

## Curriculum Vitae

### Charles B. Weinberg

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#### Education

- 1966-1970 Ph.D. Ford Foundation Doctoral Fellowship, Graduate School of Business, Columbia University
- 1964-1966 M.B.A. with High Distinction, Baker Scholar, Harvard Business School
- 1960-1964 ScB Applied Mathematics cum laude, Brown University

#### Academic Experience

- 1979-present **Sauder School of Business, University of British Columbia**  
Professor of Marketing Emeritus (2017-present)  
Presidents of SME Vancouver Professor of Marketing (2000-2017)  
Alumni Chair Professor in Marketing (1983-2000)  
Professor (1980-2017), Associate Professor (1979-1980)
- 1972-1979 **Stanford University Graduate School of Business**  
Associate Professor of Marketing (1975-1979)  
Assistant Professor of Marketing (1972-1975)
- 1970-1972 **London Graduate School of Business Studies**  
Lecturer in Marketing
- 1968-1970 **New York University Graduate School of Business**  
Instructor, Assistant Professor in Quantitative Methods

#### Honors, Awards and Grants

Best Paper Award, *International Journal of Research in Marketing*, 2010

INFORMS Society for Marketing Science (ISMS) Inaugural Fellow, 2008

Administrative Sciences Association of Canada (ASAC) Best Paper Award in Marketing, 2002

Sales and Marketing Executives International – Marketing Educator Pinnacle Award, 2002

Carol & Bruce Mallen Prize for Published Scholarly Contributions to Motion Picture Industry Studies, 2000  
Distinguished Speaker for the Marketing Division at the Administrative Sciences Association of Canada (ASAC) conference, July, 2000 (Montreal)

UBC Faculty of Commerce CGA Outstanding Graduate Teacher Award, 1991

UBC Faculty of Commerce "Talking Stick Award" for "significant pedagogical course or programme innovation and development", 1987

UBC Faculty of Commerce Research Excellence Award, 1995

UBC Killam Research Prize won in first year prize awarded, campus wide competition, 1986

### **Visiting Positions**

Visiting Professor, Royal Melbourne Institute of Technology, March, 2015  
Visiting Professor, University of Amsterdam, 2008 --2018  
Visiting Professor, University of Maryland, January - June 2002  
Visiting Professor, Hong Kong University of Science & Technology, Spring 1997  
Visiting Scholar, Columbia University, Winter 1995  
Visiting Professor, University of Washington, Spring 1994

### **Selected Grants**

RGC (Hong Kong) - Sleep Deprivation Effects on Shopping Behaviour and Consumption Decisions, 2016/2019  
SSHRC - Uniform and Differential Pricing in Competitive Markets, 20013/2019  
SSHRC - Pricing Strategies for Nonprofit Organizations, 2008/2013  
SSHRC - Marketing Strategies for Consumers and Distributors: It's About Time, 2005/2008  
Hampton - Competition and Ethical Behavior, 2005/2007  
INE Research Alliance SSHRC - Harnessing the Web or Canadian Competitiveness, 2003/2006  
SSHRC - Marketing Interactions and Nonprofit Organizations, 2000/2004  
Hampton - Multi-Dimensional Decision-Making for Nonprofit Organizations, 1997/1999  
SSHRC - Competition and Marketing Strategies for Nonprofit Organizations, 1997/2000  
SSHRC - Social Marketing, 1993/1996

### **Invited Presentations (Since 2000)**

Empirical & Theoretical (ET) Symposium/Canadian Marketing Strategy Symposium (Keynote Speaker) --  
(May 2014 McMaster University and May 2018 University of Guelph)

Hong Kong Polytechnic University (December 2016)  
City University of Hong Kong (December 2016)  
University of Guelph (April 2016)  
Royal Melbourne Institute of Technology (March 2015)  
Bocconi University (May 2014)  
University of Virginia (March 2014)  
UCLA (May 2013)  
Tilburg University (March 2011)  
Practice and Research in Management (PRIM), Agra, India, Keynote Speaker (February 2011)  
PREBEN (Dutch PhD Students Association), Keynote Speaker (March 2010)

University of Pennsylvania (March 2009)  
 University of Amsterdam (Annually 2008--2018)  
 Erasmus University (September 2008)  
 University of Alberta (August 2008)  
 University of Iowa (April 2008)  
 INFORMS Conference on the Practice of OR (May 2007)  
 University of Arizona (February 2007)  
 Keynote Speaker, Social Marketing Advances in Theory and Practice (October 2006)  
 Singapore Management University (July 2005)  
 University of Calgary (April 2004)  
 University of Alberta (November 2003)  
 Canadian Operational Research Society (June 2003)  
 UCLA (June 2003)  
 SME "Marketing's Role in Improving Nonprofit Performance," (May 2003)  
 University of Colorado (February 2003)  
 INFORMS Marketing Science First Doctoral Consortium (June 2002)  
 Yale University (May 2002)  
 Georgetown University (May 2002, February 2002)  
 University of Pittsburgh (February 2002)  
 University of Pennsylvania (January 2002)  
 University of Maryland (February 2001, February 2002)  
 Business and Economics Scholars Workshop in Motion Picture Industry Studies (April 2000, November 2000, November 2001, November 2002, November 2004, November 2005, November 2006)  
 Boston University (October 2000)  
 American Marketing Association Doctoral Consortium (August 2000, June 2002, June 2004, June 2012)

### **Publications in Refereed Journals**

1. Weinberg, Charles B., "A Response Curves for a Leaflet Distribution - Further Analysis of the De Fleur Data," *Operational Research Quarterly*, (1971) 22 (2), 177-179.
2. Kabak, Irwin and Charles B. Weinberg, "The Generalized Newsboy Problem, Contract Negotiations and Secondary Vendors," *AIIIE Transactions*, (1972) 4(2), 154-157.
3. Weinberg, Charles B., "The Time Sequence of Events - A Basis for Market Segmentation," *European Journal of Marketing*, (1972) 6(1), 60-63.
4. Doyle, Peter M. and Charles B. Weinberg, "Effective New Product Decisions for Supermarket Buyers," *Operational Research Quarterly*, (1973) 24 (1), 45-54.
5. Montgomery, David B. and Charles B. Weinberg, "Modeling Marketing Phenomena: A Managerial Perspective," *Journal of Contemporary Business*, (Autumn 1973) 5, 17-43.
6. Weinberg, Charles B., "The University Library: Analysis and Proposals," *Management Science*, (1974) 21 (2), 130-140.
7. Doyle, Peter M. and Charles B. Weinberg, "Segmenting Domestic and Foreign Car Buyers," *European Journal of Marketing*, (1974) 8 (3), 202-209.
8. Weinberg, Charles B., "Advertising Decision Rules for Market Share Models," *Decision Sciences*, (January 1975) 6 (1), 25-36.
9. Weinberg, Charles B., "An Optimal Commission Plan for Salesmen's Control Over Price," *Management Science*, (April 1975) 21, 937-943.
10. Farley, John U. and Charles B. Weinberg, "Inferential Optimization: An Algorithm for Determining Optimal Sales Commissions for Multiproduct Sales Forces," *Operational Research Quarterly*, (1975) 26 (2), 413-418.

11. Lucas, Henry C., Charles B. Weinberg and Kenneth W. Clowes, "Sales Response as a Function of Territorial Potential and Sales Representative Workload," *Journal of Marketing Research*, (August, 1975) 12, 298-305.
12. Aaker, David A. and Charles B. Weinberg, "Interactive Marketing Models," *Journal of Marketing*, (October 1975) 39, 16-23.
13. Weinberg, Charles B., "Dynamic Correction in Marketing Planning Models," *Management Science*, (February 1976) 22, 677-687.
14. Weinberg, Charles B., "A Note on the Application of Dynamic Correction to the Optimization of a Multiperiod Resource Allocation Problem," *Operational Research Quarterly*, (1977) 28 (3), 521-525.
15. Harrell, Margaret H., Thomas W. Harrell, Shelby H. McIntyre, and Charles B. Weinberg, "Predicting Compensation Among MBA Graduates Five and Ten Years after Graduation," *Journal of Applied Psychology*, (1977) 62 (5), 636-640.
16. Strober, Myra H. and Charles B. Weinberg, "Working Wives and Major Family Expenditures," *Journal of Consumer Research*, (December 1977) 4, 141-147.
17. Montgomery, David B., Anne H. Peters and Charles B. Weinberg, "The Freedom of Information Act: Strategic Opportunities and Threats," *Sloan Management Review*, (Winter 1978) 19, 1-13.
18. Weinberg, Charles B. and Kenneth M. Shachmut, "ARTS PLAN: A Model Based System for Use in Planning a Performing Arts Series," *Management Science*, (1978) 24 (6), 654-664.
19. Weinberg, Charles B., "Jointly Optimal Sales Commissions for Non-Income Maximizing Sales Forces," *Management Science*, (1978) 24 (12), 1252-1258.
20. Ryans, Adrian B. and Charles B. Weinberg, "Consumer Dynamics in Nonprofit Organizations," *Journal of Consumer Research*, (September 1978) 5, 89-95.
21. Michael H. Hansen and Charles B. Weinberg, "Store Choice and Location in a Competitive Market," *Journal of Retailing*, (1979) 55 (1), 37-46.
22. Lovelock, Christopher H. and Charles B. Weinberg, "Development and Utilization of the Diffusion Game," *Journal of Experiential Learning and Simulation*, (1979), 149-169.
23. Montgomery, David B. and Charles B. Weinberg, "Toward Strategic Intelligence Systems," *Journal of Marketing*, (Fall, 1979) 43 (4), 41-52.
24. Ryans, Adrian B. and Charles B. Weinberg, "Territory Sales Response," *Journal of Marketing Research*, (November, 1979) 16 (4), 453-465.
25. Strober, Myra H. and Charles B. Weinberg, "Strategies Used by Working and Non-Working Wives to Reduce Time Pressures," *Journal of Consumer Research*, (March 1980) 6, 338-348.
26. Freeland, James S. and Charles B. Weinberg, "S-Shaped Response Functions: Implications for Decision-Making," *Operational Research Quarterly*, (1980) 31, 1001-1007.
27. Currim, Imran S., Charles B. Weinberg, and Dick R. Wittink, "The Design of Subscription Programs for a Performing Arts Series: Issues in Applying Conjoint Analysis," *Journal of Consumer Research*, (June 1981) 8, 67-75.
28. Ryans, Adrian B. and Charles B. Weinberg, "Sales Force Management: Integrating Research Advances," *California Management Review*, (Fall 1981) 24, 75-89.
29. Weinberg, Charles B. and Doyle L. Weiss, "On the Econometric Measurement of the Duration of Advertising Effect on Sales," *Journal of Marketing Research*, (1982) 19(4), 585-591.
30. Weiss, Doyle L., Charles B. Weinberg, and Pierre M. Windal, "The Effects of Serial Correlation and Data Aggregation on Advertising Measurement," *Journal of Marketing Research*, (1983) 20 (3), 268-279.
31. Weinberg, Charles B. and Russell S. Winer, "Working Wives and Major Family Expenditures: Update and Replication," *Journal of Consumer Research*, (1983) 9 (3), 259-263.
32. Lovelock, Christopher H. and Charles B. Weinberg, "Retail Strategies for Nonprofit Organizations," *Journal of Retailing*, (1983) 59 (3) 93-115.
33. Gorn, Gerald J. and Charles B. Weinberg, "The Impact of Comparative Advertising on Perception and Attitude: Some Positive Findings," *Journal of Consumer Research*, (1984) 11(3), 719-727.

34. Weinberg, Charles B., "ARTS PLAN: Implementation, Evolution, and Usage," *Marketing Science*, (1986) 5 (2), 143-158.
35. Kanetkar, Vinay, Charles B. Weinberg, and Doyle L. Weiss, "Recovering Micro Parameters from Aggregate Data for the Koyck and Brand Loyal Models," *Journal of Marketing Research*, (1986) 23 (3), 298-304.
36. Weinberg, Charles B. and Doyle L. Weiss, "A Simpler Estimation Procedure for a Micromodeling Approach to the Advertising-Sales Relationship," *Marketing Science*, (1986) 5(3), 269-272
37. Kanetkar, Vinay, Charles B. Weinberg, and Doyle L. Weiss, "Estimating Parameters of the Autocorrelated Current Effects Model from Temporally Aggregated Data," *Journal of Marketing Research*, (1986), 23(4), 379-386.
38. Ryans, Adrian B. and Charles B. Weinberg, "Territory Sales Response Models: Stability Over Time," *Journal of Marketing Research*, (1987) 24(2), 229-233.
39. Claxton, John D., Mark B. Vandenbosch, and Charles B. Weinberg, "An Expert System Predevelopment Test for Assessment of Sales Territory Difficulty," *International Journal of Research in Marketing*, (1990) 7 (2-3), 203-215.
40. Gorn, Gerald J., David Tse, and Charles B. Weinberg, "The Impact of Free and Exaggerated Prices on Perceived Quality of Services," *Marketing Letters*, (1990) 2(2), 99-110.
41. Gallagher, Katherine and Charles B. Weinberg, "Coping with Success: Challenges for Nonprofit Marketing," *Sloan Management Review*, (1991) 31(1), 27-42.
42. Kanetkar, Vinay, Charles B. Weinberg, and Doyle L. Weiss, "Price Sensitivity and Television Advertising Exposures," *Marketing Science*, (1992), 11 (4), 359-371.
43. Vandenbosch, Mark B. and Charles B. Weinberg, "Setting the Strategic Direction in a Product Market Firm," *Journal of Business Research*, (1994) 31 (1-2), 117-132.
44. Vandenbosch, Mark B. and Charles B. Weinberg, "Product and Price Competition in a Two-Dimensional Vertical Differentiation Model," *Marketing Science*, (1995) 14 (2), 224-249.
45. Ang, Swee H., Gerald J. Gorn, and Charles B. Weinberg, "The Evaluation of Time-Dependent Credence Attributes," *Psychology & Marketing*, (1996)13 (1), 19-35.
46. Ansari, Asim, S. Siddarth and Charles B. Weinberg, "Pricing a Bundle of Products or Services: The Case of Nonprofits," *Journal of Marketing Research*, (1996) 33 (1), 86-93.
47. Gorn, Gerald J, Anne Lavack, Craig Pollack and Charles B. Weinberg, "An Experiment in Designing Effective Warning Labels," *Health Marketing Quarterly*, (1996), 14 (2), 43-62.
48. Krider, Robert E. and Charles B. Weinberg, "Spatial Competition and Bounded Rationality: Retailing at the Edge of Chaos," *Geographic Analysis*, (1997) 29 (1), 16-34.
49. Vandenbosch, Mark B. and Charles B. Weinberg, "A Value Analysis Model for Farm Equipment Manufacturers," *Agribusiness*, (1997) 13 (4), 409-421.
50. Dahl, Darren W., Gerald J. Gorn, and Charles B. Weinberg, "Condom-Carrying Behavior Among College Students," *American Journal of Public Health*, (1997), 87 (6), 1059-1060.
51. Weinberg, Charles B. and Chanthika Pornpitakpan, "Social Change and Marketing Management for Nonprofit Organizations," *Sasin Journal of Management*, (1997) 3 (1), 75-81.
52. Krider, Robert E. and Charles B. Weinberg, "Competitive Dynamics and the Introduction of New Products: The Motion Picture Timing Game," *Journal of Marketing Research*, (1998) 35 (1), 1-15.
53. Jededi, Kamil, Robert E. Krider and Charles B. Weinberg, "Clustering at the Movies," *Marketing Letters*, (1998) 9 (4), 393-405.
54. Dahl, Darren W., Gerald J. Gorn and Charles B. Weinberg, "The Impact of Embarrassment on Condom Purchase Behavior," *Canadian Journal of Public Health*, (1998) 89 (6), 368-370.
55. Ritchie, Robin, Sanjeev Swami and Charles B. Weinberg, "A Brand New World of Nonprofits," *International Journal of Nonprofit and Voluntary Sector Marketing*, (1999) 4 (1), 26-42.
56. Chang, Kwangpil, S. Siddarth and Charles B. Weinberg, "The Impact of Heterogeneity in Purchase Timing and Price Responsiveness on Estimates of Sticker Shock Effects," *Marketing Science*, 18, 2 (1999), 178-192.

57. Dahl, Darren W., Gerald J. Gorn and Charles B. Weinberg, "Encouraging Use of Coupons to Stimulate Condom Purchases," *American Journal of Public Health*, 89, 12 (1999), 1866-1869.
58. Swami, Sanjeev, J. Eliashberg, and Charles B. Weinberg, "SILVER SCREENER: A Modeling Approach to Movie Screen Management," *Marketing Science*, (1999) 18 (3), 352-372.
59. Krider, Robert E. and Charles B. Weinberg, "Product Perishability and Multistore Shopping," *Journal of Retailing and Consumer Services*, (2000) 7 (1), 1-18.
60. Lehmann, Donald and Charles B. Weinberg, "Sales via Sequential Distribution Channels," *Journal of Marketing* (2000) 64 (3), 18-33.
61. Eliashberg, Jehoshua, Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga, "Implementing and Evaluating SILVERSCREENER: A Marketing Management Support System for Movie Exhibitors," *Interfaces*, (2001) 37 (3), S108-127.
62. Swami, Sanjeev, Martin L. Puterman, and Charles B. Weinberg, "Play It Again Sam? Optimal Replacement Policies for A Motion Picture Exhibitor," *Manufacturing and Service Operations Management* (2001) 3 (4), 369-386.
63. Liu, Yong and Charles B. Weinberg, "Are Nonprofits 'Unfair' Competition for Businesses? An Analytical Approach" *Journal of Public Policy & Marketing*, (2004) 23(1), 65-79.
64. Liu, Yong, Daniel S. Putler, and Charles B. Weinberg, "Is Having More Channels Really Better? A Model of Competition Among Commercial Television Broadcasters," *Marketing Science*, (2004) 23 (1), 120-133.
65. Krug, Kersti and Charles B. Weinberg, "Mission, Money, Merit: Strategic Decision-Making by Nonprofit Managers," *Nonprofit Management & Leadership*, (2004) 14 (2), 325-342.
66. Dahl, Darren W., Peter R. Darke, Gerald J. Gorn, and Charles B. Weinberg, "Promiscuous or Confident? Attributions Made Toward Condom Purchases," *Journal of Applied Social Psychology*, (2005) 35(4), 869-887.
67. Krider, Robert, Tieshan Li, Yong Liu and Charles B. Weinberg, "Towards Solving the Lead/Lag Puzzle," *Marketing Science*, (2005) 24(4), 635-645.
68. Moore, Sarah, Darren W. Dahl, Gerald J. Gorn and Charles B. Weinberg, "Coping with Condom Embarrassment," *Journal of Psychology, Health & Medicine* (2006) 11(1), 70-79.
69. Liu, Yong, Daniel S. Putler and Charles B. Weinberg, "Competition in Television Broadcasting: Effects on Viewers," *Journal of Cultural Economics* (2006), 30(2), 127-140.
70. Liu, Yong, Daniel S. Putler, and Charles B. Weinberg, "Reply to 'Commentary on Is Having More Channels Really Better? A Model of Competition among Commercial Television Broadcasters,'" *Marketing Science*, (2006) 25(5), 543-546.
71. Eliashberg, J., S. Swami, C. Weinberg and B. Wierenga "Globally Distributed R&D Work in a Marketing Management Support Systems (MMSS) Environment: A Knowledge Management Perspective," *Journal of Advances in Management Research* (2008) 5(1), 7-20.
72. Raut, Sumit, Sanjeev Swami, Eunkyu Lee, and Charles B. Weinberg, "How Complex Do Movie Contracts Need to Be?" *Marketing Science*, (2008) 27(4), 627-641.
73. Krider, Robert E., Tieshan Li, Yong, Liu, and Charles B. Weinberg, "Demand and Distribution Relationships in the Ready-to-Drink Iced Tea Market: A Graphical Approach." *Marketing Letters*, (2008) 19(1), 1-12.
74. Moore, Sarah, Darren W. Dahl, Gerald J. Gorn, Charles B. Weinberg, Jongown Park, and Yuwei Jiang, "Condom Embarrassment: Coping and Consequences for Condom Use in Three Countries," *AIDS Care* (2008) 20 (5), 553-559.
75. Eliashberg, Jehoshua, Quintus Hegie, Jason Ho, Dennis Huisman, Steven J. Miller, Sanjeev Swami, Charles B. Weinberg, and Berend Wierenga, "Demand-Driven Scheduling of Movies in a Multiplex," *International Journal of Research in Marketing*, (2009) 26 (2), 75-88
76. Eliashberg, J., S. Swami, C. Weinberg, and B. Wierenga, "An Evolutionary Approach to the Development of a Decision Support System for the Movie Industry", *Decision Support Systems* (2009) 47 (1), 1-12.
77. Ho, Jason Y. C., Tirtha Dhar, and Charles B. Weinberg, "Playoff Payoff: Super Bowl Advertising for Movies", *International Journal of Research in Marketing* (2009) 26 (3), 168-179.

78. Ho, Jason Y. C. and Charles B. Weinberg, "The Demand Side of Movie Piracy," *Journal of Consumer Marketing* (2011) 28 (4). 252-260..
79. Dhar, Tirtha, Guanghui Sun, and Charles B. Weinberg, "The Long Term Box Office Performance of Sequel Movies", *Marketing Letters* (2012) 23(1), 13-30.
80. Zeng, Xiaohua, Srabana Dasgupta and Charles B. Weinberg "How Good Are You at Getting a Lower Price?: A Field Study of the US Automobile Market", *Journal of Consumer Policy* (2012) 35, 255-271.
81. Gemser, Gerda, Mark Leenders, and Charles B Weinberg, "More Effective Assessment of Market Performance in Later Stages of the Product Development Process: The Case of the Motion Picture Industry," *Marketing Letters* (2012) 23(4), 1019-1031.
82. Chen, X., Chen, Y., and Weinberg, C., "Learning about Movies: An Empirical Analysis of the Platform Release Strategy" *Journal of Cultural Economics* (2013).
83. Van Dolen, W., Ma, L., and Weinberg, C., "The Influence of Unemployment and Divorce Rate on Child Help-Seeking Behavior about Violence, Relationships and Other Issues" (2013), *Child Abuse & Neglect*.
84. Zeng, X., Dasgupta, S., and Weinberg, C., "Competitive Implications of a No Haggle Price Policy" *International Journal of Research in Marketing* (2014) 31 (4), 434-443.
85. Dhar, Tirtha and Weinberg, Charles B., "Interactive Effects in Marketing Models" (2016), *International Journal of Research in Marketing* 33(2), 392-408.
86. Zeng, X., Dasgupta, S., and Weinberg, C., "Effects of a 'No Haggle' Internet Channel on Marketing Strategies" (2016) *International Journal of Research in Marketing* 33(4), 907-923.
87. Van Dolen, W. and Weinberg, C., "Child Helplines: How Social Support and Controllability Influence Service Quality and Well-Being" (2017). *Journal of Services Marketing*
88. Mehta, R., Demmers, J., van Dolen, W., and Weinberg, C., "When Red Means Go: The Non-Normative Effects of the Color Red," (2017), *Journal of Consumer Psychology*. 27(1), 91-97)
89. Ho, J., Liang, Y., Weinberg, C. and Yan, J., "Uniform and Differential Pricing in the Movie Industry: An Empirical Analysis, " (2018), *Journal of Marketing Research* 55 (3) 414–431.
90. Soleymanian, M., Zhu, T., and Weinberg, C., "Sensor Data and Behavioral Tracking: Does Usage-Based Auto Insurance Benefit Drivers?" (2019), *Marketing Science*, 38(1), 21-43.
91. Huang, Z., Liang, Y., Weinberg, C., and Gorn, G. "Sleepy Consumers and Variety Seeking," (2019) *Journal of Marketing Research* 56(2), 179-196.
92. Van Dolen, W. and Weinberg, C., "An Empirical Investigation of Factors Affecting Perceived Quality and Well- Being of Children Using an Online Child Helpline" (2019) *International Journal of Environmental Research and Public Health*, 19 (June).
93. Weinberg, C., Otten, C., Orbach, B., McKenzie, J., Gil, R., Chisolm, D., and Basuroy, S. "Technological Change and Managerial Challenges in the Cinema Exhibition Industry." *Journal of Cultural Economics* (forthcoming)
94. Kackovic, M., Bun, M., Weinberg, Ebbers, J., C. and Wijnberg, N. (2019) "The Effects of Source Credibility on Sales Performance: A Study of Corporate Art Collectors," *International Journal of Research in Marketing*, (forthcoming).

## Books

### Authored

1. Arbury, James, et al. (co-author), *A New Approach to Physical Distribution*, American Management Association, New York, 1967.
2. Day, George S., Gerald J. Eskin, David B. Montgomery, and Charles B. Weinberg, *Cases in Computer and Model Assisted Marketing: Planning*, Hewlett-Packard, Cupertino, California, 1973. Reprinted, 1977.
3. Lovelock, Christopher H. and Charles B. Weinberg, *Cases in Public and Nonprofit Marketing*, The Scientific Press, Palo Alto, California, 1977.
4. Lovelock, Christopher H. and Charles B. Weinberg, *Public & Nonprofit Marketing*, John Wiley & Sons, New York, 1984. *Second edition*, The Scientific Press, San Francisco, 1989. *Japanese edition*, 1991
5. Lovelock, Christopher H. and Charles B. Weinberg, *Public & Nonprofit Marketing: Cases and Readings*, John Wiley & Sons, New York, 1984. *Second edition*, The Scientific Press, San Francisco, 1990.
6. Lovelock, Christopher H. and Charles B. Weinberg, *Marketing Challenges: Cases and Exercises*, McGraw-Hill, New York, 1985. *Second edition*, 1989. *Third edition*, 1993. *Electronic edition*, 1993.
7. Weinberg, Charles B. and Gordon H.G. McDougall, *Canadian Marketing Cases*, McGraw-Hill Ryerson, -Toronto, 1988. *Second edition*, 1991, *Editor's Choice Edition*, 1997.
8. McDougall, Gordon H.G. and Charles B. Weinberg, *Basic Canadian Marketing Cases*, McGraw-Hill Ryerson, Toronto, 1992.
9. McDougall, Gordon H.G. and Charles B. Weinberg, *Canadian Marketing Cases*, Prentice - Hall, 2003
10. Krug, Kersti and Charles B. Weinberg, *Mission-Money-Merit: Using the Portfolio Approach to Drive Nonprofit Performance*, Now Publishers (Foundations and Trends in Marketing) (2012) Software (2014)

### Edited

1. Doyle, Peter M., Philip Law, Charles B. Weinberg, and Kenneth Simmonds, eds., *Analytical Marketing Management*, Harper & Row, London, 1974.
2. Weinberg, Charles B., Peter M. Doyle, Philip Law, and Kenneth Simmonds, eds., *Advertising Management*, Harper & Row, London, 1974.
3. Law, Philip, Charles B. Weinberg, Peter M. Doyle, and Kenneth Simmonds, eds., *Product Management*, Harper & Row, London, 1974.
4. Lovelock, Christopher H. and Charles B. Weinberg, eds., *Readings in Public and Nonprofit Marketing*, The Scientific Press, Palo Alto, California, 1978.
5. Murphy, Patrick E., et al. (co-editor), *1983 AMA Educators' Proceedings*, American Marketing Association, Chicago, 1983.
6. Lagarde, Francoise, Beverley Schwartz, and Charles B. Weinberg, eds., *Innovations in Social Marketing 1999* (Conference Proceedings), Montreal, Compact Disc.

### Chapters

1. Lovelock, Christopher H. and Charles B. Weinberg, "Public and Nonprofit Marketing Comes of Age," in G. Zaltman and T. Bonoma, eds., *Review of Marketing 1978*, American Marketing Association, Chicago, 1978.
2. Weinberg, Charles B., "Marketing Mix Decision Rules for Nonprofit Organizations," in J. Sheth, ed., *Research in Marketing*, Vol. 3, JAI Press, 1979.
3. Weinberg, Charles B., "Marketing Planning for the Arts Organization" in M.P. Mokwa, W.M. Dawson, and E.A. Prieve, eds. *Marketing the Arts*, Praeger, New York, 1980.



4. Porras, Jerry I. and Charles B. Weinberg, "A Framework for Analyzing the Ethics of Marketing Interventions" in M.P. Mokwa and S.E. Permut, eds., *Government Marketing*, Praeger, New York, 1981.
5. Weinberg, Charles B., "Marketing Models in Public and Nonprofit Organizations" in R. L. Schultz and A. A. Zoltners, eds., *Marketing Decision Models*, North Holland, 1981.
6. Lovelock, Christopher H. and Charles B. Weinberg, "Implementing a Product - Market Strategy: The Case of the U.S. Postal Service" in W.T. Stanbury and F. Thompson, eds., *Managing Public Enterprises*, Praeger, New York, 1982.
7. Lovelock, Christopher H. and Charles B. Weinberg, "The Role of Marketing in Improving Postal Service Effectiveness," in J. L. Fleischman, ed., *The Future of the Postal Service*, Praeger, New York, 1983.
8. Stanbury, William T., Gerald J. Gorn, and Charles B. Weinberg, "Federal Advertising Expenditures" in G.B. Doern, ed., *How Ottawa Spends: The Liberals, the Opposition & Federal Priorities*, James Lorimer & Co., Toronto, 1983.
9. Lovelock, Christopher H. and Charles B. Weinberg, "Planning and Implementing Marketing Programs in Nonprofit Organizations," in E. Skloot, ed., *The Nonprofit Entrepreneur*, New York, The Foundation Center, 1988.
10. Vandenbosch, Mark B. and Charles B. Weinberg, "Salesforce Operations," in J. Eliashberg and G. Lilien, eds. *Handbook in Operations Research and Management Science: Marketing*, Elsevier Publishing Co., 1993.
11. Dahl, Darren W., Gerald J. Gorn, and Charles B. Weinberg, "Marketing, Safer Sex, and Condom Acquisition," in Marvin Goldberg, Martin Fishbein and Susan Middlestadt, eds., *Social Marketing: Theoretical and Practical Perspectives*, Erlbaum and Associates, 1997.
12. Oster, Sharon M., Charles M. Gray, and Charles B. Weinberg, "Pricing in the Nonprofit Sector," in Denis R. Young, ed. *Effective Economic Decision-Making by Nonprofit Organizations*, The Foundation Center, 2004.
13. Weinberg, Charles B., "Profits Out of the Picture: Research Issues and Revenue Sources Beyond the North American Box Office," in Charles Moul, ed., *A Concise Handbook of Movie Industry Economics* (2005).
14. Eliashberg, Jehoshua, Charles B. Weinberg, and Sam K. Hui, "Decision Models in the Movie Industry," in B. Wierenga, ed. *Handbook of Marketing Decision Models*, Springer, 2008, 437-468.
15. Krug, Kersti and Charles B. Weinberg, "Marketing Strategies and Portfolio Analysis," in A. Sargeant and W. Wymer, eds., *The Routledge Companion to Nonprofit Marketing*, Routledge, 2008, 75-91.
16. Liu, Yong and Charles B. Weinberg, "Pricing for Nonprofits," in Vithala Rao, ed, *Handbook of Pricing Research in Marketing*, Elgar, 2009, 512-534.
17. Weinberg, Charles B. and H. H. Lee, "Social and Nonprofit Marketing: Issues in Marketing Beyond Business," in K. McCarthy, M. Fiolet, and W. Dolfsma, eds., *The Nature of the New Firm*, Elgar, 2011, 211-232.

#### **Papers in Published Conference Proceedings**

1. Lovelock, Christopher H. and Charles B. Weinberg, "Contrasting Private and Public Sector Marketing" in R. Curhan, ed., Proceedings of the 1974 Marketing Educators' Conference, (August, 1974), American Marketing Association, Chicago.
2. Day, George S., David B. Montgomery and Charles B. Weinberg, "New Tools for Teaching Marketing: Computer and Model Assisted Cases in Marketing," in Proceedings of the 1975 Marketing Educators' Conference, (August, 1975), American Marketing Association, Chicago.
3. Ryans, Adrian B. and Charles B. Weinberg, "Managerial Implications of Models of Territory Sales Response," in N. Beckwith et al., eds., Proceedings of the 1979 Marketing Educators' Conference, (August, 1979), American Marketing Association, Chicago.
4. Glaze, Thomas A. and Charles B. Weinberg, "A Sales Territory Alignment Program and Account Planning System," in R. Bagozzi, ed., *Sales Management: New Developments from Behavioral and Decision Model Research*, Marketing Science Institute, Cambridge, Mass., 1979.

5. Ryans, Adrian B. and Charles B. Weinberg, "Determinants of Sales Force Performance," in R. Bagozzi, ed., *Sales Management: New Developments from Behavioral and Decision Model Research*, Marketing Science Institute, Cambridge, Mass., 1979.
6. Montgomery, David B. and Charles B. Weinberg, "Strategic Intelligence Systems," in A. D. Shocker, ed., *Analytic Approaches to Product and Marketing Planning*, Marketing Science Institute, Cambridge, Mass., 1979.
7. Weinberg, Charles B., "A Marketing Perspective on a Study of American Book-Reading and Book-Buying Habits," in J.Y. Cole and C.S. Gold, eds., *Reading in America 1978*, Library of Congress, Washington, D.C. 1979.
8. Weinberg, Charles B., "Modeling the Marketing Mix Decision for Nonprofit Organizations," in R. P. Leone, ed., *Proceedings: Market Measurement and Analysis Conference*, (March 13-15, 1980).
9. Kanetkar, Vinay, Charles B. Weinberg, and Doyle L. Weiss, "Consumer Price Promotions and Television Ad Exposures," *Proceedings of the Advertising Research Foundation's Single Source Pilot Project Analysis Seminar*, (September 1989).
10. Weinberg, Charles B., "Marketing Models Improve Picture Profits: It's About Time," *Business and Economics Scholars Workshop in Motion Picture Industry Studies* (Florida Atlantic University, October 2000), 87-102.
11. Sanjeev Swami, Eunhyu Lee, and Charles B. Weinberg, "Channel Contracts in the Movie Industry: Show Me the Money", *Business and Economics Scholars Workshop in Motion Picture Industry Studies* (Florida Atlantic University, September 2003), 65-76
12. Ho, Jason Y. C., Tirtha Dhar, and Charles B. Weinberg, "Effects of Pre-launch Advertising: Why advertise when you have no product to sell?" *Business and Economics Scholars Workshop in Motion Picture Industry Studies* (Florida Atlantic University)
13. Raut, Sumit, Sanjeev Swami, Eunhyu Lee, and Charles B. Weinberg (2004), "Contract Design In Complex Supply Chains Using Genetic Algorithm and Game Theoretic Approaches," in *Logistics and Global Outsourcing*, Editors: Kulwant S. Pawar, Chandra S. Lalwani, Janat Shah, Center for Concurrent Enterprise, University of Nottingham, UK, (ISBN 0-85358-129-0).
14. Gorn, Gerald J. and Charles B. Weinberg, "Comparative Advertising: Some Positive Results" in *Proceedings: Association for Consumer Research*, (October, 1982).
15. Weinberg, Charles B., "Pricing Formerly Free Services: A Preliminary Report," in M.S. Moyer, ed., *Managing Voluntary Organizations*, Proceedings of a Conference, York University, 1983.
16. Weinberg, Charles B. and Christopher H. Lovelock, "Pricing and Profits in Subscription Service Marketing: An Analytical Approach to Customer Valuation," *Proceedings of the 1985 American Marketing Association Services Marketing Conference*, (September, 1985) American Marketing Association, Chicago.
17. Ang, Swee Hoon, Charles B. Weinberg, and Siew Meng Leong, "Award-Winning Articles: Characteristics and Consequences." *Proceedings of the 1991 American Marketing Association Educators Conference*, (August 1991), American Marketing Association, Chicago.
18. Dahl, Darren W., Gerald J. Gorn, and Charles B. Weinberg, "Condoms, Coupons, and Consumers," *Behavioral Perspectives on Pricing Conference Summary*, Marketing Science Institute, 1995.
19. Weinberg, Charles B. and Robin J. Ritchie, "Cooperation, Competition and Social Marketing," *Innovations in Social Marketing Conference*, (July 1999), reprinted in *Social Marketing Quarterly*, 5(3), 117-126.
20. Ritchie, Robin J. and Charles B. Weinberg, "A Typology of Nonprofit Competition: Insights for Social Marketing," *Innovations in Social Marketing Conference* (July 2000), reprinted in *Social Marketing Quarterly*, 6 (3), 64-71.
21. Krug, Kersti and Charles B. Weinberg, "Mission, Money, and Quality," *Innovation in Social Marketing Conference* (June 2001), reprinted in *Social Marketing Quarterly* 7(3), 34-39.
22. Ho, Jason Y. C., Charles B. Weinberg, and Christina Kan, "What Do Pirates Want? An Empirical Study of Price, Promptness, and Proper Behavior," in *ASAC 2007 Proceedings*, 159-169.

### **Commentaries and Other Non-Refereed Publications**

1. Weinberg, Charles B. "The Effect of Advertising: Carryover is Important," *Journal of Advertising Research*, (1975) 15 (3), 41-42.
2. Weinberg, Charles B., "Building a Marketing Plan for the Performing Arts," *Association of College, University, and Community Arts Administrators Bulletin*, (May, 1977).
3. Weinberg, Charles B. and Henry C. Lucas, "Semlow's Results are Based on a Spurious Relationship," *Journal of Marketing*, (April, 1977).
4. Weinberg, Charles B., "New Government Programs: The Need for a Marketing Management Approach," *Forum*, (Fall 1977).
5. Weinberg, Charles B., "On Modeling for Library Collections Management," (Comment) *Management Science*, (March, 1983).
6. Ryans, Adrian B. and Charles B. Weinberg, "Improving Productivity in the Sales Force -- Learning from Our Own Experience," *Business Quarterly*, (Spring 1984).
7. Weinberg, Charles B., "Research and the Motion Picture Industry," (invited commentary), *Marketing Science* (2006)
8. Eliashberg, J., Hennig-Thurau, T., Weinberg, C., and Wierenga, B., "Of Video Games, Music, Movies, and Celebrities," (editorial by the guest co-editors introducing the special issue on The Entertainment Industry), *International Journal of Research in Marketing* (2016), 33(2),241-243.
9. Weinberg, Charles B., "When Creating Campaigns, Think of Your Sleepy Consumers," *Adweek* (June 8, 2019).

### **Selected Papers in Progress**

1. Ghotbi, S., Dhar, T., and Weinberg, C. "Do Individuals Consume More Calorie in a Meal with a Diet vs. Regular Soft Drink? An Empirical Investigation using Large Scale Field Data s."
2. Ghotbi, S., Dhar, T., Weinberg, C., and Zhu, T. "Restaurant Diners' Reaction to Incidents of Mad Cow Disease at Nationally Branded vs. Locally Owned Restaurants."
3. Ho, J., Weinberg, C., and Wu, C., "Act Global, Protect Local: Hollywood Movies in China."
4. Liang, Sky, Xinlei (Jack) Chen, Charles Weinberg, Xiaohua Zeng, Cheng Zhang (2019), "Economic Design in the Virtual World: the Fee Structure in the Player to Player (P2P) Trading Market in Online Video Games"
5. Soleymanian, M., Zhu, T., and Weinberg, C., "Threats to Privacy versus Saving Money: A Multi-Period Panel Study of Consumer Choices in the Automobile Insurance Industry".
6. Soleymanian, M., Zhu, T., and Weinberg, C., "UBI and Choice at Renewal".
7. Wang, Q., Wu, C., and Weinberg, C. "Demand Estimation with Large Product Sets: Using Machine Learning to Reduce Estimation Bias."
8. Wu, C., Weinberg, C., and Ho, J. "Act Global, Protect Local: Hollywood Movies in China."

### **Cases and Other Teaching Materials:**

Castle Coffee (A) and (B)  
Sierra Club Publishing Division (A) and (B)  
Golden Gate Corridor Bus Priority System  
The Lively Arts at Hanson, I and II  
Water Conservation in Palo Alto  
Ethical Dilemmas in Marketing Research  
American Conservatory Theatre  
Fraser Company  
Cascade Foods

Knowles Pharmaceutical Products  
 Vancouver Public Aquarium  
 Jefferson State Lottery (A) & (B)  
 Vancouver Symphony Orchestra  
 B.C. Packers Limited  
 Ross Pacific  
 Vancouver YMCA  
 Hotel Naramata  
 Condomania: Marketing Safer Sex  
 Hollywood Rebel Studios

**Personal Computer Disks:**

1. Weinberg, Charles B., Christopher H. Lovelock, and Molly Lovelock, *The Diffusion Game*, CONDUIT, Iowa City, 1981.
2. Lovelock, Christopher H. and Charles B. Weinberg, *Marketing Challenges: Computer Assisted Cases and Exercises*, McGraw-Hill, New York, 1985.
3. Claxton, John D. and Charles B. Weinberg, *Canadian Marketing: Computer Assisted Cases and Exercises*, McGraw-Hill Ryerson, Toronto, 1988.
4. Claxton, John D. and Charles B. Weinberg, *Marketing Challenges: Computer Assisted Cases and Exercises, second edition*, McGraw-Hill, New York, 1989.
5. Krider, Robert E. and Charles B. Weinberg, *Marketing Challenges: Computer Assisted Cases and Exercises, third edition*, McGraw-Hill, New York, 1994.

**Courses Taught Since 2000**

|          |   |                             |
|----------|---|-----------------------------|
| COMM 660 | Marketing Decision Models (Ph.D.)                     | 2000-2015 (alternate years) |
| BAMA 500 | Marketing Management (International MBA)              | 2002 – 2008                 |
| EMBA 561 | Strategic Marketing for Health Care Management (EMBA) | 2009, 2010, 2011            |
| BAMA 500 | Marketing Management (Part-time MBA)                  | 2004- 2007                  |
| BASM 511 | Strategic Management of Services (MBA)                | 2000-2004                   |
| COMM 363 | Marketing Analysis (Undergraduate)                    | 2005                        |
| COMM 460 | Social and Nonprofit Marketing (Undergraduate)        | 2009-2015                   |

**PhD Students Supervised, Affiliation, and Year of Graduation**

|                      |                                  |      |
|----------------------|----------------------------------|------|
| Soleymanian, Miremad | Simon Fraser University          | 2019 |
| Liang, Yitian (Sky)  | Tsing Hua University             | 2017 |
| Ghotbi, Sina         | Amazon                           | 2015 |
| Zeng, Xiaohua        | City University of Hong Kong     | 2008 |
| Li, Tieshan          | Concordia University             | 2007 |
| Ho, Jason            | Simon Fraser University          | 2005 |
| Lee, Freddy          | California State University      | 2004 |
| Liu, Yong            | University of Arizona            | 2002 |
| Swami, Sanjeev       | DEI University (India)           | 1998 |
| Chang, Kwangpil      | Korea University                 | 1998 |
| Lavack, Anne         | Kwantlan Polytechnic University  | 1997 |
| Krider, Robert       | Simon Fraser University          | 1993 |
| Vandenbosch, Mark    | University of Western Ontario    | 1992 |
| Ang, Swee Hoon       | National University of Singapore | 1991 |
| Kanetkar, Vinay      | University of Guelph             | 1989 |

## **Service (Selected Activities)**

### **Editorial Review Board**

Editor, *Marketing Letters*, (2000-2006), Policy Board (2006 – present)  
Guest Co-Editor, *International Journal of Research in Marketing*, Special Issue on the Entertainment Industry, (2014-2016)  
Honorary Area Editor, *Marketing Science* (2001-present)  
Area Editor, *Marketing Science*, (1994-2001)  
Editorial Board, *Journal of Marketing*, (1978-1983)  
Editorial Board, *Marketing Science*, (1980-2009)  
Editorial Board, *Journal of Consumer Research*, (1982-1989)  
Editorial Board, *Canadian Journal of Administrative Studies*, (1991-1994)  
Editorial Board, *Marketing Management*, (1991- 2001)  
Editorial Board, *Journal of Business Research*, (1993-1996)  
Editorial Board, *Journal of Voluntary Sector Management*, (1996-present)

### **Community Service**

Board of Directors, Terminal City Dance Company (1980-1982)  
Board of Directors, Vancouver Jewish Community Centre (1981-1987)  
Board of Directors, Congregation Beth Israel (1986-1988)  
Board of Directors and Vice-President for Marketing, Vancouver Symphony Orchestra (1986-1988)  
Board of Directors, Community Hebrew Education Council (1989-1991)  
Jewish Federation of Greater Vancouver, University Division Chair (1987-1989), Vice-Chair for Marketing (1989, 1993-1997)  
Advocacy Committee, BC Heart and Stroke Foundation (1995-1999)  
Board of Directors, Jewish Family Services Association (1997-2001)

### **University Service**

Division Chair (1980-1985), (1995-2004, 2005-2007)  
External Examiner, Chinese University of Hong Kong, 1990  
Faculty of Commerce Dean's Search Committee (1991, 1995-1998)  
Faculty of Commerce Resources Committee (1993)  
Ph.D. Committee  
Academic Advisory Committee  
University Teaching and Learning Enhancement Committee (1993-94)  
University Graduate Council (1997-2000)  
Graduate Council and Scholarship Committee (1998-2000)  
Chair, Awards and Performance Advisory Committee (1998-2001)  
Recruiting Chair – Marketing (2005-2006)  
Appointment, Promotion, and Tenure Committee (Full and Associate) (2003-2008, 2010)  
Chair, Salary Supplement Committee (2004)  
Chair, Pollay Prize Committee (2005-2008, 2010, 2012-2014)

### **Service (Professional Societies)**

Chair, Empirical & Theoretical (ET) Symposium/Canadian Marketing Strategy Symposium (2019)  
Chair, INFORMS Marketing Science Conference (2008)

Chair, Innovations in Social Marketing Conference (2000)

Chair, Marketing Track, 1989 ORSA/TIMS Spring Meeting

Chair, Research Methodology Track, 1983 Marketing Educators' Conference, American Marketing Association

Chair, Marketing Management Track, 1975 Marketing Educators' Conference, American Marketing Association

Secretary-Treasurer, College of Marketing, TIMS (1975-76)