

VITAE: Xueming Luo

Department of Marketing, Fox School of Business, Temple University, Philadelphia, PA 19122,
Office: 215.204.4224, Email: Xueming.Luo@temple.edu

Bio: Xueming Luo is the Charles Gilliland Distinguished Chair Professor of Marketing, Professor of Strategy and MIS, and Founder/ Director of the Global Institute for Artificial Intelligence & Business Analytics in the Fox School of Business at Temple University. His research is quantitative in nature and focuses on integrating artificial intelligence technologies, big data machine learning, econometrical methods, and field experiments to model, explain, and optimize customer experience, company strategies, platform designs, and creator & sharing economy. He is an interdisciplinary thought-leader in leveraging AI/ML algorithms, text/audio/image/video data, and causality inference for digital marketing, mobile targeting, social media analytics, brand activism, and social responsibility. Xueming has worked with leading global companies in mobile communications, banking, e-commerce, health care, education, pharmaceutical, and petroleum industries. His research has been featured by premier journals in Marketing (MkSc, JM, and JMR), Management and Strategy (MgSc, SMJ, AMJ, and POM), and Information Systems (ISR and MISQ). He has been ranked as top 8th worldwide regarding Author Productivity in the Premier Marketing Journals (JCR, JM, JMR, MKSC) during 2013-2022. Xueming has over 23,900 citations on Google Scholar and is ranked top 2% researchers worldwide in business by Scopus citations. <https://www.fox.temple.edu/directory/xueming-luo-tuf35198>

Academic Positions

- | | |
|------------------|---|
| 2013/7 - present | Temple University, Fox School of Business
Charles Gilliland Distinguished Chair Professor of Marketing
Joint faculty appointment at Strategy and MIS |
| 2017/9-2017/12 | Columbia University, Columbia Business School
Visiting Research Scholar |
| 2017/9-2017/12 | New York University, Stern School of Business
Visiting Senior Scholar |
| 2004-2013 | University of Texas at Arlington, College of Business
Eunice & James L. West Distinguished Professor (2010-13)
Eunice & James L. West Distinguished Associate Professor (2007-10)
Assistant Professor of Marketing (2004-07) |
| 2000-2004 | State University of New York (SUNY), Fredonia, School of business
Assistant Professor of Marketing |
| Summer, 2019 | Hanken School of Economics, Finland, Visiting Professor |
| Summer, 2019 | Free University of Berlin, Germany, Visiting Professor |
| Summer, 2017 | Waseda University, Japan, Visiting Professor |
| Summer, 2014 | Fudan University, China, Visiting Professor |

Summer, 2013 Aalto University, Finland, Visiting Professor
 Summer, 2011 Peking University, China, Visiting Professor
 Summer, 2008 University of Mannheim, Germany, Visiting Professor
 Summer, 2006 University of Hong Kong, China, Visiting Professor

Administrative Positions

2019 - Founder/Director of **Global Institute for Artificial Intelligence and Business Analytics (AI&BA)**
 2013 - 2019 Founder/Director of **Global Center for Big Data in Mobile Analytics (GBM)**



Global Institute for
Artificial Intelligence
and Business Analytics



November 2013, Hosted ‘Big Data Mobile Analytics Symposium’ at Temple Univ.
 July 2014, Hosted ‘Big + Small Data Marketing Analytics Conference’ in Shanghai
 October 2014, Co-hosted ‘Big Data Marketing Analytics Conference’ at University of Chicago Chicago Booth School
 March 2015, Co-hosted ‘Mobile Big Data Marketing Analytic Conference’ at LMU Munich, Germany
 October 2015, Co-hosted ‘Smart Life Big Data Marketing Analytic Conference’ at New York University Stern School of Business
 June 2016, Co-hosted ‘Mobile Big Data Conference’ at Chinese University of Hong Kong Business School
 December 2016, Co-hosted ‘Digital Marketing Conference’ at Stanford University Stanford Business School
 December 2017, Co-hosted ‘Digital, Mobile Marketing, Social Media Analytics Conference’ at New York University Stern School of Business
 December 2018, Co-hosted ‘Digital Marketing and Machine Learning Conference’ at Carnegie Mellon University Tepper School of Business
 December 2019, Co-hosted ‘Artificial Intelligence, Machine Learning, and Business Analytics Conference’ at Temple University Fox School of Business (co-chaired with NYU Stern and CMU Heinz)
 December 2020, Co-hosted Virtual Conference on ‘Artificial Intelligence, Machine Learning, and Business Analytics’ (co-chaired with NYU Stern and CMU Heinz)
 December 2021, Hosted Virtual Conference on ‘Artificial Intelligence, Machine Learning, and Business Analytics’
 December 2022, Co-hosted Conference on ‘Artificial Intelligence, Machine Learning, and Business Analytics (co-chaired with Harvard Business School)
 December 2023, Host Conference on ‘Artificial Intelligence, Machine Learning, and Business Analytics’

Chair of Major Academic Conferences

- 2018.6 Conference Chair and Organizer, the 40th Annual *Marketing Science* Conference, INFORMS ISMS, Philadelphia, PA
- 2019.2 Conference Co-Chair, the *American Marketing Association* Winter Educator Conference, Austin, Texas
- 2021.7 Conference Chair, *Frontiers in Service Conference: Service in the World of Artificial Intelligence and Digital Technologies* (Zoom Virtual)

EDUCATION

Doctoral degree in Marketing, Minors in Operations and Economics, Louisiana Tech University
BS, Mechanical Engineering, Specialty in Automotive Engineering, Hunan University

RESEARCH

Advising PhD Students

Temple PhD Student Dissertation Chair:

- Michelle Andrews, “Mobile Strategies and Consumer Insights” 2015
(First job placement at Emory University)
- Jack Siliang Tong, “AI Technologies and Customer Voice Analytics” 2021
(First job placement at Nanyang Technological University)

Carnegie Mellon University PhD Student Advising

- Yingjie Zhang, “Structural Hidden Markov Model for Targeting” 2019
(First job placement at University of Texas at Dallas)
- Wen Wang, “Deep Reinforcement Learning for Sequential Promotions” 2022
(First job placement at University of Maryland)

New York University PhD Student Advising:

- Chenshuo Sun, “Omnichannel Path to Purchase: A Deep-Learning Model” 2022
(First job placement at National University of Singapore)

Washington University at St. Louis PhD Student Advising:

- Shuo Zhang, “A Structural Model of Strategic Self-Control in Consumption” 2022
(First job placement at Shanghai Jiaotong University)

Impact/Ranking

- 2013-2022 **Top 8th** worldwide regarding Author Productivity in the Premier Marketing Journals (JCR JM JMR MKSC) <https://www.ama.org/research-productivity-report/>
- 2006-2010 **1st** worldwide regarding Citations and Impact in top five marketing journals (MKSC, JMR, JM, JCR, JAMS), Source: “Ranking doctoral marketing programs,” AMA summer 2012 proceedings p. 430-438.
- 1996-2022 **Top 2%** researchers worldwide in business by Scopus citations <https://www.scopus.com/lookforauthor/form/author.uri>
- 2017-2022 **Top 10%** of Authors on SSRN by all-time downloads, <https://hq.ssrn.com/>

Google Scholar Citations: <https://scholar.google.com/citations?hl=en&user=YibmWJwAAAAJ> (Jan 2024)

	<i>All</i>	<i>Since 2019</i>
<u>Citations*</u>	24,500	11,570
<u>h-index</u>	54	46
<u>i10-index</u>	98	90

Top Citation Publication:

Cited by Year

Corporate Social Responsibility, Customer Satisfaction, and Market Value
X Luo, CB Bhattacharya, Journal of marketing, 1-18

4,960 2006

*h-index = published h papers each of which has been cited in other papers at least h times; it gauges the number of publications and the number of citations per publication. i10-index = the number of academic publications with at least 10 citations from others.

Research Areas:

Programming Skills (Python, R, Stata, C, Fortran)

Inter-disciplinary across Marketing, Econ, Strategy, MIS, Stats, OR, Computer Science Models (DQN, AI/ML, CNN, LSTM, Structural, HMM, VAR, DEA)

Topics on integrating artificial intelligence, big data machine learning, and field experiments to model, explain, and optimize customer behaviors, company strategies, and platform economy; audio/image/video data on digital marketing, personalized recommendations, promotions, competitive pricing, omnichannel, and social media networks from mobile communications, banking, e-commerce, health care, education, pharmaceutical, and petroleum industries

Publications:

- Wang, Li, **Luo**, Wang (2024), “Deep Reinforcement Learning for Sequential Targeting,” **Management Science**, Forthcoming. <https://doi.org/10.1287/mnsc.2022.4621>
- Luo, Jia, Ouyang, Fang (2024) “Introducing Machine-Learning-Based Data Fusion Methods for Analyzing Multimodal Data: An Application of Measuring Trustworthiness of Microenterprises,” **Strategic Management Journal**, Forthcoming.
- Jia, **Luo**, Fang, Liao (2024), “How and When Artificial Intelligence Augments Employee Creativity,” **Academy of Management Journal**, Forthcoming. <https://doi.org/10.5465/amj.2022.0426>
- Qin, Jia, Luo, Liao, Huang (2023), “Catching Up with Artificial Intelligence: Perceived Fairness of Human Managers in Employee Performance Evaluations,” **Journal of Management Information Systems**, 40(December), 1039–1070. <https://www.tandfonline.com/doi/full/10.1080/07421222.2023.2267316>
- Wang, **Luo**, Lin (2023), “Estimating Assortment Size Effects on Platforms: Leveraging Imperfect Geographic Targeting for Causal Inference,” **Production and Operations Management**, 32 (November), 3394-3412, <https://onlinelibrary.wiley.com/doi/10.1111/poms.14041>
- Wang, Qin, **Luo**, Kou (2022), “How Support for *Black Lives Matter* Impacts Consumer Responses on Social Media,” **Marketing Science**, 41(November):1029-1044. <https://doi.org/10.1287/mksc.2022.1372>
- Wang, Qin, **Luo**, Kou (2022), “Rejoinder: Heterogeneous Impact of Brands’ Support for Black Lives Matter on Consumer Responses,” **Marketing Science**, 41(November):1053-1056. <https://doi.org/10.1287/mksc.2022.1407>
- Zhang, Chan, **Luo**, Wang (2022), “Time-inconsistent Preferences and Strategic Self-Control in Digital Content Consumption,” **Marketing Science**, 41 (May), 616-636. <https://doi.org/10.1287/mksc.2021.1318>.
- Sun, Adamopoulos, Ghose, **Luo** (2022), “Predicting Stages in Omnichannel Path to Purchase: A Deep-Learning Model,” **Information Systems Research**, 33 (June), 429-445. <https://doi.org/10.1287/isre.2021.1071>.
- Skiti, **Luo**, and Lin (2022), “When More is Less: Quality and Variety Trade-off in Sharing Economy Platforms,” **Journal of Management Studies**, 59 (November), 1817-1838. <https://doi:10.1111/joms.12807>.
- Tong, Jia, **Luo**, Fang (2021), “The Janus Face of Artificial Intelligence Feedback: Deployment Versus Disclosure Effects on Employee Performance,” **Strategic**

Management Journal, 42 (September), 1600-1631. <https://doi.org/10.1002/smj.3322>

Li J, **Luo X**, Lu, X, Moriguchi T (2021), “The Double-Edged Effects of E-Commerce Cart Retargeting: Does Too Early Retargeting Backfire?” **Journal of Marketing**, 85 (July), 123-140. <https://journals.sagepub.com/DOI:10.1177/0022242920959043>.

Luo X, Qin S, Fang Z, Qu Z (2021), “Artificial Intelligence Coach for Sales Agents: Caveats and Solutions,” **Journal of Marketing**, 85 (March), 14-32. <https://journals.sagepub.com/doi/10.1177/0022242920956676>.

Luo X, Tong S, Lin Z, Zhang C (2021), “The Impact of Platform Protection Insurance on Buyers and Sellers in the Sharing Economy: A Natural Experiment,” **Journal of Marketing**, 85 (March), 50-69. <https://journals.sagepub.com/DOI:10.1177/0022242920962510>.

Luo, X, Zhang Y, Zeng F. Qu Z, (2020), “Complementarity and Cannibalization of Offline-to-Online Targeting: A Field Experiment on Omnichannel Commerce,” **MIS Quarterly**, 44 (June), 957-82. DOI: 10.25300/MISQ/2020/15630.

Tae, J. **X Luo** and Lin, Z. (2020), “Capacity-Constrained Entrepreneurs and Their Product Portfolio Size: A Platform Design Change,” **Strategic Entrepreneurship Journal**, 14 (September), 302-328. DOI: 10.1002/sej.1360.

Tong, S. **X Luo** and B. Xu (2020), “Personalized Mobile Marketing Strategies,” **Journal of the Academy of Marketing Science**, 48 (January), 64-78. DOI: 10.1007/s11747-019-00693-3.

Luo, X, Lu X, Li A (2019), “When and How to Leverage E-commerce Cart Targeting (ECT): Two-Stage Field Experiments and Causal Forest Optimization,” **Information Systems Research**, 30 (December), 1203-1227. <https://DOI:10.1287/isre.2019.0859>.

Luo, X, Tong S, Fang Z, Qu Z. (2019), “Frontiers: Machines versus Humans: The Impact of Artificial Intelligence Chatbot Disclosure on Customer Purchases,” **Marketing Science**, 38 (November), 937–947. <https://pubsonline.informs.org/doi/10.1287/mksc.2019.1192>.

Zhang Y, Li B, **Luo X**, Wang X (2019), “Personalized Mobile Targeting with User Engagement Stages: Combining Structural Forward-Looking Hidden Markov Model and Field Experiment,” **Information Systems Research**, 30 (Sept), 787–804. <https://DOI:10.1287/isre.2018.0831>.

Phang C, **Luo, X**, Z Fang (2019), “Mobile Time-based Targeting: Matching Product Value Appeal to Time of Day,” **Journal of Management Information Systems**, 36 (June), 513-545.

Fong N, Zhang Y, **Luo X**, Wang X (2019), “Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs,” **Journal of Marketing**

Research, 56 (April), 310-323. <https://doi.org/10.1177/0022243718817513>

Zhang, C, D Phang, Q. Wu, X **Luo** (2017), “Nonlinear Role of Social Interactions for Individual Goal Pursuit and Spending,” **Journal of Marketing**, 81(Nov), 132-155.

Dube JP, Z Fang, N Fong, X **Luo** (2017), “Competitive Price Targeting with Smartphone Coupons,” **Marketing Science**, 36(November), 944-975.

Li, C, X **Luo**, C Zhang, and X Wang (2017), “Sunny, Rainy, and Cloudy with a Chance of Mobile Promotion Effectiveness,” **Marketing Science**, 36 (5), September, 762–779.

Dube JP, X **Luo**, and Z. Fang (2017), “Self-Signaling and Prosocial Behavior: Cause Marketing Mobile Field Experiments,” **Marketing Science**, 36 (2), March, 161–186.

Luo, X, J. Zhang, Bin Gu, and Z. Phang (2017), “Expert Blogs and Consumer Perceptions of Competing Brands,” **MIS Quarterly**, 41(2), June, 371-395.

Aspara J., X **Luo**, R. Dhar (2017), “Effect of Intelligence on Consumers' Responsiveness to a Pro-environmental Tax: Evidence from Large-scale Data on Car Acquisitions of Male Consumers,” **Journal of Consumer Psychology**, 27(October), 448-455.

Andrews M., X. **Luo**, Z. Fang, and A. Ghose (2016), “Mobile Ad Effectiveness: Hyper-Contextual Targeting with Crowdedness,” **Marketing Science**, 35(March), 218-233.

Luo, X, Y. Zhang, Y Dou, F. Zeng (2016), “Omnichannel Couponing,” **Harvard Business Review**, 94 (7), July, 22-23.

Fong N., Z. Fang, and X. **Luo** (2015), “Geo-Conquering: Competitive Locational Mobile Promotions,” **Journal of Marketing Research**, 52 (4), October, 726-735.

Fang, Z, B Gu, X. **Luo**, and Y. Xu (2015), “Contemporaneous and Delayed Sales Impact of Location-Based Mobile Promotions,” **Information Systems Research**, 26 (3), Sept, 552-564.

Luo, X, H. Wang, S. Raithel, and Q. Zheng (2015), “Corporate Social Responsibility and Analyst Stock Recommendations,” **Strategic Management Journal**, 36 (1), Jan, 123–136.

Wu Q., X. **Luo**, R Slotegraaf, and J Aspara (2015), “Sleeping with Rivals for Higher Returns on Innovation,” **Journal of the Academy of Marketing Science**, 43(4), July, 490-511.

Mani S. and X. **Luo** (2015), “Product Alliances, Networks, and Shareholder Value,” **International Journal of Research in Marketing**, 32(1), 9-22.

Luo, X, R Zhang, W Zhang, and J Aspara (2015), “Do Institutional Investors Pay Attention to Customer Satisfaction and Why?” **Journal of the Academy of Marketing Science**, 42(2), 119-136.

- Fang, Z, **X. Luo**, and M. Keith (2015), "How Effective is Location-Targeted Mobile Advertising?" **MIT Sloan Management Review**, 52 (2), 14-15.
- Luo, X**, M. Andrews, Z. Fang, and Z. Phang (2014), "Mobile Targeting," **Management Science**, 60 (7), July, 1738-56.
- Andrews M., **X. Luo**, Z. Fang, and J. Aspara (2014), "Cause Marketing Effectiveness and the Moderating Role of Price Discounts" **Journal of Marketing**, 78 (6), November, 120-42.
- Luo, X**, M. Andrews, Y. Song, and J. Aspara (2014), "Group-Buying Deal Popularity," **Journal of Marketing**, 78 (2), March, 20-33.
- Luo, X**, V. Kanuri, and M. Andrews (2014), "How Does CEO Tenure Matter? The Mediating Role of Firm-Employee and Firm-Customer Relations," **Strategic Management Journal**, 35 (4), April, 492-511.
- Fang, Z, **X Luo**, M. Andrews, and C. Phang (2014), "Mobile Discounts: A Matter of Distance and Time," **Harvard Business Review**, May, 92(5), 30.
- Luo, Xueming** and Jennifer Zhang (2013), "How Do Consumer Buzz and Traffic in Social Media Marketing Predict the Value of the Firm," **Journal of Management Information Systems**, Fall, 213-238.
- Luo, Xueming**, Sascha Raithel, and Michael Wiles (2013), "The Impact of Brand Dispersion on Firm Value," **Journal of Marketing Research**, June, 399-415.
- Luo, Xueming**, Jennifer Zhang, and Wenjing Duan (2013), "Social Media and Firm Equity Value," **Information Systems Research**, 24:146-163.
- Luo, X**, M Wiles, and S Raithel (2013), "How Polarizing is Your Brand?" **Harvard Business Review** (2013). November, 91(11), 29.
- Luo, X**, V. Kanuri, and M. Andrews (2013), "Why Too Long CEO Tenure May Hurt Firm Performance?" **Harvard Business Review**, March, 91(3), 26.
- Luo, X** and S Du (2012), "Good Companies Introduce More Innovations," **Harvard Business Review**, 90 (4), April, 28.
- Luo, Xueming**, Jan Wieseke, and Christian Homburg (2012), "Incentivizing CEOs to Build Customer- and Employee-Firm Relations for Higher Customer Satisfaction and Firm Value," **Journal of the Academy of Marketing Science**, 40(6), 745-58.
- Luo, Xueming** and Pieter de Jong (2012), "Does Advertising Spending Really Work? The Intermediate Role of Analysts in the Impact of Advertising on Firm Value," **Journal of the Academy of Marketing Science**, 40, 605-624.

- Luo, Xueming**, Christian Homburg, and Jan Wieseke (2010), “Customer Satisfaction, Analyst Stock Recommendations, and Firm Value,” **Journal of Marketing Research**, 47(6), 1041-1058.
- Luo, Xueming** (2010), “Product Competitiveness and Beating Analyst Earnings Target,” **Journal of the Academy of Marketing Science**, 38(3), 253-64.
- Luo, Xueming** (2009), “Quantifying the Long-Term Impact of Negative Word of Mouth on Cash Flow and Stock Price Volatility,” **Marketing Science**, 28(1), 148-65.
- Luo, Xueming** and CB Bhattacharya (2009), “Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-idiosyncratic Risk,” **Journal of Marketing**, 73(6), 198-213.
- Mao, Huifang, **Xueming Luo**, and Shailendra Pratap Jain (2009), “Consumer Responses to Brand Elimination,” **Journal of Consumer Psychology**, 19, 280-9.
- Luo, Xueming** (2008), “When Marketing Strategy First Meets Wall Street: Marketing Spendings and Firms’ Initial Public Offerings (IPOs),” **Journal of Marketing**, 72(5), 98-109.
- Luo, Xueming** and Christian Homburg (2008), “Satisfaction, Complaint, and the Stock Value Gap,” **Journal of Marketing**, 72(4), 29-43.
- Luo, Xueming**, Maxwell Hsu, and Sandra Liu (2008), “An Institution Legitimacy Approach to the Customer Orientation—Trust—Performance Link,” **Journal of the Academy of Marketing Science**, 36(2), 202-214.
- Luo, Xueming** (2007), “Consumer Negative Voice and Firm-Idiosyncratic Stock Returns,” **Journal of Marketing**, 71 (3), 75-88.
- Luo, Xueming** and Christian Homburg (2007), “Neglected Outcomes of Customer Satisfaction,” **Journal of Marketing**, 71 (2), 133-49.
- Luo, Xueming**, Aric Rindfleisch, and David Tse (2007), “Working with Rivals: The Impact of Competitor Alliances on Financial Returns to Competitor-Oriented Firms,” **Journal of Marketing Research**, 44(1), 73-83.
- Wu, Weiping, Lianxi Zhou, and **Xueming Luo** (2007), “Internationalization and Performance of Born-Global SMEs: The Mediating Role of Guanxi Networks,” **Journal of the International Business Studies**, 38(4), 673-90.
- Luo, Xueming** and CB Bhattacharya (2006), “Corporate Social Responsibility, Customer Satisfaction, and Market Value,” **Journal of Marketing**, 70 (4), 1-18.
- Luo, Xueming** and Naveen Donthu (2006), “Marketing’s Credibility: A Longitudinal Study

of Marketing Communication Productivity and Shareholder Value,” **Journal of Marketing**, 70 (4), 70-91.

Luo, Xueming, Rebecca Slotegraaf, and Xing Pan (2006), “Cross-Functional Coopetition: The Simultaneous Role of Cooperation and Competition within Firms,” **Journal of Marketing**, 70 (2), 67-80.

Luo, Xueming, K. Sivakumar, and Sandra S. Liu (2005), “Marketing Resources, Globalization, and Performance: Evidence from China,” **Journal of the Academy of Marketing Science**, 33 (1), 50-65.

Luo, Xueming (2005), "How Does Shopping with Others Matter to Individual Impulsive Purchasing?" **Journal of Consumer Psychology**, 15 (4), 288-294.

Liu, Sandra S., **Xueming Luo**, and Shi, Yi-Zheng (2002), “Integrating Customer Orientation, Corporate Entrepreneurship, and Learning Orientation in Organizations-in-Transition: An Empirical Study,” **International Journal of Research in Marketing**, 19 (4). 367-382.

Luo, Xueming (2002), “Trust production and privacy concerns on the Internet: A framework based on relationship marketing and social exchange theory,” **Industrial Marketing Management**, 31 (2), 111-118.

Luo, Xueming and Naveen Donthu (2002), "Advertising Maybe Inefficient Irrespective of How the Advertising Budget Was Set," **Journal of Advertising Research**, 42 (2), 93-95.

Luo, Xueming and Naveen Donthu (2001), "Benchmarking Advertising Efficiency," **Journal of Advertising Research**, *November/December*, 41(6), 7-18.

Over 150 Conference Papers

Under Review Papers available upon requests

Recent Research Conferences/Workshops (Presentations and Discussions) across Marketing, Strategy, and Information Systems disciplines

2012 March, Yale University, Yale School of Management
2012 September, Aalto University, School of Business
2012 October, Duke University, Fuqua Business School
2012 October, Harvard University, Harvard Business School
2013 February, University of Texas at Austin, McComb School of Business
2013 May, Yale University, Yale School of Management
2013 May, New York University, Stern School of Business
2013 May, University of Pennsylvania, Wharton School
2013 June, MIT, Sloan School of Management
2013 June, University of California, Berkeley, Haas School of Business
2013 August, Fudan University, School of Management
2013 December, University of Pennsylvania, Wharton School
2014 March, Harvard University, Harvard Business School
2014 May, University of Pennsylvania, Wharton School
2014 September, Northwestern University, Kellogg
2014 October, MIT, Sloan School of Management
2015 January, Wharton
2015 February, Stanford Business School
2015 May, Yale University, Yale School of Management
2015 October, New York University, Stern School of Business
2015 October, MIT, Sloan School of Management
2016 January, University of Chicago, Booth School of Business
2016 January, University of Maryland, Smith School of Business
2016 February, University of Southern California, Marshall School
2016 March, Carnegie Mellon University
2016 May, Yale University, Yale School of Management
2016 June, Dartmouth College, Tuck School of Business
2016 September, Washington University at Saint Louis
2016 October, MIT, Sloan School of Management
2016 December, Stanford Business School
2017 March, Columbia Business School
2017 April, Wharton
2017 June, University of Southern California, Marshall School
2017 October, New York University, Stern School of Business
2017 December, Columbia Business School
2018 May, University of California, Los Angeles
2018 October 5, University of Maryland, Smith School of Business
2018 October 26, MIT, Sloan School of Management
2018 December 8, Tepper School, Carnegie Mellon University
2019 January 24, University of Miami
2019 March 25, Heinz School, Carnegie Mellon University

2019 May 3, Washington University at Saint Louis
 2019 May 9, Columbia Business School
 2019 October 24, MIT, Sloan School of Management
 2020 April, Emory University, School of Business, virtual
 2020 November 11, AMA, JM webinar series, virtual
 2020 November 19, MIT, Sloan School of Management, virtual
 2021 March 12, University of Southern California, Marshall School, Virtual
 2021 June 9, Wharton, Virtual
 2021 November 5, MIT, Sloan School of Management, virtual
 2022 April, Emory University, School of Business
 2022 June, Amazon Ads Science Seminar Series, Virtual
 2022 October 6, Google Workshop on Action, Task and User Journey Modeling, Virtual
 2022 December, Harvard University Harvard Business School
 2023 January 27, University of Illinois Urbana-Champaign, Virtual
 2023 March 21, University of Southern California, Marshall School, Virtual
 2023 May 19, Columbia University Columbia Business School
 2023 September 8, Wharton, Fan Francisco Campus
 2023 September 15, Stanford Business School
 2023 November 10, MIT, Sloan School of Management
 2023 November 29, Columbia University Columbia Business School

Awards, Honors, and Grants:

2023 **Dean’s Research Honor Roll**, Fox School, Temple University
 2022 **Dean’s Research Honor Roll**, Fox School, Temple University
 2022 **Top 10 Highly Cited Faculty**, Fox School, Temple University
 2021 **Dean’s Research Honor Roll**, Fox School, Temple University
 2021 **Top 10 Highly Cited Faculty**, Fox School, Temple University
 2020 **Dean’s Research Honor Roll**, Fox School, Temple University
 2020 **Top 10 Highly Cited Faculty**, Fox School, Temple University
 2020 **Best Track Paper Award** in the 2020 Annual AMA Winter Educator Conference, San Diego, CA
 2019 **Dean’s Research Honor Roll**, Fox School, Temple University
 2019 **Top 10 Highly Cited Faculty**, Fox School, Temple University
 2019 **Best Conference Paper Award** in the 2019 Annual AMA Summer Educator Conference, Chicago, IL
 2019 **Best Track Paper Award (2)** in the 2019 Annual AMA Summer Educator Conference, Chicago, IL
 2018 **Musser Excellence in Leadership Award in Research**, Fox School, Temple University
The Musser Award honors outstanding research achievement by a distinguished Fox faculty member. It is the highest honor afforded by the Fox School, and recognizes exceptional individual research accomplishments that also provide benefit to their larger research community within academia and industry.
 2018 **Dean’s Research Honor Roll**, Fox School, Temple University
 2018 **Top 10 Highly Cited Faculty**, Fox School, Temple University

- 2017 **Best Conference Paper Award** in the 2017 Annual AMA Winter Educator Conference, Orlando, FL.
- 2017 **Best Track Paper Award** in the 2017 Annual AMA Winter Educator Conference, Orlando, FL.
- 2017 **Dean's Research Honor Roll**, Fox School, Temple University
- 2017 **Top 10 Highly Cited Faculty**, Fox School, Temple University
- 2016 **Dean's Research Honor Roll**, Fox School, Temple University
- 2016 **Top 10 Highly Cited Faculty**, Fox School, Temple University
- 2015 **Best Conference Paper Award Honorable Mention** at the 2015 Annual AMA Winter Educator Conference, San Antonio, TX.
- 2015 **Best Track Paper Award** in the Digital Marketing & Social Media Track of the 2015 AMA Educator Conference, San Antonio, TX.
- 2015 **Dean's Research Honor Roll**, Fox School, Temple University
- 2015 **Top 10 Highly Cited Faculty**, Fox School, Temple University
- 2014 **Best Conference Paper Award** at the 2014 Annual American Marketing Association (AMA) Educator Conference, San Francisco, CA.
- 2014 **Best Track Paper Award** in the Digital Marketing & Social Media Track of the 2014 AMA Educator Conference, San Francisco, CA.
- 2014 **Best Track Paper Award** in the Social Responsibility & Sustainability Track of the 2014 AMA Educator Conference, San Francisco, CA.
- 2014 **Dean's Research Honor Roll**, Fox School, Temple University
- 2014 **Top 10 Highly Cited Faculty**, Fox School, Temple University
- 2013 Founder/Director of **Global Center for Big Data in Mobile Analytics**
- 2013 **Charles Gilliland Distinguished Chair Endowment** Temple University
- 2012- 2013 UTA College of Business **Distinguished Research Publication Award**
- 2011- 2012 UTA College of Business **Distinguished Research Publication Award**
- 2011 **Emerald Citations of Excellence Award**; chosen as one of the top 50 articles from the top 300 management/business publications worldwide
- 2010 Wharton University of Pennsylvania WIMI/Expedia Research Opportunity
- 2010 Wharton University of Pennsylvania WIMI/Organic Research
- 2010- 2011 UTA College of Business **Distinguished Research Publication Award**
- 2009 UTA Provost/College of Business **Travel/Professional Development Grant**.
- 2009 UTA nomination for the **University Distinguished Research Award**
- 2009 **Best Track Paper Award** in the Strategy Track in the AMA Conference.
- 2008- 2009 UTA College of Business **Distinguished Research Publication Award**
- 2008 UTA Provost/College of Business **Travel/Professional Development Grant**.
- 2008 UTA nomination for the **University Distinguished Research Award**
- 2008 UTA nomination for the **University Outstanding Research Award**.
- 2007 **Eunice & James L. West Distinguished Chair Endowment** UTA
- 2007 **MSI Research Grant** 2007 #4-1478.
- 2007 UTA Provost/College of Business **Travel/Professional Development Grant**.
- 2006-2007 UTA College of Business **Distinguished Research Publication Award**.
- 2006 UTA College of Business **Travel/Professional Development Grant**.
- 2005-2006 UTA College of Business **Special Recognition Research Publication Award**.
- 2005 UTA College of Business **Travel/Professional Development Grant**.
- 2003 **The Sixth Annual Doctoral Dissertation Award** of the Sales SIG in the

- AMA Summer Educator's Conference.
- 2003 Awarded Certificate of Direct and Interactive Marketing Institute for Professors by the Direct Marketing Educational Foundation at Washington D.C.
- 2003 Research Grant: SUNY Fredonia--the State/UUP Professional Development.
- 2002 Research Grant: SUNY Fredonia--the State/UUP Professional Development.
- 2002 **Distinguished Paper Award** of the Association of Collegiate Marketing Educators Conference in Saint Louis, MO. Best paper of the conference.
- 2001 SUNY Fredonia--**Scholarly Incentive Awards** Program.
- 2001 Research Grant: SUNY Fredonia /UUP Professional Development Program
- 2000 **Best Student Paper Award** in the Selling and Sales Management Track in society for Marketing Advances Conference in Orlando, FL.

TEACHING

PhD Seminar Courses

- Advanced Topics of AI and Machine Learning for Business Decisions
- Machine Learning for Marketing Models
- Empirical Modeling in Marketing
- Marketing Quantitative Models
- Seminar on Mathematic Programing Models
- Seminar on Marketing Strategy
- Seminar on Digital, Mobile, and Social Media
- Seminar on the Marketing-Finance Interface

Undergraduate Courses

- | | |
|-------------------------------|---------------------------------------|
| • Digital Marketing Analytics | • Principles of Marketing |
| • Marketing Research | • Sales Management |
| • International Marketing | • Integrated Marketing Communications |
| • Consumer Behavior | |

Master Courses

- MBA: Business Analytics with Machine Learning
- MBA: Marketing Research
- MBA: Internet Marketing
- MBA: International Marketing

Other Courses

Executives MBA Courses Taught

- Machine Learning and Business Analytics
- Digital Marketing Analytics

- Marketing Management
- International Marketing
- China Marketing

PROFESSIONAL SERVICE

Editorial Review Board Member, *Marketing Science*

Editorial Review Board Member, *Journal of Marketing Research*

Editorial Review Board Member, *Journal of Marketing*

Editorial Review Board Member, *Academy of Management Journal*

Guest Associate Editor, *Journal of Marketing Research*

Associate Editor, *Journal of the Academy of Marketing Science*

Associate Editor, *International Journal of Research in Marketing*

Reviewer, *Management Science*

Reviewer, *Information Systems Research*

Reviewer, *MIS Quarterly*

Reviewer, *Journal of Consumer Research*

Reviewer, *Proceedings of the National Academy of Sciences (PNAS)*

Reviewer, *Science*

Reviewer, *Nature*

Reviewer, *Journal of Retailing, Journal of International Business Studies, International Journal of Research in Marketing, Journal of Consumer Psychology*

Marketing Science Conference Session Chair

American Marketing Association, member, 2000—now

INFORMS, member, 2008—now

Vice President of E-Communications, Informs Society of Marketing Science ISMS, 2015 - 2019

Academic/Industry Service and Development

Temple: Big Data Institute affiliation, Fox School Research Round-table, Fox School Stats/MIS/Marketing department search committee, PhD committee

UTA: PhD Student Dissertation Committees:

Tien Wang, Deanne Brocato, Melissa Bishop, Vivek Shankar Natarajan, Hieu Nguyen, Michael Richarme

University-wide Research Committee, University-wide Hearing Panel, University-wide Special Projects, Emeritus Professorship, University-wide Faculty Development Leave Committee, University-wide Faculty Senate Committee, College-Dean Review Committee, College-wide Tenure & Promotion Committee, Department Tenure & Promotion Committee, Chair, Department Faculty Search Committee, Chair, marketing department PhD Program Advisor

SUNY Fredonia: Faculty and Professional Affairs Committee, Instructional Resources Committee, SEFA (State Employees Federated Appeal), MBA Committee, Assessment Committee, AMA Chapter Advisor

Academic Teaching Workshops

- Effective Teaching Certificate, Art and Craft of Discussion Leadership, Harvard University
- Blackboard Advanced Topics, Getting Funded--The New/Old Grant Writing
- Best Practices in Teaching: Grading, Critical Thinking in Classroom
- Workshops: Modeling by R, C+, MATLAB

Business Community Consulting Experience with leading global companies in mobile communications, digital advertising, big data analytics, machine learning optimization, banking, retailing, health care, pharmaceutical, and petroleum industries

- ExxonMobil, New York State EZ-Pass; MRC Credit Union, New York Jamestown, Blockbuster Service, Customer Choice of Wal-Mart and K-Mart, Banking and Marketing of M&T Bank and HSBC Bank, Diversity in Quality Markets; Taco Bell and Mighty Taco, Ride-aid, CVS, and Eckerd, Buffalo Bills Sport Sponsorship, Napa Service Convenience, New York Chautauqua County Tourism, State Portal and Satisfaction with e-government, Online Voting and Democracy: The Case of Residents in Jamestown, New York, Amazon.com E-Satisfaction, E-Tailer Book Return Policy and Service Value (Valorebooks.com), 1-800-flowers.com, Starbucks Coffee, Nordstrom, upper-scale retailing, Pianotax, Kindcare Learning Center, internationalization of Church's Chicken, Globalization of IKEA in India, Fossil in EU, Reata Restaurant, True.com, KinderCare Children Learning Center, Simonic Car Wash Chain, T-Mobile, SBC, National City Bank, Match.com

LIST OF REFERENCES

Robert Meyer

Gayfryd Steinberg Professor
Wharton

University of Pennsylvania

Phone: 610.453.8421

meyerr@wharton.upenn.edu

K. Sudhir

James L. Frank Professor of Marketing
Yale School of Management

Yale University

Phone: 203.432.3289

K.Sudhir@yale.edu

Pradeep K. Chintagunta

Lewis Distinguished Professor of Marketing
Booth School of Business

University of Chicago

Phone: 773.702.8015

pradeep.chintagunta@chicagobooth.edu

Don Lehmann

George E. Warren Professor
Columbia School of Business

Columbia University

Phone: 212.854.3465

drl2@columbia.edu

Russ Winer

William Joyce Professor of Marketing
Stern School of Business

New York University

Phone: 212.998.0540

rwiner@stern.nyu.edu

Jean-Pierre H. Dubé

Sigmund E. Edelstone Professor of Marketing
Booth School of Business

University of Chicago

Phone: 773.834.5377

jdube@ChicagoBooth.edu