

MICHAEL TRUSOV

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Employment

- 2007 – present: Assistant Professor of Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD
- 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 and E-Commerce (social networks on the Internet, clickstream analysis, electronic word-of-mouth marketing, eCRM, online recommendation systems, paid search, consumer-generated media), Discrete Choice Modeling, Eye-tracking and Data Mining.

Papers in Press and Under Review

Michael Trusov, Anand Bodapati and Lee Cooper (2006), “Retailer Promotion Planning: Improving Forecast Accuracy and Interpretability,” *Journal of Interactive Marketing*, 20, 4, Autumn 2006, 71–81.

Michael Trusov, 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*, forthcoming.

Michael Trusov, Anand Bodapati and Randolph E. Bucklin (2009), “Determining Influential Users in Internet Social Networks,” *Journal of Marketing Research*, accepted.

Michael Trusov and Randolph E. Bucklin (2007), “Should We Hope You Shopped Around? Effects of Prior Internet Search on E-Commerce Site Activity,” being revised for second round review at *Marketing Science*.

Pradeep Bhardwaj, Randolph E. Bucklin and Michael Trusov (2008), “Compensating a Multi-Product Salesforce with Selling Effort Spillover: Theory and Evidence from the Automobile Industry,” being revised for second round review at *International Journal of Research in Marketing*.

Book Chapters

“Metrics for the New Internet Marketing Communications Mix,” with Randolph Bucklin and Oliver Rutz, *Review of Marketing Research*, Vol. 5, Naresh Malholtra (ed.).

Working Papers

Zainab Jamal, Randolph E. Bucklin and Michael Trusov (2008), “Customer Fit and Customer Retention at an Internet Recommendation Site.”

Oliver Rutz, Michael Trusov and Randolph E. Bucklin (2009), “Putting the Advertising into Paid Search.”

Michael Trusov and William Rand (2009), “Identifying Network Properties from Aggregate Data.”

Amit Joshi and Michael Trusov (2009), “Searching for Buzz! Investigating the Total Impact of Social and Commercial Media on Buzz and Performance.”

Work in Progress

“Forecasting Performance of Paid Search Engine Advertising Buys: A Semantics Discovery Approach” with Anand Bodapati.

“A Two-stage Individual-level Model of Paid Search based on Aggregate Keyword Data,” with Oliver Rutz.

“AdWords – Managing Large Paid Search Campaigns Efficiently,” with Oliver Rutz.

“Measuring the Value of Social Dynamics in Online Product Ratings Forums” with Wendy Moe.

“Search Engine Marketing – Through the Eyes of Consumers: Application of Semantic Text Analysis in Eye-tracking Studies.”

“Web 2.0 - Marketing in Social Media” with P.K. Kannan.

“Competing for a Virtual Real Estate: Widgets Marketing on FaceBook,” with Yogesh Joshi.

“In Search of Anti-Lock (in): Information Search on the Web,” with Randolph E. Bucklin and Catarina Sismeiro.

“Investigating the Sticker Shock Effect in Online Car Shopping,” with Randolph E. Bucklin.

“Modeling Usage Dynamics in Online Social Networking Site,” with Anand Bodapati.

"Alumni Networks: Identifying Influentials."

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

Awards and Fellowships

- 2006: Winner, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute
- 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

Editorial Service

- Ad Hoc Reviewer, Information Systems Research
- Ad Hoc Reviewer, Journal of Interactive Marketing
- Ad Hoc Reviewer, Journal of Marketing
- Ad Hoc Reviewer, Marketing Letters
- Ad Hoc Reviewer, Marketing Science