

Jean-Pierre Dubé's Information on Non-Teaching Compensated Activities: 2007 through 2012.

Sponsored Research

- MSI Research Grant #4-1765: "Testing the Becker-Murphy Theory of Advertising Using DVR Technology" (with Bart Bronnenberg, Carl Mela and Ken Wilbur).
- MSI Research Grant #4-1667: "Measuring the impact of income and wealth shocks on retail buying behavior," (with Guenter Hitsch and Peter Rossi), 2012.
- MSI Research Grant #4-1525: "The Evolution of Brand Preferences: Evidence from Consumer Migration", (with Bart Bronnenberg and Matt Gentzkow), forthcoming at the *American Economic Review*, 2012.
- MSI Research Grant #4-1450: "Do DVRs Influence Consumers' Brand Purchases?" (with Bart Bronnenberg and Carl Mela), *Journal of Marketing Research*, 47(6), December 2010.
- Grant from the Initiative for Global Markets, Booth School of Business: "Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium" (with Bart Bronnenberg, Matt Gentzkow and Jesse Shapiro), 2012.
- Grant from the Initiative for Global Markets, Booth School of Business: "Estimating Durable Goods Adoption Decisions From Stated Preference Data," (with Günter Hitsch and Pranav Jindal), 2012.
- Grant from the Initiative for Global Markets, Booth School of Business: "Tipping and Concentration in Markets with Indirect Network Effects," (with Günter Hitsch and Pradeep Chintagunta), *Marketing Science*, March/April 2010.
- Grant from the Polsky Center for Entrepreneurship, Booth School of Business: "Estimating Durable Goods Adoption Decisions From Stated Preference Data," (with Günter Hitsch and Pranav Jindal), 2012.

Speeches

- Cheung Kong University, Trends in Marketing, June 2012
- CCIM Institute, September 2011
- ThermoFischer, September 2011
- Marketing Leadership Forum at Baxter, April 2011
- Charles River Annual Sales Meeting, January 2009
- American Bar Association, January 2009
- The Marketing Leadership Council, December 2008
- Kraft Brand Management Forum, July 2008
- NAVTEQ Global Sales and Marketing Meeting, January 2007

Consulting

- American Bar Association, 2009
- Charles River Associates, 2010
- CCIM Institute, 2012
- The European Commission (design of software for merger analysis and pricing), 2012
- Morris, Manning & Martin, LLP, 2012
- The Roundtable Group, 2008
- The Scotts Company, 2009
- Yahoo! Research, 2009-2011