Jean-Pierre Dubé's Information on Non-Teaching Compensated Activities: 2007 through 2012.

Sponsored Research

- MSI Research Grant #4-1667: “Measuring the impact of income and wealth shocks on retail buying behavior,” (with Guenter Hitsch and Peter Rossi), 2012.
- MSI Research Grant #4-1450: "Do DVRs Influence Consumers' Brand Purchases?" (with Bart Bronnenberg and Carl Mela), Journal of Marketing Research, 47(6), December 2010.
- Grant from the Initiative for Global Markets, Booth School of Business: "Do Pharmacists Buy Bayer? Sophisticated Shoppers and the Brand Premium" (with Bart Bronnenberg, Matt Gentzkow and Jesse Shapiro), 2012.

Speeches

- Cheung Kong University, Trends in Marketing, June 2012
- CCIM Institute, September 2011
- ThermoFischer, September 2011
- Marketing Leadership Forum at Baxter, April 2011
- Charles River Annual Sales Meeting, January 2009
- American Bar Association, January 2009
- The Marketing Leadership Council, December 2008
- Kraft Brand Management Forum, July 2008
- NAVTEQ Global Sales and Marketing Meeting, January 2007

Consulting
• American Bar Association, 2009
• Charles River Associates, 2010
• CCIM Institute, 2012
• The European Commission (design of software for merger analysis and pricing), 2012
• Morris, Manning & Martin, LLP, 2012
• The Roundtable Group, 2008
• The Scotts Company, 2009
• Yahoo! Research, 2009-2011