

## Martin A. Koschat

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### Professional History

- 2011- **University of Vienna** ([marketing.univie.ac.at](http://marketing.univie.ac.at))  
*Guest Professor of Marketing*
- Teach courses in Retailing and Strategic Marketing.
  - Engage in academic research on topics in Retailing, Branding and Customer Satisfaction.
- 2006-2011 **IMD** ([www.imd.ch](http://www.imd.ch))  
*Professor of Marketing*
- Taught Marketing Stream of the MBA Program (ranked 2<sup>nd</sup> worldwide by *The Economist*).
  - Lead MBA consulting teams for AstraZeneca, BAT, TECAN, and STRABAG.
  - Taught topics in executive education programs on Marketing Management, Retailing, Information/Research Driven Marketing, B2B Marketing and Low Cost Competition.
  - Developed and delivered strategic marketing programs for BAT and Carrefour.
  - Engaged in academic research on topics in Retailing, Branding and Customer Satisfaction.
- 1998-2006 **Time/Warner Retail Sales and Marketing** ([www.timeinc-twr.com](http://www.timeinc-twr.com))  
*Executive Vice President, Information Management*
- Served as data and information strategist for Time Warner's magazine retail division.
  - Instrumental in creating an award-winning information platform for business analysis built on a national store level database for consumer magazines.
  - Built a team of award-winning market researchers engaged in consumer research, demand analysis, inventory research, forecasting, market experimentation and industry analysis.
- 1997-1998 **New York University, Leonard N. Stern School of Business** ([www.stern.nyu.edu](http://www.stern.nyu.edu))  
*Visiting Associate Professor of Marketing*
- Taught courses in Marketing Management, Marketing Research and Marketing of High-Tech Products.
- 1994-1998 **Summit Communications Analysts, Inc.**  
*Partner*
- Developed and executed research programs for companies in information industries, including Verizon, AT&T, Quest, Telcordia, McCann-Erickson, McKinsey & Company.
- 1990-1995 **Yale University, School of Management** ([mba.yale.edu](http://mba.yale.edu))  
*Assistant Professor of Marketing*
- Taught courses in Marketing Management, Advertising and Statistics.
- 1985-1990 **Bellcore** – originally part of Bell Telephone Laboratories; now Telcordia ([www.telcordia.com](http://www.telcordia.com))  
*Member of Technical Staff*
- Developed research program on demand for network based communications services.
  - Advised business managers of the “Baby Bells” on advertising and pricing.
- 1980-1985 **University of Wisconsin – Madison** ([www.wisc.edu](http://www.wisc.edu))  
*Lecturer/Teaching Assistant*
- Taught courses in Mathematics and Statistics.

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### Education

- 1984 **Ph.D.**, Statistics, University of Wisconsin – Madison
- 1982 **M.S.**, Statistics, University of Wisconsin – Madison
- 1979 **Ph.D.**, Mathematics, University of Vienna, Austria

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**Publications in Business Research, Economics and Statistics**

- M. A. Koschat**, "The Impact of Movie Reviews on Box Office: Media Portfolios and the Intermediation of Genre," Journal of Media Economics, Vol. 25, No. 1, 35-53, (2012).
- M. A. Koschat**, "Store Inventory *Can* Affect Demand: Empirical Evidence from Magazine Retailing," Journal of Retailing, Vol. 84, No. 2, 165-179, (2008).
- S. Weerahandi and **M. A. Koschat**, "Experimentation on Heterogeneous Experimental Units," Statistics and Probability Letters, Vol. 77, No. 11, 1077-1083, (2007).
- M. A. Koschat**, "A Case for Simple Tables," The American Statistician, Vol. 59, No. 1, 31-40, (2005). This article drew a comment and a response in The American Statistician, Vol. 59, No. 3, 279, (2005).
- M. A. Koschat**, G. L. Berk, J. A. Blatt, N. M. Kunz, M. H. Lepore and S. Blyakher, "News Vendors Tackle the News Vendor Problem," Interfaces, Vol. 33, No. 3, 72-84 (2003).
- M. A. Koschat** and W. P. Putsis, "Audience Characteristics and Bundling: A Hedonic Analysis of Magazine Advertising Rates," Journal of Marketing Research, Vol. 39, No. 3, 262-273 (2002).
- M. A. Koschat** and W. P. Putsis, "Who Wants You When You are Old and Poor: Exploring the Economics of Media Pricing," Journal of Media Economics, Vol. 13, No. 4, 215-232 (2000).
- M. A. Koschat** and D. F. Swayne, "Interactive Graphical Methods in the Analysis of Customer Panel Data" with Discussion, Journal of Business and Economic Statistics, Vol. 14, No. 1, 113-132 (1996). This article is accompanied by video available at: <http://stat-graphics.org/movies/panel-data.html>.
- M. A. Koschat** and D. J. Sabavala, "Measuring Immediate Response to Advertising: What You See May Not Be What You Get," Journal of Advertising Research, Vol. 35, No. 3, 25-35 (1995).
- M. A. Koschat**, P. Srinagesh and L. J. Uhler, "Efficient Price and Capacity Choices under Uncertain Demand: An Empirical Analysis," Journal of Regulatory Economics, Vol. 7, No. 1, 5-26 (1995).
- M. A. Koschat** and D. J. Sabavala, "The Effects of Advertising on Local Telephone Usage: Explanatory Analysis and Response Modeling," Marketing Science, Vol. 12, No. 4, 374-391 (1994).
- M. A. Koschat** and S. Weerahandi, "Chow-type Tests under Heteroscedasticity," Journal of Business and Economic Statistics, Vol. 10, No. 2, 221-228 (1992).
- M. A. Koschat** and D. F. Swayne, "A Weighted Pocrustes Criterion," Psychometrika, Vol. 56, No. 2, 229-239 (1991).
- M. A. Koschat**, "A Characterization of the Fieller Solution," The Annals of Statistics, Vol. 15, No. 1, 462-468, (1987).
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**Case Studies**

- M. A. Koschat** and A. Ryans, with S. Sequeira, "Nestlé: The Growing Retail Role of Hard Discounters like Aldi," IMD Case Study, IMD 5-0736, (2007).
- M. A. Koschat** and A. Ryans, with Stephanie Sequeira, "Tesco: Keeping the Hard Discounters at Bay," IMD Case Study, IMD 5-0737, (2007).
- M. A. Koschat** and A. Ryans, with Stephanie Sequeira, "Nestlé: Leveraging the Hard Discounter Channel," IMD Case Study, IMD 5-0738, (2007).
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### Working Papers

- M. A. Koschat**, "Channel Contracts under Inventory Dependent Demand: Formal Solutions and Managerial Decisions," under revision.
- M. A. Koschat**, "The Economics of Inventory for Cultural Goods: Motion Pictures in Theatrical Release," under review (Journal of Cultural Economics).
- M. A. Koschat**, "One More Challenge on the Road to Information Driven Marketing," under review (Harvard Business Review).
- M. A. Koschat** and W. Smit, "The Value of Brands in the Daily Path to Purchase: A Cross-National Comparison," under revision for resubmission (Journal of International Marketing).
- M. A. Koschat** and W. Smit, "How Consumers Perceive Manufacturer and Retailer Brands: An Argument for Brand Cooperation," under revision.
- M. A. Koschat**, "Reconciling Shopper Data with Store Data."
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### Publications in Biostatistics and Medicine

- G. Holzer, **M. A. Koschat**, W. Kickinger, W. Clementi, L.A. Holzer, M. M. Metka, "Reproductive Factors and Lower Extremity Arterial Occlusive Disease in Women," European Journal of Epidemiology, Vol. 22, No. 8, 505-511, (2007).
- G. Holzer, T. Pfandlsteiner, **M. A. Koschat**, H. Noske, K. Trieb, R. Kotz, "Soluble p. 185 (HER-2) in Patients with Malignant Bone Tumours," Pediatric Cancer and Blood, Vol. 44, No. 2, 163-166, (2005).
- G. Holzer, P. Krepler, **M. A. Koschat**, S. Gramp, M. Dominkus, R. Kotz, "Bone Mineral Density in Long-Term Survivors of Highly-Malignant Osteosarcoma," Journal of Bone and Joint Surgery (Brit. Ed.), Vol. 85, No. 2, 231-237, (2003).
- G. Holzer, K. Trieb, **M. A. Koschat**, H. Blahovec, R. Kotz, "Serum Concentration of APO-1/Fas and Interleukin-1 $\beta$ -converting Enzyme in Osteosarcoma Correlate with Response to Chemotherapy," Anticancer Research, Vol. 22, 1869-1873 (2002).
- G. Holzer, A. Obermair, **M. A. Koschat**, O. Preyer, R. Kotz, L. Trieb, "Concentration of Vascular Endothelial Growth Factor (VEGF) in the Serum of Patients with Malignant Tumors," Medical and Pediatric Oncology, Vol. 36(6), 601-604 (2001).
- W. Busse, C. Swenson, G. Sharpe, **M. A. Koschat**, "Enhanced Basophil Histamine Release to Concanavalin A in Allergic Rhinitis," Journal of Allergy and Clinical Immunology, Vol. 79, No. 1, Part 1, 90-97 (1986).
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### Professional Contributions

- Chair 1990-1992, Section on Statistics in Marketing, American Statistical Association.
  - Referee for professional publications including *Communications in Statistics*, *International Journal of Forecasting*, *Journal of the American Statistical Association*, *Journal of Media Economics*, *Journal of Retailing*, *Managerial and Decision Economics*, *Psychometrika* and *Technometrics*.
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### Personal Information

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| Country of Citizenship: | Austria (US Permanent Resident)       |
| Languages:              | English, German, basic French         |
| Spouse:                 | Anita L. Hussey-Koschat (no children) |

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