

Joseph M. Johnson

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Address: Room 508, 5250 University Drive, Coral Gables, FL 33146.

Current Academic Rank: Associate Professor

Primary Department: Marketing

Secondary or Joint Appointments:

Citizenship: US

HIGER EDUCATION

- ❖ University of Southern California, Ph.D., May 2001
- ❖ Indian Institute of Management, Calcutta, MBA, March 1990
- ❖ Jadavpur University, Calcutta, B.Chem. Eng., Dec 1985.

EXPERIENCE

Academic:

- ❖ University of Miami, 2001- to present.
- ❖ Dartmouth, Winter 2017.
- ❖ University of Florida, Gainesville, Fall 2016.
- ❖ University of Southern California, Lecturer Summer 2000.

Non-Academic:

- ❖ Sr. Executive (Product) Toyota Division, SSB, Muscat: *1995–1996*.
 - Developed product pricing policy for small, medium & large car and four wheel drive segments for Toyota
 - Development of Marketing Plans
 - Dealer Development
 - Development of Sales force compensation plans
 - Developing Advertising and Promotion schemes for dealer network
 - Market Research to help new product development team
- ❖ Deputy Manager, International Trade Division, Tata Iron & Steel Co: *1990-1995*.
 - Led Total Quality Management and ISO 9000 teams for International Trade
 - Market study reports for S E Asia and the Middle East for Steel Trade
 - Development of pricing system, demand estimation models and currency exposure reports
 - Development and implementation of Enterprise Resource Planning Systems using Oracle RDBMS
- ❖ Summer Intern, Banque National De Paris , Calcutta: *1989*.
 - Conducted study for Optimizing Product Portfolio
- ❖ Asst. Manager (Automotive & Lube Oils) Hindustan Petroleum: *1985-1988*.
 - Development of dealership network in Eastern India

PUBLICATIONS

- “Marketing Capability and the Turnaround of Financially Distressed Firms,” with Abhi Bhattacharya, Ashkan Farmarzi, Niket Jindal and Ross W. Johnson *Journal of the Academy of Marketing Science*.
- “Unlimited Testing: Let’s Test Your Emails With AI” with Nguyen Nguyen and Michael Tsiros, *Marketing Science*, Jan 2023, pp. 1-21.
- “Improving Patient Satisfaction by Monitoring Hospital Service Quality”, with Steve G. Ullmann, Shaan Khosla, Jessica R. Griff and Sedona R. Webb, *Health Management, Policy and Innovation*, October 2022, Vol. 7 (3), https://hmpi.org/hmpi_issue/october-2022-volume-7-issue-3/.
- “The drivers of successful regional expansion: evidence from multinational corporations in Latin America during 1990–2005,” with Raju Parakkal and Sherry Bartz-Marvez, *Transnational Corporations Review*, 2022, <https://doi.org/10.1080/19186444.2022.2049566>.
- “RegenX: An NLP Recommendation Engine for Neuro-regeneration Topics Over Time,” with Shaan Khosla, Leila Abdelrahman, Mohammad Samarah and Sanjoy K. Bhattacharya, *Annals of Eye Science*, August 2021, 21-29. <https://dx.doi.org/10.21037/aes-21-29>.
- “Fooled by Success: How, Why and When Disclosures Fail in Mutual Fund Ads,” with Gerard Tellis and Noah VanBergen, *Journal of Public Policy and Marketing*, Vol. 20(10), Jan 2020, 1-18.
- “A new auditory image for social media: Moving towards correlation of spectrographic analysis and interpretation with audience perception”, with Nguyen Le Thanh, Hyunhwan “Aiden” Lee, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp. (2019). *The Journal of the Acoustical Society of America*, 146(4), pp.2846-2846. <https://asa.scitation.org/doi/abs/10.1121/1.5136876>
- “Multi-Scale Auralization for Multimedia Analytical Feature Interaction”, with Nguyen Le Thanh, Hyunhwan “Aiden” Lee, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp, *2019 Audio Engineering Society (AES) 147th Pro Audio Convention in New York, NY*. <http://www.aes.org/e-lib/browse.cfm?elib=20579>
- “Individualized No-show Predictions: Effect on Clinic Overbooking and Appointment Reminders,” with Yutian Li, Sammi Yu Tang and David Lubarsky, *Production and Operations Management*, Vol. 28. No.8, August 2019, 2068-2086.
- “Survival of the Fastest: Using Sequential Pattern Analysis to Measure Efficiency of Complex Organizational Processes,” with Raju Parakkal, Sherry Bartz, Gang Ren, Mitsunori Ogihara, IEE Proceedings of the *International Conference on Data Mining*, November 2019.
- “Analyzing Multimedia Temporal and Emotional Content for Effective Advertisements (with N. Vedula, Mitsu Ogihara, Gang Ren, Aiden Lee and Parthasarathy Srinivasan) in the IEEE Proceedings of the *International Conference in Data Mining*, August, 2017.
- “Sequential Pattern Based Temporal Contour Representations for Content-Based Multimedia Timeline Analysis,” with Gang Ren, Aiden Lee, and Mitsu Ogihara, *International Conference for Machine Learning and Applications*, December, 2016.
- “Measuring Brand Sentiment Using Emojis” with Sharat Dwibhasi and Goutam Chakraborty, *SAS Users Global Conference*, April 2016.
- “To Whom, When, and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts,” (with Gerard Tellis and Edward Ip), *Journal of Retailing*, 89 (4), 2013, 361-373.
- “Persistence and Learning: Success Factors of Taiwanese Firms in International Markets,” (with Eden Yin and Hueiting Tsai), *Journal of International Marketing*, Vol.17, No. 3, (Sep. 2009), pp.39-54.
- “Beyond Conjoint: Advances in Preference Measurement,” (with Oded Netzer, Olivier Toubia, Eric T. Bradlow, Ely Dahan, Theodoros Evgeniou, Fred M. Feinberg, Eleanor M. Feit, Sam K. Hui, John C. Liechty, James B. Orlin, and Vithala R. Rao), *Marketing Letters*. 2008, vol. 19, issue 3, pages 337-45.
- “Drivers of Success of Market Entry into Emerging Markets: The Case of China and India,” (with Gerard J. Tellis), *Journal of Marketing*, Vol. 72 (May 2008), pp.1-13.
- “The Value of Quality,” (with Gerard J. Tellis), *Marketing Science*, Vol. 26. No. 6, Nov-Dec 2007, pp. 758-773.

- “Beyond Tax-Loss Harvesting: Maximizing Effective Returns by Accelerated Recognition of Long-term Gains,” (with Howard Marmorstein, John M. Charnes, and Dan Sarel), *Journal of Taxation of Investments*, Vol. 25, 1, Fall, 2007, pp 77-89(13).
- “Tax Loss Harvesting In Quarter 1?” (with Howard Marmorstein, John M. Charnes, and Dan Sarel), *Journal of Taxation of Investments*, 2006 (Winter).
- “Statistical Measures For the α Q β R Algorithm,” (with Robert E. Kalaba and H. Natsuyama), *Journal of Optimization Theory and Applications*, Vol.127, No.3, Dec.2005.
- “Blowing Bubbles: Heuristics and Biases in the Run-up of Stock Prices,” (with Gerard J. Tellis), *Journal of the Academy of Marketing Science*, Vol. 33, No.4, Fall, 2005.
- “Losers, Winners and Biased Trades (with Gerard Tellis and Deborah Macinnis), *Journal of Consumer Research*. Vol. 32, No. 2, Sep, 2005.
- “Interactive Profiler: An Online Data Visualizing Application for Educational and Marketing Databases,” (with Edward H. Ip and Philip Leung), *Journal of Education and Behavioral Statistics*, Vol.29, No.2, Summer, 2004.
- “Statistical Measures for the Alpha-Q Algorithm,” (with Robert E. Kalaba) *Journal of Optimization Theory and Applications*, Vol. 117, No.3, June, 2003.

Books and monographs published:

- ❖ “Identifying High Value Customers: A Neural Network Application,” (with Edward Ip) in “*Neural Networks in Business: Techniques and Applications*,” Kate Smith and Jatinder Gupta (editors), 2002, Idea Group Publishing, Hershey, PA 17033.

MANUSCRIPTS UNDER REVIEW/UNDER REVISION:

- “Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences” with Aiden Lee and Gerard Tellis, submitted for 5th round review at *Journal of Marketing Research*.
- “Brand Hazard: A Customer-based Metric of Brand Prospect,” (with Deb Mitra and Aiden Lee), under preparation for resubmission at *Journal of Marketing*.
- “DeepAudio: A Theory Driven Tool for Analyzing Audio Ads” with Nguyen Nguyen and Johann Melzner, initial submission to *Journal of Marketing*.

INVITED PRESENTATIONS:

- ❖ Cambridge University, “The Value of Quality”.
- ❖ Harvard University, Fairbank Center for Chinese Studies, “Drivers of Success of Market Entry into Emerging Markets: The Case of China and India”.
- ❖ Wharton School of Business, “Losers, Winners and Biased Trade”.

PROFESSIONAL

Editorial responsibilities

- ❖ Ad hoc reviewer: *Marketing Science*
- ❖ Ad hoc reviewer: *Management Science*
- ❖ Ad hoc reviewer: *Journal of Retailing*
- ❖ Ad hoc reviewer: *Journal of Marketing Research*
- ❖ Ad hoc reviewer: *Journal of Marketing*
- ❖ Ad hoc reviewer: *Journal of Consumer Research*
- ❖ Ad hoc reviewer: *Journal of Academy of Marketing Science*
- ❖ Ad hoc reviewer: *Journal of Operations Management*
- ❖ Reviewer: *AMA Winter Conference*
- ❖ Reviewer: *SMA Doctoral Dissertation Competition*

Professional and Honorary Organizations (member; officer; date)

- ❖ Academic Advisor American Marketing Association (Miami Chapter)

HONORS AND AWARDS

- ❖ Keynote address “The AI Revolution in Marketing”, Amrita Vishwa Vidyapeetham: 2023
- ❖ Dave and Dick Wittink Service Award Marketing Science Conference: 2023
- ❖ Excellence in Executive Teaching: Global Executive MBA: 2021
- ❖ Excellence in Executive Teaching: Graduate Strategic Marketing: 2019
- ❖ Distinguished Visiting Faculty, Indian Institute of Management, Kozhikode: 2018.
- ❖ ULINK Fellow: 2018.
- ❖ Research Mentor of the Year: 2017.
- ❖ Best Conference Paper: *World Congress of Endourology 2014*
- ❖ Provost Research award: 2012
- ❖ CIBER Research Support, University of Miami: 2011
- ❖ General Research Support University of Miami: 2011.
- ❖ General Research Support University of Miami: 2010.
- ❖ James W. McLamore Research award: 2010.
- ❖ Winner Best Paper Award in *Journal of Marketing*: 2009.
- ❖ Marketing Science Institute Research Grant: 2008.
- ❖ James W. McLamore Research award: 2007.
- ❖ General Research Support University of Miami: 2006.
- ❖ James W. McLamore Research award: 2006.
- ❖ James W. McLamore Research award: 2005.
- ❖ General Research Support University of Miami: 2003.
- ❖ James W. McLamore Research award: 2002.
- ❖ George Day doctoral dissertation award: honorable mention: 2000.
- ❖ IBEAR doctoral dissertation award: 2000.
- ❖ Dean’s Honor List, USC: 1998.
- ❖ Dean’s Honor List, USC: 1997.
- ❖ USC Marshall School of Business Doctoral Fellowship: 1996-2000.
- ❖ Best Product Executive Award, SSB Oman: 1996.
- ❖ Quality Award Winner (International Trade Division Tata Steel), India: 1995.
- ❖ Best Project Proposal for LPG Filling Plant, HPCL Bombay, India: 1988.
- ❖ Honors List for Engineering, Jadavpur University, Calcutta, India: 1985.
- ❖ National Merit Scholarship (New Delhi, India): 1979.

CONFERENCE PRESENTATIONS

- “Unlimited Testing: Let’s Test Your Emails With AI” LMDE Conference, Athens, Greece, *June 2023*.
- “Micro-Geo Predictions Using Text Analytics: Location-Specific Predictions of Brand Preferences” Marketing Science, Virtual Conference, *June 2021*.
- “Marketing the Levers of Growth,” with Abhi Bhattacharya, AMA, virtual Conference, *Aug 2020*.
- “DeepSense: A Deep Learning Tool for Analyzing and Predicting Advertising Effectiveness” with Mitsu Ogihara, Gang Ren, Theory and Practice in Marketing, Columbia University, New York, *May 2019*.
- “Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences” with Gerard Tellis and Aiden Lee, Marketing Science, Rome, *June 2019*.
- “Marketing and Bankruptcy Risk: The Role of Marketing Capabilities,” with Abhi Bhattacharya, Marketing Strategy Meets Wall Street, INSEAD, Fontaine Bleau, *June 2019*.
- “Survival of the Fastest: Using Sequential Pattern Analysis to Measure Efficiency of Complex Organizational Processes,” with Raju Parakkal, Sherry Bartz, Gang Ren, Mitsunori Ogihara, IEE Proceedings of the *International Conference on Data Mining*, Beijing, November 2019
- “Re-examining Net Promoter Score: Are Passives Truly Passive?” (with Aiden Lee and Michael Tsiros), Marketing Science, Philadelphia, *June 2018*.

- “Brand Map: Spatial and Dynamic Brand Measures from Twitter,” (with Aiden Lee), *Marketing Science*, Los Angeles, *June 2017*.
- “Listening To the Voice of the Customer: Service Innovation through Social Media Feedback,” *Marketing Science*, Shanghai, *June 2016*.
- “Beyond Signaling: Do Firms Use New Product Preannouncements to Learn from the Stock Market?” *Theory and Practice in Marketing*, Texas A&M, *May 2016*.
- “The Value of Marketing: An Investor Based Perspective,” *Marketing Science Conference*, Istanbul, *July 2013*.
- “Quo Vadis: Should Indian Firms Stay at Home or Go Abroad” (with Eden Yin and Krishna Prasanna), invited presentation, Wharton School of Business, University of Pennsylvania, *Sep 2012*.
- “Unravelling the Internationalization-Performance Paradox,” (with Deb Mitra and Eden Yin), *Marketing Science Conference*, Houston, *June 2011*.
- “Counting Your Chicken Before They Hatch: A Count Based Measure of Brand Extensions,” (with Deb Mitra), PDMA Conference, Orlando, Florida, *October 2010*.
- “Brand Vitality: A Dynamic Metric of Brand Health,” (with Deb Mitra), University of Cologne, *June 2010*.
- “Shaking Hands Across The National Divide: How Foreign Collaborators Succeed in India,” University of Maryland, *June 2009*.
- “Mining for Quality on the Web,” (with Gerard Tellis), University of British Columbia, *June 2008*.
- “Breaking the Tyranny of Time Breaking the Tyranny of Time: A Brand Switching Model for All Seasons,” (with Eddie Ip and Naufel Vilcassim), Singapore Management University, *June 2007*.
- “Does the Stock Market Hype “Winners?” A Lab and Market Study,” (with Gerard J. Tellis), 7th Triennial Invitational Choice Symposium, Wharton School, University of Pennsylvania, *June 2007*.
- “Valuing the Quality Dimensions of Publicly Reviewed High Tech Products,” (with Gerard J. Tellis) *Marketing Science Conference*, University of Pittsburg, Pittsburg, *June 2006*.
- “The Conquest of Emerging Markets: Successful Market Entry into India and China,” (with Gerard J. Tellis) *Marketing Science Conference*, Emory University, Atlanta, *June 2005*.
- “Stock Market Returns to Published Quality Ratings,” (with Gerard Tellis) *Marketing Science Conference*, University of Maryland, *June 2003*.
- “Gambling on Growth: Consumer Choice of Financial Products Under Uncertainty,” (with Gerard Tellis) *Marketing Science Conference*, University of Alberta, Edmonton, Canada, *June 2002*.
- “Capturing Value through Customized Coupons,” (with Eddie Ip and Gerard Tellis), *INFORMS Conference*, Miami, Florida, *November, 2001*.
- “Choice of Stock Investment Under Uncertainty: A Study of Consumer Hype,” (with Gerard Tellis), *Marketing Science Conference*, UCLA, *June 2000*.

TEACHING

Teaching Specialization

- ❖ PhD Seminar on Deep Learning in Marketing
- ❖ AI in Marketing
- ❖ Marketing Analytics
- ❖ New Product Development
- ❖ Strategic Branding
- ❖ Customer Relationship Management
- ❖ Marketing for Health Care
- ❖ Decision Making in Marketing
- ❖ Marketing, Profits and Finance

Thesis and Dissertation Advising

- ❖ Member: Dissertation Committee, Mohammad Alenzy (Candidate in Industrial Engineering, UM, Completed Dec, 2022).
- ❖ Advisor: Hyunhwan (Aiden) Lee, PhD student, Marketing Dept, UM.
- ❖ Member: Dissertation Committee, Yutian Li (Candidate in Management Science, UM).
- ❖ Member: Dissertation Committee, Raju Parrakal (Candidate in Political Science, FIU, Completed Aug, 2009).
- ❖ Member: Dissertation Committee, Debanjali Roy (Candidate in Economics Dept, UM; Status: Completed July '08).
- ❖ Member: Master's Thesis Committee, Roxsanne Tai Barnes (June 15, 2006).

SERVICE

University Committee and Administrative Responsibilities:

- ❖ Chair of the 45th Marketing Science Conference
- ❖ Established the first Advisory Board for the Marketing Department
- ❖ Established the first Advisory Board for the Big Data group at UM's Center for Computational Sciences.
- ❖ Organized the third annual Big Data conference in collaboration with the Business School and UM's Center for Computing Sciences (2018).
- ❖ Organized Conference on Big Data and AI in collaboration with UM's Center for Computing Sciences (2017).
- ❖ Alternate representative for the Business School at the Faculty Senate (2018)
- ❖ Organized the First Conference on Big Data and Analytics in collaboration with UM's Center for Computing Sciences (2016).
- ❖ Session Chair, Theory and Practice in Marketing, May 2016.
- ❖ Member, Departmental Recruitment Committee
- ❖ Director PhD program (Marketing)
- ❖ Academic Advisor American Marketing Association (Miami Chapter)
- ❖ Session Chair, Services Conference Oct. 2004.

CONSULTING ACTIVITIES

- ❖ Eli Lilly
- ❖ Jackson Memorial Hospital
- ❖ Perry Ellis
- ❖ Toyota Motor Corporation
- ❖ Universal Fox Studios
- ❖ Royal Caribbean
- ❖ Axalta Paints
- ❖ Ryder Transportation
- ❖ SAS
- ❖ Tata Steel
- ❖ Hindustan Petroleum
- ❖ CoFlow Jet

COMMUNITY ACTIVITIES

- ❖ Board member Miami-Dade Asian Community
- ❖ Departmental co-coordinator: United Way Charity.
- ❖ Special Lecture: Undergraduate Honors Lecture *Oct. 2004.*
- ❖ Panelist: Asian Business Meet *Nov. 2006.*