

Curriculum Vitae
KENNETH R. DEAL, M.B.A., Ph.D., C.M.R.P., Fellow MRIA
Professor of Marketing
August 27, 2020

Business **DeGroote School of Business**
address: **McMaster University**
4350 South Service Road, 254
Burlington, Ontario
Canada L7L 5R8

Telephone: (905) 525-9140 ext. 27430

Education:

Ph.D.	Major: Management Science Minors: Marketing, Economics Dissertation: A Differential Games Solution to the Problem of Determining the Optimal Timing of Advertising Expenditures	The State University of New York at Buffalo	Feb. 1975
M.B.A.	Management Science	S.U.N.Y./Buffalo	June 1969
B.S.	Management Science	S.U.N.Y./Buffalo	June 1966

Current Status at McMaster

Professor of Marketing	July 2016-
Associate Professor of Marketing (tenured, 1979)	July 1979-
DeGroote School of Business, McMaster University	

Professional Association Memberships:

- American Marketing Association (International and Toronto Chapter)
- The Marketing Research and Intelligence Association (formerly, Professional Marketing Research Society)
 - Director of Education, 1984-1987 (elected)
 - President Elect, Vice-President, July 1, 1997 to June 30, 1998 (elected)
 - President (elected), July 1, 1998 to June 30, 1999 (elected)
 - Past President, July 1, 1999 to June 30, 2000.
 - Member of the examination committee for Certified Marketing Research Professional
- The Canadian Survey Research Council (now part of MRIA)
 - President (elected), 2000-2001
 - Board of Directors, 1997-2004

Employment History:

Acting Chair, Marketing	Jan 2019 – July 2019
Professor of Marketing (tenured, 1979) DeGroot School of Business, McMaster University	July 2016-
Associate Professor of Marketing and Management Science (tenured, 1979) Michael G. DeGroot School of Business, McMaster University	July 1979- June 2016
Acting Chair, Strategy	July 2011 – July 2012
Chair, Strategic Market Leadership & Health Services Management	July 1999 – June 2007
Chairman, Marketing and International Business, Acting Chairman, Business Policy and Environment	July 1982- June 1986
Assistant Professor of Management Science Faculty of Business, McMaster University	July 1973- June 1979

Consultant in marketing analytics, marketing research and strategic marketing, especially in the areas of energy and health.

Scholarly and Professional Activities

- a. Editorial boards
The Patient
- b. Executive Positions
 - a. President (elected) in 1998/99 of the Professional Marketing Research Society (now called the Marketing Research and Intelligence Association)
 - b. President (elected) in 2000/01 of the Canadian Survey Research Association (now called the Marketing Research and Intelligence Association)
- c. Referee for:
The Patient
American Health Economics Association
ISPOR (International Society for Pharmacoeconomics and Outcomes Research)

Areas of Interests

- a. **Research**

Dr. Ken Deal, Marketing

My research is focused primarily on the effective design and redesign of products through discrete choice experiments and other methods and on understanding the diverse needs and wants of consumers through market segmentation. Those products may be pharmaceutical, electricity pricing plans, new energy products, new educational programs for parents of children having mental health problems or health testing programs such as gene expression profiling (GEP) for women with breast cancer and so on.

b. Teaching

I greatly enjoy teaching quantitative marketing and related courses. I introduced a new MBA course in marketing analytics in the Fall 2014 term and a new required statistics course into the M.Sc. eHealth program in Winter 2014. I also teach an MBA course in strategic marketing analysis and another in marketing research. Together, those three courses provide an opportunity for our MBA students to assemble an informal minor in marketing analytics.

c. Consulting

I use sophisticated marketing, marketing analytics, marketing research and marketing modeling to provide significant insights that help organizations build and enhance marketing strategies and to motivate and guide marketing action. Understanding customers' minds and behavior through integrated discrete choice experiments, market segmentation, targeting and positioning are key services to clients. I have extensive experience in the health sector in general, pharmaceutical research and children's mental health plus many years of working in the electricity and natural gas sector. Research has been conducted for many of the large pharmaceutical companies, either directly or indirectly, and for electricity and natural gas companies in the USA and Canada. I have years of experience in managing and executing large research projects in the energy sector, many dimensions of health, wireless sector, aviation industry, financial services, automotive parts and service, tourism, government services, environmental issues, consumer packaged goods, insurance, retail grocery, publishing and others. I have been qualified as an expert in marketing, marketing research and branding and regularly provide expert testimony to the Federal Court of Canada, the Ontario Superior Court of Justice and US courts.

Honours

Elected, Lifetime Fellow of the Marketing Research and Intelligence Association (formerly, Professional Marketing Research Society), May 2000, "for outstanding lifetime contributions to marketing research in Canada." (FMRIA)

Courses Taught (last 5 years)

Marketing Analytics (M733 in MBA programme)
Marketing Research (M731 in MBA programme)

Dr. Ken Deal, Marketing

Strategic Marketing Analysis (M734 in MBA programme)
Statistics for eHealth (K705 or eH705 in M.Sc. eHealth)

Conjoint analysis (discrete choice experiments), Introduction to data analysis using SPSS and Advanced data analysis using SPSS for the Marketing Research and Intelligence Association, my professional association.

Contributions to Teaching Practice

Nominated for the Joe Basu Teaching Award for 700 level MBA courses, 2015
Course development.

I developed a new MBA course in marketing analytics in the Fall 2014 term and a new required statistics course into the M.Sc. eHealth program in Winter 2014. I initiated a movement to using the R environment in all of my courses to better prepare students for marketing analytics positions in business.

Books

I've authored one book and co-authored two books that have been used at the university level and for professional education.

Supervisorships

- a. Master (2 as committee member)
- b. Doctoral (2 as committee member, 2 as supervisor)

Lifetime Research Funding

- **2016 – 2019, Community Health Segmentation Research Program.**
Co-Investigators: Robert Reid & Ken Deal
Funding Agency: Trillium Health Partners Foundation
Funding Period: October 2016 – September 2019
Total Budget: \$250,000
- **2015-2017, Integration of the Smart Thermostat with Dynamic Electricity Pricing and Customer Feedback**
Co-Investigators: D. Mountain & K. Deal
Funding Agency: Independent Electricity System Operator,
Funding Period: December 2015 – December 2017
Total Budget: \$997,793
- **2014 – 2016 Integrating Dynamic Pricing & Customer Feedback on Electricity Usage to Stimulate Residential Conservation & Demand Response**
Co-Investigators: D. Mountain & K. Deal
Funding Agency: Ontario Ministry of Energy
Funding Period: April 2014 – March 2016
Total Budget: \$2.9 million

- **2012 – 2015 Avoiding the backlash: identifying attributes of bullying prevention programs that increase or decrease reactance in Grades 5, 6, 7 and 8 students and teachers.**

Principle Investigator: C.E. Cunningham

Co-investigators: K. Deal, T. Vaillancourt, M. Boyle

Funding Agency: SSHRC Insight Grant

Funding Period: 01apr12 to 31mar15

Total Budget: \$397,562

Description:

- **2010-2012 Understanding risk-benefit trade-offs of genetic testing in chemotherapy treatment decisions for breast cancer**

Principle Investigator: D.A. Marshall

Co-investigators: K. Deal, Y. Bombard, N. Leighl, M. Trudeau

Funding Agency: OICR/CCO Research Network Knowledge Translation

Funding Period: 01/2011 to 12/2012

Total Budget: \$192,300

Description: The overall objective of this study is to examine how PM technologies are integrated into clinical practice decisions. Our study will measure the value of GEP in BC treatment decisions as an example of a PM clinical decision making tool in Ontario. This proposal addresses the research priority clinical issues of (1) the over-aggressive treatment of early stage breast cancer and (2) personalized medicine.

- 2007-2012, **Sustainable Development Technology Canada (SDTC)**, Research Project “Electricity Conservation and Demand Management 2005-A-0273”. This project combines technologies in advanced metering, wireless communication, and in-home displays to give consumers a real-time measure of their households’ power consumption in units of dollars, carbon dioxide emissions, and/or kilowatt-hours. For the first time, consumers can be alerted whenever prices change or green energy is available as well as gain easy access to usage information needed to curb wasteful habits and save money. It also makes it possible for utilities to manage operations more efficiently, implement opt-in load control initiatives, and offer equitable dynamic pricing programs. By closing the communications loop, power reductions of up to 20 per cent can be achieved. Consortium members include Tantalus Systems Corp., Blue Line Innovations Inc., Chatham-Kent Hydro Inc. and McMaster University (Ken Deal and Dean Mountain represent the McMaster input.). (\$9,401,751 over 3 years -- McMaster component is \$535,000).
- 2006-2011, Canadian Institutes of Health Research, Overcoming the tragedy of child and youth mental health care: Increasing access to cost effective identification and management of child and adolescent mental health problems, Patrick J. McGrath and Charles E. Cunningham (principal investigators) and A. Bagnell, M. Boyle, P. Corkum, K. Deal, M. Dooley, J. Lavis, E. Lipman, C. MacLean, G. Reid, S. Stewart and C. Watters, (\$4,134,866 over 5 years)
- 2004-2006, Ontario Mental Health Foundation, A multi-site, longitudinal

Dr. Ken Deal, Marketing

- comparison of the behavioral, social, academic, physiological, and service preference correlates of selective mutism, social phobia, and clinic controls, with Charles Cunningham (principal investigator), Michael Boyle, **Ken Deal**, Louis Schmidt, Angela McHolm, Jeff. St. Pierre, (**\$149,934** over two years).
- 2003-2004, Canadian Institutes of Health Research, Modeling Patient Preferences for Translating Scientific Knowledge Regarding Children with Internalizing and Externalizing Mental Health Problems, with C. Cunningham (principal investigator) **Ken Deal** and M. Boyle (**\$163,000** over two years).
 - 1979-1980, Social Sciences and Humanities Research Council of Canada Leave Fellowship: Optimal Timing of Advertising Expenditures in a Duopoly (#451- 790561)
 - 1975-1978, National Research Council: Numerical Solutions to Differential Games (#A9270)

Lifetime Publications:

Peer Reviewed Contributions to Books

Deal, K.R. "The Process of Marketing Research." *Marketing Research: State-of-the-Art Perspectives, Handbook of the American Marketing Association & Professional Marketing Research Society*. Edited by Chuck Chakrapani. Chicago and Toronto: American Marketing Association and Professional Marketing Research Society, 2000. pp. 75-105.

Peer Reviewed Research Articles:

Phillips C, **Deal K**, Powis M, Singh S, Dharmakuselan L, Naik H, Dobriyal A, Alavi N (2020). "Evaluating patients' perception of the risk of acute care visits during systemic therapy for cancer". DOI: 10.1200/JOP.19.00551 *JCO Oncology Practice* Vol. 16, no. 7 (July 01, 2020) e622-e629. Full acceptance for publication on 28dec19. (Impact factor was 2.828 in 2018.)

Charles E. Cunningham, Heather Rimas, Tracy Vaillancourt, Bailey Stewart, **Ken Deal**, Lesley Cunningham, Thuva Vanniyasingam, Eric Duku, Don H. Buchanan , Lehana Thabane (2020). "What Influences Educators' Design Preferences for Bullying Prevention Programs: Multi-Level Latent Class Analysis of a Discrete Choice Experiment". *School Mental Health* **12**, 22–37 (2020). <https://doi.org/10.1007/s12310-019-09334-0>. Accepted 18jun19, published online on 22jun19. (Impact factor: 1.593 (2009-2019))

Oliver D, **Deal K**, Howard M, Qian H, Agarwal G, Guenter D (2019). "Patient trade-offs between continuity and access in primary care interprofessional teaching clinics: a cross-sectional survey using discrete choice experiment". *BMJ Open*, 2019; 9:e023578. doi:10.1136/bmjopen-2018-023578, , PMID, PMC6475162, accepted January 2019. (**Impact factor**: 2.413 (2017)).

Dr. Ken Deal, Marketing

Charles E. Cunningham, Heather Rimas, Tracy Vaillancourt, Bailey Stewart, Ken **Deal**, Lesley Cunningham, Thuva Vanniyasingam, Eric Duku, Don H. Buchanan , Lehana Thabane (2019). "What Anti-bullying Program Designs Motivate Student Intervention in Grades 5 to 8?." *Journal of Clinical Child and Adolescent Psychology*, 2019 Mar 25;1-15. [Published online ahead of print, 2019 Mar 25] doi: 10.1080/15374416.2019.1567344. Accepted December 16, 2018. (2017 Impact Factor: 5.014)

Marshall, Deborah, Ken **Deal**, Barbara Conner-Spady, Eric Bohm, Gillian Hawker, Lynda Loucks, Karen MacDonald, Tom Noseworthy (2018). "How do Patients Trade-Off Surgeon Choice and Waiting Times for Total Joint Replacement: A Discrete Choice Experiment." *Osteoarthritis and Cartilage*, 26 (2018) 522-530. <https://doi.org/10.1016/j.joca.2018.01.008> (accepted January 11, 2018.) (2016 Impact Factor: 4.742; 5-Year Impact Factor: 5.070)

Ghasemaghaei, Maryam, Seyed Pouyan, Ken **Deal**, Khaled Hassanein (2018). "Reviews' Length and Sentiment as Correlates of Online Reviews' Ratings", *Internet Research*, 28:3(2018), 544-563. DOI 10.1108/IntR-12-2016-0394. (accepted December 28, 2017) (2016 Impact Factor: 2.931; 5-year Impact Factor (2016): 4.580)

Wymbs, FA, Yvonne Chen, Heather Rimas, Ken **Deal**, Daniel A Waschbusch, William E Pelham (2017). "Examining Parents' Preferences for Group Parent Training for ADHD When Individual Parent Training is Unavailable." *Journal of Child and Family Studies*, accepted Sept 30, 2016, printed 26:888-904. (Impact factor 1.386). Published online 02nov16, DOI 10.1007/s10826-016-0588-1, <http://rdcu.be/mir8>.

Marshall, Deborah A, Ken **Deal**, Yvonne Bombard, Natasha Leighl, Karen V MacDonald, Maureen Trudeau, (2016). "How do Women Trade-Off Benefits and Risks in Chemotherapy Treatment Decisions Based on Gene Expression Profiling for Early-Stage Breast Cancer? A Discrete Choice Experiment." *BMJ Open*, 2016;6:e010981. Doi:10.1136/bmjopen-2015-010981. (2014 impact factor 2.271)

Karen V MacDonald, Yvonne Bombard, Ken **Deal**, Maureen Trudeau, Natasha Leighl, Deborah A Marshall (2016). "The Influence of Gene Expression Profiling on Decisional Conflict in Decision-Making for Early-Stage Breast Cancer Chemotherapy", *European Journal of Cancer*. 2016;61:85-93. (Accepted March 3, 2016, printed July 2016. 2014 impact factor 5.417)

Charles E. Cunningham, Heather Rimas, Stephanie Mielko, Cailin Mapp, Lesley Cunningham, Don Buchanan, Tracy Vaillancourt, Yvonne Chen, Ken **Deal** & Madalyn Marcus (2016) What Limits the Effectiveness of Antibullying Programs? A Thematic Analysis of the Perspective of Teachers, *Journal of School Violence*, 15:4, 460-482, DOI: 10.1080/15388220.2015.1095100

Cunningham, Charles E., Heather Rimas ,Yvonne Chen, Ken **Deal**, Patrick McGrath, Patricia Lingley-Pottie, Graham J. Reid, Ellen Lipman, and Penny Corkum (2015). "Modeling Parenting Programs as an Interim Service for Families Waiting for Children's Mental Health Treatment," *Journal of Clinical Child and*

Adolescent Psychology, June, Vol. 44(4), pp. 616-629. Accepted on 10dec13, published online on 04apr2014 DOI: 10.1080/15374416.2014.888666. (2012 Impact Factor: 2.665)

Wymbs, FA, CE Cunningham, Y Chen, H Rimas, K Deal, WE Pelham, DA Waschbusch (2015). "Examining Parents' Preferences for Group and Individual Parent Training For Children with ADHD Symptoms," *Journal of Clinical Child and Adolescent Psychology*, April, 2015, 45(5), 614–631, ISSN: 1537-4416 print/1537-4424 online, DOI: 10.1080/15374416.2015.1004678, accepted on 02nov14. (2012 Impact Factor: 2.665)

Bombard Y, Rozmovits L, Trudeau M, Leighl NB, Deal K, Marshall DA (2015). "The value of personalizing medicine: Medical oncologists' views on gene expression profiling in breast cancer treatment," *The Oncologist*, Vol 20, pp. 351-356; first published on March 6, 2015;doi:10.1634/theoncologist. Accepted Nov 2014, 2015. (2013/2014 Impact Factor: 4.54)

Cunningham, CE, Y Chen, T Vaillancourt, H Rimas, K Deal, Lesley J Cunningham, Jenna Ratcliffe (2015). "Modeling the Anti–Cyberbullying Preferences of University Students: Adaptive Choice–based Conjoint Analysis," *Aggressive Behavior*, Vol. 41, pp. 369-385. Accepted for publication in final form on 31jul14, published online 17sep14, DOI: 10.1002/ab.21560. (2011 Impact Factor: 2.63)

Bombard Y, Rozmovits L, Trudeau M, Leighl NB, Deal K, Marshall DA. "Patients' perceptions of gene expression profiling in breast cancer treatment decisions." *Current Oncology*. 2014; 21(2): e203-11. doi: 10.3747/co.21.1524. (2011 Impact Factor: 2.473)

Bombard, Y, L Rozmovits, M Trudeau, N Leighl, K Deal, D Marshall (2014). "Access to personalized medicine: factors influencing the use and value of gene expression profiling in breast cancer treatment," *Current Oncology*, Vol 21, 3, 426-433. (2011 Impact Factor: 2.473)

Deal, Ken, Karim Keshavjee, Sue Troyan, Robert Kyba, Anne Marie Holbrook (2014). "Physician and Patient Willingness to Pay for Electronic Cardiovascular Disease Management," *International Journal of Medical Informatics*, Vol 83 (2014), 517-528. (2014 Impact Factor: 2.716; 5-Year Impact Factor: 3.214)

Deal, Ken (2014), "Segmenting Patients and Physicians using Preferences from Discrete Choice Experiments," *The Patient: Patient-Centred Outcomes Research*, Vol 7 (2014), 5-21. Published online: 11dec13. (DOI: 10.1007/s40271-013-0037-9) (2014 Impact Factor: 1.96) Invited article.

Deal, Ken, Deborah Marshall, Dominika Dabrowski, Alina Charter, Margaret Bukoski, Paul Moayyedi (2013), "Assessing the Value of Symptom Relief with Gastroesophageal Reflux Disease (GERD) Treatment: Willingness-to-Pay Using a Discrete Choice Experiment," *Value in Health*, June, Vol. 16 (4), pp. 588-598. (2012 Impact Factor: 2.191; 5 Year Impact Factor: 2.903)

Cunningham, Charles E., Yvonne Chen, Ken Deal, Heather Rimas, Patrick McGrath, Graham Reid, Ellen Lipman, Penny Corkum (2013), The Interim Service Preferences of Parents Waiting for Children’s Mental Health Treatment: A Discrete Choice Conjoint Experiment, *Journal of Abnormal Child Psychology*, (August, 2013), 41, pp 865-877, published online 24 February 2013, DOI 10.1007/s10802-013-9718-s. (2012 Impact Factor: 3.005)

Cunningham, Charles E., Linda Kostrzewa, Heather Rimas, Yvonne Chen, Ken Deal, Susan Blatz, Alida Bowman, Don H. Buchanan, Randy Calvert, Barbara Jennings (2013), Modeling Organizational Justice Improvements in a Pediatric Health Service, *The Patient: Patient-Centred Outcomes Research*, Vol. 6, pp. 45-59. DOI 10.1007/s40271-013-0002-7 (Published online 01February2013). (2014 Impact Factor: 1.96)

Cunningham, Charles E., Ken Deal, Yvonne Chen (2010), Adaptive Choice-Based Conjoint Analysis: A New Patient-Centered Approach to the Assessment of Health Service Preferences, *The Patient: Patient-Centred Outcomes Research*, Vol. 3 (4), pp. 257-273. (2014 Impact Factor: 1.96. **Among the Top 5 Downloaded Articles for 90 days prior to 31july2014.**)

Cunningham, Charles E., Ken Deal, Heather Rimas, Yvonne Chen, Don H. Buchanan and Kathie Sdao-Jarvie (2009), “Providing Information to Parents of Children with Mental Health Problems: A Discrete Choice Conjoint Analysis of Professional Preferences,” *Journal of Abnormal Child Psychology*, (November 2009), 37 (8), pg. 1089-1102, DOI 10.1007/s10802-009-9338-9. (2012 Impact Factor: 3.005)

Cunningham, Charles E., Tracy Vaillancourt, Heather Rimas, Ken Deal, Lesley Cunningham, Kathy Short, Yvonne Chen (2009), "Modeling the Bullying Prevention Program Preferences of Educators: A Discrete Choice Conjoint Experiment", *Journal of Abnormal Child Psychology*, (October 2009), 37 (7), pg. 929-943, DOI 10.1007/s10802-009-9324-2. (2012 Impact Factor: 3.005)

Cunningham, Charles E., Ken Deal, Heather Campbell, Ann Russell, Jennifer Henderson, Ann Matheson, Blake Melnick (2008), “Using Conjoint Analysis to Model the Preferences of Different Patient Segments for Attributes of Patient-Centered Care,” *The Patient: Patient-Centred Outcomes Research*, Vol. 1 (4), pp. 317-330. (2014 Impact Factor: 1.96)

Cunningham, Charles E., Ken Deal, Heather Rimas, Don H. Buchanan, Michelle Gold, Katherine Sdao-Jarvie, Michael Boyle (2008), "Modeling the Information Preferences of Parents of Children with Mental Health Problems: A Discrete Choice Conjoint Experiment”, *Journal of Abnormal Child Psychology*, October, 2008, 36(7), pp. 1123–1138. (2012 Impact Factor: 3.005)

Bart, C.K. and K. Deal, “The governance role of the board in corporate strategy: a

Dr. Ken Deal, Marketing

comparison of board practices in ‘for profit’ and ‘not for profit’ organizations”, *International Journal of Business Governance and Ethics*, Vol. 2, Nos. 1/2, 2006.

Cunningham, Charles E., Ken Deal, Alan Neville, Heather Miller and Lynne Lohfeld, “Modeling the Problem-based Learning Preferences of McMaster University Undergraduate Medical Students Using a Discrete Choice Conjoint Experiment”, *Advances in Health Sciences Education: Theory and Practice*, Vol. 3, No. 2, August 2006, 245-266. (2012 Impact Factor: 2.061)

Deal, K., B. Long and B. Scott. “New Pricing Product Design for Competitive Advantage,” *Journal of Professional Pricing*, Vol. 7, No. 3, Fall 1998, 25-33.

Butterfield, David, K.R. Deal and A.A. Kubursi, “Measuring the Returns to Tourism Advertising”, *Journal of Travel Research*. Vol.37, August 1998, 12-20. This paper received the ANBAR Citation of Excellence and was cited as having received the ‘highest quality rating’ by ANBAR Electronic Intelligence. (2012 Impact Factor: 1.899)

Sussman, G., G. Liss, K. Deal, S. Brown, M. Cividino et al. “Incidence of Latex Sensitization among Latex Glove Users”, *Journal of Allergy and Clinical Immunology*, May 1998. (2012 Impact Factor: 12.046; 5-Year Impact Factor: 10.108)

Deal, K.R. and Thomas Hodson “Electronic and Conventional Focus Groups: Comparisons and Relative Merits”, *Canadian Journal of Marketing Research*, Vol. 16 (December 1997), 61-71.

Sussman, G., G. Liss, K. Deal, S. Brown, M. Cividino et al. “Latex Allergy: Epidemiologic Study of 1300 Hospital Workers.”, *Journal of Occupational and Environmental Medicine*, 1997. (2012 Impact Factor: 1.845)

Deal, K.R. and Scott Edgett, “Determining Success Criteria for New Financial Products: A Comparative Analysis of CART, Logit and Discriminant Analysis.” *The Service Industries Journal*, Vol. 17, No. 3 (July 1997), 489-506. (2012 Impact Factor: 1.017)

Deal, K.R. "Price Image Study of Retail Grocery Store Classes," *Canadian Journal of Marketing Research*, Vol. 9 (December 1990), 83-88.

J.E. Danes and K.R. Deal. "Message Testing Using an Information Processing Model," *Canadian Journal of Marketing Research*, Vol. 4, (Dec. 1985), 22-26.

Deal, K.R. "Optimal Advertising Expenditures in a Dynamic Duopoly." *Operations Research*, 27 (July-August 1979), 682-692. (2012 Impact Factor: 1.786, 5 year Impact Factor: 2.484)

Deal, K.R.; Sethi, S.P.; and Thompson, G.L. "A Bilinear-Quadratic Differential

Dr. Ken Deal, Marketing

Game in Advertising." *Control Theory in Mathematical Economics*. Edited by Pan-Tai Liu and Jon G. Sutinen. New York: Marcel Dekker, Inc., 1979. (Also appears as Management Science Research Report No. 418, Carnegie-Mellon University: Management Science Research Group, Graduation School of Industrial Administration, May 1978).

Peer Reviewed Journal Abstracts

Marshall, D, K MacDonald, K Deal, M Trudeau, N Leighl, Y Bombard (2014). "The Influence of Gene Expression Profiling (GEP) on Decisional Conflict in Chemotherapy Treatment Decision-Making for Early-Stage Breast Cancer," *Value in Health*, Vol 17, A323-A6867, A569 (abstract). (2012 Impact Factor: 2.191; 5 Year Impact Factor: 2.903)

Other, Peer Reviewed Conference Proceedings

Deal, K.R. "Brand Life Cycle Analysis Using Differential Games." *Proceedings of the Annual Conference of the Canadian Association of Administrative Sciences*. Edmonton, Alberta, June 203, 1975. (Also appeared in *Marketing in the 1970's and Beyond*. Edited by Bent Stidsen, Hamilton, Ontario: Marketing Division of the Canadian Association of Administrative Sciences, 1975.)

Deal, K.R. and S. Zionts. "A Differential Games Solution to the Optimal Timing of Advertising Expenditures." *Proceedings of the Second Annual Northeast Regional Conference of the American Institute for Decision Sciences*. Kingston, Rhode Island, April 13, 1973.

Other, Expert Testimony, reviewed in depth by peers and legal experts

- The GAP, Inc. GAP (ITM) Inc. and GAP (Canada) Inc. v. G.A.P. Adventures Inc., Court File No. T-1024-06, Federal Court of Canada, with Piasetzki Nenniger Kvas LLP for G Adventures Inc. (formerly G.A.P. Adventures Inc.), (2012 affidavit).
- Federal Trade Commission v. Commerce Planet, Inc.; Michael Hill; Charles Gugliuzza and Aaron Gravitz, Case Number CV-09-01234 CJC (RNBx), United States District Court Central District of California, with Greenberg Traurig (Alan Greenberg, Michael Piazza) for Commerce Planet and Charles Gugliuzza, (2011 affidavit, deposed by FTC, prepared for trial testimony, settled prior to trial)
- Pioneer Hi-Bred International, Inc. and Pioneer Hi-Bred Limited v. Richardson International Limited (formerly James Richardson International Limited) and Richardson Pioneer Limited (formerly Pioneer Grain Company, Limited), Court File No. T-1353-08, Federal Court of Canada, Winnipeg, with Smart & Biggar (Brian Isaac, Michael Manson) for Pioneer Hi-Bred International, (2010 affidavit, prepared for trial testimony, settled just prior to trial).
- Bell Canada v. Rogers Communications Inc. and Rogers Cable Communications Inc., Court File No. CV-10-399516, Ontario Superior Court of Justice, with

Dr. Ken Deal, Marketing

Gowling Lafleur Henderson (Peter Lukasiewicz, James Camp) for Bell Canada, (2010 Report, cross examination).

- Philip Morris Products S.A. and Rothmans, Benson & Hedges Inc. v. Marlboro Canada Limited and Imperial Tobacco Limited, Court File No. T-1784-06, Federal Court of Canada, with Gowlings (Kelly Gill) for Philip Morris, (2010 Report, prepared for trial testimony)
- BMW Canada Inc., Bayerische Motoren Werke Aktiengesellschaft v. Nissan Canada Inc., Court File No. T-1395-05, Federal Court of Canada, with Hitchman and Sprigings (Warren Sprigings, Carol Hitchman) for Nissan, (2006 report and trial testimony)
- Mars, Incorporated and Effem Inc. v. Nestle Canada Inc., Court File No. 05-CV-282051PD1, Ontario Superior Court of Justice, with Smart & Biggar (Mark Evans) for Nestle, (2005 report)
- Tommy Hilfiger Licensing, Inc., Tommy Hilfiger Canada Inc. (Plaintiffs) v. International Clothiers Inc. (Defendant) T-2036-95 Citation: [2003 FC 1087](#) in the Federal Court of Canada, with Smart & Biggar (Mark Evans). (2003, report)
- Commissioner of Competition v. Sears Canada Inc. (CT-2002/004), 2002 Proceeding - Section 74.01, Notice of Application Filed on 2002.07.22, under subsection 74.01(3) of the *Competition Act*, R.S.C. 1985, c. C-34, with Ogilvy Renault for Sears Canada. (2002, report, trial testimony)
- Viewpoint International, Inc. (Plaintiff) v. On Par Enterprises Inc. (Defendant), Neutral Citation No. [2001 FCT 629](#), Docket: T-1678-00 in the Federal Court of Canada, with Gowling Lafleur Henderson, for Viewpoint. (2001, report)
- Dole Food Company, Inc., Dole Foods of Canada Ltd. v. Nabisco Ltd. and Nabisco Ltd. v. Dole Food Company, Inc., Dole Foods of Canada Ltd., Court File No. T-1161-00, Federal Court of Canada, with Gowlings Lafleur Henderson for Dole. (2000 Report)
- Molson Canada v. Oland Breweries Limited/Les Brasseries Oland Limitee: Superior Court of Justice (Court No. 96-CV-101695), with Smart & Biggar (Brian Isaac and Nick Fife), for Oland/Labatts. (2000, report, trial testimony)
- Oland Breweries Limited/Les Brasseries Oland Ltee v. Molson Canada, Court No. T-1552-99, Federal Court-Trial Division, with Smart & Biggar (Brian Isaac and Nick Fife), for Oland/Labatts. (report, trial testimony)
- AT&T Canada/Sprint Canada v. Bell Canada: Advertising Standards Council Trade Dispute, with with Hooey•Remus (Brian Fraser), for Bell Canada, July 1997. (report, hearing testimony)
- The Business Depot v. The Canadian Office Depot Inc., OD International, Inc., Office Depot, Inc. and David Fuente, Court File No. T-3049-92, Federal Court-Trial Division, with Gowling Lafleur Henderson LLP (Neil Belmore, Kelly Gill), 1999-2001. (report, deposition, trial testimony)

Dr. Ken Deal, Marketing

- Linda M. Green, et al, (Plaintiffs) v. Baxter Healthcare Corporation, et al, (Defendants), Case No. 94-CV-004199, State of Wisconsin, Circuit Court, Milwaukee County, with Habush, Habush, Davis & Rottier, S.C. (Robert Habush), 1998-1999. (report)
- Ontario Energy Board, on behalf of Union Gas, 1997.
- Institut National Des Appellations D'Origine Des Vins Et Eaux-De-Vie et al. v. Andres, 1987. (aka Ontario Champagne Case)

Books, not peer reviewed

Chakrapani, C. and K. Deal. *Modern Marketing Research: Step-by-Step, Revised*. e-book, September 2010, September 2012, 692 pages. (minor revision in 2012)

Deal, K.R. *A Guide to PASW (SPSS) Statistics 18.0*. e-book, September 2010.

Deal, K.R. *A Guide to PASW (SPSS) Statistics 18.0*. Custom Courseware.

Deal, K.R. *A Guide to SPSS 14.0 for Windows*. Toronto, Ont: McGraw-Hill, 2006.

Chakrapani, C. and K. Deal. *Modern Marketing Research: Step-by-Step*. Scarborough, Ont: Prentice-Hall Canada, February 2005, 472 pages.

Deal, K.R. *A Student Guide to SPSS Windows 11.0 for Windows*. Scarborough, Ont: Prentice-Hall, 2003.

Deal, K.R. *Introduction to Marketing Research Data Analysis Using SPSS Windows & SPSS Windows Student Version*, 2002 Revised Edition. (marketPOWER research inc., First published 1996.)

Chakrapani, C. and K. Deal. *Marketing Research: Methods and Canadian Practice*. Scarborough, Ont: Prentice-Hall Canada, April, 1992, 748 pages.

Journal Articles Not Peer Reviewed

Deal, K.R., "Forecast Wizard: Increasing the usability of the Fader-Hardie forecasting models." *Marketing Research*, Fall 2012.

Deal, K.R., "Menu Based Conjoint: A closer look at Sawtooth Software's latest addition." *Marketing Research*, Summer 2012.

Deal, K.R., "Firefly Online Surveys: A fully featured tool for web surveys and forums." *Marketing Research*, Spring 2012.

Deal, K.R., "Statistica: An Industry Powerhouse -- The go-to data mining tool boasts, among others, a text mining feature" *Marketing Research*, Winter 2011 (published in February 2012).

Dr. Ken Deal, Marketing

Deal, K.R., “Conducting Correlated Component Regression Using CORExpress – New software offers a valuable application for regression.” *Marketing Research*, Fall 2011.

Deal, K.R., “Rattle, for Miners – New data mining software is a work in progress.” *Marketing Research*, Summer 2011.

Deal, K.R., “Random Forests.” *Marketing Research*, Spring 2011.

Deal, K.R., “Generalized Structured Component Analysis – structural equation modeling.” *Marketing Research*, Winter 2010 (published in February 2011).

Deal, K.R., “Visual Programming Using Red-R: Under construction – but it has lots of potential.” *Marketing Research*, Fall 2010.

Deal, K.R., “Structural Equation Modeling for Trekkies: WarpPLS 1.0 shows promise for researchers.” *Marketing Research*, Summer 2010.

Deal, K.R., “A Time for Review: Updates to several essential software applications (plus a book).” *Marketing Research*, Spring 2010.

Deal, K.R., “A New Software Experience: JMP 8.0: A truly visual and exploratory statistical environment.” *Marketing Research*, Winter 2009.

Deal, K.R., “A New Approach to Causal Analysis — NEUSREL helps explore potential paths for causal modeling.” *Marketing Research*, Fall 2009.

Deal, K.R. and Charles E. Cunningham, “A True Evolutionary Benefit – Sawtooth Software’s Adaptive CBC.” *Marketing Research*, Summer 2009.

Deal, K.R., “More Than Meets the Eye: SYSTAT 12 offers surprises—and pitfalls—for researchers.” *Marketing Research*, Spring 2009.

Deal, K.R. “You Can Teach Old Dogs New Tricks! – Cluster analysis gets some help from machine learning”, *Marketing Research*, Winter 2008.

Deal, K.R. “A Big Step Forward in Latent Class Analysis -- An example of syntax trumping GUI”, *Marketing Research*, Fall 2008.

Deal, K.R. “Free and Comprehensive Statistical Analysis -- R Commander: Earth to Commander Tom”, *Marketing Research*, Summer 2008.

Deal, K.R. “The Wizard Returns – New time saving and conjoint-enhancing tools for researchers”, *Marketing Research*, Spring 2008.

Dr. Ken Deal, Marketing

Deal, K.R. “Another Path to Causal Insights – There’s a new entrant in the partial least squares structural equation modelling arena”, *Marketing Research*, Winter 2007. (published Feb 2008).

Deal, K.R. “Moving Conjoint to Easier Street – Review of the updates to a leading conjoint application”, *Marketing Research*, Fall 2007.

Deal, K.R. “Amelia Has Been Found: Those missing answers have also been found!”, *Marketing Research*, Summer 2007.

Deal, K.R. “Branching Out: Trees Now Grow in Spreadsheets”, *Marketing Research*, Spring 2007.

Deal, K.R. “Structural Equation Modeling for Softies”, *Marketing Research*, Winter 2006.

Deal, K.R. “Wizards and Potions -- A new approach casts power on discrete choice conjoint experiments”, *Marketing Research*, Summer 2006.

Deal, K.R. “Bayesian Statistics and Marketing - A review of new R software for Bayesian analysis”, *Marketing Research*, Spring 2006.

Deal, K.R. “Review of Bryan Orme: *Getting Started with Conjoint Analysis*”, Book review published in *Marketing Research*, Winter 2005.

Deal, K.R. “Simple Solutions: Bridge the statistics gap between consultant and client”, *Marketing Research*, Winter 2005.

Deal, K.R. “Soft Modeling with Partial Least Squares Regression: When hard assumptions get in the way of analysis”, *Marketing Research*, Fall 2005.

Deal, K.R. “Deeper into the Trees: A new hybrid CHAID application analyzes multiple dependent variables”, *Marketing Research*, Summer 2005.

Deal, K.R. “Surveying Landscape: Web survey applications step up to higher levels.”, *Marketing Research*, Spring 2005.

Deal, K.R. “The Quest for Prediction: Visual programming and data chunking create better data mining.”, *Marketing Research*, *Marketing Research*, Winter 2004.

Deal, K.R. “Missing Something? Multiple imputation software might help find missing value data”, *Marketing Research*, Fall 2004.

Deal, K.R. “Show It in a Graph”, *Marketing Research*, Summer 2004.

Dr. Ken Deal, Marketing

Deal, K.R. "Mining for Gold gets easier and a lot more fun!: Monotonic regression with clear and flexible graphics.", *Marketing Research*, Spring 2004.

Deal, K.R. "Understanding Differences: A new way to extend latent class analysis to preference data.", *Marketing Research*, Winter 2003.

Deal, K.R. "The Supply Side in Market Simulations: New software ups the simulation game.", *Marketing Research*, Fall 2003.

Deal, K.R. "Estimating Individual-Level Part Worths Using Hierarchical Bayes Methods", *Canadian Journal of Marketing Research*, Vol. 21.1, 2003.

Deal, K.R. "Do-It-Yourself Internet Surveys", *Marketing Research*, Summer 2003.

Deal, K.R. "Borrowing from Our Neighbors: A different approach to multivariate analysis", *Marketing Research*, Spring 2003.

Deal, K.R. "Get Your Conjoint Online, in Several Flavors", *Marketing Research*, Winter 2002.

Deal, K.R. "A Rand McNally for Marketers", *Marketing Research*, Fall 2002.

Deal, K.R. "Hierarchical Bayesian Applications Expand: Constant Sum Intensity Measures Now Handled", *Marketing Research*, Summer 2002.

Deal, K.R. "Review of Michel Wedel and Wagner Kamakura, *Market Segmentation: Conceptual and Methodological Foundations, Second Edition*. Boston: Kluwer Academic Publishers, 2000", *Marketing Research*, Spring 2002.

Deal, K.R. "Hierarchical Bayesian Regression Available Commercially", *Marketing Research*, Fall 2001.

Deal, K.R. "Statistical Analysis When You Don't Need the Big Guns", *Marketing Research*, Summer 2001.

Deal, K.R. "Individual Level Discrete Choice Conjoint Using CBC/HB," *Marketing Research*, Spring 2001.

Deal, K.R. "Latent Class Analysis: Latent GOLD 2.0 vs. GLIMMIX 2.0," *Marketing Research*, Winter 2000.

Deal, K.R. "Constant-Sum-Paired Comparisons for Measuring Consumer Preferences", *Imprints*, December 1984, p. 11-12.

Deal, K.R. and J.E. Danes, "Message Testing Using an Information Processing

Model," *Imprints*, December, 1984, p. 11-12.

Submitted for Publication

Unpublished Documents – technical reports

A Framework for Incorporating Information on Patient Preferences Regarding Benefit and Risk into Regulatory Assessments of Medical Technology, was published in May 2015 by the Medical Devices Innovation Consortium (MDIC) and as *Patient Preference Information – Submission, Review in PMAs, HDE Applications, and De Novo Requests and Inclusion in Device Labeling* by the U.S. Department of Health and Human Services, Food and Drug Administration, Center for Devices and Radiological Health (May 18, 2015 in draft).

Deal, Ken and Dean Mountain. *Assessing Whether Firm Day-Ahead Prices Lead to Changes in Elasticity of Demand and Greater Customer Efficiencies*. Prepared for the Independent Electricity System Operator for Ontario, 2008.

Deal, K.R., F. Denton, M. Kliman, D. Mountain and B. Spencer. *Review and Assessment of York Region Load Forecasts and CDM Programs*. Ontario Power Authority, 2005.

Neenan, B., D. Pratt, P. Capers, R. Boisvert, and K. Deal. *NYISO Price-Responsive Load Program Evaluation Final Report*. Prepared by Neenan Associates, LLC for New York Independent System Operator, Albany, NY, 2002a.

Deal, K.R. and Dean Mountain. *The Use Of Discrete Choice Modeling for Evaluating Energy Efficiency Programs, Evaluating 16 OEE Market Transformation Programs*. Natural Resources Canada, Office of Energy Efficiency, March 31, 2001, 86 pages.

Deal, K.R. and Judith Wanner, *Strategic Marketing of Public Library Collections*, Marketing Decision Research, 1993, pp. 69.

Butterfield, David, K.R. Deal and A.A. Kubursi, *Measurement of the Return on Tourism Advertising for Ontario*, Marketing Branch, Ontario Ministry of Tourism and Recreation, December 1989, pp.86.

Deal, K.R. and R.E. Ross. *Preliminary Feasibility Study of a Free Trade Zone at the Hamilton Civic Airport*. Regional Municipality of Hamilton-Wentworth, November 1982, pp. 61.

Deal, K.R. and N.P. Sidoruk, *Social Impact Assessment of the Proposed*

Dr. Ken Deal, Marketing

Hamilton- Wentworth Rapid Transit Project. Regional Municipality of Hamilton-Wentworth, October 1981, pp. 140.

Deal, K.R. "Numerical Solution and Multiple Scenario Investigation of Linear Quadratic Differential Games." *McMaster University, Faculty of Business Research and Working Paper Series*: No. 157, November, 1979.

Deal, K.R. and S. Zionts. "Numerical Solutions to a Singular Differential Game in Advertising." *Internal Reports in Simulation, Optimization, and Control*. No. SOC-161. McMaster University: The Group on Simulation, Optimization, and Control, April 1977. (Also was *Presented at the Fall 1976 National Joint Meeting of the Operations Research Society of America and the Institute of Management Science*. Miami, Florida, November 3-5, 1976.)

Deal, K.R. "Verification of the Theoretical Consistency of a Differential Game in Advertising." *McMaster University, Faculty of Business Research and Working Paper Series*: No. 114, March 1976. (Also was *Presented at the Fall 1975 National Joint Meeting of the Operations Research Society of America and the Institute of Management Science*. Las Vegas, Nevada, November 17-19, 1975.)

Deal, K.R. *Statistical Sampling in Auditing*. The Institute of Chartered Accountants of Ontario, 1975, Toronto, pp. 119.

Presentations (Invited):

Deal, K. (2012), "Segmentation for Health Research and Health Policy," **Invited Keynote Address**, Conjoint in Health Conference, Orlando, FL, March 22-23, 2012.

Deal, K. and Dean Mountain (2011), "Designing a Strategic Portfolio of Pricing Plans for Segments of Residential Customers," Electricity and Power Research Institute (EPRI) Understanding How Customers Value and Use Electricity Workshop, San Antonio, TX, October 27-28, 2011.

Deal, K. (2011), "Designing a Strategic Portfolio of Pricing Plans," Electricity and Power Research Institute (EPRI) Pricing Structures Workshop, Nashville, TN, July 14-15, 2011.

Deal, Ken, Bryan Scott (2009), "Designing a Strategic Portfolio of Pricing Products", Smart Metering & Advanced Metering Infrastructure Conference & Exhibit, McMaster University, 30Nov09.

Deal, K.R. "Modeling Consumer Preferences using Discrete Choice Experiments and related procedures". Presented to The Team for Individualizing Pharmacotherapy in Primary Care for Seniors, Centre for Evaluation of Medicines, St. Joseph's Healthcare, November 3, 2005

Dr. Ken Deal, Marketing

Deal, K.R., D. Mountain and K. Viraney. "Demand Side Management Research to Establish Rates of Free Riders for High Efficiency Furnaces, Windows and Infra-Red Heaters." Conservation and Demand Management Workshop, McMaster Institute for Energy Studies, Hamilton, Canada, May 30, 2005.

Deal, K.R. "How to Stay Out of the Dark: Price Responsive Load Management Programs." Conservation and Demand Management Workshop, McMaster Institute for Energy Studies, Hamilton, Canada, May 30, 2005.

Presentations, contributed: (including those at conferences which did not have prepared proceedings)

Peer Reviewed

Marshall DA, Deal K, Conner-Spady B, Bohm E, Hawker G, Loucks L, Regier DA, Sanmartin C, MacDonald KV, Noseworthy T. Comparing Alternative Opt-Out Formats on Patient Preferences for Surgeon Selection and Waiting Times (2017). 6th Meeting of the International Academy of Health Preference Research; Boston, MA, USA: July 6-7.

Ghasemaghahi, Maryam, Seyed Pouyan Eslami, Ken Deal, Khaled Hassanein (2016). Consumers' Attitude toward Insurance Companies: A Sentiment Analysis of Online Consumer Reviews, 22nd Americas Conference on Information Systems, San Diego, August 11-14 2016.

Cunningham, C. E., Heather Rimas, Ken Deal (2007). "Modeling Health Service Preferences Using Discrete Choice Conjoint Experiments: The Influence of Informant Mood". *2007 Sawtooth Software Conference*, Santa Rosa, CA, October 15-17, 2007. (Peer reviewed and peer reviewed proceedings.)

Deal, Ken, Karim Keshavjee, Sue Troyan, Robert Kyba, Anne Marie Holbrook, "Willingness-to-Pay for the COMPETE III Vascular Tracker – An Application of Discrete Choice Conjoint Experiments with Physicians and Patients". Conjoint Analysis in Health Conference, University of North Carolina at Chapel Hill/ Research Triangle Institute, 03August07. (Peer reviewed.)

Cunningham, C., K. Deal, A. Neville, H. Miller (October 2004). "Modeling Conceptually Complex Services: The application of Discrete Choice Conjoint, Latent Class, and Hierarchical Bayes Analyses to Medical School Curriculum Redesign". *2004 Sawtooth Software Conference*, San Diego, CA, October 5-9, 2004. Peer reviewed.

Buchanan, D.H., Cunningham, C.E., Deal. K. (September 2003). "Using Conjoint Analysis to Determine Family Preferences". *Paper presented at the First International Conference on Family-Centered Care*, Boston, MS. Peer reviewed.

Deal, K.R. and C.C.Y. Kwan. "The Analysis of Time-Variant Advertising Cross Elasticities Over Brands' Life Cycles." *Presented at the Spring 1977 National*

Dr. Ken Deal, Marketing

Joint Meeting of the Operations Research Society of America and the Institute of Management Science. San Francisco, California, May 9-11, 1977. Peer reviewed.

Deal, K.R.; Sethi, S.P.; and Thompson, G.L. "Several Differential Games in Advertising." *Presented at the Fall 1978 National Joint Meeting of the Operations Research Society of America.* Los Angeles, California, November 13-15, 1978. Peer reviewed.

Deal, K.R. and S. Zionts. "Singular Solutions to a Differential Game Model for Determining Competitive Advertising Policies." *Presented at the 15th Annual Meeting of the Canadian Operational Research Society.* Ste. Adele, Quebec, May 28, 1973. Peer reviewed.

Not Peer Reviewed

Charles Cunningham, Heather Rimas, Bailey Stewart, Tracy Vaillancourt, Eric Duku, Lehana Thabane, Lesley Cunningham, Donald Buchanan, Ken Deal, Stephanie Mielko (2017). Does dispositional reactance moderate the influence of barriers to the implementation of anti-bullying programs on psychological reactance by teachers? Canadian Psychological Association 77th Annual Convention, June, 2017.

Charles Cunningham, Thabane L., Eric Duku, Michael Boyle, Ken Deal, Donald Buchanan, Lesley Cunningham, Cailin Mapp, Stephanie Mielko, Tracy Vaillancourt, Heather, Raiyan Chowdhury (2016). Does Psychological Reactance Limit the Effectiveness of Anti-bullying Programs? Canadian Psychological Association 77th Annual Convention, June 10, 2016.

Deal, K, Marshall, D, Bombard, Y, MacDonald, K, Trudeau, M, Leighl, N (2015). Understanding risk-benefit trade-offs of genomic testing in chemotherapy treatment decisions for breast cancer. International Health Economics Association (IHEA) Conference 2015; Milan, Italy: July 14, 2015.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2014). Medical oncologists' views on gene expression profiling in breast cancer treatment. Ontario Institute for Cancer Research (OICR) Annual Health Services Research Meeting; Toronto, Ontario: June 19.

Marshall DA, Bombard Y, Trudeau M, Leighl N, MacDonald K, Deal K (2014). Patient preferences: understanding risk-benefit trade-offs of genomic testing in chemotherapy decisions for breast cancer patients. Health Technology Assessment International (HTAi) Annual Scientific Conference; Washington DC, USA: June 14-18.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2014). The value of personalizing medicine: Medical oncologists' views on gene

Dr. Ken Deal, Marketing

expression profiling in breast cancer treatment. Health Technology Assessment International (HTAi) Annual Scientific Conference; Washington DC, USA: June 14-18.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2014). The value of personalizing medicine: Medical oncologists' views on gene expression profiling in breast cancer treatment. Canadian Association for Health Services and Policy Research (CAHSPR) conference; Toronto, Ontario: May 13-15.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2014). The value of personalizing medicine: Medical oncologists' views on gene expression profiling in breast cancer treatment. Canadian Centre for Applied Research in Cancer Control (ARCC); Toronto, Ontario: May 12.

MacDonald K, Marshall DA, Bombard Y, Trudeau M, Leighl N, Deal K (2014). The influence of gene expression profiling on decisional conflict in chemotherapy treatment decisions-making for early-stage breast cancer. Canadian Centre for Applied Research in Cancer Control (ARCC); Toronto, Ontario: May 12.

Deal K, Bombard Y, Trudeau M, Leighl N, Pykerman K, Marshall DA (2013). Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer. Conjoint Analysis in Healthcare, Sawtooth Software Conference; Dana Point, California, USA: October 16.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2013). Access to personalized medicine: the case of gene expression profiling in breast cancer. Canadian Association for Health Services and Policy Research (CAHSPR) conference; Vancouver, British Columbia: May 28-30.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2013). Access to personalized medicine: the case of gene expression profiling in breast cancer. Canadian Centre for Applied Research in Cancer Control (ARCC) conference; Vancouver, British Columbia: May 27.

Marshall D, Bombard Y, Trudeau M, Leighl N, Pykerman K, Deal K (2013). Patient preferences: Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer Patients. Canadian Centre for Applied Research in Cancer Control (ARCC) conference; Vancouver, British Columbia: May 27.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2012). The Value Of Personalizing Medicine: Medical Oncologists' And Patients' Perspectives On Genomic Testing Of Breast Tumours In Chemotherapy Treatment Decisions. Health Technology Assessment International Annual

Dr. Ken Deal, Marketing

Scientific Conference; Bilbao, Spain: June 23-27.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2012). The Value Of Personalizing Medicine: Medical Oncologists' And Patients' Perspectives On Genomic Testing Of Breast Tumours In Chemotherapy Treatment Decisions. Canadian Centre for Applied Research in Cancer Control (ARCC) conference; Montreal, Quebec: May 28.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2012). The Value Of Personalizing Medicine: Medical Oncologists' And Patients' Perspectives On Genomic Testing Of Breast Tumours In Chemotherapy Treatment Decisions. Canadian Association for Health Services and Policy Research (CAHSPR) conference; Montreal, Quebec: May 29-31.

Oliver D, Howard M, Deal K, Qian H, Agarwal G, Guenter D. "Discrete choice survey to assess primary care patients' trade-offs between continuity and access in interprofessional teaching clinics" (poster). North American Primary Care Research Group Conference, Dec 1-5, 2012, New Orleans, Louisiana.

Oliver D, Howard M, Deal K, Qian H, Agarwal G, Guenter D. "Discrete choice survey to assess primary care patients' trade-offs between continuity and access in interprofessional teaching clinics" (poster). Family Medicine Forum, Nov 14-17, 2012, Toronto, Canada.

Marshall D, Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K. The Value Of Personalizing Medicine: Medical Oncologists' And Patients' Perspectives On Genomic Testing Of Breast Tumours In Chemotherapy Treatment Decisions. ISPOR 15th Annual European Congress, 3-7 November 2012 at the ICC Berlin in Berlin, Germany.

Leyland, M, N. Archer, K. Deal, K. Hassanein (2011), "Designing an Electronic Personal Health Record Service for Diabetes Self-Management: A Patient-Centred Approach", ISPOR (International Society for Pharmacoeconomics and Outcomes Research) 16th Annual International Meeting, Baltimore, MD, May 21-25, 2011.

Cunningham, Charles E., Tracy Vaillancourt, Lesley J. Cunningham, Jenna L. Ratcliffe, Yvonne Chen, Heather Rimas, Stephanie Mielko and Ken Deal (2010), "Modeling Student Bullying Prevention Preferences: A Discrete Choice Conjoint Experiment", Annual Meeting of the American Psychological Association, San Diego, CA, August 2010.

Ciobanu A., Marshall D., Deal K., Bukoski M., Dabrowski D. (2009), "Discrete Choice Experiment to Determine Willingness-to-Pay for Gastroesophageal Reflux Disease (GERD) Treatment", ISPOR (International Society For Pharmacoeconomics and Outcomes Research), Paris, France, 24-27 October 2009.

Dr. Ken Deal, Marketing

Cunningham, C.E. and K. Deal (2009), User-Centered Service Design: Modeling School-Based Violence Prevention Program Preferences Using Discrete Choice Conjoint Experiments, 2009 Conjoint in Health Conference, Delray Beach, Florida, March 24, 2009.

Deal, Ken, Susan Sproule, Norman Archer. "Factors influencing the willingness-to-act to prevent identity theft". ORNEC symposium on Identity Theft, 07Jun07.

Deal, Ken. "Willingness-to-Pay for the COMPETE III Vascular Tracker – An Application of Discrete Choice Conjoint Experiments with Physicians and Patients". eHealth 2007 Conference, 28May2007.

Cunningham, C. E., Heather Rimas, Ken Deal, Michelle Gold, Don Buchanan, Michael Boyle, Cathy Sdao-Jarvie, Jeff St. Pierre. "Family-Centered Service Design: Involving Parents in the Design of Children's Mental Health Information Services – Using Discrete Choice Conjoint Experiments". Presented at Annual Conference of the American Academy on Communication in Health Care, Atlanta, 2006

Deal, Ken and D.W. Taylor. "The Common Drug Review – a survey of public opinion". First Annual Scientific Conference for the Trust for Public Accountability, 2006.

Cunningham, C. E., Deal, K. Miller, H., Boyle, M., Evans, R. & Agar, P. (2005a). "Family -Centred Service Design: Simulating Children's mental health Waiting List Reduction Strategies Using Discrete Choice Conjoint Experiments". Poster presented at the Canadian Association of Pediatric Health and manuscript.

Cunningham, C. E., R. Evans, K. Deal, D. Buchanan, L. Kostrzewa, H. Miller & J. Tobon (2005b). "Modelling the Inpatient Child and Youth Mental Health Service Preferences of Youth, Parents, and Professionals using Discrete Choice Conjoint Analysis." Poster presented at the joint annual meeting of the Canadian and American Academies of Child and Adolescent Psychiatry, Toronto.

Cunningham, C., K. Deal, H. Miller, M. Gold, & D. Buchanan. "Client-Centred Knowledge Transfer: Modeling the Information Preferences of Parents of Children with Mental Health Problems". 18th Annual Conference – A System of Care for Children's Mental Health: Expanding the Research Base, Tampa, FL, March 6-9, 2005.

Buchanan, D.H., Cunningham, C.E., Deal. K. (November 2003). "Why do parents attend parenting groups?" *Paper presented at the Ontario Public Health Association Annual Meeting*, Windsor, ON.

Cunningham, C. and K. Deal, "Designing Mental Health Parenting Courses using

Dr. Ken Deal, Marketing

Discrete Choice Conjoint and Hierarchical Bayes Analyses,” *2003 Sawtooth Software Conference*, San Antonio, TX, April 14-16, 2003. Peer reviewed.

Nestler, M. and K. Deal, “Testing an Enhanced Brand Health Model”, *Presented at the Annual Conference of the Professional Marketing Research Society*, Alliston, ON., June 12-14, 2002.

Nestler, M. and K. Deal, “A New Brand Choice Model”, *Presented at the 13th Annual Advanced Research Techniques Forum of the American Marketing Association*, Vail, Colorado, June 2-5, 2002. Peer reviewed.

Deal, K.R., B. Neenan, and B. Scott. “Retaining Electricity Customers with a Portfolio of New Pricing Products.” *Presented at the 12th National Energy Services Conference*, Dec 3-5, 2001.

Deal, K.R. "Applications of Differential Games and Optimal Control Theory to Management Problems." *McMaster University Faculty of Business Research Seminar Series*, Hamilton, Ontario, November 6, 1974.

Conference Posters:

Cunningham, Charles, Lehana Thabane, Eric Duku, Michael Boyle, Ken Deal, Donald Buchanan, Lesley Cunningham, Cailin Mapp, Stephanie Mielko, Tracy Vaillancourt, Heather Rimas, Raiyan Chowdhury (2016). Does psychological reactance limit the effectiveness of anti-bullying programs? *Presented at the 77th Annual Meeting of the Canadian Psychological Association, Victoria, BC*

Cunningham CE, Rimas H, Vaillancourt T, Mielko S, Mapp C, Cunningham L, Deal K, Boyle M, Duku E, Buchanan D, Thabane L (2015). Modeling the Anti-Bullying Program Preferences of Educators using a Discrete Choice Conjoint Experiment. 123rd American Psychological Association Annual Convention; Toronto, Ontario: August 6-9, 2015.

Cunningham CE, Rimas H, Vaillancourt T, Mielko S, Mapp C, Cunningham L, Deal K, Boyle M, Duku E, Buchanan D, Thabane L (2015). Modeling Anti-Bullying Programs that Motivate Students to Speak Out and Report Bullying. 123rd American Psychological Association Annual Convention; Toronto, Ontario: August 6-9, 2015.

Marshall DA, MacDonald KV, Deal K, Trudeau M, Leighl N, Bombard Y (2014). The Influence of Gene Expression Profiling (GEP) on Decisional Conflict in Chemotherapy Treatment Decision-Making for Early-Stage Breast Cancer (BrCa). International Society for Pharmacoeconomics and Outcomes Research (ISPOR); Amsterdam, The Netherlands: November 8-12.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2014).

Dr. Ken Deal, Marketing

Medical oncologists' views on gene expression profiling in breast cancer treatment. Ontario Institute for Cancer Research (OICR) Annual Health Services Research Meeting; Toronto, Ontario: June 19.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2013). Access to personalized medicine: Factors influencing the use and value of gene expression profiling in treatment decision-making. ASCO Quality Care Symposium; San Diego, California: November 1-2.

Marshall D, Bombard Y, Trudeau M, Leighl N, Pykerman K, Deal K (2013). Patient preferences: Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer Patients. Canadian Association for Health Services and Policy Research (CAHSPR) conference; Vancouver, British Columbia: May 28-30.

Marshall D, Bombard Y, Trudeau M, Leighl N, Pykerman K, Deal K (2013). Patient preferences: Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer Patients. International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 18; New Orleans, LA: May 18-22.

Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K, Marshall DA (2013). Access to personalized medicine: the case of gene expression profiling in breast cancer. Ontario Institute for Cancer Research (OICR) Health Services Research Meeting; Toronto, Ontario: April 11.

Bombard Y, Marshall D, Trudeau M, Leighl N, Pykerman K, Deal K (2013). Patient preferences: Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer Patients. Ontario Institute for Cancer Research (OICR) Health Services Research Meeting; Toronto, Ontario: April 11.

Marshall D, Bombard Y, Trudeau M, Leighl N, Pykerman K, Deal K (2013). Patient preferences: Understanding Risk-Benefit Trade-offs of Genomic Testing in Chemotherapy Treatment Decisions for Breast Cancer Patients. Ontario Institute for Cancer Research (OICR) Scientific Meeting; Toronto, Ontario: March 7-8.

Marshall DA, Bombard Y, Rozmovits L, Trudeau M, Leighl N, Deal K (2012). The Value Of Personalizing Medicine: Medical Oncologists' And Patients' Perspectives On Genomic Testing Of Breast Tumours In Chemotherapy Treatment Decisions. International Society for Pharmacoeconomics and Outcomes Research (ISPOR); Berlin, Germany: November 3-7.

Administrative Responsibilities

Dr. Ken Deal, Marketing

- Lead Professor, Module 2 of The DeGroot Executive MBA 2015/
- Chair, Marketing Area Tenure & Promotion Committee 2013/2014
- Acting Chair, Strategic Management, 2012-2013
- Chair, Strategic Market Leadership and Health Services Management, 1999-2007
- Member, Management Committee, The Directors College, 2004-2006
- Board of Directors, Canadian Survey Research Council, 1997-2004
- President, Canadian Survey Research Council, 2000-2001
- Member, Dean's Task Force for Strategic Planning, 2000
- Past President, Professional Marketing Research Society, 1999-2000
- President, Professional Marketing Research Society, 1998-1999
- Vice-President, Professional Marketing Research Society, 1997-1998
- Member, Faculty of Business Undergraduate and Graduate Curriculum Committees, 1994-1997
- Member, Faculty of Business Promotion and Tenure Committees, 1980-1983, 1990-1997, 1999-2002
- Faculty Council, 1982-86, 1991-94, 1999- 2007
- Member, Business Advisory Council for the Faculty of Business, 1980-1984, 1991-1993
- Chairman, Faculty of Business Hearings Committee, 1980-83
- Chairman, Marketing area, 1982-86
- Acting Chairman, Business Policy and Environment, 1982-86
- Secretary, Research Interface Committee, 1981-86
- Member, Management Development Committee, 1981-1986
- Member, Dean's Advisory Committee on Computing, 1981-86
- Member, Engineering and Management Program Operating Committee, 1973-1979, 1981-1991
- Chairman, Faculty of Business Open House, 1978
- Chairman, Graduate Student Recruitment and Secondary School Relations Committee, 1974-1979
- Chairman, Faculty of Business Equipment and Computer Users Committee, 1976-1979
- Member, Faculty of Business Graduate Awards Committee, 1975-1977
- Member, Faculty of Business Undergraduate Admissions Policy and Reviewing Committee, 1975-1977
- Member, Faculty of Business Equipment and Computer Users Committee, 1974-1979
- Member, Faculty of Business Library Committee, 1975-1976
- Member, University Advisory Committee on Recruitment and Retention of Students, 1978-1979