

Jan. 28, 2022

**KALINDA UKANWA**

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**ACADEMIC POSITIONS AND AFFILIATIONS**

Asst. Professor of Marketing, Marshall School of Business, University of Southern California	2019 - present
Research Affiliate, Marshall Initiative on Digital Competition, University of Southern California	2021 - present
Research Affiliate, The T.R.A.P. Lab, Virginia Tech	2021 - present
Policy Expert, MOSAIC Economic Project-Progressive Policy Institute	2021 - present

**EDUCATION**

Ph.D. in Marketing (Minor: Economics)	University of Maryland	2019
M.B.A.	Stanford University	2001
M.S. in Industrial Engineering	Stanford University	1995
B.S. in Industrial Engineering	Stanford University	1993

**HONORS/AWARDS/GRANTS**

Faculty Fellow, AMA-Sheth Doctoral Consortium, University of Texas at Austin	2022
Keynote Speaker (with Maura Scott and Martin Mende), Interactive Marketing Research Conference	2021
Keynote Speaker, Digital Analytics Association One Conference	2021
Keynote Speaker, Crossing Disciplines Workshop, Harvard Business School	2021
Finalist, AMS Mary Kay Doctoral Dissertation Award	2020
Finalist, John A. Howard/AMA Doctoral Dissertation Award	2019
Finalist, INFORMS Service Science Best Student Paper Award	2018
Winner, Eli Jones Promising Young Scholar Research Excellence Award	2018
Fellow, ISMS Doctoral Consortium, Temple University	2018
Fellow, Baruch-PhD Project Research Symposium, CUNY-Baruch College	2018
Keynote Speaker (with Roland T. Rust), Frontiers in Service Conference	2017
Runner Up, MDSA Conference Three Minute Thesis Competition	2017
Fellow, AMA-Sheth Doctoral Consortium, University of Iowa	2017
Marketing Science Institute Research Grant No. 18-121-07 (\$3,000)	2017
Winner, MDSA Conference Three Minute Thesis Competition	2016
Fellow, Haring Symposium, Indiana University	2016
American Marketing Association PhD Scholarship	2015
Fellow, Quantitative Marketing and Structural Econometrics Workshop, Northwestern University Kellogg School of Management	2015
University Fellowship (University of Maryland)	2013 - 2017
Charles P. Bonini Fellowship	1999 - 2001

**RESEARCH INTERESTS**

Algorithmic Fairness; Algorithmic Bias; Algorithmic Decision-Making; Reputation; Social Dynamics; Bayesian Methods; Agent Based Modeling

**JOURNAL PUBLICATIONS**

Zuckerman, Ezra W, Tai-Young Kim, Kalinda Ukanwa, and James von Rittmann (2003), "Robust Identities or Non-Entities? Typecasting in the Feature Film Labor Market," *American Journal of Sociology* 108: 1018-1075. **(709 Google Scholar citations as of 1/22/22)**

**OTHER PUBLICATIONS**

Ukanwa, Kalinda (2021, May 23). "Algorithmic Bias Isn't Just Unfair—It's Bad for Business," *The Boston Globe*.

#### WORKING PAPERS

Ukanwa, Kalinda and Rust, Roland T. (2021), "Algorithmic Bias in Service", *Available at SSRN*

- Finalist, 2020 AMS Mary Kay Doctoral Dissertation Award
- Finalist, 2019 John A Howard/AMA Doctoral Dissertation Award
- Finalist, INFORM Service Science Best Student Paper Award
- Revising for 2<sup>nd</sup> round review at *Journal of Consumer Research*

Ukanwa, Kalinda, and David Godes (2021), "Piracy, Lawsuits, and Competition for Reputation." *Available at SSRN*

- Under review at *Journal of Marketing Research*

Ukanwa, Kalinda, Aziza C. Jones, and Broderick L. Turner, Jr. (2021), "School Choice Increases Racial Segregation Even When Parents Do Not Care About Race"

- Revising for 2<sup>nd</sup> round review at *Proceedings of the National Academy of Sciences*

Ukanwa, Kalinda (2022), "Algorithmic Bias in Audio AI", essay in book chapter in *VOICE MARKETING: Your Up-to-Date Guide for Developing, Executing, and Managing a Voice Marketing Strategy* (Invited)

- Conditionally accepted at *Rowman and Littlefield*

Ukanwa, Kalinda (2022), "Breaking Up Big Tech Will Not Prevent Algorithmic Harm to Society" (Invited)

- Conditionally accepted at *Progressive Policy Institute*

#### RESEARCH IN PROGRESS

Ukanwa, Kalinda, Peter Pal Zubcsek, and William Rand, "Algorithmic Fairness and Service Failures: Why Firms Should Want Algorithmic Accountability"

- Working on analysis and writing manuscript. Target: *Marketing Science*

Ukanwa, Kalinda, "Retail Deserts and Covid-19"

- Working on analysis and writing manuscript. Target: *Marketing Science*

Ukanwa, Kalinda, "Dynamic Algorithmic Discrimination"

- Working on analysis and writing manuscript. Target: *Journal of Marketing Research*

Watson, Jared, and Ted Matherly, and Kalinda Ukanwa "Pronouns, Influencers, and Unfollowers"

- Working on analysis and writing manuscript. Target: *Journal of Marketing Research*

#### INVITED TALKS AND PANELS

Monash Business School, Monash University	Feb., 2022
Next Generation of Antitrust, Data Privacy and Data Protection Scholars Conference, NYU	Jan., 2022
Neely Center for Ethical Leadership and Decision Making Fall Ethics Symposium, USC	Nov., 2021
ACM International Conference on AI and Finance - Women in AI and Finance Workshop	Nov., 2021
Association of Consumer Research Knowledge Forum	Oct., 2021
RAND Corporation	Jun., 2021
Digital Analytics Association Anti-Racism Open Forum	Aug., 2021
Fuqua School of Business, Duke University	May, 2021
European Marketing Academy Conference-IJRM Special Issue Panel	May, 2021
Rutgers Business School, Rutgers University	Apr., 2021
Diversity Forum on Digital Discrimination, State University of New York-Empire	Apr., 2021
Leeds School of Business, University of Colorado- Boulder	Mar., 2021
USC Marshall Tommy Talks, University of Southern California	Jan., 2021
Consumer Federation of America Financial Services Conference	Dec., 2020
Wharton Business School, University of Pennsylvania	Nov., 2020
Wharton/MSI Analytics Symposium, University of Pennsylvania	Nov., 2020

## Kalinda Ukanwa

Marketing Science Institute Webinar Series	Page 3 Sep., 2020
USC Marshall Executive Education Panel, University of Southern California	Jul., 2020
Kogod School of Business, American University	Mar., 2019
Isenberg School of Management, University of Massachusetts at Amherst	Oct., 2018
Questrom School of Business, Boston University	Oct., 2018
SC Johnson Graduate School of Management, Cornell University	Oct., 2018
Yale School of Management, Yale University	Oct., 2018
Graduate School of Management, University of California	Oct., 2018
Foisie Business School, Worcester Polytechnic Institute	Oct., 2018
McCombs School of Business, University of Texas at Austin	Oct., 2018
Kenan-Flagler Business School, University of North Carolina at Chapel Hill	Oct., 2018
Eller College of Management, University of Arizona	Oct., 2018
Muma College of Business, University of South Florida - Tampa	Sep., 2018
Kate Tiedemann College of Business, University of South Florida – St. Pete	Sep., 2018
Marshall School of Business, University of Southern California	Sep., 2018
International Business School, Brandeis University	Sep., 2018
Carroll School of Management, Boston College	Sep., 2018

## CONFERENCE PRESENTATIONS/DISCUSSIONS

Conference on Artificial Intelligence, Machine Learning, and Business Analytics* (Virtual)	Dec., 2021
Interactive Marketing Research Conference (Virtual)	Oct., 2021
Marketing Science Conference (Virtual)	Jun., 2021
Marketing Science Conference (Virtual)	Jun., 2020
Marketing Science Conference DEI Workshop (Virtual)	Jun., 2020
The PhD Project/MDSA Summer Conference, Chicago, IL	Aug., 2019
Reputation Symposium 2019, Saïd Business School, University of Oxford, Oxford, UK	Aug., 2019
Marketing Dynamics Conference, College Park, MD	Jun., 2019
European Marketing Academy Conference, Glasgow, Scotland*	May, 2018
Baruch-PhD Project Research Symposium, New York, NY	Apr., 2018
Marketing Doctoral Students Assoc. Conference, San Francisco, CA	Aug., 2017
Marketing Doctoral Students Assoc. Conference, Atlanta, GA	Aug., 2016
Marketing Academic Research Colloquium, College Park, MD	May, 2016

## TEACHING EXPERIENCE

### Instructor

Marketing Analytics, Marshall School of Business, University of Southern California	2019 - present
Digital Marketing, Robert H. Smith School of Business, University of Maryland	2018
SAT Prep, Kaplan Test Prep, San Jose, CA	2002
ACT Prep, Kaplan Test Prep, San Jose, CA	2001

### Teaching Assistant

Marketing Management (Instructor: David Godes)	2017
Marketing Management (Instructor: Judy Frels)	2015

## SERVICE

Committee Member, UCAR Graduate Committee- USC Marketing Dept.	2021
Assoc. Editor, AMA Summer Conference (Marketing Analytics, AI, and ML)	2021
Committee Member, Marketing Science Conference DEI Workshop (Virtual)	2021
Committee Member, Hiring Committee- USC Marketing Dept.	2020
Organizer, Quant Marketing Brown Bag Lunch Series (USC)	2019 - present
Organizer, Faculty Research Overview Series (Univ. of Maryland)	2016

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\* Presented by a co-author

Organizer, Quant Marketing Brown Bag Lunch Series (Univ. of Maryland)

2015

Ph. D. Orientation, Smith School of Business

2015

Ad Hoc Reviewer: Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Business Ethics

### SELECTED PRESS AND OTHER MEDIA

"The Black Foodie Celebrating the Bay Area's Hidden Gems," <i>The Guardian</i>	Jan. 8, 2022
"Making Your Research Applicable for Mainstream Audiences," <i>Inside Higher Ed</i>	Dec. 8, 2021
"Strategies to Reduce Bias in Artificial Intelligence," <i>Forum Magazine</i>	Nov. 30, 2021
"Fed Up with TikTok, Black Creators Are Moving On," <i>Los Angeles Times</i>	Sep. 16, 2021
"Why Businesses Benefit From Building Ethical AI," <i>NASDAQ</i>	Aug. 31, 2021
"Biased AI is Not Just Bad for People, It's Harmful for Businesses, Too," <i>Venture Beat</i>	Jul. 2, 2021
"Conservatives are Very Angry Victoria's Secret is 'Going Woke'," <i>The Independent</i>	Jun. 17, 2021
"Algorithms Should Be Subject to Continual Audits to Weed Out Bias," <i>The Boston Globe</i>	May 31, 2021
"Black Women Can 'Financially Flourish' in These North Texas Cities," <i>Dallas Morning News</i>	Feb. 12, 2021
"Black Women and the Wealth Gap: Best Cities to Flourish Financially," <i>MoneyGeek</i>	Jan. 28, 2021
"Tackling Disparities in Finance for Black and African Americans," <i>MoneyGeek</i>	Dec. 28, 2020
"Credit-Based Insurance Premiums Raise Concerns About Racial Bias," <i>Bloomberg Law</i>	Dec. 22, 2020
"Marketing the Future: How Data Analytics Is Changing," <i>Knowledge@Wharton</i>	Nov. 23, 2020
"The Era of Gap's Mass Appeal Is Over- But Specialization Could Bring the Brand Back," <i>Adweek</i>	Nov. 20, 2020
"Will This New Bill Raise Your Auto Insurance Rates?," <i>MoneyGeek</i>	Oct. 27, 2020
"Do Communities of Color Pay More for Car Insurance?," <i>MoneyGeek</i>	Aug. 18, 2020
"JCPenney Files for Bankruptcy," <i>CNN</i>	May 15, 2020
"5 Factors That Led to Victoria's Secret's Fall," <i>The Washington Post</i>	Feb. 20, 2020
"Why Uber and Lyft Could Get Particularly Banged Up in a Recession", <i>TheStreet</i>	Aug. 22, 2019

### AFFILIATIONS

INFORMS Society for Marketing Science (ISMS)

American Marketing Association (AMA)

PhD Project/Marketing Doctoral Students Association (MDSA)

### CONSULTING ACTIVITIES

Progressive Policy Institute	2021
Virginia Tech/National Archives and Records Administration	2021

### CORPORATE/GOVERNMENT PROFESSIONAL EXPERIENCE

Kaplan Test Prep, New York, NY (Exec. Director of Financial Planning and Analysis)	2010 – 2011
Viacom, New York, NY (Director, Finance and Administration-BET Digital)	2007 – 2010
Sehkmets Services (Management Consultant)	2003 – 2007
Transportation Security Administration (TSA) Washington, D.C. (Area Program Manager - 1 yr. Presidential Appointee)	2002 – 2003
Citigroup, New York, NY (Senior Business Planning and Development Analyst)	1998 – 2001
Walt Disney Corp, Lake Buena Vista, FL (Sr. Industrial Engineer and Sr. Strategic Planning Analyst)	1995 – 1998

### SKILL SETS

Methodology: Bayesian Methods, Agent-Based Modeling, Experiments, Analytical Modeling

Programming: Parallel Computing, R, Matlab, Netlogo, Mathematica