Valeria STOURM

Associate Professor

Academy: Transformation

Research center: Marketing Interactions

Campus: Paris

Email: valeria.stourm@skema.edu

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 in Digital Marketing, SKEMA Business School, France

Other academic affiliations and appointments

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

Other professional experiences

2008	Investment Banking, Morgan Stanley, 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 Foundation
2020	Weitz-Winer-O'Dell Award for long-term research impact 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
2009	Wharton Research Scholar, Wharton School, University of Pennsylvania, United States of America

Research Grants

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

Conference presentations

STOURM, L. and STOURM, V. (2026). Demand estimation in markets with unit capacity constraints and sequential consumer arrivals. In: ISMS Marketing Science Conference. Lisbon, Portugal.

STOURM, V., MOCH, N., BUYALSKAYA, A. and BERMAN, J.Z. (2026). Shades-of-Green: How Green Loyalty Programs Can Transform Customer Behaviors and Impact Attitudes. In: AMA Global Conference, competitive session for Journal of International Marketing Special Issue on Global Sustainability and Innovation in International Marketing. Nice.

STOURM, L. and STOURM, V. (2023). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: Marketing Science Conference. Miami.

MOCH, N., STOURM, V. and BERMAN, J.Z. (2023). Shades-of-Green: How Loyalty Programs Can Transform Customer Behaviors and Impact Attitudes. In: Academy of Marketing Science Annual Conference, Awards Session (Winner).

MOCH, N., STOURM, V. and BERMAN, J.Z. (2023). Doing good by Earning and Redeeming Points - Investigating the Effectiveness of Green Design Elements in Customer Rewards Programs. In: Winter American Marketing Association Conference. Nashville.

STOURM, V., BRADLOW, E.T. and FADER, P.S. (2020). Stockpiling Points in Linear Loyalty Programs. In: American Marketing Association Summer Academic Conference, Awards Session (long-term research impact).

STOURM, V., AMARILES, D.R. and NESLIN, S.A. (2020). A Framework for Managers to Evaluate and Respond to Privacy Regulation. In: HEC Paris Big Data Day. Jouy-en-Josas.

STOURM, V. and BRADLOW, E.T. (2019). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: 11th Triennial Invitational Choice Symposium, Georgetown University. Cambridge.

STOURM, V. and BRADLOW, E.T. (2018). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: Young European Scholars Marketing Conference, Frankfurt School of Finance and Management. Frankfurt.

STOURM, V. and BRADLOW, E.T. (2018). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: ISMS Marketing Science Conference. Philadelphia.

STOURM, V. and BRADLOW, E.T. (2018). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: HEC Paris Big Data Day. Jouy-en-Josas.

STOURM, V. and BRADLOW, E.T. (2014). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: Wharton Customer Analytics Initiative Research Symposium. Philadelphia.

STOURM, V., BRADLOW, E.T. and FADER, P.S. (2012). Stockpiling Points in Linear Loyalty Programs. In: Marketing Science Conference. Boston.

Faculty research seminar presentations

STOURM, L. and STOURM, V. (2026). Demand estimation in markets with unit capacity constraints and sequential consumer arrivals. In: Bocconi Faculty Seminar. Milan, Italy.

STOURM, L. and STOURM, V. (2026). Demand estimation in markets with unit capacity constraints and sequential consumer arrivals. In: MINT Faculty Seminar. Lille, France.

STOURM, V. (2026). How can companies design more sustainable loyalty programmes ? In: SKEMA Transitions Week: Ask the Faculty.

STOURM, L. and STOURM, V. (2024). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: EDHEC. Lille.

STOURM, L. and STOURM, V. (2024). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: ESADE.

STOURM, L. and STOURM, V. (2024). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: NOVA SBE. Lisbonne.

STOURM, L. and STOURM, V. (2024). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: KU Leuven.

STOURM, L. and STOURM, V. (2023). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: HEC-ESSEC-INSEAD Research Seminar. Fontainebleau.

STOURM, L. and STOURM, V. (2022). Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy. In: SKEMA MINT Research Writing Camp. Paris.

STOURM, V. and BRADLOW, E.T. (2019). Cross-Reward Effects in a Coalition Loyalty Program: the Impact of a Point Currency Devaluation. In: HEC-ESSEC-INSEAD Research Seminar. Cergy.

STOURM, V., BRADLOW, E.T. and FADER, P.S. (2015). Stockpiling Points in Linear Loyalty Programs. In: HEC Paris. Jouy-en-Josas.

Press and social media

STOURM, V. (2026). Airbnb's Superhosts Are not those You Think They Are: How Can Platforms Recognize Their Most Valuable Users? SKEMA Knowledge, France.

Other research activities

Reviewer for:

Recherche et Applications en Marketing, Spatial Economic Analysis, Journal of Retailing and Consumer Services, IEEE/ACM Transactions on Networking, IISE Transactions, SN Business & Economics, 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	Young European Scholars Marketing Conference, Chair, SKEMA Business School, France
2024	Association for Consumer Research Conference, community event chair, The Association for Consumer Research, United States of America
2019	11th Triennial Invitational Choice Sympoisum, Workshop Chair, Georgetown University, United States of America

Affiliations

Since 2016	American Marketing Association (AMA), Member
Since 2016	European Marketing Academy (EMAC), Member
Since 2016	INFORMS Society for Marketing Science (ISMS), Member

Other academic activities

2026	Mentor at AMA Global Marketing SIG Doctoral Consortium, AMA American Marketing Association
2025	Appraisor: Marketing Science Conference Flash Sessions, Institute for Operations Research and the Management Sciences (INFORMS), United States of America
2024 - 2025	Appraisor: American Statistical Association Dissertation Award, American Statistical Association
2019	Appraisor: MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute
2019	HEC Paris Big Data Day, Session Chair, HEC Paris, France