

TIPPIETHE UNIVERSITY OF IOWA
HENRY B. TIPPIE
COLLEGE OF BUSINESS

MARKETING AT IOWA

SUMMER 2008

PROFESSOR RANDALL L. SCHULTZ RETIRES

After working at The University of Iowa for almost 20 years, Professor Randall L. Schultz retired last December. While at the University, he designed and taught Marketing Management and Web Business Strategy classes. In 2006 he was awarded the Dean's Teaching Award.

Throughout his career, Professor Schultz worked as a consultant for a number of companies such as Dal-Mac Development, Ingersoll-Rand, Mary Kay Cosmetics, and Southwest Airlines. He also led 42 student consulting projects for various clients, such as Eli Lilly, Alcoa, Indiana State Police, Lone Star

Gas Company, and Maytag.

His main areas of research are market response models, implementation of management science and information systems, marketing theory, and forecasting.

He was a co-author or co-editor of 10 books and 9 other published volumes such as *Market Response Models: Econometric and Time Series Analysis*, Second Edition (Kluwer, 2001; paperback edition, 2002; Chinese translation, Shanghai People's Press, 2003) and "Forecasting with Market Response Models" (*International Journal of Forecasting*, 1994). His

articles have appeared in refereed journals such as the *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Letters*, *European Journal of Marketing*, *Research in Marketing*, *Journal of Business*, *Journal of Forecasting*, *Journal of Management Studies*, *Journal of Business Research*, *Behavioral Science and Simulation and Games*.

Professor Schultz has been awarded the Harold H. Maynard Award, American Marketing Association, for best theoretical article published in the *Journal of Marketing* and the Academic Professional Award, Dresser Industries,



Professor Randall L. Schultz

Inc. He also was a winner of an American Marketing Association Doctoral Dissertation Competition and a fellow of American Marketing Association Doctoral Consortium.