

MICHAEL TRUSOV

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Academic Positions Held

- 2013 – present: Associate Professor of Marketing, Robert H. Smith School of Business,
University of Maryland, College Park, MD
- 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, 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*, forthcoming.
- [13] Zhang, Yuchi, Michael Trusov, Andrew T. Stephen, and Zainab Jamal (2017), “Online Shopping and Social Media: Friend or Foe?” *Journal of Marketing*, forthcoming.

Other Publications

- [14] 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.
- [15] 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.
- [16] Trusov, Michael and Liye Ma (2017), “Digital Profiling on Limited Data: Application in Display Advertising,” *Applied Marketing Analytics*, Vol. 2, 4, 340-352.
- [17] Trusov, Michael and Liye Ma (2017), “User Profiling in Display Advertising,” in *the Handbook of Marketing Analytics, with Applications in Marketing, Policy, and Litigation*. Elgar Publishing, forthcoming.
- [18] 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.

Working Papers

- [19] Chen, Xi, Ralf van der Lans, and Michael Trusov (2017), “Scaling Social Influence Games to Massive Networks: Implications for Targeting Strategies,” invited for a second round of review at *Management Science*.

- [20] Watson, Jared, Anastasiya Pocheptsova and Michael Trusov (2017), “Swayed by the Numbers: The Unintended Consequences of Displaying Online Product Review Volumes,” under second round of review at *Journal of Marketing*.
- [21] Mejia, Jorge, Anand Gopal and Michael Trusov (2017), “Deal or No Deal? The Quality Implications of Online Daily Deals and Competition,” invited for a second round of review at *Information Systems Research*.
Best Conference Track Paper: Human Behavior in IS, ICIS, 2016.
- [22] Shi, Savannah and Michael Trusov (2017), “Context Matters: Dynamic Visual Inspection on Search Engines,” invited for a second round of review at *Marketing Science*.
- [23] Ordanini, Andrea, Chul Kim, Michael Trusov, P.K. Kannan, Yogesh Joshi, and Lei Wang (2017), “Co-Investment Network Dynamics in Crowdfunding Platforms,” under review at *Journal of Marketing Research*.
- [24] Kim, Chul, P.K. Kannan, Michael Trusov and Andrea Ordanini (2017), “Modeling Dynamics in Crowdfunding.”
- [25] Huang, Ming-Hui and Michael Trusov (2016), “The Productivity Trap: Punishing Top Executives for Satisfying Customers?”
- [26] Decker, Reinhold and Michael Trusov (2012), “Global Brands in Local Markets – Harnessing User Generated Content across Borders.”

Honors and Awards

- 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.

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*

* - presented by co-author

Professional Service

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

Editorial Review Board Member

International Journal of Research in Marketing

Journal of Marketing

Journal of Marketing Research

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

Member, PhD Oversight Committee, 2017-present

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 (Member)

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), current.

Teaching

Electronic Marketing (BMGT484) - undergraduate
Social Media and Internet Marketing (BUMK758O) - graduate (MBA)
Web Analytics (BUMK758M) - graduate (MS).