



Reza Moinpour

Curriculum Vitae

Specialties

Consumer decision-making, new product introduction, application of quantitative methods in marketing.

Positions Held

At the University of Washington since 1970. Affiliate professor at INSEAD in Fontainebleau, France (1975-76).

Selected Publications

- "A Flexible Strategy for Reducing and Analyzing Ordered Choice Data," with D. MacLachlan and J. Wiley, *Multivariate Behavioral Research* (Oct. 1984).
- "Managerial Judgment in Marketing: The Concept of Expertise," with J. Larréché, *Journal of Marketing Research* (May 1983).
- "Time Changes in Perception: A Longitudinal Application of Multidimensional Scaling," with D. MacLachlan and J. McCullough, *Journal of Marketing Research* (Aug. 1976).

Current Research

Consumer judgment and decision-making, brand association effects in global markets, product quality and customer satisfaction.

Honors and Awards

Procter and Gamble Award for Scholarly Excellence (1984), National Science Foundation research grant (1975).

Selected Consulting Experience

- National companies, marketing research
- Regional companies, strategic marketing planning

Academic Service

Board of directors of the American Marketing Association (1994-96), chairman of the Department of Marketing and International Business (1990-93), director of the Doctoral Program (1986-90), editorial board of the *Journal of Marketing Research* (1976-80).

Courses

- Marketing Research
- Product Management
- Marketing Decision Models

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