

BOWEN LUO

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<https://sites.google.com/view/bowenluo>

ACADEMIC POSITION

D'Amore-McKim School of Business, Northeastern University 2021-
Visiting Assistant Professor of Marketing

EDUCATION

Ph.D. Marketing, University of Rochester 2021
Research Master in Economics (with Distinction), Tilburg University 2015
B.S. Mathematics (First Class Honors), University of Hong Kong 2013

RESEARCH INTERESTS

Quantitative Marketing, Vertical Relationships, Advertising

WORKING PAPERS

Manufacturer-Retailer Relationships and the Distribution of New Products
Winner, 2020 ISBM Doctoral Dissertation Award
Winner, 2021 AMS Mary Kay Dissertation Proposal Award
R&R, *Marketing Science*

Disentangling the Effects of Ad Tone on Voter Turnout and Candidate Choice in Presidential Elections
with Brett Gordon, Mitch Lovett, and James Reeder
Minor Revision, *Management Science*

WORK IN PROGRESS

Competitive Geotargeted Advertising: The Case of Home Improvement Stores
with Bhoomija Ranjan

CONFERENCE AND INVITED PRESENTATIONS

“Manufacturer-Retailer Relationships and the Distribution of New Products”

- AEA Annual Meeting, 2022 (scheduled)
- ISBM Webinar, 2021
- Marketing Science Conference, 2021
- AMS Annual Conference, 2021
- Columbia University, 2021
- Georgia State University, 2021

- Rotterdam School of Management, 2021
- University College London, 2021
- Instituto Tecnológico Autónomo de México, 2021
- Cheung Kong Graduate School of Business, 2021
- Imperial College London, 2021
- UCLA, 2020
- National University of Singapore, 2020
- University of Hong Kong, 2020
- Tilburg University, 2020
- Chinese University of Hong Kong, 2020
- Bocconi University, 2020

“Disentangling the Effects of Ad Tone on Voter Turnout and Candidate Choice in Presidential Elections”

- Marketing Science Conference, 2019

TEACHING EXPERIENCE

Northeastern University

- Data Science Practicum in Business (Undergrad) 2021-

Simon Business School, University of Rochester

- Marketing Research (MBA), Lab Instructor 2018, 2019
- Data Analytics (MBA, PMBA), Lab Instructor 2016, 2017
- Core Stats for MS Students (MS), Teaching Assistant 2018, 2019
- Advanced Marketing Analytics (MBA, MS), Teaching Assistant 2017

AWARDS AND HONORS

Winner, AMS Mary Kay Dissertation Proposal Award	2021
Winner, ISBM Doctoral Dissertation Award	2020
AMA Sheth Foundation Doctoral Consortium Fellow	2019
Doctoral Fellowship, Simon Business School, University of Rochester	2015-2020
Koopmans Scholarship, Tilburg University	2014-2015

PROGRAMMING LANGUAGE

R, Matlab, Python, Stata