

# Pallavi Chitturi

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Professor Research Trk, Statistical Science

## Address

Statistical Science Department  
Temple University  
1810 North 13th Street  
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## Overview

Pallavi Chitturi is a Professor in the Department of Statistical Science and Director of the Center for Statistical Analysis. Dr. Chitturi teaches statistics courses at The Fox School of Business and for the EMBA and EDBA programs. She has taught for the Study Abroad Program at Temple University – Rome.

Dr. Chitturi's research interests are in the areas of choice based conjoint analysis, experimental design, and quality assurance. Dr. Chitturi has made several research presentations at national and international conferences and has published articles in statistics and quality management journals. Dr. Chitturi has successfully supervised Ph.D. dissertations and published a book titled 'Choice Based Conjoint Analysis – Models and Designs'.

Dr. Chitturi is a recipient of the Musser Award for Excellence in Teaching, the Lindback Distinguished Teaching Award, the Andrisani-Frank Undergraduate Teaching Award, and the Crystal Apple Teaching Award. She was named a Dean's Teaching Fellow for innovation in teaching and excellence in the classroom. Dr. Chitturi was awarded 3 grants from the U.S. Navy's Naval Logistics Readiness Research Center and one grant from the Office of The Vice-Provost for Research at Temple University.

## Experience

### Academic Appointments

Professor, Statistical Science, Temple University	2016-present
Director, Center for Statistical Analysis, Temple University, Philadelphia	2011-present
Associate Professor, Temple University, Philadelphia	2010-present
Assistant Professor, Temple University, Tokyo	2004
Assistant Professor, Temple University, Philadelphia	2003-2010
Lecturer, University of Texas	2001-2003

## Education

### Degrees

PhD Statistics, University of Texas at Austin. Thesis: "Optimal Experimental Design"  
MS Statistics, University of Texas at Austin, Austin  
BA Statistics, University of Delhi, New Delhi

## Teaching

### Temple University

STAT 1001, Quantitative Methods for Business I  
STAT 1102, Quantitative Methods for Business II, Large Section (250 students)  
STAT 2103, Statistical Business Analytics, Large Section (250 students)  
STAT 2523, Experimental Design and Quality Control, Statistics Minor  
STAT 5801, Statistical Analysis for Management, EMBA Philadelphia & Colombia  
STAT 800, Statistical Analysis for Management, EMBA Tokyo, Japan  
STAT 8107, Design and Analysis of Experiments, Graduate Level Course  
BA 9813, Problem Solving using Quantitative Research Methods, EDBA Program

## **Awards & Distinctions**

Musser Award for Excellence in Teaching, *The Musser Award for Excellence in Teaching is the highest teaching award given at the Fox School of Business* (2016)

Faculty of the Year Award, Executive DBA program (2016)

Lindback Award for Distinguished Teaching (2015)

Crystal Apple Award for Excellence in Teaching, Fox School (2015)

Provost's Teaching Academy, Temple University (2014)

Provost's Leadership Academy, Temple University (2013)

Founding member of the Provost's Undergraduate Mentors - recognition for exceptional level of support, energy and commitment to student mentoring (2013)

Teachers' Roundtable, Center for Innovation in Teaching and Learning, Fox School of Business (Fall 2009 – present)

Andrisani-Frank Teaching Award, Fox School of Business and Management. (2008).

Crystal Apple Award for Excellence in Undergraduate Teaching, Fox School (2008).

Dean's Teaching Fellow, Center for Innovation in Teaching and Learning. (2006, 2007).

Merit Awards, The Fox School of Business (2005 – present).

## **Doctoral Supervision**

### **Dissertation Committee Chair:**

1. Jing Chen (graduated 2011), "Choice experiments for estimating main effects and interactions".
2. Aili Cheng (graduated 2012), "Confidence Region for Optimal Controllable Variables for the Robust Parameter Design Problem".
3. Ke Huang (graduated 2015), "Optimal Reduced Size Choice Sets with Overlapping Attributes"
4. Jing Xiao (graduated January 2016), "Some Results on the Optimality of Choice Sets for 2<sup>n</sup> and 3<sup>n</sup> Factorial Designs"
5. Gunes Alkan (current), "Causal Inference in Choice Based Conjoint Analysis".

### **Dissertation Committee Member:**

1. Jun Cao (2009), "A Random-Linear-Extension Test Based on Classic Nonparametric Procedures".
2. Xiaohua Shu (2011), "Block Designs Under Auto-correlated Errors".
3. Shu Li (2011), "Determining the Cutoff Based on a Continuous Variable to Define Two Populations".
4. Alicia Strandberg (2012), "A Nonparametric Test for Deviations from Randomness."
5. Ying Su (2012), "Designs for Testing Lack of Fit for a Class of Sigmoid Curve Models".
6. Kathleen Campbell (2014), "Extension of Kendall's  $\tau$  using Rank-Adapted SVD to Identify Correlation and Factions Among Rankers and Equivalence Classes Among Ranked Elements"
7. Yanyan Li (2014), "Adding Extra Points to Test Lack of Fit in Minimal Mixture Experiments".
8. Bu Hyoung Lee (2016), "The Use of Temporally Aggregated Data on Detecting a Structural Change of a Time Series Process."
9. Elizabeth Gilbert (2016) "The Validity of Summary Comorbidity Measures."
10. Lauren Nicole Spirko (2016) "Methods to handle non-proportional hazards in survival analysis".
11. Yongxu Zhang (2017) "On Two New Estimators for the CMS through Extensions of OLS".
12. Ahmad Alothman (current) "Model-Free Variable Selection for Two Groups of Variables".

### **Executive Doctorate in Business Administration:**

13. Ofra Shoham Bazel (2017) "Gender Effects on Firm Capital Structure".
14. Jerry Miller (2017) "The Effect of Distance Decay: A Study of Automotive Retailing"
15. John Alarcon (2018) "Emerging Capabilities and Firm Performance in the Cloud Computing Environment"
16. Kevin Mahoney (2018) "The Rise of Medical Consumerism, Self-Triage and the Impact on Healthcare"
17. Christos Kelepouris (2019) "The Strategic or not-so Strategic Evolution of Franchise Ownership Patterns"
18. Dori Shae Taylor (2019) "The Role of Social Media in B2B CEO Thought Leadership"
19. Lis Barbaccio (2019) "Understanding Literacy in Insurance Purchasing & Benefit Consumption"

## **Department of Electrical and Computer Engineering:**

20. Silvia Lopez (2017) "Automatic identification of abnormal EEGs".

21. Vinit Shah (current) "Improving Seizure Detection Performance Using Artifact Reduction".

## **Research**

### **Books**

Raghavarao, D., Wiley, J. B., Chitturi, P. (2010). *Choice-based Conjoint Analysis Models and Designs*. Chapman & Hall Publishers, Boca Raton.

### **Book Chapters**

Chitturi, Pallavi and Susan M. Mudambi (2018), "Building Brand Value in Business Markets," in B-to-B Marketnfuhrung: Grundlagen, Konzepte und Best Practices [B-to-B Brand Management: Fundamentals, Concepts, and Best Practices], 2nd edition, edited by Carsten Baumgarth. Springer.

Mudambi, S., Chitturi, P. (2009). In C. Baumgarth (Ed.), *B-to-B Brand Management: Fundamentals, Concepts, and Best Practices*, 'Building Brand Value in Business Markets', Gabler-Verlag, Istanbul.

### **Journal Articles**

Chitturi, P., Mudambi, S., Peng, Y. 'Doctorates in Business Administration: Effective Communication Strategies' (working paper).

Chitturi, P., Carides, A. Experimental Design Issues in Choice Based Conjoint Methods applied to Patient Choice in Healthcare. Submitted, Under Review.

Xiao, J., Chitturi, P. (2017). Some Results on the Optimality of Choice Sets for  $2^n$  and  $3^n$  Factorial Experiments. *Sankhya B*. <https://doi.org/10.1007/s13571-017-0146-x>

Chitturi, R., Chitturi, P. (2016). Aesthetics versus Functionality: Assessing Relative Customer Preference. *NMIMS Management Review*. Volume XXIX, ISSN:0971-1023

Chitturi, P. (Co-authored with Adiga, R., Ozdemir, A., Carides, A., Wasilewski, M., Yen, W., Ellis, R., Langford, D.) (2014). Changes in PINCH and hpTau levels in the CSF of HIV patients correlate with CD4 count. *Journal of NeuroVirology*. Aug 2014, Volume 20, Issue 4, pp 371-379.

Chen, J., Chitturi, P. (2012). Choice Experiments for Estimating Main Effects and Two Factor Interactions. *Journal of Statistical Planning and Inference*. Vol. 142, Issue 2, 390 – 396.

Cheng, A., Peterson, J., Chitturi, P. (2011). A Confidence Region for Zero-Gradient Solutions for Robust Parameter Design Experiments. *International Journal of Quality, Statistics, and Reliability*. Vol. 2011, 11 pages.

Chitturi, R., Chitturi, P., Raghavarao, D. (2010). Design for Synergy with Brand or Price Information. *Psychology and Marketing*. Vol. 27, Issue 7, 679-697.

Chitturi, P., Gershon, M., Chen, J., Boyarski, J. (2010). Identification and Classification of Intermittent Demand Patterns. *International Journal of Productivity and Quality Management*, Vol. 6, Issue 3, 304-317.

Chitturi, P. (2009). Choice Based Conjoint Analysis of Quality of Life Attributes. *The Journal of Human Resource and Adult Learning*, Vol. 5, Num.1.

Chitturi, P.; John, P.W.M. (2002) Nesting Optimal Main Effects Plans and Optimal Foldover Designs. *Communications in Statistics - Theory and Methods*, Vol.31, Number 10, 1777 - 1793.

### **Book Reviews**

Chitturi, P. (2013). Book review of "Design and Analysis of Experiments in the Health Sciences", First Edition, by Gerald Van Belle and Kathleen F. Kerr, John Wiley & Sons. *Journal of Biopharmaceutical Statistics*, Vol 23(4).

Chitturi, P. (2008). Book Review of "Introduction to Business Statistics" (6th ed) *American Statistician*. Vol. 62, 269.

## Conference Proceedings and Technical Reports

Rothenbaum, D., Martin, D., Chitturi, P., Spirko, L. (2015) *Afghanistan National Drug Use Survey*. Technical Report.

Martin, D., Chitturi, P., Spirko, L. Rothenbaum, D., (2014) *Afghanistan Treatment Center Study: Children's Hair, Oral Fluid, and Urine Drug Testing*. Technical Report.

Rothenbaum, D., Martin, D., Chitturi, P. (2012) *Afghanistan National Urban Drug Use Survey*. Technical Report.

Chitturi, P., Gershon, M., Chen, J., Boyarski, J. (2008). *Identification and Classification of Intermittent Demand Patterns*. American Statistical Association Proceedings.

Chitturi, P., Chen, J. (2008). *Choice Experiments for Estimating Main Effects and Two-Factor Interactions Inclusive of One Factor*. American Statistical Association Proceedings.

## Presentations

Chitturi, P. "Optimal Discrete Choice Experiments for Investigating Consumer Preferences". Yau Mathematical Sciences Center, Tsinghua University, Beijing, China. (June 2019).

Chitturi, P. "Communicating the Differences between PhD and Executive Doctorate Programs". Panel Chair, at the Engaged Management Scholarship Conference, Temple University. (September 2018).

Chitturi P. "Experimental design issues in choice based conjoint applied to patient choice in healthcare" at the Joint Statistical Meetings, Vancouver, BC. (July 2018).

Chitturi P. "Optimality of consecutive and non-consecutive choice sets in discrete choice experiments" at the School of Mathematics and Statistics, University of Hyderabad. (May 2018).

Chitturi, P. "Choice based conjoint analysis and its application to study interdependent privacy valuation" at the C. R. Rao Advanced Institute of Mathematics, Statistics and Computer Science, Hyderabad. (May 2018).

Chitturi, P. "Predicting Consumer Choice Using Choice Based Conjoint Analysis," Workshop at the Association for Consumer Research - Latin America Conference, Santiago de Cali, Colombia. (July 2017).

Chitturi, P., Casper, S., Haak, D. "The Opportunities and Challenges of Launching and Operating a DBA Program in Another Country" Panel presentation at the Engaged Management Scholarship Conference at Dauphine University, Paris. (September 2016).

Chitturi, P. (Presenter). "Information per Profile of Reduced Size Pareto Optimal Choice Sets". Invited presentation at the Department of Statistics, Osmania University, Hyderabad. (June 2016).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis: Models & Designs", Pontificia Universidad Javeriana - Cali, Colombia. (June 2015).

Chitturi, P. (Presenter), "Optimal Reduced Size Choice Sets with Overlapping Attributes" International Conference on Advances in Interdisciplinary Statistics and Combinatorics, UNC Greensboro. (October 2014).

Chitturi, P. (Presenter), "Some Results on the Optimality of Reduced Size Choice Sets." C R Rao Advanced Institute of Mathematics, Statistics and Computer Science, Hyderabad, India. (July 2014).

Chitturi, P. (Presenter), Huang, K., "Optimality of Reduced Choice Set Sizes for Factorial Plans," Joint Statistical Meetings, American Statistical Association, Montreal, Canada. (August 2013).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis with Applications in Healthcare" Fox Chase Cancer Center, Philadelphia. (December 7, 2012).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis in Healthcare" Temple University School of Medicine Endocrine Grand Rounds, Philadelphia. (May 10, 2012).

Chitturi, P. (Presenter), "Choice Based Conjoint Analysis". Half-day workshop organized by the Center for Statistical Analysis. Temple University, Philadelphia. (April 26, 2012).

Chitturi, P. (Presenter), "The Parameter Design Approach to Quality Assurance" Temple University College of Engineering ECE seminar series, Philadelphia. (December 2011).

Chitturi, P. (Presenter), Chen, J., "Reducing Choice Set Sizes for Factorial Plans," Joint Statistical Meetings, American Statistical Association, Vancouver, BC, Canada. (August 2010).

Chitturi, P. (Presenter), Raghavarao, D., Chitturi, R., "Estimating the Tradeoff Exchange Rate in Conjoint Analysis: An Application of Fieller's Theorem," Joint Statistical Meetings, American Statistical Association, Washington, DC. (August 2009).

Chitturi, P., Gershon, M., Chen, J. (Presenter), "The Identification and Classification of Intermittent Demand Patterns," Joint Statistical Meetings, American Statistical Association, Denver, CO. (August, 2008).

Chitturi, P. (Presenter), Chen, J., "Strategies for Smaller Choice Sets for Factorial Experiments," Joint Statistical Meetings, American Statistical Association, Denver, CO. (August, 2008).

Chitturi, P., (Presenter) "25 Years of Taguchi - A Review of Parameter Design and the Mahalanobis-Taguchi System," National Quality Symposium, Pennsylvania State University, PA. (2005).

### **Teaching Presentations:**

Chitturi, P. "Career paths in Statistics and Data Analytics" invited speaker at the Souderton Area High School's "Women in STEM" Event. (2019).

Chitturi, P., "Business applications of calculus, statistics, and data analytics" Guest lecture for Dr. Radhika Ramjee, Assistant Professor of Mathematics at Columbia State Community College, (2018).

Chitturi, P., "What Would You Do?" Teaching and Learning Center Panel on Classroom Management, Temple University, (2016).

Chitturi, P., "Engaging Business Majors in Quantitative & Data Analytic Classes: Using Concept Maps to Help Students Learn". Teaching and Learning Center Workshop, Temple University, (2016).

Chitturi, P., Manaka, B. "Engaging Students in Data Based Decision Making: Building, Strengthening and Assessing Data Analytic Skills in Non-Math Classes," Teaching and Learning Center Winter Conference, Temple University, (2015).

Chitturi, P., "Excel for the Teaching of Business Statistics," Statistics Department Seminar, Temple University, Philadelphia, PA. (2005).

### **Grants and Sponsored Research**

Chitturi, Pallavi, Gift from the Minerva Research Foundation (Dr. Luisa Fernholz, Director) to be used by the Center for Statistical Analysis and Department of Statistical Science to offer workshops, host conferences, invite industry speakers, and other initiatives. **\$40,000.** (2018).

Chitturi, Pallavi "Customer Segmentations and Scoring Models for Insurance Products" Global Indemnity Group. **\$35,000.** (2014 - 2015).

Chitturi, Pallavi "Afghanistan National Drug Abuse Study (ANDUS)" JMJ Technologies. Funded by U.S. State Department. **\$60,000.** (2012 - 2015).

Chitturi, Pallavi "Sustainability Investment and Loss Ratios" Enterprise Management Consulting, Sponsored by the XL Group. **\$15,000.** (2013).

Chitturi, Pallavi (Co-PI), "Comprehensive Neuro Aids Center" Temple University School of Medicine. Funded by National Institute of Mental Health, **\$20,000.** (2012).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), Sponsored by Naval Logistics Readiness Research Center, Federal, **\$100,000.** (January 2009 - December 2009).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Temple University Bridge Grant," Sponsored by Office of the Vice President for Research, Temple University, **\$37,000.** (July 2007 - April 2008).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Analysis of Spare Parts Demand Forecasting

System," Sponsored by Naval Logistics Readiness Research Center, **\$100,000**. (2006).

Chitturi, Pallavi (Co-Principal), Gershon, Mark (Co-Principal), "Readiness-Based Sparing (RBS) Tools and Processes," Sponsored by Naval Logistics Readiness Research Center, **\$55,000**. (2005).

## **Other**

Chitturi, P. (2008) Supplements and Power Point Lecture Slides for Introduction to The Practice of Statistics, 6/e (Moore). W.H. Freeman, New York.

Chitturi, P. (2008) Supplements and Power Point Lecture Slides for The Practice of Business Statistics, 2/e (Moore). W.H. Freeman, New York.

## **Service**

### **Department Service**

Deputy Chair, Department of Statistical Science (Sep 2016 – Present)

Currently serving as Deputy Chair. My responsibilities include managing all aspects of the undergraduate major and minor programs including advising students, scheduling courses, assigning and assisting faculty. I also serve as faculty advisor to the SPO, a Temple University Amstat student chapter. I chair the department's undergraduate committee and manage curriculum issues related to course scheduling, new courses, advising students, and assisting faculty.

Director, Center for Statistical Analysis (2010 – Present)

Successfully launched the new Center for Statistical Analysis with the mission to provide professional statistical consulting support and training to Temple University faculty and researchers, and to external clients in business, industry, and government sectors.

Statistics 2103 Core Course Coordinator, (2008 - 2017).

In 2007, designed the new four-credit course Stat 2103. I was responsible for designing and writing the syllabus and supplementary materials for this course. I taught pilot sections of this course for the first time in 2007 and 2008. Since Fall 2008, the department has been offering multiple sections of 2103 and I serve as the Stat 2103 Course Coordinator. I hold regular meetings of Stat 2103 instructors to discuss course objectives, GPA guidelines, course assessments, etc.

Committee Member, Statistics Department Merit Committee. (2014 - 2016).

The merit committee involved several days of work reviewing and evaluating merit applications and summarizing merit award recommendations.

Co-organizer of Conference, High Dimensional Statistics Conference. (2013).

Assisted in the organization of the Statistics Department conference held in Spring 2013. The conference was highly successful with over 120 participants from all over the US.

Committee Member, Statistics Department Executive Committee. (2007 - 2010).

The Executive Committee developed a detailed assessment of the department, and wrote a report with specific, actionable, and measurable goals for the strategic development of the department. I worked closely with the department chair and the committee chair in writing this report. The Statistics Department strategic report assigned specific responsibilities to committee members. I was responsible for developing a statistics minor.

Committee Member, Statistics Department Recruiting Committee. (2007 - present).

Helped set up and maintain the statistics department's hiring site on Blackboard. This involves posting all applicants' vitas, reference letters, and related materials on Blackboard, and responding to applicants via e-mail on behalf of the chair. I keep minutes at the hiring committees' meetings and updated committee members. I personally interview and evaluate all visiting candidates.

Committee Member, Program Review Committee - Self Study Report. (2007 & 2015).

Wrote the Statistics Department Program Review (Self Study Report) for the review team that visited the department in 2007. A committee of four faculty provided information and input, however, I was primarily responsible for researching and writing this document. Also collaborated on the Self Study Report for 2015.

Co-organizer of Conference, Statistical Modeling in Finance Conference. (2006).

Assisted in the organization of the Statistics Department Conference titled 'Statistical Modeling in Finance' held in Spring 2006. The conference was successful in its goals, with approximately 100 participants and speakers attending from around the world.

## **College Service**

Chair-elect of the Collegial Assembly of the Fox School of Business (CAFSBM), this is a three-year term, rotating from Chair-elect to Chair and Past-Chair. (2018 – present).

Associate Academic Director, Executive Doctorate in Business Administration program (EDBA) (2015 - Present).

Committee Member, Fox Experiential Learning Committee. (2019) The purpose of the committee is to increase awareness, exposure, & opportunity for students to participate in and faculty to provide Experiential Education.

Committee Member, Translational Research Center Steering Committee (2018)

Committee Member, BBA Core Committee. (2005 - 2017). The goal of the Committee is to coordinate efforts between departments and courses in the BBA core and share pedagogical and administrative issues in administering the BBA core courses.

Department Representative & Committee Member, Master's Program Committee (MPC). (2015 - 2016).

Committee Member, Fox School NTT Promotions Committee (2011 - 2014).

Committee Member, Fox School MBA Regeneration Committee. (2011 – 2012).

Department Representative & Committee Member, Undergraduate Program Committee (UPC). (2009 - 2014). The UPC agenda includes preparing for AACSB visits, preparing for Middle States visits for university accreditation, rolling out new curriculum, and working on Vision 20/20 priorities.

Committee Member, Center for Innovation in Teaching and Learning (2009 – 2011)

Member of the Center for Innovation in Teaching and Learning (CITL) Roundtable. Responsibilities include moderating CITL events and making teaching presentations.

Committee Member, Re-accreditation Review Task Force, Merit and P&T Sub-committee. (2007- 2008).

This committee undertook a fundamental evaluation of existing policies and processes, to benchmark practices against peer and aspirant schools, and to recommend revisions.

Committee Member, Marketing Department Hiring Committee. (2007 - 2011).

I interviewed and evaluated several candidates for tenure-track positions in the Marketing department.

Committee Member, Fox School Merit Committee. (2006).

The merit committee involved several days of work reviewing and evaluating merit applications, attending committee meetings, and allocating merit awards.

## **University Service**

Member Preferred Name Focus group. Invited by the Assistant Vice Provost and Senior Director, Center for the Advancement of Teaching, to serve on a University wide focus group in April 2019 (Preferred Name Focus group). The purpose of the focus group was to review student related university initiatives and report back to the Provost's Office.

Organizer of Workshops: Data Analysis in R (October 2015); Data Analysis in SAS (November 2015); Data Analysis in SPSS Part I (March 2016); and Data Analysis in SPSS Part II (April 2016).

Faculty Mentor, Diamond Peer Teacher Program Mentor. (2006 - Present). I nominate two undergraduate students every semester for the Diamond Peer Teaching Program and serve as their faculty mentor.

Committee Member, Student Scholarship Committee. Temple University Study Abroad Program – Rome (2013)

## **Professional Service**

Program Committee Member & Chair - Administrative Track, 2018 Engaged Management Scholarship Conference, Temple University, September 6 - 9, 2018, Philadelphia, PA

National Science Foundation Review Panel evaluated proposals submitted to the Division of Mathematical Sciences (DMS) in response to the Research Experiences for Undergraduates (REU) Solicitation. November 2015.

Organizer of Workshop, titled "Data Analysis & Computing using R," at Global Indemnity Group, Bala Cynwyd, June 2014

Organizer of Workshop, titled "Design and Analysis of Experiments with Applications," at the Temple University Fox School of Business on April 4 & 11, 2014.

Organizer of Workshop, titled "Design and Analysis of Experiments," at Asahi Glass Company in Exton, November 2013.

Co-organizer of Conference, titled "High-Dimensional Statistics," at the Temple University Fox School of Business on April 12, 2013.

Organizer of Workshop, titled "Statistical Methodology and JMP Software," at the Temple University School of Dentistry in March 2013.

Organizer of Workshop, titled "Choice Based Conjoint Analysis," at the Temple University Main Campus on April 26, 2012.

Organizer of Workshop, titled "Statistical Methodology in Medicine and Biological Sciences," at the Temple University School of Medicine on October 21, 2011.

Ad-hoc Reviewer for the American Statistician, Academy of Marketing Science, Statistics in Biopharmaceutical Research, and the Journal of Biopharmaceutical Statistics.

Co-organizer of Conference, "Statistical Modeling in Finance Conference". (2006).