

February 2023

Edwin L. Cox School of Business
Southern Methodist University
Dallas, TX 75275-0333

68 Vanguard Way
Dallas, TX 75243
214-636-9902

Marilyn & Leo F. Corrigan Endowed Faculty Research Professorship 2005, 2009-2014, 2016-2022

Frank and Susan Dunleavy Endowed Faculty Research Fellowship 2006

SMU/Cox Media Expert of the Year Award 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017; First Place 2018-2019

Awarded for outreach to local, national, and international media

SMU/Cox BBA Outstanding Teaching Award 2010-2011

Awarded for undergraduate teaching excellence

SMU Guild of Marshals Honoree, Southern Methodist University 2017

Awarded for service to the Guild of Marshals for University events and ceremonies

Research Fellow, Wharton School of the University of Pennsylvania 1995-1999

Kappa Tau Alpha Journalism Honor Society 1994

Highest academic average at the J.L. Kellogg School of Management 1991-1993

Retail management, including assortment, pricing, and promotional decisions; consumer shopping behavior; shopper loyalty; data analysis.

My main interest involves the modeling of phenomena important to retail decision-makers, including the shopping behaviors of their customers. My approach to the modeling of shopping behaviors builds on economic foundations but accommodates the complexities of real-world data.

Fox, Edward, Emily Cotton, Laura O’Laughlin (2023), “Retail Landscape Changes May Affect Kroger-Albertsons Deal,” *Law-360*, in press.

Gauri, Dinesh K., Rupinder P. Jini, Brian Ratchford, Edward J. Fox, Amit Bhatnagar, Aashish Pandey, Jonathan R. Navallo, John Fogarty, Stephen Carr, and Eric Howerton (2021), “Evolution of Retail Formats: Past, Present, and Future,” *Journal of Retailing*, 97 (1), 42-61.

Fox, Edward J., Laura E. Norman, and John H. Semple (2018), “Choosing an *n*-Pack of Substitutable Products,” *Management Science*, 64 (5), 1975-2471.

Briesch, Richard A., William R. Dillon, and Edward J. Fox (2013), "Category Positioning and Store Choice: The Role of Destination Categories," *Marketing Science*, 32 (3), 488-509.

Fox, Edward J., Steven R. Postrel, and John H. Semple (2009), "Optimal Category Pricing with Endogenous Store Traffic," *Marketing Science*, 28 (4), 709-720.

Briesch, Richard A., Pradeep K. Chintagunta, and Edward J. Fox

Blattberg, Robert C., and Edward J. Fox (1995), *Category Management: Blueprint for Implementation*, Washington, D.C.: Research Department of the Food Marketing Institute.

Blattberg, Robert C., and Edward J. Fox (1995), *Category Management: Getting Started*, Washington, D.C.: Research Department of the Food Marketing Institute.

Fox, Edward J., Hristina Pulgar, and John H. Semple, “,

- Fox, Edward J., Laura E. Norman and John H. Semple, "Choosing an n -Pack of Substitutable Products." Invited talk presented in 2015 at the University of Arkansas, Fayetteville, AK.
- Fox, Edward J., Laura E. Norman and John H. Semple, "A Dynamic Model of Shopping and Consumption." Contributed paper presented at the 2014 Marketing Science Conference, Atlanta, GA. Invited talk presented at Tilburg University, Tilburg, Netherlands.
- Dillon, William R., Edward J. Fox and John H. Semple, "Where Multi-Store Shoppers Buy: Theory and Empirical Evidence." Contributed paper presented at the 2013 Pricing & Retailing Conference at Babson College, Boston, MA.
- Fox, Edward J., Bezalel Gavish and John H. Semple, "A General Approximation for the Distribution of Count Data with Applications to Inventory Modeling." Invited talk presented at the 2011 Retail Operations and Marketing Conference, Istanbul, Turkey. Contributed paper presented at the 2014 IFORS Conference in Barcelona, Spain.
- Fox, Edward J., "Retail Competition." Invited talk presented at the 2010 Latin American Retail Congress, Sao Paulo, Brazil.
- Fox, Edward J., "Competitive Issues in Retailing." Invited talk presented at the 2008 Customer Experience Management in Retailing Conference, Babson College, Boston, MA.
- Fox, Edward J., Steve Postrel and John Semple, "Optimal Category Pricing with Endogenous Store Traffic." Contributed paper presented at the 2006 annual meeting of the Marketing Science Institute, Atlanta, GA. Invited talk presented at 2006 PriceX Conference, Scottsdale, AZ, and 2006 Category Management Development and Marketing Conference, Huntington Beach, CA.
- Fox, Edward J., John Semple and Suzanne Shu, "Using Utility-Based Models from Economics and Psychology to Explain Consumer Choice under Uncertainty." Contributed paper presented at the 2005 annual meeting of the Marketing Science Institute, Atlanta, GA.
- Fox, Edward J., "Introduction to Retail Digital Signage." Invited talk presented at 2005 Retail Digital Signage Conference, Chicago, IL.
- Fox, Edward J., "Convenience, Price and Assortment: Modeling the Determinants of Store Choice." Invited talk presented at University of Arkansas. Contributed paper presented at the 2004 annual meeting of the Marketing Science Institute, Rotterdam, Holland.
- Fox, Edward J., "Competitive Issues in Retailing." Invited talk presented at the 2004 Retailing in the 21st Century Conference, Dusseldorf, Germany.
- Fox, Edward J., and Jacquelyn S. Thomas, "Estimating Retail Customers' Share-of-W

JCPenney Center for Retail Excellence, Southern Methodist University, 2000-Present

W.R. & Judy Howell Director

Founding director of retail center that develops cutting-edge academic methods, theories, and findings and applies them to retail practice.

Dallas Fort Worth Retail Executives Association, 2002-Present

Member of the Governing Board

Currently serving as Vice President for Administration

Cox School of Business, Southern Methodist University, 1997-2019

Associate Professor

Cox School of Business, Southern Methodist University, 1999-2006

Assistant Professor

Center for Retail Management, Northwestern University, 1993-1995

Research Director

Michelin Tire Corporation, 1988-1991

Project Engineer

United States Army, 1981-1988

Director of Operations, Airborne Company Commander, Engineer Platoon Leader

I have consulted with retailers, manufacturers, and services firms on marketing and branding, retail management, data analysis and strategic planning. Clients include:

- Federal Trade Commission – Worked as a retail expert in support of federal antitrust case
- Consortium of Grocery, Drug, and Mass Merchandise Retailers – Worked as an expert on retail pricing in a price-fixing lawsuit
- Consortium of Online Travel Companies – Worked as a marketing and pricing expert in a tax liability case
- Pepsico – Worked as a retailing and consumer behavior expert in a trademark infringement case
- Johnson & Johnson and McNeil Nutritionals – Worked as an expert on pricing and

consumer choice in a false advertising case

- Colgate-Palmolive and Tom's of Maine – Worked as an expert on pricing, branding, and consumer behavior in a false advertising case
- Burlington Stores, Inc. – Worked as a retailing expert in a retail competition lawsuit
- Dillard's, Inc. – Worked as a retailing expert in a product packaging lawsuit
- Rosara Investments – Worked as a retailing expert in a retail competition lawsuit
- Softspikes, Inc. – Helped expand distribution strategy to include mass retailers
- Genuardi Family Markets – Guided the company's implementation of category management
- ACME Markets – Developed plan for the company's mystery shopper program
- Pennsylvania Chamber of Commerce – Developed, implemented, and analyzed a survey of member companies
- AstraZeneca Pharmaceuticals – Developed and presented market-share models of the company's products
- ARCIS Golf – Developed statistical models for golf property revenues
- Reliant Rehabilitation – Performed data analysis and statistical models to determine the revenue impact of changes in Medicare Part B reimbursement
- Booz Allen Hamilton – Trained consulting staff on the use of marketing models
- Radio Shack – Developed training to improve retail decision-making
- Ben E. Keith Co. – Provided training on retail promotions
- VHA, Inc. – Provided training on retail marketing
- Aegon Direct, Inc. – Provided training on retail management principles and practices
- Shaped Wire, Inc. – Provided extensive training on marketing decision-making

I have spoken about retail management, category management and consumer shopping behavior at industry conferences and trade associations to include:

- Food Marketing Institute
- International Council of Shopping Centers

- Retail Executives Association of Dallas/Fort Worth
- Wal-Mart Site Selection Conference
- Category Management Development and Marketing Conference
- SAS Institute's Datamining Conference
- SAS Institute's Marketing ROI Conference
- Price-X Pricing Conference
- Customer Focus Council (AT Kearney)
- Retail Digital Signage Conference

American Marketing Association