

Amit Joshi

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EDUCATION

Ph.D. in Management, Anderson Graduate School of Management, University of California, Los Angeles (UCLA), Los Angeles, CA

P.G.D.M., Indian Institute of Management (I.I.M.), Calcutta, India

B.E. (Mechanical Engineering), University of Pune, India

ACADEMIC EXPERIENCE

Associate Professor, University of Central Florida, *2011 - present*

Assistant Professor, University of Central Florida, *2005 - 2011*

Teaching Assistant, UCLA, *Spring 2003-2005*

Research Assistant, UCLA, *Sep.2000 – 2005*

BUSINESS EXPERIENCE

Sales Manger, Cadbury India Ltd., *July 1998 – July 2000*

- Cadbury India Ltd is a member of the Cadbury-Schweppes Group and India's largest confectionery manufacturer.
- Responsible for sales of INR 300 million.
- Planned and implemented distribution, channel and brand strategies.

REFEREED PUBLICATIONS

“Selecting Predictive Metrics for Marketing Dashboards: An Analytical Approach,” (2016), with Koen Pauwels, *Journal of Marketing Behavior*, forthcoming

“(In)Authenticity work: Constructing the realm of inauthenticity through Thomas Kinkade,” (2016) with Amanda Koontz, *Journal of Consumer Culture*, forthcoming.

“Movie Stars and the Volatility of Movie Revenues,” (2015) *Journal of Media Economics*, 28, 4, 246-267.

“A Meta-analysis of Electronic WOM Elasticity,” with Ya You and Gautham Vadakkepatt (2015), March 2015, *Journal of Marketing*

Winner of the 2015 MSI/H. Paul Root Award.

“‘Adapting’ to Succeed? Leveraging the Brand Equity of Bestsellers to Succeed at the Box Office,” co-authored with Huifang Mao. 2012, *Journal of the Academy of Marketing Science*, 40, 4, 558-571.

“Counting what will Count: Does your Dashboard Predict?,” with Koen Pauwels, *Asia Pacific Journal of Business*, 2, 2, 1-35, December 2011.

“Marketing High-Tech Products: An Interdisciplinary Approach,” co-authored with Adam Tow, *International Journal of Innovation and Technology Management*, June 2011, 8, 2, 337-350.

“The Direct and Indirect Effects of Advertising Spending on Firm Value,” co-authored with Prof. Dominique Hanssens. January 2010. *Journal of Marketing*, January, 74, 20-33.

Winner of the 2010 MSI/H. Paul Root Award.

“Movie Advertising and the Stock Market Valuation of Studios: A Case of “Great Expectations”?,” co-authored with Prof. Dominique Hanssens. March-April 2009, *Marketing Science*, 28, 2, 239-250.

“Advertising Spending and Market Capitalization,” co-authored with Prof. Dominique Hanssens. *Marketing Science Institute*, 2004, 04-110.

Winner of the Robert D. Buzzell MSI Best Paper Award 2006.

OTHER RESEARCH

“Inter Media Reactivity – A New Concept and Dynamic Metrics of the New Media,” (2015)

co-authored with Michael Trusov, Under review at *Journal of the Association of Consumer Research*.

“The Feedback Effects of Innovation: What can lead to ‘Innovation Momentum’?”, (2015) being revised for submission to *Marketing Science*.

“The Impact of Social Media on New Product Sales and Customer Acquisition and Retention for Established Products,” (2016) with Ya You, Working Paper.

“Vernacular Genericide: The Process of Classification Work and Creating a “Kinkade”,” (2016) with Amanda Koontz. Under review at *Poetics*.

“Minimizing Myopic Marketing Investments: The Differential Impact of Various Corporate Governance Mechanisms,” (2016) with Gautham Vadakkepatt, Working Paper

“Like the Book, Hate the Movie? The Impact of Adaptation Penalty on Consumer Preferences,” (2016) with Zachary Johnson and Huifang Mao, Working Paper

CONFERENCE PRESENTATIONS

“CEO Characteristics and Marketing Decision Making: An Empirical Investigation,”

- *Marketing Science Conference*, Fudan University, Shanghai, China, June 2016

“Like the Book, Hate the Movie? The Impact of Adaptation Penalty on Consumer Preferences,”

- *Marketing Science Conference*, Ozyegin University, Istanbul, Turkey, July 2013
- *Invited Presentation at the 15th Annual Economics of Filmed Entertainment Conference*, Yale University, New Haven CT, October 2013

“Minimizing Myopic Marketing Investments: The Differential Impact of Various Corporate Governance Mechanisms”

- *Marketing Science Conference*, Boston University, Boston MA, June 2012
- *Invited Presentation*, Indian Institute of Management, Ahmedabad, India, June 2013

“Intrinsic Media Transmittivity – A New Concept and Dynamic Metrics of the New Media”

- *Marketing Science Conference*, Cologne, Germany, June 2010
- *Invited Presentation*, Indian School of Business, Hyderabad, India, December 2011

“Double Jeopardy! Modeling the Dual Role of Online Search when Marketing Through Social and Commercial Media”

- *Invited presentation* at the 10th annual UCLA/Bruce Mullen Scholars and Practitioners Workshop in Motion Picture Industry Studies, UCLA Anderson, Los Angeles, November 2009

“‘Adapting’ to Succeed? Leveraging the Brand Equity of Bestsellers to Succeed at the Box Office”

- Marketing Science Conference, Vancouver, June 2008

“Movie Star Salaries and the Volatility of Movie Revenues,”

- Marketing Science Conference, Singapore, June 2007
- *Invited presentation* at the DeSantis Center 8th Business and Economics Scholars Workshop in Motion Picture Studies, Florida Atlantic University, Ft. Lauderdale, FL, November 2006

“Movie Advertising and the Stock Market Valuation of Studios”

- Marketing Science Conference, Pittsburgh, June 2006
- *Invited presentation* at the DeSantis Center 7th Business and Economics Scholars Workshop in Motion Picture Studies, Florida Atlantic University, Ft. Lauderdale, FL, November 2005

“The Feedback Effects of Innovation: What can lead to ‘Innovation Momentum’?”

- *Marketing Science Conference*, Erasmus University, Rotterdam, June 2004

“Advertising Spending and Market Capitalization,”

- *Marketing Science Conference*, College Park, Maryland, June 2003
- University of Houston Doctoral Symposium, Houston, Texas, April 2003
- *Invited Presentation* at the *MSI / Journal of Marketing Competition* on “Linking Marketing to Financial Performance”, Dallas, Texas, October 2002

TEACHING

Principles of Marketing (Undergraduate; Average Rating 4.61/5)

Marketing Strategy (Undergraduate; Average Rating 4.37/5)

Business Analytics (Undergraduate; Spring 2016)

Strategic Marketing Management (MBA and Executive MBA; Average Rating 4.46/5)

Business Analytics and Dashboard Creation Workshops for Executives (Average Rating 4.6/5)

PhD Seminar on Marketing Strategy

HONORS

Winner, 2015 MSI H. Paul Root Award for paper published in the *Journal of Marketing* that makes a significant contribution to the advancement of practice in the field of marketing, for “**A Meta-analysis of Electronic WOM Elasticity**”.

Winner, 2010 MSI H. Paul Root Award for paper published in the *Journal of Marketing* that makes a significant contribution to the advancement of practice in the field of marketing, for “**The Direct and Indirect Effects of Advertising Spending on Firm Value**”.

Winner, 2006 Robert D. Buzzell Best Paper Award, awarded by the **Marketing Science Institute** for a paper that makes a significant long term impact on marketing practice and thought.

Honorable Mention in the **2004 Alden G. Clayton Doctoral Dissertation Competition** organized by the Marketing Science Institute.

Recipient of **UCF Teaching Incentive Award**, 2012: University-wide award honoring exemplary teaching

Recipient of **UCF Research Incentive Award**, 2010, 2015. University-wide award honoring exemplary research

Recipient of the Office of Research Grant at UCF for summer 2006, 2007, 2010. Summer Research Grant for 2009, 2010, 2014, 2015, 2016.

Session Chair and Discussant at the “Marketing Meets Wall Street” Conference, Singapore Management University, January 2015.

MSI Research Grant for “The Impact of Social Media on New Product Sales and Customer Acquisition and Retention for Established Products”

MSI Research Grant for “Inter Media Transmittivity – A New Concept and Dynamic Metrics of the New Media”

MSI Research Grant for MSI / Journal of Marketing Competition on “Linking Marketing to Financial Performance”

MSI Research Grant for “Movie Star Salaries and the Volatility of Movie Revenues”

Recipient of the **Gladys M. Byram Fellowship**, Anderson Graduate School of Management, UCLA.

Consortium Fellow, AMA Doctoral Consortium, at Texas A&M University, June 2004.

Marketing Science Doctoral Consortium Fellow, Erasmus University, Rotterdam, June 2004

Marketing Science Doctoral Consortium Fellow, University of Maryland, June 2003

MEDIA COVERAGE

My research has been extensively covered by the media, including outlets such as NPR, CNN, NBC, Bloomberg, Fox News, Investor Relation Magazine, Science Daily, Phys.org

SERVICE

Reviewing:

Editorial Board Member: Journal of the Academy of Marketing Science

Ad Hoc Reviewer for Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Marketing Letters, Journal of Business Research, Management Research Review, Marketing Science Institute, European Journal of Marketing

Dissertation Activities

Doctoral Committee Chair

Ya You (July 2013)

Dissertation Title: Essays on Social Media Effectiveness.

Placement: Assistant Professor, College of Charleston, South Carolina.

Doctoral Committee Member

Pavan Chennamaneni (2009); Than Van Tran (2009); Robert Cascio (2011); Ngan N. Chau (2012); Somnath Banerjee (2015)

University Service

Member of UCF Faculty Senate

Chair of UCF Senate Parking Committee

Key Achievements: Standardized parking fees and pricing, which led to lower prices for parking hangtags for over 70,000 students, staff and faculty members

Chair of Dean's *ad hoc* Committee on the Integrated Business Degree Program

Key Achievements: Developed from the ground up, a completely new major for Undergraduates at the College of Business. This major (starting in Spring 2016) is expected to draw about 3000 students each year.

Member of College Master Program Review Committee

Member of Department Promotion and Tenure Committee, PhD Committee, Recruitment Committee, Undergraduate Committee, TiP (Teaching Award) Committee

Member of Dean's External Advisory Committee for the Integrated Business Program

REFERENCES

Dr. Dominique M. Hanssens

The Bud Knapp Professor of Management

UCLA Anderson School of Management

110 Westwood Plaza, Suite B417

Los Angeles, CA 90095-1481

Phone: 310-825-4497 Fax: 310-206-7422

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Dr. Anita Elberse

Lincoln Filene Professor of Business Administration

Harvard Business School,

Cambridge, MA

Phone: 617-495-6080

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Dr. Koen Pauwels

Professor of Marketing

Ozyegin University

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