

Alex P. Miller

CURRICULUM VITAE

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APPOINTMENTS USC Marshall School of Business

Assistant Professor
Department of Marketing
Los Angeles, CA; 2021 – 2025



EDUCATION The Wharton School, University of Pennsylvania

Ph.D., Operations, Information, & Decisions
Concentration: Information Systems
Dissertation: *Essays on e-commerce A/B Testing*
Philadelphia, PA



University of Oregon, Clark Honors College

B.A., Mathematics, *summa cum laude*
Thesis: *Alexander Invariants for Virtual Knots*
Eugene, OR



RESEARCH

Peer reviewed publications:

- Alex P. Miller & Kartik Hosanagar, “An investigation of p -hacking in e-commerce A/B testing”. *Information Systems Research*. Published Jan 2025.

Working Papers:

- Alex P. Miller & Ron Berman, “Test, Target, & Roll: Optimal explore-first contextual targeting in finite populations”
- Alex P. Miller, “Personalized discount targeting in online retail with technographic data”
- Alex P. Miller & Kartik Hosanagar, “Meta-analysis of e-commerce A/B testing practices”

Edited volumes:

- Alex P. Miller, Kartik Hosanagar and Krishnan Ramayya, Harnessing AI for Business Insight: Key Considerations for Deploying LLMs in Summarization Pipelines. Forthcoming in: Philipp Hacker, Andreas Engel, Sarah Hammer, Brent Mittelstadt (eds), *The Oxford Handbook on the Foundations and Regulation of Generative AI* (OUP, 2024) SSRN
- Kartik Hosanagar & Alex P. Miller. “Who Do We Blame for the Filter Bubble? On the Roles of Math, Data, and People in Algorithmic Social Systems”. In K. Werbach (Ed.), *After the Digital Tornado: Networks, Algorithms,*

Humanity (pp. 103-121). Cambridge: Cambridge University Press. 2020.
Links: [PDF](#), [HTML](#)

Published editorial and commentary:

- Alex P. Miller & Kartik Hosanagar, “How Targeted Ads and Dynamic Pricing Can Perpetuate Bias.” 8 November 2019. *Harvard Business Review*. Published in print: *Harvard Business Review Special Issue – Winter 2022*. [HTML](#)
- Alex P. Miller, “Want Less-Biased Decisions? Use Algorithms.” July 2018. *Harvard Business Review, Digital Article*. Link: [HTML](#)
- Alex P. Miller, “Regulations like GDPR will make big tech stronger” July 2018. *Quartz, Ideas*. Link: [HTML](#)

Conference Presentations:

- Marketing Science. June 2024. Sydney, Australia
- Customers Journeys in a Digital World. June 2024. Milan, Italy
- Invited panel speaker, California Quantitative Marketing Ph.D. Student Conference. April 2023. Stanford, CA
- INFORMS Annual Meeting. October 2022. Indianapolis, IN.
- International Conference on Information Systems (ICIS). December 2020. Virtual Conference. Best Short Paper in Track, 2nd Runner-up.
- Poster Session, Conference on Digital Experimentation (CODE). November 2020. Virtual Conference.
- Conference on Information Systems & Technology (CIST). November 2020. Virtual Conference.
- Conference on Statistical Challenges in E-commerce Research (SCECR). Virtual Conference, June 2020.
- Workshop on Experimental & Behavioral Economics in Information Systems (WEBEIS). Los Angeles, CA. May 2020. (*Cancelled due to COVID-19*)
- Winter Conference on Business Analytics (WCBA). March 2020. Snowbird, UT. (*Cancelled due to COVID-19*)
- Conference on Information Systems & Technology (CIST). October 2019. Seattle, WA.
- Workshop on Experimental & Behavioral Economics in Information Systems (WEBEIS). May 2019. Minneapolis, MN.
- Workshop on Information Systems & Economics (WISE). December 2018. San Francisco, CA.
- Conference on Information Systems & Technology (CIST). November 2018. Phoenix, AZ. Best Student Paper Award
- Conference on Digital Experimentation (CODE@MIT). October 2018. Cambridge, MA.
- Wharton-INSEAD Doctoral Consortium. September 2018. Fontainebleau, France.
- Conference on Data Science for Business and Economics at Purdue University. May 2018. West Lafayette, IN.
- Workshop on Information Systems & Technologies (WITS). December 2017. Seoul, Korea.

- Conference on Digital Experimentation (CODE@MIT). October 2017. Cambridge, MA.
- Conference on Information Systems & Technology (CIST). October 2017. Houston, TX.
- Wharton Innovation Doctoral Symposium (WINDS). October 2017. Philadelphia, PA.
- Wharton-INSEAD Doctoral Consortium. December 2016. Singapore.

TEACHING & INSTRUCTION

- Faculty Instructor, BUAD307 Marketing Fundamentals (undergraduate marketing core), USC Marshall (2022: 161 students, 2023: 176 students, 2024: 176 students)
- Faculty advisor for USC Gateway Scholars Program: Gabriel Solis, 2023
- Project Developer and Advisor: Wharton Interactive A/B Simulation Tool
 - Developed simulation-based web application for immersive learning on topics in A/B testing and personalized targeting
 - Project funded by AI at Wharton, now serving thousands of students through the Wharton Interactive platform.
- Penn Center for Teaching & Learning Graduate Fellowship, 2018-2019
 - *Graduate TA Workshop Spring 2019*. Technology & student engagement in the classroom.
 - *Graduate TA Workshop Fall 2018*. Helping students develop skills for success in college
- Instructor, Wharton Ph.D. Tech Camp, Summer 2017, 2019
 - Developed curriculum for 8-session course on basic programming, data collection, and text processing
 - <https://alxm.im/tech-camp>
- TA, AI for Business, Enabling Technologies (UG, MBA, EMBA)

SERVICE & ADMIN.

Reviewer: *Management Science, Marketing Science, Information Systems Research, Manufacturing & Service Operations Management, Management Information Systems Quarterly, Journal of Quantitative Description*, International Conference on Information Systems **Conference Chair:** Wharton Innovation Doctoral Symposium (WINDS) 2018

INDUSTRY EXPERIENCE

Full Stack Developer, Data Scientist – SmartyPal
Digital Marketing Specialist – Adpearance
Analytics Consultant

April 2014 – August 2015
 October 2012 – April 2014
Off and on again