



# VILMA TODRI

Assistant Professor of Information Systems & Operations Management

## Research Expertise:

Digital advertising, social media, e-business, economics, machine learning



Vilma Todri completed her Ph.D. in Information Systems at New York University in 2016. Prior to joining the faculty at Emory in 2016, Todri held positions at Google Inc. and co-founded a tech startup company that successfully raised funding. Todri's primary research focus is on online advertising, as well as business practices and consumer behavior in technology-mediated environments. Her research interests lie in the intersection of quantitative modeling, experimental designs, and machine learning. Her research has been published in a number of leading journals and conferences including *MIS Quarterly*, KDD and ICIS.



## Honors and Awards

- INFORMS CIST Best Conference Paper Award Finalist
- INFORMS Best Student Paper Award on Social Media Analytics Award Finalist
- Fulbright Scholarship



## Recent and Ongoing Research

**“Towards a Digital Attribution Model: Measuring Display Advertising Effects on Online Consumer Behavior”** (with A. Ghose). (Forthcoming at *MIS Quarterly*, *Special Issue on Transformational Issues of Big Data and Analytics in Networked Business*).

**“Estimating the Impact of User Personality Traits on Word-of-Mouth: Text Mining Microblogging Platforms”** (with A. Ghose & P. Adamopoulos). (Second round review at *Information Systems Research*).

**“Trade-offs in Online Advertising: Modeling and Measuring Advertising Effectiveness and Annoyance Dynamics”** (with A. Ghose & P.V. Singh). (Under Review. Target journal: *Management Science*).

**“Multi-channel Attribution and Interdependencies Beyond the Purchase Incidence”** (with A. Ghose, P.V. Singh & P. Adamopoulos). (In preparation).