

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
M.A. (Economics), State University of New York at Buffalo, 2002
B.S. (Information Systems), Nankai University, China, 1997

Research Interests

Substantive Areas: New Product Design; Marketing-Engineering Interface
Methods: Machine Learning; Big Data; Computer Vision; Econometrics

Honors and Awards

- 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
- 2018-2019, Shankar-Spiegel Award Runner-Up (mentor of Ph.D. student Mengxia Zhang)
- 2018, ISMS Doctoral Dissertation Competition Award (mentor of Ph.D. student Mengxia Zhang)
- 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. 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.
*** ISMS Doctoral Dissertation Award; ASA Statistics in Marketing Travel Award**
2. 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.
3. 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**
4. 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.
5. 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.
6. 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.
7. 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.
8. 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)**
9. 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**

10. 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.
11. 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

12. Mengxia Zhang and Lan Luo (2019), "Predicting Restaurant Survival: What Matters the Most, Somewhat, and Not at All?" under preparation for resubmission to **Management Science**.
13. Botao Yang, Lan Luo, and Brian T. Ratchford (2019), "Consumer Sentiment, Monetary Expenditure, and Time Use: Perspectives from a Panel Study", under preparation for submission to **Journal of Marketing Research**.

Selected Work in Progress

14. "User Contribution on Knowledge Market: Evidence from Observational Data and Field Experiment", with Mengxia Zhang, model development in progress.
15. "Stereotypes and Prejudice in Online Labor Marketplace," with Isamar Troncoso, data collection in progress.
16. "Does that Car Want to Give Me a Ride? Bio-Inspired Product Design," with JingMin Huang and Bowei Chen, data collection in progress.
17. "Consumer AI Co-Creation: When and Why Human Inputs Can Improve AI Creation?" with Mengxia Zhang and Tianshu Sun, model development in progress.

Teaching

- Quantitative Models in Marketing (2018), Ph.D. seminar, University of Southern California.
* *Instructor Rating: 4.8/5.0*
- Marketing Analytics (2016 - present), University of Southern California.
* *Highest Instructor Rating: 4.6/5.0 (Latest: 4.6/5.0)*
* *I developed this 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 (2006 – present), University of Southern California.
 - * *Highest Instructor Rating: 4.8/5.0 (Latest: 4.6/5.0)*
 - * *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

Carnegie Mellon University, Tepper School of Business, May 2019 (scheduled)

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

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, 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

- American Statistical Association Section on Statistics in Marketing, Chair-Elect, 2019
- Associate Editor, *Management Science* Special Issue on “Data-Driven Prescriptive Analytics”, 2018
- Organizing Committee of INFORMS Marketing Science Conference, Member, 2017
- Editorial Review Board:
 - *Journal of Marketing Research*
 - *International Journal of Marketing Research*
 - *Journal of Interactive Marketing*
 - *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:
 - *Marketing Science*
 - *Management Science*
 - *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

Marshall School and Departmental Service

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

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

- *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)
 - Mengxia Zhang (2021), chair, qualifying exam committee
 - Wensi Zhang (2021), member, qualifying exam committee
 - Amy Pei (2020), member, qualifying exam committee
 - Jennifer Lee (2020), member, dissertation 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

Litigation Consulting, McKool Smith PC (2018 – present); Kilpatrick Townsend & Stockton (2018 – present).

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