

Lan Luo

Assistant Professor of Marketing

Marshall School of Business

University of Southern California

Phone: 213-740-2497

E-mail: lluo@marshall.usc.edu

Homepage: <http://www-bcf.usc.edu/~lluo/>

Education

Ph.D. (Marketing), University of Maryland, August 2005

Dissertation: Essays of New Product Development

M.A. (Economics), State University of New York at Buffalo, May 2002

B.S. (Information Systems), Nankai University, China, June 1997

Research Interests

Substantive Areas: New Product Development, Marketing Implications of New Product Introductions

Methods: Quantitative Modeling, Industrial Organization, Bayesian Estimation, Econometric Methods.

Honors and Awards

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 top 4 out of over 120 research faculty at Marshall School of Business.

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 in 2008

2008, John D.C. Little Award, the best paper published in *Marketing Science* or the marketing section of *Management Science* in 2007

2006 – 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, AMA-Sheth Foundation Doctoral Consortium Fellow

Publications

1. 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.
2. 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.
3. 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, (supported by NSF Grant DMI 0200029).
* **Donald R. Lehmann Award**, 2009; **Paul E. Green Award (finalist)**, 2009
4. 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, (supported by NSF Grant DMI 0200029).
* **John D.C. Little Award**, 2008.
5. 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, (supported by NSF Grant DMI 0200029).
6. 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, (supported by NSF Grant DMI 0200029).

Working Papers

7. Lan Luo, Brian T. Ratchford, and Botao Yang (2012), "Why We Do What We do? A Model of Activity Consumption", under revision for 3rd review, **Journal of Marketing Research**.
8. Lan Luo and Jiong Sun (2012), "New Product Design under Channel Acceptance: Brick-and-Mortar, Online Exclusive, or Brick-and-Click", under revision for 2nd review, **Management Science**.
9. Lan Luo and Olivier Toubia (2012), "Fostering Consumer Performance in Idea Generation: Consumer Knowledge, Problem Decomposition, and Stimulus Ideas", final preparation for submission to **Management Science**.
10. Natasha Foutz, Lan Luo, and Gerard J. Tellis (2012), "Virtual Stock Markets of New Product Activities", to be submitted to **Management Science**.

Selected Work in Progress

11. Dongling Huang and Lan Luo (2012), "Consumer Preference Elicitation of Complex Products using Support Vector Machine Active Learning", working paper in progress, to be submitted to **Marketing Science**.

Invited Talks

Harvard Business School, Boston, MA, March 2012 (scheduled)
University of Maryland, College Park, MD, March 2012 (scheduled)
Ninth Annual Product and Service Innovation Conference, Utah, February 2012 (scheduled)
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, Troy, 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
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 Texas at Dallas, School of Management, September 2004

Conference Presentation and Participation

2012

American Marketing Association ARTS Forum, Seattle, WA, June 2012 (scheduled)
INFORMS Marketing Science Conference Special Session, Boston, MA, June 2012 (scheduled)
Research Frontiers in Marketing Science Conference at University of Texas at Dallas, February 2012 (scheduled)
Ninth Annual Product and Service Innovation Conference, Utah, February 2012 (scheduled)

2011

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

2010

Quantitative Marketing and Economics Conference, UCLA, October 2009

INFORMS Marketing Science Conference, University of Cologne, Germany, June 2010

Seventh Annual Product and Service Innovation Conference, Park City, Utah, February 2010

2009

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

Research Frontiers in Marketing Science Conference at University of Texas at Dallas, February 2009

2008

First Annual Marketing Innovation Conference, Rensselaer Polytechnic Institute, May 2008

Research Frontiers in Marketing Science Conference at University of Texas at Dallas, February 2008

Fifth Annual Product and Service Innovation Conference, Midway, Utah, February 2008

2007

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, Marketing Science Institute, Los Angeles, March 2007

Fourth Annual Product and Service Innovation Conference, Solitude, Utah, February 2007

2006

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

2005

INFORMS Marketing Science Conference, Emory University, June 2005

2004

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

2003

INFORMS Marketing Science Conference, University of Maryland, June 2003

NSF Design, Service and Manufacturing Grantees and Research Conference, University of Alabama,
January 2003

Teaching Experience

Marketing Analysis and Strategy, University of Southern California, 2006 – present.

Marketing Research Methods, University of Maryland, 2004.

Professional Service

Ad hoc reviewer: *Marketing Science, Management Science, Journal of Marketing Research, Information Systems Research, Journal of Service Research, Journal of Mechanical Design, International Journal of Production Economics*

Judge: *2008 PDMA Doctoral Dissertation Proposal Competition*

Student Advising

Doctoral Committees: Deepa Chandrasekaran, Ohjin Kwon, Shui Ki Wan (USC Economics), Seshadri Tirunillai, Linli Xu, Abhishek Borah, Dinakar Jayarajan, Yi Zhu, Lin Liu, Sean Coary, He (Michael) Jia

USC Faculty Advisor: Chinese Student Association, April 2007 - present

USC Faculty Advisor: 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 Affiliations

Faculty Affiliate: Lloyd Greif Research Center, Marshall School of Business, USC

Member: American Marketing Association (AMA), Institute for Operations Research and Management Science (INFORMS), Product Development and Management Association (PDMA).