

YOGESH V. JOSHI

Associate Professor, Marketing Department
Robert H. Smith School of Business, University of Maryland
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EMPLOYMENT

University of Maryland, Robert H. Smith School of Business	College Park, MD
<i>Associate Professor</i>	2014-present
<i>Assistant Professor</i>	2007-2014
McKinsey & Company	Stamford, CT
<i>Business Analyst</i>	2000-2002

EDUCATION

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

HONORS AND AWARDS

2013, 2010 INFORMS Management Science Meritorious Service Award
2012, 2011 INFORMS Management Science Distinguished Service Award
2011 Marketing Science Institute (MSI) Young Scholar 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

RESEARCH INTERESTS

Marketing and Innovation: Strategic Marketing Decisions, Product Differentiation, Brand Strategy, Social Influence, Diffusion of Innovations, New Product Development.

REFEREED PUBLICATIONS

1. 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.
2. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. 2009. Optimal Entry Timing in Markets with Social Influence. *Management Science* 55(6) 926-939.
3. 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. (*equal contribution - authors listed in reverse alphabetical order*).
4. 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*).
5. 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*).
6. Van den Bulte, Christophe, Yogesh V. Joshi. 2007. New Product Diffusion with Independents and Imitators. *Marketing Science* 26(3) 400-421.
7. 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.
8. 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.

BOOK CHAPTERS AND OTHER SELECTED PUBLICATIONS

9. Machedon, Radu, William Rand, Yogesh Joshi, "Automatic Crowdsourcing-Based Classification of Marketing Messaging on Twitter," *socialcom*, pp.975-978, 2013 *International Conference on Social Computing* (doi: <http://doi.ieeecomputersociety.org/10.1109/SocialCom.2013.155>)
10. Joshi, Yogesh V. 2009. Selling in a market of Influentials and Imitators. *Entrepreneurship Research @ Smith (2009-2010)*, The Dingman Center for Entrepreneurship at the Robert H. Smith School of Business, University of Maryland, College Park, MD.

11. Srivastava, Raj K., 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.
12. 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.
13. Raju, Jagmohan S., Yogesh V. Joshi. 2003. Why should hospitals be in the hospitality business? *The Economic Times*, India, June 30, 2003, in "Brand Equity" supplement.
14. Joshi, Yogesh V. 2000. Information Visibility and Its Effect on Supply Chain Dynamics. *Auto-ID Labs White Paper*, Massachusetts Institute of Technology, Cambridge, MA.

SELECTED RESEARCH IN PROGRESS, WITH WORKING PAPERS

15. Joshi, Yogesh V., Andres Musalem. 2014. Word of Mouth Bias and Optimal Communication Strategies.
16. Joshi, Yogesh V., David J. Reibstein, Z. John Zhang. 2013. Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation.
— Invited for a 3rd round of review (minor revision) at Marketing Science.
17. 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, *MSI Working Paper Series 2013 Report No. 13-113*.
— Invited for a 2nd round of review at the Journal of Marketing Research.
18. Nam, Hyoryung, Yogesh V. Joshi, P. K. Kannan. 2012. Social Tag Maps: A New Approach for Understanding Brand Association Networks.
— Under review at the Journal of Marketing Research.
19. Berger, Jonah, Benjamin T. Ho, Yogesh V. Joshi. 2011. Identity Signaling with Social Capital: A Model of Symbolic Consumption, *MSI Working Paper Series 2011 Report No. 11-104*.
20. Prediction With Twitter (with Derek Monner and William Rand).

RESEARCH GRANTS AND COMPETITION AWARDS

2010-2014 National Science Foundation Grant. "Diffusion and Ranking in Social Media: A Computational Examination of the Role of Influence and Authority." (co-PI, ~\$488K).

2011-2013 National Science Foundation Summer Grant. "Research Experience for Undergraduates: Diffusion and Ranking in Social Media." (co-PI, \$24K/yr).

2011 Marketing Science Institute (MSI) Research Competition on “Communication and Branding in a Digital Era.” Award for “Building the B[r]and: Understanding How Social Media Drives Consumer Engagement and Sales.” (PI, \$11K).

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

INVITED SEMINAR PRESENTATIONS

University of Pittsburgh, Katz School of Business, February 2013
University of Maryland, Smith School of Business, 2013 Annual Marketing Camp
INSEAD, 2012 Annual Marketing Camp
University of Pittsburgh, Katz School of Business, PhD ProSeminar, February 2012
Marketing Science Institute (MSI) Young Scholars Program, January 2011
Duke University, Fuqua School of Business, November 2010
University of Washington, Foster School of Business, November 2010
Washington University in St. Louis, Olin School of Business, February 2010
University of Maryland, Dingman Center for Entrepreneurship, February 2009
George Mason University, Fall DC Marketing Colloquium, September 2008
University of Maryland, Smith School of Business, 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 School of Business, October 2006
Southern Methodist University, Cox School of Business, October 2006

SELECTED CONFERENCE PRESENTATIONS

“Word of Mouth Bias and Optimal Communication Strategies,” INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013.

“Predicting Music Rank and Sales with Big Data,” INFORMS Marketing Science Conference, Istanbul, Turkey, July 2013.

“Retweets, Mentions and Follows: A User Behavior Model,” Winter Conference on Business Intelligence (WCBI), Snowbird, UT, February 2013.

Invited Discussant, The Summer Institute in Competitive Strategy, University of California, Berkeley, CA, July 2012.

“Predicting User Behavior in Social Media,” Statistical Challenges in E-Commerce Research (SCECR), Montreal, Canada, June 2012.

"Diffusion Effectiveness in Microblogs," 7th Annual Conference on Behavioral Research in Operations Management, Washington, DC, 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.

"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.

"Understanding Diffusion in Digital Social Media," The 2nd Annual Complexity in Business Conference, Washington DC, November 2010.

"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.

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.

"Marketing Metrics: A Decision Support System for Assessing Marketing Productivity," INFORMS Marketing Science Conference, Atlanta, GA, June 2005.

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

"Optimal Product Variety over Time," The Winter Product & Process Innovation Conference, Park City, UT, February 2004.

PROFESSIONAL ACTIVITIES

Editorial Review Board Member, International Journal of Research in Marketing.

Guest Associate Editor, The Journal of Marketing Research.

Guest Associate Editor, 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.

Reviewer: 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, International Journal of Research in Marketing, Journal of Retailing, Journal of Marketing, 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, Operations Research, PDMA - The Product Development Management Association, Production and Operations Management

DOCTORAL STUDENT MENTORSHIP

Dissertation Co-chair

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

Dissertation Committee Member

John Healey, Marketing, exp-2015

He Chen, DOIT, exp-2015

Peggy Tseng, Marketing, 2009 (University of Delaware)

Supervisor, Second Year Research Paper

John Healey, Marketing, 2009-10

Committee Member, Second Year Research Paper

Tom Kim, Marketing, 2011-12

Qian Li, Marketing, 2009-10

MBA STUDENT MENTORSHIP

Advisor, The MBA Smith Experience Program: Fall 2013
Advisor, MBA Independent Study Projects: Spring 2011, 2013
Advisor, MBA Management Consulting project: Spring 2010, 2011
Advisor, Independent Study Project - MBA Industry Internship: Spring 2010

UNDERGRADUATE STUDENT MENTORSHIP

Research Advisor, The NSF REU Grant: Summer 2011-2013
Senior Thesis Discussant, The Gemstone Program: 2008-2009

TEACHING

Undergraduate: Customer Centric Innovation, New Product Marketing.
MBA [full-time & part-time]: New Product Development, New Product Marketing, MBA Consulting Practicum, The Smith Experience.
MS in Marketing Analytics: Innovation Analytics.
Doctoral: Mathematical Models in Marketing.
Executive Education Programs: Customer Centric Marketing, Innovation Analytics, Service Innovation.

UNIVERSITY AND DEPARTMENT SERVICE

2014-, Marketing Career Track Advisor, full-time MBA program
2011-14, Academic Advisor, Team MBA
2013-14, Member, Marketing Department Faculty Recruiting Committee
2013-14, Member, Marketing Department PhD Admissions Committee
2010-12, Member, University of Maryland Banneker/Key Scholarship Committee
2010-11, Faculty Champion, Team MBA
2010-11, Member, Marketing PhD Program Admissions 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