Xueming Luo is Charles Gilliland Chair Professor of Marketing and Founder/Director of the Global Center for big data in mobile analytics in the Fox School of Business at Temple University. Prior to joining Fox School, Dr. Luo was the Eunice and James L. West Distinguished Professor in the College of Business at the University of Texas at Arlington. He has been a visiting professor at Aalto University (Finland), University of Mannheim (Germany), Munich School of Management, LMU (Germany), Peking University (China), Fudan University (China), and University of Hong Kong (China Hong Kong). His current research focuses on mobile consumer behavior, mobile commerce strategies, user-technology interface, gaming and virtual identity, online group-buying, social targeting ads, customer metrics, dynamics effects, organizational strategies, and the financial value of marketing metrics. He is one of the most prolific and influential experts in the marketing-finance interface in the world.

Dr. Luo is ranked as the No. 1 U.S.-based scholar contributing to the Journal of Marketing, a premier journal in the discipline, from 2006-2012. He has also been ranked first in the world in terms of citations in the top five marketing journals: Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Consumer Research and Journal of the Academy of Marketing Science from 2006-2010.

At Fox, he serves as Director of the Global Center on Big Data and Mobile Analytics. This Center is an essential part of a University-wide “Big Data Institute,” which aims to facilitate research, education, industry practice, and technology transfer in the cross-disciplinary domain of big data, including Health Sciences, Social Media, Mobile Analytics, High-dimensional Statistics, among others. This Center has put together an inter-disciplinary team of marketing, information systems, computer science, neuroscience, and statistics faculty and PhD students for various research projects on big data. He has worked with leading global company partners in the mobile communications, online gaming, investment banking, retailing, health care, pharmaceutical, and petroleum industries. He has extensive industry experience in China through executive consulting at many international firms, including Wal-Mart, Dell, SinoPetro, Unilever, and Procter & Gamble.
AGENDA IN BRIEF

7:30-8:00 Conference Registration and Breakfast
8:00-8:20 Conference Welcome
8:20-10:30 Big Data Panel Discussion
10:30-11:00 Coffee Break
11:00-12:20 Big Data Mobile Applications
12:20-1:40 Lunch (Live Quartet)
1:40-3:00 Big Data & Gaming/Groupbuy/Facebook Projects
3:00-3:20 Big Data and Cutting Edge Statistical Tools
3:20-3:40 Coffee Break
3:40-4:30 Big Data and Other Applications
4:30 Closing Remarks
PROGRAM

7:30-8:00  Conference Registration and Breakfast

8:00-8:20  Conference Welcome:
            Xueming Luo  
            Center Founder/Director, Professor of Marketing, Temple University
            M. Moshe Porat  
            Dean, Fox School of Business and Management, Temple University

8:30-10:30 Big Data Panel Discussion

Big Data Institute at Temple University  
Paul A. Pavlou,  
Professor of IT and Strategy, Associate Dean of Research

Big Data and Marketing Science  
Mike Hanssens  
Professor of Marketing, special issue co-editor, Univ. of California Los Angeles

Big Data and Journal of Marketing Research  
Bob Meyer  
Professor of Marketing, JMR editor, Wharton, University of Pennsylvania

Big Data and Wharton Customer Analytics Initiative Center  
Eric Bradlow  
Professor of Marketing, Wharton, University of Pennsylvania

Big Data and Emerging Markets China & India  
K Sudhir  
Professor of Marketing, Yale University

Big Data and High Dimensional Statistical Research & Health Sciences  
Sanat Sarkar  
Professor of Statistics, Temple University

Big data and Spatial and Temporal Data Analytics,  
Genomics & Earth Science  
Zoran Obradovic  
Professor of Computer and Information Sciences, Temple University

Panel Brainstorming session, facilitated by Mike Hanssens, on the meaning of big data (challenges and opportunities) for consumer behavior, corporate strategies, and statistical models.
10:30-11:00 Coffee Break

11:00-12:20 Big Data Mobile Applications

11:10-11:20 Big Data & Mobile Space - Academic Views

*Anindya Ghose*
Professor of Information, Operations and Management Sciences
Stern School of Business, New York University

11:20-11:30 Mobile Analytics Trends: Industry Perspectives

*Chris Johannessen*
Director of Digital Analytics, TPG/Omnicom

*Greg Dowling*
Senior Manager, Digital Analytics, Ernst & Young LLP

11:30-12:20 Big Data and field experiments (100 million subject pool)

Mobile Targeting/Crowdsensing;

*Michelle Andrews*, PhD Student, GBM Center;

*Nathan Fong*, Assistant Professor of Marketing

12:20-1:40 Lunch (Live Quartet)

1:40-3:00 Big Data & Gaming/Groupbuy/Facebook Projects (40 million users)

1:40-2:00 Friending/social influence/goal in online markets

GBM Center; *Jessica Keetch*, PhD student; *ZC Zhang*, Associate Professor of Information Systems, Fundan University

2:00-2:20 Prospective Analysis of Large and Complex Partially Observed Temporal Social Networks

*Zoran Obradovic*, Professor of Computer and Information Sciences & Statistics

2:20-2:40 Daily Deal Remorse and Hyperbolic Discounting

*Pavel Kireyev*, PhD student in Marketing Harvard Business School, with *Vineet Kumar* Assistant Professor, HBS Marketing Dept. and *Xueming Luo*, Professor of Marketing

2:40-3:00 How Natural Disasters Affect Social Networks

GBM Center; *Michelle Andrews*, PhD student; with *Tuan Phan*
NUS Assistant Professor of IS and *Edoardo Airoldi* Associate Professor of Statistics at Harvard
3:00-3:20  Big Data and Cutting Edges Statistical Tools

3:00-3:05  Big Data and Blood Pressure,
Zhigen Zhao, Assistant Professor of Statistics

3:05-3:10  Unified Algorithms for Data Science,
Deep Mukhopadhyay, Assistant Prof of Statistics

3:10-3:15  Sufficient Dimension Reduction,
Yuexiao Dong, Assistant Professor of statistics

3:15-3:20  False (Non)Discovery in Big Data Analytics,
Xu Han, Assistant Professor of statistics

3:20-3:40  Coffee Break

3:40-4:30  Big Data and Other Applications

3:40-4:04  Pro-social Marketing as Self-Signaling,
JP Dube, Professor of Marketing, Booth School of Business,
University of Chicago

4:04-4:15  Big Data Analytics for Crowdfunding Markets,
Sunil Wattal, Associate Prof. of Information Systems

4:15-4:30  Big Data Analytics of Online Labor Markets,
Keven Hong, PhD student in MIS with Paul Pavlou, Prof. of
Information Technology and Strategy

4:30  Closing Remarks

Xueming Luo, Professor of Marketing
CENTER ADVISORY BOARD

Yuxin Chen is the Global Network Distinguished Professor of Business at NYU Shanghai. He was formerly the Polk Brothers Professor in Retailing and Professor of Marketing at the Kellogg School of Management at Northwestern University, prior to which he taught at NYU’s Stern School of Business for a decade. Prof Chen’s primary research areas include competitive strategies, data-driven marketing, Internet marketing, pricing, retailing, structural empirical models, Bayesian econometric methods, and behavioral economics. His research has appeared in journals such as the Journal of Marketing Research, Management Science, Marketing Science, and Quantitative Marketing and Economics. He currently serves as Associate Editors for the Journal of Marketing Research, Management Science, Marketing Science, and Quantitative Marketing and Economics. He also serves as a Senior Editor for Production and Operations Management Journal (POMS) and was on the editorial board of the Journal of Marketing.

Jean-Pierre Dubé is the Sigmund E. Edelstone Professor of Marketing and Robert King Steel Faculty Fellow at the University of Chicago Booth School of Business. He studies empirical quantitative marketing and empirical industrial organization, with specific interests in pricing, advertising, branding, internet marketing, retailing, and dynamic decision-making. Dubé’s work has been published in The American Economic Review, Econometrica, The Journal of Marketing Research, The Journal of Political Economy, Management Science, Marketing Science, Quantitative Marketing and Economics and The Rand Journal of Economics. He is an area/associate editor for The Journal of Marketing Research, Management Science, Marketing Science, and Quantitative Marketing and Economics.

Anindya Ghose is a Professor of Information, Operations and Management Sciences and a Professor of Marketing at New York University’s Leonard N. Stern School of Business. He is the co-Director of the Center for Business Analytics at NYU Stern. He is the Robert L. & Dale Atkins Rosen Faculty Fellow and a Daniel P. Paduano Fellow of Business Ethics at NYU Stern. He has been a Visiting Associate Professor at the Wharton School of Business. His research analyzes the economic consequences of internet and mobile technologies on industries and markets transformed by their shared infrastructure. Professor Ghose has published in Management Science, Information Systems Research, Marketing Science, MIS Quarterly, the Journal of Economics and Management Strategy, and Statistical Science.
Dominique (Mike) Hanssens is the Bud Knapp Professor of Marketing at the UCLA Anderson Graduate School of Management. He has served as the school’s faculty chair, associate dean, and marketing area chair. From July 2005 to June 2007 he served as Executive Director of the Marketing Science Institute in Cambridge, Massachusetts. Dr. Hanssens’ research focuses on strategic marketing problems, in particular marketing productivity, to which he applies his expertise in data-analytic methods such as econometrics and time-series analysis. Professor Hanssens has served as an area editor for *Marketing Science* and an associate editor for *Management Science*. His papers have appeared in the leading academic and professional journals in marketing, economics, and statistics.

Robert Meyer is the Gayfryd Steinberg Professor and Co-Director of Wharton’s Risk Management and Decision Processes Center. He is a noted scholar whose research focuses on consumer decision analysis, sales response modeling, and decision making under uncertainty. Professor Meyer’s work has appeared in a wide variety of professional journals and books, including the *Journal of Consumer Research*, the *Journal of Marketing Research*, *Marketing Science*, and *Management Science*. He is currently the editor-in-chief of the *Journal of Marketing Research*, and has previously served as co-editor of *Marketing Letters*, and associate editor of the *Journal of Consumer Research*, the *Journal of Marketing Research*, and *Marketing Science*. He also serves on the editorial review board of several major journals. As co-director of Wharton’s Risk Center, some of Professor Meyer’s recent research has focused on how individuals decide to invest in mitigation against low-probability, high-consequence events such as hurricanes, earthquakes, and financial losses.

Roland T. Rust is the Distinguished University Professor and David Bruce Smith Chair in Marketing at the Robert H. Smith School of Business at the University of Maryland, where he is founder and Executive Director of two research centers: the Center for Excellence in Service and the Center for Complexity in Business. He is also Visiting Chair in Marketing Science at Erasmus University (Netherlands) and International Research Fellow of Oxford University’s Center for Corporate Reputation (UK). He has won numerous lifetime achievement honors, best article, and best book awards. He served as Editor of the *Journal of Marketing*, founded the annual Frontiers in Service Conference, and was founding Editor of the *Journal of Service Research*. He is an Academic Trustee of the Marketing Science Institute and is Vice President of External Relations for the European Marketing Academy. He has also consulted with many leading companies worldwide.
K. Sudhir is the James L. Frank Professor of Marketing, Private Enterprise, and Management and director of the Yale China India Insights (CIIP) Program. His research focuses on gaining market insights by analyzing consumer and firm actions through econometric modeling. As director of the China India Insights Program, he also specializes in research on consumers in emerging markets. He has consulted for Fortune 500 U.S. firms and Indian firms across many industries such as technology, financial services, entertainment, and retailing, specializing in analyzing their internal data to obtain actionable market insights. Professor Sudhir serves as an associate editor at Marketing Science, Journal of Marketing Research, Management Science, and Quantitative Marketing and Economics and on the editorial boards of the Journal of Marketing, and the Journal of Retailing.

Russell S. Winer is the William H. Joyce Professor of Marketing and Chair of the Marketing Department at New York University’s Leonard N. Stern School of Business. Professor Winer has written three books, Marketing Management, Analysis for Marketing Planning and Product Management, and a research monograph, Pricing, and has authored more than 70 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the Journal of Marketing Research, he is the past co-editor of the Journal of Interactive Marketing and is currently an Associate Editor of the International Journal of Research in Marketing. He is the co-editor of the Review of Marketing Science, and he is on the editorial boards of the Journal of Marketing, the Journal of Marketing Research, and Marketing Science.
RECENT RESEARCH PUBLICATIONS


MISSION

The mission of Global Center for Big Data and Mobile Analytics (GBM) in the Fox school of Business at Temple University is to become an inter-disciplinary leader in big data in mobile analytics. This Center is an essential part of a University-wide “Big Data Institute,’ which aims to facilitate research, education, industry practice, and technology transfer in the cross-disciplinary domain of big data, including Health Sciences, Social Medial, Mobile Analytics, High-dimensional Statistics, among others.

GBM will forge strategic partnership with the world’s largest mobile service providers in Asia, Europe, and beyond. GBM will nurture a global team of researchers from Marketing, Information Systems, Strategy, Finance, Statistics, Economics, Computer Science, Psychology, Sociology, Physics, and related fields at leading global universities. GBM will collaborate with other researchers and produce elite research publications on mobile-related topics such as targeting, commerce, optimization, consumer usage, cognitive science, emotions, data processing, user-technology interface, networks, apps, gaming, virtual identity, and more. GBM will also foster industry outreach and generate impact by helping managers solve mobile-related problems and commercializing its patents to benefit companies and society.
Email: gbm@temple.edu

To find out more information, please visit
http://www.fox.temple.edu/cms_research/institutes-and-centers/
global-center-for-big-data-and-mobile-analytics/

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