

Vilma Todri

Contact Information

Emory University
Goizueta Business School
1300 Clifton Road, Room 409, Atlanta, GA 30322, USA

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Academic Experience

Emory University, USA

Goizueta Business School

Department of Information Systems and Operations Management

Assistant Professor

Associate Professor (with tenure)

2016-2023

2023-Present

Education

New York University, USA

2011-2016

Leonard N. Stern School of Business

Department of Information, Operations, and Management Sciences

Ph.D. in Information Systems (Doctoral Advisor: Anindya Ghose)

Dissertation on Modeling and Measuring Digital Advertising Effectiveness with Atomic Data

Athens University of Economics and Business, Greece

2004-2008

Department of Management Science and Technology

Ptychion on Management Science and Technology

Dissertation on Search Engine Optimization Techniques

GPA: 9.62/10, Ranking: 1st in the history of the department, *Maxima Cum Laude*

Research

Research Interests & Methods: I study the effects of emerging technologies on digital advertising, electronic word-of-mouth, and technology-mediated consumer behavior using causal inference, machine learning, and experimental research designs.

Google Scholar Metrics: Citations: 930+; h-index: 11; i10-index: 11

Refereed Journal Publications

- P. Adamopoulos, V. Todri. "Consumer Social Connectedness and Persuasiveness of Automated Collaborative-Filtering Recommender Systems: Evidence from an Online-to-Offline Recommendation App." *Production and Operation Management*, Forthcoming, 2024
- V. Todri, P. Adamopoulos, M. Andrews. "Is Distance Really Dead in the Online World? How Geographical Distance Moderates the Effectiveness of Electronic Word-of-Mouth." *Journal of Marketing*, 86 (4), 2022
[Featured in "Impact at JMR: The Research Behind Influencer Marketing"]
- V. Todri. "Frontiers: The Impact of Ad-blockers on Online Consumer Behavior." *Marketing Science*, 41(1), 2021
[Lead Article]
- P. Adamopoulos, V. Todri, A. Ghose. "Demand Effects of the Internet-of-Things Sales Channel: Evidence from Automating the Purchase Process." *Information Systems Research*, 32(2), 2020
[Nominated for INFORMS CIST 2018 Best Paper Award]
[Awarded Marketing Science Institute Research Grant]
- V. Todri, A. Ghose, P. V. Singh. "Trade-Offs in Online Advertising: Advertising Effectiveness and Annoyance Dynamics Across the Purchase Funnel." *Information Systems Research*, 31(1), 2019
[Information Systems Research (ISR) Best Paper Runner-Up Award (2021)]
[Top 5 most popular papers of Marketing Science Institute (2019)]

- P. Adamopoulos, A. Ghose, V. Todri. "The Impact of User Personality Traits on Word-of-Mouth: Text-mining Social Media Platforms." *Information Systems Research*, 29(3), 2018
[Nominated for Information Systems Research 2018 Best Paper Award]
[Top 10 most cited papers published at ISR between 2018 and 2022]
[Selected for INFORMS Analytics Collection "Advances in Integrating AI & O.R.": Integrating Predictive & Causal Inference, EC2021, Volume 16]
[Awarded Marketing Science Institute Research Grant]
- A. Ghose, V. Todri. "Towards a Digital Attribution Model: Measuring Display Advertising Effects on Online Search Behavior." *MIS Quarterly*, 40(4), 2016
[Nominated for INFORMS CIST 2015 Best Paper Award]
[Awarded NET Institute Research Grant]

Refereed Conference Publications (Including Top Computer Science Outlets)

- H. Lee, V. Todri, P. Adamopoulos, A. Ghose. "The Impact of Generative AI on Advertising Effectiveness." *Proceedings of the International Conference on Information Systems (ICIS)*, 2024
- P. Adamopoulos, A. Ghose, V. Todri. "Demand Effects of the Internet-of-Things Sales Channel." *Proceedings of the International Conference on Information Systems (ICIS)*, 2018
- A. Ghose, P. V. Singh, V. Todri. "Got Annoyed? Examining the Advertising Effectiveness and Annoyance Dynamics." *Proceedings of the International Conference on Information Systems (ICIS)*, 2017
- P. Adamopoulos, V. Todri. "Personality-Based Recommendations: Evidence from Amazon.com." *Proceedings of the ACM Conference on Recommender Systems (RecSys)*, 2015
[Top 5 Publication Venue for Data Mining & Analysis (Google Scholar)]
- P. Adamopoulos, V. Todri. "The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events." *Proceedings of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)*, 2015
[Top 1 Publication Venue for Data Mining & Analysis (Google Scholar)]
[Nominated for the INFORMS Best Student Paper Award on Social Media Analytics]
- V. Todri, P. Adamopoulos. "Social Commerce: An Empirical Examination of the Antecedents and Consequences of Social Commerce in Social Network Platforms." *Proceedings of the International Conference on Information Systems (ICIS)*, 2014
- P. Adamopoulos, V. Todri. "Social Commerce Analytics: The Effectiveness of Promotional Events on Brand User Base in Social Media." *Proceedings of the International Conference on Information Systems (ICIS)*, 2014

Select Working Papers

- "Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?" (with H. Lee)
- "Blocking Ad-blocking Technologies: Protecting the Business Model that Drives the Internet Economy" (with H. Lee)
- "How Do Consumers' Online Browsing and Purchasing Behaviors Differ Across Devices? The Role of Mobile Devices in Consumers' Path To Purchase."
- "The Impact of Generative AI on Advertising Effectiveness." (with H. Lee, P. Adamopoulos, A. Ghose)

Select Academic Honors & Awards

- Amazon Research Award (\$60,000) (2025)
- Robson Innovation in Research and Teaching Grant (\$4,000) (2024)
- Dean's Research Grant (\$3,000), Goizueta Business School, Emory University (2024)
- Emory University Research Committee Grant (University-wide research grant) (\$28,000) (2024)
- MSI Young Scholar (2023)

- AIS Distinguished Member (2023)
- **INFORMS ISS Sandra A. Slaughter Early Career Award** (2022)
- **Goizueta Business School Alumni Award for Excellence in Research** (School-wide Research Award) (2022)
- **MSBA Distinguished Core Educator Teaching Award** (2022)
- **Information Systems Research (ISR) Best Paper Runner-Up Award** (2021)
- Information Systems Research (ISR) Best Reviewer Award (2021)
- Google Cloud Research Grant (2021)
- Management Science Distinguished Service Award (2021, 2019)
- ICIS Best Associate Editor Award (2021, 2020, 2019)
- **INFORMS ISS Gordon B. Davis Young Scholar Award** (2020)
- **AIS Early Career Award** (2020)
- **Emory Williams Distinguished Teaching Award** (Most Prestigious Emory University Teaching Award) (2020)
- Dean's Research Grant (\$2,000), Goizueta Business School, Emory University (2020)
- Amazon AWS DeepLens - Deep Learning Grant (2020)
- Information Systems Research (ISR) Best Paper Award Nomination (2019)
- **Top 5 Most Popular Papers of Marketing Science Institute** (2019)
- MSI Research Grant (\$9,000), Research Initiative on the Customer-Technology Interface (2019)
- INFORMS CIST Best Paper Award Nomination (2018)
- Best Reviewer Award Nomination for Information Systems Research (ISR) (2018)
- Dean's Research Grant (\$12,000), Goizueta Business School, Emory University (2018)
- Best Reviewer Award Nomination for Management of Information Systems Quarterly (MISQ) (2017)
- MSI Research Grant (\$7,500), Research Initiative on the Digitized Customer (2017)
- Dean's Research Grant (\$7,800), Goizueta Business School, Emory University (2017)
- Amazon AWS Research Grant (\$5,700) (2017)
- INFORMS CIST Best Paper Award Nomination (2015)
- INFORMS Best Student Paper Award Nomination on Social Media Analytics (2015)
- NET Institute Research Grant (\$3,000) (2015)
- NSF Award for Data Science Workshop (2015)
- Teaching Commendation from the Vice Dean for Doctoral Education, Stern School of Business, New York University (2015)
- Grant from the NYU Student Senators Council and Vice Provost for Research (2015)
- Center for Global Economy and Business Research Grant (\$9,000), Stern School of Business, New York University (2014)
- Stern Dean's Fellowship, Stern School of Business, New York University (2015 – 2016)
- Alexander S. Onassis Foundation Scholarship (2011-2015)
- Wharton Customer Analytics Institute Award (2014)
- Fulbright Scholarship (2011)
- Country Manager Award (Google Inc.) (2011)
- Four Fellowships from Greek State Scholarship Foundation (IKY) (2004 – 2008)
- Dean's Fellowship for Academic Excellence, Athens University of Economics and Business (AUEB) (2007 – 2008)

- Global Business and Management Competition (GMC 2008 and 2009, ranked 4th in Greece)
- Start-up Business Plan Competition Award (1st prize at the 2008 DMST@AUEB Contest)

Teaching Experience

- **Emory Williams Distinguished Teaching Award** (2020) (Most Prestigious Emory University Teaching Award)
- **MSBA Distinguished Core Educator Teaching Award** (2022)

Emory University, Instructor

2017–Present

- **ISOM 672 - Introduction to Business Analytics** (newly developed **MSBA Core Course**)
- **ISOM 456 - Introduction to Business Data Analytics** (newly developed **BBA Elective Course**)
- **ISOM 656 - Introduction to Business Data Analytics** (newly developed **MBA Elective Course**)
 - Fall 2024 (MSBA: 5.0/5, 4.6/5)
 - Fall 2023 (MSBA: 4.7/5, 4.8/5)
 - Fall 2022 (Undergraduate: 4.5/5, MSBA: 4.8/5, MBA: 4.8/5)
 - Fall 2021 (Undergraduate: 4.9/5, MSBA: 4.9/5, MBA: 5.0/5)
 - Fall 2020 (Undergraduate: 4.5/5, MSBA: 4.8/5, MBA: 4.9/5) [Online format due to Covid19]
 - Fall 2019 (Undergraduate: 5.0/5, MSBA: 4.8/5, MBA: 4.8/5)
 - Fall 2018 (Undergraduate: 4.9/5, MSBA: 4.8/5, MBA: 4.7/5)
 - Fall 2017 (Undergraduate: 4.7/5, MSBA: 4.8/5, MBA: 4.3/5)
 - Spring 2017 (Undergraduate: 4.4/5, MBA: 4.5/5)

New York University, Instructor

2015

- **Information Technology in Business and Society**
 - Overall Evaluation of Instructor: 6.6/7.0 (Department Average: 5.6/7.0)
 - Overall Evaluation of Course: 6.9/7.0 (Department Average: 5.2/7.0) [*Highest evaluation score achieved historically for this course*]

New York University, Teaching Fellow

2011 – 2015

- Networks, Crowds & Markets (Executive MBA 2015)
- Social Media and Digital Marketing Analytics (Executive MBA 2014)
Developed teaching materials including business analytics assignments and cases that elucidated the concept of channel attribution in digital marketing for Prof. Ghose's Executive MBA class
- Data Mining for Business Analytics (Executive MBA 2013)
- Information Technology in Business & Society Recitation Labs (Undergraduate 2011)

Industry Experience

Cornerstone Research, Affiliated Scientific Expert

2024 - Present

Google Inc., Account Strategist

01/2010 - 08/2011

- Built integrated cross-platform advertising strategies for large business clients that partnered with Google to shape their online business growth
- Maintained and grew a highly performing and diverse portfolio of Google top advertising accounts
- Conducted research and market analyses in high potential growth industries
- *Country manager award* for developing sustainable high performing market strategy

- Developed software that improved the account management and optimization process

Wedding Mall S.A., Co-founder

08/2008 - 12/2009

- Built from scratch a tech start-up company that digitalized the traditional concept of wedding registries (a new business model in the market)
- Developed and implemented the business plan and the technological infrastructure
- Earned angel investors' funding and established partnership with the third largest bank of Greece (Piraeus bank)
- Built a network of online and offline stores with collaborating partners of well-established local and international brands

Toyota Hellas S.A., Business Process Analyst, Internship

02/2008 - 06/2008

- Analyzed and optimized strategic business processes of the organization for ERP integration

Mathematics Tutor, Part-Time, Self-Employed

09/2005 - 12/2009

- Mathematics tutor for secondary and high school students

Additional Skills

- *IT Skills & Expertise:* Machine Learning, Data Mining, Data Science, Deep Learning, Big Data, Natural Language Processing, High-Performance Computing, Cloud and Distributed Computing, Python, R, SQL, Unix, STATA, NLOGIT, Google Adwords, Google Analytics, L^AT_EX, HTML, Linux, XML, UML
- *Special Software:* Oracle RDBMS, MS SQL Server, MySQL, Simul8, ARIS Toolset, Mathematica, Matlab, Eclipse, Tableau, Weka, Rapidminer
- *Languages:* English (Fluent), Greek (Native)

Invited Presentations

- Nova School of Business and Economics, Portugal (Scheduled).
- McGill Desautels Faculty of Management, McGill University, Canada (Scheduled).
- Coller School of Management, Tel Aviv University, Israel (Scheduled).
- "Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?," Tepper School of Business, Carnegie Mellon University, April 2025, USA.
- "Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?," Stern School of Business, New York University, April 2024, New York, USA
- "Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?," Rady School of Management, University of California San Diego, March 2024, California, USA.
- "Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?," Argyros College of Business and Economics, Chapman University, March 2024, California, USA.
- MSI Young Scholars Conference, "Social Media, Digital Advertising, and Ad-blockers: Emerging Technologies in the Digital Landscape", January 2024, Utah, USA.
- Cornerstone Research, "Social Media, Digital Advertising, and Ad-blockers: Emerging Technologies in the Digital Landscape", November 2023.
- Rollins College of Business and College of Engineering and Computer Science, University of Tennessee Chattanooga, November 2023, Tennessee, USA.
- Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands, June 2023.
- ISPOC 2023, "Life as an Assistant Professor", March 2023.
- "The Impact of Ad-blockers on Online Consumer Behavior," The Chinese University of Hong Kong (CUHK) Business School, September 2022.

- “The Impact of Ad-blockers on Online Consumer Behavior,” Customer Journeys in a Digital World Conference, Bocconi University, June 2022, Milan, Italy.
- “The Impact of Ad-blockers on Online Consumer Behavior,” Marketing Science Institute (MSI) Analytics Conference, University of Chicago, May 2022, Chicago, USA.
- “Demand effects of the Internet-of-Things (IoT) Channel: Evidence from an Online Retailer,” Marketing Science Institute (MSI) Webinar, April 2022.
- “Demand effects of the Internet-of-Things (IoT) Channel: Evidence from an Online Retailer,” Eller College of Management, *University of Arizona*, January 2020, Arizona, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” Business Analytics Conference, Haslam College of Business, *University of Tennessee*, September 2019, Tennessee, USA.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms,” Executive Education: Building a Data-Driven Strategy Program, Goizueta Business School, *Emory University*, May 2019, Atlanta, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” Doctoral Seminar, W. P. Carey School of Business, *Arizona State University*, April 2018, Arizona, USA.
- “The Future of Analytics,” *Atlanta Interactive Marketing Association (AIMA)*, April 2018, Atlanta, USA.
- “The Business Value of the Internet-of-Things (IoT): Evidence from an Online Retailer,” Scheller College of Business, *Georgia Tech*, February 2018, Atlanta, USA.
- “Tutorial on Hidden Markov Models (HMMs),” The Structural Modeling and Machine Learning Applications for Research on Technology Workshop (S.M.A.R.T Workshop), Foster School of Business, *University of Washington*, August 2017, Seattle, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” Terry College of Business, *University of Georgia*, March 2017, Athens, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” Carlson School of Management, *University of Minnesota*, December 2016, Minnesota, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” *INFORMS Annual Meeting*, November 2016, Nashville, USA.
- “Measuring and modeling digital advertising effectiveness,” Doctoral Seminar on Foundations of Information Systems Research, Goizueta Business School, *Emory University*, October 2016, Atlanta, USA.
- “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incident,” Wharton Customer Analytics Initiative Symposium, Wharton School, *University of Pennsylvania*, March 2016, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Wharton School of Business, *University of Pennsylvania*, January 2016, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Carlson School of Management, *University of Minnesota*, January 2016, Minnesota, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” W. P. Carey School of Business, *Arizona State University*, January 2016, Arizona, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Krannert School of Management, *Purdue University*, January 2016, Indiana, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Joseph M. Katz Graduate School of Business, *University of Pittsburgh*, January 2016, Pittsburgh, USA.

- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” *INSEAD School of Business*, January 2016, Fontainebleau, France.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Desautels Faculty of Management, *McGill University*, January 2016, Montreal, Canada.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” School of Management, *University College London*, January 2016, London, UK.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” *IE Business School*, January 2016, Madrid, Spain.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Simon Business School, *University of Rochester*, January 2016, Rochester, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Goizueta Business School, *Emory University*, December 2015, Atlanta, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” Kelley School of Business, *Indiana University*, November 2015, Indiana, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” UConn School of Business, *University of Connecticut*, November 2015, Connecticut, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” *INFORMS Annual Meeting*, 2015, Philadelphia, USA.
- “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events,” *INFORMS Annual Meeting*, 2015, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” MISQ Special Issue Workshop on Transformational Issues of Big Data and Analytics in Networked Business, *KU Leuven*, 2015, Brussels, Belgium.
- “Explanatory Data Analysis,” Data Mining for Business Analytics, Leonard N. Stern School of Business, *New York University*, 2014, New York City, USA.
- “Interdisciplinary Research Methods & GTM,” GTM Workshop, International Conference of Information Systems (ICIS 2013), Milan, Italy.
- “Search and Display Advertising 101,” Information Technology in Business and Society, Leonard N. Stern School of Business, *New York University*, 2013, New York City, USA.

Conferences and Workshops Presentations

- H. Lee, V. Todri, P. Adamopoulos, A. Ghose. “The Impact of Generative AI on Advertising Effectiveness.” *INFORMS Workshop on Data Science (DS)*, 2024
- “Demanding a Better Online Experience: What Drives the Adoption of Ad-blocking Technologies?” (with H. Lee) (*WISE 2023*), *Hyderabad, India*
- “Blocking Ad-blocking Technologies: Protecting the Business Model that Drives the Internet Economy” (with H. Lee) (*WISE 2022*), *Copenhagen, Denmark*
- “The Impact of Ad-blockers on Online Consumer Behavior,” *ISMS Marketing Science Conference (ISMS 2022)*, *Online*.
- “The Impact of Ad-blockers on Online Consumer Behavior,” *Data Science in a Digital World Workshop (MOM 2022)*, *Harvard Business School, Boston, USA*.
- “The Impact of Ad-blockers on Online Consumer Behavior,” *Theory and Practice in Marketing Conference (TPM 2022)*, *Atlanta, USA*.
- “The Impact of Ad-blockers on Online Consumer Behavior,” *17th Symposium on Statistical Challenges in eCommerce Research (SCECR 2021)*, *Online*.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics across the Purchase Funnel” (with A. Ghose and P. V. Singh), *ISMS Marketing Science Conference (ISMS 2019)*, *Rome, Italy*.

- “The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer” (with A. Ghose and P. Adamopoulos), *GW Conference on the Intelligence of Things (GW IoT 2019)*, Washington DC, USA.
- “The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer” (with A. Ghose and P. Adamopoulos), *ISMS Marketing Science Conference (ISMS 2018)*, Philadelphia, USA.
- “Demand Effects of the Internet-of-Things (IoT) Channel: Evidence from an Online Retailer” (with A. Ghose and P. Adamopoulos), *Conference on Information Systems and Technology (CIST 2018)*, Arizona, USA.
[Nominated for INFORMS CIST Best Paper Award]
- “The Business Value of the Internet-of-Things (IoT) Channel” (with A. Ghose and P. Adamopoulos), *Workshop on Information Systems and Economics (WISE 2017)*, Seoul, Korea.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics” (with A. Ghose and P. V. Singh), *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with A. Ghose and P. Adamopoulos), *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with A. Ghose), *FRANK M. BASS - UT Dallas Frontiers of Research in Marketing Science Conference (UTD Bass Conference 2017)*, Texas, USA.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with A. Ghose and P. Adamopoulos), *Workshop on Information Systems and Economics (WISE 2016)*, Dublin, Ireland.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with A. Ghose and P. Adamopoulos), *Conference on Information Systems and Technology (CIST 2016)*, Nashville, USA.
- “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences” (with A. Ghose and P. V. Singh, P. Adamopoulos), *12th Symposium on Statistical Challenges in eCommerce Research (SCECR 2016)*, Naxos, Greece.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with A. Ghose and P. Adamopoulos), *New York Computer Science and Economics Day (NYCE 2016)*, New York, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics” (with A. Ghose and P. V. Singh), (*WISE 2015*), Texas, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with A. Ghose), *Conference on Information Systems and Technology (CIST 2015)*, Philadelphia, USA.
[Nominated for INFORMS CIST Best Paper Award]
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with A. Ghose), *NET Institute Conference 2015*, New York, USA.
- “Big Data: From Correlation to Causation,” *NSF Data Science Workshop 2015*, University of Washington, Seattle, USA.
[National Science Foundation (NSF) Award for Data Science Workshop]
- “The effectiveness of Promotional Events on Social Media” (with P. Adamopoulos), *Workshop on Information Systems and Economics (WISE 2014)*, Auckland, New Zealand.
- “E-Business in the Era of Social Networks and Big Data” (with P. Adamopoulos), *New York Computer Science and Economics Day (NYCE 2014)*, New York, USA.

Professional Activities & Service

- *Editorial Board Appointments:*
 - **Management Science**, Associate Editor (Feb 2024-Present)
 - **MISQ**, Associate Editor (Jul 2023-Present)
 - **Marketing Science**, Editorial Review Board (Nov 2024-Present)
 - **MISQ**, Guest Associate Editor (Jan 2021 - Jun 2023)
 - **Management Science**, Guest Associate Editor (Apr 2022 - Dec 2023)
- *Organizing Committee Co-Chair:*
 - Workshop on Information Systems and Economics (**WISE 2026**), Porto, Portugal
 - 21st Symposium on Statistical Challenges in eCommerce Research (**SCECR 2025**), Paphos, Cyprus
 - Workshop on Information Systems and Economics (**WISE 2020**), Hyderabad, India
 - Conference on Information Systems and Technology (**CIST 2019**), Seattle, USA
 - Hightower Seminar Series for Information Systems & Operations Management 2017 – 2022 (Emory University), Atlanta, USA.
 - Information Systems & Operations Management Workshop 2019 (Emory University), Atlanta, USA.
 - Information Systems & Operations Management Workshop on Empirical Research 2018 (Emory University), Atlanta, USA.
- *Associate Editor:*
 - International Conference on Information Systems (**ICIS 2022**), "Sharing Economy, Platforms, and Crowds" Track, Copenhagen, Denmark
 - International Conference on Information Systems (**ICIS 2021**), "Societal Impact of Information Systems" Track, Texas, USA [**Best Associate Editor Award**]
 - International Conference on Information Systems (**ICIS 2020**), "IoT and the Smart Connected World" Track, Hyderabad, India [**Best Associate Editor Award**]
 - International Conference on Information Systems (**ICIS 2019**), "Economics of IS" Track, Munich, Germany [**Best Associate Editor Award**]
 - European Conference on Information Systems (**ECIS 2019**), Stockholm, Sweden
 - International Conference on Information Systems (**ICIS 2018**), "Bridging the Internet of People, Data, and Things" Track, California, USA
 - International Conference on Information Systems (**ICIS 2017**), "Data Science, Decision Analytics, and Visualization" Track, Seoul, Korea
- *Track Chair:*
 - Marketing Science Conference (**ISMS 2018**), Digital Economy Track, Session: Internet-of-Things, Technology, and Sharing Economy, Pennsylvania, USA
- *Program Committee Member:*
 - Conference on Information Systems and Technology (**CIST 2018**), Phoenix, USA
 - Conference on Information Systems and Technology (**CIST 2017**), Houston, USA
 - Conference on Information Systems and Technology (**CIST 2016**), Nashville, USA
 - Mediterranean Conference on Information Systems (**MCIS 2017**), e-Business and Analytics Track, Genova, Italy
 - Mediterranean Conference on Information Systems (**MCIS 2016**), Social Influence and Product Diffusion Track, Paphos, Cyprus
- *Session Chair:*

- INFORMS Conference (2016), Social Media Analytics Cluster, Session: *Social Media Analytics for Competitive Advantage*, Tennessee, USA
- *Reviewer:*
 - Journals: Management Science (MS), Management of Information Systems Quarterly (MISQ), Information Systems Research (ISR), Marketing Science (MKSC), Journal of Marketing (JM), Journal of Marketing Research (JMR), Production & Operations Management (POM), Journal of Management of Information Systems (JMIS)
 - Conferences and Workshops: International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Workshop on Information Systems and Economics (WISE) (Discussant)
 - Miscellaneous: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, Emory-Georgia Tech Collaborative Research Seed Grant Program: AI.Humanity
- *Ph.D. Student Advising (Chair):*
 - Hyunkyung Lee (Information Systems & Operations Management Ph.D., Emory University)
Dissertation Proposal: "Ad-blocking Technologies and the Internet Economy" (03/2022)
[Selected for ICIS Doctoral Consortium]
- *Doctoral Dissertation Thesis & Proposal Committee Member:*
 - Wooyong Jo (Marketing Ph.D. at Emory University, Placement: Purdue University)
 - Da Young Kim (Marketing Ph.D. at Emory University)
 - Lorienne Kim (Marketing Ph.D. at Emory University)
- *Selection Committee Member:*
 - University Research Committee (URC) Grant Committee, 2024
 - Woodruff Fellowships in the Social Sciences Committee, 2024
 - Emory Williams Distinguished Undergraduate Teaching Award Committee Member, 2021–2023
 - WISE Best Paper Award Committee Member, 2023
- *Honors Thesis Committee Member:*
 - Arshia Singhal, Emory Undergraduate Student, 2022
- *Mentor:*
 - Ren Li (O&M Postdoctoral Researcher, Emory University)
 - Shiyun Liu (MSBA Student, Emory University)
 - Junyuan Ke (Undergraduate Student, Emory University)
- *Professional Memberships:*
 - Association of Information Systems (AIS), INFORMS, Marketing Science
- *Miscellaneous:*
 - Ph.D. Student Admissions Committee Member, 2016 – 2023
 - ISOM Flex-Core BBA Redesign Committee Member, 2021
 - Emory Commencement Participant, 2020
 - Emory University GBS External IT Review Participant, 2020
 - Engagement with Board of Advisors of Goizueta Business School, 2018

Media Coverage

- Newsweek, "Did the Nationwide Economic Blackout Work? What Amazon Data Shows" (03/2025)
- BBC, "The rise and rise of fashion giant Shein" (06/2024)
- MSN, "Gen-Zers Hilariously Document The Evidence That Their Parents Are 'Temu Victims' " (04/2024)
- Flash.gr, "Are you also "victims" of Temu? The new trend sweeping TikTok" (04/2024)
- hu-euronews-com, "The Temu and Shein craze is rampant and addictive: it doesn't matter what's in the package, after all, it's cheap" (04/2024)
- Opera News, "Gen-Zers Hilariously Document The Evidence That Their Parents Are 'Temu Victims' " (04/2024)
- Bored Panda, "People Hilariously Document The Evidence That Their Parents Are 'Temu Victims' " (04/2024)
- Inkl, " 'I Don't Know What To Do': Gen Zers Roast "Temu Victim" Moms, Show Their Weird Purchases (04/2024)
- BBC, "Temu is as addictive as sugar: How the ecommerce retailer drives a shopping frenzy" (04/2024)
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