Lan Luo

Marshall School of Business
University of Southern California
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Employment

2014 – present: Associate Professor of Marketing (with tenure)
                  University of Southern California

2014 – 2020:   Associate Academic Director, the Center for Global Innovation
                  Marshall School of Business, University of Southern California

2005 – 2014:   Assistant Professor of Marketing
                  University of Southern California

Industry Experience

2021 – present: 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

Associate Editor
- *Marketing Science*
- *Management Science,* Special Issue on "Data-Driven Prescriptive Analytics"
- *International Journal of Research in Marketing*

Editorial Review Board
- *Journal of Marketing Research*
- *Journal of Marketing*
- *Journal of Interactive Marketing*
- *Customer Needs and Solutions*

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: Marketing-Engineering Interface; Artificial Intelligence; Digital Marketplace; New
                     Product Design
Methods: Machine Learning; Big Data; Computer Vision; Econometrics

Honors and Awards

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

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

2019, *Management Science* Meritorious Service Award

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

2012, <u>AMA Advanced Research Techniques (ART) Forum Best Paper Award</u>

2011, <u>MSI Young Scholar</u>, Marketing Science Institute, awarded once every two years to scholars most likely to be "potential leaders of the next generation of Marketing academics"

2010, <u>Dean's Research Excellence Award</u>, awarded to 4 of over 120 USC Marshall research faculty

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

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

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

2007, <u>Marshall Golden Apple Award for Teaching Excellence</u>, 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, <u>University of Houston Doctoral Symposium Faculty Fellow</u>

2005, <u>Marvin A. Jolson Outstanding Marketing Doctoral Student Award</u>, University of Maryland

2004, <u>Society for Marketing Advances Best Doctoral Dissertation Proposal Award</u>

2003 – 2004, <u>INFORMS Marketing Science Doctoral Consortium Fellow</u>

2003, <u>American Marketing Association-Sheth Foundation Doctoral Consortium Fellow</u>

Publications

1. Nikhil Malik, Max Wei, Gil Appel, and Lan Luo (2022), "Blockchain Technology in Creative Industry: Current State and Research Opportunities", conditionally accepted, ***International Journal of Research in Marketing***.

2. Mengxia Zhang and Lan Luo (2021), "Can Consumer Posted Photos Serve as a Leading Indicator of Restaurant Survival? Evidence from Yelp," ***Management Science.***
   *****ISMS Doctoral Dissertation Award; Shankar-Spiegel Award Runner Up.**

3. 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*

4. 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.

5. 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__

6. 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.

7. 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.

8. 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.

9. 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.

10. 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)**

11. 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**

12. 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.

13. 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.

Working Papers

14. Isamar Troncoso and Lan Luo (2022), "Look the Part? The Role of Profile Pictures in Online Labor Marketplace", revise and resubmit, *Marketing Science*.
    ASA Statistics in Marketing Best Doctoral Dissertation Proposal Competition Finalist

15. Mengxia Zhang, Tianshu Sun, Lan Luo, and Joseph M. Golden (2022), "Consumer AI Co-Creation: When and Why Human Participation Improves AI Creation," reject and resubmit, *Management Science.*

16. Botao Yang, Lan Luo, and Brian T. Ratchford (2022), "Consumer Sentiment, Monetary Expenditure, and Time Use: Perspectives from a Panel Study," revise and resubmit, ***International Journal of Research in Marketing***.

17. Bowei Chen, JingMin Huang, and Lan Luo (2022), "Does that Car Want to Give Me a Ride? Bio-Inspired Product Design," under preparation for submission, target: ***Marketing Science.***

18. Mengxia Zhang and Lan Luo (2022), "Social Networks on Knowledge Markets: A Double Edged Sword?" under preparation for submission, target: ***Marketing Science*** or ***Journal of Marketing Research.***

Teaching

- Quantitative Models in Marketing (2018), Ph.D. seminar, University of Southern California.
    - ** Instructor Rating: 4.8/5.0*
- Marketing Analytics (2016 - 2019), University of Southern California.
    - ** Highest Instructor Rating: 4.6/5.0*
    - ** Graduate elective course developed for MBA and M.S. in Business Analytics students*
    - ** Emphasis on hands-on approaches with real-world marketing analytics problems and datasets*
- Marketing Analysis and Strategy (2006 – 2019), 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), University of Maryland.
    - ** Instructor Rating: 4.4/5.0*

Invited Talks

Texas A&M University 2022 Marketing Strategy Doctoral Consortium, Faculty Mentor, June 2022 (scheduled)

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

Joint Statistical Meetings (JSM) Conference, August 2022, scheduled

INFORMS Marketing Science Virtual Conference, June 2022, scheduled

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

Professional Service

- Vice President of Practice, ISMS Board, 2022

- Chair, 2022 Gary L. Lilien ISMS-MSI Practice Prize Competition Selection Committee

- Member, 2022 Buck Weaver 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

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

Marshall School of Business Faculty Council Committee, 2014 – 2016

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

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)

Marketing Department Chair Selection Committee, 2010, 2019

Marshall School of Business Undergraduate Strategy and Curriculum Committee, 2009

Marketing Department Faculty Recruiting Committee, 2006, 2009, 2016, 2018

Marketing Department Website Coordinator, 2005

Mentoring Activities

- *Ph.D. Advising (graduation date):*
    - 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 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:*
  - Association of Innovative Marketing, May 2014
  - Trojans Advertising Group, April 2014
  - Chinese Student Association, April 2007
  - Singapore Student Association, November 2006

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)