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## **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





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



