

Lan Luo

Marshall School of Business
University of Southern California
Los Angeles, CA 90089

Phone: 213-740-2497
llo@marshall.usc.edu
<https://faculty.marshall.usc.edu/Lan-Luo/>

Employment

- 2022 – present: Professor of Marketing
University of Southern California
- 2014 – 2022: Associate Professor of Marketing
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

- 2022 – present: Amazon Scholar
Science Advisor for Amazon’s Global Media Entertainment
- 2021 – 2022: 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*

Senior Editor

- *Production and Operations Management*, POM - Marketing Interface

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, 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, 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. Isamar Troncoso and Lan Luo (2022), "Look the Part? The Role of Profile Pictures in Online Labor Marketplace," **Marketing Science**.
ASA Statistics in Marketing Best Doctoral Dissertation Proposal Competition Finalist
2. Lan Luo and Koen Pauwels (2022), "Practice Prize Report: the 2020 and 2022 ISMS Gary Lilien Practice Prize Competition," **Marketing Science**.
3. Nikhil Malik, Max Wei, Gil Appel, and Lan Luo (2022), "Blockchain Technology in Creative Industries: Current State and Research Opportunities," **International Journal of Research in Marketing**.
4. 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.**
 - Media Coverage: [Phys.org](#) (2022-07-07) [USC News](#) (2022-10-28); Featured in [Tommy Talk](#)
5. 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
6. 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.
7. 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**
8. 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.
9. 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.
10. 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.

11. 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.
12. 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)
13. 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**
14. 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.
15. 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

16. 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.

Papers under Review (Available upon Request)

17. 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***.
18. 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***.

Working Papers

19. Bowei Chen, JingMin Huang, and Lan Luo (2022), "Does that Car Want to Give Me a Ride? Bio-Inspired Product Design."
20. Mengxia Zhang and Lan Luo (2022), "Effects of Peer Voting and Social Networks on User Contribution to Online Knowledge Sharing: Evidence from a Field Experiment".

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

University College Dublin, Marketing Research Symposium, August 2023 (scheduled)

Hong Kong University Business School, Marketing Seminar, May 2023 (scheduled)

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

Purdue University, Marketing Seminar Series, February 2023 (scheduled)

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

ACM Web Conference, Workshop on ML for Streaming Media, Austin, TX, April 2023 (scheduled)
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 Student: (expected graduation)

- Poet Larsen (2025), member, qualifying exam committee

Former Students: (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 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:*
 - Association of Innovative Marketing, May 2014
 - Trojans Advertising Group, April 2014
 - Chinese Student Association, April 2007
 - Singapore Student Association, November 2006

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, Fall 2022

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, 2023 (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)

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

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)