MICHAEL TRUSOV

Robert H. Smith School of Business	301.405.5878 (phone)
3463 Van Munching Hall	301.405.0146 (fax)
University of Maryland	e-mail: mtrusov@umd.edu
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Academic Positions Held

2020 – present:	Professor of Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD
2013 – 2020:	Associate Professor of Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD
2018 – 2019:	Professor of Marketing, Bocconi University, Milan, Italy
2015, 2016:	Visiting Professor, Bocconi University, Milan, Italy
2015:	Guest Lecturer, London Business School, London, UK
2007 – 2013:	Assistant Professor of Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD

Other Experience

2000 – 2002:	IT Development Manager, *Automatic Response Technologies*, San Clemente, CA
	Internet/Intranet applications, e-commerce, marketing processes automation, data management, digital communications
1998 – 2000:	Principal, *Trusoft*, Northridge, CA
	Internet/Intranet applications, e-commerce, data warehousing, reporting, data mining and visualization
1995 – 1999:	Programmer/Analyst, *Information Products Inc.*, Sherman Oaks, CA
	Contact management software, direct marketing applications, Internet, database development
1994 – 1995:	Network Administrator, *UniBanka (SEB)*, Riga, Latvia
	Design, deployment and support of the enterprise network

Education

Ph.D. (Marketing), 2007, UCLA Anderson School of Management

MBA, 2000, California State University Northridge

M.A., Computer Science, 1995, Riga Technical University

B.A., Computer Science, 1993, Riga Technical University

Research Interests

Internet Marketing (social media marketing, search engine marketing, social networks, clickstream analysis, electronic word-of-mouth marketing, e-commerce, recommendation systems, consumer-generated content), Text Analysis, Big Data, Eye-tracking and Data Mining.

Refereed Publications

[1] Trusov, Michael, Anand Bodapati and Lee Cooper (2006), "Retailer Promotion Planning: Improving Forecast Accuracy and Interpretability," *Journal of Interactive Marketing*, 20, 4, Autumn 2006, 71-81.

[2] Trusov, Michael, Randolph E. Bucklin and Koen Pauwels (2009), "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site," *Journal of Marketing*, Vol. 73 (September 2009), 90-102.
   Voted by the editorial board as the runner-up for the 2009 MSI/H.Paul Root Award
   Voted by the editorial board as a finalist for the 2009 Harold H. Maynard Award
   Winner of the Emerald Management Reviews Citation of Excellence Award, 2010

[3] Trusov, Michael, Anand Bodapati and Randolph E. Bucklin (2010), "Determining Influential Users in Internet Social Networks," *Journal of Marketing Research*, Vol. 47 (4), 643-658.
   Winner of the 2006 Alden G. Clayton Doctoral Dissertation Proposal Competition Award, sponsored by the Marketing Science Institute
   Winner, Paul E. Green Award, 2011
   Winner, Donald R. Lehmann Award, 2011
   Winner, William F. O'Dell Award, 2015

[4] Decker, Reinhold and Michael Trusov (2010), "Estimating Aggregate Consumer Preferences from Online Product Reviews," *International Journal of Research in Marketing*, Lead Article, Vol. 27 (4), 293-307.
   Voted by the editorial board as a finalist for the IJRM 2010 Best Paper Award

[5] Moe, Wendy W. and Michael Trusov (2011), "The Value of Social Dynamics in Online Product Ratings Forums," *Journal of Marketing Research*, June, Vol. 48, No. 3: 444-456.
   Finalist, William F. O'Dell Award, 2016

[6] Rutz, Oliver, Michael Trusov and Randolph E. Bucklin (2011), "Modeling Indirect Effects of Paid Search Advertising: Which Keywords Lead to More Future Visits?" *Marketing Science*, July/August, 30:646-665.
   Finalist, 2020 INFORMS Society for Marketing Science Long Term Impact Award
   Finalist, 2013 Frank M. Bass Award
   Selected by Marketing Science Institute as academic work of particular relevance to managers

[7] Rutz, Oliver and Michael Trusov (2011), "Zooming In on Paid Search Ads – A Consumer-level Model Calibrated on Aggregated Data," *Marketing Science*, September/October, 30: 789-800.

[8] Moe, Wendy, David A. Schweidel and Michael Trusov (2011), "Cutting Through Online Chatter: White Noise or Resonating Insights?" *Sloan Management Review,* 53/1: 14-16.

[9] Trusov, Michael, William Rand and Yogesh V. Joshi (2013), "Improving Prelaunch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors," *Journal of Marketing Research*, December, Vol. 50, Issue 6, pp. 675-690. ***Lead Article.***

   Marketing Science Institute Academic Trustees Review Journal "Must Reads" from 2013 selection

[10] Trusov, Michael, Liye Ma and Zainab Jamal (2016), "Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting," *Marketing Science,* (special issue on Big Data), 35(3), pp. 405-426.

[11] Joshi, Amit and Michael Trusov (2017), "Are you A 'Viral Star'? Conceptualizing and Modeling Inter Media Virality," *Journal of the Association for Consumer Research,* 2:2, pp. 196-215.

[12] Rutz, Oliver, Garrett P. Sonnier and Michael Trusov (2017), "A New Method to Aid Copy Testing of Paid Search Text Advertisements," *Journal of Marketing Research*, December, Vol. 54, No. 6, pp. 885-900.

[13] Zhang, Yuchi, Michael Trusov, Andrew T. Stephen and Zainab Jamal (2017), "Online Shopping and Social Media: Friend or Foe?" *Journal of Marketing*, November, Vol. 81, No. 6, pp. 24-41.

   Voted by the editorial board as a finalist for the 2017 MSI/H.Paul Root Award

[14] Watson, Jared, Pocheptsova Ghosh, Anastasiya and Michael Trusov (2018), "Swayed by the Numbers: The Consequences of Displaying Product Review Attributes," *Journal of Marketing*, Volume: 82 issue: 6, pp. 109-131.

   Winner, CBSIG (AMA Consumer Behavior Group) Research in Practice Award, 2020

[15] Huang, Ming-Hui and Michael Trusov (2020), "Customer Satisfaction Underappreciation: The Relation of Customer Satisfaction to CEO Compensation," *International Journal of Research in Marketing*, vol. 37(1), pp. 129-150.

[16] Mejia, Jorge, Anand Gopal and Michael Trusov (2020), "Deal or No Deal? The Quality Implications of Online Daily Deals and Competition," *Information Systems Research,* forthcoming.

   Best Conference Track Paper: Human Behavior in IS, ICIS, 2016.

[17] Kim, Chul, P.K. Kannan, Michael Trusov and Andrea Ordanini (2020), "Modeling Dynamics in Crowdfunding," *Marketing Science,* Vol. 39(2), pp.339–365.

[18] Shi, Savannah and Michael Trusov (2020), "The Path to Click: Are You on It?," *Marketing Science,* forthcoming.

[19] Chen, Xi, Ralf van der Lans and Michael Trusov (2020), "Efficient Estimation of Network Games of Incomplete Information: Application to Large Online Social Networks," *Management Science*, forthcoming.

Other Publications

[20] Bucklin, Randolph E., Oliver Rutz and Michael Trusov (2009), "Metrics for the New Internet Marketing Communications Mix," in Malhotra, Naresh, ed., *Review of Marketing Research* (Volume 5), M.E. Sharpe, 173-192.

[21] Trusov, Michael, Randolph E. Bucklin and Koen Pauwels (2010), "Do You Want to be my "Friend"? Monetary Value of Word-of-Mouth Marketing in Online Communities," *GfK-Marketing Intelligence Review*, Vol. 2 No. 1 / 2010.

[22] Trusov, Michael and Liye Ma (2017), "Digital Profiling on Limited Data: Application in Display Advertising," *Applied Marketing Analytics*, Vol. 2, 4, 340-352.

[23] Chen, Xi, Ralf van der Lans and Michael Trusov (2017), "Integrating Social Networks into Marketing Decision Models," in *the Handbook of Marketing Decision Models*, Vol. 254, pp. 505-529.

[24] Trusov, Michael and Liye Ma (2018), "User Profiling in Display Advertising," in *the Handbook of Marketing Analytics*, with Applications in Marketing, Policy, and Litigation. Elgar Publishing, pp. 448-457.

Working Papers

[25] Ordanini, Andrea, Chul Kim, Michael Trusov, P.K. Kannan, Yogesh Joshi and Lei Wang, "Co-Investment Network Dynamics in Crowdfunding Platforms."

[26] Decker, Reinhold and Michael Trusov, "Global Brands in Local Markets – Harnessing User Generated Content across Borders."

[27] Zhao, Xindi and Michael Trusov, "The Role of Incentivized Reviews: A Dynamic Perspective."

Honors and Awards

2020:	MSI Scholar, 2020.
2020:	Finalist, INFORMS Society for Marketing Science Long Term Impact Award (LTI Award), 2020.
2020:	Winner, CBSIG (AMA Consumer Behavior Group) Research in Practice Award, 2020. Awarded for 2018 Journal of Marketing article, "Swayed by the Numbers: The Consequences of Displaying Product Review Attributes," (with Jared Watson and, Anastasiya Pocheptsova-Ghosh).

2019:	Ranked 23rd among the Top Most Productive Authors in the Premier AMA Journals, 2009-2018 (AMA DocSIG, 2019)
2018:	Finalist, JM MSI/H. Paul Root Award, awarded for the November 2017 Journal of Marketing article, "Online Shopping and Social Media: Friends or Foes?" (with Yuchi Zhang, Andrew T. Stephen and Zainab Jamal)
2018:	Ranked 37th among the Top Most Productive Authors in the Premier AMA Journals, 2008-2017 (AMA DocSIG, 2018)
2016:	Finalist, William F. O'Dell Award honors the paper published in the Journal of Marketing Research in 2011 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.
2016:	Winner, Best Conference Track Paper: Human Behavior in IS, International Conference on Information Systems (ICIS), 2016.
2015:	Winner, William F. O'Dell Award honors the paper published in the Journal of Marketing Research in 2010 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.
2014:	Emerald Management Reviews Citation of Excellence, Top 35 Most Cited Management Articles from the past 15 years (chosen out of 200,000+ articles).
2014:	Journal of Marketing, Top 10 Articles with the most impact on marketing practice (2004 to 2012)
2014:	Journal of Marketing Research, Top 10 Articles with the most impact on marketing practice (2004 to 2012)
2013:	Named as one of Top 50 Most Productive Researchers in Marketing, 2009-2013 (AMA DocSIG, 2013)
2013:	Finalist, 2013 Frank M. Bass Award
2013:	Emerald Management Reviews Citation of Excellence, 2013
2013:	MSI Young Scholar, 2013
2011:	Winner, Society for Marketing Advances Emerging Scholar Award
2011:	Winner, Donald R. Lehmann Award for the Best Paper based on a Doctoral Dissertation published in the Journal of Marketing or Journal of Marketing Research.
2011:	Financial Times' Business Education "Professor of the Week."
2011:	Marketing Science Institute research grant award ($8,000).

2011:	Finalist, Best Paper Award, awarded for the December 2010 International Journal of Research in Marketing article, "Estimating Aggregate Consumer Preferences from Online Product Reviews," (with Reinhold Decker).
2011:	Winner, Paul E. Green Award, awarded for the August 2010 Journal of Marketing Research article, "Determining Influential Users in Internet Social Networks," (with Anand Bodapati and Randolph E. Bucklin).
2010:	Marketing Science Institute research grant award ($12,000).
2010:	Top 15% Teaching Award, Robert H. Smith School of Business
2010:	Emerald Management Reviews Citation of Excellence, 2010, awarded for the September 2009 Journal of Marketing article, "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site," (with Randolph E. Bucklin and Koen Pauwels). The article was selected as one of the top 50 from the 15,000 articles reviewed throughout 2009.
2010:	Featured in Research@Smith, Spring 2010.
2009:	Second Place Winner, MSI/H. Paul Root Award, 2009, awarded for the September 2009 Journal of Marketing article, "Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site," (with Randolph E. Bucklin and Koen Pauwels).
2009:	Finalist, Harold H. Maynard Award, awarded for the September 2009 Journal of Marketing article, "Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site," (with Randolph E. Bucklin and Koen Pauwels).
2006:	Winner, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute. Essay title: "Your Members are also Your Customers: Marketing for Internet Social Networks."
2006:	Fellow, Sheth Foundation Doctoral Consortium.
2002-2006:	Ph.D. Degree Fellowship, Graduate Division, UCLA.
2002-2005:	Ph.D. Summer Fellowship, UCLA Anderson School of Management.

Invited Talks

Michael Trusov, Anand Bodapati and Lee Cooper, "Retailer Promotion Planning: Improving Forecast Accuracy and Interpretability," Oversee.net, Los Angeles, CA, March 2006

Michael Trusov, Anand Bodapati and Randolph E. Bucklin, "Determining Influential Users in Internet Social Networks," Fall 2006

        Erasmus University, Rotterdam

        HEC, Paris

        Imperial College, London

        Indiana University, Bloomington

        National University of Singapore, Singapore

        Rensselaer Polytechnic Institute, Troy

        Stanford University, Stanford

        University of California, Davis

        University of California, Riverside

        University of Connecticut, Storrs

        University of Maryland, College Park

        University of Michigan, Ann Arbor

        University of North Carolina, Chapel Hill

        University of Texas at Dallas, Dallas

        University of Wisconsin, Milwaukee

Michael Trusov, Anand Bodapati and Randolph E. Bucklin, "Predicting User Involvement in Internet Social Networks," HP Lab, Palo Alto, CA, May 2007

Michael Trusov and Amit Joshi, "Inter Media Reactivity – A Conceptual Framework and Methodology for Analyzing Dynamics of New Media," Yonsei University, May 2010

Oliver Rutz and Michael Trusov, "Zooming In on Paid Search Ads – A Consumer-level Model Calibrated on Aggregated Data"

        University of Pittsburgh, February 2012

        University of Virginia, April 2012

        Harvard University, May 2012

        University of Texas at Dallas, November 2012

Michael Trusov and Reinhold Decker, "Global Brands in Local Markets – Harnessing User Generated Content across Borders," European Marketing Academy Conference, Lisbon, Portugal, May 2012

Savannah Shi and Michael Trusov, "The Path to Click: Are You on It?"

        Duke University, April 2013

        HKUST Business School, May 2013

        Erasmus University, Rotterdam, June 2013

        Amsterdam Business School, June 2013

        HEC Paris, June 2013

        Columbia University, February 2014

        Northwestern University, March 2014

Dartmouth College, May 2014
London Business School, July 2014
Keio University, Tokyo, Japan, November 2014
Wharton School, University of Pennsylvania, March 2015
University of Wisconsin-Madison, September 2015
Temple University, Philadelphia, December 2015
University of Houston, February 2016

Michael Trusov, Liye Ma and Zainab Jamal, "Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting."
Keio University, Tokyo, Japan, November 2014

Savannah Shi and Michael Trusov, "Context Matters: Dynamic Visual Inspection on Search Engines"
Korea University Business School, Seoul, Korea, May 2016
INSEAD, Fontainebleau, France, November 2016
Arison School of Business, Herzliya, Israel, December 2016
Vienna University of Economics and Business, Vienna, Austria, January, 2017
Boston University, Questrom School of Business, September, 2017
Bocconi University, Milan, Italy, October, 2017
Northeastern University, D'Amore-McKim School of Business, November, 2017

Michael Trusov, "Dealing with High Dimensional Data: Applications in Consumer Networks, Paid Search, and Behavioral Targeting."
MSI Advanced Analytics Roundtable, Foster City, CA, February, 2017.

Xindi Zhao and Michael Trusov, "The Role of Incentivized Reviews: A Dynamic Perspective."
HEC Paris, April 2019
IDC, Arison School of Business, Herzliya, Israel, May 2019

Conference Presentations

Michael Trusov and Randolph E. Bucklin, "Should We Hope You Shopped Around? Effects of Prior Internet Search on E-Commerce Site Activity," INFORMS Marketing Science Conference, Emory University, June 2005

Michael Trusov, Anand Bodapati and Lee Cooper, "Retailer Promotion Planning: Improving Forecast Accuracy and Interpretability," International Workshop on Customer Relationship Management: Data Mining Meets Marketing, NYU, November 2005

Michael Trusov, Anand Bodapati and Randolph E. Bucklin, "Predicting User Involvement in Internet Social Networks," INFORMS Marketing Science Conference, University of Pittsburgh, June 2006

Anand V. Bodapati and Michael Trusov, "Forecasting Performance of Paid Search Engine Advertising Buys: A Semantics Discovery Approach," INFORMS Marketing Science Conference, University of British Columbia, June 2008[*]

Michael Trusov and William Rand, "Identifying Network Properties from Aggregate Data," INFORMS Marketing Science Conference, University of Michigan, June 2009

Amit Joshi and Michael Trusov, "Double Jeopardy! Modeling the Dual Role of Online Search and its Interaction with Social and Commercial Media," INFORMS Marketing Science Conference, University of Cologne, June 2010[*]

Oliver Rutz and Michael Trusov, "A Two-stage Individual-level Model of Paid Search Response Calibrated on Aggregated Data," INFORMS Marketing Science Conference, University of Cologne, June 2010[*]

Randolph Bucklin, Oliver Rutz and Michael Trusov, "Exploring the Long Tail in Paid Search Advertising," INFORMS Marketing Science Conference, University of Cologne, June 2010[*]

Savannah Wei Shi and Michael Trusov, "Seeing Your Ads through the Eyes of Consumers: Information Search on Search Engine Websites," INFORMS Marketing Science Conference, Boston University, June 2012[*]

Michael Trusov, Liye Ma and Zainab Jamal, "Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting."
Tohoku University, Sendai, Japan, November 2014

Jared Watson, Anastasiya Pocheptsova and Michael Trusov, "Swayed by the Numbers: The Unintended Consequences of Displaying Online Product Review Volumes."
    ISMS Marketing Science Conference, June 2015[*]
    ACR North American Conference, October 2015[*]
    INFORMS Annual Meeting, November 2015[*]

Jorge Mejia, Anand Gopal and Michael Trusov, "Deal or No Deal? The Quality Implications of Online Daily Deals and Competition."
    Conference on Information Systems and Technology (CIST), San Francisco, 2014[*]
    Association for Consumer Research (ACR), North American Conference, 2015[*]
    Marketing Science (ISMS), Baltimore, 2015[*]
    International Conference on Information Systems (ICIS), Dublin, Ireland, 2016[*]

Xindi Zhao and Michael Trusov, "The Role of Incentivized Reviews: A Dynamic Perspective."
    Marketing Science (ISMS), Philadelphia, 2018[*]

- presented by co-author

Professional Service

Co-chair, Marketing Dynamics Conference 2019, University of Maryland, College Park.
Area Editor, Winter AMA Conference, Orlando, FL, 2017.
Session Organizer/Chair, "Social Media and Internet Marketing," INFORMS Annual Meeting, 2015.

Co-chair, "Marketing Analytics and Research" track, Winter AMA Conference, 2014
Program Chair-Elect for the American Statistical Association's Marketing and Statistics Section, 2011
Faculty, INFORMS Society on Marketing Science Doctoral Consortium, 2011

Editorial Service

Area Editor
  Journal of Marketing
  Journal of Marketing Research

Editorial Review Board Member
  International Journal of Research in Marketing
  Journal of Interactive Marketing
  Marketing Science

Ad Hoc Reviewer
  Information Systems Research
  Management Science
  Marketing Letters
  MIS Quarterly
  Journal of the Academy of Marketing Science

University and Departmental Service

Academic Director of the MS-Marketing Analytics program, 2019-present
Co-Director, Smith Collaborative for Data Science and Digital Insights, 2019-present
Chair, Hiring Committee for the Professional Track Faculty position, 2017-2018
Member, Hiring Committee for the Senior Lecturer/Clinical Associate Professor position, 2017
Member, PhD Oversight Committee, 2017-2018
Member, Teaching Enhancement Committee, 2015-2017
Member, Research Computing Committee, 2016-2017
Member, Program Committee, Smith School Analytics Conference, 2016-2017
Member, Hiring Committee for the new instructional coach/consultant position, 2017
Member, Salary Review Committee (SRC) for Tenured Faculty, 2014, 2016
Chair, Marketing Area Review Committee, 2015, 2016
Member, Marketing Department recruiting committee, 2014
Member, PhD Applications Review Committee, 2014
Member, Blended Learning Committee, 2013 - 2016
Advisor, Smith School of Business Team MBA Advisors, 2011 - 2014
Supervising Faculty, Smith Experience Program, 2012 - 2016
Member, Smith School of Business Website Redesign Committee, 2012 - 2014
Member, Smith School of Business/IBM Internships in Business Analytics Committee, 2011 - 2015
Supervising Faculty, Google AdWords Challenge Competition, 2011
Coordinator, Marketing Department Seminar Series, 2010 - 2011
Member, PhD Program Applicant Selection Committee, 2010
School Representative, Kraft Professor Partnership Program, 2010
Member, Marketing Department Undergraduate Task Force, 2010
Member, Minority Recruiting Sub-committee, 2009

Doctoral Dissertation Committees

> Savannah Shi, University of Maryland (Marketing), 2011
> Hyoryung Nam, University of Maryland (Marketing), 2012
> Ya You, University of Central Florida (Marketing), 2013
> Xi Chen, HKUST Business School, 2013
> Chen Huang, University of Maryland (College of Information Studies), 2013
> Hongshuang (Alice) Li, (Marketing), 2014
> Yuchi Zhang, (Marketing), 2014
> Jorge Mejia, (DOIT), 2016
> Jared Watson (Marketing), 2018
> Jin-Hee Huh (Marketing), present
> Xindi Zhao (Marketing), present

Teaching

> University of Maryland
>> Digital Marketing (BMGT484) - undergraduate
>> Social Media and Internet Marketing (BUMK758O) - graduate (MBA)
>> Digital Analytics (BUMK766) - graduate (MS)
>> Social Media and Web Analytics (BMSO758A) - graduate (MS), online program

> Bocconi University
>> Web and Social Analytics (20537) - graduate (MS)
>> Marketing Analytics (30429) - undergraduate

> London Business School
>> Social Media and Internet Marketing (E488 SPR15) - graduate (EMBA/MBA).