

Valeria STOURM

Professeur associé

Académie : Transformation

Centre de recherche : Marketing Interactions

Campus : Paris

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Intérêts de recherche

Customer Relationship Management, Customer Analytics, Sharing Economy Platforms

Formation

2016	PhD, Marketing, Wharton School, University of Pennsylvania, Etats-Unis d'Amérique
2012	Master of Science, Marketing, Wharton School, University of Pennsylvania, Etats-Unis d'Amérique
2010	Bachelor of Science, Economie, Magna Cum Laude, Wharton School, University of Pennsylvania, Etats-Unis d'Amérique

Expérience Professionnelle

Positions académiques principales

Depuis 2025 Professeur associé, SKEMA Business School, France

Autres affiliations académiques

2016 - 2025	Assistant Professor, HEC Paris, France
2013	Yahoo! Labs Marketplace Researcher, Yahoo, Etats-Unis d'Amérique

Contrats de recherche, prix et distinctions

Prix et distinctions

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

Contrats de recherche

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

Articles académiques revus

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

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

Autres activités de recherche

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

2025	YES (Young European Scholars) Marketing Conference, Chair
2019	11th Triennial Invitational Choice Symposium, Workshop Chair, Etats-Unis d'Amérique

Affiliations

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