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Employment and Affiliations

Northeastern University

Faculty Appointments

2024-present, Professor of Marketing, D'Amore-McKim School of Business
2018-2024, Associate Professor of Marketing, D'Amore-McKim School of Business
2015-2018, Assistant Professor of Marketing, D'Amore-McKim School of Business

Affiliations

2025-present, Faculty Affiliate, Center on Responsible AI and Governance (CRAIG)
2024-present, Faculty Affiliate, Institute for Information, the Internet and Democracy (IIID)
2024-present, Affiliated Researcher, Global Action for Policy (GAP) Initiative
2023-present, Affiliate Faculty, Department of Mechanical and Industrial Engineering
2021-present, Core Faculty, Institute for Experiential AI
2021-present, Core Faculty, NULab for Digital Humanities and Computational Social Science
2020-present, Affiliate Scholar, Center for Law, Creativity and Innovation
2019-present, Faculty Affiliate, Global Resilience Institute
2018-present, Faculty Affiliate, Platforms for Exchange and Allocation of Resources (PEAR)
2017-present, Associate Fellow, Center for Emerging Markets

Administrative Appointments

2019-present, Coordinator for Undergraduate Concentration in Marketing Analytics
2019-2025, Faculty Director of the DATA (Digital, Analytics, Technology, Automation) Initiative

Future of Marketing Initiative at Saïd Business School (University of Oxford)

2023-present, International Research Fellow
2017-2018, Affiliate Scholar

Wharton School (University of Pennsylvania)

2012-2013, Visiting Assistant Professor of Marketing

INSEAD

2015-2018, Research Fellow, Emerging Markets Institute
2009-2015, Assistant Professor of Marketing

Education

University of California at Berkeley, Ph.D. in Business Administration (Marketing), 2009

University of California at Berkeley, M.S. in Business Administration, 2003

Massachusetts Institute of Technology, S.M. in Operations Research, 2002

Moscow State University, Diploma, Mathematics (*summa cum laude*, GPA: 5.0/5.0), 1999

Honors, Grants, Awards

2026-2028 Northeastern University Patrick F. and Helen C. Walsh Research Professorship (D'Amore-McKim School of Business)

2024 Community to Community Impact Accelerator Seed Grant, *Examining Equity in Contemporary US Literature* (co-PI), **\$5,000**

2024 D'Amore-McKim School of Business Nominee for Northeastern University Excellence in Research and Creative Activity Award

2023-2028 NSF Research Traineeship Award, *PEAR: Platforms for Exchange and Allocation of Resources* (Senior/Key Person, co-lead of Product Management & Platform Based Business Model Innovations methods area), **\$3,000,000**

2023-2025 Northeastern University Development Stage Impact Engine Award, *BookNet: Building a Dataset of Narrative Features to Improve Book Recommendation* (co-PI), **\$104,690**

2023 Internet and Democracy Initiative Seed Grant, *Vision Beyond Sight: Designing Human-Centered AI Systems for Social Media Accessibility for the Visually Impaired* (co-PI), **\$5,000**

2023 Amazon Research Award, *Using Video Summarization for Generating Effective Short Video Ads* (co-PI), **\$34,000**

2023 Mack Institute for Innovation Management at the Wharton School Research Award, *Evolution of Internet Retailing* (co-PI), **\$10,000**

2023 NULab for Texts, Maps, and Networks Seedling Award, *BookNet: Building A Dataset of Narrative Features* (co-PI), **\$5,000**

2023 Finalist for the 2022 JAMS Sheth Foundation Best Paper Award

2022 NULab for Texts, Maps, and Networks Seedling Award, *Analyzing Social Media Images Used in Political Communication* (co-PI), **\$2,500**

2022-2023 Northeastern University Tier 1 Interdisciplinary Research Award, *Discovering Digital Allies and Influential Actors in Online Social Movements* (co-PI and mentor), **\$48,126**

2022-2023 Northeastern University Tier 1 Interdisciplinary Research Award, *Measuring Sustainable Consumption with Transaction-level Environmental Accounting* (co-PI), **\$47,750**

2022-2023 Northeastern University Tier 1 Interdisciplinary Research Award, *Consumer Privacy-Related Decision-Making in AI-Based Systems* (co-PI), **\$40,880**

2022-2027 Northeastern University Thomas E. Moore Faculty Fellowship (D'Amore-McKim School of Business, renewal)

2021 NULab for Texts, Maps, and Networks Seedling Award, *Dynamics of #MeToo Online Social Movement* (co-PI), **\$2,500**

2021-2022 Northeastern University Interdisciplinary Research Sabbatical Leave Award

2021 Marketing Science Institute Research Award #4001305, *Impact of TV Ads on Consumer Decision Journey Metrics: An Application of Video Analytics* (co-PI), **\$10,000**

2020-2022 Northeastern University Patrick F. and Helen C. Walsh Research Professorship (D'Amore-McKim School of Business)

2020-2021 NCH-NU Research and Learning Development Initiative Grant, *Regulation of Betting Exchanges* (co-PI), **\$15,600**

2020 D'Amore-McKim School of Business Teaching Innovation Award

2019-2020 Northeastern University Tier 1 Interdisciplinary Research Award, *Risking Justice: Examination of AI Algorithms in the Criminal Justice System* (co-PI), **\$35,000**

2019-2020 Northeastern University Tier 1 Interdisciplinary Research Award, *Modeling and Evaluation of Interdependencies in Platform-based Systems* (co-PI), **\$50,000**

2019 D'Amore-McKim School of Business Excellence in Teaching Award and Nominee for Northeastern University Excellence in Teaching Award

2018-2019 Northeastern University Tier 2 Interdisciplinary Research Award to support the preparation of a proposal to the *NSF Gen-4 Engineering Research Center program* (NSF 19-503, co-PI), **\$75,000**

2018-2019 NSF Planning Grant, *Engineering Research Center for Sharing Economy: Humans, Automation, Resilience and Engineering – SHARE* (Senior/Key Person), **\$99,000**

- 2018 Finalist for the Market Research Society Award - Social Media research with Kantar Millward Brown, Facebook & Saïd Business School, Oxford University
- 2018 Finalist for Academy of International Business Temple/AIB Best Conference Paper Award
- 2018 Northeastern University Global Experience Office Faculty Fellowship Award
- 2018 Finalist for Ronald Copeland Best Paper Award (D'Amore-McKim School of Business)
- 2018 Winner of the *Journal of Services Marketing* Highly Commended Paper Award
- 2017-2019 Northeastern University Joseph G. Riesman Research Professorship (D'Amore-McKim School of Business)
- 2017-2022 Northeastern University Thomas E. Moore Faculty Fellowship (D'Amore-McKim School of Business)
- 2017-2018 Northeastern University Tier 1 Interdisciplinary Research Award, *Uncovering Strategic Consumer Data Collection and Sharing in Online Markets by Tracing Information Flows* (co-PI), **\$50,000**
- 2017 Recognized as one of the 40 Best Undergraduate Business Professors by *Poets & Quants*
- 2017 Northeastern University Center for Emerging Markets Research Award, *E-Commerce Firms in Emerging Markets* (PI), **\$2,500**
- 2016 Winner of the *Journal of Interactive Marketing* Best Paper Award
- 2016 INSEAD Emerging Markets Institute Research Award, *An Empirical Examination of the Decision to Invest in Digital Interfaces and Capabilities: A Study of Internet Retailers* (co-PI), ~ **\$30,500** (SGD 41,708)
- 2016 NSF Northeast Big Data Innovation Hub Knowledge Exchange Program Award, *Targeted Advertising* (PI, initial stage), **\$750**
- 2016 Marketing Science Institute Research Award #4-1967, *How Managers Make Trade-Offs Between Metrics When Making Marketing Budgetary Decisions* (co-PI), **\$16,500**
- 2015 Marketing Science Institute Research Award #4-1935, *Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns* (co-PI), **\$7,200**
- 2014 Winner of the *Decision Analysis* Best Paper Award

2014	Marketing Science Institute Research Award #4-1859, <i>Social Interactions and Social Media Marketing</i> (co-PI), \$10,000
2013-2015	INSEAD Awards for Outstanding Teaching in Executive Education Programs
2012	Winner of ECCH Case Award (overall)
2011	Wharton-INSEAD Center for Global Research and Education Award #2399-126, <i>Market Dynamics in Social Promotions</i> (co-PI), ~ \$18,000 (€13,410)
2010-2013	Winner of ECCH Best Selling Case Awards
2010	Google-WPP Marketing Research Award, <i>Mobile Advertising</i> (co-PI), \$77,500
2009-2014	INSEAD R&D Research Awards (co-PI), ~ \$145,000 (€109,000)

Peer-Reviewed Publications

14,000+ citations (Google Scholar); 16,000+ SSRN downloads

Measuring Heterogeneity in TV Advertising Elasticities: Evidence from 135 Retail and Restaurant Brands (with T Hsieh, S Knight)

Journal of Marketing Research, published online, March 2026

DOI: 10.1177/00222437261435578

Not Just Bad Luck: Income-Based Gaps in Lottery Losses (with P Albuquerque, P Parker)

Journal of Marketing, published online, March 2026

<https://dx.doi.org/10.2139/ssrn.3660130>

Consumer Vulnerability within Digital Platforms as Service Ecosystems (with C Cauffman, K Lee)

Journal of Services Marketing, Vol. 40 (3), March 2026, pp. 285-302.

DOI: 10.1108/JSM-03-2025-0179

Online Venting: The Impact of Temporal Proximity Cues and Emotionality on Perceptions of Negative Online Review Value (with L Grewal, AT Stephen)

Journal of Marketing Research, Vol. 63 (1), January 2026, pp. 27-46.

DOI: 10.1177/00222437251356478

AdSum: Two-stream Audio-visual Summarization for Automated Video Advertisement Clipping (with W Xie, Y Zhu, G Overgoor, A Lapedriza, S Ostadabbas)

International Conference on Multimedia Modeling (MMM 2026),

Lecture Notes in Computer Science, vol 16412, pp. 261-275.
DOI: 10.1007/978-981-95-6950-2_19

OPeRA: A Dataset of Observation, Persona, Rationale, and Action for Evaluating LLMs on Human Online Shopping Behavior Simulation (with Z Wang, D Wang et al.)
Neural Information Processing Systems (NeurIPS 2025), Workshops on Scaling Environments for Agents (SEA) and Multi-Turn Interactions in Large Language Models (MTI-LLM), accepted, September 2025
<https://arxiv.org/abs/2506.05606>

Missing the Forest for the Trees: Does Collective Brand Engagement Help or Hurt Consumption for Video Games? (with J Hulland, M Kleijnen, K Pauwels, K Smith)
International Journal of Research in Marketing, Vol. 42(4), December 2025, pp. 996-1019.
DOI: 10.1016/j.ijresmar.2025.06.002

Social Media Advertising's Role in Small Business Resilience Amid Lockdowns (with SY Lee, J Runge, D Yoo, A Gyurak, JW Schneider)
Journal of Interactive Marketing, Vol. 60(4), November 2025, pp. 362-376.
DOI: 10.1177/10949968251336683

Smart Timing for Smart Products? Complementor Multihoming in Nascent Platform Markets (with S Aydin, D Libaers, F Suarez)
Journal of Product and Innovation Management, published online, September 2025
DOI: 10.1111/jpim.70005

When Vegas Comes to Wall Street: Associations Between Stock Price Volatility and Trading Frequency Among Gamblers (with L Weiss-Cohen, P Newall, M Zloteanu, M Peacey, P Ayton, I Clacher)
International Journal of Mental Health and Addiction, Vol. 23, June 2025, pp. 2269–2288.
DOI: 10.1007/s11469-023-01229-1

Not always as advertised: Different effects from viewing safer gambling (harm prevention) adverts on gambling urges (with L Weiss-Cohen, P Newall, J Torrance)
Addictive Behaviors, Vol. 160, January 2025
DOI: 10.1016/j.addbeh.2024.108161

Multimodal Drivers of Attention Interruption to Baby Product Video Ads (with W Xie, L Luan, Y Zhu, S Ostadabbas)
Proceedings of the International Conference on Pattern Recognition (ICPR 2024),
Lecture Notes in Computer Science, vol 15328, pp. 303–318.
DOI: 10.1007/978-3-031-78104-9_21

Narrative Reversals and Story Success (with S Knight, M Rocklage)

Science Advances, 10, eadl2013 (2024)

DOI: 10.1126/sciadv.adl2013

* *Featured in Financial Times' newsletter Research Round-Up*

Perceptions of Algorithmic Criteria: The Role of Procedural Fairness (with M Teodorescu, L Morse)

Brookings Center on Regulation and Markets working paper, July 2024

<https://www.brookings.edu/articles/perceptions-of-algorithmic-criteria-the-role-of-procedural-fairness/>

Search Engine Revenue from Navigational and Brand Advertising (with J Gleason, A Koeninger, D Hu, J Teurn, S Knight, R Robertson, C Wilson)

Proceedings of the International AAAI Conference on Web and Social Media (ICWSM 2024),

Vol. 18(1), pp. 488-501 (8.2% acceptance rate in September cycle)

DOI: 10.1609/icwsm.v18i1.31329

The Impact of Digitalization on Internationalization from an Internalization Theory Lens (with T Alessandri, N Drori, R Herstein)

Long Range Planning, Vol. 57(1), February 2024

DOI: 10.1016/j.lrp.2023.102395

Impact of Using a Centralized Matching Process on Nursing Home Staffing (with H Zarei, O Ergun)

Geriatric Nursing, Vol. 49, Jan-Feb 2023, pp. 89-93.

DOI: 10.1016/j.gerinurse.2022.11.005

When Does Information Transparency Reduce Downside of Personalization? Role of Need for Cognition and Perceived Control (with L Lambillotte, I Poncin)

Journal of Interactive Marketing, Vol. 57, August 2022, pp. 393-420.

DOI: 10.1016/j.intmar.2020.04.002

How Consumer Digital Signals are Reshaping the Customer Journey (with DA Schweidel, JJ Inman, AT Stephen, B Libai, M Andrews, AB Rosario, I Chae, Z Chen, D Kupor, C Longoni, F Thomaz)

Journal of the Academy of Marketing Science, Vol. 50, November 2022, pp. 1257-1276.

DOI: 10.1007/s11747-022-00839-w

* *Finalist for the JAMS Sheth Foundation Best Paper Award*

Opportunities and Challenges of Using Biometrics for Business: Developing a Research Agenda (with A De Keyser, X Gu, SQ Liu, SG Robinson, PK Kannan)

Journal of Business Research, Vol. 136, November 2021, pp. 52-62.

DOI: 10.1016/j.jbusres.2021.07.028

Dynamic Resource Allocation on Multi-Category Two-Sided Platforms (with H Li, Q Shen)

Management Science, Vol. 67(2), February 2021, pp. 984-1003.
DOI: 10.1287/mnsc.2020.3586

Digital Transformation: A Multidisciplinary Reflection and Research Agenda (with PC Verhoef, T Broekhuizen, A Bhattacharya, JQ Dong, N Fabian, M Haenlein)

Journal of Business Research, Vol. 122, January 2021, pp. 889-901.

DOI: 10.1016/j.jbusres.2019.09.022

* Cited in the [2024 Economic Report of the President](#) (Chapter 7, *An Economic Framework for Understanding Artificial Intelligence*). The Report presents an overview of the nation's economic progress and makes the case for the Biden-Harris Administration's economic policy priorities.

Brave New World? On AI and the Management of Customer Relationships (with B Libai, S Gensler, CF Hofacker, A Kaplan, K Kötterheinrich, EB Kroll)

Journal of Interactive Marketing, Vol. 51, August 2020, pp. 44-56.

DOI: 10.1016/j.intmar.2020.04.002

Easy, Breezy, Risky: Lay Investors Fail to Diversify Because Correlated Assets Feel More Fluent and Less Risky (with Y Cornil, DJ Hardisty)

Organizational Behavior and Human Decision Processes, Vol. 153, July 2019, pp. 103-117.

DOI: 10.1016/j.obhdp.2019.06.001

Tailored Cheap Talk: The Effects of Privacy Policy on Ad Content and Market Outcomes (with PM Gardete)

Marketing Science, Vol. 37(5), September-October 2018, pp. 733-752.

DOI: 10.1287/mksc.2018.1102

Local Market Characteristics and Online-to-Offline Commerce: An Empirical Analysis of Groupon (with H Li, Q Shen)

Management Science, Vol. 64(4), April 2018, pp. 1860-1878.

DOI: 10.1287/mnsc.2016.2666

Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products (with PC Verhoef, AT Stephen, PK Kannan, X Luo, V Abhishek, M Andrews, H Datta, N Fong, DL Hoffman, MM Hu, T Novak, W Rand, Y Zhang)

Journal of Interactive Marketing, Vol. 40, November 2017, pp. 1-8.

DOI: 10.1016/j.intmar.2017.06.001

Product Seeding: Word of Mouth Effects For and Beyond the Focal Product

GfK Marketing Intelligence Review, Vol. 9(2), November 2017, pp. 24-29.

DOI: 10.1515/gfkmir-2017-0014

Customer Engagement in a Big Data World (with W Kunz, L Aksoy, K Heinonen, S Kabadayi, FV Ordenes, M Sigala, D Diaz, B Theodoulidis)

Journal of Services Marketing, Vol. 31(2), April 2017, pp. 161-171.

DOI: 10.1108/JSM-10-2016-0352

* *Received Journal of Services Marketing Highly Commended Paper Award*

Spillover Effects in Seeded Word-Of-Mouth Marketing Campaigns (with I Chae, AT Stephen, D Yao)

Marketing Science, Vol. 36(1), January-February 2017, pp. 89-104.

DOI: 10.1287/mksc.2016.1001

Mobile Advertising: A Framework and Research Agenda (with D Grewal, M Spann, PP Zubcsek)

Journal of Interactive Marketing, Vol. 34, May 2016, pp. 3-14.

DOI: 10.1016/j.intmar.2016.03.003

* *Received Award for the Best Paper published in the Journal of Interactive Marketing in 2016*

* *Selected by Editor to be freely accessed by marketers in 2016, for its relevance to current practice*

Exploding Offers Can Blow Up in More than One Way (with N Lau, JN Bearden, I Tsetlin)

Decision Analysis, Vol. 11(3), September 2014, pp. 171-188.

DOI: 10.1287/deca.2014.0297

* *Winner of Decision Analysis Special Recognition Award (Best Paper)*

Which Products Are Best Suited to Mobile Advertising? A Field Study of Mobile Display Advertising Effects on Consumer Attitudes and Intentions (with AT Stephen, M Sarvary)

Journal of Marketing Research, Vol. 51(3), June 2014, pp. 270-285.

DOI: 10.1509/jmr.13.0503

* *Included in the 2014 "Must-Read for Marketers" list by MSI's Academic Trustees*

* *Featured in AMA Journal Reader: Curations from the Journal of Marketing Research*

Making Mobile Ads That Work (with AT Stephen, M Sarvary)

Harvard Business Review, December 2013, p. 32.

<https://hbr.org/2013/12/making-mobile-ads-that-work>

Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Content Creators and Consumers (with C Du Plessis, AT Stephen, D Goncalves)

Advances in Consumer Research, Vol. 40, October 2012, pp. 228–31.

<https://acr.memberclicks.net/assets/docs/2012vol40.pdf>

Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large Scale Exploratory Empirical Study (with V Shankar, F Sultan, GL Urban)

Journal of Marketing, Vol. 69(4), October 2005, pp. 133-152.

<https://doi.org/10.1509/jmkg.2005.69.4.133>

Revise and Resubmit

How ESG Reduces Idiosyncratic Risk: The Role of Consumers and Institutional Investors (with A Malshe, Y Yin, A Colicev, K Pauwels)

Production and Operations Management (submitted for invited 2nd round review)

<https://dx.doi.org/10.2139/ssrn.4410032>

Generative AI and the Perceived Quality of User-Generated Content: Evidence from Online Reviews (with S Knight, M Yang)

Quantitative Economics (revising for invited 3rd round review)

<https://dx.doi.org/10.2139/ssrn.4621982>

Hiring in the Age of AI: Systematic Differences between Human and AI Evaluations (with M Teodorescu, N Ordabayeva, M Kokkodis, A Unnam, V Aggarwal)

Journal of Business Ethics (submitted for invited 2nd round review)

Does it Match? Guidelines for Merging Secondary Datasets in the Marketing Strategy Field (with R Farinha, A Colicev)

International Journal of Research in Marketing (submitted for invited 2nd round review)

Black-White Pay Gap in Influencer Marketing (with L Pei, K Pauwels, CK Chan)

Journal of Marketing (submitted for invited 2nd round review)

<https://dx.doi.org/10.2139/ssrn.4156872>

Impact of Multi-Platform Social Media Strategy on Sales in E-Commerce (with S Netessine, X Wang, L Wu)

MIS Quarterly (revising for invited 2nd round review)

<https://dx.doi.org/10.2139/ssrn.5171268>

Stakeholder Attention and Alignment (with A Fairchild, O Hawn, A Colicev, R Aguilera)

Strategic Management Journal (revising for invited 2nd round review)

The Impact of Legalization on Dark Web Marketplace Transactions: A Bitcoin Data Analysis (with M Gerrath, H Jahanshahloo, A Urquhart, A Colicev)

Management Science (revising for invited 2nd round review)

When Nonmateriality is Material: Impact of ESG Emphasis on Firm Value (with A Malshe, S Singh, S. Netessine)

Management Science (revising for invited 2nd round review)

<https://dx.doi.org/10.2139/ssrn.4579415>

The Effects of Labor Cost Increases on Retail: Evidence from 52 Local Minimum Wage Hikes (with S Knight)

Marketing Science (revising for re-submission)

<https://dx.doi.org/10.2139/ssrn.4746546>

Hybrid BYO Conjoint with Boosting for Data Fusion (with P Lenk, O Mintz, D Reibstein)

Quantitative Marketing and Economics (revising for re-submission)

<https://dx.doi.org/10.2139/ssrn.3502600>

The Paradox of Similar Reviews: How Do More Certain Review Writers Make Review Readers Less Certain? (with A Kronrod)

Journal of Interactive Marketing (revising for invited 2nd round review)

Submitted Manuscripts

The Dollar Value of Better Ad Content: Tracing the Relationships Between Ad Creatives, Ad Skipping, and Ad Elasticities (with S Knight, G Overgoor, T Hsieh)

Journal of Marketing Research (under review)

<https://dx.doi.org/10.2139/ssrn.6110746>

Maximizing Reach and Efficiency of Digital Out-of-Home Advertising (with SY Lee, K Pauwels)

Marketing Science (under review)

<https://dx.doi.org/10.2139/ssrn.5728803>

How Important Are Marketing Employees? Marketing Employee Turnover and Brand Performance (with R Zhu, S Knight, A Colicev)

Journal of Marketing (under review)

<https://dx.doi.org/10.2139/ssrn.5187853>

Market-Driven ESG Materiality for Sustainable Operations: Investor Reactions and Operational Performance Implications (with A Malshe, S Singh, S. Netessine)

Production and Operations Management (under review)

Strength in Numbers? Analyzing the Influence of Marketing Employee Intensity on Firm Performance (with G van Bussel, A Edeling, A Colicev)

Journal of Marketing Research (under review)

<https://dx.doi.org/10.2139/ssrn.6350179>

Congruence Affects Story Ad Engagement on Social Media (with W Xie, R Dotsch, M Bos, Z Han, Y Liu)

Journal of Interactive Marketing (under review)

<https://dx.doi.org/10.2139/ssrn.4790627>

Adoption of Robo-Advisor: Role of Agentic Mind Perception and Responsibility Attribution (with S Mohanty, I Paul)

Journal of Services Marketing (under review)

AI-Mediated Hiring and the Job Search of Blind and Low-Vision Individuals (with K Imteyaz, Q Liang, M Das, S Savage)

ACM Transactions on Accessible Computing (TACCESS) (under review)

Working Papers

Impact of Identity Misalignment on Review Rating and Usefulness (with W Xie, A Pei)

<https://dx.doi.org/10.2139/ssrn.5687942>

Does ESG Performance Hinder Product Innovation? (with R Farinha, A Colicev)

<https://dx.doi.org/10.2139/ssrn.5343807>

Virtual Brands and Platform Intermediation (with R Zhu, S Singh)

<https://dx.doi.org/10.2139/ssrn.5028345>

Dynamic Impacts of Black Actor Representation in TV Advertising on Purchase Intentions (with G Overgoor, K Pauwels, G Yildirim)

<https://dx.doi.org/10.2139/ssrn.4471248>

(Mis)Measuring the Drivers of Ad Performance (with G Overgoor, S Knight)

<https://dx.doi.org/10.2139/ssrn.5494548>

Free Products and Affiliate Links in Influencer Marketing (with A Pei)

Impact of Short-term Rentals on Local Business Experiences (with B Heydari, S Padhee)

Impact of Match Quality on Staffing Levels and Platform Engagement by Long-Term Care Facilities (with H Zarei, O Ergun)

Other Publications

Books

“Reengineering the Sharing Economy: Design, Policy, and Regulation” (with O Ergun, B Heydari, R Dyal-Chand)

Cambridge University Press, April 2023.

** The current sharing economy suffers from system-wide deficiencies even as it produces distinctive benefits and advantages for some participants. Using convergent, transdisciplinary perspectives, this edited volume examines the*

challenge of reengineering a sharing economy that is more equitable, democratic, sustainable, and just, and offers pathways for integrating applicable findings and theories in business, law and social science into ethical engineering design and practice.

“Break the Wall: Why and How to Democratize Digital in your Business” (with Z Aksehirli, K Chan, K Pauwels)

Emerald Publishing, December 2022.

** This book forms part of the American Marketing Association (AMA) series. It examines problems facing business units and top management adapting to digital transformation and offers solutions. Our novel framework was inspired by dozens of interviews with digital transformation experts and by an ecological model that aims to understand resilience in the biological world by looking at ecosystems' continuous and nesting adaptation cycles.*

“Social Media Marketing: Principles and Strategies” (with AT Stephen)

Stukent, August 2015.

** Foundational digital textbook for teaching social media marketing, used in 100+ business schools and universities. It introduces key social media marketing principles from a strategic marketing perspective and offers multiple opportunities to practice planning and executing value-creating strategies across various social media types, formats and platforms.*

Chapters

Included in “Reengineering the Sharing Economy: Design, Policy, and Regulation” volume:

“Chapter 1 - Introduction” (with O Ergun, B Heydari, R Dyal-Chand)

“Chapter 4 – Sharing Economy and Privacy” (with L Lambillotte)

“Chapter 13 - Future Themes in the Sharing Economy” (with O Ergun, B Heydari, R Dyal-Chand)

Selected Case Studies

“Renova Toilet Paper: Avant-Garde Marketing in a Commoditized Category” (with R Seabra, P Chandon, S Sweldens)

** 20,000+ copies sold*

** Included in Case Centre Classic collection, Overall Winner of ECCH Case Award in 2012, Best Selling ECCH Case Awards in 2010-13, 2015-16 and 2019*

“The Atlantic Monthly: Strategies for Revitalizing the Brand” (with AT Stephen)

“Olympus Corporation: Bet on Micro Four-Thirds” (with D Midgley)

“Safaricom’s M-Pesa: Tactics for Consumer Adoption of a New Service” (with A Saxena)

Journal Articles in Other Fields

“Option Hedging in the Binomial Model with Differing Interest Rates”
Russian Mathematics Surveys, Vol. 53, No.5, November 1998, pp. 227-228.

Invited Talks, Workshops, Discussions, Webinars

- 4th Annual Convening of Wharton Impact Initiative, January 2026
- Georgia State University, October 2025
- University of Liverpool, October 2025
- 3rd Annual Convening of the ESG Initiative at the Wharton School, January 2025
- Brookings AI Policy Idea Incubator Convening, Virtual, May 2024
- Brookings Center on Regulation and Markets (CRM) Conference, Virtual, May 2024
- PhD Project - Navigating the Intersection of AI and Marketing Academia, Virtual, April 2024
- Operationalizing the NIST AI Risk Management Framework at Northeastern, April 2024
- Southern Methodist University, April 2024
- Keynote in Chief Digital Officer Summit, December 2023
- Seminar in Expeditions in AI Series at Northeastern, November 2023
- Responsible AI for Leaders at Northeastern, October 2023
- Panel on Generative AI at Northeastern: From the Classroom to the Economy, April 2023
- Webinar on Experiential AI for Finance Leaders at Northeastern, April 2023
- Boston College, Chestnut Hill, MA, December 2022
- Lehigh University, Bethlehem, PA, October 2022
- Invited Participant of Thought Leadership Forum on Service, October 2020
- Invited Discussant at Bass FORMS Conference, Dallas, TX, February 2020
- Invited Participant of ANA Educational Foundation Marketing Analytics Workshop, New York, NY, February 2020
- University of California, Davis, CA, October 2019
- JAMS Thought Leaders' Conference on Innovating in the Digital Economy, Milan, Italy, June 2019
- Thought Leaders' Conference on Privacy in Marketing, Florence, Italy, June 2019
- 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD, May 2019
- Transformative Consumer Research Conference, Tallahassee, FL, May 2019
- Invited Guest Facilitator at MSI's Spring Board of Trustees meeting, April 2019
- Thought Leaders' Conference on Big Data, Technology-Driven CRM & Artificial Intelligence, Lisbon, Portugal, March 2019
- Teradata Analytics Universe, Las Vegas, NV, October 2018
- University of Oxford Marketing Camp, Oxford, UK, September 2018
- DRUID Conference, Copenhagen, Denmark, June 2018
- Invited Guest Facilitator at MSI's Spring Board of Trustees meeting, April 2018
- University of Groningen, Netherlands, April 2018

- Thought Leadership Conference on Digital Business Models and Analytics, Groningen, Netherlands, April 2018
- DMSB Northeastern University Research Showcase, Boston, MA, March 2018
- Erasmus University, Rotterdam, Netherlands, March 2018
- University of Amsterdam, Netherlands, March 2018
- Goethe University Frankfurt, Germany, March 2018
- Singapore Management University, Singapore, January 2018
- University of Massachusetts, Lowell, MA, December 2017
- VOYA Financial Colloquium at the University of Connecticut on “Marketing in a Digitalized Marketplace”, Storrs, CT, October 2017
- Panelist at “Marketing and Technology” plenary session at Keio University, Tokyo, Japan, May 2017
- Hebrew University, Jerusalem, Israel, May 2017
- Challenges and Opportunities for Marketers in Emerging Economies, Tel Aviv, Israel, May 2017
- Speaker and panelist at the “Managing Customer Experience” public forum organized by the University of Queensland, Brisbane, Australia, May 2017
- University of Queensland Marketing Summit, Brisbane, Australia, May 2017
- Melbourne Business School, Melbourne, Australia, May 2017
- University of New South Wales, Sydney, Australia, April 2017
- Nardone Speaker Series (Center for Emerging Markets), Northeastern University, March 2017
- Panelist at “Digitized Customers and Digitized Markets: Current Issues and Research Directions” session at AMA Winter Marketing Academic Conference, February 2017
- Professors Institute, Brierley Institute for Customer Engagement at SMU, Dallas, TX, January 2017
- 10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada, May 2016
- John Hopkins Carey Business School, Baltimore, MD, April 2016
- DMSB Northeastern University Research Showcase, Boston, MA, March 2016
- Northeastern University Marketing Career Track Advisory Board, Boston, MA, March 2016
- 1st Academic-Practitioner Research with Impact Workshop on Customer Experience Management (CEM) and Big Data, Manchester, UK, January 2016
- Annual Reputation Symposium, University of Oxford, UK, September 2015
- Retail’s Academic Symposium, New York, NY, August 2015
- Internet Marketing Boot Camp, San Antonio, TX, February 2015
- Thought Leadership Conference on Mobile Marketing, Texas A&M University, January 2015
- Marketing EDGE Professors Institute, SMU, Dallas, TX, January 2015
- ZEW Conference on the Economics of ICT, Mannheim, Germany, June 2014
- Northeastern University, Boston, MA, April 2014
- MIT Center for Digital Business Conference, Cambridge, MA, May 2013
- New Economic School, Moscow, Russia, April 2013

- Higher School of Economics (ICEF/LEBE), Moscow, Russia, April 2013
- World Knowledge Forum, Seoul, Korea, October 2012
- Glen L. Urban Retirement Symposium at MIT, Cambridge, MA, June 2012
- Moet Hennessy Asia Pacific, Sun Moon Lake, Taiwan, May 2012
- Royal Danish Embassy, Dhaka, Bangladesh, May 2012
- WPP-Google Marketing Research Awards Conference, New York, NY, November 2010
- INSEAD, Fontainebleau, France, November 2008
- University of Maryland, College Park, MD, November 2008
- Temple University, Philadelphia, PA, November 2008
- HEC Paris, Paris, France, November 2008
- University of Michigan, Ann Arbor, MI, October 2008
- University of Alberta, Edmonton, Canada, October 2008
- Babson College, Wellesley, MA, October 2008

Conference Presentations (including accepted for presentation)

- AMA Winter Marketing Academic Conference, Madrid, Spain, February 2026
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New York, NY, December 2025
- INFORMS Annual Conference, Atlanta, GA, October 2025
- SMS Annual Conference, San Francisco, CA, October 2025
- International Conference on Computational Social Science, Norrköping, Sweden, July 2025
- INFORMS Marketing Science Conference, Washington, DC, June 2025
- EMAC Annual Conference, Madrid, Spain, May 2025
- SMS Special Conference, Palermo, Italy, May 2025
- Biz AI Conference: AI Applications in Business Research, Dallas, TX, March 2025
- SCP Annual Conference, Las Vegas, NV, March 2025
- AMA Winter Marketing Academic Conference, Phoenix, AZ, February 2025
- MarkTech Conference, New York, NY, December 2024
- 2nd Annual Business & Generative AI Workshop at the Wharton School, San Francisco, CA, September 2024
- Econometric Society Interdisciplinary Frontiers (ESIF) conference on Economics and AI+ML, Ithaca, NY, August 2024
- INFORMS Marketing Science Conference, Sydney, Australia, June 2024
- Statistical Challenges in eCommerce (SCECR), Lisbon, Portugal, June 2024
- European Meeting of the Urban Economics Association, Copenhagen, Denmark, June 2024
- AMA Marketing and Public Policy Conference, Washington DC, June 2024
- International AAAI Conference on Web and Social Media, Buffalo, NY, June 2024
- Marketing Dynamics Conference, Santorini, Greece, June 2024

- Canadian Economics Association Conference, Toronto, Canada, May 2024
- EMAC Annual Conference, Bucharest, Romania, May 2024
- Marketing Strategy Meets Wall Street, Cologne, Germany, May 2024
- Theory+Practice in Marketing, Austin, TX, May 2024
- Interactive Marketing Research Conference, Boston, MA, May 2024
- Annual POMS conference, Minneapolis, MN, April 2024
- AMA Winter Marketing Academic Conference, St Pete, FL, February 2024
- Marketing and the Creator Economy Conference, New York, NY, December 2023
- Association for Consumer Research Conference, Seattle, WA, October 2023
- Marketing Dynamics Conference, Boston, MA, September 2023
- Academy of Management Annual Conference, Boston, MA, August 2023
- International Conference on Computational Social Science, Copenhagen, Denmark, July 2023
- Annual Meeting of the Society for Political Methodology, Palo Alto, CA, July 2023
- European Group for Organizational Studies (EGOS) Conference, Cagliari, Italy, July 2023
- INFORMS Marketing Science Conference, Miami, FL, June 2023
- Alliance for Research on Corporate Sustainability (ARCS) Conference, Charlottesville, VA, June 2023
- European Marketing Academy Conference, Odense, Denmark, May 2023
- Theory+Practice in Marketing, Lausanne, Switzerland, May 2023
- Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX, March 2023
- AMA Winter Marketing Academic Conference, Nashville, TN, February 2023
- Association for Consumer Research Conference, Denver, CO, October 2022
- Marketing Strategy Meets Wall Street, Chicago, IL, August 2022
- Statistical Challenges in eCommerce (SCECR), Madrid, Spain, June 2022
- Marketing and Public Policy Conference, Austin, TX, June 2022
- INFORMS Marketing Science Conference, Virtual, June 2022
- Strategic Management Society Conference, Virtual, September 2021
- AMA Summer Marketing Academic Conference, Virtual, August 2021
- European Marketing Academy Conference, Virtual, May 2021
- AMA Summer Marketing Academic Conference, Virtual, August 2020
- INFORMS Marketing Science Conference, Virtual, June 2020
- Academy of Marketing Science Annual Conference, Virtual, May 2020
- JCR Future of Brands Conference at Columbia Business School, New York, NY, December 2019
- SJDM Meeting, Montreal, Canada, November 2019
- Association for Consumer Research Conference, Atlanta, GA, October 2019
- Academy of Management Annual Conference, Boston, MA, August 2019
- AMA CBSIG Managerially Relevant Consumer Insights Conference, Bern, Switzerland, July 2019

- INFORMS Marketing Science Conference, Rome, Italy, June 2019
- Interactive Marketing Research Conference, Houston, TX, March 2019
- SCP Annual Conference, Savannah, GA, March 2019
- AMA Winter Marketing Academic Conference, Austin, TX, February 2019
- CMU Conference on Digital Marketing and Machine Learning, Pittsburgh, PA, December 2018
- Association for Consumer Research Conference, Dallas, TX, October 2018
- Strategic Management Society Conference, Paris, France, September 2018
- Platform Strategy Research Symposium, Boston, MA, July 2018
- DRUID Academy Conference, Copenhagen, Denmark, June 2018
- INFORMS Marketing Science Conference, Philadelphia, PA, June 2018
- Academy of International Business, Minneapolis, MN, June 2018
- Interactive Marketing Research Conference, Amsterdam, Netherlands, March 2018
- AMA Winter Marketing Academic Conference, New Orleans, LA, February 2018
- Marketing Analytics and Big Data Conference at Columbia Business School, New York, September 2017
- Marketing Strategy Meets Wall Street Conference, San Francisco, CA, August 2017
- INFORMS Marketing Science Conference, Los Angeles, CA, June 2017
- SCP-JACS Collaborative Conference, Tokyo, Japan, May 2017
- Association for Consumer Research Conference, Berlin, Germany, October 2016
- Marketing Science-Federal Trade Commission Economic Conference on Marketing and Consumer Protection, Washington, DC, September 2016
- Summer Institute in Competitive Strategy, Berkeley, CA, July 2016
- Marketing Dynamics Conference, Hamburg, Germany, July 2016
- Theory+Practice in Marketing, Houston, TX, May 2016
- AMA Winter Marketing Academic Conference, Las Vegas, NV, February 2016
- Marketing EDGE Research Summit, Boston, MA, October 2015
- INFORMS Marketing Science Conference, Baltimore, MD, June 2015
- Theory+Practice in Marketing, Atlanta, GA, June 2015
- AMA Winter Marketing Educators' Conference, San Antonio, TX, February 2015
- Marketing EDGE Research Summit, San Diego, CA, October 2014
- INFORMS Marketing Science Conference, Atlanta, GA, June 2014
- Theory+Practice in Marketing, Evanston, IL, May 2014
- AMA-EMAC Symposium on Marketing and Innovation, Rotterdam, Netherlands, May 2014
- Frank M. Bass UTD-FORMS Conference, Dallas, TX, February 2014
- AMA Winter Marketing Educators' Conference, Orlando, FL, February 2014
- Association for Consumer Research Conference, Chicago, IL, October 2013
- INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013
- Marketing Strategy Meets Wall Street Conference, Frankfurt, Germany, July 2013

- Marketing Communications and Consumer Behavior, La Londe, France, May 2013
- Society for Consumer Psychology Winter Conference, San Antonio, TX, March 2013
- Advertising and Consumer Psychology Conference, Singapore, Singapore, December 2012
- DMEF Direct/Interactive Marketing Research Summit, Las Vegas, NV, October 2012
- Association for Consumer Research Conference, Vancouver, Canada, October 2012
- Summer Conference on Consumer Financial Decision Making, Boulder, CO, June 2012
- INFORMS Marketing Science Conference, Boston, MA, June 2012
- DMEF Direct/Interactive Marketing Research Summit, Boston, MA, October 2011
- INFORMS Marketing Science Conference, Houston, TX, June 2011
- China India Consumer Insights Conference, Beijing, China, July 2010
- INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 2004
- INFORMS Marketing Science Conference, Edmonton, Canada, June 2002

Teaching and Mentoring

Northeastern University

Courses developed and taught (- new courses I have developed or co-developed)*

PhD

- *Interdisciplinary Research in Marketing Science, 2023, 2025
- *Fundamentals of the Platform Economy, 2025

Graduate

- *Marketing Technology Management (developed for future MarTech certificate)
- *Graduate Research Practicum in Marketing, 2023, 2025
- *Succeeding in the Platform Economy, 2023
- *Creating Customer Value through Artificial Intelligence, 2020-21
- *Graduate DATA Initiative Research Practicum, 2020-22
- *Social Media Marketing: Principles and Strategies, 2016-18

Undergraduate

- *Quantitative Analysis of Consumer Data (developed for new Marketing Analytics concentration)
- *Enabling Technologies for Consumer Engagement (developed for future MarTech concentration)
- *Gaining Insights from Consumer Data (developed for new Marketing Analytics concentration)
- *Creating Business Value with Data and AI Technologies (integrative course, developed for new Data Science and Business Administration combined major)
- *Undergraduate Research Practicum in Marketing, 2023, 2025
- *Understanding the Platform Economy, 2023, 2025
- *Creating a Happier World (Honors First-Year Inquiry Series), 2021
- *Designing Digital Platforms (Honors Interdisciplinary Seminar), 2019-25
- *Undergraduate DATA Initiative Research Practicum, 2020-22

Marketing Management, 2015-18
Digital Marketing, 2016
*Social Media Marketing, 2015

Programs developed and taught (* - new programs I have developed or co-developed)

Dialogue of Civilizations Summer Programs

- *Georgia: Second Heaven between Europe and Asia (created)
- *Happiness and Sustainability in the Nordics (Honors), 2020-21
- *Empire and Borderlands: Business and Culture in Russia and the Baltic Region, 2019
- *Driving Growth in Russia: From Building on Bones to Building on Blockchains, 2018

Executive Education

Northeastern Global Impact Fellowship, 2024 (scheduled)
B2B Marketing in Digital World, 2017

Advising, Mentoring and Supervising Students in Undergraduate and Master Programs

- Member of the Honors Research Network, 2023-present
- Faculty Mentor for winners of PEAK Experience Student Awards, 2021-present
- Faculty Advisor for RISE student project (winner of Platform Economy Award), 2021
- Independent and Directed Study supervision (50+ students), 2015-present

Mentoring Ph.D. students and Serving on Dissertation Committees:

- Jeffrey Gleason, Khoury College of Computer Sciences, 2025-2026
- Hamid Zarei, Department of Mechanical and Industrial Engineering, 2023
- Soumyakant Padhee, Department of Mechanical and Industrial Engineering, 2021

Mentoring Visiting Ph.D. students:

- Laetitia Lambillotte, Université catholique de Louvain, 2019

Mentoring Postdoctoral Scholars:

- Wen Xie, 2024-26 (currently: Microsoft)
- Tsung Hsieh, 2023-25 (currently: Assistant Professor of Marketing, Oklahoma State University)
- Ruizhi Zhu, 2023-25 (currently: Assistant Professor of Marketing, University of Science and Technology of China)
- Samsun Knight, 2022-23 (currently: Assistant Professor of Marketing, University of Toronto)
- Yi Yin, 2022-23 (currently: Assistant Professor of Marketing, Wilfrid Laurier University)

INSEAD

Courses developed and taught (- new courses I have developed or co-developed)*

PhD

Marketing Models, 2010, 2012, 2014

Quantitative Methods and Marketing Topics, 2013

MBA

Market Driving Strategies, 2010-12

Brand Management, 2010-11

*Digital and Social Marketing, 2011-15

Executive Education

Marketing Management, 2011-15

Strategic Marketing, 2013-14

Future of Channels, 2011

*Digital and Social Marketing, 2011-13

Moscow School of Management SKOLKOVO

Courses and programs developed and taught

HKUST-SKOLKOVO Executive MBA for Eurasia

Strategic Marketing, 2018

MBA

Marketing Management, 2020

Executive Education

Big Data and Digital Marketing, 2018

Market Driving Strategies, 2019

Service to Profession

Professional Society Leadership

- Co-founder and Chair of AMA (American Marketing Association) AI Special Interest Group, 2023-present
- Academic Representative on Association of National Advertisers (ANA) Influencer Marketing Advisory Board, 2023-present

Professional Events Leadership

- Co-chair for *AI and Technology* Track at the 2026 AMA Winter Marketing Academic Conference
- Faculty Mentor at the joint JM/JMR/IJRM Reviewer Workshop (2026 AMA Winter Marketing Academic Conference)
- Faculty Mentor at the Doctoral Pre-Conference (2025 AMA Summer Marketing Academic Conference)
- Co-chair for *AI, Algorithms and Machine Learning* Track at the 2024 AMA Summer Marketing Academic Conference
- Co-organizer of the 2024 *Interactive Marketing Research Conference* at Northeastern University
- Co-organizer of the 2023 *Marketing Dynamics Conference* at Northeastern University
- Chair of 2021 EMAC Doctoral Colloquium (Marketing Research track)
- Faculty Mentor for 2021 *PhD Project* at Suffolk University
- Co-organizer of the 2019 Inaugural *DATA Forum* at Northeastern University
- Co-organizer of the 2019 Inaugural *Sharing Economy Conference* at Northeastern University
- Poster Co-chair for the 2018 AMA Winter Marketing Academic Conference
- Associate Editor for the 2017 AMA Winter Marketing Academic Conference
- Co-chair for *Brand Management & Integrated Marketing Communications* Track at the 2016 AMA Summer Marketing Academic Conference

External Professional Service

Tenure and Promotion reviews:

- UAE University, 2018
- Babson College, 2018
- UMass Boston, 2019
- UMass Lowell, 2020
- University of Missouri, 2022

Serving as an external member of faculty selection committees:

- Nova School of Business and Economics, 2023

Serving as an external member of PhD dissertation committees:

- Paul Parker (INSEAD), 2021

Serving as an external evaluator for PhD dissertations:

- IIT Delhi, 2025

Editing and Reviewing

Associate Editor of Journal of Public Policy & Marketing (2026-present)

Area Editor of International Journal of Research in Marketing (2024-present)

Associate Editor of Journal of Interactive Marketing (2023-present)

Guest Editor of International Journal of Research in Marketing (AI's Transformational Impact on Marketing special issue, 2024-present)

Guest Editor of Journal of Interactive Marketing (Advancing Interactive Marketing Through Cross-Disciplinary Approaches special issue, 2024-present)

Guest Area Editor of International Journal of Research in Marketing (Blockchain Meets Marketing special issue, 2023-2024)

Member of Editorial Review Boards:

- International Journal of Research in Marketing (2023-present)
- Journal of Retailing (2022-present)
- Journal of Marketing (2021-2025)
- Journal of Public Policy & Marketing (2020-present)
- Journal of Interactive Marketing (2018-present)

Reviewer for Journals:

- Marketing Science
- Journal of Marketing Research
- Management Science
- Journal of Consumer Research
- Information Systems Research
- Production and Operations Management
- Journal of Economic Behavior & Organization
- Journal of the Association for Consumer Research

- Journal of Business Research
- Journal of Product Innovation Management
- Journal of Consumer Behaviour
- Journal of Marketing Behavior
- European Journal of Marketing
- Marketing Letters
- Journal of Marketing Communications
- Journal of Services Marketing
- Sloan Management Review
- California Management Review
- Humanities and Social Sciences Communications
- PLOS ONE
- Scientific Reports
- Environmental and Sustainability Indicators

Reviewer for Awards and Grants:

- NSF Convergence Accelerator Panel
- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
- AMA-EBSCO Annual Award for Responsible Research in Marketing
- CHANSE (Collaboration of Humanities and Social Sciences in Europe)
- Israel Science Foundation
- Social Sciences and Humanities Research Council of Canada
- Swiss National Science Foundation
- ANA Multicultural Excellence Awards
- Russian Management Journals Ranking (New Economic School)
- Higher School of Economics Research Grant Competition

Reviewer for Conferences:

- AMA Winter and Summer Marketing Academic Conferences
- Association for Consumer Research Conference
- Society for Consumer Psychology Conference
- EMAC Conference
- Theory + Practice in Marketing (TPM) Conference
- World Marketing Congress
- Marketing EDGE Research Summit
- AMA Marketing and Public Policy Conference

Other

- Book reviewer for Oxford University Press
- Book reviewer for MIT Press
- Guest Article Editor at SAGE Open

Service to Institutions

Northeastern University

Institute for Experiential AI

- Presidential Task Force on AI, 2024
- Faculty Liaison for Corporate Membership Program, 2023-24
- Institute for EAI Seed Funding Committee, 2023-24
- Institute for EAI Faculty Leadership Committee, 2022-present
- AI Ethics Board at Northeastern, 2022-present

Global Education and Research

- Graduate Group for the Interdisciplinary Ph.D. Program, 2022-present
- Global Experience Faculty Advisory Board, 2019-22
- Global Experience Assessment Working Group, 2020-22
- Developing and coordinating RISE *Focus on DATA* Research Award, 2019-2021
- Developing and coordinating RISE *Focus on Platform Economy* Research Award, 2019-2021
- University Future Opportunities in London (NCH) Committee, 2019-20
- University Committee for developing a new Interdisciplinary Ph.D. in Statistical Science degree, 2016-17
- Ph.D. Faculty Retreat, 2016

Faculty Senate

- Chair of Faculty Senate Global Education Committee, 2022-23
- University Faculty Senate Standing Committee (EAPC), 2020-21
- Chair of Faculty Senate Standing Committee (Faculty Development), 2019
- University Faculty Senate Representative, 2018-21

Faculty Recruitment

- D'Amore-McKim School of Business Representative for EAI Faculty Search, 2021-present
- Member of Interdisciplinary (Artificial Intelligence/Technology Policy) Faculty Search Committee, 2021-22
- Assisting KCCS with faculty recruitment, 2021
- Member of Interdisciplinary (Business, Data, Design) Faculty Search Committee, 2020-21

Program Development

- Advising on Northeastern Global Impact Fellowship, 2023
- Assessing viability of a new Experiential MS program focused on Digital Analytics, 2020-2021

Advising Student Groups

- Faculty Advisor of Data Club, 2021-present
- Faculty Advisor for Ascend student group, 2016-20

Other

- Coordinator of Northeastern AEF (ANA Educational Foundation) membership, 2021-present
- Teaching Master Class for prospective University Honors students, 2019
- Speaking at the University New Faculty Orientation session on tenure, 2018
- Speaking at New World Scholars Oxbridge Dinner, 2018
- Serving as Faculty Marshal at Commencement, 2017
- University Committee for Outstanding Graduate Student Selection, 2016
- Assisting with University Scholars recruitment, 2016
- Presenting at University Working Group on Social Media, 2015

D'Amore-McKim School of Business

- D'Amore-McKim School of Business Full Professor Committee, 2024-present
- D'Amore-McKim School of Business Taskforce on Organizing DMSB Day, 2024
- D'Amore-McKim School of Business Research Committee, 2023-present
- D'Amore-McKim School of Business T&P Committee, 2023-24
- D'Amore-McKim School of Business Undergraduate Analytics Program Design Taskforce, 2019-20
- Assisting with launching an on-ground MS degree in Business Analytics, 2019-20
- Assisting with creating a new combined major, Bachelor of Science in Business Administration and Data Science, 2018-19
- D'Amore-McKim School of Business Undergraduate Curriculum Revision Committee, 2018
- D'Amore-McKim School of Business MS Redesign Taskforce, 2017-19

Marketing Group

- Chair of Marketing Group Faculty Recruiting Committee, 2024-present
- Chair of Marketing Group Research Committee, 2024-present
- Developing a new undergraduate concentration in Marketing Analytics, 2018-19
- Developing a new graduate certificate in Marketing Analytics, 2018-19
- Conducting webinars for Marketing Analytics certificate, 2021
- Organizing Marketing Research Seminars series, 2016-2020
- Organizing Marketing Brown Bag series, 2015-2020
- Marketing Group Postdoctoral Recruiting Committee, 2019
- Marketing Group representative for Web design, 2017-2020
- Marketing Group Faculty Recruiting Committee, 2015-present

INSEAD

Faculty Recruiting Committee, 2010-13

PhD Program:

- PhD Committee, 2010-14
- Faculty Advisor - Yue Wu, 2011-13
- Organizing Singapore Marketing Brown Bag series, 2011-12
- Organizing and running recruitment sessions in USA and Russia, 2009-11

MBA Program:

- MBA Admissions Committee, 2011–14
- Master Classes in Boston, New York, Washington DC, 2014
- Faculty supervisor for MBA projects, 2010-14

GEMBA Program:

- Faculty supervisor for GEMBA projects, 2010-12
- GEMBA admissions interviews, 2010-11

Selected Media Contributions and Mentions

Associated Press News, Bloomberg, CMO Magazine, Digiday, Financial Times, Forbes, Huffington Post, Huntington News, Le Monde, Los Angeles Times, Marketing Week, New York Times, The Economist, U.S. News and World Report. Regular contributor to Northeastern Global News.

Professional Memberships

- American Marketing Association
- INFORMS Society for Marketing Science
- Association for Consumer Research