

PARAMETER



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CONJOINT ANALYSIS IS JANUARY 9 TOPIC

Statistical Techniques in Marketing Research

Our first luncheon of 1990 will focus on a technique in marketing research known as conjoint analysis. Conjoint analysis is a variation of multidimensional scaling which gathers data on the responses of individuals to hypothetical questions about products, brands, prices, etc. From this data, a "utility" function is derived for each attribute under consideration, and the values from these functions are used to compare various combinations of attributes against each other (with the goal of choosing the combination with the highest customer appeal). Recent developments in the field will be discussed in the talk.

The luncheon will be held on Tuesday, January 9 at the Midland Hotel in downtown Chicago (172 W. Adams at LaSalle) and will begin at noon. The cost of the luncheon is \$20 for ASA — Chicago Chapter members and \$22 for non-members. The Lucile Derrick Fund will cover the costs of a limited number of students who wish to attend the luncheon.

To make reservations for the luncheon or for more information about our speaker, please contact Richard Smiley at (312) 856-5923 by noon on Friday, January 5. (As of the *Parameter* publication deadline, the speaker had not confirmed this engagement.)

Paperwork . . .

It is again time to collect membership dues, update our membership roll and publish the new membership directory. Dues for the 1990 year are \$10 (\$5 for students) and can be paid directly to the Chapter or, for members, through the national American Statistical Association. If you do not pay through national, please complete the enclosed card and send with your check in the enclosed envelope. You dues cover a subscription to *Parameter* and the Chicago Membership Directory.

To those who have paid through National, we need the enclosed card filled out and returned to update information for the directory. Cards must be returned by January 31, 1990 to be included in the next membership directory. If you have any questions, call Kathy Morrissey, Vice-President, Membership, at (312) 822-3935.

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Parameter, the official newsletter of the Chicago Chapter of the American Statistical Association, is published 11 times per year as a service for its members.

Materials for publication should be submitted to the editor at Stotler Economics, 200 W. Adams, Suite 2300, Chicago, IL 60606.

Parameter offers a free placement service for ASA Chicago Chapter members. Job applicants should send a draft of their advertisement and a resume to the editor at the above address. Applicant names will remain confidential if requested.

Part-time Position Desired:

Professor in Marketing and Statistics is available for part-time consulting; Ph.D. from Wharton, experienced in health care marketing and consumer goods marketing. Please respond — 764-3791.

How did you do?

Here is the solution to the December crossword puzzle:

