

## **Anita Luo Pawluk**

*May, 2015*

### Mailing Address:

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### **EDUCATION**

Ph.D., Marketing, University of Connecticut  
M.A., Mathematical Statistics, Ball State University  
M.S., Hospitality and Tourism Management, Purdue University  
B.A., Hotel and Tourism Management, Sun Yat-Sen University

### **ACADEMIC POSITIONS**

- Assistant Professor, Georgia State University, Fall 2012 – Present
- Visiting Assistant Professor, Georgia State University, Fall 2010 – Summer 2012
- Assistant Professor, Westfield State University, Fall 2009 – Summer 2010

### **PUBLICATIONS**

Kumar, V., Xi (Alan) Zhang, and Anita Luo (2014), “Modeling Customer Opt-In and Opt-Out in a Permission-Based Marketing Context,” *Journal of Marketing Research*, 51 (4), 403-419. (Equal Authorship)

Luo, Anita, Don Lehmann and Scott Neslin (2013), “Co-managing Brand Equity and Customer Equity,” in *The Handbook of Customer Equity: Mastering the Art and Science of Customer Management*, V. Kumar and Denish Shah, eds. UK: Edward Elgar.

Luo, Anita and V. Kumar (2013), “Recovering Hidden Buyer–Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets,” *Journal of Marketing Research*, (50)1, 143-160.

\* Winner: 2014 Don Lehmann Award for best dissertation-based paper published in the *Journal of Marketing* or *Journal of Marketing Research*

Kumar, V., S Sriram, Anita Luo, and Pradeep Chintagunta (2011), “Assessing the Effect of Marketing Investments in a Business Marketing Context,” *Marketing Science*, (30) 5, 924-940. (Equal Authorship)

Kumar, V. and Anita Man Luo (2007), “Integrating Purchase Timing, Choice and Quantity Decisions: A Review,” *Review of Marketing Research*, 4, 63-91.

Leone, Robert, Vithala R. Rao, Kevin Lane Keller, Anita Man Luo, Leigh McAlister, and Rajendra Srivastava (2006), “Linking Brand Equity to Customer Equity,” *Journal of Service Research*, 9, 125-138.

Man Luo, Ruomei Feng, and Liping A. Cai (2004), "Information Search Behavior and Tourist Characteristics: The Internet vis-à-vis Other Information Sources," in *Handbook of Consumer Behavior, Tourism, and the Internet*, Juline E. Mills and Rob Law, eds. Binghamton, NY: the Haworth Press, 15-26.

### **RESEARCH IN PROGRESS**

Kumar, V., Kay Peters, Ashwin Aravindakshan, and Anita Luo (2014), "An Attribution Theory Approach to Referral Management: An Integrated Framework, Empirical Effects, and Implications," revision and resubmit requested, *Journal of Marketing Research*.

Luo, Anita, Andrew Baker and Naveen Donthu, "Capturing Word-of-Mouth Effect Driven by Brand Traits through State Space Model," ready to submit to *Journal of Marketing Research*.

Luo, Anita, V. Kumar, and Xi (Alan) Zhang, "Temporal Clustering of Customer Relationship Stages Using Unsupervised Learning," ready to submit to *Journal of Marketing Research*.

Kumar, V., Anita Luo, and Vithala Rao, "Linking Customer Brand Equity to Customer Lifetime Value – An Integrated Framework," Working paper, Georgia State University.

"A Double Loop Learning Model of Integrated and Proactive Customer Relationship Management," (with V. Kumar and Jia Fan).

"Modeling New Product Adoption in B2B Markets," (with V. Kumar, Amalesh Sharma, and Hongju Liu).

"Recovering the Cost of Information Overload on Customers in Direct Marketing," (with V. Kumar and Xi (Alan) Zhang).

"Mobile Application of Location Marketing based on Multi-attributes Customer Satisfaction Ratings," (with Ilaria Dalla Pozza).

### **CONFERENCE PRESENTATIONS**

Luo, Anita, Andrew Baker, and Naveen Donthu, "Modeling Online and Offline Word-of-Mouth," paper presented at the 2014 Informs Marketing Science Conference, Atlanta, GA.

Kumar, V, Xi (Alan) Zhang, and Anita Luo" Modeling Customer Opt-In and Opt-Out in a Permission-Based Marketing Context," paper presented at the 2014 Informs Marketing Science Conference, Atlanta, GA.

"Modeling New Product Adoption in B2B Markets," paper presented at the 2014 Informs Marketing Science Conference, Atlanta, GA, (with V. Kumar, Amalesh Sharma, and Hongju Liu).

Kumar, V., S. Sriram, Anita Man Luo, and Pradeep Chintagunta, "Modeling the Dependence in Timing, Incidence and Quantity Decisions in a B-to-B Context," paper presented at the 2006 Informs Marketing Science Conference, Pittsburgh, PA.

Kumar, V and Anita Man Luo, "Linking an Individual's Brand Value to the Customer Lifetime Value: An Integrated Framework," paper presented at the 2006 Winter Marketing Educator's Conference, February, St. Petersburg FL.

### **TEACHING EXPERIENCE**

Department of Marketing, J. Mack Robinson College of Business, Georgia State University

- Basic Marketing, Fall 2010, Spring 2011 (2 sections), Summer 2011, Fall 2011, Spring 2012, Summer 2012, Spring 2013 (2 sections)
- Buyer Behavior, Spring 2011, Fall 2011, Spring 2012, Spring 2013, Fall 2013, Fall 2014 (3 sections, latest teaching ratings: 3.6/5.0, 4.2/5.0, and 4.2/5.0)

Department of Business Management and Economics, Westfield State University

- Principle of Advertising, Fall 2009 (2 sections) and Spring 2010 (2 sections)
- Marketing Research Techniques, Fall 2009 (2 sections)
- Consumer Behavior, Spring 2010
- Business Management, Spring 2010

### **DOCTORAL ADVISING**

- Alan Zhang, Member, Dissertation Committee, 2012 – Present
- Jia Fan, Member, Dissertation Committee, 2013 – Present
- Matthew Klein, Member, Dissertation Committee, 2015 – Present

### **RESEARCH GRANTS**

"Assessing the Effect of Marketing Investments in a Business Marketing Context", 2006 to 2011, \$100,000, ISBM/MSI Academic Practitioner Challenge, (with V. Kumar, S. Sriram, and Pradeep Chintagunta)

### **INTERNAL SERVICE**

Center of Excellence in Brand and Customer Management

- Project leader (August 2010-May 2012)
- Affiliated Faculty Member (August 2010-Present)

### **EXTERNAL SERVICE**

European Journal of Marketing, Ad hoc Reviewer, (June 2014 - Present)

Journal of Marketing, Ad hoc Reviewer, (June 2014 - Present)

Journal of International Marketing, Ad hoc Reviewer, (February 2015 - Present)

### **AWARDS AND HONORS**

Winner of Don Lehmann Award, 2014 (Shared with V. Kumar)

Winner of Mary Kay Doctoral Dissertation Competition, 2010

Winner of Shankar-Spiegel Award, first-ever presented, DMEF, 2008

AMA Sheth Foundation Doctoral Consortium Fellow, AMA, 2008

Co-winner of ISBM/MSI Academic Practitioner Challenge, ISBM/MSI, 2006 (Shared with V. Kumar, S. Sriram, and Pradeep Chintagunta)