

Evelyn O. Smith

University of Kentucky
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EDUCATION

Ph.D. in Marketing, specialized in Game Theory
University of Washington *Seattle, WA*
Minor in Economics, Minor in Statistics

B.S. in Business Administration
Saint Louis University *St. Louis, MO*

RESEARCH INTERESTS

Artificial Intelligence, Blockchain, Recommender Systems, Pricing, Emerging Technology
Strategy, Product Management

PUBLICATION

Smith, E. O., & Shulman, J. D. (2022). Product diversion by vertically differentiated firms.
Production and Operations Management 31(5), 1928-1939.

SELECTED RESEARCH IN PROGRESS

“My Fair AI: Algorithmic Policy Impacts on Content Recommendation with Consumer Identity
Revelation”, with Jeffrey D. Shulman and Antino Kim, invited revision at *Marketing Science*

“Conversational Agents Powered by Generative Artificial Intelligence Improve Understanding for
those Worried about Controversial Topics”, with Antino Kim and Alan Dennis, under review at
Management Information Systems Quarterly

“Evaluating Human Supervision in Unsupervised Deep Neural Networks for AI Anomaly
Detection”, with Samuel Zaruba S., preparing for submission at ACM FAccT Conference

“Local Large Language Models (LLMs) with Retrieval Augmented Generation (RAG) System for
Sensitive Data storage and Extraction”, with Samuel Zaruba S. and Sean Robinson, work in
progress

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow, BI Norwegian Business School	2023
ISMS Marketing Science Doctoral Consortium Fellow	2022
James B. Wiley Ph.D. Fellowship in Marketing, University of Washington	2023
Edna Benson Ph.D. Fellowship, University of Washington	2018-2021

CONFERENCE PRESENTATIONS

“My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelation”, Marketing Dynamics Conference	2023
“My Fair AI: Policy Impacts on Content Recommendation with Consumer Identity Revelation”, UW-UBC Conference	2023
“Product Diversion by Vertically Differentiated Firms”, Marketing Science Conference	2021

TEACHING EXPERIENCE

University of Kentucky Instructor for Introduction to Marketing Research	Autumn 2024
University of Washington Instructor for Marketing Concepts	Spring 2024
TA for MBA Hybrid Product Management	Winter 2022, Winter, Spring 2023
TA for MBA Core Marketing Strategy	Autumn 2022
TA for Marketing Concepts	Winter, Spring 2020, Spring 2021
TA for Consumer Research	Winter 2019
Manager for Consumer Behavior Lab	2019-2022

SERVICE

Reviewer for Marketing Science	2023-present
Reviewer for Management Science	2023-present
Reviewer for European Journal of Operational Research	2024-present
Session Organizer for Production and Operations Management Society Conference	2025
Session Chair for Marketing Science Conference	2021
Volunteer Graduate Director for UW Foster Product Management Center	2021-2024
Representative for Foster School Ph.D. Committee	2020-2024
Representative for Graduate Student Senate	2020-2024
Officer for Doctoral Business Student Association	2020-2024

INDUSTRY EXPERIENCE

Artificial Intelligence Product Marketing Researcher, Microsoft	2017-2018
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