

Joseph Johnson
Assistant Professor of Marketing

Address:

University of Miami,
School of Business Administration,
501 Kosar Epstein Building,
5250 University Drive,
Coral Gables, Florida 33146-6554.
Office: 305-284-1379
Fax: 305-284-5326
Email: jjohnson@miami.edu

Education:

- ❖ Ph.D., University of Southern California, *May 2001.*
- ❖ MBA, Indian Institute of Management, Calcutta, *March 1990.*
- ❖ B.ChE, Jadavpur University, Calcutta, *December 1985.*

Business Experience:

- ❖ Sr. Executive (Product) Toyota Division. SSB, Muscat: *1995–1996.*
- ❖ Deputy Manager, International Trade Division, Tata Iron & Steel Co: *1990-1995.*
- ❖ Summer Intern, Banque National De Paris, Calcutta: *1989.*
- ❖ Asst. Manager (Automotive & Lube Oils) Hindustan Petroleum: *1985-1988.*

Academic Experience:

- ❖ University of Miami, Assistant Professor, *2001- to present.*
- ❖ University of Southern California, Lecturer *Summer 2000.*

Publications:

- ❖ “The Value of Quality,” (with Gerard J. Tellis), *Marketing Science* forthcoming.
- ❖ “Losers, Winners and Biased Trades,” (with Gerard J. Tellis and Deborah Macinnis), *Journal of Consumer Research*, Vol.32, Sep. 2005, pp.324-29.
- ❖ “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, pp. 486-503.
- ❖ “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, pp.515-22.
- ❖ “Tax Loss Harvesting In Quarter 1?” (with Howard Marmorstein, John M. Charnes, and Dan Sarel), *Journal of Taxation of Investment*, Dec 2005, pp 56-69.
- ❖ “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.
- ❖ “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.

Working Papers:

- ❖ “Free From the Spell: Analyzing Household Brand Switching Behavior Under Time Varying Preferences,” (with Edward h. Ip and Naufel J. Vilcassim).
- ❖ “To Whom, When and How Much to Discount? A Constrained Optimization of Customized Temporal Discounts,” (with Edward H. Ip and Gerard J. Tellis).
- ❖ “Drivers of Success of Market Entry into Emerging Markets: The Case of China and India,” (with Gerard J. Tellis).

Editorial responsibilities:

Ad hoc reviewer:

Marketing Science

Journal of Academy of Marketing Science

Journal of Operations Management

Professional Affiliations:

AMA

Academic Advisor American Marketing Association (Miami Chapter)

Honors and Awards:

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**.

Conference Presentations:

- ❖ “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.

Invited Presentations:

- ❖ “Does the Stock Market “Hype” Winners: A Lab and Market Study,” 7th Triennial Choice Symposium, Wharton, University of Pennsylvania.
- ❖ “Choice of Stock Investment Under Uncertainty: A Study of Consumer Hype,” (with Gerard Tellis), *McGill University*, Canada, September 2000.
- ❖ “Choice of Stock Investment Under Uncertainty: A Study of Consumer Hype,” (with Gerard Tellis), *University of Miami*, Miami, October 2000.