

VITAE: Xueming Luo

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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 and Global Center for big data in mobile analytics in the Fox School of Business at Temple University. His research focuses on integrating artificial intelligence, big data machine learning, and field experiments to model, explain, and optimize customer behaviors, company strategies, and platform economy. He leverages audio/image/video data on digital marketing, personalized recommendations, promotions, competitive pricing, omnichannel, and social media networks. 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 most top ranking journals in Marketing, Strategy, Information Systems, and Management, as well as popular trade presses such as the Wall Street Journal, ScienceDaily, Financial Times, Harvard Business Review, MIT Sloan Management Review, and others. Xueming has obtained his PhD in marketing from Louisiana Tech University, and his dissertation has earned the Sixth Annual Doctoral Dissertation Award of the Sales SIG in the AMA Summer Educator's Conference.

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
- 2017/9-2018/6 Columbia University, Columbia Business School
Visiting Research Scholar
- 2017/9-2018/6 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, 2013 Aalto University, Finland, Visiting Professor
- Summer, 2008 University of Mannheim, Germany, Visiting Professor

Administrative Positions

2013 - Founder/Director of **Global Center for Big Data in Mobile Analytics (GBM)**



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)

2014-2019 Vice President, *Marketing Science* INFORMS e-communication

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

RESEARCH

Impact/Ranking

- 2006-2010 **1st** worldwide regarding Citations and Impact in top five marketing journals (JMR, MKSC, JM, JCR, JAMS), Source: “Ranking doctoral marketing programs,” AMA summer 2012 proceedings p. 430-438.
- 2008-2017 **21th** worldwide regarding Author Productivity in the Premier Marketing Journals (JCR JM JMR MKSC) https://www.ama.org/academics/Documents/Author-Productivity-in-Premier-Marketing-Journals_17.pdf
- 2017- **Top 10%** of Authors on SSRN by all-time downloads, <https://hq.ssrn.com/>

Citations: <https://scholar.google.com/citations?hl=en&user=YibmWJwAAAAJ>

	<i>All</i>	<i>Since 2014</i>
<u>Citations*</u>	15,172	9,172
<u>h-index</u>	44	40
<u>i10-index</u>	72	68

Top Citation Publication:

Cited by Year

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

3,382 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:

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

Publications:

- Luo X**, Qin S, Fang Z, Qu Z (2020), “Artificial Intelligence Coach for Sales Agents: Caveats and Solutions,” **Journal of Marketing**, Forthcoming.
- Luo X**, Tong S, Lin Z, Zhang C (2020), “The Impact of Platform Protection Insurance on Buyers and Sellers in the Sharing Economy: A Natural Experiment,” **Journal of Marketing**, Forthcoming.
- Li J, **Luo X**, Lu, X, Moriguchi T (2020), “The Double-Edged Effects of E-Commerce Cart Retargeting: Does Too Early Retargeting Backfire?” **Journal of Marketing**, Forthcoming.
- 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.
- Tae, J. **X Luo** and Lin, Z. (2020), “Platform Rating Algorithm and New Products,” **Strategic Entrepreneurship Journal**, Forthcoming
- Tong, S. **X Luo** and B. Xu (2020), “Personalized Mobile Marketing Strategies,” **Journal of the Academy of Marketing Science**, 48 (January), 64-78.
- 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.
- 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.
- 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.
- 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.
- 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.
- Dube JP, Z Fang, N Fong, **X Luo** (2017), “Competitive Price Targeting with Smartphone Coupons,” **Marketing Science**, 36(November), 944-975.

- 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.
- 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.
- Fong N., Z. Fang, and X. **Luo** (2015), “Geo-Conquesting: 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.
- 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.

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, 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," **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.

Trade Press Articles:

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

Fang, Z, X. Luo, and M. Keith (2015), "How Effective is Location-Targeted Mobile Advertising?" **MIT Sloan Management Review**, 52 (2), 14-15.

Fang, Zheng, Xueming Luo, M. Andrews, and C. Phang (2014), "Mobile Discounts: A Matter of Distance and Time," **Harvard Business Review**, May, 92(5), 30.

Luo, Xueming, Michael Wiles, and Sascha Raithel (2013), "How Polarizing is Your Brand?" **Harvard Business Review** (2013). November, 91(11), 29.

Luo, Xueming, V. Kanuri, and M. Andrews (2013), "Why Too Long CEO Tenure May Hurt Firm Performance?" **Harvard Business Review**, March, 91(3), 26.

Luo, Xueming and Shuili Du (2012), "Good Companies Introduce More Innovations," **Harvard Business Review**, 90 (4), April, 28.

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 February, University of Southern California, Marshall School

Awards, Honors, and Grants:

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

Undergraduate Courses

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

Master Courses

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

Other Courses

Executive MBA Courses Taught

- Machine Learning and Business Analytics
- Digital Marketing Analytics
- Marketing Management
- International Marketing

PhD Seminar Courses Taught

- Machine Learning for Marketing Models
- Marketing Quantitative Models
- Seminar on Mathematic Programing Models
- Marketing Strategy
- Seminar on Digital, Mobile, and Social Media

- Seminar on the Marketing-Finance Interface

PROFESSIONAL SERVICE

Guest Associate Editor, *Journal of Marketing Research*

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, *Journal of the Academy of Marketing Science*

Reviewer, *Management Science*

Reviewer, *Information Systems Research*

Reviewer, *MIS Quarterly*

Reviewer, *Journal of Consumer Research*,

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 - Now

Academic/Industry Service and Development

Temple **PhD Student Dissertation Chair:**

- Michelle Andrews, “Mobile Strategies and Consumer Insights” 2015
(Job placement at Emory University)

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

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