

# Lan Luo

Marshall School of Business  
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## **Employment**

### **University Southern California, Marshall School of Business**

Neely Chair of American Enterprise, 2026 - present  
Professor of Marketing, 2022 - present  
Director of the USC Marshall VanEck Digital Asset Initiative, 2026 - present  
Associate Professor of Marketing, 2014 – 2022  
Associate Academic Director of the USC Marshall Center for Global Innovation, 2014 – 2020  
Assistant Professor of Marketing, 2005 – 2014

## **Industry Experience**

2025 – 2026: Amazon Scholar  
Science Advisor for Amazon's Selling Partner Experience

2022 – 2025: Amazon Scholar  
Science Advisor for Amazon's Global Media Entertainment

2021 – 2022: Amazon, Head of Amazon Studios Science

2020 – 2021: Amazon, Principal Economist  
Leading up Marketing Analytics of Prime Video

## **Editorial/Professional Leadership Positions**

Vice President of Practice, INFORMS Society for Marketing Science (ISMS) Board (2022 – 2025)

### Associate Editor

- *Marketing Science* (2022 – 2024)
- *Management Science*, Special Issue on "Data-Driven Prescriptive Analytics" (2018 - 2019)
- *International Journal of Research in Marketing* (2021 – present)

### Senior Editor

- *Production and Operations Management*, POM - Marketing Interface (2022 – present)

### Editorial Review Board

- *Journal of Marketing Research* (2019 – present)
- *Journal of Marketing* (2020 – 2024)
- *Journal of Interactive Marketing* (2018 – 2023)
- *Customer Needs and Solutions* (2012 – present)

## **Education**

Ph.D. in Business (Marketing Major), University of Maryland, 2005  
M.A. (Economics), State University of New York at Buffalo, 2002  
B.S. (Information Systems), Nankai University, China, 1997

## **Research Interests**

*Substantive Areas:* Artificial Intelligence; Digital Marketplace; New Product Design; Marketing-Engineering Interface

*Methods:* Machine Learning; Big Data; Computer Vision; Econometrics

## **Honors and Awards**

2025, American Marketing Association-Sheth Foundation Doctoral Consortium Faculty Fellow

2024, Marshall Golden Apple Award for Teaching Excellence (Graduate Core), presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class

2024, *International Journal of Research in Marketing* Outstanding AE Award

2023 & 2024, INFORMS Society for Marketing Science (ISMS) Doctoral Consortium Faculty

2023, USC Marshall Dr. Jagdish Sheth Award for Impact on Practice, awarded to 1 of over 130 USC Marshall research faculty

2022 & 2023, Senior Faculty, INFORMS Society for Marketing Science (ISMS) Early-Career Scholars Camp

2022, USC Marshall Ph.D. Mentoring Award, awarded to 1 of over 130 USC Marshall research faculty

2020, USC Lusk Center for Real Estate Research Award (\$10,000, Co-PI: Davide Proserpio)

2019, *Management Science* Meritorious Service Award

2019, Paul E. Green Award (finalist), the article published in *Journal of Marketing Research* that demonstrates the most potential to contribute significantly to the practice of marketing research

2012, AMA Advanced Research Techniques (ART) Forum Best Paper Award

2011, MSI Young Scholar, Marketing Science Institute, awarded once every two years to scholars most likely to be “potential leaders of the next generation of Marketing academics”

2010, Dean’s Research Excellence Award, awarded to 4 of over 120 USC Marshall research faculty

2009, Donald R. Lehmann Award, the best dissertation-based paper published in *Journal of Marketing* or *Journal of Marketing Research* in the last two years

2009, Paul E. Green Award (finalist), the article published in *Journal of Marketing Research* that demonstrates the most potential to contribute significantly to the practice of marketing research

2008, John D.C. Little Award, the best paper published in *Marketing Science* or the marketing section of *Management Science*

2007, Marshall Golden Apple Award for Teaching Excellence (Undergraduate Elective), presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class

2006, University of Houston Doctoral Symposium Faculty Fellow

2005, Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland

2004, Society for Marketing Advances Best Doctoral Dissertation Proposal Award

2003 – 2004, INFORMS Marketing Science Doctoral Consortium Fellow

2003, American Marketing Association-Sheth Foundation Doctoral Consortium Fellow

## Publications

1. Mengxia Zhang and Lan Luo (2026), "Effects of Peer Voting and Followers on User Contribution to Online Knowledge Sharing: Evidence from a Field Experiment," **Production and Operations Management**.
2. Botao Yang, Lan Luo, and Brian T. Ratchford (2026), "Consumer Sentiment, Monetary Expenditure, and Time Use: Perspectives from a Panel Study," **International Journal of Research in Marketing**.
3. Lan Luo (2025), "Practice Prize Report: the 2024 ISMS Gary Lilien Practice Prize Competition," **Marketing Science**, 44(2), 478-481.
4. Kathleen T. Li, Lan Luo and Adithya Pattabhiramaiah (2024), "Causal Inference with Quasi-Experimental Data," **IMPACT at JMR**, published online Nov. 2024.
5. Isamar Troncoso and Lan Luo (2023), "Look the Part? The Role of Profile Pictures in Online Labor Marketplace," **Marketing Science**, 42(6), 1080-1100.  
**ASA Statistics in Marketing Best Doctoral Dissertation Proposal Competition Finalist**  
**Featured in Wall Street Journal (2023-12-03); News Week (2023-11-28); Harvard Business School Working Knowledge (2023-11-07).**
6. Lan Luo and Koen Pauwels (2023), "Practice Prize Report: the 2020 and 2022 ISMS Gary Lilien Practice Prize Competition," **Marketing Science**, 42(1), 6-10.
7. Nikhil Malik, Max Wei, Gil Appel, and Lan Luo (2023), "Blockchain Technology in Creative Industries: Current State and Research Opportunities," **International Journal of Research in Marketing**, 40(1), 38-48.
8. Mengxia Zhang and Lan Luo (2023), "Can Consumer Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp," **Management Science**, 69(1), 25-50.  
**\*ISMS Doctoral Dissertation Award; Shankar-Spiegel Award Runner Up.**  
- Media Coverage: [Phys.org](#) (2022-07-07) [USC News](#) (2022-10-28); Featured in [Tommy Talk](#)
9. Courtney Paulson, Lan Luo, and Gareth M. James (2018), "Efficient Large-Scale Media Selection Optimization for Online Display Advertising," **Journal of Marketing Research**, Vol. 55, No. 4, pp. 489-506. **\* Donald R. Lehmann Award; Paul E. Green Award (finalist); ISMS Doctoral Dissertation Award; ASA Statistics in Marketing Travel Award**  
- An R package to implement the method is available at [CRAN](#)  
- [Licensed](#) through USC Stevens Center for Innovation
10. Lan Luo and Jiong Sun (2016), "New Product Design under Channel Acceptance: Brick-and-Mortar, Online Exclusive, or Brick-and-Click", **Production and Operations Management**, Vol. 25, No. 12, 2014-2034.

11. Dongling Huang and Lan Luo (2016), "Consumer Preference Elicitation of Complex Products using Fuzzy Support Vector Machine Active Learning," ***Marketing Science***, Special Issue: "Big Data", Vol. 35, No. 3, 445-464. \***AMA Advanced Research Techniques (ART) Forum Best Paper Award**
12. Lan Luo and Olivier Toubia (2015), "Improving Online Idea Generation Platforms and Customizing Task Structure on the Basis of Consumer's Domain Specific Knowledge," ***Journal of Marketing***, Vol. 79, No. 5, 100-114.
13. Lan Luo, Brian T. Ratchford, and Botao Yang (2013), "Why We Do What We do: A Model of Activity Consumption," ***Journal of Marketing Research***, Vol. 50, No. 1, 24-43.
14. Lan Luo (2011), "Product Line Design for Consumer Durables: An Integrated Marketing and Engineering Approach," ***Journal of Marketing Research***, Vol.48, No.1, 128-139.
15. Lan Luo, Jack (Xinlei) Chen, Jeanie Han, and C. W. Park (2010), "Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases," ***Journal of Marketing Research***, Vol.47, No.6, 1114-1128.
16. Lan Luo, P. K. Kannan, and Brian T. Ratchford (2008), "Incorporating Subjective Characteristics in Product Design and Evaluations," ***Journal of Marketing Research***, Vol.45, No.2, 182-194. \* **Donald R. Lehmann Award; Paul E. Green Award (finalist)**
17. Lan Luo, P. K. Kannan, and Brian T. Ratchford (2007), "New Product Development under Channel Acceptance," ***Marketing Science***, (***Lead Article***), Vol.26, No.2, 149-163.  
\* **John D.C. Little Award**
18. Babak Besharati, Lan Luo, Shapour Azarm, and P. K. Kannan (2006), "Multi-Objective Single Product Optimization: An Integrated Design and Marketing Approach," ***ASME Journal of Mechanical Design***, Special Issue: "Risk-Based and Robust Design", Vol.128, No.4, 884-892.
19. Lan Luo, P. K. Kannan, Babak Besharati, and Shapour Azarm (2005), "Design of Robust New Products under Variability: Marketing Meets Design," ***Journal of Product Innovation Management***, Special Issue: "Marketing Meets Design", Vol.22, No.2, 177-192.

### **Conference Proceeding**

20. Jingming Huang, Bowei Chen, Lan Luo, Shigang Yue, Iadh Ounis (2022), "DVM-CAR: A large-scale automotive dataset for visual marketing research and applications," 2022 IEEE International Conference on Big Data Workshop.

### **Working Papers (Available upon Request)**

21. Mengxia Zhang, Brian Han, Tianshu Sun, Lan Luo, and Joseph M. Golden (2026), "Participation Governance in Consumer and AI Co-creation: Whether to Intervene and How to Design It," under 2<sup>nd</sup> round review, ***Production and Operations Management***.
22. P. K. Kannan, Lan Luo, Alice H. Li, Michael Trusov, and Chul Kim (2026), "Retailing and Recommendation Systems: Theory, Practice, Challenges, and Research Priorities in the AI Era," under review, ***Journal of Retailing***.
23. Mengxia Zhang, JingMin Huang, Lan Luo, and Bowei Chen (2026), "Transcending Boundaries: Leveraging Generative AI for Aesthetic Product Design Using Cross-Domain Inspiration."
24. Lan Luo and Liye Ma (2026), "Managing Product Reviews in the Age of GenAI: the Role of AI Detection."
25. Tal Shoshani, Ignacio Riveros, and Lan Luo (2026), "Politics in Aisle 3: Whether and How Brand Sociopolitical Involvement Shapes Customer Store Visits".
26. Mike Nguyen, Mengxia Zhang, and Lan Luo (2026), "The Poor Get Poorer: NIL Policy and Financial Divergence in College Athletics".

### **Work In Progress**

27. Ignacio Riveros and Lan Luo (2026), "Sharing the road: The effect of micromobility infrastructure on the retail store visits."
28. Yutong Shao and Lan Luo (2026), "Beyond Followers: Domain Specialty as a Driver of Influencer Marketing Effectiveness."

### **Teaching**

- Quantitative Models in Marketing (2018; 2023; 2025), Ph.D. seminar, University of Southern California.  
\* *Highest Instructor Rating: 4.8/5.0*
- Marketing Analytics (2016 – 2019; 2023 - 2024), MBA/Graduate Class, University of Southern California.  
\* *Highest Instructor Rating: 4.6/5.0*  
\* *I developed this graduate elective course for MBA and M.S. in Business Analytics students*  
\* *Marshall Golden Apple Award for Teaching Excellence (2024): presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class*

- Marketing Analysis and Strategy (2006 – 2019), Undergraduate Elective, University of Southern California.
  - \* *Highest Instructor Rating: 4.8/5.0*
  - \* *Marshall Golden Apple Award for Teaching Excellence (2007):* presented every year to the professors who have had the greatest impact on their students, as determined by the members of the graduating class
- Marketing Research Methods (2004), Undergraduate Elective, University of Maryland.
  - \* *Instructor Rating: 4.4/5.0*

## **Invited Talks**

Stanford University Marketing Seminar Series, May 2026

University of Iowa Marketing Camp, May 2026

Chinese University of Hong Kong, March 2026

Invited Speaker, Conference on Societal Impact of AI, University of Maryland, June 2025

Rice University Marketing Camp, April 2025

Nanyang Technological University, Singapore, March 2025

Yale University Marketing Seminar Series, February 2025

University of North Carolina, Marketing Seminar Series, January 2025

Georgia Tech University Marketing Seminar Series, November 2024

Invited Panel Speaker on Gen AI, Amazon Economist Summit, October 2024

University of New South Wales (UNSW), Marketing Seminar Series, June 2024

University of Florida, Marketing Seminar Series, April 2024

University of Michigan, Marketing Seminar Series, March 2024

Invited Panel Speaker, Winter AMA Discussion Panel: Identification Challenges and Opportunities for Non-Experimental Data, February 2024

Marketing Science Institute (MSI) Summit: Marketing After AI, February 2024

Keynote Speaker, Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, Temple Fox business school, Philadelphia, December 2023 (scheduled)

University College Dublin, Marketing Research Symposium, August 2023

Hong Kong University Business School, Marketing Seminar, May 2023

Invited Panel Speaker, Webinar on Artificial Intelligence and Machine Learning in False Advertising Litigation March 2023

Purdue University, Marketing Seminar Series, February 2023

Cornerstone Research, December 2022

WU Vienna University of Economics and Business, November 2022

Temple University, Global Institute for Artificial Intelligence and Business Analytics Distinguished Speaker Series, May 2022

Invited Panel Speaker, Innovating for Good, Better Marketing for a Better World Webinar Series, April 2022

University of Arizona, Marketing Department Seminar Series, February 2022

Conference on Artificial Intelligence, Machine Learning, and Digital Analytics, Keynote Speaker, December 2021

Nanyang Technological University, Nanyang Business School, Singapore, November 2020

Pittsburgh University, Joseph M. Katz Graduate School of Business, Marketing Seminar Series, November 2020

University of Guelph, Marketing Seminar, October 2020

University of Miami Marketing Research Camp, February 2020

Carnegie Mellon University, Tepper School of Business, May 2019

Washington University, Olin School of Business, St. Louis, Missouri, April 2019

CMU Conference on Digital Marketing and Machine Learning, Keynote Speaker, December 2018

Alibaba, Beijing, China, July 2018

Mei Tuan, Beijing, China, July 2018

University College London, May 2018

Erasmus University Workshop, May 2018

Twelfth Annual UT Dallas FORMS Conference, Invited Special Session, March 2018

Fifteenth Annual Product and Service Innovation Conference, Utah, February 2018

McGill University, Desautels Faculty of Management, November 2017

Group for Research in Decision Analysis, HEC Montréal, Polytechnique Montréal, McGill University and Université du Québec à Montréal, November 2017

MIT, Sloan School of Management, Doctoral Workshop, October 2016

China Europe International Business School, May 2016

Georgetown University, October 2015

Eighth Annual UT Dallas FORMS Conference, February 2014

Eleventh Annual Product and Service Innovation Conference, Utah, January 2014

MIT, Sloan School of Management, May 2013

University of Texas at Austin, McCombs School of Business, April 2013

University of British Columbia, Sauder School of Business, February 2013

Seventh Annual UT Dallas FORMS Conference, Discussant, February 2013

Harvard Business School, Boston, MA, March 2012

University of Maryland, College Park, MD, March 2012

Ninth Annual Product and Service Innovation Conference, Utah, February 2012

MSI 50th Anniversary Special Session, INFORMS Marketing Science Conference, June 2011

Santa Clara University, Santa Clara, CA, May 2011

Cornell University, Johnson School of Management, Ithaca, NY, February 2011  
MSI Young Scholar Program, Park City, Utah, January 2011  
Washington University, Olin School of Business, St. Louis, Missouri, May 2010  
Seventh Annual Product and Service Innovation Conference, Park City, Utah, February 2010  
UCLA Entertainment & Media Management Institute Workshop, November 2009  
Rensselaer Polytechnic Institute, Lally School of Management & Technology, NY, October 2009  
First Annual Marketing Innovation Conference, Rensselaer Polytechnic Institute, May 2008  
Fourth Annual Product and Service Innovation Conference, Solitude, Utah, February 2007  
Indiana University, Kelley School of Business, October 2004  
University of Massachusetts at Amherst, Isenberg School of Management, October 2004  
MIT, Sloan School of Management, September 2004  
Northwestern University, Kellogg School of Management, September 2004  
University of Southern California, Marshall School of Business, September 2004  
University of Central Florida, College of Business Administration, September 2004  
University of Texas at Dallas, School of Management, September 2004

### **Conference Presentation and Participation**

INFORMS Marketing Science Conference, Washington DC, June 2025  
INFORMS Marketing Science Conference, Sydney, June 2024  
INFORMS Marketing Science Conference, Miami, June 2023  
ACM Web Conference, Workshop on ML for Streaming Media, Austin, TX, April 2023  
Entertainment Analytics Conference, Los Angeles, July 2022  
INFORMS Marketing Science Virtual Conference, June 2022  
Joint Statistical Meetings (JSM) Virtual Conference, August 2021  
INFORMS Marketing Science Virtual Conference, June 2021  
Joint Statistical Meetings (JSM) Virtual Conference, August 2020  
INFORMS Marketing Science Virtual Conference, June 2020  
INFORMS Marketing Science Conference, Rome, June 2019  
INFORMS Marketing Science Conference, Philadelphia, June 2018  
INFORMS Marketing Science Conference, Los Angeles, June 2017  
INFORMS Marketing Science Conference, Shanghai, June 2016  
INFORMS Marketing Science Conference, Baltimore, June 2015  
Quantitative Marketing and Economics Conference, University of Southern California, October 2014  
INFORMS Marketing Science Conference, Atlanta, June 2014  
Eighth Annual UT Dallas FORMS Conference, February 2014

Eleventh Annual Product and Service Innovation Conference, Utah, January 2014  
INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013  
Summer Institute of Competitive Strategy, UC Berkeley, June 2013  
Columbia University Marketing Department Brownbag, May 2013  
Seventh Annual UT Dallas FORMS Conference, UT Dallas, Discussant, February 2013  
Quantitative Marketing and Economics Conference, Duke University, October 2012  
American Marketing Association ARTS Forum, Seattle, WA, June 2012  
INFORMS Marketing Science Conference Special Session, Boston, MA, June 2012  
Sixth Annual UT Dallas FORMS Conference, University of Texas at Dallas, February 2012  
Ninth Annual Product and Service Innovation Conference, Utah, February 2012  
Quantitative Marketing and Economics Conference, University of Rochester, September 2011  
USC Marshall's Inaugural Faculty Research Fair, August, 2011  
Summer Institute of Competitive Strategy, UC Berkeley, July 2011  
INFORMS Marketing Science Conference, Houston, TX, June 2011  
UC-USC Marketing Colloquium, USC, April 2011  
Marketing Science Institute Young Scholar Program, Park City, Utah, January 2011  
Quantitative Marketing and Economics Conference, UCLA, October 2010  
INFORMS Marketing Science Conference, University of Cologne, Germany, June 2010  
Seventh Annual Product and Service Innovation Conference, Park City, Utah, February 2010  
UCLA Entertainment & Media Management Institute Workshop, November 2009  
PDMA Research Forum, October 2009  
INFORMS Annual Meeting, San Diego, October 2009  
Quantitative Marketing and Economics Conference, University of Chicago, October 2009  
Rensselaer Polytechnic Institute Research Seminar Series, October 2009  
Summer Institute of Competitive Strategy, UC Berkeley, July 2009  
INFORMS Marketing Science Conference, University of Michigan, June 2009  
Third Annual UT Dallas FORMS Conference, University of Texas at Dallas, February 2009  
First Annual Marketing Innovation Conference, Rensselaer Polytechnic Institute, May 2008  
Second Annual UT Dallas FORMS Conference, University of Texas at Dallas, 2008  
Fifth Annual Product and Service Innovation Conference, Midway, Utah, February 2008  
Quantitative Marketing and Economics Conference, University of Chicago, October 2007  
INFORMS Marketing Science Conference, Singapore Management University, June 2007  
UC-USC Marketing Colloquium, USC, April 2007  
Accelerating Market Acceptance in a Networked World, MSI, Los Angeles, March 2007

Fourth Annual Product and Service Innovation Conference, Solitude, Utah, February 2007  
INFORMS Annual Meeting, Pittsburgh, November 2006  
Summer Institute of Competitive Strategy, UC Berkeley, July 2006  
INFORMS Marketing Science Conference, Pittsburgh, June 2006  
UC-USC Marketing Colloquium, UC Riverside, April 2006  
INFORMS Marketing Science Conference, Emory University, June 2005  
ASME Design Engineering Technical Conferences and Computers and Information in Engineering Conference, Salt Lake City, Utah, September 2004  
INFORMS Marketing Science Conference, Rotterdam, The Netherlands, June 2004  
Washington D.C. Marketing Colloquium, May 2004  
INFORMS Marketing Science Conference, University of Maryland, June 2003  
NSF Design, Service and Manufacturing Grantees and Research Conference, University of Alabama, January 2003

### **Mentoring Activities**

- *Ph.D. Advising*

Current Students: (expected graduation)

- Yutong Shao (2029), chair, qualifying exam committee
- SooHyun Kim (2028), member, qualifying exam committee
- Sebnem Demir (2027), member, dissertation committee

Former Students: (graduation date)

- Ignacio Riveros (2026), chair, dissertation committee  
Placement: Meta
- Tal Shoshani (2026), member, dissertation committee  
Placement: Chapman University
- Poet Larsen (2025), member, dissertation committee  
Placement: Harvard University Postdoc
- Isamar Troncoso (2022), co-chair, dissertation committee  
Placement: Harvard University
- Mengxia Zhang (2021), chair, dissertation committee  
Placement: Ivey Business School, Western University, Canada
- Amy Pei (2020), member, dissertation committee  
Placement: Northeastern University
- Jennifer D'Angelo (2020), member, dissertation committee  
Placement: Texas Christian University

- Yao Yao (2019), member, dissertation committee  
Placement: San Diego State University
  - Courtney Paulson (2016), USC Data Science and Operations, member, dissertation committee  
Placement: University of Maryland
  - Yanwei (Wayne) Zhang (2015), member, dissertation committee  
Placement: CNA Insurance
  - Dinakar Jayarajan (2014), member, dissertation committee  
Placement: Illinois Institute of Technology
  - Yi Zhu (2013), member, dissertation committee  
Placement: University of Minnesota
  - Abhishek Borah (2013), member, dissertation committee  
Placement: University of Washington
  - Sean Coary (2013), member, dissertation committee  
Placement: St. Joseph's University
  - Linli Xu (2012), member, dissertation committee  
Placement: University of Minnesota
  - Seshadri Tirunillai (2011), member, dissertation committee  
Placement: University of Houston
  - Ohjin Kwon (2010), member, dissertation committee  
Placement: Concordia University
  - Shui Ki Wan (2010), USC Economics, member, dissertation committee  
Placement: Hong Kong Baptist University
  - Deepa Chandrasekaran (2007), member, dissertation committee  
Placement: Lehigh University
- *Panel Speaker for Junior Faculty and Ph.D. Students Mentoring*
    - INFORMS Society for Marketing Science (ISMS) Early-Career Scholars Camp, October 2023
    - INFORMS Society for Marketing Science (ISMS) Early-Career Scholars Camp, October 2022
    - INFORMS Marketing Science Conference, Women in Marketing Science Lunch Panel Speaker, June 2020
    - INFORMS Marketing Science Conference, Women in Marketing Science Lunch Panel Speaker, June 2014
    - USC Marshall M-POWER (Marshall Panels on Women's Experiences in Research) Workshop, Theme: "Research, Teaching, and Service: Prioritizing Your Skillset to Become a Successful Academic," September 2014
    - USC Marshall Mentoring Committee Workshop, Theme: "Working Toward Mid-Tenure," September 2011
    -

- *USC Faculty Advisor:*
  - USC Blockchain Club, Fall 2026 (scheduled)
  - Association of Innovative Marketing, 2014
  - Trojans Advertising Group, 2014
  - Chinese Student Association, 2007
  - Singapore Student Association, 2006

## **Professional Service**

- Member, 2026 ISMS Doctoral Dissertation Competition Selection Committee
- Member, 2026 20th UT Dallas FORMS Conference Committee
- Chair, 2022 and 2024 Gary L. Lilien ISMS-MSI Practice Prize Competition Selection Committee
- Member, 2022 and 2024 Buck Weaver Award Selection Committee
- Member, America Marketing Association (AMA) Publication Policy Committee, 2023 - 2026
- Member, 2023, America Marketing Association (AMA) Marketing Research Special Interest Group (MRSIG) Seenu Srinivasan Award Selection Committee
- Member, 2022 Inaugural ISMS Early Career Research Camp Organizing Committee
- American Statistical Association Section on Statistics in Marketing, Chair, 2020
- American Statistical Association Section on Statistics in Marketing, Chair Elect, 2019
- Organizing Committee of INFORMS Marketing Science Conference, Member, 2017
- Co-judge, USC Stevens Student Innovator Showcase, sponsored by USC Stevens Center for Innovation, October 2015
- Co-Judge, Innovation Coast Conference and Competition Semi-Finals, sponsored by the Center for Global Innovation at USC Marshall, Irvine, CA, May 2015
- Co-Chair, New Product Design and Development Track, American Marketing Association Summer Educator Meeting, San Francisco, CA, August 2014
- Ad Hoc Reviewer:
  - *Operations Research*
  - *ASME Journal of Mechanical Design*
  - *Journal of Retailing*
  - *Information Systems Research*
  - *Journal of Service Research*
  - *Annals of Operation Research*
  - *Research Policy*
  - *Production and Operations Management*
  - *International Journal of Production Economics*
  - *Journal of Intelligent Manufacturing*

- Conference Program Reviewer:
  - Proceedings of ASME International Design Engineering Technical Conference, 2011, 2012
  - American Marketing Association Summer Educator Meeting 2006, 2008
- Other Reviewing:
  - Proposal Application to Research Grant Council of Hong Kong, 2013
  - PDMA Doctoral Dissertation Proposal Competition, 2008
- Faculty Affiliate:
  - Lloyd Greif Research Center, Marshall School of Business, USC
  - US-China Institute, USC

### **Marshall School and Departmental Service**

Marshall Curriculum Committee, 2023 - 2025

Marketing Ph.D. Committee, Fall 2022, Fall 2025 - Present

Marketing Ph.D. Committee (chair), Spring 2020

Ph.D. Coordinator of Marketing Department, 2019 – 2020

Marshall Ph.D. Committee, 2018 - 2020

Acting Ph.D. Coordinator of Marketing Department, Fall 2018

USC Marshall Research Productivity Expectations and Metrics for Promotion and Tenure Marketing Department Committee, 2017 & 2023

Marshall School of Business Faculty Council Committee, 2014 – 2016

Marketing Department Annual Performance Review Committee, 2015, 2016 (chair), 2018, 2019, 2023 (chair), 2024 (chair), 2025 (chair)

Marketing Seminar Series Coordinator, 2011 – 2014

Marketing Department Undergraduate Curriculum Review Committee, 2013

Marketing Department Ph.D. Mentoring Subcommittee, 2013

Marketing Department Ph.D. Admission Committee, 2007, 2008, 2009, 2011, 2015, 2016, 2018, 2019, 2020 (chair), 2024

Marketing Department Chair Selection Committee, 2010, 2019, 2025 (chair)

Marshall School of Business Undergraduate Strategy and Curriculum Committee, 2009

Marketing Department Faculty Recruiting Committee, 2006, 2009, 2016, 2018, 2024 (chair)

Marketing Department Website Coordinator, 2005

### **Consulting Experience**

Litigation Consulting, McKool Smith PC; Kilpatrick Townsend & Stockton

Research and Consulting, Black & Decker Co., under Co-sponsorship of National Science Foundation

Project Lead and Supervisor, China Sinopec, China

**Professional Memberships**

American Marketing Association (AMA)

American Statistical Association (ASA)

Institute for Operations Research and Management Science (INFORMS)