 2005)

Fisher College of Business, The Ohio State University

Instructor: Marketing Research (Summer 2000, Autumn 2001)

International Marketing (Spring 1999, Spring 2000)

University of Baltimore (Summer 1995 – Summer 1997)

Adjunct Instructor: Business Statistics

Calculus for Business

Ideas in Mathematics

University of Maryland Baltimore County (Autumn 1994)

Adjunct Instructor: Statistics for Engineers and Computer Scientists

MEMBERSHIPS

American Marketing Association

Marketing Science

American Statistical Association

Direct Marketing Association

PhD Project Marketing Doctoral Student Association (Alumnus)

Columbus Literacy Council

Sigma Pi Sigma

Sigma Xi

SELECTED HONORS AND AWARDS

Edward F. Hayes Graduate Research Forum (2001), won 1st place in the Administrative Sciences Area
Haring Symposium Fellow (2001)
1999 Volunteer of the Year (Columbus Literacy Initiative)
Bartels Fellowship, The Ohio State University (1998-2001)
General Electric Fellowship, The Ohio State University (1997-2002)
J. Robert Fisher Scholar (1979-1982)
Charles A. Dana Scholar (1981-1982)

REFERENCES

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Helen C. Kurtz Chair and Professor
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