

November 2023

BARRY L. BAYUS

University of North Carolina
Kenan-Flagler Business School
300 Kenan Center Drive
McColl 4526
CB #3490
Chapel Hill, NC 27599
(919) 962-3210 {voice}
(919) 962-7186 {fax}
Barry_Bayus@UNC.edu
<http://public.kenan-flagler.unc.edu/faculty/bayusb/>

EDUCATION

Ph.D., Operations Research, Wharton School, University of Pennsylvania, Philadelphia, PA, 1984

M.S., Operations Research, Wharton School, University of Pennsylvania, Philadelphia, PA, 1981

B.S., Economics and Mathematics, Massachusetts Institute of Technology, Cambridge, MA, 1979

ACADEMIC POSITIONS

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School, Chapel Hill, NC

- Roy O. Rodwell Distinguished Professor, July 2003- present
- Marketing Area Chair, Jan. 2003 – July 2004
- Professor of Marketing (with Tenure), July 1997 – June 2003
- Associate Professor of Marketing (with Tenure), July 1993 – June 1997
- Associate Professor of Marketing, July 1992 – June 1993

CORNELL UNIVERSITY, Johnson Graduate School of Management, Ithaca, NY

- Assistant Professor of Marketing, July 1986 - June 1992

UNIVERSITY OF PENNSYLVANIA, Wharton School, Philadelphia, PA

- Research Associate, June 1984 - June 1985
- Lecturer, Marketing Department, Sept. 1984 - Dec. 1984
- Instructor, OR Department, Sept. 1982 - June 1984

INDUSTRY POSITIONS

RCA CORPORATION, Princeton, NJ

- Senior Operations Research Analyst, Feb. 1985 - June 1986

WHARTON APPLIED RESEARCH CENTER, Philadelphia, PA

- Senior Research Analyst, Sept. 1982 - May 1984
- Research Analyst, May 1980 - Aug. 1982

HONORS AND AWARDS

- Ranked 118 Out of the Top 10,464 Global Marketing Scientists Based on Career-Long Citations (Ioannidis, Boyack, Baas: Updated Science-Wide Author Databases of Standardized Citation Indicators. PLoS Biol 18(10): 2020.)
- Ranked 503 in US (1077 in World) by National and International Rank in Business and Management, <https://research.com/u/barry-l-bayus> (accessed 2-2023)
- Tudor Rickards and Susan Moger Best Paper Award, 2022 (for *Creativity & Innovation Management*) https://onlinelibrary.wiley.com/page/journal/14678691/homepage/tudor_rickards_award.htm
- INFORMS Technology, Innovation, Mgmt and Entrepreneurship (TIMES) Best Paper Award for 5-Year Impact, 2018
- PDMA Doctoral Consortium, Faculty Fellow, 2017
- *Journal of Marketing* 2016 Outstanding Reviewer Award
- Finalist for John DC Little Best Paper Award, 2014, (for *Management Science* or *Marketing Science*)
- Weatherspoon Award for Excellence in Research (UNC), 2013
- Cited in *Journal of Product Innovation Management* (March 2012) as one of the world's top 2 scholars in innovation management (based on publications in FT top journals)
- Nominated for Weatherspoon Teaching Award (UNC BSBA Program), 2010
- Marketing Science Institute & Wharton Interactive Media Initiative (Award Winner), 2009
- Finalist for Thomas P. Hustad Best Paper Award, 2007 (for *Journal of Product Innovation Management*)
- Cited in *Journal of Product Innovation Management* (May 2007) as one of the world's top 5 scholars in innovation management
- Cited in *Management Science* (February 2004) as one of the top researchers in the field of innovation
- Marketing Science Doctoral Consortium Faculty Participant, 2006
- UNC knowledgeFoundry award: "From Concept to New Product," 2002-2004
- AMA Doctoral Consortium Faculty Participant, 2002, 2005
- Finalist for Paul E. Green Best Paper Award, 2001 (for *Journal of Marketing Research*)
- Van and Kay Weatherspoon Business Administration Award (UNC), 2005
- Whalen Research Fellow (UNC), 2000-2001
- William R. Kenan, Jr. Research Fellow (UNC), 1998-2000
- Thomas P. Hustad Best Paper Award, 1997 (for *Journal of Product Innovation Management*)
- Cato Center for Applied Research Fellow (UNC), 1997-98, 2004
- Roy and Alice H. Richards Fellow (UNC), 1995-97
- Frank H. Kenan Institute of Private Enterprise Award (UNC), 1994; 2003
- Marketing Science Institute, (with R. Mehta), Research Competition (Honorable Mention), 1992
- Richard D. Irwin Doctoral Award, 1984

RESEARCH GRANTS

- Eunice Kennedy Shriver National Institute of Child Health & Human Development (NIH) 1UG3HD096929-01, Co-Investigator (J. Iwelunmor, St. Louis University; J. Tucker, UNC Medical School; O. Ezechi, Nigerian Institute of Medical Research; Principle Investigators), 2018-2023 (\$6.4M)
- National Institute of Health 1R01AI114310-01, Co-Investigator (J. Tucker, UNC Medical School; C. Wei, UCSF; Principle Investigators), 2014-2019 (\$3.1M) http://projectreporter.nih.gov/project_info_details.cfm?aid=8789421
- Kaufman Foundation, Co-Principle Investigator (with R. Agarwal, Illinois), 2005-2008 (\$665,500)
- Institute for the Study of Business Markets (Penn State), (with N. Lurie and S. Hoefler), 2013-2015 (\$10,000)
- Marketing Science Institute (2009-2010: \$6500; with R. Agarwal, 2000-2002: \$10,100; 1999: \$5900; with V. Rao, 1995: \$5000; with R. Mehta, 1992: \$5000; 1989: \$5000)

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- UNC University Research Council (2002-2004: \$4000; 1995: \$1500)
- UNC Center for Manufacturing Excellence, 1993 (\$27,250); Cato Center (with M. Tatikonda), 1997 (\$2000)

OTHER RELATED ACTIVITIES

- Member, CMO Council Academic Board (<https://www.cmocouncil.org/advisory-board/academic>), 2007-
- Interviewed on camera by Teleducation, Inc. for their documentary film “His Master’s Voice: The Marvelous Talking Machine.” (<https://vimeo.com/channels/567288/102769590>) This documentary film for television, video and DVD won a 2002 EMMY Award (Mid Atlantic region). (<http://www.teleducation.com/order/teleducation-his-masters-voice-the-marvelous-talking-machine.html>)
- I have given expert testimony in legal suites involving alleged patent infringement in various high technology industries.
- Some organizations that have interacted with my graduate and undergraduate students include IBM, Cisco, Lenovo, Microsoft, IDEO, JP Morgan, Rubbermaid, Cheerwine, Quintiles, Applied Marketing Science, Whirlpool (and many others), as well as various innovation consultants, practicing designers, alumni panels, and patent attorneys. Organizations that have sponsored projects for my executive, graduate and undergraduate courses include Samsung, Edison Nation (several years), ESPN, the State of North Carolina, and Snap-on Tools. During the Covid pandemic NC State design students teamed with my business students on a semester-long innovation project. Company data I have used in my research includes Dell, Kickstarter, Tongal, eYeka, Kaggle, and RCA.

RESEARCH

Impact

See: https://scholar.google.com/citations?user=c_aUqK8AAAAAJ&hl=en&oi=ao

According to Google Scholar, as of 11/2023 I have 12,547 total citations and an H-index of 44. I am in the top 10% of authors on SSRN in terms of all-time downloads. I have 2 papers with over 1,000 cites, and 8 papers with over 500 citations.

Books

Wiley International Encyclopedia of Marketing: Product Innovation & Management (Volume 5), Editor, West Sussex, UK: Wiley, February 2011.

Peer-Reviewed Articles (In-Print or Forthcoming)

(83) “For Truly Creative Ideas, Break the Rules of Brainstorming,” (with T. Gillier), *Harvard Business Review* (France), November 16, 2022, Translated: https://www-hbrfrance-fr.translate.goog/chroniques-experts/2022/11/51085-pour-des-idees-vraiment-creatives-enfreignez-les-regles-du-brainstorming/?_x_tr_sl=fr&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc, Original: <https://www-hbrfrance.fr/chroniques-experts/2022/11/51085-pour-des-idees-vraiment-creatives-enfreignez-les-regles-du-brainstorming/>.

(82) “Evaluating and Volunteering for Crowdsourced Interventions: Cross-sectional Data on COVID-19 Safety from a University Survey,” (with S. Day, T. Hlatshwako, A. Lloyd, L. Han, W. Tang, J. Tucker), *PLoS ONE* (2022), September, <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0275127>. [impact factor: 3.752]

(81) “Group Creativity in the Wild: When Building on Ideas Enhances the Generation and Selection of Creative Ideas,” (with T. Gillier), *Creativity and Innovation Management* (2022), 31(3), 430-446,

<http://dx.doi.org/10.1111/caim.12509>. [impact factor: 3.687]; Tudor Rickards and Susan Moger Best Paper Award, 2022.

(80) “Get More Ideas from the Crowd,” (with C. Kubowicz-Malhotra, A. Malhotra), *Sloan Management Review*, Summer (2021), 5-7, <https://sloanreview.mit.edu/article/get-more-ideas-from-the-crowd/>.

(79) “Assessment of a Crowdsourcing Open Call for Approaches to University Community Engagement and Strategic Planning during COVID-19,” (with S. Day, C. Li, T. Hlatshwako1, F. Abu-Hijleh, L. Han, C. Deitelzweig, R. Ramaswamy, W. Tang, and J. Tucker), *JAMA Network Open* (2021), 4(5) :e2110090. doi:10.1001/jamanetworkopen.2021.10090
https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2779869?guestAccessKey=c9c18326-1a77-469c-b1b6-c480bda1f458&utm_source=jps&utm_medium=email&utm_campaign=author_alert-jamanetwork&utm_content=author-author_engagement&utm_term=1m [impact factor: 5.032].

(78) “The Takeoff of Open Source Software: A Signaling Perspective Based on Community Activities,” (with P. Setia and B. Rajagopalan), *Management Information Systems Quarterly* (2020), 44(3), 1439-1458.

(77) “Crowdsourcing in Health and Medical Research: A Systematic Review” (with C. Wang, L. Han, G. Stein, S. Day, C. Bien-Gund, A. Matthews, J. Ong, P. Zhao, S. Wei, J. Walker, R. Chou, A. Lee, A. Chen, J. Tucker), *Infectious Diseases of Poverty*, (2020), 9(1), <https://pubmed.ncbi.nlm.nih.gov/31959234/> [impact factor: 3.123].

(76) “Crowdsourcing in Medical Research: Concepts and Applications,” (with J. Tucker, S. Day, W. Tang), *PeerJ* 7:e6762, (2019), <https://peerj.com/articles/6762/> [impact factor=2.118].

(75) “Quantitative Evaluation of an Innovation Contest to Enhance a Sexual Health Campaign in China,” (with Y. Zhang, S. Tang, K. Li, L. Tso, D. Glidden, B. Yang, H. Zheng, C. Wei, J. Tucker, W. Tang), *BMC Infectious Diseases*, 19(112), 2019, <https://rdcu.be/bkey7> [impact factor=2.949].

(74) “The Effects of Task Instructions in Crowdsourcing Innovative Ideas,” (with T. Gillier, C. Chaffois, M. Belkhouja, Y. Roth), *Technological Forecasting and Social Change*, 134(September), 2018, 35-44 [impact factor: 8.593].

(73) “Ethical Concerns of and Risk Mitigation Strategies for Crowdsourcing Contests and Innovation Challenges: Scoping Review” (with J. Tucker, S. Pan, A. Mathews, G. Stein, S. Rennie), *Journal of Medical Internet Research*, 20(3):e75, 2018, <https://www.jmir.org/2018/3/e75/PDF> [impact factor=5.175].

(72) “Crowdsourcing to Promote HIV Testing among MSM in China: Study Protocol for a Stepped Wedge Randomized Controlled Trial” (with SESH Study Team and J. Tucker), *Trials*, 18:447, 2017, <https://doi.org/10.1186/s13063-017-2183-1> [impact factor=1.969].

(71) “Systematic Review of Innovation Design Contests for Health: Spurring Innovation and Mass Engagement” (with S. Pan, G. Stein, W. Tang, A. Matthews, W. Cheng, C. Wei, J. Tucker), *BMJ Innovations*, 3:227-237, 2017, <http://innovations.bmj.com/content/bmjinnov/3/4/227.full.pdf>, [impact factor=2.899].

(70) “Does My Contribution to Your Crowdfunding Project Matter? (with V. Kuppuswamy), *Journal of Business Venturing*, 32(1), 2017, 72-89.

(69) “Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter,” (with V. Kuppuswamy), in *The Economics of Crowdfunding: Startups, Portals, and Investor Behavior*, L. Hornuf and D. Cumming (eds.), Chapter 8, 2018, (for an earlier version, see https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2234765).

- (68) “A Review of Crowdfunding Research and Findings,” (with V. Kuppuswamy), in *Handbook of New Product Development Research*, P. Golder and D. Mitra (eds.), Chapter 17, 2018 (see <https://www.elgar.com/shop/handbook-of-research-on-new-product-development>).
- (67) “Comparing the Effectiveness of a Crowdsourced Video and a Social Marketing Video in Promoting Condom Use Among Chinese Men Who Have Sex with Men: A Study Protocol,” (with C. Liu, J. Mao, T. Wong, W. Tang, L. Tso, S. Tang, Y. Zhang, W. Zhang, Y. Qin, Z. Chen, W. Ma, D. Kang, H. Li, M. Liao, K. Mollan, M. Hudgens, S. Huang, B. Yang, C. Wei, J. Tucker), *BMJ Open* 6:e010755 doi:10.1136/bmjopen-2015-010755 [impact factor=2.562], (see: <http://bmjopen.bmj.com/content/6/10/e010755.full.pdf+html>).
- (66) “Crowdsourcing HIV Test Promotion Videos: A Non-Inferiority Randomized Controlled Trial in China,” (with W. Tang, L. Han, J. Best, Y. Zhang, K. Mollan, J. Kim, F. Liu, M. Hudgens, F. Terris-Prestholt, S. Galler, L. Yang, R. Peeling, P. Volberding, B. Ma, H. Xu, B. Yang, S. Huang, K. Fenton, C. Wei, J. Tucker), *Clinical Infectious Diseases* 62(11), 1436-1442 [impact factor=8.886].
- (65) “Consumers’ Pre-Launch Awareness and Preference on Movie Sales,” (with S. Moon, J. Kim, and Y. Yi), *European Journal of Marketing*, 50(5/6), 2016, 1024-1046.
- (64) “Understanding the Interplay between Brand and Innovation: Findings and Future Research,” (with T. Brexendorf and K. Keller), *Journal of the Academy of Marketing Science*, 43(5), 2015, 548-557.
- (63) “Introduction to the Special Section on Brand and Innovation Interdependency,” (with T. Brexendorf and K. Keller), *Journal of the Academy of Marketing Science*, 43(5), 2015, 546-547.
- (62) “Creative Contributory Contests to Spur Innovation in Sexual Health: 2 Cases and a Guide for Implementation,” (with Y. Zhang, J. Kim, F. Liu, L. Tso, W. Tang, C. Wei, J. Tucker), *Sexually Transmitted Diseases* [impact factor=2.594], 42(11), 2015, 625-628.
- (61) “Consumer Forwards: Concept and Empirical Analysis of a Sports Ticket Market,” (with P. Sainam, S. Balasubramanian), *International Journal of Sport Finance*, 10(5), 2015, 5-25.
- (60) “Local Consumers’ Reception of Imported and Domestic Movies in the Korean Movie Market,” (with S. Moon, Y. Yi, and J. Kim), *Journal of Cultural Economics*, 39(1), 2015, 99-121.
- (59) “Abandoning Innovation in Emerging Industries,” (with R. Agarwal and M. Tripsas), *Customer Needs and Solutions*, 1(2), 2014, 91-104 [Reprinted in *CEIBS Business Review* (in Chinese), October 2014].
- (58) “Marketing’s Role in Innovation in Business-to-Business Firms: Status, Issues, and Research Agenda,” (with A. Griffin, B. Josephson, G. Lillien, F. Wiersema, R. Chandy, E. Dahan, S. Gaskin, A. Kohli, C. Miller, R. Oliva, and J. Spanjol), *Marketing Letters* 24 (December), 2013, 323-337.
- (57) “Crowdsourcing New Product Ideas Over Time: An Analysis of the Dell IdeaStorm Community,” *Management Science*, 59 (January), 2013, 226-244 [Research reported in *Forbes India*, January 2013, <http://forbesindia.com/article/kenanflagler/crowdsourcing-fresh-thinking-or-online-fad/36313/1>; Finalist for John DC Little Best Paper Award for 2014; included in INFORMS Editor’s Cut “Wisdom of the Crowds: Crowdsourcing Analytics”, 2017, <https://pubsonline.informs.org/editorscut/crowds>; INFORMS TIMES Best Paper Award for 5-Year Impact, 2018].
- (56) “The Strategic Effects of Multimarket Contact: Mutual Forbearance and Competitive Response in the Personal Computer Industry” (with W. Kang and S. Balasubramanian), *Journal of Marketing Research*, 47 (June), 2010, 415-427.

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- (55) “Consumer Options: Conceptual Development and Empirical Application to a Sports Market,” (with P. Sainam and S. Balasubramanian), *Journal of Marketing Research*, 47 (June), 2010, 401-414.
- (54) “Exploring the Open Source Product Development Bazaar,” (with B. Rajagopalan), in *Review of Marketing Research*, N. Malhotra (ed.), Armonk, NY: M.E. Sharpe, 2009, 58-74.
- (53) “Understanding Customer Needs,” in *Handbook of Technology and Innovation Management*, S. Shane (ed.), West Sussex, UK: Wiley, 2008, 115-141.
- (52) “The Role of Pre-Entry Experience, Entry Timing and Product Technology Strategies in Explaining Firm Survival” (with R. Agarwal), *Management Science*, 53 December, 2007, 1887-1902.
- (51) “Creating Growth in New Markets: A Simultaneous Model of Firm Entry and Price,” (with W. Kang, R. Agarwal), *Journal of Product Innovation Management*, 24, 2007, 139-155 [Finalist for Thomas P. Hustad Best Paper Award for 2007].
- (50) “Creating and Surviving in New Product Markets,” (with R. Agarwal), in *Business Strategy Over the Industry Life Cycle: Advances in Strategic Management*, J. Baum and A. McGahan (eds.), Oxford, UK: JAI/Elsevier, 21, 2004, 107-130.
- (49) “New Product Strategy and Industry Clockspeed,” (with G. Sousa and H. Wagner), *Management Science*, 50 April 2004, 537-549.
- (48) “Product Complements and Substitutes in the Real World: The Relevance of ‘Other’ Products,” (with A. Shocker, N. Kim), *Journal of Marketing*, 68, January 2004, 28-40.
- (47) “Competitive Entry and Pricing Responses to Product Innovation” (with P. Chintagunta), *Review of Marketing Science*, 1 (1), 2003, Article 3 (www.bepress.com/romsjournal/vol1/iss1/art3), [946 downloads as of 2/5/2011].
- (46) “Network Effects and Competition: An Analysis of the Home Video Game Industry,” (with V. Shankar), *Strategic Management Journal*, 24, March 2003, 375-384.
- (45) “The Financial Rewards of New Product Introductions in the Personal Computer Industry,” (with G. Erickson and R. Jacobson), *Management Science*, 49 (2), February 2003, 197-210.
- (44) “An Empirical Study of Innate Consumer Innovativeness, Personal Characteristics, and New Product Adoption Behavior,” (with S. Im and C. Mason), *Journal of the Academy of Marketing Science*, Winter 2003, 61-73.
- (43) “The Market Evolution and Take-Off of Product Innovations” (with R. Agarwal), *Management Science*, August 2002, 1024-1041 (research supported by Marketing Science Institute). [Research Brief reported in *Sloan Management Review*, 44 (2), Winter 2003].
- (42) “Inferring Market Structure from Customer Response to Competing and Complementary Products,” (with T. Elrod, G. Russell, A. Shocker, R. Andrews, L. Bacon, J.D. Carroll, R. Johnson, W. Kamakura, P. Lenk, J. Mazanec, V. Rao, and V. Shankar), *Marketing Letters*, 13 (3), August 2002, 221-232.
- (41) “Truth or Consequences: An Analysis of Vaporware and New Product Announcements,” (with S. Jain and A. Rao), *Journal of Marketing Research*, 38 (February), 2001, 3-13. [Finalist for Paul E. Green Best Paper Award for 2001; Cited in *Microsoft Math*, March 2005 at rcpmag.com/features/article.aspx?editorialsid=465; Cited in *Wikipedia* Article on Vaporware].

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- (40) "An Empirical Analysis of Firm Product Line Decisions," (with W. Putsis), *Journal of Marketing Research*, 38 (February), 2001, 110-118.
- (39) "Growth Models for Multi-Product Interactions: Current Status and New Directions," (with N. Kim and A. Shocker), invited review chapter, in V. Mahajan, E. Muller, J. Wind (eds.), *New Product Diffusion Models*, 2001, Boston: Kluwer, 141-164.
- (38) "Product Proliferation: An Empirical Analysis of Product Line Determinants and Market Outcomes," (with W. Putsis), *Marketing Science*, 18 (2), 1999, 137-153.
- (37) "An Analysis of Product Lifetimes in a Technologically Dynamic Industry," *Management Science*, 44 (June), 1998, 763-775 [INFORMS Press Release, July 10, 1998; Research discussed in *Washington Post*].
- (36) "Design Education: Out of the Closet and Back into the Curriculum," (with R. Blackburn), *Design Management Journal*, 9 (Spring), 1998, 59-63.
- (35) "Speed-to-Market and New Product Performance Tradeoffs," *Journal of Product Innovation Management*, 14 (November), 1997, 485-497 [Winner of Thomas P. Hustad Best Paper Award for 1997].
- (34) "Too Little and Too Early: Introduction Timing and New Product Performance in the Personal Digital Assistant Industry," (with S. Jain and A. Rao), *Journal of Marketing Research* (Special Issue on Innovation and New Products), (February), 1997, 50-63 [cited in *Computeworld Flashback* special].
- (33) "A Segmentation Model for the Targeted Marketing of Consumer Durables," (with R. Mehta), *Journal of Marketing Research*, 32 (November), 1995, 463-469.
- (32) "Optimal Dynamic Policies for Product and Process Innovation," *Journal of Operations Management* (Special Issue on Economics of Operations Management), 12, 1995, 173-185.
- (31) "Are Product Life Cycles Really Getting Shorter?" *Journal of Product Innovation Management*, 11 (September), 1994, 300-308. [Research Brief reported in *Harvard Business Review*, 72 (July-August 1994), 11.]
- (30) "Optimal Pricing and Product Development Policies for New Consumer Durables," *International Journal of Research in Marketing*, 11, 1994, 249-259.
- (29) "Marketing Planning Processes in UK and US Companies," (with G. Greenley), *Journal of Strategic Marketing*, 2, 1994, 140-154.
- (28) "A Comparative Study of Product Launch and Elimination Decisions in UK and US Companies," (with G. Greenley), *European Journal of Marketing*, 28(2), 1994, 5-29.
- (27) "High Definition Television: Assessing Demand Forecasts for a Next Generation Consumer Durable," *Management Science*, 39 (November), 1993, 1319-1333. [Reprinted in *IEEE Engineering Management Review*, 22 (Fall 1994), 65-75.]
- (26) "The Targeted Marketing of Consumer Durables," *Journal of Direct Marketing*, 7 (Autumn), 1993, 4-13.
- (25) "Marketing Planning Decision Making in UK and US Companies: An Empirical Comparative Study," (with G. Greenley), *Journal of Marketing Management*, 9 (April), 1993, 155-172.
- (24) "Have Diffusion Rates Been Accelerating Over Time?" *Marketing Letters* 3 (3), 1992, 215-226. [Research brief reported in *International Journal of Forecasting*, 10, (1994), 647.]

- (23) "An Empirical Analysis of Consumer Durable Replacement Intentions," (with S. Gupta), *International Journal of Research in Marketing*, 9 (August), 1992, 257-268.
- (22) "The Dynamic Pricing of Next Generation Consumer Durables," *Marketing Science*, 11 (Summer), 1992, 251-265.
- (21) "Brand Loyalty and Marketing Strategy: An Application to Home Appliances," *Marketing Science*, 11 (Winter) 1992, 21-38.
- (20) "The Consumer Durable Replacement Buyer," *Journal of Marketing*, 55 (January), 1991, 42-51.
- (19) "Grouping Durable Goods," (with C. Carlstrom), *Applied Economics*, 22 (June), 1990, 759-773.
- (18) "A Hierarchical Utility Model for the Dynamic Acquisition of Heterogeneous Items," (with V. Rao), *Marketing Letters*, 1 (December), 1989, 71-80.
- (17) "Developing and Using Forecasting Models of Consumer Durables: The Case of Color Television," (with S. Hong and R. Labe), *Journal of Product Innovation Management*, March, 1989, 5-19.
- (16) "A Longitudinal Analysis of the Purchase Order of Consumer Durables," (with S. Haldar), in *Enhancing Knowledge Development in Marketing*, P. Bloom, et al. (eds.), AMA Proceedings, Summer, 1989, 280-284.
- (15) "Word of Mouth and Marketing Effectiveness," in *Proceedings of the 1988 Southern Marketing Association*, J. Summey and P. Hensel (eds.), November, 1988, 33-36.
- (14) "A Comparison of the Predictive Reliability of Discriminant Analysis and the Logit Model," (with H. Lee), in *Proceedings of the 1988 Southern Marketing Association*, J. Summey and P. Hensel (eds.), November, 1988, 92-96.
- (13) "Accelerating the Durable Replacement Cycle with Marketing Mix Variables," *Journal of Product Innovation Management*, September, 1988, 216-226.
- (12) "Forecasting Sales of New Contingent Products: An Application to the Compact Disc Market," *Journal of Product Innovation Management*, December, 1987, 243-255.
- (11) "Market Segment Response Through Field Experimentation," (with V. Carroll, H. Lee, and A. Rao), *International Journal of Advertising*, 6, 1987, 107-120.
- (10) "Using the Cumulative Sales Index for Adaptive Planning," (with S. Hong), *Journal of Business Forecasting Methods and Systems*, Winter, 1986, 28-30.
- (9) "Harnessing the Power of Word of Mouth," (with V. Carroll and A. Rao), in V. Mahajan and Y. Wind (eds.), *Innovation Diffusion Models of New Product Acceptance*, Ballinger Pub., 1986, 61-83.
- (8) "The Navy Enlistment Field Marketing Experiment," (with V. Carroll, A. Rao, H. Lee, and A. Shapiro), *Marketing Science*, Fall, 1985, 352-374.
- (7) "Analyzing Floor Configurations for Casino Slot Machines," (with S. Gupta), *OMEGA: The International Journal of Management Sciences*, November, 1985, 561-567.
- (6) "Word of Mouth: The Indirect Effects of Marketing Efforts," *Journal of Advertising Research*, June/July, 1985, 31-39.

(5) “Evaluating Slot Machine Placement on the Casino Floor,” (with R. Banker, S. Gupta, and B. Stone), *Interfaces*, March/April, 1985, 22-32.

(4) “Insights into the Role of Personal Influences: The Case of Military Recruiting,” (with V. Carroll), in *Marketing Communications: Theory and Research*, M. Houston and R. Lutz (eds.), AMA Proceedings, Winter, 1985, 84-88.

(3) “On Practicing the Art of Modeling: The Guaranteed Student Loan Program,” *Socio-Economic Planning Sciences*, 16 (6), 1982, 273-278.

(2) “An Initial Econometric Consideration of Supply and Demand in the Guaranteed Student Loan Program,” (with K. Kendis), *Journal of Education Finance*, Winter, 1982, 301-322.

(1) “On an Optimal Student Loan Policy,” in *Proceedings of the Eleventh Western Regional American Institute of Decision Sciences Conference*, D. Brooks and W. Verdini (eds.), March, 1982, 196-198.

Papers (Under Review or In-Progress)

“Serial Solver Performance in Crowdsourcing Contests: The Mediating Role of Productivity,” (with V. Kuppuswamy), under revision June 2022.

“A Linguistic Analysis of Challenge Briefs in Crowdsourcing Contests” (with A. Malhotra and C. Kubowicz), in progress May 2022.

“Cognitive Fixation and Image Analysis of Crowdsourced Logos,” in progress June 2022.

“Tweeting by Entrepreneurs and Consumers: Social Media Effects in Crowdfunding,” (with V. Kuppuswamy), March 2020, being revised.

Other

“Exercise: Quality Function Deployment,” January 2012.

“Exercise: Brainstorming New Products and Service Ideas,” January 2017.

“Exercise: Chindogu Invention,” January 2017.

“Exercise: Patent Searching Basics,” January 2017.

“Exercise: Fruit & Vegetable Team Vehicle,” January 2017.

“Note on Understanding Customer Needs,” July 2009.

“Note on the KJ Method,” March 2015.

“Note on the Kano Model of Customer Satisfaction,” March 2015.

“The Market Evolution and Sales Take-Off of Product Innovations,” Marketing Science Institute Working Paper No. 02-111.

“The Personal Digital Assistant,” case study, University of North Carolina, September 1996; Web-based version is at itr.bschool.unc.edu/faculty/marketing/bayusb/pda/pdaindex.html (July 1998), referenced in *Computerworld* article on “Technology Flashbacks: 1993—The First PDA.”

“Charting Untamed Markets,” *OR/MS Today*, invited article, August 1995, 36-38. [reprinted in Render, B. and R. Starr, *Quantitative Analysis for Management*, Prentice Hall, 1997.]

“Compact Disc Market (A), (B),” (with S. Fontana), case study with PC Lotus 1-2-3 software (used at Northwestern, Cornell, INSEAD, Yale, Washington Univ. at St. Louis), University of North Carolina, revised

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March 1997. [published in Rao, V. and J. Steckel, *Analysis for Strategic Marketing*, Addison Wesley Longman, 1997.]

“A Segmentation Model for the Targeted Marketing of Consumer Durables,” (with R. Mehta), Marketing Science Institute Working Paper No. 94-120.

“Applying Targeted Marketing Principles to Consumer Durables,” Marketing Science Institute Working Paper No. 91-108.

“Making Better Tactical Marketing Decisions,” *Cornell Enterprise*, feature article, March 1991, 27-33.

PROFESSIONAL SERVICE

Conferences

- Co-Director: *PDMA Annual Research Forum*, 2013
- Co-Director: *Babson Kaufman Entrepreneurship Research Conference (BCREC)*, 2008

Research Competitions

- Co-Chair: *PDMA Research Competition & David L. Wilemon Research Award*, 2012
- Member: PDMA Committee for the *Abbie Griffin JPIM High Impact Award*, 2019-2021

Editorial and Journal Activities

- Co-Editor: *Journal of Product Innovation Management*, 2023-present
- Co-Editor Special Issue: *Journal of Academy of Marketing Science*, (Brand and Innovation Interdependency), 2014
- Co-Editor Special Issue: *Journal of Product Innovation Management*, (Really New Products), 1998
- Senior Editor: *Customer Needs and Solutions*, 2014-present
- Associate Editor: *Management Science* (Marketing Department 2005-2008), *Journal of Product Innovation Management* (2019-2023)
- Editorial Board: *Marketing Science* (2000-2015; Among Top Referees in Productivity and Timeliness, 2003), *Journal of Marketing* (2003-present), *Journal of Product Innovation Management* (1990-2018), *Journal of Marketing Research* (1999-2016)

Ad-hoc Reviewer

- *Strategy Science, Journal of Consumer Research, Academy of Management Review, Strategic Management Journal, International J of Research in Marketing, Research Policy, Industry and Innovation, Production and Operations Management, Manufacturing Service and Operations Management, Journal of Operations Management, Journal of Business, Marketing Letters, IEEE Transactions on Engineering Mgmt, Technological Forecasting & Social Change, Journal of Business Research, Journal of Strategic Marketing, Optimal Control Applications & Methods, The Energy Journal, Socio-Economic Planning Sciences, Journal of Economic Behavior & Organization, Sloan Management Review, Interfaces, AMA Proceedings, Doctoral Dissertation Competitions (AMA, AMS, PDMA), MSI Research Proposal Competitions, National Science Foundation Proposals, Kauffman Foundation Proposals, Kauffman Foundation Dissertation Award, Kauffman Foundation Junior Faculty Fellowship*

TEACHING EXPERIENCE

- Executive Education: Innovation & Design Thinking, New Product Development, Speed-to-Market
- Workshops: Using the Customer to Evaluate Potential Offerings (PDMA)

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- MBA Level: Innovation & Design Thinking, New Product Development, Product Management, Marketing Strategy, Marketing Research, Marketing Management, Marketing Models & Planning
See: <http://www.kenan-flagler.unc.edu/news/2016/02/Barry-Bayus>
- Ph.D. Level: Marketing Models, Research in Marketing I, Dynamic Marketing Models, Innovation
- Undergraduate Level: New Product Development, Marketing Management, Marketing Research

UNIVERSITY SERVICE

University Committees

- Promotion & Tenure Committee 2004; 2018-present
- Rethink Implementation Committee on Thought Leadership, 2021
- Marketing Area Recruiting Committee (tenure-track, clinical)
- BSBA Program Committee, 2007-2011
- Entrepreneurship Committee, 2002-2005
- Dean's Faculty Advisory Council, 2002
- Marketing Area Seminar Coordinator, 1997-1999, 2002, 2004-2011
- Marketing Area PhD Coordinator, 1997; 1999-2002
- University Web Policy Committee, 1997-1998
- Cato Corporate Research Committee, 1994-1997
- MBA Program Committee, 1994-1996
- Teaching Task Force, 1992-1994
- Continuing Education Committee (at Cornell University), 1989-1992
- Dean's Search Committee (at Cornell University), 1988-1989

Thesis Committees

- Carlos Sri (Kenan-Flagler, UNC PhD in progress); Tojin Eapen (Kenan-Flagler, UNC PhD 2020; first job at Missouri); Preethika Suresh (Co-Chair; Kenan-Flagler, UNC Ph.D. 2009; first job at Indiana); Woosong Kang (Chair; Kenan-Flagler, UNC PhD 2005; first job at NC State University); Scott Turner (Kenan-Flagler, UNC Ph.D. 2003); John Hogan (Kenan-Flagler, UNC Ph.D. 1998); Robert Bartlett (Education, Cornell M.S. 1989, Ph.D. 1992); Ying Ye (Consumer Economics, Cornell M.S. 1991); Sudeep Haldar (JGSM, Cornell Ph.D. 1990); James Carr (Food Science, Cornell Ph.D. 1989)

PRESENTATIONS MADE

Invited

Marketing workshop/seminar presentations at (in reverse order): Cornell, MIT, Syracuse, UNC, Purdue, Berkeley, U Washington, Indiana, Florida, Maryland, Duke, UCLA, London Business School, U Texas, Baruch, NYU, UVa, Case Western Reserve, Wharton, Arizona, Emory, NC State, Santa Clara U, Temple, Harvard, Illinois, Utah

“Crowd-Based Innovation,” Convergence of Human and Technical Perspectives in Crowdsourcing Research” (supported by NSF grant [1744401](#)), Alexandria, VA, May 2018.

“Performance Dynamics Across Crowdsourcing Contests,” Distinguished Speaker, University of North Carolina at Charlotte, April 2018.

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“Crowd-Based Innovation,” Crowdsourcing and the Sharing Economy Workshop, Johns Hopkins University, April 2018 (see <https://carey.jhu.edu/crowdsourcing-in-the-sharing-economy-a-multidisciplinary-perspective>).

“Crowdsourcing Solutions: Are Two Heads Better than One?” 1st Fisher Invitational Workshop on New Product Development, Ohio State University, April 2017.

“Using Tweets to Generate Electronic WOM: An Analysis of the Kickstarter Crowdfunding Community,” Economics of Entrepreneurship and Innovation Conference, Kingston, ON (Canada), May 2016 (see https://smith.queensu.ca/insight/articles/beyond_hashtags_tweeting_innovation).

“Crowdfunding and Innovation,” AMA Special Panel Uncovering Innovation Insights through Various Lenses, February 2015.

JPIM Thought Leaders Panel, VCU Innovation Summit, Richmond, April 2014.

“Crowdsourcing Innovative Ideas in B2B Firms,” ISBM Workshop, Boston, August 2013.

“Crowd-Based Innovation,” Darden and Judge Entrepreneurship and Innovation Research Conference, May 2013.

“Developing B2B Research Priorities,” ISBM Workshop, Chicago, August 2012.

“Crowdsourcing New Product Ideas,” MSI-USC Conference on Innovating in a Global Environment, USC (Los Angeles), March 2011.

“Getting More Good Ideas from the Crowd,” Yale Center for Customer Insights Conference, May 2010.

“Getting More Good Ideas from the Crowd,” University of South Carolina Marketing Research Camp, April 2010.

Panel on Innovation Leadership and Culture, PDMA Carolinas Innovate Conference, UNC, April 2010.

“Crowdsourcing New Product Ideas,” MSI-WIMI Special Conference on User Generated Content, Wharton, December 2009.

Panel on “Crowdsourcing: What the Crowd Can Do for You,” PDMA Carolinas, RTP, April 2009.

“Crowdsourcing and the Wisdom of Crowds,” Association for Managers of Innovation Meeting, Colorado Springs, March 2009.

“Stars Panel: Research at the Intersection of Marketing & Innovation,” RPI Mini-Conference on Marketing & Innovation, Albany, May 2008.

“Who Creates New Industries and Then Lives to Tell About It?” MSI Conference on Accelerating Market Acceptance in a Networked World, Los Angeles, 2007.

“Industry Evolution and Product Strategies,” Wash U Conference to Honor Professor Michael Gort’s Contributions to Economics & Entrepreneurship, 2006

“The Survival of Diversifying Entrants and Entrepreneurial Startups in Technologically Dynamic Industries,” Penn State Marketing Research Camp, 2006

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“Product Strategies and Firm Survival,” Texas A&M Marketing Research Camp, 2006

“The Language(s) of Innovation,” National Consortium of Entrepreneurship Centers, University of North Carolina, 2005

“Creating New Industries,” Marketing/Engineering Antillium Seminar, University of Michigan, 2005

“Creating New Industries,” Stellner Distinguished Scholar, University of Illinois, 2005

“Exploring the Open Source Bazaar,” Utah Services Innovation in Operations & Marketing Conference, Park City, 2005.

MSI Research Generation Workshop, New Products & Innovation, Atlanta, 2004.

“The Market Evolution and Take-Off of Product Innovations,” University of Texas at Austin Marketing Research Camp, 2003.

“Creating New Markets,” New York University Marketing Research Camp, 2003.

“The Swiss Army Knife Challenge,” UCB Choice Symposium, Monterey, 2001.

“Are Product Life Cycles Really Getting Shorter?” INFORMS Special Panel on the Practice of Management Science, Cincinnati, 1999.

“Some Thoughts on Market Forecasting,” AMA Special Panel on Market Forecasting for New Technological Products and Services, St. Petersburg, 1999.

“Network Effects and Competition,” UCLA Marketing Research Camp, 1999.

“New Offering Realization in the Networked Digital Environment,” Wharton Digital Marketing Conference, invited paper discussant, 1998.

“Using Customers to Evaluate Product Offerings,” PDMA National Conference Workshop, Monterey, 1997; Atlanta, 1998; Marco Island, 1999.

“Crossing the Chasm with Really New Products,” PDMA Local Chapter, Chapel Hill, 1997.

“Determining Your Sales Opportunity Window,” National Center for Direct Marketing National Conference & Exposition, Orlando, 1995.

“Tradeoffs in New Product Development,” PDMA National Conference, Minneapolis, 1995.

“Leveraging Your Customer Database by Cross-Selling,” MSI Conference on 'Managing Customer Data For Strategic Advantage,' San Antonio, 1994.

“Tradeoffs in New Product Development: Really New or Just Improved,” MSI Conference on ‘And Now For Something Completely Different: Really New Products,’ Boston, 1994.

“Speed-to-Market: The Good, the Bad, and the Ugly,” Corporate and Faculty Forum sponsored by the Center for Manufacturing Excellence, University of North Carolina, 1994.

“Pricing Decision Models,” MSI Conference, invited paper discussant, Boston, 1994.

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“Big Databases and Big Products,” MSI Conference on “The Big Picture: Using Large-Scale Data Bases to Understand Markets and Allocate Marketing Resources’, Boston, 1993.

“Competition, Dynamic Pricing, and the Entry Decision for Next Generation Products,” 2nd Annual Winter Research Retreat, University of Florida, 1993.

“The Consumer Durable Replacement Buyer,” SE Marketing Consortium, Ithaca, 1989.

“An Analysis of Distribution Effects in Pre-Test Market Models,” Special Session on Distribution Strategy for New Products, AMA Conference, Toronto, 1987.

Conferences (partial list)

“The Financial Rewards of New Product Introductions in the PC Industry,” Marketing Science Conference, Maryland, 2003.

“Beyond the New Product Development Speed Limit,” INFORMS, Cincinnati, 1999.

“Product Proliferation: An Empirical Analysis of Product Line Determinants and Market Outcomes,” Marketing Science Conference, Syracuse, 1999.

“Is It Real or Is It Vaporware?” Marketing Science Conference, Berkeley, 1997.

“Too Little and Too Early: Introduction Timing and Product Performance in the Personal Digital Assistant Industry,” Marketing Science Conference, Gainesville, 1996.

“Racing New Product Development Beyond the Speed Limit,” Marketing Science Conference, Tucson, 1994.

“Using Marketing and Manufacturing Information to Develop Early Sales Forecasts for New Consumer Durables,” Marketing Science Conference, St. Louis, 1993.

“Applying Targeted Marketing Principles to Consumer Durables,” AMA Summer Educator's Conference, San Diego, 1991.

“The Dynamic Pricing of Next Generation Consumer Durables,” Marketing Science Conference, Wilmington, 1991.

“Incremental Product Innovation and Demand for New Consumer Durables,” ORSA/TIMS Conference, Philadelphia, 1990.

“The Consumer Durable Replacement Buyer,” Marketing Science Conference, Urbana-Champaign, 1990.

“The Impact of Replacement Purchases on the Dynamic Pricing of Durables,” Marketing Science Conference, Raleigh-Durham, 1989.

“An Analysis of Collaborative Industry Advertising by Firms,” ORSA/TIMS Conference, Denver, 1988.

“A Hierarchical Utility Model for the Acquisition of Durable Goods,” Marketing Science Conference, Seattle, 1988.

“Marketing Efforts and the Timing of Consumer Durable Replacements,” Marketing Science Conference, Jouy-

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en-Josas, France, 1987.

“Forecasting Sales of New Product Accessories: The Compact Disc Market,” ORSA/TIMS Conference, Miami, 1986.

“Forecasting Consumer Durables: The Case of Color TV,” Marketing Science Conference, Dallas, 1986.

“Modeling the Market Expansion and Share Effects of Advertising,” ORSA/TIMS Conference, Atlanta, 1985.

“Word of Mouth and Marketing Strategy,” Marketing Science Conference, Nashville, 1985.

“Modeling Collaborative and Individual Firm Advertising,” Marketing Science Conference, Nashville, 1985.

“Word of Mouth and Optimal Marketing Policies,” IFORS Conference, Washington, D.C., 1984.

“Stated Intentions and Consumer Behavior,” ORSA/TIMS Conference, San Francisco, 1984.

“Marketing Efforts and Word of Mouth in an Established Product,” ORSA/TIMS Conference, Orlando, 1983.

“Characterizing the Casino Slot Player,” ORSA/TIMS Conference, Orlando, 1983.

“Word of Mouth and Marketing Effort Interactions,” ORSA/TIMS Conference, Chicago, 1983.

“Student Loans: An Initial Econometric Consideration of Supply and Demand,” ORSA/TIMS Conference, Toronto, 1981.