

CURRICULUM VITAE (HIGHLIGHTS)  
PHILLIP A. CARTWRIGHT



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FRANCE

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Education: Texas Christian University B.A., M.A., 1975, 1976 Economics  
University of Illinois, Urbana-Champaign M.S., Ph.D., 1980, 1982 Economics

Dissertation: A Time Series Approach to the Prediction of Oil Discoveries  
Committee Chairperson: Paul Newbold

Areas of Specialization: Econometric Theory and Applications, Microeconomics,  
Financial Markets, Industrial Organization, Innovation

Professional Memberships: Member, American Economic Association  
Member, Music & Entertainment Industry Educators Association  
Associate Member, National Academy Recording Arts and  
Sciences (The Recording Academy)  
Associate Member, Audio Engineering Society

**Professional Employment:**

2009-Present	<b>Professor of Economics, Ecole Supérieure de Gestion MS - Paris School of Business</b>  <b>CEO, Horizonvu Group LLC</b>
2009-2010	Visiting Associate Professor of Economics, The American University in Paris (2009-2010)
2007- 2008	Senior Principal, Consultant, Advisory Services Division, Global Insight and Visiting Fellow in Marketing, Imperial College, Tanaka Business School, London, U.K.
2004 – 2006	Senior Director, Marketing Science Centre, Global Clients, Research International (WPP), Paris/London/New York and Senior Research Fellow, eLab, INSEAD (2005 – 2006)
2000 - 2003	Principal, BearingPoint (formerly Andersen Business Consulting), Paris

1996 - 2000	Senior Manager, Ernst & Young Global Client Consulting and Center for Business Innovation Paris/Boston
1993 - 1996	Global Vice President, Modeling and Analytics Development, A.C. Nielsen, Paris
1987 - 1993	Vice President, Director of Econometric Analysis and Senior Economist, A.C. Nielsen, Northbrook, IL.
1982 - 1987	Assistant/Associate Professor of Economics (with tenure) and Director, Georgia Economic Forecasting Project, College of Business Administration, University of Georgia
1980-1982	Research Assistant, Bureau of Economic and Business Research, University of Illinois, Urbana-Champaign, Illinois

### **Current Research Interests**

Microeconomics and Financial Markets  
 Innovation and Network economics  
 Social media and economics of entertainment  
 Quantitative Methods

### **Selected Work in Progress**

Cartwright, Phillip A. and Riabko, Natalija (2013), "Measuring the Effect of Oil Prices on Wheat Futures Prices".

Cartwright; Phillip A. and Besson, Ekaterina, "Challenges of Orchestrating Online Relationships for an SME" (submitted September 2013).

Cartwright, Phillip A., Besson, Ekaterina and Koskievic, J.-M. (2013), "A Holistic Approach to Understanding the Management of Disruptive Innovation," (Under revision).

Cartwright, Phillip A., Besson, Ekaterina, Maubisson, L. (2013), "Who Loves Retro Rock'n'Roll?" (submitted December 2013).

### **Selected Professional Articles**

Cartwright, Phillip A., Gillett, Alex and Smith, Gareth Dylan "Valuing Networks for Emerging Musicians", in Les tendances technico-économiques de la Valeur", Ed. V. Lejeune, Paris: L'Harmattan (forthcoming 2013).

Cartwright, Phillip A. and Smith, Gareth Dylan "Innovation and Value in Networks for Emerging Musicians, Strategies and Communications for Innovations, Second Edition, Eds. Pfefferman, N., Marshall, T. and Mortara, L., Berlin: Springer-Verlaag (forthcoming, 2013).

"Nostalgia and Innovation Driving Consumption of Retro Pop-Rock Music," with Besson, Ekaterina, Maubisson, L. in European Journal of Innovation Management, 16, 4, (2013): 459-494.

"Network Effects and Renewable Energy Diffusion: The German Success Story", with Amy C. Jones in Regional and Sectoral Economic Studies, 13,1, (2013): 32-42.

"Invention, innovation et demande énergétique croissante: le case de l'énergie solaire en Inde", avec E. Besson en Perspectives énergétiques, ed. Frédéric Encel, Paris: Ellipses (2013) : 115-124.

"A Note on Preliminary Tests of a Public Choice Framework for Understanding Welfare Effects of IMF Lending," International Public Policy Review, 7, 1, (2012).  
<http://www.ucl.ac.uk/ippr/journal/vol7no1>

"A Perspective on Disruptive Innovation," with E. Besson in Les Nouveaux Enjeux de Management, ed. G. Nurdin, Paris : L'Harmattan (2012): 89-112.

"Network Economics: Developing and Implementing Renewable Energy Programs", with Amy C. Jones, Revue Management et Avenir, 42, (2011): 89-106.

"Research for Innovation: Defining Market Propositions," with Osta, E., Prabhu, J., and Bevolo, M. in Marketing Research Handbook, 5<sup>th</sup> ed. West Sussex: John Wiley and Sons (2007): 149-168.

"Acting to see – When disruptive times call for disruptive marketing", with Philippe Silberzahn, European Business Forum, 29, Summer, (2007): 41-45.

"Early Warning Systems and Firm Survival," with Bernard Buisson and Philippe Silberzahn in Excellence 2006, ESOMAR World Research Papers, ed. D.S. Fellows, Amsterdam: ESOMAR (2006): 145-158.

"A Dynamic Model of Disruptive Innovation in the Space of Market Recognition: A High Tech Perspective," with Philippe Silberzahn, ESOMAR, Innovate Proceedings, Miami Beach, (2006).

"Six Barriers to Information Intelligence", with Theodoros Evgeniou, European Management Journal, 23, 3, (2005): 293-299.

"Digital Transformation of Traditional Businesses," with Angela Andal-Ancion and George S. Yip, MIT Sloan Management Review, 44, 4, (2003): 34-41.

"Convergennation: A Strategic View of Convergence and Business

Innovation in Interactive Media," with Alexandre F. Amoukته and Caroline M. Edwards, ESOMAR, Technovate Proceedings, Cannes, (2003).

"Only Converge: Networks and Connectivity in the Information Economy," Business Strategy Review, 13, 2, (2002): 59-64.

"The Digital Revolution and Its Impact on Marketing and Marketing Research," Research World, 9, 5, (2001): 22-23.

"VBM Marketing : Measuring Value Effectiveness through Value Generation," with Jean-Florent Rérolle, Building a Competitive Culture through Shared Responsibility, EphMRA/ESOMAR Conference Publication, June, 1999.

"Jackknifing the Bootstrap: Some Monte Carlo Evidence, " with R. Carter Hill and Julia F. Arbaugh, Communications in Statistics: Simulation and Computation, 26, 1 (1997) : 125-140.

"Understanding Promotion Effectiveness and Profitability. An MDSS/Analytics-Based Approach," with Kenneth J. Wisniewski, Changing Business Dynamics. The Challenge to Marketing Research, 49th ESOMAR Congress (1996): 487-504.

"Bootstrapping Estimators for the Seemingly Unrelated Regressions Model," with R. Carter Hill and Julia F. Arbaugh, Journal of Statistical Computing and Simulation, 54 (1996), 77-196.

"Shrinkage Estimation Applied to a Logit Model Used in Marketing Research," with R. Carter Hill and J. Arbaugh, American Statistical Association, 1993 Proceedings of the Business and Economic Statistics Section, (Washington, D.C.: American Statistical Association): 153-158.

"The Statistical Properties of the Equity Estimator," with R. Carter Hill, Journal of Business and Economic Statistics, 12, No. 2 (1994): 141-147 (rejoinder following).

"The Finite Sample Properties of Shrinkage Estimators Applied to Seemingly Unrelated Regressions," with R. Carter Hill and J. Arbaugh, American Statistical Association, 1992 Proceedings of the Business and Economic Statistics Section, (Washington, D.C.: American Statistical Association): 17-21.

"Using Aggregate Data to Estimate Micro-Parameters with Shrinkage Rules: More Results," with R. Carter Hill and J. Arbaugh, American Statistical Association, 1991 Proceedings of the Business and Economic Statistics Section, (Washington, D.C.: American Statistical Association): 155-160.

"Marketing Research and Business Economics" and "Sampling in Economics" in Encyclopedia of Economics, 2nd Ed., Editor D. Greenwald (New York: McGraw Hill, 1994): 671-673, 879-881.

"The Use of Biased Predictors in Marketing Research," with R. Carter Hill and J. Arbaugh, International Journal of Forecasting, 7, No. 3

(1991): 271-282.

"Using Aggregate Data to Estimate Micro-Parameters Using Shrinkage Rules: More Results," with R. Carter Hill and J. Arbaugh, American Statistical Association, 1990 Proceedings of the Business and Economic Statistics Section, (Washington, D.C.: American Statistical Association): 339-344.

"Report on a Survey of Members of Advisory Committees to Federal Statistical Agencies," with R. G. Lehnen, M. Martin and S. Wood, American Statistical Association, 1991 Proceedings of the Government Statistics Section, (Washington, D.C.: American Statistical Association): 1-6.

"The Use of Biased Predictors in Marketing Research," with R. Carter Hill and J. Arbaugh, American Statistical Association, 1989 Proceedings of the Business and Economic Statistics Section, (Washington, D.C.: American Statistical Association): 484-489.

"Price Correlation and Granger Causality Tests for Market Definition," with David R. Kamerschen and Mei-Ying Huang, Review of Industrial Organization, 4, No. 2 (1988): 79-98.

"An Empirical Analysis of the Temporal Behavior of the  $q$  Ratio in the U.S. Economy," with David R. Kamerschen, The Review of Business and Economic Research, XXIV, 2 (1988): 1-12.

"On the Causal Directions Between Income and Government Expenditures in the United States," with Charles D. DeLorme, Jr. and Elke Kespohl, Public Finance, XXXIII, 3 (1988): 373-387.

"The Use of Inputs by the Federal Reserve System: An Extended Model", with Stuart Allen, Donald McCrickard, and Charles D. DeLorme, Jr., Public Choice, 59, No. 3 (1988):205-214.

"Statistical Policy for State and Local Governments," with Lehnen, R. G., et. al., American Statistician, 42, 1 (1988): 10-16.

"An Examination of State Export Promotion, Exports and Employment," with Cletus C. Coughlin, Journal of Regional Science, 27, 3 (1987): 439-449.

"An Examination of Foreign Exports and Manufacturing Employment," with Cletus C. Coughlin, Economic Development Quarterly, 1, 3 (1987): 257-267.

"Inventory Theory in Cartelized Markets," with Albert L. Danielsen, Energy Economics, (July 1987): 167-175.

"The Competitive Impact of Mergers, 1930-1979," with David R. Kamerschen and William B. Zieburtz, Jr., American Business Law Journal, 25, 1 (1987): 33-62.

"The Economics of Severance Taxes," with Albert L. Danielsen, Energy Resources Development: Politics and Policies, ed. Richard L. Ender and John Choon Kim (New York: Quorum Book, 1987): 81-94.

"Time Aggregation and the Estimation of Beta Coefficients: Empirical Evidence," with C. F. Lee, Journal of Business and Economic Statistics, 5, No. 1 (1987): 131-143.

"Forecasting Time Series: A Comparative Analysis of Alternative Classes of Time series Models," with Paul Newbold, Journal of time Series Analysis, 6, No. 4, (1985): 203-211.

"Using State Dependent Models for Prediction of Time Series with Missing Observations." Time Series Analysis: Theory and Practice 7, ed. V O.D. Anderson, (Amsterdam: Elsevier Science Publishers B.V., 1985): 157-167.

"The Unemployment-Inflation-Voter Utility Relationship in the Political Business Cycle: Some Evidence", with Charles D. Delorme Jr. Southern Economic Journal, 51, No. 3 (1985): 898-905.

"The By-Product Theory of Revolution: Some Empirical Evidence", with Charles D. Delorme, Jr. and Norman Wood, Public Choice , 46, No. 3,. (1985): 265-274.

"A Note on Using State Dependent Models with a Time Dependent Variance," Journal of Business and Economic Statistics, 2, No. 4 (1984): 410-413.

"A Time Series Approach to the Prediction of oil Discoveries", with Paul Newbold, Time Series Analysis: Theory and Practice 4, ed. V O.D. Anderson, (Amsterdam: Elsevier Science Publishers B.V., 1983.

### **Seminars and Presentations:**

"Managing Online Relationships for Value: Emerging Musicians at Work", with E. Besson, Research Day in Digital Business, ESG Management School, 21 June 2013.

"Rock and Emerging Artists' Perceptions of Keys to Success- A Communication Management Approach Based on Case Studies", with Nicole Pfeffermann", The Sixth Art of Management and Organization Conference, The University of York, 4-12 2012.

"Network Economics: Developing and Implementing Renewable Energy Programs, " with Amy C. Jones, Colloque Transdisciplinaire de " La Prévention des Risques Energétiques" Le Centre de Recherche de l'ESG (CERESG) et le LIPSOR du CNAM, 24 Mars 2011.

"The Importance of Networks: How We Connect with (Just About) Everybody," presentation to the American Chamber of Commerce, France," joint with Elizabeth Albrycht, June 2012.

"A Dynamic Model of Disruptive Innovation in the Space of Market Recognition: A High Tech Perspective," with Philippe Silberzahn, ESOMAR Conference, Innovate, Miami Beach, presentation, May, 2006.

"Developing a Roadmap for Building the Skills of Marketing Intelligence Teams", with DVL Smith and Elisabetta Osta, ESOMAR Congress 2005, Cannes, Masterclass presentation, September, 2005.

"Early Warning Systems and Firm Survival," with Bernard Buisson and Philippe Silberzahn, ESOMAR Conference, Innovate, Paris, presentation, March 2005.

"Improving Performance through Multi-channel Customer Knowledge Management - An Asian Experience," ADETEM, Customer Relationship Management, MD Exposition, Paris, May, 2004

"Convergennation: A Strategic View of Convergence and Business Innovation in Interactive Media," with Alexandre F. Amoukته and Caroline M. Edwards, ESOMAR Conference, Technovate, Cannes, presentation, January, 2003.

"Mediation Changes in the Network Economy," with George S. Yip and Eric Pilaud, presented at meetings of the Strategic Management Society, Paris, September, 2002.

"Convergence and the Network Economy," presented to The Conference Board Europe, Council on Digital Solutions, Paris, June, 2002.

"A Paradox of Product Innovation: Facts and the Strategic Challenge," with J. J. Vandenheede, B. Hoffmann and L. Aardse, presented to ESOMAR, 52<sup>nd</sup> Conference and Trade Exhibition, Paris, September, 1999.

"VBMMarketing: Measuring Marketing Effectiveness through Value Generation," with Jean-Florent Rérolle, ESOMAR/EphMRA Conference, Marne La Vallée, France, June, 1999.

"Efficient Product Introductions, The Development of Value-Creating Relationships," with J. J. Vandenheede, et. al. Efficient Consumer Response Europe, 1999 Conference on Consumer Value, Paris, April, 1999.

"Pan-European Perspective on New Product Innovation," with J. J. Vandenheede, Winning on the Shopfloor, IIR Conference, Brussels, April, 1999.

"Measuring International Marketing Effectiveness and Value," The Centre for Marketing Excellence, The Marketer's Guide to Innovative International Marketing, London, England, April 1998.

"Knowledge Management - The Principles and the People," The Conference Board Europe, 10<sup>th</sup> Anniversary of the Council on Quality,

Vevey, Switzerland, March 1998.

"Understanding Promotion Effectiveness and Profitability, An MDSS/Analytics-Based Approach," with Kenneth J. Wisniewski, 49th ESOMAR Congress, Istanbul, Turkey, September 1996.

"An Analysis of the Predictive Validity of Promotion Movement Models for Marketing Research," presented at the Fifteenth Annual International Symposium on Forecasting, Toronto, Canada, June 1995.

"Modeling the Future: The Quest for the Holy Grail, How Close are We?" with John Hudson, Gerry Halls and Caroline Vincent, presented at the Fourteenth Annual International Symposium on Forecasting, Stockholm, Sweden, June 1994.

"Bootstrapping Improved Estimators for the Seeming Unrelated Regressions Model," with R. C. Hill and J. Arbaugh, presented at the Australian Meetings of the Econometric Society, University of New England, Armidale, Australia, July 1994.

"Bootstrapping Estimators for the Seeming Unrelated Regressions Model," with R. C. Hill and J. Arbaugh, presented at the Real Estate Conference, University of Connecticut, Storrs, Connecticut, June 1994.

"Shrinkage Estimation Applied to a Logit Model Used in Marketing Research," with R. C. Hill and J. Arbaugh, presented at the Joint Statistical Meetings, San Francisco, Ca., August 1993.

"The Finite Sample Properties of Shrinkage Estimators Applied to Seemingly Unrelated Regressions," with R. C. Hill and J. Arbaugh, presented at the Joint Statistical Meetings, Boston, Ma., August 1992.

"Using Aggregate Data to Estimate Micro Parameters with Shrinkage Rules," with R. C. Hill and J. Arbaugh, presented at the Joint Statistical Meetings, Atlanta, Ga., August 1991.

"Using Aggregate Data to Estimate Micro-Level Parameters with Shrinkage Rules," with R. C. Hill and J. Arbaugh, presented at ORSA/TIMS New Frontiers in Scanning Conference, Los Angeles, Ca., January 1991.

"Use of Aggregate Data to Estimate Micro-Level Parameters Using Shrinkage Estimators," with R. C. Hill and J. Arbaugh, presented at the Joint Statistical Meetings, Anaheim, Ca., August 1990.

"The Role of Advisory Committees in the Federal Statistical System: How Helpful?" with R. Lehnen and M. Martin, presented at the Joint Statistical Meetings, Anaheim, Ca., August 1990.

"Analyzing Scanning Data Using Conventional Time Series Methods: Concerns from the Practitioner's Corner," presented at the conference on Making Statistics More Effective in Schools of Business, Lawrence, Kansas, June 1990.



## **Books**

New Product Introduction, Successful Innovation/Failure : A Fragile Boundary, with J. J. Vandenheede, et. al. Joint publication with Ernst & Young and ACNielsen-BASES, 1999.

Efficient Product Introductions, The Development of Value-Creating Relationships, with J. J. Vandenheede, et. al., publication for Efficient Consumer Response Europe, Brussels, 1999.

## **General Press**

Pourquoi l'Europe innove moins que les Etats-Unis, with Régis Chevanaz and Ekaterina Besson, Les Echos, 18 October 2011, 19 May 2012, <http://leplus.nouvelobs.com/contribution/552329-pourquoi-l-europe-innove-moins-que-les-etats-unis.html>

L'acquisition d'EMI par Universal favorable aux artistes et à leurs fans ? with Régis Chevanaz, Les Echos, 17 November 2011, <http://lecercle.lesechos.fr/entreprises-marches/high-tech-medias/autres/221140198/acquisition-emi-universal-favorable-aux-artist>

Steve Jobs : l'homme qui savait parler aux co-innovateurs, with Régis Chevanaz and Ekaterina Besson, Les Echos, 18 October 2011, <http://lecercle.lesechos.fr/economie-societe/recherche-innovation/innovation/221138880/steve-jobs-homme-savait-parler-aux-co-inn>

## **Grants and Awards Received**

WPP Atticus Award, 2006, Highly Commended, Market Research, "Innovation in disruptive times", with Bernard Buisson and Philippe Silberzahn.

University of Georgia Research Foundation Grant. Awarded 1985-1986, Applications of State Dependent Models to Time Series with Seasonal Components.

### **Teaching Experience**

Principles of Economics (undergraduate)  
Intermediate Microeconomics (undergraduate and graduate)  
Industrial Organization (undergraduate and graduate)  
International Trade (undergraduate)  
Quantitative Methods for Economics and Business (undergraduate)  
Statistics (undergraduate and graduate)  
Applied Econometrics (undergraduate)  
Econometric Theory I (graduate Ph.D.)  
Econometric Theory II (graduate Ph.D.)  
Time Series and Forecasting (graduate Ph.D.)  
Special Topics in Mathematical Economics (graduate Ph.D.)  
International Marketing Strategy (undergraduate)  
Economics of Entertainment (graduate)  
Entrepreneurship and the Arts (graduate)  
Economics of Financial Markets (undergraduate)  
Economics of Innovation (graduate)  
Energy Economics (undergraduate)  
Consumer Behavior (undergraduate)  
Business Intelligence (undergraduate and graduate)

### **Selected Students**

Committee Chair, John Baskin, Regional Economics, Econometrics, Ph.D., 1985  
Committee Chair, Wai-Chung Lo, Econometrics, Ph.D., 1986  
Committee Member, Mary Greenwald, Accounting, Ph.D., 1986  
Committee Member, Elke Kespohl, Macroeconomics, Ph.D. 1987  
Committee Chair, Amy Jones, International Relations, M.A., 2011  
Committee Chair, Roddey Brandon, International Relations, M.A., 2011  
Committee Chair, Jared Curtis, International Relations, M.A., 2012  
Committee Chair, Lisa Albright, International Relations, M.A. 2013  
Committee Chair, Natalija Riabko, Finance, DBA, 2013

### **Advisory Board and Committee and Service Assignments:**

Associate Editor, *Review of Pacific Basin Financial Markets and Policies*, 2013 – Present.

Referee, *European Journal of Innovation Management*, 2013.

Referee, *International Journal of Innovation Management*, 2013.

Institute of Contemporary Music Performance, London, Advisory Role, Undergraduate Program. 2013 – Present.

French Social Media Awards, 2012, Research and Program Committee, Joint Project with ESG MS and Université Paris 1, Panthéon-Sorbonne, 2010 –2012.

Editorial Board, Consumer Market Research Handbook, ESOMAR, 2006.

Referee, Advanced Institute of Management Research Initiative (AIM) Ghoshal Fellowships, 2005.

European Society for Opinion and Marketing Research, MR Management Education Task Force, 2004-2005.

European Society for Opinion and Marketing Research, Program Committee, World Congress, 2003.

International Conference on Applications and Theory of Artificial Intelligence, Advisory Board, 2002-2003.

Centre for the Network Economy, London Business School, 2000-2001, Advisory Board 2001-2002.

The Conference Board Europe, Council of Digital Solutions, 2000-2002, Vice-Chairman, 2003.

Efficient Consumer Response Europe, Efficient Product Introduction, Co-chair, 1998-1999.

The Conference Board Europe, Council on Corporate Strategy, 1998-1999.

American Statistical Association, Section on Government Statistics, Executive Committee, 1988-1992, Chair-elect, 1989, Chair, 1990..