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 de Marketing Digital, SKEMA Business School, France

Autres affiliations académiques

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

Autres expériences professionnelles

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

Contrats de recherche

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

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.

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

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

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

Présentations dans des séminaires de recherche

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

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

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

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

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

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

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

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

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

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

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

Presse et réseaux sociaux

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

Autres activités de recherche

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

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, Etats-Unis d'Amérique
2019	11th Triennial Invitational Choice Sympoisum, Workshop Chair, Georgetown University, Etats-Unis d'Amérique

Affiliations

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

Autres activités académiques

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), Etats-Unis d'Amérique
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