

Nov. 5, 2023

KALINDA UKANWA

Marshall School of Business
University of Southern California
701 Exposition Blvd, HOH 321, Los Angeles, CA 90089

Phone: 213-740-1421
Email: Kalinda.Ukanwa@marshall.usc.edu
URL: <https://www.marshall.usc.edu/personnel/kalinda-ukanwa>

ACADEMIC POSITIONS AND AFFILIATIONS

Asst. Professor of Marketing, Marshall School of Business, University of Southern California	2019 - present
Research Affiliate, Neely Center for Ethical Leadership and Decision Making, USC	2023 - present
Research Affiliate, Marshall Initiative on Digital Competition, USC	2021 - present
Research Affiliate, The T.R.A.P. Lab, Virginia Tech	2021 - present
Fellow, MOSAIC Economic Project-Progressive Policy Institute	2021 - present

EDUCATION

Ph.D. in Business Admin. (Quant Marketing)	University of Maryland	2019
M.B.A.	Stanford University	2001
B.S./M.S. in Industrial Engineering	Stanford University	1995

HONORS/AWARDS/GRANTS

Faculty Fellow, AMA-Sheth Doctoral Consortium, BI Norwegian Business School	2023
Scholar, ISMS Early Career Scholars, Duke University	2022
Faculty Fellow, AMA-Sheth Doctoral Consortium, University of Texas at Austin	2022
Keynote Speaker (with Maura Scott and Martin Mende), Interactive Marketing Research Conference	2021
Keynote Speaker, Digital Analytics Association One Conference	2021
Keynote Speaker, Crossing Disciplines Workshop, Harvard Business School	2021
Finalist, AMS Mary Kay Doctoral Dissertation Award	2020
Finalist, John A. Howard/AMA Doctoral Dissertation Award	2019
Finalist, INFORMS Service Science Best Student Paper Award	2018
Winner, Eli Jones Promising Young Scholar Research Excellence Award	2018
Fellow, ISMS Doctoral Consortium, Temple University	2018
Fellow, Baruch-PhD Project Research Symposium, CUNY-Baruch College	2018
Keynote Speaker (with Roland T. Rust), Frontiers in Service Conference	2017
Runner Up, MDSA Conference Three Minute Thesis Competition	2017
Fellow, AMA-Sheth Doctoral Consortium, University of Iowa	2017
Marketing Science Institute Research Grant No. 18-121-07 (\$3,000)	2017
Winner, MDSA Conference Three Minute Thesis Competition	2016
Fellow, Haring Symposium, Indiana University	2016
American Marketing Association PhD Scholarship	2015
Fellow, Quantitative Marketing and Structural Econometrics Workshop, Northwestern University Kellogg School of Management	2015
University Fellowship (University of Maryland)	2013 - 2017
Charles P. Bonini Fellowship	1999 - 2001

RESEARCH INTERESTS

Algorithmic Fairness; Algorithmic Bias; Algorithmic Decision-Making; Reputation; Social Dynamics; Bayesian Methods; Agent Based Modeling

Zuckerman, Ezra W, Tai-Young Kim, Kalinda Ukanwa, and James von Rittmann (2003), "Robust Identities or Non-Entities? Typecasting in the Feature Film Labor Market," *American Journal of Sociology* 108: 1018-1075. (768 Google Scholar citations as of 11/5/23)

Ukanwa, Kalinda, Aziza C. Jones, and Broderick L. Turner, Jr. (2022), "School Choice Increases Racial Segregation Even When Parents Do Not Care About Race," *Proceedings of the National Academy of Sciences*, 119, no. 35 (2022): e2117979119

OTHER PUBLICATIONS

Ukanwa, Kalinda (2023), "Algorithmic Bias in Audio AI", essay in book chapter in *VOICE MARKETING: Your Up-to-Date Guide for Developing, Executing, and Managing a Voice Marketing Strategy* (Invited), Rowman and Littlefield

Jones, Aziza C., Turner, Broderick, and Ukanwa, Kalinda (2022, Dec. 7). "School Choice Can Increase Segregation," *Public Health Post*.

Ukanwa, Kalinda (2021, May 23). "Algorithmic Bias Isn't Just Unfair—It's Bad for Business," *The Boston Globe*.

Ukanwa, Kalinda (2022), "Breaking Up Big Tech Will Not Prevent Algorithmic Harm to Society," *Progressive Policy*

WORKING PAPERS

Ukanwa, Kalinda and Rust, Roland T. (2023), "How Word-of-Mouth Affects Consumer Response to Algorithmic Bias"

- Revising for 3rd round review at *Journal of Consumer Research*

Ukanwa, Kalinda and Rand, William and Zubcsek, Peter Pal (2022), "Why Firms Should Want Algorithmic Accountability", Available at SSRN

- Under 2nd Round Review at *Marketing Science*

Ukanwa, Kalinda and Rust, Roland T. (2022), "Algorithmic Bias in Service", Available at SSRN

- Finalist, 2020 AMS Mary Kay Doctoral Dissertation Award
- Finalist, 2019 John A Howard/AMA Doctoral Dissertation Award
- Finalist, INFORM Service Science Best Student Paper Award
- Preparing for submission to *Marketing Science*

Ukanwa, Kalinda, and David Godes (2021), "Piracy, Lawsuits, and Competition for Reputation", Available at SSRN

- Additional analysis and rewriting manuscript. Target: *Marketing Science*

Jones, Aziza C., Broderick L. Turner, Jr., and Kalinda Ukanwa (2023-equal authorship), "Marketing Towards the Desegregation of Schools", Available at SSRN

- Under review at *Marketing Science*

Ted Matherly, Jared Watson, and Kalinda Ukanwa, "Dynamics of First-Person Pronouns on Content Engagement"

- Preparing for submission to *Journal of Marketing*

RESEARCH IN PROGRESS

Ukanwa, Kalinda, "Dynamic Algorithmic Bias"

- Working on analysis and writing manuscript. Target: *Marketing Science*

Ukanwa, Kalinda and Rust, Roland T. (2023), "Competing on Algorithmic Fairness"

- Analysis

Ukanwa, Kalinda, and Ted Matherly, and Jared Watson, "Influencer Reputation and Unfollowers"

- Analysis.

INVITED TALKS AND PANELS

A. Gary Anderson Graduate School of Management, University of California - Riverside	Nov., 2023
Paul Merage School of Business, University of California - Irvine	Nov., 2023
Psychology of Technology Conference, University of Southern California	Nov., 2023
Liautaud Graduate School of Business, University of Illinois - Chicago	Oct., 2023
HerTech: Empowering Women in AI, Publicis Groupe	Sept., 2023
2023 Reputation Symposium, University of Oxford	Aug., 2023
AI in Research, MDSA/MEFA Conference	Aug., 2023
Discrimination in the 21 st Century Conference, University of Chicago-Booth	May, 2023
Rising Scholars Conference, University of Chicago-Booth	Nov., 2022
Progressive Governance Summit (Rep. Murphy Congressional Delegation), Berlin, Germany	Oct., 2022
Rady School of Business, University of California- San Diego	Oct., 2022
NSF Conference on Data Science and Law, UNC-Chapel Hill	Sept., 2022
T.R.A.P. Lab Seminar Series, Virginia Tech (Virtual)	Sept., 2022
Scholar Seminar Series, Twitter Inc.	July, 2022
NBER Summer Institute IT and Digitization, NBER (invited Discussant)	July, 2022
Discrimination in AI Decision-Making (Virtual), American Bar Association	May, 2022
UT Dallas Bass FORMS Conference (invited Discussant, Virtual)	Mar., 2022
T.R.A.P. Lab Seminar Series, Virginia Tech (Virtual)	Sept., 2022
Monash Business School, Monash University	Feb., 2022
Next Generation of Antitrust, Data Privacy and Data Protection Scholars Conference, NYU Stern	Jan., 2022
Neely Center for Ethical Leadership and Decision Making Fall Ethics Symposium, USC	Nov., 2021
ACM International Conference on AI and Finance - Women in AI and Finance Workshop	Nov., 2021
Association of Consumer Research Knowledge Forum	Oct., 2021
RAND Corporation	Jun., 2021
Digital Analytics Association Anti-Racism Open Forum	Aug., 2021
Fuqua School of Business, Duke University	May, 2021
European Marketing Academy Conference-IJRM Special Issue Panel	May, 2021
Rutgers Business School, Rutgers University	Apr., 2021
Diversity Forum on Digital Discrimination, State University of New York-Empire	Apr., 2021
Leeds School of Business, University of Colorado- Boulder	Mar., 2021
USC Marshall Tommy Talks, University of Southern California	Jan., 2021
Consumer Federation of America Financial Services Conference	Dec., 2020
Wharton Business School, University of Pennsylvania	Nov., 2020
Wharton/MSI Analytics Symposium, University of Pennsylvania	Nov., 2020
Marketing Science Institute Webinar Series	Sep., 2020
USC Marshall Executive Education Panel, University of Southern California	Jul., 2020
Kogod School of Business, American University	Mar., 2019
Isenberg School of Management, University of Massachusetts at Amherst	Oct., 2018
Questrom School of Business, Boston University	Oct., 2018
SC Johnson Graduate School of Management, Cornell University	Oct., 2018
Yale School of Management, Yale University	Oct., 2018
Graduate School of Management, University of California	Oct., 2018
Foisie Business School, Worcester Polytechnic Institute	Oct., 2018
McCombs School of Business, University of Texas at Austin	Oct., 2018
Kenan-Flagler Business School, University of North Carolina at Chapel Hill	Oct., 2018
Eller College of Management, University of Arizona	Oct., 2018
Muma College of Business, University of South Florida - Tampa	Sep., 2018
Kate Tiedemann College of Business, University of South Florida – St. Pete	Sep., 2018
Marshall School of Business, University of Southern California	Sep., 2018
International Business School, Brandeis University	Sep., 2018
Carroll School of Management, Boston College	Sep., 2018

CONFERENCE PRESENTATIONS

Marketing Science DEI Conference (plenary), Southern Methodist Univ., Dallas, TX	Mar., 2023
Winter AMA Conference, Nashville, TN	Feb., 2023
Artificial Intelligence in Management Conference (session chair, Virtual)	May, 2022
Conference on Artificial Intelligence, Machine Learning, and Business Analytics* (Virtual)	Dec., 2021
Interactive Marketing Research Conference (Virtual)	Oct., 2021
Marketing Science Conference (session chair, Virtual)	Jun., 2021
Marketing Science Conference (Virtual)	Jun., 2020
Marketing Science Conference DEI Workshop (Virtual)	Jun., 2020
The PhD Project/MDSA Summer Conference, Chicago, IL	Aug., 2019
Reputation Symposium 2019, Saïd Business School, University of Oxford, Oxford, UK	Aug., 2019
Marketing Dynamics Conference, College Park, MD	Jun., 2019
European Marketing Academy Conference, Glasgow, Scotland*	May, 2018
Baruch-PhD Project Research Symposium, New York, NY	Apr., 2018
Marketing Doctoral Students Assoc. Conference, San Francisco, CA	Aug., 2017
Marketing Doctoral Students Assoc. Conference, Atlanta, GA	Aug., 2016
Marketing Academic Research Colloquium, College Park, MD	May, 2016

TEACHING EXPERIENCE**Instructor**

Marketing Analytics, Marshall School of Business, University of Southern California	2019 - present
Digital Marketing, Robert H. Smith School of Business, University of Maryland	2018
ACT and SAT Prep, Kaplan Test Prep, San Jose, CA	2001 - 2002

Teaching Assistant

Marketing Management (Instructor: David Godes)	2017
Marketing Management (Instructor: Judy Frels)	2015

SERVICE

Organizer, Quant Marketing Brown Bag Lunch Series (USC)	2019 - 2023
Committee Member, Marketing Science Special Issue DEI Conference	2022 - 2023
Committee Member, UCAR Graduate Committee- USC Marketing Dept.	2021
Assoc. Editor, AMA Summer Conference (Marketing Analytics, AI, ML)	2021
Committee Member, Marketing Science Conference DEI Workshop	2021
Committee Member, Hiring Committee- USC Marketing Dept.	2020
Organizer, Faculty Research Overview Series (Univ. of Maryland)	2016
Organizer, Quant Marketing Brown Bag Lunch Series (Univ. of Maryland)	2015
Ph. D. Orientation, Smith School of Business	2015
Ad Hoc Reviewer: Journal of Marketing Research, Marketing Science, Management Science, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Business Ethics, Journal of Service Research	

SELECTED PRESS AND OTHER MEDIA

"Reality in an AI World," KNX News Radio Town Hall Special	May 18, 2023
"Contending with Algorithmic Bias-Part 3," ARF/MSI CultureConnect Podcast	Apr. 28, 2023
"Study: Unmitigated School Choice May Lead to Racial Segregation Due to Different Parental Preferences," <i>Diverse Issues in Higher Education</i>	Sept. 13, 2022
"Contending with Algorithmic Bias-Part 2," ARF/MSI CultureConnect Podcast	Jun. 16, 2022
"Algorithmic Fairness and Bias," <i>The Black Doctors Talk Podcast</i>	May 18, 2022

* Presented by a co-author

" Contending with Algorithmic Bias-Part 1 ," ARF/MSI CultureConnect Podcast	May 5, 2022
" Can Big Tech Save Us from Algorithmic Bias? ," Radically Pragmatic Podcast	Feb. 10, 2022
" The Black Foodie Celebrating the Bay Area's Hidden Gems ," <i>The Guardian</i>	Jan. 8, 2022
"Making Your Research Applicable for Mainstream Audiences," <i>Inside Higher Ed</i>	Dec. 8, 2021
"Strategies to Reduce Bias in Artificial Intelligence," <i>Forum Magazine</i>	Nov. 30, 2021
"Fed Up with TikTok, Black Creators Are Moving On," <i>Los Angeles Times</i>	Sep. 16, 2021
"Why Businesses Benefit From Building Ethical AI," <i>NASDAQ</i>	Aug. 31, 2021
"Biased AI is Not Just Bad for People, It's Harmful for Businesses, Too," <i>Venture Beat</i>	Jul. 2, 2021
"Conservatives are Very Angry Victoria's Secret is 'Going Woke'," <i>The Independent</i>	Jun. 17, 2021
"Algorithms Should Be Subject to Continual Audits to Weed Out Bias," <i>The Boston Globe</i>	May 31, 2021
"Black Women Can 'Financially Flourish' in These North Texas Cities," <i>Dallas Morning News</i>	Feb. 12, 2021
"Black Women and the Wealth Gap: Best Cities to Flourish Financially," <i>MoneyGeek</i>	Jan. 28, 2021
"Tackling Disparities in Finance for Black and African Americans," <i>MoneyGeek</i>	Dec. 28, 2020
"Credit-Based Insurance Premiums Raise Concerns About Racial Bias," <i>Bloomberg Law</i>	Dec. 22, 2020
"Marketing the Future: How Data Analytics Is Changing," <i>Knowledge@Wharton</i>	Nov. 23, 2020
"The Era of Gap's Mass Appeal Is Over- But Specialization Could Bring the Brand Back," <i>Adweek</i>	Nov. 20, 2020
"Will This New Bill Raise Your Auto Insurance Rates?," <i>MoneyGeek</i>	Oct. 27, 2020
"Do Communities of Color Pay More for Car Insurance?," <i>MoneyGeek</i>	Aug. 18, 2020
"JCPenney Files for Bankruptcy," <i>CNN</i>	May 15, 2020
"5 Factors That Led to Victoria's Secret's Fall," <i>The Washington Post</i>	Feb. 20, 2020
"Why Uber and Lyft Could Get Particularly Banged Up in a Recession", <i>TheStreet</i>	Aug. 22, 2019

AFFILIATIONS

INFORMS Society for Marketing Science (ISMS)
 American Marketing Association (AMA)
 PhD Project/Marketing Doctoral Students Association (MDSA)

CONSULTING

Progressive Policy Institute	2021
Virginia Tech/National Archives and Records Administration	2021

PROFESSIONAL EXPERIENCE

Kaplan Test Prep, New York, NY (Exec. Director of Financial Planning and Analysis)	2010 – 2011
Viacom, New York, NY (Director, Finance and Administration-BET Digital)	2007 – 2010
Sehkmets Services (Management Consultant)	2003 – 2007
Transportation Security Administration (TSA) Washington, D.C. (Area Program Manager - 1 yr. Presidential Appointee)	2002 – 2003
Citigroup, New York, NY (Senior Business Planning and Development Analyst)	1998 – 2001
Walt Disney Corp, Lake Buena Vista, FL (Sr. Industrial Engineer and Sr. Strategic Planning Analyst)	1995 – 1998

SKILL SETS

Methodology: Bayesian Methods, Agent-Based Modeling, Experiments, Analytical Modeling
 Programming: Parallel Computing, R, Python, Matlab, Netlogo, Mathematica