Valeria STOURM
Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Paris

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Research interests

Customer Relationship Management, Customer Analytics, Sharing Economy Platforms

Education

2016	PHD, Marketing, Wharton School, University of Pennsylvania, United States of America
2012	Master of Science, Marketing, Wharton School, University of Pennsylvania, United States of America
2010	Bachelor of Science, Economics, Magna Cum Laude, Wharton School, University of Pennsylvania, United States of America

Experience

Full-time academic positions

Since 2025	Associate Professor, SKEMA Business School, France

Other academic affiliations and appointments

2016 - 2025	Assistant Professor, HEC Paris, France
2013	Yahoo! Labs Marketplace Researcher, Yahoo, United States of America

Research grants, Awards and Honors

Awards and Honors

2023	AMS Review - Seth Foundation Annual Doctoral Competition, Winner
2023	ISMS Early Career Scholar
2021	B. Roux de Bezieux Prize for Pedagogical Initiatives, HEC Paris, France
2020	Weitz-Winer-O'Dell Award for long-term contribution (finalist), American Marketing Association, United States of America
2018	MSI Research Priorities Working Paper Competition (finalist)
2016	Paul E. Green Award (finalist), American Marketing Association, United States of America
2016	Don R. Lehmann Award, American Marketing Association, United States of America
2015	AMA Mathew Joseph Emerging Scholar Award (honorable mention), American Marketing Association, United States of America
2015	MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (honorable mention)
2010	University of Pennsylvania Class of 1939 Graduate Fellowship

Research Grants

2021	HEC Society & Organization Center
2020	LABEX Ecodec
2020	Vinnova, Swedish Government Agency for Innovation Systems
2017	HEC Foundation
2013	Wharton Customer Analytics Initiative Data Grant
2013	Baker Retailing Center, Wharton School
2011	Wharton Global Initiatives

Publications

Peer-reviewed journal articles

STOURM, L. and STOURM, V. (2025). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. *Marketing Science*, 44(4), pp. 777-801.

STOURM, V. and BRADLOW, E.T. (2023). Cross-reward effects in a coalition loyalty program: The impact of a point currency devaluation. *International Journal of Research in Marketing*, 40(2), pp. 276-293.

STOURM, V., NESLIN, S.A., BRADLOW, E.T., BREUGELMANS, E., CHUN, S.Y., GARDETE, P. ... VENKATESAN, R. (2020). Refocusing loyalty programs in the era of big data: a societal lens paradigm. *Marketing Letters*, 31(4), pp. 405-418.

STOURM, V. and BAX, E. (2017). Incorporating hidden costs of annoying ads in display auctions. *International Journal of Research in Marketing*, 34(3), pp. 622-640.

STOURM, V., BRADLOW, E.T. and FADER, P.S. (2015). Stockpiling Points in Linear Loyalty Programs. *Journal of Marketing Research*, 52(2), pp. 253-267.

Other research activities

Reviewer for:

Marketing Science, Journal of Marketing, International Journal of Research in Marketing, Journal of Marketing Research, Management Science

Organization of a conference or a seminar

2025	YES (Young European Scholars) Marketing Conference, Chair
2019	11th Triennial Invitational Choice Sympoisum, Workshop Chair, United States of America

Affiliations

Since 2016	European Marketing Academy (EMAC)
Since 2016	INFORMS Society for Marketing Science
Since 2016	American Marketing Association