

18 August, 2014

Dear Sirs:

RE: Dr Robert Davis application
Massey University: Associate Professor/Professor – Business Analytics

With this letter I would like to support Dr Davis' application for the position of Associate Professor/ Professor – Business Analytics at Massey University.

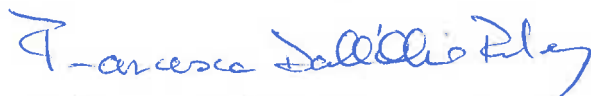
I have known Dr Davis for a number of years, as we shared similar research interests in online retailing and retail services branding in general. We have often discussed our common research interests at conferences and I am familiar with his work in the area. I have always found Dr Davis research interesting and stimulating, theoretically and methodologically sound, as also demonstrated by his excellent track record of publications not only in the area of online retailing but also, more recently, in computer gaming. I have often referred to and cited his work in my own research in online retailing and services branding.

Dr Davis is adept in a wide range of statistical and analytical techniques, ranging from the Dirichlet model (in his Marketing Science 2003 paper with Peter Danaher and Isaac Wilson) to Structural Equation Modelling (for instance in his Internet Research 2013 paper with Bodo Lang and Neil Goutam). He has been able to apply his modelling and analytical skills to a multidisciplinary range of topics and practical applications. Unlike the models developed by many other academic scholars, Dr Davis' models and analytical techniques have found wide spread application in practice and have resulted in a number of industry reports and consultancies. The practical impact of his work, across a range of disciplines and applications, is undeniable.

I believe that Dr Davis offers a unique combination of academic skills and practical mind set, which would allow him not only to develop Massey's analytics course portfolio and research stream, but also to consolidate Massey's reputation within the business community.

Please feel free to contact me for any further comments or information you may require.

Yours sincerely,



Dr Francesca Dall'Olmo Riley
Associate Professor
Kingston University Business School
f.d.riley@kingston.ac.uk