

# Laura J. Kornish

Curriculum Vitae  
July 2021

## Contact Information

Leeds School of Business  
University of Colorado, UCB 419  
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## 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  
Associate Dean of Undergraduate Affairs, 2021-present  
Marketing Division Chair, 2017-2019, 2020-2021  
Professor of Marketing, 2017-present  
Associate Professor of Marketing (with tenure), 2009-2017  
Assistant Professor of Marketing, 2005-2009

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

## Current Research Topics

Idea generation and selection in the fuzzy front end of innovation

## Research Publications

Kornish, Laura J. and Sharaya M. Jones, forthcoming, "Raw Ideas in the Fuzzy Front End: Verbosity Increases Perceived Creativity," *Marketing Science*.

Kornish, Laura J. and Jeremy Hutchison-Krupat, 2017, "Research on Idea Generation and Selection: Implications for Management of Technology," *Production and Operations Management*, 26(4):633-651.

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.

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.

## Other Writing

“Spreadsheets are dead. Long live spreadsheets!” *OR/MS Today*, June 2020  
<https://pubsonline.informs.org/doi/10.1287/orms.2020.03.05/full/>

“Student-Centered Mathematics,” blog series for Complete College America, Summer 2018  
<https://completercollege.org/resource/laura-kornish-student-centered-mathematics/>

## Presentations

“University of Colorado Boulder: Math + Business Partnership,” webinar for Complete College America (September 2018)

“Creative Idea Generation in the Fuzzy Front End,” Georgia Institute of Technology/Scheller (September 2016), Production and Operations Management Society, Seattle (May 2017), Marketing Science, Los Angeles (June 2017), Winter AMA, New Orleans (February 2018)

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

“How Important are Raw Ideas in Innovation Success?” 9<sup>th</sup> 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,” 7<sup>th</sup> Annual Product and Service Innovation Conference, Utah (February 2010) and INFORMS Austin (November 2010)

## 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.
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## Teaching

### University of Colorado

Designing Your Leeds. A first-year seminar course that I teach as part of my Associate Dean role. The course uses “design thinking” tools to help students make informed decisions about their college careers and their futures. Teaching 2021-present.

Internship Accelerator. A second-year seminar course that I teach as part of my Associate Dean role. The course develops competencies critical to a successful transition into the workplace. Teaching 2021-present.

BASE (Business Core Applied Semester Experience). This is a required class for Leeds sophomores, a capstone for the first two years of the business core. Students work on a set of interdisciplinary team-based projects. Projects come from Colorado-based companies, the course’s “Showcase Companies.” The class is taught collaboratively by 15 Leeds faculty to over 1,000 students per year. Taught 2020-2021.

Curriculum development—initial and ongoing—for Mathematical Analysis in Business (MATH 1112), 2013-present. Estimated annual enrollment 1600 students.

Undergraduate, MBA, and MS Digital Marketing. This is a hands-on course, covering the latest tools related to website analytics, search and display advertising, social media, and marketing automation. Taught 2010-2018. Mentored several other faculty and doctoral students in teaching the course.

Undergraduate Product Strategy. The course takes a marketing perspective on the new product development process. Taught 2005-2010.

MBA Marketing of High Technology. 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. Taught 2005-2009.

### Duke University

MBA Decision Models core course. The course covers decision trees, Monte Carlo simulation, and optimization. Taught in daytime and Weekend Executive programs, 1999-2005.

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

### **Selected Professional Service**

Faculty for 2021 AMA-Sheth Foundation Doctoral Consortium

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

INFORMS Magazine Editorial Advisory Board, 2019-present

External Reviewer for Eccles School of Business, University of Utah, 2019

Product and Service Innovation Conference, Organizing Committee, 2016-2019

American Marketing Association Conference, Innovation Track Chair, 2017-2018

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

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

### **Selected Leeds Faculty Service**

Leeds Faculty Honor Code Advisor, 2020-present

Co-organizer of Faculty Mentoring Program for First-Year Students, Office of Diversity Affairs, Leeds School of Business, University of Colorado, 2016-2020

Undergraduate Initiatives Taskforce, Leeds School of Business, University of Colorado, 2012-2017

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

Chair of Frascona Teaching Excellence Award Selection Committee, 2015

## **Awards**

Open Educational Resources creation grant from University of Colorado: "Mathematical Analysis in Business," with Elizabeth Grulke, 2020-2021  
Faculty/Staff Impact Award from Leeds School of Business Office of Diversity Affairs, 2018  
Entrepreneurship Initiative Seed Award from the CU Boulder Campus Entrepreneurship Initiative: "Collecting Data to Evaluate Innovative Ideas," 2016-2017  
MBA Teaching Excellence Award, Leeds School of Business, University of Colorado, 2015  
Joseph L. Frasca Teaching Excellence Award, Leeds School of Business, University of Colorado, 2014  
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  
Daimler Chrysler Corporation Award for Innovation and Excellence in Daytime MBA Core Teaching, Fuqua School of Business, Duke University 2001  
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)