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Research with Impact:
Being a Maverick

Some Comments by

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Dictionary Definitions of Maverick

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

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

In our context: An unorthodox or independent-minded researcher.

A Framework of Research Thrusts

Research Problem	Research Method	
	Current	New
Current		
Novel		

One Example from My Work

Example 1: Development of Balance Model

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

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

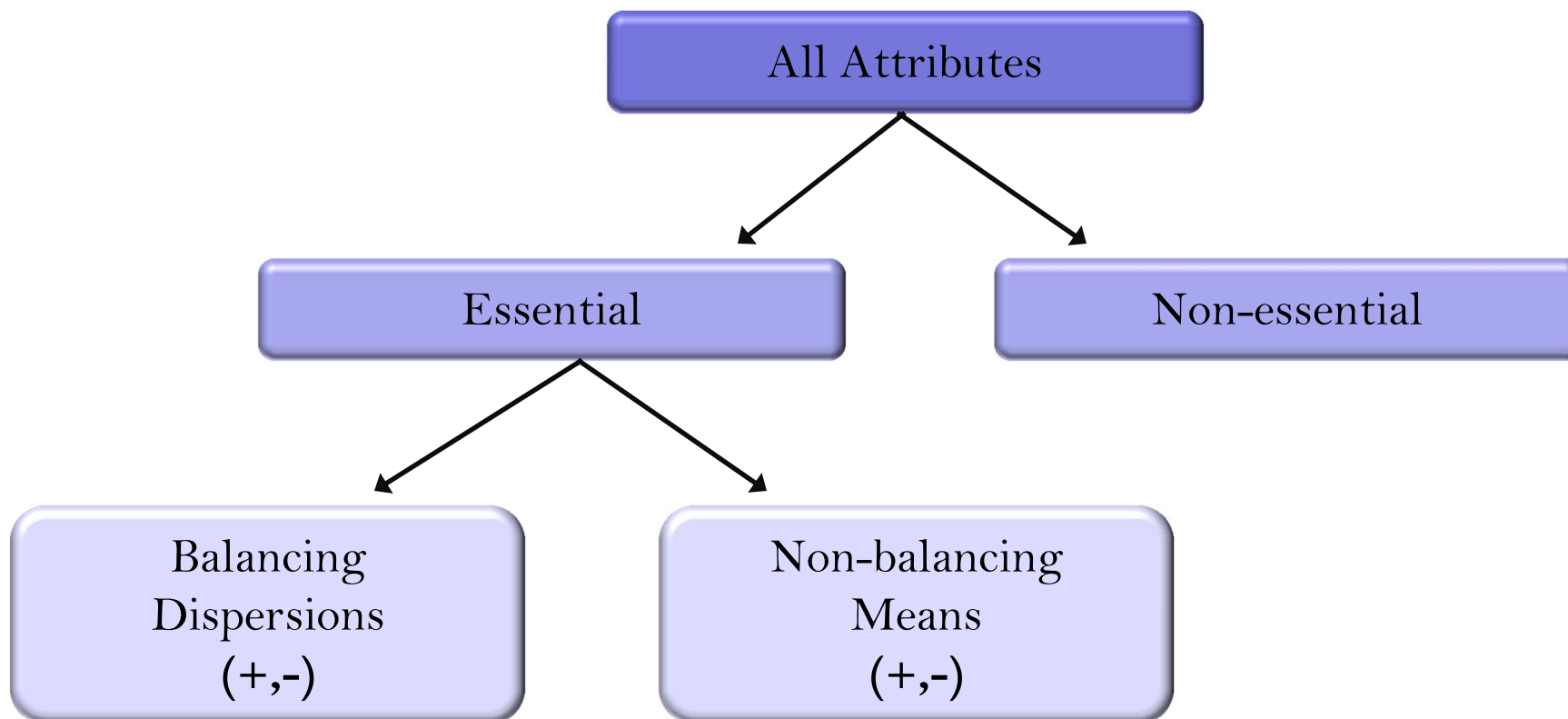Lead to balance model (or models for bundles) and polarization model.

Example of Second Choice Data

Alternative	Preference Rank (1= high)	Choice for one item	Preference for the of Second Item	Most Preferred Pair
A	3	0	1	
B	1	1	X	
C	4	0	2	
D	2	0	4	
E	5	0	3	
F	6	0	6	

Model for Evaluation of Subset of Items

- **Categorization of Attributes**

```
                    ┌─────────────────────┐
                    │    All Attributes   │
                    └─────────────────────┘
                       ↙              ↘
        ┌─────────────────┐        ┌──────────────────┐
        │    Essential    │        │   Non-essential  │
        └─────────────────┘        └──────────────────┘
           ↙          ↘
┌──────────────┐   ┌──────────────────┐
│  Balancing   │   │  Non-balancing   │
│ Dispersions  │   │     Means        │
│   (+,-)      │   │     (+,-)        │
└──────────────┘   └──────────────────┘
```
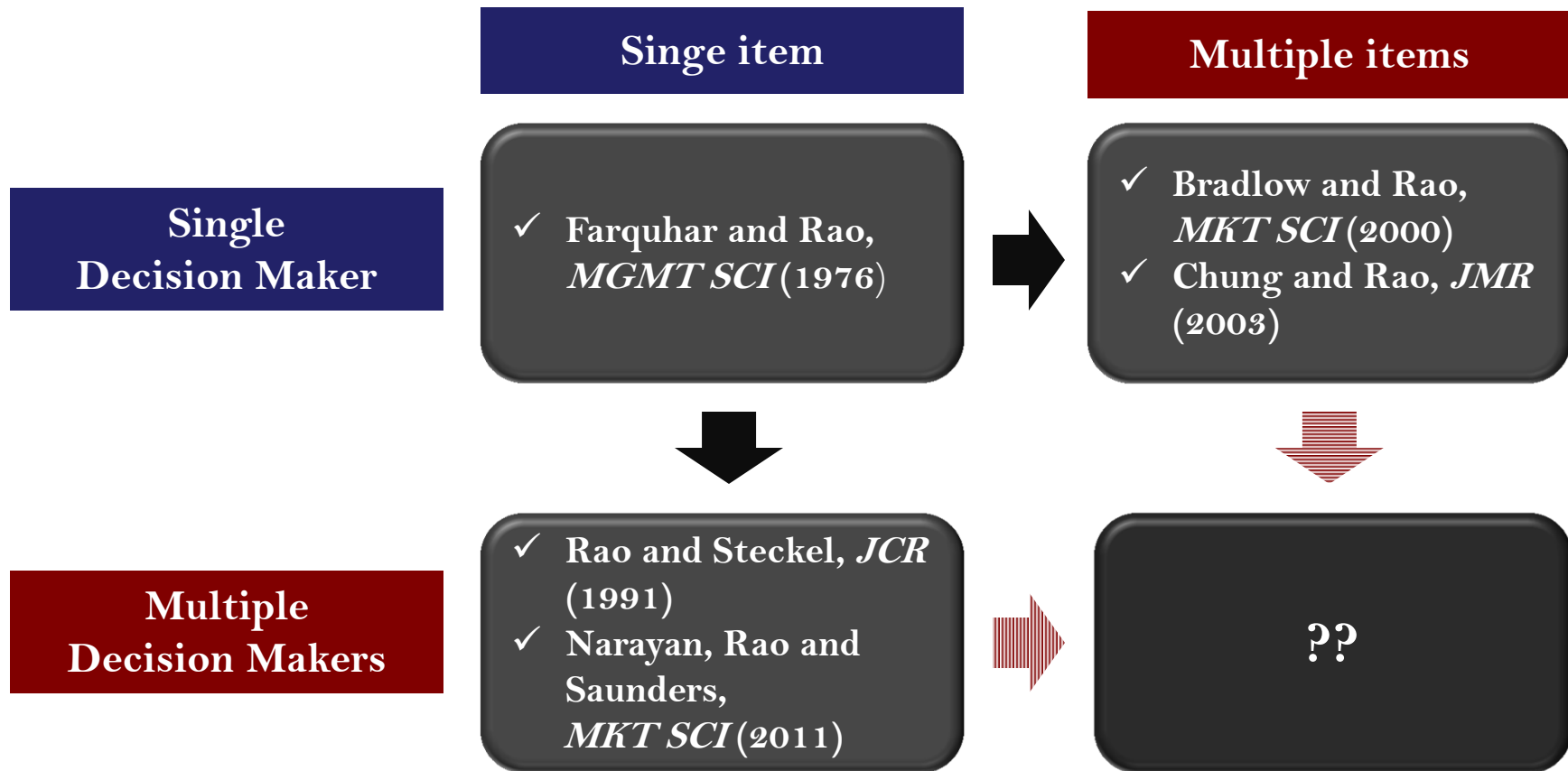
- **Extensions**

Several Research Activity Using Balance Model

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

Research on Bundling Models

	Singe item	**Multiple items**
Single Decision Maker	✓ Farquhar and Rao, *MGMT SCI* (1976)	✓ Bradlow and Rao, *MKT SCI* (2000) ✓ Chung and Rao, *JMR* (2003)
Multiple Decision Makers	✓ Rao and Steckel, *JCR* (1991) ✓ Narayan, Rao and Saunders, *MKT SCI* (2011)	??

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Research on Bundling Models

- **Development of the Bundling Models**

Concepts	Study	Methodology
Balancing Attributes	Farquhar and Rao (1976)	Math Programming
+ Heterogeneity	Bradlow and Rao (2000)	Hierarchical Bayesian Model
+ Comparability across Multi-categories	Chung and Rao (2003)	Finite Mixture (latent class) Model

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Risks and Benefits of Being a Maverick in Academic Research

❖ Establish first and then go into these risky areas.

❖ Risky but with high payoff.

❖ Ability to make additional contribution in an established area can be hard.

❖ Show some connection to established ways of doing research.

Advice for Potential Mavericks

- Read/assimilate current research.

- Have paradigm in mind to extend what you read/listen.

- Pursue new ideas vigorously.

- Try to maintain your resumé to be tenurable any time.