



MICHAEL TRUSOV

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Academic Employment

2007 – present: 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 (now SEB Unibanka)*, 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, 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.
- [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.
- [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.
- [7] Rutz, Oliver and Michael Trusov (2011), "Zooming In on Paid Search Ads – A Consumer-level Model Calibrated on Aggregated Data," *Marketing Science*, forthcoming.
- [8] Moe, Wendy, David A. Schweidel and Michael Trusov (2011), "Cutting Through Online Chatter: White Noise or Resonating Insights?" *Sloan Management Review*, forthcoming.

Other Publications

- [9] 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.
- [10] 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.

Working Papers

- [11] Michael Trusov and William Rand (2010), "Searching for Networks in Aggregate Diffusion Data."
- [12] Michael Trusov and Randolph E. Bucklin (2007), "Should We Hope You Shopped Around? Effects of Prior Internet Search on E-Commerce Site Activity."
- [13] Reinhold Decker and Michael Trusov (2010), "From Pro/con Listings to New Marketing Insights: A Cross-sectional Analysis of Online Product Reviews."
- [14] Amit Joshi and Michael Trusov (2010), "Are you A 'Viral Star'? Modeling Inter Media Virality in the Entertainment Industry."
- [15] Zainab Jamal, Randolph E. Bucklin and Michael Trusov (2009), "Customer Fit and Customer Retention at an Internet Recommendation Site."

Work in Progress

- [16] "Forecasting Performance of Paid Search Engine Advertising Buys: A Semantics Discovery Approach," with Anand Bodapati.
- [17] "Search Engine Marketing: Effect of Context on Ad Performance," with Oliver Rutz.
- [18] "Modeling Consumer `Self-Selection` into Keywords: A Dirichlet-Classification Approach," with Oliver Rutz.
- [19] "Search Engine Marketing - Through the Eyes of Consumers: Application of Semantic Text Analysis in Eye-tracking Studies."
- [20] "Web 2.0 - Marketing in Social Media," with P.K. Kannan.
- [21] "Competing for a Virtual Real Estate: Widgets Marketing on FaceBook," with Yogesh Joshi.

Honors and Awards

- 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.

Conference and Invited 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 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, “Predicting User Involvement in Internet Social Networks,” INFORMS Marketing Science Conference, University of Pittsburgh, June 2006

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 William Rand, “Identifying Network Properties from Aggregate Data,” INFORMS Marketing Science Conference, University of Michigan, June 2009

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

Professional Service

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

Ad Hoc Reviewer, Information Systems Research
Ad Hoc Reviewer, MIS Quarterly
Ad Hoc Reviewer, Journal of Interactive Marketing
Ad Hoc Reviewer, Journal of Marketing
Ad Hoc Reviewer, Marketing Letters
Ad Hoc Reviewer, Marketing Science
Ad Hoc Reviewer, Journal of Marketing Research
Ad Hoc Reviewer, Management Science
Ad Hoc Reviewer, International Journal of Research in Marketing

Doctoral Dissertation Committees (Member)

Savannah Shi, University of Maryland (Marketing), 2011
Ya You, University of Central Florida (Marketing), 2012 (expected)
Ajay Abraham, University of Maryland (Marketing), 2014 (expected)

Teaching

Undergraduate - Electronic Marketing (BMGT484)
Graduate (MBA) - Social Media and Internet Marketing (BUMK758O).