

David MacKay

Professor of Marketing; and Professor of Geography, Part-time

Our colleague and good friend, David MacKay, retired this year after joining IU's School of Business in 1971. David possesses a unique array of talents and skills that made him an outstanding researcher and classroom instructor. After 37 years, it is strange to enter the suite that comprises the marketing department of the Kelley School of Business and not see David walking through the offices, not to see his door always open to answer questions, not to hear him chat with colleagues and students. David's presence will be missed.

David was born in Yonkers, New York. He began his academic studies at Cornell University, where he majored in agricultural economics. After graduating from Cornell in 1966, he entered the Ph.D. program at Northwestern University, leaving Evanston in 1971 with a major in management. During his Ph.D. work at Northwestern, David also taught marketing at Roosevelt University in Chicago.

David joined Indiana University immediately after gaining his Ph.D. He was promoted to associate professor of marketing in 1974, and full professor based on his outstanding contributions in the area of research in 1982. While David was a marketing professor, he also had an appointment in the geography department at Indiana University, where he was an assistant professor of geography in 1974, an associate in 1975, and a full professor in 1982. In addition, he was an associate faculty member in the Cognitive Science Program at Indiana University. David has also served as a visiting professor at the University of Pittsburgh and the Norwegian School of Economics and Business.

An important dimension of David's career is the tremendous number of different courses he covered. At the doctoral level, David taught Research Methods in Marketing and Marketing Models, and at the master's level Marketing Research and Marketing Management. His undergraduate teaching was diverse, including courses on marketing research, analysis of marketing and geographical data, and marketing management and consumer behavior. David also taught classes outside the marketing department, including courses in the Department of Decision Sciences of the Kelley School and seminars in geography and psychology. David taught a total of 18 different courses during his career at Indiana University.

While David covered a large number of courses at different levels and performed well in the classroom, he truly excelled in conducting sophisticated research on a variety of topics. David's early research explored store location issues, cognitive maps of retail locations, and the spatial behavior of consumers. His multidisciplinary interest in geography, marketing, and psychology led to his development of a mathematical theory of distances—distances that were not deterministic but probabilistic. David's work on probabilistic distances has appeared in the leading journals of many disciplines, including

mathematics, geography, marketing, psychology, chemistry, sensory analysis, decision theory, and operations research.

David was also the recipient of many honors during his 37 years at Indiana University. He received five National Science Foundation grants, the first coming soon after he was promoted to associate professor. He received two grants from the Amoco Foundation to further his research on choice models, and one grant from the Dow Chemical Company for his innovative work in incorporating technology into teaching. Based on his research prominence, David was frequently invited to speak at research seminars offered by universities, societies, and research institutes. David served on over 30 dissertation committees, and three of his students won national awards for their research under his direction.

David and Carole, to whom he has been married since 1968, are parents to Debbie, a clinical psychologist living in the Washington, D.C., area, and a son, Jon, who died three years ago. David and Carole also assumed guardianship of two girls from Nigeria, Mary and Elizabeth, who are now living as adults in the United States and launching careers of their own.

A tribute to David would be incomplete without emphasizing his involvement with the Evangelical Community Church. David is an active member of the church, teaching Bible classes on a regular basis. He has also been a member of various church boards.

The marketing department will miss David's involvement, but we know he will continue to be an active member of the marketing department family. He plans to drink beer every Friday with the faculty and come into the office every Monday to help faculty with their courses and research. David and Carole recently built a cabin in Brown County which they visit frequently. The marketing department hopes David doesn't become too fond of his Brown Country retreat and forget his Monday and Friday commitments to the department. We wish him well.

Rockney Walters