

**UNIVERSITY OF MIAMI**  
**Curriculum Vitae**

1. Date: 9/22/10

**PERSONAL**

2. Name: Joseph Johnson
3. Home Phone:
4. Office Phone: (305) 284 - 1379
5. Current Academic Rank: Assistant Professor
6. Primary Department: Marketing
7. Secondary or Joint Appointments:
8. Citizenship: India
9. Visa Type (if non-citizen): Permanent Resident

**HIGHER EDUCATION**

10. Institutional (institution; degree; date conferred):  
University of Southern California, Ph.D., 5/01  
Indian Institute of Management, Calcutta, MBA, 3/90  
Jadavpur University, Calcutta, B.ChE, 12/85
11. Non-Institutional (description; dates):
12. Certification, licensure (description; board or agency; dates):

**EXPERIENCE**

13. Academic (institutions; rank/status; dates):

University of Miami, Assistant Professor, 2001- to present.

University of Southern California, Lecturer Summer 2000.

14. Non-academic (employers; title; responsibilities; dates):

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

15. Military (branch; rank; responsibilities; dates): None

**PUBLICATIONS** [author(s) (in actual precedence of authorship); title; publisher or journal name; date (current year first); page number]

16. 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.

17. Juried or refereed journal article and exhibitions:

“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.

“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  $\alpha\beta$ 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.

18. Other works, publications and abstracts: None

19. Other works accepted for publication:

**PROFESSIONAL**

20. Funded Research Performed (include all grants received in the last five years, identifying the principal investigator and the amounts and dates of the awards):

Johnson, Joseph and Gerard Tellis “*Losers, Winners & Hype: Consumer Choice under Uncertainty*,” IBEAR doctoral dissertation award May 2000 (\$ 2000).

21. Editorial responsibilities:

Ad hoc reviewer: *Marketing Science*.  
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*.

22. Professional and Honorary Organizations (member; officer; date) Academic

Advisor American Marketing Association (Miami Chapter)

23. Honors and Awards:

General Research Support University of Miami: 2010.

James W. McLamore Research award: 2010.

Winner Best Paper for 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: 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.

25. Post-Doctoral Fellowships: None

26. Research:

**Papers Forthcoming:**

**Papers under Review/Revision:**

“It Takes Two to Tango: Marketing Operations Alignment for Customized Temporal Discounts,” (with Edward H. Ip, Gerard Tellis and Paulo Goncalves), **Status:** Manuscript being revised for *Management Science*.

“Woolly Winners: How and Why Ads for Mutual Funds Work and Disclaimers Don’t,” (with Gerard J. Tellis) **Status:** paper under initial review at the *Journal of Marketing Research*.

**Working Papers:**

“Brand Momentum: A Dynamic Metric of Innate Brand Potential using Panel Data,” (with Debanjan Mitra) **Status:** Manuscript being prepared for initial submission to *Journal of Marketing Research*, Expected date of submission: Fall 2010.

“Risk Management for Customer Portfolios,” (with A. Parasuraman and Anne Wu), **Status:** Manuscript being prepared for initial submission to *Journal of Marketing Research*, Expected date of submission: Fall 2010.

“Quo Vadis: Should Indian Firms Go Abroad or Stay At Home?” (with Eden Yin, Krishna Prasanna and R. Krishnan). **Status:** manuscript being prepared for submission to *Journal of Marketing*. Expected date of submission: Fall, 2010.

“The Beachhead Effect and the Drivers of Successful Regional Expansion,” (with Raju Parrakal and Sherry Bartz) **Status:** manuscript being prepared for initial submission to *Journal of Marketing*, Expected date of submission: Spring 2011.

“Global Mindedness and the Performance of Chinese Multinationals,” (with Eden Yin, Yongjian Bao and Kevin Bao). **Status:** manuscript being prepared for submission to *Journal of International Business Studies*. Expected date of submission: Spring, 2011.

**Conference Presentation:**

“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), 7<sup>th</sup> 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.

## 26. Teaching:

Fall 2001	MKT 302O	4.4
Fall 2001	MKT 302Q	4.5
Spring 2002	MKT 665EQ	4.4
Spring 2002	MKT 665UX	4.3
Fall 2002	MKT 665PC	4.2
Fall 2002	MKT 665UX	4.5
Fall 2002	MKT 665 20	4.9
Spring 2003	MKT 665EQ	4.7
Spring 2003	MKT 665UX	4.9
Fall 2003	MKT 665PC	4.5
Fall 2003	MKT 665KY	4.7
Spring 2004	MKT 469BC	4.4
Spring 2004	MKT 665UX	4.5
Fall 2004	MKT 645AN	4.4
Fall 2004	MKT 645EQ	4.6
Spring 2005	MKT 650CO	4.7
Spring 2005	MKT 650GS	4.4
Fall 2005	MKT 640CO	4.7
Fall 2005	MKT 645AN	4.7
Fall 2005	MKT 645 EQ	4.4
Fall 2005	MKT 650 EQ	4.4
Fall 2006	MKT 645AN	4.6
Fall 2006	MKT 645 EQ	4.6
Spring 2007	MKT 650 AN	4.7
Spring 2007	MKT 650 EQ	4.6
Fall 2007	MKT 645 AN	4.5
Fall 2007	MKT 645 EQ	4.2
Spring 2008	MKT 650 CD	4.1
Spring 2008	MKT 650 HJ	4.9
Spring 2009	MKT 650 CD	4.1
Spring 2009	MKT 650 HJ	4.4
Spring 2009	MKT 403 O	4.8
Spring 2009	MKT 403 Q	4.5
Fall 2009	MKT 697	4.8
Spring 2010	MKT 645 WP17	4.5

27. Teaching Awards Received: None

28. Teaching Specialization (Note briefly courses taught, new courses developed, innovative or experimental teaching etc.)

My teaching specialization is International Marketing where I have started using an International Marketing Simulation.

29. Thesis and Dissertation Advising/Post-doctoral student supervision (chairman or committee member; topic; student name; date):

Member: Dissertation Committee, Raju Parrakal (Candidate in Political Science, FIU; Status: In Progress)

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

30. University Committee and Administrative Responsibilities:

Academic Advisor American Marketing Association (Miami Chapter).

Session Chair Services Conference Oct.'04.

31. Community Activities:

Departmental co-coordinator: United Way Charity.

Special Lecture: Undergraduate Honors Lecture *Oct. 2004.*

Panelist: Asian Business Meet *Nov. 2006.*