

WILLIAM R. DILLON
3822 Turtle Creek Blvd.
Dallas, Texas 75219
214-768-0037 (Office)
214-274-5771 (Cellular)

EDUCATION

- Ph.D., City University of New York, June 1976.
Major Areas: Marketing
Statistics
Dissertation: "Classification Problems in Marketing: The Case of
Qualitative and/or Categorical Data"
- M.B.A., Bernard M. Baruch College of the City University of New York,
June 1973.
Major Areas: Economics
Statistics
- B.A., Hunter College of the City University of New York,
August 1970.
Major: Economics

ACADEMIC EXPERIENCE

- 1996-Present Senior Associate Dean for Academic Affairs
Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275
- 1994-Present Herman W. Lay Professor of Marketing
and Professor of Statistics
Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275
- 1993-1994 Associate Dean, Academic Affairs
College of Business Administration
University of

1985-1987

UNIVERSITY TEACHING AWARDS

2016 Altshuler Distinguished Teaching Award

SCHOOL TEACHING AWARDS

2013 Boghetich Teaching Award

2007-2008 MBA Outstanding Teaching Award

2003 MBA Outstanding Teaching Award

PUBLICATIONS

Books

1. *Essentials of Marketing Research* (with T. Madden and N. Firtle), Homewood, IL: Irwin, 1993.
2. *Marketing Research in a Marketing Environment* (with T. Madden and N. Firtle), Homewood, IL: Irwin, Third Edition, 1993.
3. *Multivariate Analysis: Methods and Applications* (with M. Goldstein), New York: John Wiley and Sons, Inc., 1984. Second Edition in preparation.
4. *Discrete Discriminant Analysis* (with M. Goldstein), New York: John Wiley and Sons, Inc., 1978.

Journal Articles

1. *Journal of Interactive Marketing* -authored with Jacquelyn Thomas, Richard Briesch and Sandy Jap, (2020), conditionally accepted.
2. -Space Approach for Structural Equation Model with Time Series Cross-
Structural Equation Modeling: A Multidisciplinary Journal, coauthored with Joonwook Park and Seokoo Lee, (2019), Vol. 26 No. 2, pp. 236-259.
3. *Frontieers in Psychology: Quantitative Psychology and Measurement*, co-authored with Sunho Jung, Jorg Henseler, Kwanghee and Heungsum Hwang, (March 2018), manuscript id: 378023, pp. 1-24.
4. *Journal of Marketing Modeling* -authored with Joonwook Park, Seokoo Lee, Priyali Rajagopal, Wayne DeSarbo and Seoil Chaiy, (2017) Vol. 12, No. 3 pp. 404-431.

16. -Subject Dependencies in Ordinal Paired Comparison
Psychometrika, co-authored with Ulf Bockenholdt, 62 (September 1997), No. 3, pp. 441-434.
17. and Competitive Market Structures in Pre- *Journal of Marketing Research*, co-authored with Ulf Bockenholdt, (February 1997), pp. 130-142.
18. -
Marketing Science, co-authored with Sunil Gupta, (1996), 15, No.1, pp. 38-59.
- 19.

29. quation
Journal of Marketing Research, 24 (February 1987), pp. 98-105.
30. and N.
Mulani), *Psychological Bulletin*, 101, No. 1, pp. 126-135.
31. and T. Madden), *Journal of Advertising Research* (August/September 1986), pp. 29-35.
32. Hierarchical Market Structure
Marketing Science (Fall 1985), pp. 312-333.
33. -Behavior Relationship: A
(with Ajith Kumar), *Journal of Personality and Social Psychology* (July 1985), pp. 33-46.
34.
Journal of Consumer Research (June 1985), pp. 47-63.
35. (with M. Weinberger and C. Allen), *Journalism Quarterly* (Summer 1984).
36. *Journal of Marketing Research*,
21 (May 1984), pp. 1845-193.
37. -Judge
Multivariate Behavioral Research, 19
(1984), pp. 438-458.
38. nd Availability

55. tribution of Store Image Characteristics to Store-
(with L. Schiffman and J. Dash), *Journal of Retailing*, 52, No. 2 (Summer
1977), pp. 3-14.
- 56.

Published Proceedings

1. Marketing Association,

1991 American

EDITORIAL RESPONSIBILITY

Editorial Board:	<i>Journal of Marketing Research</i> <i>Marketing Letters</i>
Reviewer:	<i>Journal of Marketing</i> <i>Decision Sciences</i> <i>Psychological Bulletin</i> <i>Journal of American Statistical Association - Applications Section</i> <i>Multivariate Behavioral Research</i> <i>Journal of Consumer Research</i> <i>Psychometrika</i> <i>Journal of Personality and Social Psychology</i>
Chairperson	<u>1994 Advanced Research Techniques Forum</u> (American Marketing Association), Beaver Creek, CO.
Co-chairperson:	<u>1983 Research Methods and Causal Modeling Conference</u> (American Marketing Association), Sarasota, FL. <u>1986 AMA Educators' Proceedings</u> (American Marketing Association), Chicago, IL. <u>1987 American Institute for Decision Sciences</u> (Decision Sciences Institute), Boston, MA. <u>1990 American Institute for Decision Sciences</u> (Decision Sciences Institute), San Diego, CA. <u>1993 AMA Educators' Proceedings</u> (American Marketing Association), Boston, MA.

ADMINISTRATIVE EXPERIENCE

1996-Present	Senior Associate Dean for Academic Affairs, Cox School of Business <u>Responsibilities:</u> The senior associate dean is responsible for all academic programs and related activities. The associate dean for graduate programs, the associate dean for undergraduate programs and all department chairpersons report directly to this office. In addition, the directors of technology, classroom support and information all report directly to this office as well. The associate dean has oversight responsibility for all faculty resources and deployment, including hiring decisions. The senior associate dean along with the dean provides annual reviews of all faculty. The senior associate dean works closely with the and expense control procedures.
1993-1994	Associate Dean for Academic Affairs, University of South Carolina <u>Responsibilities:</u> The associate dean is responsible for all academic programs. All program directors, as

