

EDWARD J. FOX
Professor of Marketing and Dean's Distinguished Research Professor
W.R. & Judy Howell Director, JCPenney Center for Retail Excellence

July 2026

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HONORS AND AWARDS

SMU/Cox Marketing Department Chairperson 2019-2025

Appointed by the Dean to serve two terms as Chairperson

SMU/Cox Research Excellence Award 2004-2005, 2009-2010

Awarded for research conducted during the preceding three-year period

SMU/Cox Boghetich Family Distinguished Teaching Award 2020-2021

Awarded for excellence in teaching and scholarship

SMU/Cox C. Jackson Grayson Endowed Faculty Innovation Award 2018-2019

Awarded for innovation in research and teaching

Golden Mustang Faculty Award Nominee, Southern Methodist University 2003-2004

Nominated for teaching excellence

HOPE (Honoring Our Professor's Excellence) Honoree, Southern Methodist University 2003

Awarded for impact on undergraduate students

SMU Emerging Leader 2015

Selected as a future university leader

Marilyn & Leo F. Corrigan Endowed Faculty Research Professorship 2005, 2009-2014, 2016-2023

Frank and Susan Dunleavy Endowed Faculty Research Fellowship 2006

SMU/Cox Media Expert of the Year Award 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017; First Place 2018-2019

Awarded for outreach to local, national, and international media

SMU/Cox BBA Outstanding Teaching Award 2010-2011

Awarded for undergraduate teaching excellence

SMU Guild of Marshals Award, Southern Methodist University 2017

Awarded for legacy of service to the Guild of Marshals in University events and ceremonies

Global Retail Brand Management Fellow 2025

Awarded for excellence in research on marketing/retailing

Research Fellow, Wharton School of the University of Pennsylvania 1995-1999

Kappa Tau Alpha Journalism Honor Society 1994

Highest academic average at the J.L. Kellogg School of Management 1991-1993

RESEARCH INTERESTS

Retail management, including assortment, pricing, and promotional decisions; consumer shopping behavior; ‘dark patterns’ in digital marketing; data analysis.

My main interest involves the modeling of phenomena important to retail decision-makers, including consumer shopping behavior. My approach to the modeling of shopping behavior builds on economic foundations but accommodates the complexities of real-world data.

EDUCATION

Wharton School, University of Pennsylvania
Ph.D., Marketing

Wharton School, University of Pennsylvania
M.A., Marketing

J.L. Kellogg School of Management, Northwestern University
Master of Management with Distinction, Marketing

Medill School of Journalism, Northwestern University
M.S. with Distinction, Marketing Communications

United States Military Academy, West Point
B.S., Engineering

PUBLICATIONS AND RESEARCH

Articles in Refereed Journals

Fox, Edward J., Joseph Bourdage, Justin LaTorraca, Laura O’Laughlin, and Marcello Santana (2025), “Lessons Learned from the Kroger-Albertsons Merger Case.” *Journal of Retailing*, 101 (1), 138-152.
Nominated for 2026 Concurrences Antitrust Writing Award

- Fox, Edward J., Hristina Pulgar, and John H. Semple (2024), "Testing a Theory of Strategic Multi-Product Choice," *Quantitative Marketing and Economics*, 22 (June), 257-289.
- Fox, Edward, Emily Cotton, Laura O'Laughlin (2023), "Retail Landscape Changes May Affect Kroger-Albertsons Deal," *Law-360*.
- Gauri, Dinesh K., Rupinder P. Jindal, Brian Ratchford, Edward J. Fox, Amit Bhatnagar, Aashish Pandey, Jonathan R. Navallo, John Fogarty, Stephen Carr, and Eric Howerton (2021), "Evolution of Retail Formats: Past, Present, and Future," *Journal of Retailing*, 97 (1), 42-61.
- Fox, Edward J., Laura E. Norman, and John H. Semple (2018), "Choosing an n -Pack of Substitutable Products," *Management Science*, 64 (5), 1975-2471.
- Briesch, Richard A., William R. Dillon, and Edward J. Fox (2013), "Category Positioning and Store Choice: The Role of Destination Categories," *Marketing Science*, 32 (3), 488-509.
- Fox, Edward J., Steven R. Postrel, and John H. Semple (2009), "Optimal Category Pricing with Endogenous Store Traffic," *Marketing Science*, 28 (4), 709-720.
- Briesch, Richard A., Pradeep K. Chintagunta, and Edward J. Fox (2009), "How Does Assortment Affect Grocery Store Choice?" *Journal of Marketing Research*, 46 (2), 176-189.
- Mantrala, Murali K., Michael Levy, Barbara E. Kahn, Edward J. Fox, Peter Gaidarev, William Dankworth, and Denish Shah (2009), "Why Is Assortment Planning So Difficult for Retailers? A Framework and Research Agenda," *Journal of Retailing*, 85 (1), 71-83.
- Fox, Edward J., Richard Metters, and John Semple (2006), "Optimal Inventory Policy with Two Suppliers," *Operations Research*, 53 (2), 389-393.
- Fox, Edward J., and Stephen J. Hoch (2005), "Cherry-Picking," *Journal of Marketing*, 69 (1), 46-62.
- Fox, Edward J., Alan L. Montgomery, and Leonard M. Lodish (2004), "Consumer Shopping and Spending Across Retail Formats," *Journal of Business*, 77 (2), S25-S60.
- Thomas, Jacqueline S., Robert C. Blattberg and Edward J. Fox (2004), "Recapturing Lost Customers," *Journal of Marketing Research*, 41 (February), 31-45.
- Blattberg, Robert C., Richard Briesch, and Edward J. Fox (1995), "How Promotions Work," *Marketing Science*, 14 (3), G122-G132.
- Blattberg, Robert C., Richard Briesch, and Edward J. Fox (1994), "Unanswered Questions in Sales Promotion," *Recherche et Applications en Marketing*, 9 (3), 109-123.

Book Chapters and Monographs

- Guevara, Marimer, Edward Tuttle, Keziah Cook, Brian Gorin, and Edward Fox (2023), *Facilitating a Small- and Medium-Sized Business Renaissance: Digital Tools Offering Channels for Success*, Washington, D.C.: Research Department of the Computer & Communications Industry Association.
- Anderson, Eric T. and Edward J. Fox (2019), “How Price Promotions Work: A Review of Practice and Theory,” *Handbook of the Economics of Marketing*, Dube, Jean-Pierre, and Peter Rossi eds., Elsevier: Amsterdam.
- Fox, Edward J. (2018), “Choosing to Choose: The Dynamics of Store, Product, and Consumption Choices,” in *Handbook of Research on Retailing*, Gielens, Katrijn and Els Gijbrenchts eds., Elgar Publishing: Cheltenham, UK.
- Fox, Edward J., and Raj Sethuraman (2006, 2010), “Retail Competition,” in *Retailing in the 21st Century: Current and Future Trends*, Krafft, Manfred and Murali K. Mantrala eds., Springer: Berlin, Heidelberg.
- Blattberg, Robert C., and Edward J. Fox (1995), *Category Management: The Category Plan*, Washington, D.C.: Research Department of the Food Marketing Institute.
- Blattberg, Robert C., and Edward J. Fox (1995), *Category Management: Blueprint for Implementation*, Washington, D.C.: Research Department of the Food Marketing Institute.
- Blattberg, Robert C., and Edward J. Fox (1995), *Category Management: Getting Started*, Washington, D.C.: Research Department of the Food Marketing Institute.

Research in Progress

- Fisher, Matthew and Edward J. Fox, “Cancel If You Can: Documenting and Explaining the Costs Of Long Cancellation Processes.” Working paper being prepared for submission to *Journal of Consumer Research*.
- Fisher, Matthew and Edward J. Fox, and Maria Langlois, “‘Dark Patterns’ and Digital Choice Architecture: A Marketing Perspective.” In process.
- Fox, Edward J., Barbara Kahn, John H. Semple, and Wayne Taylor, “Preference Uncertainty and Multi-Product Choice: An Empirical Analysis.” Working paper being prepared for submission to *Journal of Marketing*.
- Fox, Edward J., John H. Semple, and William R. Dillon, “A Model of Multi-Store Shoppers’ Buying Decisions.” Working paper drafted; preparing for submission to *Management Science*.
- Fox, Edward J., Bezalel Gavish, and John H. Semple, “A General Approximation for the Distribution of Count Data with Applications to Inventory Modeling.” Working paper drafted; preparing for submission to *Management Science*.

Fox, Edward J., and Steven R. Postrel, “The Impact of Retail Location on Retailer Revenues: An Empirical Investigation.” Working paper drafted.

Fox, Edward J., Richard Metters, and John H. Semple, “Every House a Warehouse: An Inventory Model of Shopping Behavior.” Working paper drafted.

Invited Papers and Presentations

Fox, Edward J., Joseph Bourdage, Justin LaTorraca, Laura O’Laughlin, and Marcello Santana, “Lessons Learned from the Kroger-Albertsons Merger Case.” Invited talks presented at University of Southern California in Los Angeles, California, 2025 Texas A&M Retailing Summit in College Station, TX, and 2025 Global Retail Brand Management Conference in Dallas, TX.

Fisher, Matthew and Edward J Fox, “Subscription Sludge and the Cost of Canceling.” Contributed paper presented at the 2024 Marketing Science Conference in Sydney, Australia.

Fox, Edward J., ““Dark Patterns’: When Digital Marketing Goes Too Far.” Keynote address at the 2024 Brand Innovators Summit: Shaping the Future of Marketing in Dallas, TX.

Fox, Edward J., “Digital Choice Architecture and “Dark Patterns”: A Consumer Marketing Perspective.” Invited presentation at the 2022 American Bar Association webinar on Advertising Litigation and the Consumer’s Digital Journey.

Dishkova, Hristina, Edward J. Fox and John H. Semple, “Do Consumers Hedge Against Future Preference Uncertainty? Testing a Theory of Shopping and Consumption.” Contributed paper presented at the 2021 International Academy of Business and Public Administration Disciplines (IABPAD) Conference in Dallas, TX.

Fox, Edward J., Laura E. Norman and John H. Semple, “Choosing an n -Pack of Substitutable Products.” Invited talk presented in 2015 at the University of Arkansas, Fayetteville, AK.

Fox, Edward J., Laura E. Norman and John H. Semple, “A Dynamic Model of Shopping and Consumption.” Contributed paper presented at the 2014 Marketing Science Conference, Atlanta, GA. Invited talk presented at Tilburg University, Tilburg, Netherlands.

Dillon, William R., Edward J. Fox and John H. Semple, “Where Multi-Store Shoppers Buy: Theory and Empirical Evidence.” Contributed paper presented at the 2013 Pricing & Retailing Conference at Babson College, Boston, MA.

Fox, Edward J., Bezalel Gavish and John H. Semple, “A General Approximation for the Distribution of Count Data with Applications to Inventory Modeling.” Invited talk presented at the 2011 Retail Operations and Marketing Conference, Istanbul, Turkey. Contributed paper presented at the 2014 IFORS Conference in Barcelona, Spain.

Fox, Edward J., “Retail Competition.” Invited talk presented at the 2010 Latin American Retail Congress, Sao Paulo, Brazil.

- Fox, Edward J., "Competitive Issues in Retailing." Invited talk presented at the 2008 Customer Experience Management in Retailing Conference, Babson College, Boston, MA.
- Fox, Edward J., Steve Postrel and John Semple, "Optimal Category Pricing with Endogenous Store Traffic." Contributed paper presented at the 2006 annual meeting of the Marketing Science Institute, Atlanta, GA. Invited talk presented at 2006 PriceX Conference, Scottsdale, AZ, and 2006 Category Management Development and Marketing Conference, Huntington Beach, CA.
- Fox, Edward J., John Semple and Suzanne Shu, "Using Utility-Based Models from Economics and Psychology to Explain Consumer Choice under Uncertainty." Contributed paper presented at the 2005 annual meeting of the Marketing Science Institute, Atlanta, GA.
- Fox, Edward J., "Introduction to Retail Digital Signage." Invited talk presented at 2005 Retail Digital Signage Conference, Chicago, IL.
- Fox, Edward J., "Convenience, Price and Assortment: Modeling the Determinants of Store Choice." Invited talk presented at University of Arkansas. Contributed paper presented at the 2004 annual meeting of the Marketing Science Institute, Rotterdam, Holland.
- Fox, Edward J., "Competitive Issues in Retailing." Invited talk presented at the 2004 Retailing in the 21st Century Conference, Dusseldorf, Germany.
- Fox, Edward J., and Jacquelyn S. Thomas, "Estimating Retail Customers' Share-of-Wallet Using Shopper Loyalty Card Data." Contributed paper presented at the 2002 annual meeting of the Marketing Science Institute, Edmonton, Alberta. Invited talk presented in 2002 at the Customer Focus Council, Dallas, TX. Invited talk presented at the 2004 AMA Summer Educators Conference, Boston, MA. Invited talk presented in 2005 at Texas A&M University, College Station, TX.
- Fox, Edward J., and Stephen J. Hoch "Cherry Pickers, Switchers, and Store Loyals." Invited talk presented at the 2003 Texas Marketing Collegium, College Station, TX.
- Fox, Edward J., "The Myth of Retail Customer Loyalty." Invited talk presented at the 2002 International Council of Shopping Centers Research Conference, Plano, TX. Invited talk presented in 2003 to the Retail Executives Association of DFW, Dallas, TX. Invited talk presented in 2005 to the Farmers Branch Planning and Zoning Commission, Farmers Branch, TX.
- Fox, Edward J., and John Semple, "Understanding Cherry-Pickers: How Retail Customers Split Their Shopping Baskets." Contributed paper presented at the 2002 annual meeting of the Marketing Science Institute, Edmonton, Alberta.
- Fox, Edward J., Richard Metters, and John Semple, "Every House a Warehouse: An Inventory-Theoretic Model of Retail Shopping Behavior." Contributed paper presented at the 2001

annual meeting of the Marketing Science Institute, Wiesbaden, Germany. Invited talk presented at Southern Methodist University, Dallas, TX.

Fox, Edward J., “The Effect of Store Location on Household Spending Across Retail Formats.” Contributed paper presented at the 2000 annual meeting of the Marketing Science Institute, Los Angeles, CA. Invited talk presented in 2001 at Cornell University, Ithaca, NY.

Fox, Edward J., Alan L. Montgomery and Leonard Lodish, “Consumer Shopping and Spending Across Retail Formats: A Multivariate Tobit Model.” Contributed paper presented at the 2000 Joint Statistical Meetings, Indianapolis, IN. Invited talk presented at the 2000 Texas Marketing Faculty Consortium, Richardson, TX.

Fox, Edward J., Alan L. Montgomery and Leonard Lodish, “Identifying Household Shopping Strategies Across Retail Formats and Stores.” Contributed paper presented at the 1998 annual meeting of the Marketing Science Institute, Fountainebleau, France.

Fader, Peter, Edward J. Fox, Bruce G.S. Hardie and Michael Wisniewski, “Product Deletion Decisions for Consumer Packaged Goods.” Contributed paper presented at the 1997 annual meeting of the Marketing Science Institute, Berkeley, CA. Invited paper presented at the 1997 Product Variety Management Conference, Los Angeles, CA.

Blattberg, Robert C., Richard Briesch and Edward J. Fox, “How Promotions Work.” Invited talk presented at the 1994 Empirical Generalizations Conference of the Marketing Science Institute, Philadelphia, PA.

TEACHING

Previous Position

Adjunct Assistant Professor, 1995
J.L. Kellogg Graduate School of Management, Northwestern University

Courses Taught

“Advanced Pricing Management,” 2024-Present
E.L. Cox School of Business, Southern Methodist University

“Data Analytics,” 2019-Present
E.L. Cox School of Business, Southern Methodist University

“Managerial Statistics,” 2009-Present
E.L. Cox School of Business, Southern Methodist University

“Introduction to Data Analysis,” 2019-2021
E.L. Cox School of Business, Southern Methodist University

“Retail Analytics,” 2015-2020
E.L. Cox School of Business, Southern Methodist University

“Marketing Management,” 2021
E.L. Cox School of Business, Southern Methodist University

“Retailing,” 2002-2018
E.L. Cox School of Business, Southern Methodist University

“Retailer Behavior and Sales Promotion,” 2004-2012
E.L. Cox School of Business, Southern Methodist University

“Marketing Research,” 2003-2008
E.L. Cox School of Business, Southern Methodist University

“Fundamentals of Marketing,” 1999-2004
E.L. Cox School of Business, Southern Methodist University

“Introduction to Marketing,” 1997
Wharton School, University of Pennsylvania

“Quick Response and Efficient Consumer Response (ECR),” 1997
Aresty Institute for Executive Education, Wharton School, University of Pennsylvania

“Retailer Behavior and Sales Promotion,” 1995
J.L. Kellogg School of Management, Northwestern University

“Category Management,” 1994-1995
James L. Allen Center for Executive Education, J.L. Kellogg School of Management

PROFESSIONAL ACTIVITIES

Current

JCPenney Center for Retail Excellence, Southern Methodist University, 2000-Present
W.R. & Judy Howell Director

Founding director of retail center that develops cutting-edge academic methods, theories, and findings and applies them to retail practice.

Dallas Fort Worth Retail Executives Association, 2002-Present
Member of the Governing Board

Currently serving as Vice President for Administration

Previous

Cox School of Business, Southern Methodist University, 1997-2019

Associate Professor

Cox School of Business, Southern Methodist University, 1999-2006

Assistant Professor

Center for Retail Management, Northwestern University, 1993-1995

Research Director

Michelin Tire Corporation, 1988-1991

Industrial Engineer

United States Army, 1981-1988

Director of Operations, Airborne Company Commander, Engineer Platoon Leader

Consulting

I have consulted with retailers, manufacturers, and services firms on retail management, marketing and branding, data analysis, and strategic planning. I have also served as an expert in litigation matters. Clients include:

- Federal Trade Commission – Marketing, retailing, and consumer shopping behavior expert in federal antitrust cases
- Consortium of Grocery, Drug, and Mass Merchandise Retailers – Retail pricing expert in a price-fixing lawsuit
- Google – Expert on consumer behavior and the value of biometric information
- PepsiCo – Retailing and consumer behavior expert in a trademark infringement case
- Colgate-Palmolive and Tom's of Maine – Pricing, branding, and consumer behavior expert in a false advertising case
- Johnson & Johnson and McNeil Nutritionals – Pricing and consumer choice expert in a false advertising case
- Goli Nutrition, Inc. – Marketing and retailing expert in a trademark infringement case
- NOTUS – Marketing expert in a trademark infringement case
- Priceline and Expedia – Marketing and pricing expert in a tax liability case
- Dollar General – Retail pricing and operations expert in a price discrepancy case

- Burlington Stores, Inc. – Retailing expert in a retail competition case
- Dillard's, Inc. – Retailing expert in a product packaging case
- Rosara Investments – Retailing expert in a retail competition case
- Genuardi Family Markets – Guided the company's implementation of category management
- Wakefern Food Corp – Provided guidance on the acquisition of a grocery retailer
- ACME Markets – Developed plan for the company's mystery shopper program
- Radio Shack – Developed training to improve retail decision-making
- Ben E. Keith Co. – Provided training on retail promotions
- Reliant Rehabilitation – Performed data analysis and statistical models to determine the revenue impact of changes in Medicare Part B reimbursement
- Pennsylvania Chamber of Commerce – Developed, implemented, and analyzed a survey of member companies
- AstraZeneca Pharmaceuticals – Developed and presented market-share models of the company's products
- Softspikes, Inc. – Helped expand distribution strategy to include mass retailers
- ARCIS Golf – Developed statistical models for golf property revenues
- Aegon Direct, Inc. – Provided training on retail management principles and practices
- VHA, Inc. – Provided training on retail marketing
- Booz Allen Hamilton – Trained consulting staff on the use of marketing models
- Shaped Wire, Inc. – Provided extensive training on marketing decision-making

I have spoken about retail management, category management and consumer shopping behavior at industry conferences and trade associations to include:

- Food Marketing Institute
- International Council of Shopping Centers
- Retail Executives Association of Dallas/Fort Worth
- Wal-Mart Site Selection Conference

- Category Management Development and Marketing Conference
- SAS Institute's Datamining Conference
- SAS Institute's Marketing ROI Conference
- Price-X Pricing Conference
- Customer Focus Council (AT Kearney)
- Retail Digital Signage Conference

Affiliations

American Marketing Association

Association for Consumer Research

Institute for Operations Research and Management Sciences