Research with Impact:
Being a Maverick

Some Comments by

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Dictionary Definitions of Maverick

1. Maverick: An unbranded animal, esp. a strayed calf, formerly the legitimate property of the first person who branded it.

2. Maverick: A person who takes an independent stand, as in politics, refusing to conform to that of his party or group.

In our context: An unorthodox or independent-minded researcher.
# A Framework of Research Thrusts

<table>
<thead>
<tr>
<th>Research Problem</th>
<th>Research Method</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>Current</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Novel</td>
<td></td>
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</tbody>
</table>
One Example from My Work

Example 1: Development of Balance Model

Preference analysis for one item chosen by one individual (MDS/Conjoint)

Suppose the person selects two items; and two or more individuals are involved.

Lead to balance model (or models for bundles) and polarization model.
### Example of Second Choice Data

<table>
<thead>
<tr>
<th>Alternative</th>
<th>Preference Rank (1=high)</th>
<th>Choice for one item</th>
<th>Preference for the of Second Item</th>
<th>Most Preferred Pair</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>1</td>
<td>1</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>0</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>6</td>
<td>0</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>
Model for Evaluation of Subset of Items

- Categorization of Attributes
  - All Attributes
    - Essential
      - Balancing Dispersions (+,-)
    - Non-essential
      - Non-balancing Means (+,-)

- Extensions
Several Research Activity Using Balance Model

- Five doctoral dissertations (one in progress)
- 12 published papers
- Areas covered:
  - Bundling
  - Pricing
  - Cross-selling
  - Acquisition
  - Brand Equity
  - Network Effects
  - Sequential Bundling
  - Cross-Bundling
Research on Bundling Models

**Single Decision Maker**

**Multiple Decision Makers**

**Multiple items**

**Single item**

??
# Research on Bundling Models

**• Development of the Bundling Models**

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Study</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balancing Attributes</td>
<td>Farquhar and Rao (1976)</td>
<td>Math Programming</td>
</tr>
<tr>
<td>+ Heterogeneity</td>
<td>Bradlow and Rao (2000)</td>
<td>Hierarchical Bayesian Model</td>
</tr>
<tr>
<td>+ Comparability across Multi-categories</td>
<td>Chung and Rao (2003)</td>
<td>Finite Mixture (latent class) Model</td>
</tr>
</tbody>
</table>
Risks and Benefits of Being a Maverick in Academic Research

- Establish first and then go into these risky areas.
- Risky but with high payoff.
- Ability to make additional contribution in an established area can be hard.
- Show some connection to established ways of doing research.
Advice for Potential Mavericks

- Read/assimilate current research.
- Have paradigm in mind to extend what you read/listen.
- Pursue new ideas vigorously.
- Try to maintain your resumé to be tenurable any time.