

## MICHAEL TRUSOV

Robert H. Smith School of Business  
3463 Van Munching Hall  
University of Maryland  
College Park, MD 20742-1815

301.405.5878 (phone)  
301.405.0146 (fax)  
e-mail: mtrusov@umd.edu  
web: www.emodeler.us

---

### 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*, Volume 31, Issue 4, December 2020, pp. 1087–1106.  
**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] Roland T. Rust, Donald R. Lehmann, Ming-Hui Huang, and Michael Trusov, “The Cost of Excessive Rigor,” under 1<sup>st</sup> round of reviews at the *Journal of Marketing*.
- [26] Ordanini, Andrea, Chul Kim, Michael Trusov, P.K. Kannan, Yogesh Joshi and Lei Wang, “Co-Investment Network Dynamics in Crowdfunding Platforms.”
- [27] Decker, Reinhold and Michael Trusov, “Global Brands in Local Markets – Harnessing User Generated Content across Borders.”
- [28] 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 23<sup>rd</sup> 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 37<sup>th</sup> 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.

**Citation Counts**      Web of Science: 1888, H-Index: 9 (February 8, 2021)  
Google Scholar: 5788, H-Index: 15 (February 8, 2021)

## **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).