

Curriculum Vitae JOHN C. WURST, Ph.D.

Office Address:
Benson C304
The University of Georgia
Athens, Georgia 30602

Email: jcwurst@uga.edu

UGA website: [John C. Wurst, Principal Lecturer, Department of Marketing at Terry College of Business](#)

Teaching Interests: Courses in marketing analytics and research emphasizing appropriate real-world applications through proper use of methods and resources.

Research Interests: Advances in applied analytics and research methods, particularly in the areas of conjoint and MaxDiff, segmentation, optimization, and general predictive modeling.

Education

Ph.D., University of Georgia, (1987)

Major: Management Science (Quantitative Business Analysis), Minor: Marketing

Master of Science, University of Miami, (1981), Major: Statistics

Bachelor of Science, University of Miami, (1978), Major: Chemistry

Employment

Academic positions:

Principal Lecturer, The University of Georgia, 8/2023 – present.

Senior Lecturer, The University of Georgia, 8/2010 – 8/2023.

Lecturer, The University of Georgia, 8/2003 – 8/2010.

Adjunct faculty member, Emory University, spring semester 2003.

Assistant professor, Emory University, 9/1987 – 7/1996

Other professional employment:

President, Atlanta Marketing Sciences Consulting, Inc., 8/2003 – present.

Vice president, Director of Marketing Sciences, SDR Consulting, 11/1999 – 8/2003.

Practice Leader and Senior Consultant Research Methods, SDR Consulting, 7/1996 – 8/2003.

Instruction

Courses Taught:

MARK 7700 Conjoint and Discrete Choice Analysis, each spring semester since 2004.

MARK 7655 Regression Models for Marketing Decisions, each fall semester since 2003.

MARK 7200 Marketing Research Design and Data Collection, each summer semester since 2004

MARK 7600 Predictive Analytics,

MBA program, spring 2013, each fall semester since 2013.

MSBA program, each fall semester since 2018.

MARK 4350 Marketing Analytics, each fall and spring semester since fall 2012.

MARK 4000 Marketing Research for Business Decisions, Maymesters 2020 – 2025
(note: 2024 and 2025 have been online (MARK 4000E), team taught with Dr. S.K. McManus 2021, 2022),
Fall semesters 2004 – 2011, spring semesters 2004, 2012, 2024, 2025
(note, 2025 was in the honors program MARK 4000H)

MARK 9650 Multivariate Statistics , summer term 2004, spring semesters 2005 – 2011.

MARK 7650 Applied Multivariate Methods, spring semesters 2007 – 2011.

Courses Developed:

MARK 7600 Predictive Analytics

MARK 4350 Marketing Analytics

MARK 7700 Conjoint and Discrete Choice Analysis

Supervision of Graduate Student Research

Corporate Project Research, fall/spring semester 2025

Master of Marketing Research. Teamed with Mr. Scott Cuppari.

5 students, graduation expected: May 2026.

Corporate Project Research, fall/springs semester 2024/2025,

Master of Marketing Research. Teamed with Dr. Charlotte Mason.

4 students, graduation: May 2025.

Corporate Project Research, fall/spring semesters 2023/2024,

Master of Marketing Research. Teamed with Dr. Charlotte Mason.

4 students, graduation: May 2024.

Corporate Project Research, fall/spring semesters 2021/2022,

Master of Marketing Research. Teamed with Dr. Charlotte Mason.

3 students, graduation: May 2022.

Corporate Project Research, spring semester 2021, Master of Marketing Research.

5 students, graduation: May 2021

Corporate Project Research, spring semester 2021,

Master of Science in Business Analytics. Helped serve as faculty advisor pertaining to the conjoint design and analysis aspects of the project. I was not the faculty advisor of record. 4 students, graduation: May 2021

Ph.D. dissertation committee member, College of Public Health, title:” Implementation Effectiveness of HIV Self-Testing and Preferences for HIV Testing in Uganda.”

Graduation: December 2013.

Ph.D. dissertation committee member, College of Pharmacy, title: “Utilization of Conjoint Analysis to Elicit Preferences for Genetic Testing for Alzheimer’s Disease.”

Graduation: December 2011.

Masters thesis committee member, College of Arts and Sciences, Statistics Dept., title, “The Exploration of Statistical Ensemble Methods for Market Segmentation.”

Graduation: May 2009.

Ph.D. dissertation committee member, College of Journalism, title: “Linguistic Market Segmentation and Audience Valuation by US Television Advertisers.”
Graduation: May 2007.

Corporate Project Research, fall/spring semesters 2004/2005, Master of Marketing Research.
3 students, graduation: May 2005.

Corporate Project Research, fall/spring semesters 2003/2004,
Master of Marketing Research.
3 students, graduation: May 2004.

Recognition and Outstanding Achievements

MMR Teacher of the Year Award, Master of Marketing Research program (years 2004-2007, 2009-2011, 2013, 2016, 2017, 2019, 2022 (co-recipient with Dr. Dagogo-Jack in 2022), 2023, 2024 (co-recipient with Dr. Candice Hollenbeck).

University of Georgia Career Center Recognition for the career development of UGA graduates (2012, 2014, 2017, 2018, 2019, 2022, 2023,2024,2025)

University of Georgia Center for Teaching and Learning, Thank-a-Teacher student thank-you note recipient (2021)

MBA Distinguished Educator Award, Emory Business School (1990)

Beta Gamma Sigma member (Business Honorary)

Mentioned in *Business Week's Guide to The Best Business Schools, 2nd Edition*

Professional Development

Workshop, “Using ChatGPT for Advanced Data Analysis,” Instats, Feb. 24 – 26, 2025

Workshops, “AI Tips and Tricks for Every MR Pro”, “Objective Beauty: Clarifying Objectives to Maximize Impact of Insights”, Future of Insights Summit, Terry College MMR Program, UGA, Insights Association, South Atlantic Chapter, Aug. 20, 2025

Seminar, “State of the Insights Industry,” MMR Advisory Board Meeting Educational Session, UGA Terry College, Marketing Department, December 2024

Teaching Evaluation Workshop: “Gathering Mid-Semester Student Feedback,” UGA, Sept. 20, 2024

Seminar, “MMR and Insights Association FOI Research Summit”, UGA Terry College, Marketing Department, August 2024.

Workshop, “Mentoring Across Differences,” UGA Graduate School, Feb. 2023.

Seminar, “Sustainability Speaker Series,” Terry College, March 2023

Seminar, “Virtual Collaboration Technology and International Business Coaching: Examining

the Impact on Marketing Strategies and Sales,” Terry College Marketing Dept. Speaker Series, UGA, Oct. 1, 2021

Diversity and Inclusion Webinar: Creating an Inclusive Curriculum, Terry College, UGA, Nov. 2020.

IleX (Insight Innovation Exchange) conference, each June 2015-2018.

Diversity Workshop, Terry College, UGA, Aug. 2016.

Atlanta Mobile Research and Social Research Workshops, Greenbook, Oct. 2015.

Advanced Business Analytics SAS Training, SAS, July 2012.

Georgia Research Symposium, Goizueta Bus. School, Emory U., April 2011, 2012.

Sawtooth Software Conference, Sawtooth Software, Oct. 2007, March 2006, 2012.

Seminar, “The Design of Experiments for Stated Choice Models,” Statistics Dept., UGA, Oct. 2011.

AMA Summer Educators Conference, American Marketing Association, Aug. 2008.

Advanced Research Techniques Forum, American Marketing Association, June 2006, 2007, 2008.

Professional Affiliations

American Marketing Association

INFORMS

American Statistical Association

Scholarly Activities

Published Articles

"Audience as Product: Identifying Advertiser Preferences" by Amy Jo Coffey and John Wurst, *Journal of Media Business Studies*, 2012, Vol. 9, no. 4, pp. 21-39.

“An Overview of the Design of Stated Choice Experiments,” by Warren Kuhfeld and John Wurst, *2012 Proceedings of the Sawtooth Software Conference*, pp. 165-194.

“Reverse Segmentation: An Alternative Approach,” by Ula Jones, Curtis Frazier, Chris Murphy, and John Wurst, *2006 Proceedings of the Sawtooth Software Conference*, pp. 55-62.

"Advances in Market Segmentation" by William D. Neal and John Wurst, *Marketing Research*, 2001, Vol. 13, no.1, pp. 14-18.

"Optimal Pricing Through Value Modeling" by David Feldman and John Wurst, *The Journal of Professional Pricing*, 2001, Vol.10, no. 2, pp. 31-33.

"Effectiveness of Rectification in Audit Sampling" by John Wurst, John Neter, and James Godfrey, *The Accounting Review*, 1991, 66, pp. 333-346

"Comparison of Sieve Sampling with Random and Cell Sampling of Monetary Units" by John Wurst, John Neter, and James Godfrey, *Journal of the Royal Statistical Society (Series D, The Statistician)*, 1989, 38, pp. 267-280

"Efficiency of Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, *The Journal of Business & Economic Statistics*, 1989, 7, pp. 199-205

Presentations

"An Overview of the Design of Stated Choice Experiments," by Warren Kuhfeld and John Wurst, 2012 Sawtooth Software Conference, Orlando Florida, March 2012

"What Should an Ideal Marketing Research Curriculum Look Like" by John Wurst, American Marketing Association Summer Educators' Conference, Marketing Research SIG Pre-conference program, San Diego, California, August 2008

"Reverse Segmentation: An Alternative Approach" by Ula Jones, Curtis Frazier, Chris Murphy, and John Wurst, 2006 Sawtooth Software conference, Del Ray Beach, Florida, March 2006

"Incorporating Purchase Intent Threshold Information into Preference Based Conjoint Analysis" by John Wurst, Bill Neal, David Feldman, poster presentation at the 10th Annual Advanced Research Techniques Forum (American Marketing Association conference), Santa Fe, New Mexico, June, 1999

"Integrating Frequency of Purchase into a Discrete Choice Framework to Enhance the Estimation of Market Shares" by John Wurst, Warren F. Kuhfeld, and Brian Griner, presented at The Eighth Annual Advanced Research Techniques Forum (American Marketing Association conference), Monterey, California, June 1997

"Designing Efficient Choice Experiments: An Empirical Evaluation" by Warren F. Kuhfeld, Brian Griner, and John Wurst, presented at the Marketing Sciences Conference, University of California at Berkeley, March 1997

"A Comparison of Auditing Inferential Procedures" by John Wurst, presented at the INFORMS National Meeting, Atlanta, Georgia, November 1996

"An Investigation of Audit Sampling Risks Under Rectification" by John Wurst, John Neter, James Godfrey, presented at the INFORMS National Meeting, Los Angeles, Calif. November 1995

"Selected Topics in Dollar-Unit Sampling" by John Wurst, presented at the retirement celebration of Professor John Neter, The University of Georgia, Athens Georgia, October 1990

"Rectification Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the American Statistical Association 150th Anniversary Meeting, Washington D.C., August 1989

"Rectification Sampling in Auditing" (did not include analytical results presented at ASA Anniv. Meeting) by John Wurst, John Neter, and James Godfrey, presented at the ORSA/TIMS Joint National Meeting, Denver, Colorado, October 1988

"Use of Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the Meeting of the International Statistical Institute, Tokyo, Japan, September 1987

"An Investigation of the Sieve Sampling Method for Obtaining Upper Error Bounds in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the TIMS/ORSA Joint National Meeting, New Orleans, Louisiana, May 1987

"Sieve Sampling and Dollar-Unit Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the annual meeting of the Decision Sciences Institute, Honolulu, Hawaii, November 1986

"Modified Upper Error Bounds for Sieve Sampling in Auditing" by John Wurst, John Neter, and James Godfrey, presented at the TIMS/ORSA Joint National Meeting, Los Angeles, California, April 1986

Invited Seminars/Lectures

Executive Education Seminars/Tutorials Taught:

Conjoint/Discrete Choice Topics

University of Georgia, Terry College, MMR Program Summit, 2022

Capital One Banking, 2022

Alliance Data (Through Terry Exec. Ed.) 2019

American Marketing Association (AMA Advanced School of Marketing Research, Terry Exec. Ed.): 1999-2018

Institute for International Research: 2005, 2004, 2001, 2000, 1999
(with Warren Kuhfeld)

MetLife: 2010

Heinz/Del Monte: 2005

IBM: 1998

BellSouth: 1998

BI Worldwide: 1997

Academic Seminars Taught:

Conjoint/Discrete Choice Topics

The University of Wyoming: 2014

Emory University: 2007, 2006

Georgia Institute of Technology: 2005

Professional Service

Ad hoc reviewer and referee:

Applied MaxDiff: A Practitioner's Guide to Best-Worst Scaling, by K. Chryzan and B. Orme, Sawtooth Software (2019)

Marketing Research, Journal of Business and Economic Statistics, Decision Sciences Institute national meetings (prior to 2003)

Committees

Ad hoc MBA grade review committee, May 2021

Master of Science in Business Analytics (MSBA) Faculty Advisory Group Marketing Department Representative (Fall Semester 2018 - Present)

Search Committee for Master of Marketing Research Program Assistant (Student Affairs Professional III) Aug./Sept. 2017.

Undergraduate Program Assessment Committee member, Marketing Dept., Terry College of Business, The University of Georgia, Oct. 2010 – December 2015.

BUSN 4000 (Predictive Modeling and Optimization) Instructor Search Committee member, Terry College of Business, The University of Georgia, Spring Semester 2014.

Computer Users Committee member, Terry College of Business, The University of Georgia, Aug. 2003 – May 2011.

Dean Search Committee member, Goizueta Business School, Emory University, 1988.

Special Administrative Assignments

Review of Master of Marketing Research program admissions applications, Nov. 2004 to March 2015.

Conference committee member:

Advanced Research Techniques Forum, the American Marketing Association, 2007
Sawtooth Software 2006 and 2007 conferences

Additional Academic Service Items:

Master of Marketing Research Program Assessment participation, 2011, 2014, 2019 - 2025.

Master of Science in Business Analytics Program Assessment participation, 2020 - 2025.

Marketing Dept. Undergraduate Program Assessment participation, 2010 – 2015.

Master of Marketing Research Program Curriculum Retreat participation, May 2021.

Master of Marketing Research Program Advisory Board Meeting attendance, 2025 (April, Dec.), 2024 (April), 2023 (Dec.), 2022 (May), 2021 (May, Dec.), 2020 (Apr., Dec.), 2019 (May), 2018 (April), 2017 (April), 2016 (May, Nov.), and multiple times in prior years.

Industry Service

Service to the marketing industry through my consulting practice, Aug. 2003 – present. Provided marketing research/analytics services through multiple projects with MMR Research Associates, Lynx Research, SDR Consulting. Client-side firms that have received deliverables from my recent work include Cox, Capital One, Hallmark, and others.