

Vilma Todri

Contact

Goizueta Business School
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Academic Experience

Emory University, USA 2016-Present
Assistant Professor
Goizueta Business School
Department of Information Systems and Operations Management

Education

New York University, USA 2011-2016
Ph.D. in Information Systems, *Leonard N. Stern School of Business*
Department of Information, Operations, and Management Sciences
Dissertation Topic: "Modeling and Measuring Digital Advertising Effectiveness with Atomic Data"

Athens University of Economics and Business, Greece 2004-2008
Department of Management Science and Technology
Dissertation on Search Engine Optimization Techniques
GPA: 9.62/10 (highest in the history of the department), Ranking: 1st, *Maxima Cum Laude*

Research

Refereed Journal Publications

- P. Adamopoulos, V. Todri, A. Ghose. "Demand Effects of the Internet-of-Things (IoT) Channel: Evidence from Automating the Purchase Process." *Information Systems Research* (Forthcoming)
[Nominated for INFORMS CIST 2018 Best Paper Award]
[Awarded Marketing Science Institute Research Grant]
- V. Todri, A. Ghose, and P. V. Singh. "Trade-Offs in Online Advertising: Advertising Effectiveness and Annoyance Dynamics Across the Purchase Funnel." *Information Systems Research* 31, no. 1 (2020): 102-125.
[Top 5 most popular papers of Marketing Science Institute (2019)]
- P. Adamopoulos, A. Ghose, and V. Todri. "The Impact of User Personality Traits on Word-of-Mouth: Text-mining Social Media Platforms." *Information Systems Research* 29, no. 3 (2018): 612-640.
[Nominated for Information Systems Research 2018 Best Paper Award]
[Awarded Marketing Science Institute Research Grant]
- A. Ghose, and V. Todri. "Towards a Digital Attribution Model: Measuring Display Advertising Effects on Online Search Behavior." *MIS Quarterly* 40, no. 4 (2016): 889-910.
[Nominated for INFORMS CIST 2015 Best Paper Award]
[Awarded NET Institute Research Grant]

Papers Under Review & Select Working Papers

- "Loud and Clear or Too Far to Hear? The Impact of Geographical Distance on the Effectiveness of Electronic WOM" (with P. Adamopoulos and M. Andrews). (Under Review).
- "How Do Consumers' Online Browsing and Purchasing Behaviors Differ Across Devices? The Role of Mobile Devices in Consumers' Path To Purchase." (In-preparation).

- “Multi-channel Attribution and Interdependencies Beyond the Purchase Incidence” (with A. Ghose, P. V. Singh and P. Adamopoulos) (*In-preparation*).

Refereed Conference Publications

- “The Business Value of the Internet-of-Things (IoT): Evidence from an Online Retailer,” (with A. Ghose and P. Adamopoulos). *Proceedings of the International Conference on Information Systems (ICIS 2018)*, California, USA.
- “Got Annoyed? Examining the Advertising Effectiveness and Annoyance Dynamics,” (with A. Ghose and P. V. Singh). *Proceedings of the International Conference on Information Systems (ICIS 2017)*, Seoul, Korea.
- “Personality-Based Recommendations: Evidence from Amazon.com,” (with P. Adamopoulos). *Proceedings of the ACM Conference on Recommender Systems (RecSys 2015)*, Vienna, Austria.
[Top 5 Publication Venue for Data Mining & Analysis (Google Scholar)]
- “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events,” (with P. Adamopoulos). *Proceedings of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2015)*, Sydney, Australia.
[Top 1 Publication Venue for Data Mining & Analysis (Google Scholar)]
[Nominated for the INFORMS Best Student Paper Award on Social Media Analytics]
- “Social Commerce: An Empirical Examination of the Antecedents and Consequences of Social Commerce in Social Network Platforms,” (with P. Adamopoulos). *Proceedings of the International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.
- “Social Commerce Analytics: The Effectiveness of Promotional Events on Brand User Base in Social Media” (with P. Adamopoulos). *Proceedings of the International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.

Other Conferences and Workshops

- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics across the Purchase Funnel,” (with A. Ghose and P. V. Singh). *ISMS Marketing Science Conference (ISMS 2019)*, Rome, Italy.
- “The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer,” (with A. Ghose and P. Adamopoulos). *GW Conference on the Intelligence of Things (GW IoT 2019)*, Washington DC, USA.
- “The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer,” (with A. Ghose and P. Adamopoulos). *ISMS Marketing Science Conference (ISMS 2018)*, Philadelphia, USA.
- “Demand Effects of the Internet-of-Things (IoT) Channel: Evidence from an Online Retailer,” (with A. Ghose and P. Adamopoulos). *Conference on Information Systems and Technology (CIST 2018)*, Arizona, USA.
[Nominated for INFORMS CIST Best Paper Award]
- “The Business Value of the Internet-of-Things (IoT) Channel,” (with A. Ghose and P. Adamopoulos). *Workshop on Information Systems and Economics (WISE 2017)*, Seoul, Korea.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” (with A. Ghose and P. V. Singh). *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms,” (with A. Ghose and P. Adamopoulos). *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” (with A. Ghose). *FRANK M. BASS - UT Dallas Frontiers of Research in Marketing Science Conference (UTD Bass Conference 2017)*, Texas, USA.

- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms,” (with A. Ghose and P. Adamopoulos). *Workshop on Information Systems and Economics (WISE 2016)*, Dublin, Ireland.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms,” (with A. Ghose and P. Adamopoulos). *Conference on Information Systems and Technology (CIST 2016)*, Nashville, USA.
- “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences,” (with A. Ghose and P. V. Singh, P. Adamopoulos). *12th Symposium on Statistical Challenges in eCommerce Research (SCECR 2016)*, Naxos, Greece.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms,” (with A. Ghose and P. Adamopoulos). *New York Computer Science and Economics Day (NYCE 2015)*, New York, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics,” (with A. Ghose and P. V. Singh). (*WISE 2015*), Texas, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” (with A. Ghose). *Conference on Information Systems and Technology (CIST 2015)*, Philadelphia, USA.
[Nominated for INFORMS CIST Best Paper Award]
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior,” (with A. Ghose). *NET Institute Conference 2015*, New York, USA.
- “Big Data: From Correlation to Causation,” *NSF Data Science Workshop 2015*. University of Washington, Seattle, USA.
[National Science Foundation (NSF) Award for Data Science Workshop]
- “The effectiveness of Promotional Events on Social Media,” (with P. Adamopoulos). *Workshop on Information Systems and Economics (WISE 2014)*, Auckland, New Zealand.
- “E-Business in the Era of Social Networks and Big Data,” (with P. Adamopoulos). *New York Computer Science and Economics Day (NYCE 2014)*, New York, USA.

Industry Experience

- Google Inc., Account Strategist** 01/2010 - 08/2011
- Built integrated cross-platform advertising strategies for large business clients that partnered with Google to shape their online business growth
 - Maintained and grew a highly performing and diverse portfolio of Google top advertising accounts
 - Conducted research and market analyses in high potential growth industries
 - *Country manager award* for developing sustainable high performing market strategy
 - Developed software that improved the account management and optimization process
- Wedding Mall S.A., Co-founder** 08/2008 - 12/2009
- Built from scratch a tech start-up company that digitalized the traditional concept of wedding registries (a new business model in the market)
 - Developed and implemented the business plan and the technological infrastructure
 - Earned angel investors’ funding and established partnership with the third largest bank of Greece (Piraeus bank)
 - Built a network of online and offline stores with collaborating partners of well-established local and international brands
- Toyota Hellas S.A., Business Process Analyst, Internship** 02/2008 - 06/2008
- Analyzed and optimized strategic business processes of the organization for ERP integration
- Mathematics Tutor, Part-Time, Self-Employed** 09/2005 - 12/2009

- Mathematics tutor for secondary and high school students

Select Academic Honors & Awards

- **INFORMS ISS Gordon B. Davis Young Scholar Award** (2020)
- **AIS Early Career Award** (2020)
- ICIS Best Associate Editor Award (2020)
- Dean's Research Grant (\$2,000), Goizueta Business School, Emory University (2020)
- **Emory Williams Distinguished Teaching Award (Most Prestigious University-wide Teaching Award)** (2020)
- Amazon AWS DeepLens - Deep Learning Grant (2020)
- Information Systems Research (ISR) Best Paper Award Nomination (2019)
- Management Science Distinguished Service Award (2019)
- **Top 5 Most Popular Papers of Marketing Science Institute** (2019)
- ICIS Best Associate Editor Award (2019)
- MSI Research Grant (\$9,000), Research Initiative on the Customer-Technology Interface (2019)
- INFORMS CIST Best Paper Award Nomination (2018)
- Best Reviewer Award Nomination for Information Systems Research (ISR) (2018)
- Dean's Research Grant (\$12,000), Goizueta Business School, Emory University (2018)
- Best Reviewer Award Nomination for Management of Information Systems Quarterly (MISQ) (2017)
- MSI Research Grant (\$7,500), Research Initiative on the Digitized Customer (2017)
- Dean's Research Grant (\$7,800), Goizueta Business School, Emory University (2017)
- Amazon AWS Research Grant (\$5,700) (2017)
- INFORMS CIST Best Paper Award Nomination (2015)
- INFORMS Best Student Paper Award Nomination on Social Media Analytics (2015)
- NET Institute Research Grant (\$3,000) (2015)
- NSF Award for Data Science Workshop (2015)
- Teaching Commendation from the Vice Dean for Doctoral Education, Stern School of Business, New York University (2015)
- Grant from the NYU Student Senators Council and Vice Provost for Research (2015)
- Center for Global Economy and Business Research Grant (\$9,000), Stern School of Business, New York University (2014)
- Stern Dean's Fellowship, Stern School of Business, New York University (2015 – 2016)
- Alexander S. Onassis Foundation Scholarship (2011-2015)
- Wharton Customer Analytics Institute Award (2014)
- Fulbright Scholarship (2011)
- Country Manager Award (Google) (2011)
- Four Fellowships from Greek State Scholarship Foundation (IKY) (2004 – 2008)
- Dean's Fellowship for Academic Excellence (2007 – 2008)
- Global Business and Management Competition (GMC 2008 and 2009, ranked 4th in Greece)
- Start-up Business Plan Competition Award (1st prize at the 2008 DMST@AUEB Contest)

Teaching Experience

Emory Williams Distinguished Teaching Award (Most Prestigious University-wide Award)

Emory University, Instructor

2017 – 2019

- **Introduction to Business Analytics**

- Fall 2019 (Undergraduate: 5.0/5, MSBA: 4.8/5, MBA: 4.8/5)
- Fall 2018 (Undergraduate: 4.9/5, MSBA: 4.8/5, MBA: 4.7/5)
- Fall 2017 (Undergraduate: 4.7/5, MSBA: 4.8/5, MBA: 4.3/5)
- Spring 2017 (Undergraduate: 4.4/5, MBA: 4.5/5)

New York University, Instructor

2015

- **Information Technology in Business and Society**

- Overall Evaluation of Instructor: 6.6/7.0 (Department Average: 5.6/7.0)
- Overall Evaluation of Course: 6.9/7.0 (Department Average: 5.2/7.0). [*Highest evaluation score achieved historically for this course*]

New York University, Teaching Fellow

2011 – 2015

- Networks, Crowds & Markets (Executive MBA 2015)
- Social Media and Digital Marketing Analytics (Executive MBA 2014)
Developed teaching materials including business analytics assignments and cases that elucidated the concept of channel attribution in digital marketing for Prof. A. Ghose's Executive MBA class.
- Data Mining for Business Analytics (Executive MBA 2013)
- Information Technology in Business & Society Recitation Labs (Undergraduate 2011)

Invited Presentations

- Rotterdam School of Management, Erasmus University, October 2020, Rotterdam, Netherlands (Scheduled).
- "Demand effects of the Internet-of-Things (IoT) Channel: Evidence from an Online Retailer", Eller College of Management, *University of Arizona*, January 2020, Arizona, USA.
- "Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics", Business Analytics Conference, Haslam College of Business, *University of Tennessee*, September 2019, Tennessee, USA.
- "Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms", Executive Education: Building a Data-Driven Strategy Program, Goizueta Business School, *Emory University*, May 2019, Georgia, USA.
- "Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics", Doctoral Seminar, W. P. Carey School of Business, *Arizona State University*, April 2018, Arizona, USA.
- "The Future of Analytics", *Atlanta Interactive Marketing Association (AIMA)*, April 2018, Georgia, USA.
- "The Business Value of the Internet-of-Things (IoT): Evidence from an Online Retailer", Scheller College of Business, *Georgia Tech*, February 2018, Georgia, USA.
- "Tutorial on Hidden Markov Models (HMMs)", The Structural Modeling and Machine Learning Applications for Research on Technology Workshop (S.M.A.R.T Workshop), Foster School of Business, *University of Washington*, August 2017, Seattle, USA.
- "Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics", Terry College of Business, *University of Georgia*, March 2017, Georgia, USA.

- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics”, Carlson School of Management, *University of Minnesota*, December 2016, Minnesota, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics”, *INFORMS Annual Meeting*, November 2016, Nashville, USA.
- “Measuring and modeling digital advertising effectiveness”, Doctoral Seminar on Foundations of Information Systems Research, Goizueta Business School, *Emory University*, October 2016, Atlanta, USA.
- “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incident”, Wharton Customer Analytics Initiative Symposium, Wharton School, *University of Pennsylvania*, March 2016, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Wharton School of Business, *University of Pennsylvania*, January 2016, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Carlson School of Management, *University of Minnesota*, January 2016, Minnesota, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, W. P. Carey School of Business, *Arizona State University*, January 2016, Arizona, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Krannert School of Management, *Purdue University*, January 2016, Indiana, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Joseph M. Katz Graduate School of Business, *University of Pittsburgh*, January 2016, Pittsburgh, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, *INSEAD School of Business*, January 2016, Fontainebleau, France.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Desautels Faculty of Management, *McGill University*, January 2016, Montreal, Canada.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, School of Management, *University College London (UCL)*, January 2016, London, UK.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, *IE Business School*, January 2016, Madrid, Spain.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Simon Business School, *University of Rochester*, January 2016, Rochester, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Goizueta Business School, *Emory University*, December 2015, Georgia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, Kelley School of Business, *Indiana University*, November 2015, Indiana, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, UConn School of Business, *University of Connecticut*, November 2015, Connecticut, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, *INFORMS Annual Meeting*, 2015, Philadelphia, USA.
- “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events”, *INFORMS Annual Meeting*, 2015, Philadelphia, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior”, MISQ Special Issue Workshop on Transformational Issues of Big Data and Analytics in Networked Business, *KU Leuven*, 2015, Brussels, Belgium.
- “Explanatory Data Analysis”, Data Mining for Business Analytics, Leonard N. Stern School of Business, *New York University*, 2014, New York, USA.

- “Interdisciplinary Research Methods & GTM”, GTM Workshop, International Conference of Information Systems (ICIS 2013), Milan, Italy.
- “Search and Display Advertising”, Information Technology in Business and Society, Leonard N. Stern School of Business, *New York University*, 2013, New York, USA.

Media Coverage

- Apple Podcast - Use Case, “Driving performance with analytics” (04/2020)
- Digital Economy, “Developing a Clear Data Strategy” (03/2020)
- The Source - Marketing Science Institute Newsletter, “Top 5 in 2019” (12/2019)
- Forbes, “CyberMonday Ad Clutter? What Brands Are Doing To Cut Through The Holiday Noise” (12/2019)
- Emory Business, “When online advertising stops motivating and starts irritating” (11/2019)
- The Source - Marketing Science Institute Newsletter, “Effective or Annoying - When do display ads cross the line?” (09/2019)
- LinkedIn - Conor McGovern, Managing Director at Accenture Digital, “The Forefront of Marketing Thought and Practice”, (09/2019)
- Marketing Science Institute (MSI) Report, “Trade-offs in Online Advertising: Advertising Effectiveness and Annoyance Dynamics across the Purchase Funnel” (08/2019)
- Quietly Thriving, “Introvert Susceptibility to Marketing on Social Media” (06/2019)
- Data Science Blog, “Attribution Models in Marketing” (04/2019)
- Agency Sparks, “The Future of Artificial Intelligence and Data Analytics in Marketing” (05/2018)
- Marketing Science Institute (MSI) Report, “Estimating the Impact of User Personality Traits on Electronic Word-of-Mouth: Text-mining Social Media Platforms” (01/2018)
- CKGSB Knowledge, “Big data’s pursuit of the perfectly tailored ad” (10/2016)
- Ad Tech Daily, “One Additional Minute of Exposure to Display Advertising Can Boost Direct Traffic to a Company’s Website by 10%” (09/2016)
- NYC Media Lab, “Towards a Digital Attribution Model” (12/2015)

Additional Skills

- *IT Skills & Expertise*: Data Mining, Machine Learning, Data Science, Natural Language Processing, High-Performance Computing, Cloud and Distributed Computing, Python, scikit-learn, R, SQL, Unix, STATA, NLOGIT, Google Adwords, Google Analytics, L^AT_EX, HTML, Linux, XML, UML
- *Special Software*: Oracle RDBMS, MS SQL Server, MySQL, Simul8, ARIS Toolset, Mathematica, Matlab, Eclipse, Tableau, Weka, Rapidminer
- *Languages*: English (Fluent), Greek (Native)

Service to Emory University

- *Ph.D. Student Advising*:
 - Hyunkyung Lee (Information Systems & Operations Management Ph.D., Emory University)
 - Chen Tian (Information Systems & Operations Management Ph.D., Emory University)
- *Doctoral Dissertation Proposal Committee Member*:
 - Da Young Kim (Marketing Ph.D., Emory University)
 - Wooyong Jo (Marketing Ph.D., Emory University)
- *Organizing Committee Member*:

- Hightower Seminar Series (Information Systems & Operations Management, Emory University) 2017 – 2021
- Information Systems & Operations Management Workshop 2019 (Emory University), Atlanta, USA.
- Information Systems & Operations Management Workshop on Empirical Research 2018 (Emory University), Atlanta, USA.
- *Admissions Committee Member:*
 - Ph.D. Student Admissions Committee Member, 2016 – 2020
- *Mentor:*
 - Ren Li (O&M Postdoctoral Researcher, Emory University)
 - Junyuan Ke (Undergraduate Student, Emory University)
 - Shiyun Liu (MSBA Student, Emory University)
- *Miscellaneous:*
 - Emory Commencement Participant, 2020
 - Emory University GBS External IT Review Participant, 2020
 - Engagement with Board of Advisors of Goizueta Business School, 2018

Service to the Community

- *Organizing Committee Co-Chair:*
 - Workshop on Information Systems and Economics (**WISE 2020**), Hyderabad, India
 - Conference on Information Systems and Technology (**CIST 2019**), Seattle, USA
- *Associate Editor:*
 - International Conference on Information Systems (**ICIS 2021**), “Societal Impact of Information Systems” Track, Texas, USA
 - International Conference on Information Systems (**ICIS 2020**), “IoT and the Smart Connected World” Track, Hyderabad, India [**Best Associate Editor Award**]
 - International Conference on Information Systems (**ICIS 2019**), “Economics of IS” Track, Munich, Germany [**Best Associate Editor Award**]
 - International Conference on Information Systems (**ICIS 2018**), “Bridging the Internet of People, Data, and Things” Track, California, USA
 - International Conference on Information Systems (**ICIS 2017**), “Data Science, Decision Analytics, and Visualization” Track, Seoul, Korea
- *Track Chair:*
 - Marketing Science Conference (**ISMS 2018**), Digital Economy Track, Session: Internet-of-Things, Technology, and Sharing Economy, Pennsylvania, USA
- *Program Committee Member:*
 - Conference on Information Systems and Technology (**CIST 2017**), Houston, USA
 - Mediterranean Conference on Information Systems (**MCIS 2017**), e-Business and Analytics Track, Genova, Italy
 - Mediterranean Conference on Information Systems (**MCIS 2016**), Social Influence and Product Diffusion Track, Paphos, Cyprus
- *Session Chair:*
 - INFORMS Conference (2016), Social Media Analytics Cluster, Session: *Social Media Analytics for Competitive Advantage*, Tennessee, USA

- *Reviewer:*
 - Journals: Management Science (MS), Management of Information Systems Quarterly (MISQ), Information Systems Research (ISR), Journal of Marketing (JM), Production & Operations Management (POMS), Journal of Management of Information Systems (JMIS)
 - Conferences and Workshops: International Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Workshop on Information Systems and Economics (WISE) (Discussant)
- *Professional Memberships:*
 - Association of Information Systems (AIS), INFORMS, Marketing Science