

## Lan Luo

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### **Academic Positions**

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

### **Education**

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

### **Honors and Awards**

- 2015, ISMS Doctoral Dissertation Competition Award (Co-mentor of Ph.D. Student Courtney Paulson)
- 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, 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

### **Refereed Journal Publications**

1. 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.
2. 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**
3. 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.
4. 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.
5. 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.
6. 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.
7. 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)**
8. 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**
9. 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.
10. 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 (Available Upon Request)**

11. Courtney Paulson, Lan Luo, and Gareth M. James (2017), "Efficient Large-Scale Media Selection Optimization for Online Display Advertising," under preparation for 3<sup>rd</sup> round submission, **Journal of Marketing Research**.  
\* **ISMS Doctoral Dissertation Award; ASA Statistics in Marketing Travel Award**

12. Mengxia Zhang and Lan Luo (2017), "Can User Generated Content Predict Restaurant Survival? Deep Learning of Yelp Reviews and Images".
13. Natasha Foutz, Lan Luo, and Gerard J. Tellis (2017), "Virtual Stock Markets of New Product Activities".

### **Selected Work in Progress**

14. "Consumer Confidence, Monetary Expenditure, and Time Use over Economic Cycle," with Botao Yang and Brian T. Ratchford, working paper in progress.
15. "Design of Multifunctional Products," with P.K. Kannan, model development in progress.
16. "Machine Learning of Successful New Product Launches," with Dongling Huang, model development in progress.

### **Research Interests**

*Substantive Areas:* New Product Development, Marketing Implications of New Product Introductions  
*Methods:* Quantitative Modeling, Econometric Methods, Machine Learning, Marketing Analytics

### **Teaching**

- Marketing Analytics (Spring 2016), University of Southern California.
  - \* *Latest Instructor Rating: 4.6/5.0*
  - \* *A newly developed elective course 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, University of Southern California, 2006 – 2016.
  - \* *Highest Instructor Rating: 4.8/5.0 (Latest: 4.7/5.0)*
  - \* *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, University of Maryland, 2004.
  - \* *Instructor Rating: 4.4/5.0*
- Quantitative Models in Marketing (Guest Lecturer), Ph.D. seminar, University of Southern California, 2009, 2011
- Engineering Decision Making (Guest Lecturer), Department of Mechanical Engineering, University of Maryland, 2005.

## **Invited Talks**

McGill University, Desautels Faculty of Management, November 2017 (scheduled)  
Group for Research in Decision Analysis, HEC Montréal, Polytechnique Montréal, McGill University  
and Université du Québec à Montréal, November 2017 (scheduled)  
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, Los Angeles, June 2016  
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**

- Editorial Review Board:
  - *Customer Needs and Solutions*
- 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:
  - *Journal of Marketing Research*
  - *Marketing Science*
  - *Management Science*
  - *Operations Research*
  - *ASME Journal of Mechanical Design*
  - *Journal of Retailing*
  - *International Journal of Marketing Research*
  - *Information Systems Research*
  - *Journal of Service Research*
  - *Annals of Operation Research*
  - *Research Policy*

- *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

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

Marshall School of Business Faculty Council Committee, 2014 – 2016

Marketing Department Annual Performance Review Committee, 2015, 2016 (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

Marketing Department Chair Selection Committee, 2010

Marshall School of Business Undergraduate Strategy and Curriculum Committee, 2009

Marketing Department Faculty Recruiting Committee, 2006, 2009, 2016

Marketing Department Website Coordinator, 2005

### **Mentoring Activities**

- *Panel Speaker for Junior Faculty and Ph.D. Students Mentoring*
  - INFORMS Marketing Science Conference, Women in Marketing Science Lunch, Theme: “Work Life Balance,” 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
- *Ph.D. Advising:*

Current Students: (expected graduation)

  - Wensi Zhang (2021), member, first year paper committee
  - Mengxia Zhang (2020), chair, qualifying exam committee
  - Amy Pei (2019), member, qualifying exam committee

- Heng Zhang (2019), USC Data Science and Operations, member, qualifying exam committee
- Yao Yao (2019), member, dissertation committee

Former Students: (graduation date)

- 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

- *USC Faculty Advisor:*

- Association of Innovative Marketing, May 2014 – present
- Trojans Advertising Group, April 2014 – present
- Chinese Student Association, April 2007 – present
- Singapore Student Association, November 2006 – present

## **Professional Experience**

Research and Consulting / Black&Decker Co., under Co-sponsorship of National Science Foundation, 2002-2005.

Project Coordination and Supervision / Jin Ling Petrochemical Industry Co., China, 1998.



**Professional Memberships**

American Marketing Association (AMA), 2005 - present

Institute for Operations Research and Management Science (INFORMS), 2004 - present

Product Development and Management Association (PDMA), 2004 – present