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LUDOVIC STOURM

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ACADEMIC POSITIONS

Professor of Digital Marketing, Institut Mines-Télécom Business School 2025-present

Assistant Professor of Marketing, HEC Paris 2016-2025

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 in Computer Science, specialization in Machine Learning

PEER-REVIEWED PUBLICATIONS

Ludovic Stourm, Valeria Stourm (2025), "Estimating Sparse Spatial Demand to Manage Crowdsourced Supply in the Sharing Economy", *Marketing Science*, 44(4):777-801.
https://doi.org/10.1287/mksc.2022.0458

Ludovic Stourm, Paulo Albuquerque (2024), "Flowers and Bees: Spatial Network Effects in the Adoption of a Sharing-Economy Platform", *Journal of Marketing Research*, 61(6):1015-1040.
https://doi.org/10.1177/00222437241255057

Ludovic Stourm, Raghuram Iyengar, Eric T. Bradlow (2020), "A Flexible Demand Model for Complements Using Household Production Theory", *Marketing Science*, 39(4):763-787.
https://doi.org/10.1287/mksc.2019.1218

WORKING PAPERS

Ludovic Stourm, Raghuram Iyengar, Eric T. Bradlow "A Dynamic Model of Purchase and Consumption Across Complementary Categories"

WORK IN PROGRESS

Ludovic Stourm, "Predicting provider exits on a sharing-economy platform"

Ludovic Stourm, "An empirical analysis of prosumers on a car-sharing platform"

RESEARCH INTERESTS

Topics: Sharing economy, Platforms, Digital economy, Diffusion of innovations, Provider Relationship Management, Consumer purchases across product categories

Methods: Empirical Industrial Organization methods, Bayesian models, Continuous-time models, Spatial models of demand, Granular data, Direct-utility models of consumer purchases, Dynamic programming

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 (*Grande Ecole* Master 1 core course)	2016 – 2025
Introduction to Data Science (*Grande Ecole* Master 1 core course)	Spring 2025
Marketing Science (PhD)	2019, 2021, 2023, 2025
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*, *Journal of Marketing Research*, and *Recherche et Applications en Marketing*

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

Professional affiliations:

American Marketing Association (member since 2015)

INFORMS (member since 2015)

Other:

The *Journal of Marketing Research* suggests, as an example of good practice in ensuring the replicability of quantitative paper submissions, the replication files for my article co-authored with Paulo Albuquerque (entitled "Flowers and Bees: Spatial Network Effects in the Adoption of a Sharing-Economy Platform").

MEDIA COVERAGE

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, United States 2011-2012
Associate Director, Marketing Science.
Provided recommendations to clients on their marketing mix by analyzing conjoint data and household panel data. Implemented and applied Bayesian models of consumer choice and machine learning methods to provide data insights as input for decision-making.

Apple Inc., Cupertino, CA, United States 2008, 2010
Intern, Localization and Release Engineering.
Implemented machine learning and natural language processing (NLP) methods to accelerate the process of software translation. Worked with an international team of translators to understand the specificities of their languages. Created a tool to facilitate their work.

COMPUTER SKILLS

Languages and packages for scientific computing: MATLAB, R, Julia, NumPy, SciPy, SAS

General programming languages: Python, Bash, SQL, C, C++, Perl, Ruby

Code sharing/versioning: GitHub

Cloud computing: AWS (EC2 for computing, EFS and S3 for storage), Azure

Specific packages:

Web crawling: *requests*, *BeautifulSoup*, *json, lxml*

Plotting maps and handling geographic data: *cartopy, pyproj, shapely, fiona*

Web programming languages: HTML, CSS, JavaScript

LANGUAGE SKILLS

French (native speaker), Spanish (fluent), German (intermediate), Portuguese (beginner)