

LUDOVIC STOURM

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EMPLOYMENT

Assistant Professor of Marketing, HEC Paris July 2016-present

EDUCATION

The Wharton School of the University of Pennsylvania 2012-2016
Ph.D. in Marketing, M.S. in Marketing
- Dissertation committee: Raghuram Iyengar (co-chair), Eric T. Bradlow (co-chair), David R. Bell,
Jean-François Houde

Harvard University 2010-2011
M.A. in Statistics

Université de Technologie de Compiègne, France 2005-2010
Ingénieur, Computer Science

RESEARCH INTERESTS

Sharing economy, Network effects, Diffusion of innovations, Spatial demand, Granular data, Cross-category models of purchase

Empirical Industrial Organization methods, Bayesian models, Dynamic structural models

PUBLICATIONS

Ludovic Stourm, Paulo Albuquerque (2024), “Flowers and Bees: Spatial Network Effects in the Adoption of a Sharing-Economy Platform”, forthcoming at the *Journal of Marketing Research*

Ludovic Stourm, Raghuram Iyengar, Eric T. Bradlow (2020), “A Flexible Demand Model for Complements Using Household Production Theory”, *Marketing Science*, Vol. 39 (4), p.763-787.

WORKING PAPERS

Ludovic Stourm, Valeria Stourm (2024), “Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy”, under 3rd-round review at *Marketing Science* (after a minor revision)

WORK IN PROGRESS

Ludovic Stourm, Raghuram Iyengar, Eric T. Bradlow “A Dynamic Model of Purchase and Consumption Across Complementary Categories”, preparing for submission to *Marketing Science*.

Ludovic Stourm, “Predicting provider exits on a sharing-economy platform”, data collected.

Ludovic Stourm, “An empirical analysis of prosumers on a car-sharing platform”, data collected.

PRESENTATIONS

“Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy”, Marketing Science conference, Miami (June 2023)

“Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy”, INSEAD-ESSEC-HEC conference, INSEAD (March 2023)

“Creating engaging online material”, HEC workshop (April 2022)

“The Drivers in the Diffusion of a Sharing Economy Platform”, HEC Data Day (February 2020)

“Measuring Local Network Effects in the Diffusion of a Sharing Economy Platform”, Marketing Dynamics conference, University of Maryland (June 2019)

“The Adoption of a Multisided Platform by Different Types of Users: A Spatiotemporal Analysis”, Marketing Science conference, Philadelphia (June 2018)

“The Adoption of a Multisided Platform by Different Types of Users: A Spatiotemporal Analysis”, HEC-ESSEC -INSEAD seminar (March 2018)

“Scraping Webpages to Analyze the Diffusion of Two-Sided Platforms”, HEC Big Data Day (January 2018)

“Consumer Stockpiling and Demand Complementarity”, Marketing Science Conference, Baltimore (June 2015)

“Consumer Stockpiling and Demand Complementarity”, HEC Paris (April 2015)

“Separate Purchases but Joint Consumption: A Dynamic Structural Model of Demand for Storable Complements”, Marketing Dynamics Conference, Las Vegas (August 2014)

“Purchasing the Parts to Consume the Whole: A Dynamic Cross-category Model with Consumer Stockpiling”, Marketing Science Conference, Atlanta (June 2014)

AWARDS, GRANTS AND HONORS

Bruno Roux de Bézieux Award for Educational Initiative from the HEC Foundation (2021 edition)

HEC Foundation research grant (25 000€, 2018)

LABEX Ecodec research grants (5 000€, 2018 and 2020)

Wharton Customer Analytics Initiative, research opportunity grantee (2014)

Winkelman Fellowship (2014-2016)

Baker Retail Center Research Grant (2014)

Jean Gaillard Memorial Fellowship (2010)

TEACHING

At HEC Paris:

Marketing Management (<i>Grande Ecole</i> Master 1 core course)	2016 - 2024
Marketing Science (PhD)	2019, 2021, 2023
Topics in Marketing (PhD)	Spring 2020

SERVICE

Service at HEC Paris:

Member of the recruiting committee for the marketing department (2018)

Co-Principal Investigator LabEx ECODEC, Area 5 “New Challenges for New Data” a joint research laboratory of excellence between HEC Paris, ENSAE ParisTech, and École Polytechnique (2017-2020)

Organizer of HEC’s Big Data Day, jointly with Christophe Pérignon and Peter Ebbes (2018)

Jury member for PhD specialization exam (Isabella Ciampa, 2020)

Jury member for the first hackathon by Hi!Paris (2021)

Supervision of Master’s theses (2 in 2023, 2 in 2020, 1 in 2019, 2 in 2018, 4 in 2017)

Supervision of student projects with companies (3 in 2020, 2 in 2019, 3 in 2018, 1 in 2017)

Reviewer Service:

Invited reviewer for *Marketing Science* and *Recherche et Applications en Marketing*

Member of the Scientific Committee for the 2023 Workshop on Platform Analytics

Memberships:

American Marketing Association (member since 2015)

INFORMS (member since 2015)

MEDIA APPEARANCES

Editorialist of Knowledge@HEC, jointly with Peter Ebbes (April 2017)

Appearance in "Le gros mot de l'éco" on France 24 (2019)

Appearance in "New ways of teaching from HEC Professors" (HEC Foundation, 2021)

INDUSTRY EXPERIENCE

In4mation Insights, Needham, MA 2011-2012

Associate Director, Marketing Science.

Implemented Bayesian models of choice from the academic literature in marketing.

Apple Inc., Cupertino, CA 2008, 2010

Software engineering intern, Localization and Release Engineering.

Implemented machine learning and natural language processing methods to automate the process of software translation.

LANGUAGES

Computer languages: MATLAB, R, SAS, SQL, Python, C, C++, Perl, Ruby

Natural languages: French (native speaker), Spanish (fluent)