

## YOGESH V. JOSHI

Robert H. Smith School of Business  
University of Maryland at College Park  
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### EDUCATION

*Doctor of Philosophy, Master of Arts* 2002-2007  
University of Pennsylvania, The Wharton School Philadelphia, PA

*Master of Science* 1998-2000  
Massachusetts Institute of Technology, School of Engineering Cambridge, MA

*Bachelor of Technology* 1994-1998  
Indian Institute of Technology Bombay, Mechanical Engineering Mumbai, India

### EMPLOYMENT

*Assistant Professor, Department of Marketing* 2007-present  
University of Maryland, Robert H. Smith School of Business College Park, MD

*Business Analyst* 2000-2002  
McKinsey & Company Stamford, CT

### HONORS AND AWARDS

2011 INFORMS Management Science Distinguished Service Award  
2011 Marketing Science Institute (MSI) Young Scholar  
2010 INFORMS Management Science Meritorious Service Award  
2009 Research Award, Dingman Center for Entrepreneurship, University of Maryland  
2006 AMA-Sheth Foundation Doctoral Consortium Fellow  
2002-2006 Research Fellow in Marketing, The Wharton School  
1998 J.N. Tata Endowment Scholarship  
1992 Maths Olympiad (3<sup>rd</sup> prize), Mathematics Association of IIT Bombay  
1991-97 National Talent Search Examination Scholar, National Council of Educational Research & Training, Government of India

### RESEARCH GRANTS

2011 MSI Research Competition Award for "Communication and Branding in a Digital Era"  
2010-2013 National Science Foundation (NSF) Research Grant (co-PI, \$0.5 M)  
2009 Research Award, Center for Intl. Business Education & Research, University of Maryland

## PUBLICATIONS

### I. Peer-Reviewed Journal Articles

1. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. 2009. Optimal Entry Timing in Markets with Social Influence. *Management Science* **55(6)** 926-939.
2. Musalem, Andres, Yogesh V. Joshi. 2009. How Much Should You Invest in Each Customer Relationship? A Competitive Strategic Approach. *Marketing Science* **28(3)** 555-565.
3. Chen, Yuxin, Yogesh V. Joshi, Jagmohan S. Raju, Z. John Zhang. 2009. A Theory of Combative Advertising. *Marketing Science* **28(1)** 1-19. (Lead Article)
4. Arora, Neeraj, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh V. Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, Sajeesh Sajeesh, Meng Su, Niladri Syam, Jacquelyn S. Thomas, Z. John Zhang. 2008. Putting One-to-One Marketing to Work: Personalization, Customization and Choice. *Marketing Letters*. **19(3/4)** 305-321. (Invited Article)
5. Van den Bulte, Christophe, Yogesh V. Joshi. 2007. New Product Diffusion with Independents and Imitators. *Marketing Science* **26(3)** 400-421.
6. Balasubramaniam, Mahadevan, Yogesh V. Joshi, Dan Engels, Sanjay Sarma, Zaffar Shaikh. 2001. Tool selection in three-axis rough machining. *International Journal of Production Research* **39(18)** 4215-4238.

### II. Book Chapters, Other Articles

7. Yogesh V. Joshi. 2009. Selling in a market of Influentials and Imitators. *Entrepreneurship Research @ Smith (2009-2010)*, Dingman Center for Entrepreneurship, The Robert H. Smith School of Business, University of Maryland, College Park, MD.
8. Raj K. Srivastava, David J. Reibstein, Yogesh V. Joshi. 2006. Linking Marketing Metrics to Financial Performance. *ZIBS Technical Report*. Zyman Institute of Brand Science, Emory University, Atlanta, GA.
9. David J. Reibstein, Yogesh V. Joshi, Paul W. Farris. 2004. Marketing costs and prices: an expanded view. In *The Profit Impact of Marketing Strategy Project: Retrospect and Prospects*, Eds. Farris and Moore, Cambridge University Press: Cambridge, UK.
10. Jagmohan S. Raju and Yogesh V. Joshi. 2003. Why should hospitals be in the hospitality business? *The Economic Times*, June 30, 2003, in "Brand Equity" supplement.
11. Mahadevan Balasubramaniam, Yogesh V. Joshi, Sanjay Sarma, Zaffar Shaikh. 2001. An approach for tool sequence selection for three-axis rough machining. *Transactions of the North American Manufacturing Research Institution of SME*, 359-366.

### III. Working Papers

1. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation [*Under Second Round of Review at Marketing Science*].
2. Joshi, Yogesh V., Andres Musalem. Under-promising and Over-delivering: Strategic Implications of Word of Mouth [*Under First Round of Review at Marketing Science*].
3. Berger, Jonah, Benjamin T. Ho, Yogesh V. Joshi. Identity Signaling with Social Capital: A Model of Symbolic Consumption [*Marketing Science Institute Working Paper Series 2011 Report No. 11-104*].
4. Nam, Hyoryung, Yogesh V. Joshi, P. K. Kannan. Social Tag Maps: A New Approach for Understanding Brand Association Networks [*Under First Round of Review at the Journal of Marketing Research*].

### IV. Work in Progress

5. Strategic Signals of Innovation (with Tao Chen).
6. Building the B[r]and: A Generalized Diffusion Model for Understanding How Social Media Drives Customer Engagement and Sales (with Liye Ma, William Rand and Louiqa Raschid).
7. Independence and Imitation in New Product Diffusion: Competing Risks or Compensatory Influences? (with Christophe Van den Bulte).
8. Prediction With Twitter (with Derek Monner and William Rand).

### CONFERENCE PRESENTATIONS

"Predicting User Behavior in Social Media," SCECR 2012, Montreal, Canada, June 2012.

"Under-promising and Over-delivering: Strategic Implications of Word of Mouth," UTD-FORMS Conference, Dallas, TX, February 2012.

"Identity Signaling with Social Capital: A Model of Symbolic Consumption," Summer 2011 Workshop on Psychology and Economics 9.0, Stanford Institute for Theoretical Economics, Palo Alto, CA, September 2011 (presented by B. Ho).

"Under-promising and Over-delivering: Implications of Word of Mouth," INFORMS Marketing Science Conference, Houston, TX, June 2011.

"Social Tag Maps: A New Approach for Understanding Brand Association Networks," INFORMS Marketing Science Conference, Houston, TX, June 2011 (presented by H. Nam).

"Understanding Diffusion in Digital Social Media," The 2nd Annual Complexity in Business Conference, Washington DC, November 2010 (presented by W. Rand).

"Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation," Summer Institute in Competitive Strategy, University of California, Berkeley, CA, July 2010.

Invited Discussant, The Summer Institute in Competitive Strategy, University of California, Berkeley, CA, July 2009.

"Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation," INFORMS Marketing Science Conference, Ann Arbor, MI, June 2009.

"Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation," INFORMS Annual Conference, Washington DC, October 2008.

"Independence and Imitation in New Product Diffusion: Competing Risks or Compensatory Influences?" INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 2008 (presented by C. Van den Bulte).

Invited Discussant, The Automotive Mini-Conference, International Motor Vehicle Program (IMVP), University of Pennsylvania, Philadelphia, PA, June 2007.

"A Theory of Combative Advertising," INFORMS Marketing Science Conference, Atlanta, GA, June 2005.

"Optimal Product Variety over Time," INFORMS Marketing Science Conference, Atlanta, GA, June 2005.

"New Product Diffusion with Influentials and Imitators," INFORMS Marketing Science Conference, Atlanta, GA, June 2005 (presented by C. Van den Bulte).

"Marketing Metrics: A Decision Support System for Assessing Marketing Productivity," INFORMS Marketing Science Conference, Atlanta, GA, June 2005 (presented by D. Reibstein).

"Marketing Metrics: A Decision Support System for Assessing Marketing Productivity," The JMR/MSI Conference on Collaborative Research, Yale University, New Haven, CT, December 2004 (presented by D. Reibstein).

"Optimal Product Variety over Time," The Winter Product & Process Innovation Conference, Park City, UT, February 2004 (presented jointly with D. Reibstein).

## **INVITED RESEARCH PRESENTATIONS**

INSEAD Annual Marketing Camp [sch. June 2012]

University of Pittsburgh - Katz [January 2012]

Marketing Science Institute (MSI) Young Scholars Program [January 2011]

Duke University - Fuqua [November 2010]

University of Washington - Foster [November 2010]

Washington University in St. Louis - Olin [February 2010]  
 University of Maryland - Dingman Center for Entrepreneurship [February 2009]  
 George Mason University - Fall DC Marketing Colloquium [September 2008]  
 University of Maryland - Smith [December 2006]  
 Indian School of Business [November 2006]  
 Hong Kong University of Science and Technology [October 2006]  
 London Business School [October 2006]  
 Babson College [October 2006]  
 University of Minnesota - Carlson [October 2006]  
 Southern Methodist University - Cox [October 2006]

## **PROFESSIONAL ACTIVITIES**

### *Ad-hoc Reviewer for:*

AMA Marketing Educators' Conference  
 Decision Sciences  
 IEEE Transactions on Engineering Management  
 IMA Journal of Management Mathematics  
 Information Systems Research  
 International Journal of Research in Marketing  
 Journal of Retailing  
 Journal of Marketing  
 Management Science  
 Manufacturing & Service Operations Management  
 Marketing Science  
 MIT Sloan Management Review  
 MSI - Marketing Science Institute  
 Operations Research  
 Production and Operations Management  
 PDMA - Product Development Management Association

## **DOCTORAL DISSERTATION COMMITTEES (MEMBER)**

He Chen, DOIT, 2013-exp	
Hyoryung Nam, Marketing, 2012-exp	Erasmus University (Business Economics)
Peggy Tseng, Marketing, 2009	University of Delaware

## **STUDENT MENTORING**

Committee Member, Second Year Paper, for doctoral student Tom Kim: 2011-2012  
 Advisor, MBA Management Consulting project: Spring 2011, 2010  
 Advisor, MBA Independent Study Project: Spring 2011  
 Committee Member, Second Year Paper, for doctoral student Qian Li: 2009-2010  
 Advisor, Second Year Paper, for doctoral student John Healey: 2009-2010  
 Advisor, Independent Study Project - MBA Industry Internship: Spring 2010  
 Senior Thesis Discussant in the Gemstone (undergraduate) Program: 2008-2009

## **TEACHING**

### *Undergraduate:*

Customer Centric Innovation: Spring 2012 , 2011, 2010, 2009

New Product Marketing: Fall 2007

### *MBA [full time and part time programs]:*

New Product Development: Spring 2012 , 2011, 2010, Summer 2011

MBA Consulting Program: Spring 2011, 2010

New Product Marketing: Fall 2009

### *Doctoral:*

Mathematical Models in Marketing: Spring 2011, 2009

### *Executive Education Programs:*

Certificate in Innovation Management: Spring 2012

SMPS Leadership Advancement Program: Fall 2011

## **SERVICE**

2011-12 Academic Advisor, Team MBA

2011-12 Member, University of Maryland Banneker/Key Scholarship Selection Committee

2010-11 Faculty Champion, Team MBA

2010-11 Member, Marketing PhD Program Admissions Committee

2010-11 Member, University of Maryland Banneker/Key Scholarship Selection Committee

2009-10 Chair, Marketing Department Seminar Series

2009-10 Member, MBA Task Force, Marketing Department

2008-09 Member, Marketing Department Hiring Subcommittee - Analytical Models

2008-09 Member, Marketing Department Coordinator Search Committee

## **PERSONAL INFORMATION**

Country of citizenship: India.

U.S. immigration status: Permanent resident.