

Laura J. Kornish

Curriculum Vitae
September 2016

Contact Information

Leeds School of Business
University of Colorado, UCB 419
Boulder, CO 80309-0419

Phone: 303-735-6385
kornish@colorado.edu
<http://leeds-faculty.colorado.edu/kornish/>

Education

Stanford University, Stanford, CA
Ph.D. Engineering-Economic Systems and Operations Research, 1998
Dissertation: *Consumer and Producer Strategy under Sequential Innovation*

Stanford University, Stanford, CA
M.S. Engineering-Economic Systems, 1994

Harvard University, Cambridge, MA
B.A. Applied Math, cum laude, 1990
Concentration in Economics

Academic Experience

The Leeds School of Business, University of Colorado, Boulder, CO
Marketing Division
Associate Professor (with tenure), 2009 – present
Professor-in-Residence at Red Idea Partners and at Napkin Labs, Spring 2012 (sabbatical term)
Assistant Professor, 2005 – 2009

The Fuqua School of Business, Duke University, Durham, NC
Decision Sciences Area
Assistant Professor, 1998 – 2005

Research Interests

Innovation and new products: idea generation and selection in new product development, pricing of sequential versions, and optimal promotion of new products.

Search for the best alternative: act-or-wait decision problems with evolving information and alternatives.

Information credibility: credibility issues related to online information, referral bonuses, and expert opinions.

Professional Experience

1990-1993 Cambridge Technology Partners, Cambridge, MA
Senior Associate

Designed and developed customized business applications using client-server architecture. Specialization in order management and customer service arenas.

Research Publications

Kornish, Laura J. and Jeremy Hutchison-Krupat, forthcoming, "Research on Idea Generation and Selection: Implications for Management of Technology," *Production and Operations Management*.

Kornish, Laura J. and Karl T. Ulrich, 2014, "The Importance of the Raw Idea in Innovation: Testing the Sow's Ear Hypothesis," *Journal of Marketing Research*, 51(1), 14-26.

Kornish, Laura J., Steven A. Lippman, and John W. Mamer, 2011, "Search and the Introduction of Improved Technologies," *Naval Research Logistics*, 58(6), 578-594.

Kornish, Laura J. and Karl T. Ulrich, 2011, "Opportunity Spaces in Innovation: Empirical Analysis of Large Samples of Ideas," *Management Science*, 57(1), 107-128.

Kornish, Laura J. and Qiuping Li, 2010, "Optimal Referral Bonuses with Asymmetric Information: Firm-Offered and Interpersonal Incentives," *Marketing Science*, 29(1), 108-121.

Kornish, Laura J. and Ralph L. Keeney, 2008, "Repeated Commit-or-Defer Decisions with a Deadline: The Influenza Vaccine Composition," *Operations Research*, 56(3), 527-541. (Featured article.)

Kornish, Laura J., 2006, "Technology Choice and Timing with Positive Network Effects," *European Journal of Operational Research*, 173(1), 268-282.

Kornish, Laura J. and Carolyn B. Levine, 2004, "Discipline with Common Agency: The Case of Audit and Non-Audit Services," *The Accounting Review*, 79(1), 173-200.

Diehl, Kristin, Laura J. Kornish, and John G. Lynch, Jr., 2003, "Smart Agents: When Lower Search Costs for Quality Information Increase Price Sensitivity," *Journal of Consumer Research*, 30(1), 56-71.

Kornish, Laura J., 2001, "Pricing for a Durable-Goods Monopolist under Rapid Sequential Innovation," *Management Science* 47(11), 1552-1561.

Kornish, Laura J., 1999, "On Optimal Replacement Thresholds with Technological Expectations," *Journal of Economic Theory* 89(2), 261-266.

Working Papers

“Practical Methods for Assessing the Quality of Subjective Selection Processes” (2016) with Karl Ulrich

“Website Ad Quantities: An Empirical Analysis of Traffic, Competition, and Business Model” (2012) with Jameson Watts

“Are User Reviews Systematically Manipulated? Evidence from the Helpfulness Ratings” (2009)

Presentations

“Creative Idea Generation in the Fuzzy Front End,” Georgia Institute of Technology/Scheller (September 2016)

“Assessing the Quality of Selection Processes,” 11th Annual Product and Service Innovation Conference, Utah (January 2014)

“How Important are Raw Ideas in Innovation Success?” 9th Annual Product and Service Innovation Conference, Utah (February 2012), Yale Customer Insights Conference (May 2012), Marketing Science, Boston (June 2012), University of Virginia/Darden (March 2013), and Society for Consumer Psychology, Miami (March 2014).

“Website Ad Quantities: An Empirical Analysis of Traffic, Competition, and Business Model,” Marketing Science, Houston (June 2011).

“Opportunity Spaces in Innovation: Empirical Analysis of Large Samples of Ideas,” 7th Annual Product and Service Innovation Conference, Utah (February 2010) and INFORMS Austin (November 2010).

“Are User Reviews Systematically Manipulated? Evidence from the Helpfulness Ratings” at Deming Center board meeting (April 2009) and Marketing Science, Ann Arbor (June 2009).

“Firm-Offered and Interpersonal Incentives in Customer Referrals” at Marketing Science, Pittsburgh (June 2006), 4th Annual Product and Service Innovation Conference, Utah (February 2007), and INFORMS DC (October 2008).

“Deliberation with a Deadline” at University of Texas (September 2004), University of Colorado (October 2004), UC San Diego (November 2004), Virginia Tech (December 2004), Ohio State (January 2005), Indiana University (January 2005), Washington University (January 2005), Dartmouth (January 2005), University of Minnesota (March 2005), INFORMS San Francisco (November 2005), and Case Western Reserve (January 2006).

Teaching

University of Colorado

Undergraduate Product Strategy elective. The course takes a marketing perspective on the new product development process.

Undergraduate and MBA Digital Marketing electives. The course takes a broad view of online strategy. This is a hands-on course, covering the latest tools related to online listening, keyword selection, search and display advertising, and social media.

MBA Marketing of High Technology elective. The course covers the challenges of marketing products and services based on novel technologies, e.g., responding to the technology adoption life cycle, forecasting sales, and facing uncertainty about technology standards.

Duke University

MBA Decision Models core course. The course covers decision trees, Monte Carlo simulation, and optimization. Taught in daytime and Weekend Executive programs.

Ph.D. supervision of directed readings on technology choice and dynamic programming topics.

Selected Professional Service

Editorial Review Board, *Marketing Science*, 2011-present

Associate Editor, Entrepreneurship and Innovation Department, *Management Science*, 2010-2015

Associate Editor, Special Issue on the Environment, *Manufacturing & Service Operations Management*, 2011-2012

Leeds Executive Committee, 2015-present

Undergraduate Curriculum and Policy Committee, Leeds School of Business, University of Colorado
Chair, 2009-2015
Member, 2008

Undergraduate Initiatives Taskforce, Leeds School of Business, University of Colorado, 2012-present

Chair of Frascona Teaching Excellence Award Selection Committee, 2015

Curriculum Development Team Leader for freshman math class: Mathematical Analysis in Business (MATH 1112), 2013-present

MATH 1112 is a new, required math class for all Leeds students. Estimated enrollment 2016-2017 is 1200 students.

Curriculum Development Team Leader for hands-on Excel Lab course, 2012-2014

Chair of Marketing Division Recruiting Committee, Leeds School of Business, University of Colorado, 2012

Awards

Entrepreneurship Initiative Seed Award from the CU Boulder Campus Entrepreneurship Initiative:
“Collecting Data to Evaluate Innovative Ideas,” 2016
MBA Teaching Excellence Award, Leeds School of Business, University of Colorado, 2015
(Finalist 2013)
Joseph L. Frasca Teaching Excellence Award, Leeds School of Business, University of Colorado, 2014
(Finalist 2009, 2010; Nominee 2007, 2013, 2016)
William H. Baughn Faculty Service Award, 2013
Deming Center Entrepreneurship Research Seed Grant, 2011
Sterling-Rice Group Research Grant, 2011
Excellence in Leadership Program, University of Colorado, 2010-2011
Innovative Learning and Teaching Grant: “Hands-On Digital Marketing,” 2010
Tony Tisone Award for Innovation in and Dedication to Teaching, 2008
Multicultural Business Student Association, Certificate of Appreciation, 2008
Daimler Chrysler Corporation Award for Innovation and Excellence in Daytime MBA Core Teaching,
Fuqua School of Business, Duke University 2001 (Finalist 2002, 2005)
Gerald J. Lieberman Fellowship, Stanford University 1996 - 1997
NSF Graduate Fellowship 1993 - 1996
Phi Beta Kappa 1990

Affiliations

Marketing Science Society
Institute for Operations Research and Management Science (INFORMS)