

January 18, 2019

KALINDA UKANWA

Marshall School of Business
University of Southern California
701 Exposition Blvd, HOH 321, Los Angeles, CA 90089

Phone: 213-740-1421
Email: Kalinda.Ukanwa@marshall.usc.edu
URL: www.kalindaukanwa.com

PROFESSIONAL EXPERIENCE

Asst. Professor of Marketing, Marshall School of Business, University of Southern California 2019 - present

EDUCATION

Ph.D. in Marketing (Minor: Economics)	University of Maryland	2019
M.B.A.	Stanford University	2001
M.S. in Industrial Engineering	Stanford University	1995
B.S. in Industrial Engineering	Stanford University	1993

HONORS/AWARDS/GRANTS

Finalist, John A. Howard/AMA Doctoral Dissertation Award	2019
Winner, Eli Jones Promising Young Scholar Research Excellence Award	2018
Finalist, INFORMS Service Science Best Student Paper Award	2018
Fellow, ISMS Doctoral Consortium, Temple University	2018
Fellow, Baruch-PhD Project Research Symposium, CUNY-Baruch College	2018
Runner Up, MDSA Conference Three Minute Thesis Competition	2017
Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Iowa	2017
Marketing Science Institute Research Grant	2017
Winner, MDSA Conference Three Minute Thesis Competition	2016
Fellow, Haring Symposium, Indiana University	2016
American Marketing Association PhD Scholarship	2015
Fellow, Quantitative Marketing and Structural Econometrics Workshop, Northwestern University Kellogg School of Management	2015
University Fellowship (University of Maryland)	2013-2017
Charles P. Bonini Fellowship	1999-2001

RESEARCH INTERESTS

Empirical Modeling; Reputation; Dynamics of Social Interactions; Bayesian Methods; Agent Based Modeling

PUBLICATIONS

Zuckerman, Ezra W, Tai-Young Kim, Kalinda Ukanwa, and James von Rittmann (2003). "Robust Identities or Non-Entities? Typcasting in the Feature Film Labor Market." *American Journal of Sociology* 108: 1018-1075. **(576 Google Scholar citations as of 7/15/19)**

WORKING PAPERS

- Ukanwa, Kalinda and Roland T. Rust, "Discrimination in Service"
- Preparing for submission to Journal of Marketing
 - Finalist, 2018 INFORMS Service Science Best Student Paper Award
 - MSI Working Paper Report No. 18-121-07
- Ukanwa, Kalinda and David Godes, "Competition for Reputation"
- Preparing for submission to Journal of Marketing Research

RESEARCH IN PROGRESS

Ukanwa, Kalinda and David Godes, "A Theory of Competition for Reputation"

Ukanwa, Kalinda and Peter Fader, "Individual-Level Dynamics in Customer-Base Analysis"

Turner, Broderick, Kalinda Ukanwa, and Aziza Jones, "Why School Vouchers? Social Dynamics of Education Choice"

Watson, Jared and Kalinda Ukanwa, "Acquisition and Attrition of Followers"

Yan, Liyue and Kalinda Ukanwa, "The Durability and Fragility of Reputation"

PRESENTATIONS AND INVITED TALKS*"Discrimination in Service"*

– Marketing Dynamics Conference, College Park, MD	June, 2019
– Kogod School of Business, American University, Washington, D.C.	March, 2019
– Isenberg School of Management, University of Massachusetts at Amherst, Amherst, MA	October, 2018
– Questrom School of Business, Boston University, Boston, MA	October, 2018
– SC Johnson Graduate School of Management, Cornell University, Ithaca, NY	October, 2018
– Yale School of Management, Yale University, New Haven, CT	October, 2018
– Graduate School of Management, University of California - Davis, Davis, CA	October, 2018
– Foisie Business School, Worcester Polytechnic Institute, Worcester, MA	October, 2018
– McCombs School of Business, University of Texas at Austin, Austin, TX	October, 2018
– Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, MA	October, 2018
– Eller College of Management, University of Arizona, Tuscon, AZ	October, 2018
– Muma College of Business, University of South Florida - Tampa, Tampa, FL	September, 2018
– Kate Tiedemann College of Business, University of South Florida – St. Pete, St. Petersburg, FL	September, 2018
– Marshall School of Business, University of Southern California – Los Angeles, CA	September, 2018
– International Business School, Brandeis University, Boston, MA	September, 2018
– Carroll School of Management, Boston College, Boston, MA	September, 2018
– European Marketing Academy Conference, Glasgow, Scotland (presented by Roland Rust)	May, 2018
– Baruch-PhD Project Research Symposium, New York, NY	April, 2018
– Marketing Doctoral Students Assoc. Conference, San Francisco, CA	August, 2017
– Frontiers in Service Conference, New York, NY (keynote, with Roland T. Rust)	June, 2017

"Competition for Reputation"

– Marketing Doctoral Students Assoc. Conference, Atlanta, GA	August, 2016
– Marketing Academic Research Colloquium, College Park, MD	May, 2016

"Consumer Reputation: An Overlooked Topic in Reputation?"

– Reputation Symposium, Oxford, UK	August, 2019
------------------------------------	--------------

TEACHING EXPERIENCE**Instructor**

Marketing Analytics, Marshall School of Business, University of Southern California	2020 – present
Digital Marketing, Robert H. Smith School of Business, University of Maryland	2018
SAT Prep, Kaplan Test Prep, San Jose, CA	2002
ACT Prep, Kaplan Test Prep, San Jose, CA	2001

Teaching Assistant

Marketing Management (Instructor: David Godes)	2017
Marketing Management (Instructor: Judy Frels)	2015

SERVICE

Organizer, Quant Doctoral Students Research Pitch Meetings, USC	2019 – present
Workshop Instructor, Repeated Measures Models, PhD Project/MDSA Conference	2019
Interviewer, Marketing Faculty Recruiting, AMA Conference, USC	2019
Organizer, Faculty Research Overview Series, University of Maryland	2016 – 2017
Organizer, Quantitative Marketing Brown Bag Lunch Series, University of Maryland	2015
Workshop Instructor, Ph. D. Orientation, University of Maryland	2015

DOCTORAL STUDENT MENTORSHIP

Isamar Troncoso, Qualifying Exam Committee Member, USC	2019
Yanyan Li, First Year Paper Committee Member, USC	2019

MEDIA

“Selling Christmas All Year Long”, Marketplace	Dec. 19, 2019
“Boom Times Don’t Last Forever. What Should Indie Beauty Brands Do?”, Beauty Independent	Sept. 20, 2019
“Why Uber and Lyft Could Get Particularly Banged Up in a Recession”, TheStreet	Aug. 22, 2019

AFFILIATIONS

INFORMS Society for Marketing Science (ISMS)
 American Marketing Association (AMA)
 PhD Project/Marketing Doctoral Students Association (MDSA)

PROFESSIONAL EXPERIENCE

Kaplan Test Prep, New York, NY (Exec. Director of Financial Planning and Analysis)	2010 – 2011
Viacom, New York, NY (Director, Finance and Administration-BET Digital)	2007 – 2010
Sehkmnet Services (Management Consultant)	2003 – 2007
Transportation Security Administration (TSA) Washington, D.C. (Area Program Manager - 1 yr. Presidential Appointee)	2002 – 2003
Citigroup, New York, NY (Senior Business Planning and Development Analyst)	1998 – 2001
Walt Disney Corp, Lake Buena Vista, FL (Sr. Industrial Engineer and Sr. Strategic Planning Analyst)	1995 – 1998

SKILL SETS

Methodology: Bayesian Methods, Agent-Based Modeling, Experiments, Analytical Modeling
 Programming: Parallel Computing, R, Matlab, Netlogo, Mathematica