

## **Laudatio for honorary doctor professor John Hauser**

Stefan Stremersch (Erasmus School of Economics), honorary promotor

103<sup>rd</sup> Dies Natalis Erasmus University Rotterdam, 8 November 2016

*(gesproken woord geldt)*

Dear Rector Magnificus, dear colleagues, dear Distinguished Guests,

I am honored to have the opportunity to introduce our honorary doctor Professor dr. John Hauser. Professor Hauser is the Kirin Professor of Marketing at the Sloan School of Management of MIT. John has spent almost his entire career at MIT, from his studies in engineering, over a PHD in operations research, to building its marketing department together with professors Little and Urban. Thanks to Hauser, Little and Urban, MIT is the home of what we today call *Marketing Science*.

Marketing science is the development and use of quantifiable concepts and quantitative tools to understand marketplace behavior and the effect of marketing activity upon it. Marketing scientists develop mathematical, econometric or statistical methods to guide firms' decisions on elements such as pricing, advertising, product design, and promotion, based on the expected response to such decisions of consumers and competitors. When you walk around in the local Albert Heijn, see your doctor and pick up your prescription at the pharmacy, check your Facebook account, or surf the web, marketing scientists are today typically tracing your steps in what is called the era of Big Data. From these traces you leave behind, they optimize promotion campaigns in your local supermarket, design sales visits to your doctor, feature the right ads that fit your Facebook profile or tailor a website's content to match your own personal interests.

Professor Hauser is one of the main founders of marketing science as a discipline. He serves as a role model for all marketing scientists at the Erasmus School of Economics for three prime reasons.

### **1. John is among the most rigorous scholars in the field**

John has received the most distinguished best paper award in our field - best paper published in the journal *Marketing Science* - 4 times (2003, 1993, 1983, 1982)!! His 1983 paper with Steve Shugan was reprinted in *Marketing Science* as one of 8 classics ever published in *Marketing Science*. In 2014 in IJRM, John Roberts, Ujwal Kayande and myself identified the top 10 most impactful articles in the history of marketing science. John was the only author with two studies in this top 10.

John also has graduated some of the best doctoral students in our field. Steve Shugan, Olivier Toubia, Pete Fader, and Abbie Griffin are all students of John Hauser. Two times, based on work co-authored by John, his students won the Frank Bass Award for

the best paper published in *Marketing Science* or *Management Science* based on a doctoral dissertation. Three of his students also won the John Howard dissertation award for the best dissertation in marketing, given by the *American Marketing Association*.

For his research excellence, John received many lifetime achievement awards. The American Marketing Association has three such awards, the Churchill Award, the Parlin Award and the Converse Award. John is one of the only scholars to ever win all three of them. Informs awards Fellowships as a lifetime career recognition. John Hauser is both an Informs Fellow, as well as an Inaugural Fellow of the Informs Society of Marketing Science.

## **2. John is among the most devoted scholars in the field**

Rigor does not only present itself in the articles one publishes, it also qualifies a person and every activity he commits to undertake. Take as an example, John's commitment to our field's main journal *Marketing Science*. He was one of the founders of the journal. He served as editor-in-chief of *Marketing Science* for six years (1989-1994). Before he took over *Marketing Science*, he served as the Department Editor for Marketing at *Management Science* for 7 years (1982-1989). One of his students, Steve Shugan also served as EIC of *Marketing Science* for six years. John has led three search committees for the new EIC of *Marketing Science* and has served on the Advisory Board of *Marketing Science* from 2010-today. And he has been actively engaged in the Informs Society of Marketing Science, the publisher of *Marketing Science*, from its founding, till today. He was its president in the years 2014 and 2015 and continues to serve in 2016 and 2017 as past-president to maintain continuity.

## **3. John is among the best in the field in socially valorizing his scholarship**

At Erasmus, we are on a journey to explore how to combine rigor with relevance. Who better than John and the MIT model to honor today as a leading example of how to do that? Consider as an example John's work on eliciting customer needs and turning those insights into commercially successful new products and services. With Abbie Griffin, he laid the foundation for the seminal "voice of the customer" methodology, i.e., how to turn the customer's voice into great new products. With collaborators, such as Olivier Toubia, he perfected conjoint analysis as a method to design new products tailored to customer needs.

This work has not only been recognized as among the best published in *Marketing Science*, but it also has supported successful spin offs. John co-founded Applied Marketing Science Inc. in 1989 with Bob Klein. AMS went on to become a consulting powerhouse that is highly regarded in the area of turning customer insights into innovation, based on the models John developed as an academic. John personally consulted with companies such as American Airlines, AT&T, Colgate-Palmolive, General Motors, Gillette, IBM, Intel, JNJ, and Procter&Gamble.

Finally, John is a very well-known expert witness in many trials and arbitrations. He has been an expert witness in 75 legal proceedings, acting on behalf of companies such as Procter&Gamble, Pfizer, Merck&Co, Louis Vuitton, Gillette, Google. Many of the cases John acted on as an expert witness were landmark trials that many of us have heard of, such as Realplayer vs Microsoft, and especially the landmark case Apple vs. Samsung.

The Erasmus School of Economics warmly congratulates dr. John Hauser with the honorary doctorate we today confer upon him. I hope he serves as an inspiration to all of us as we pursue rigor and relevance in our own research.