

Laura J. Kornish

Curriculum Vitae
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Contact Information

Leeds School of Business
University of Colorado
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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
Marketing Division
Associate Professor (with tenure), 2009 – present
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: originality 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., Steven A. Lippman, and John W. Mamer, "Search and the Introduction of Improved Technologies," *Naval Research Logistics*, forthcoming.

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; INFORMS press release at <http://www.informs.org/article.php?id=1405&p=1>)

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

"Website Ad Quantities: An Empirical Analysis of Traffic, Competition, and Business Model" (February 2011) with Jameson Watts

"Are User Reviews Systematically Manipulated? Evidence from the Helpfulness Ratings" (December 2009)

Presentations

“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).

“Search and the Introduction of Improved Technologies” at INFORMS Banff (May 2004) and INFORMS Denver (October 2004).

“Investments in Competing Standards” at UCLA (November 2002), INFORMS Atlanta (October 2003), and UC Irvine (December 2003).

“Technology Choice with Positive Network Effects” at Ohio State (October 2001), Darden (March 2002), Georgetown (April 2002), University of Chicago (September 2002), and INFORMS San Jose (November 2002).

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 elective. 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

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

Reviewer for *Marketing Science*, *Management Science*, *Operations Research*

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

Awards

Innovative Learning and Teaching Grant: "Hands-On Digital Marketing," 2010

Excellence in Leadership Program, University of Colorado, 2010-2011

Finalist for Joseph L. Frasca Teaching Excellence Award, Leeds School of Business, University of Colorado 2009, 2010

Tony Tisone Award for Innovation in and Dedication to Teaching, 2008

Multicultural Business Student Association, Certificate of Appreciation, 2008

Nominee for Joseph L. Frasca Teaching Excellence Award, Leeds School of Business, University of Colorado 2007

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)

Decision Analysis Society