

YOGESH V. JOSHI

Associate Professor, Marketing Area
Robert H. Smith School of Business, University of Maryland
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FOCUS AREAS

Marketing Strategy: Product Management, Innovation, Advertising, Influence, Design.

EDUCATION

<i>Doctor of Philosophy, Master of Arts</i> University of Pennsylvania, The Wharton School	2002-2007 Philadelphia, PA
<i>Master of Science</i> Massachusetts Institute of Technology, School of Engineering	1998-2000 Cambridge, MA
<i>Bachelor of Technology</i> Indian Institute of Technology Bombay, Mechanical Engineering	1994-1998 Mumbai, India

ACADEMIC POSITIONS

University of Maryland, Robert H. Smith School of Business <i>Associate Professor</i> <i>Assistant Professor</i>	College Park, MD 2014-present 2007-2014
Indian School of Business <i>Visiting Faculty</i>	Mohali, India Fall 2016
Johns Hopkins University, Carey Business School <i>Visiting Scholar</i>	Baltimore, MD Fall 2015

INDUSTRY POSITIONS

McKinsey & Company <i>Business Analyst</i>	Stamford, CT 2000-2002
Unilever India [Hindustan Lever Limited] <i>Intern</i>	Mumbai, India Summer 1997

REFEREED JOURNAL PUBLICATIONS

1. Ted Matherly, Anastasiya Pocheptsova Ghosh, and Yogesh V. Joshi. 2019. The Freedom of Constraint: How Perceptions of Time Limitations Alleviate Guilt from Two-Phase Indulgent Consumption. **Journal of the Association for Consumer Research**: Special Issue on Consumer Emotions in the Marketplace 4(2) 147-159.
<https://doi.org/10.1086/701822>
2. Nam, Hyoryung, Yogesh V. Joshi, P. K. Kannan. 2017. Harvesting Brand Information from Social Tags. **Journal of Marketing** 81(4) 88-108.
<http://dx.doi.org/10.1509/jm.16.0044>
3. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. 2016. Turf Wars: Product Line Strategies in Competitive Markets. **Marketing Science** 35(1) 128-141.
<http://dx.doi.org/10.1287/mksc.2015.0945>
4. Trusov, Michael, William M. Rand, Yogesh V. Joshi. 2013. Improving Pre-Launch Diffusion Forecasts: Using Synthetic Networks as Simulated Priors. **Journal of Marketing Research** 50(6) 675-690.
<http://dx.doi.org/10.1509/jmr.11.0508>
5. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. 2009. Optimal Entry Timing in Markets with Social Influence. **Management Science** 55(6) 926-939.
<http://dx.doi.org/10.1287/mnsc.1080.0993>
6. 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.
<http://dx.doi.org/10.1287/mksc.1080.0424>
7. Chen, Yuxin, Yogesh V. Joshi, Jagmohan S. Raju, Z. John Zhang. 2009. A Theory of Combative Advertising. **Marketing Science** 28(1) 1-19.
<http://dx.doi.org/10.1287/mksc.1080.0385>
8. 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.
<http://dx.doi.org/10.1007/s11002-008-9056-z>
9. Van den Bulte, Christophe, Yogesh V. Joshi. 2007. New Product Diffusion with Independents and Imitators. **Marketing Science** 26(3) 400-421.
<http://dx.doi.org/10.1287/mksc.1060.0224>

10. 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.
<http://www.tandfonline.com/doi/abs/10.1080/00207540110055389>

BOOK CHAPTERS, REPORTS AND OTHER PUBLICATIONS

11. Yogesh Joshi, 2015, Advertising Effects in Social Media, in *Consumer Psychology in a Social Media World*, Eds. Dimofte, Haugtvedt and Yalch, Routledge: New York.
12. Anastasiya Pocheptsova and Yogesh Joshi, 2014, "Too Attractive to Pass: a Peculiar Appeal of Shorter Redemption Windows of Daily Deals", in NA - Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, Pages: 86-90.
13. Machedon, Radu, William Rand, Yogesh Joshi, 2013, "Automatic Crowdsourcing-Based Classification of Marketing Messaging on Twitter," ASE/IEEE socialcom, 2013 *International Conference on Social Computing*, pp.975-978 (doi: <http://doi.ieeecomputersociety.org/10.1109/SocialCom.2013.155>).
14. Joshi, Yogesh V., Liye Ma, William M. Rand, Louiqa Raschid. 2013. Building the B[r]and: Understanding How Social Media Drives Consumer Engagement and Sales. Marketing Science Institute Report 13-113.
15. Berger, Jonah, Benjamin Ho, Yogesh V. Joshi. 2011. Identity Signaling with Social Capital: A Model of Symbolic Consumption. Marketing Science Institute Report 11-104.
16. Reibstein, David J., 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.
17. Balasubramaniam, Mahadevan, 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.
18. Joshi, Yogesh V. 2000. Information Visibility and Its Effect on Supply Chain Dynamics. *Auto-ID Labs White Paper*, Massachusetts Institute of Technology, Cambridge, MA.

SELECT WORKING PAPERS AND WORKS IN PROGRESS

19. Joshi, Yogesh V., Andres Musalem. 2019. Does Word of Mouth Reduce Advertising That Signals Quality? Invited for third round review at *Marketing Science*.
20. Word of Mouth and Advertising: Evidence from U.S. Theatrical Market. With Min Kim.

21. Paywalls in Digital News Consumption. With Chutian Wang and Bobby Zhou.
22. Echo Chambers in Crowdsourced Innovations. With Yoojung Kim and Wendy Moe.
23. Andrea Ordanini, Chul Kim, Michael Trusov, P. K. Kannan, Yogesh Joshi, Lei Wang. 2017. Co-Investment Network Dynamics in Crowdfunded Ventures. *Working Paper*.
24. Incentives for Frugal Innovation in Emerging Markets: Insights from Automotive Small Manufacturing Organizations. With Neeraj Pandey.

HONORS AND AWARDS

2015 MBA Teaching Award for Most Effective Elective Professor

2011 Marketing Science Institute (MSI) Young Scholar Award

2006 AMA-Sheth Foundation Doctoral Consortium Fellow

GRANTS AND RESEARCH AWARDS

2010-2014. *National Science Foundation*. "Diffusion and Ranking in Social Media: A Computational Examination of the Role of Influence and Authority." (co-PI).

2011-2013. *National Science Foundation Summer Grant*. "Research Experience for Undergraduates: Diffusion and Ranking in Social Media." (co-PI).

2011. *Marketing Science Institute (MSI) Research Competition Winner*, "Communication and Branding in a Digital Era." Award for "Building the B[r]and: Understanding How Social Media Drives Consumer Engagement and Sales." (PI).

2009 Research Award, *Center for International Business Education & Research (CIBER)*, University of Maryland.

2009 Research Award, *Dingman Center for Entrepreneurship*, University of Maryland.

SELECT INVITED RESEARCH SEMINARS

2019: University of Notre Dame, Mendoza College of Business (scheduled).

2019: National University of Singapore, NUS Business School, Singapore.

2016: Lehigh University, College of Business and Economics, Bethlehem, PA.

2016: University of California Berkeley, Haas School of Business, Berkeley CA.

2015: Cheung Kong Graduate School of Business, Beijing, China

2015: Johns Hopkins University, Carey Business School, Baltimore MD

2013 University of Pittsburgh, Katz School of Business, Pittsburgh PA

2012 INSEAD, Singapore, Annual Marketing Camp

2011 Marketing Science Institute (MSI) Young Scholars Program, Park City UT

2010 Duke University, Fuqua School of Business, Durham NC

2010 University of Washington, Foster School of Business, Seattle WA

2010 Washington University in St. Louis, Olin School of Business, St. Louis MO

Pre-2010:

George Mason University, Fall DC Marketing Colloquium, Fairfax VA

University of Maryland, Smith School of Business, College Park MD

Indian School of Business, Hyderabad India/Philadelphia PA

Hong Kong University of Science and Technology, Hong Kong

London Business School, London UK

Babson College, Babson Park MA

University of Minnesota, Carlson School of Business, Minneapolis MN

Southern Methodist University, Cox School of Business, Dallas TX

SELECT CONFERENCE PRESENTATIONS

2018 Marketing Academic Research Colloquium, Pennsylvania State University, PA.

2018 Speaker at the Second Annual Smith Analytics Conference, Washington DC.

2017 Workshop in Management Science, Chile.

2017 Speaker and Panelist at the NIH-NIAID meeting on Multipurpose Prevention Technology (MPT) Development: Strategies for Addressing the Biomedical, Behavioral, and Regulatory Challenges, National Institutes of Health, Bethesda, MD.

2016 Keynote Speaker for the Pax River Tech Demo Day, California, MD.

2015 INFORMS Marketing Science Conference, Baltimore, MD, June 2015.

2015 Discussant at Frontiers of Marketing Science, University of Texas, Dallas, TX.

2014 Summer AMA Educators Conference, San Francisco, CA.

2012 Discussant at Summer Institute in Competitive Strategy, Berkeley, CA.

2012 Frontiers of Marketing Science, University of Texas, Dallas, TX.

2011 INFORMS Marketing Science Conference, Houston, TX.

2011 Marketing Science Institute Young Scholars Program, Park City, UT

2010 Summer Institute in Competitive Strategy, University of California, Berkeley, CA.

2009 Discussant at Summer Institute in Competitive Strategy, Berkeley, CA.

2009 INFORMS Marketing Science Conference, Ann Arbor, MI.

2008 INFORMS Annual Conference, Washington DC.

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

2005 INFORMS Marketing Science Conference, Atlanta, GA, June 2005.

2004 JMR/MSI Conference on Collaborative Research, Yale University, New Haven, CT.

2004 Winter Product & Process Innovation Conference, Park City, UT.

PROFESSIONAL ACTIVITIES

INFORMS Management Science Meritorious Service Award [2010, 2013, 2014, 2015, 2016, 2017]

INFORMS Management Science Distinguished Service Award [2011, 2012]

Outstanding Reviewer Award, International Journal of Research in Marketing [2016]

Editorial Review Board Member (2016 -), Journal of Marketing.

Area Editor (2019 -), International Journal of Research in Marketing.

Editorial Review Board Member (2014-2018), International Journal of Research in Marketing.

Guest Associate Editor, Journal of Marketing Research, International Journal of Research in Marketing.

Co-Chair, New Product Design and Development Track. 2014 AMA Summer Marketing Educator's Conference, San Francisco, CA, August 2014.

Ad-hoc Reviewer for Journals and Conferences:

American Marketing Association (AMA) Summer Marketing Educators' Conference
American Marketing Association (AMA) Winter Marketing Educators' Conference
Decision Sciences
IEEE Transactions on Engineering Management
IMA Journal of Management Mathematics
Information Systems Research
Journal of Interactive Marketing
Journal of Retailing
Journal of Marketing Research
Journal of the Operational Research Society
Management Science
Manufacturing & Service Operations Management
Marketing Science
MIT Sloan Management Review
MSI - The Marketing Science Institute
Naval Research Logistics
Operations Research
PDMA - The Product Development Management Association
Production and Operations Management
Quantitative Marketing and Economics

Ad-hoc Reviewer for Awards and Grants:

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition
Israel Science Foundation
Center for International Business Education and Research, University of Maryland
Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing

DOCTORAL STUDENT MENTORSHIP

Dissertation Co-chair (first position)

Hyoryung Nam, Marketing, 2012 (Erasmus University - Business Economics)

Dissertation Committee Member (first position)

Aaron Adalja, Agricultural and Resource Economics, 2017 (Cornell University)

John Healey, Marketing, 2015 (Tulane University)

He Chen, DOIT, 2015 (The World Bank, Washington DC)

Peggy Tseng, Marketing, 2009 (University of Delaware)

COURSES TAUGHT

Undergraduate: Customer Centric Innovation, Marketing and Innovation for Entrepreneurs, New Product Marketing

MBA [full-time & part-time]: Innovation and Product Development, Instructor for the capstone experiential course in the FTMBA marketing track, New Product Development, MBA Consulting Project, Business Consulting

MS in Marketing Analytics: Innovation Analytics

MS in Business and Management: Innovation and Product Development

Doctoral: Mathematical Models in Marketing

UNIVERSITY, SCHOOL AND DEPARTMENT SERVICE

2018-19

Academic Director, Master of Science in Business and Management

Member, PhD Oversight Committee

Member, Tenured Faculty Merit Review Task Force

Member, PhD Admissions Committee

Member, Search Committee, Program Director for Dual Degrees

2017-18

Academic Director, Master of Science in Business and Management

University Senator, Tenured Faculty Representative for the Smith School

Member, Smith Salary Review Committee

Member, MBA Marketing Track Curriculum Review Committee

2016-17

Academic Director, Master of Science in Business and Management

Chair, the Smith MBA Oversight Committee

University Senator, Tenured Faculty Representative for the Smith School

Chair, Marketing Department Faculty Recruiting Committee

Member, Smith Salary Review Committee

Marketing Career Track Advisor, The Smith MBA program

Member, MBA Marketing Curriculum Review Committee

Member, IS Faculty Recruiting Committee

2015-16

University Senator, Tenured Faculty Representative for the Smith School

Member, the Smith MBA Oversight Committee

Marketing Career Track Advisor, The Smith MBA program

2014-15

Marketing Career Track Advisor, The Smith MBA program
Member, Committee on External Grants and Contracts

2013-14

Academic Advisor, Team MBA
Member, Marketing Department Faculty Recruiting Committee
Member, Marketing Department PhD Admissions Committee

2012-13

Academic Advisor, Team MBA

2011-12

Academic Advisor, Team MBA
Member, University of Maryland Banneker/Key Scholarship Committee

2010-11

Faculty Champion, Team MBA
Member, University of Maryland Banneker/Key Scholarship Committee
Member, Marketing Department PhD Admissions Committee

2009-10

Chair, Marketing Department Seminar Series
Member, MBA Task Force, Marketing Department

2008-09

Member, Marketing Department Hiring Subcommittee - Analytical Models
Member, Marketing Department Coordinator Search Committee

CONSULTING AND ADVISORY ROLES

In my role as a consultant at McKinsey and Company I have advised numerous companies in the Fortune top 50 list in various sectors including consumer goods, healthcare, financial services (investment banking and insurance), and commercial and professional services on issues related to strategy, marketing, operations and technology. Subsequent consulting experience includes apparel (Marc Ecko Enterprises - ecko unltd), healthcare (Johnson and Johnson, Janssen), defense services (Lockheed Martin) and software services. I have served as an advisor to entrepreneurs and startup firms in the greater DC region. Currently I serve as an advisor for Trefis.