

YOGESH V. JOSHI

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

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
University of Pennsylvania, The Wharton School <i>Instructor</i>	Philadelphia, PA Spring 2006

INDUSTRY EXPERIENCE

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. Joshi, Yogesh V., Andres Musalem. 2021. When Consumers Learn, Money Burns: Signaling Quality Via Advertising With Observational Learning And Word Of Mouth. **Marketing Science** 40(1) 168-188. <https://doi.org/10.1287/mksc.2020.1246>
2. 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>
3. 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>
4. 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>
5. 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>
6. 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>
7. 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>
8. 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>
9. 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>

10. 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>
11. 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

12. Yogesh Joshi, 2015, Advertising Effects in Social Media, in *Consumer Psychology in a Social Media World*, Eds. Dimofte, Haugtvedt and Yalch, Routledge: New York.
13. 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.
14. 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>).
15. 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.
16. Berger, Jonah, Benjamin Ho, Yogesh V. Joshi. 2011. Identity Signaling with Social Capital: A Model of Symbolic Consumption. Marketing Science Institute Report 11-104.
17. 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.
18. 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.
19. 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

20. Wang, Chutian, Bo Zhou, Yogesh V. Joshi. 2021. Endogenous Consumption and Metered Paywalls. *Invited for a second round of review at Marketing Science.*
21. Yogesh V. Joshi and Andres Musalem. Lockdowns lose half their impact on mobility after a month. 2021. *Under review at Nature Communications.*
22. The Accuracy of News, with Chutian Wang & Bobby Zhou.
23. Data Quality and Product Design, with Shubhranshu Singh.
24. Word of Mouth and Advertising: Evidence from U.S. Theatrical Market, with Min Kim.
25. The Evolution of Ideas, with Bruno Jacobs and Wendy Moe.
26. Co-Investment Network Dynamics in Crowdfunding Platforms, with Ordanini, Andrea, Chul Kim, Michael Trusov, P.K. Kannan and Lei Wang.

HONORS AND AWARDS

2020 MBA Teaching Award for Most Effective Elective Professor
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.

INVITED RESEARCH SEMINARS

2021: University of Chile, Instituto Systems Complejos De Ingenieria, Chile (Zoom)
2019: University of Notre Dame, Mendoza College of Business, Notre Dame IN
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
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

CONFERENCE PRESENTATIONS

2020 INFORMS Marketing Science Conference, hosted online by Fuqua/Duke.*
2020 Frontiers of Marketing Science, University of Texas, Dallas, TX.*
2019 INFORMS Marketing Science Conference, Rome, Italy.*
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.
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.

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

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

* presented by co-author.

PROFESSIONAL ACTIVITIES

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.

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]

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:

Israel Science Foundation
Center for International Business Education and Research, University of Maryland
Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition
National Fund for Scientific and Technological Research (FONDECYT) of the National Research
and Development Agency (ANID in Spanish) of the Science, Technology, Knowledge and
Innovation Ministry, Chile
Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing

DOCTORAL STUDENT ADVISING

Dissertation Chair (first position)

Chutian Wang, Marketing (In Progress)

Dissertation Co-chair (first position)

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

Dissertation Committee Member (first position)

2020 Min Kim, Marketing (National University of Singapore)

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

2015 John Healey, Marketing (Tulane University)

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

2009 Peggy Tseng, Marketing (University of Delaware)

TEACHING

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

MBA [full-time, part-time]: Marketing Research Methods, Innovation and Product
Development, Instructor for the Capstone Experiential Course in the FT MBA Marketing track,
New Product Development, MBA Consulting Project, Business Consulting

MBA [online]: Marketing Analytics

MS in Marketing Analytics: Innovation Analytics

MS in Business and Management: Innovation and Product Development

Doctoral: Mathematical Models in Marketing