

# Vilma Todri

---

## Contact

Vilma Todri  
Goizueta Business School  
Emory University  
1300 Clifton Road, Atlanta, GA 30322, USA

e-mail: vtodri@emory.edu  
web: www.vilmatodri.com  
+1 (917) 679-9468

## Academic Experience

**Emory University, USA** 07/2016-Present  
*Goizueta Business School*  
*Department of Information Systems and Operations Management*  
Assistant Professor

## 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"  
Dissertation Committee: Anindya Ghose (*Chair*), Param Vir Singh (CMU), Yannis Bakos

**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: 1<sup>st</sup>, *Maxima Cum Laude*

## Research

### Refereed Journal Publications & Under Review

- "Towards a Digital Attribution Model: Measuring Display Advertising Effects on Online Consumer Behavior" (with Anindya Ghose). *MIS Quarterly* (2016): Vol. 40, Issue 4, pp. 889-910. [Nominated for INFORMS CIST 2015 Best Paper Award]
- "Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms" (with Anindya Ghose and Panagiotis Adamopoulos). *Information Systems Research* (2018): Vol. 29, Issue 3, pp.612-640.
- "Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics" (with Anindya Ghose and Param Vir Singh) (*Under Review*).
- "The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer" (with Anindya Ghose and Panagiotis Adamopoulos) (*Under Review*). [Nominated for INFORMS CIST 2018 Best Paper Award]

### Selected Working Papers

- "Multi-channel Attribution and Interdependencies Beyond the Purchase Incidence" (with Anindya Ghose, Param Vir Singh and Panagiotis Adamopoulos) (*In-preparation*).
- "How do consumers' online browsing and purchasing behaviors differ across devices? The role of mobile devices in consumers' path to purchase." (with Anindya Ghose) (*Work-in-progress*).

### Refereed Conference Publications

- "The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer" (*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) : Evidence from an Online Retailer” (with Anindya Ghose and Panagiotis Adamopoulos) *Proceedings of the International Conference on Information Systems (ICIS 2018)*, San Francisco, USA.
- “Got Annoyed? Examining the Advertising Effectiveness and Annoyance Dynamics’ (with Anindya Ghose and Param Vir Singh). *Proceedings of the International Conference on Information Systems (ICIS 2017)*, Seoul, Korea.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with Anindya Ghose and Panagiotis Adamopoulos). *Conference on Information Systems and Technology (CIST 2016)*, Nashville, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with Anindya Ghose). *Conference on Information Systems and Technology (CIST 2015)*, Philadelphia, USA.  
**[Nominated for INFORMS CIST Best Paper Award]**
- “Personality-Based Recommendations: Evidence from Amazon.com” (with Panagiotis Adamopoulos). *Proceedings of the ACM Conference on Recommender Systems (RecSys 2015)*, Vienna, Austria.
- “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events” (with Panagiotis Adamopoulos). *Proceedings of the ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2015)*, Sydney, Australia.  
**[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 Panagiotis 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 Panagiotis Adamopoulos). *Proceedings of the International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand.

#### Other Conferences and Workshops

- “The Business Value of the Internet-of-Things (IoT) : Evidence from an Online Retailer” (with Anindya Ghose and Panagiotis Adamopoulos). *ISMS Marketing Science Conference (ISMS 2018)*, Philadelphia, USA.
- “The Business Value of the Internet-of-Things (IoT)” (with Anindya Ghose and Panagiotis 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 Anindya Ghose and Param Vir Singh). *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Estimating the Impact of User Personality Traits on Word-of-Mouth: Textmining Microblogging Platforms” (with Anindya Ghose and Panagiotis Adamopoulos). *ISMS Marketing Science Conference (ISMS 2017)*, California, USA.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with Anindya 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 Anindya Ghose and Panagiotis Adamopoulos). *Workshop on Information Systems and Economics (WISE 2016)*, Ireland, Dublin.
- “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences” (with Anindya Ghose, Param Vir Singh and Panagiotis 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 Anindya Ghose and Panagiotis 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 Anindya Ghose and Param Vir Singh). (*WISE* 2015), *Texas, USA*.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with Anindya 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 Panagiotis Adamopoulos). *Workshop on Information Systems and Economics (WISE)* 2014, *Auckland, New Zealand*.
- “E-Business in the Era of Social Networks and Big Data” (with Panagiotis 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 in order 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

## Selected Academic Honors & Awards

- Nomination for the CIST INFORMS Best Paper Award (2018)
- Research Grant (\$12,000), Goizueta Business School, Emory University (2018)
- Nomination for the Best Reviewer Award at Information Systems Research (ISR) (2018)
- Nomination for the Best Reviewer Award at Management of Information Systems Quarterly (MISQ) (2017)
- Amazon AWS Research Grant (\$5,700) (2017)
- MSI Research Grant (\$7,500), Research Initiative on the Digitized Customer (with Anindya Ghose and Panagiotis Adamopoulos) (2017)
- Research Grant (\$7,800), Goizueta Business School, Emory University (2017)
- Finalist for the CIST INFORMS Best Paper Award (2015)
- Finalist for the INFORMS Best Student Paper Award on Social Media Analytics (2015)
- NET Institute Research Grant (\$3,000) (with Anindya Ghose) (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 (\$26,000), Stern School of Business, New York University (2015-2016)
- Doctoral Fellowship, Stern School of Business, New York University (2011-2016)
- Wharton Customer Analytics Institute Award (with A. Ghose, P.V. Singh and P. Adamopoulos) (2014)
- Fellowship from Gerondelis Foundation (2012)
- Fulbright Scholarship (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 4<sup>th</sup> in Greece)
- Start-up Business Plan Competition Award (1<sup>st</sup> prize at the 2008 DMST@AUEB Contest)

## Teaching Experience

### Emory University, Instructor

- **Introduction to Business Analytics**

Spring 2017 (MBA : 4.6/5.0, Undergraduate: 4.4/5.0)

Fall 2017 (MSBA : 4.87/5.0, MBA: 4.5/5.0, Undergraduate: 4.72/5.0)

### New York University, *Instructor*

Summer 2015

- **Info Tech 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

09/2011-05/2015

- 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. Anindya Ghose's Executive MBA class.*
- Data Mining for Business Analytics (Executive MBA 2013)
- Information Technology in Business & Society Recitation Labs (Undergraduate 2011)

## Invited Presentations

- "Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics", PhD Seminar at W. P. Carey School of Business, Arizona State University, *Invited Speaker*, April 2018, Arizona, USA.
- "The Business Value of the Internet-of-Things (IoT): Evidence from an Online Retailer", Scheller College of Business, Georgia Tech, *Invited Speaker*, February 2018, Georgia, USA.
- "Tutorial on Hidden Markov Models (HMMs)", Foster School of Business, University of Washington, The Structural Modeling and Machine Learning Applications for Research on Technology Workshop (S.M.A.R.T Workshop 2017) , *Invited Speaker*, August 2017, Seattle, USA.

- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics”, Terry College of Business, University of Georgia, *Invited Speaker*, March 2017, Georgia, USA.
- “Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics”, Carlson School of Management, University of Minnesota, *Invited Speaker*, 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”, Goizueta Business School, Emory University, *Doctoral Seminar on Foundations of Information Systems Research*, 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 of The University of Pennsylvania, March 2016, Philadelphia, USA.
- **Invited Presentations at Business Schools (November 2015 - January 2016):**
  - Wharton School of Business of University of Pennsylvania
  - Goizueta Business School of Emory University
  - INSEAD Business School
  - Carlson School of the University of Minnesota
  - Desautels Faculty of Management of McGill University
  - Krannert School of Management of Purdue University
  - University College London (UCL) School of Management
  - University of Connecticut School of Business
  - Kelley School of Business of Indiana University
  - W. P. Carey School of Business of Arizona State University
  - Joseph M. Katz Graduate School of Business of the University of Pittsburgh
  - IE Business School
  - Simon Business School of University of Rochester
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with Anindya Ghose), *INFORMS Annual Meeting 2015*, Philadelphia, USA.
- “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events” (with Panagiotis Adamopoulos), *INFORMS Annual Meeting 2015*, Philadelphia, USA.
- “Multi-channel Attribution and Interdependencies Beyond Purchase Incidences” (with Anindya Ghose, Param Vir Singh and Panagiotis Adamopoulos), *WCAI Wharton 2015*.
- “Towards a Digital Attribution Model: Measuring Advertising Effects on Online Consumer Behavior” (with Anindya Ghose), *MISQ Special Issue Workshop on Transformational Issues of Big Data and Analytics in Networked Business 2015*, Leuven, Belgium.
- “Explanatory Data Analysis”, Leonard N. Stern School of Business, (*Data Mining for Business Analytics*) 2014, New York, USA.
- “Interdisciplinary Research Methods & GTM”, *International Conference of Information Systems (ICIS 2013)*, Milan, Italy (GTM Workshop).
- “Search and Display Advertising 101”, Leonard N. Stern School of Business, (*Information Technology in Business and Society*) 2013, New York, USA.

#### Industry Presentations / Engagements

- Atlanta Interactive Marketing Association (AIMA) - “The Future of Analytics” (04/2018)

## Media Coverage

- Marketing Science Institute (MSI) Report, "Estimating the Impact of User Personality Traits on Electronic Word-of-Mouth: Text-mining Social Media Platforms" (01/2018)
- 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:* High Performance Computing, Data Mining, Machine Learning, Mathematics, Matlab, Python, R, SQL, Unix, STATA, NLOGIT, L<sup>A</sup>T<sub>E</sub>X, HTML
- *Languages:* English (Fluent), Greek (Native)

## Professional Activities & Service

- *Organizing Committee Member:*
  - Conference on Information Systems and Technology (CIST 2019), Seattle, USA.
  - Information Systems & Operations Management Workshop on Empirical Research (IEWR 2018, Emory University), Atlanta, USA.
- *Associate Editor:*
  - International Conference on Information Systems (ICIS 2019), "Economics of IS" Track (Munich, Germany).
  - International Conference on Information Systems (ICIS 2019), "Cyber-security, privacy and ethics of IS" Track (Munich, Germany).
  - International Conference on Information Systems (ICIS 2019), "Analytics and Data Science" Track (Munich, Germany).
  - International Conference on Information Systems (ICIS 2018), "Bridging the Internet of People, Data, and Things" Track (San Francisco, 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* (Philadelphia, Pennsylvania)
- *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* (Nashville, Tennessee).
- *Reviewer:*
  - Journals: Management Science (MS), Management of Information Systems Quarterly (MISQ), Information Systems Research (ISR), Journal of Marketing (JoM), 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