Laura J. Kornish

Curriculum Vitae
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Contact Information

Leeds School of Business
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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
       Professor, 2017-present
       Division Chair, 2017-2019, 2020-present
       Associate Professor (with tenure), 2009-2017
       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.

Search: act-or-wait decision problems with evolving information and alternatives.

Information credibility: use of 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, 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/do/10.1287/orms.2020.03.05/full/

"Student-Centered Mathematics," blog series for Complete College America, Summer 2018,
https://completecollege.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," 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)

Teaching

University of Colorado
> 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 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-present.

> 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.

> 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

Leeds Faculty Honor Code Advisor, 2020-present

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

INFORMS Magazine Editorial Advisory Board, 2019-present

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

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

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

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

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

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. Frascona 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)