

# Fred Feinberg

Handleman Professor of Marketing, Ross School of Business

Professor of Statistics (courtesy)

## Methodological Areas:

Bayesian econometrics

Discrete choice models

Consideration sets / Parametric heterogeneity

Preference elicitation methods (e.g., conjoint)

**Hybrid approaches.** Marketing models +

- Design engineering / OM
- Machine learning
- Psychology / Sociology