

## ANDREW T. STEPHEN

L'Oréal Professor of Marketing

University of Oxford, Saïd Business School, Park End Street, Oxford OX1 1HP, United Kingdom

### Employment

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2015-present	University of Oxford, Saïd Business School L'Oréal Professor of Marketing & Head of the Marketing Faculty Associate Dean of Research Director of the Oxford Future of Marketing Initiative Co-Director of the Oxford AI x Sustainable Development Goals Initiative Co-Director of the Executive Diploma in AI for Business
2011-2015	University of Pittsburgh, Joseph M. Katz Graduate School of Business Assistant Professor of Business Administration Katz Fellow in Marketing (Tenured in April 2015)
2009-2011	INSEAD Assistant Professor of Marketing

### Other Positions

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2020-present	Director and Co-Founder, Augmented Intelligence Labs
2021-2023	Editor, <i>Journal of Consumer Research</i>
2018-2020	Co-Editor, <i>International Journal of Research in Marketing</i>

### Education

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2009	Doctor of Philosophy, Marketing (with Distinction)	Columbia University, USA
2007	Master of Philosophy, Marketing	Columbia University, USA
2004	Bachelor of Business, Marketing (with First Class Honors)	University of Queensland, Australia
2003	Bachelor of Engineering, Civil (with First Class Honors)	University of Queensland, Australia

### Publications: Academic Journals

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1. Lee, Byung Cheol, Christine Moorman, C. Page Moreau, Andrew T. Stephen, and Donald R. Lehmann (2020), "The Past, Present, and Future of Innovation Research," *Marketing Letters*, 31, 187-198.
2. Labrecque, Lauren, Kunal Swani, and Andrew T. Stephen (2020), "The Impact Of Pronoun Choices On Consumer Engagement Actions: Exploring Top Global Brands' Social Media Communications," *Psychology and Marketing*, 37 (6), 796-814.

3. Appel, Gil, Lauren Grewal, Rhonda Hadi, and Andrew T. Stephen (2020), "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science*, 48 (1), 79-95.
4. Grewal, Lauren and Andrew T. Stephen (2019), "In Mobile We Trust: The Effects of Mobile Versus Non-Mobile Reviews On Consumer Purchase Intentions," *Journal of Marketing Research*, 56 (5), 791-808.
5. Sciandra, Michael R., J. Jeffrey Inman, and Andrew T. Stephen (2019), "Smart phones, bad calls? The influence of consumer mobile phone use, distraction, and phone dependence on adherence to shopping plans," *Journal of the Academy of Marketing Science*, 47 (4), 574-594. (Lead article)
6. Grewal, Lauren, Andrew T. Stephen, and Nicole Coleman (2019), "When Posting About Products in Social Media Backfires: The Negative Effects of Consumer Identity-Signaling on Product Interest," *Journal of Marketing Research*, 56 (2), 197-210.  
*Honorable Mention, Donald R. Lehmann Award*
7. Zhang, Yuchi, Michael Trusov, Andrew T. Stephen, and Zainab Jamal (2017), "Online Shopping and Social Media: Friends or Foes?" *Journal of Marketing*, 81 (6), 24-41.  
*Finalist Marketing Science Institute/H. Paul Root Award*
8. Verhoef, Peter C., Andrew T. Stephen, P.K. Kannan, Xueming Luo, Vibhanshu Abhishek, Michelle Andrews, Yakov Bart, Hannes Datta, Nathan Fong, Donna L. Hoffman, Mandy Mantian Hu, Tom Novak, William Rand, and Yuchi Zhang (2017), "Consumer Connectivity in a Complex, Technology-Enabled, and Mobile-Oriented World with Smart Products," *Journal of Interactive Marketing*, 40 (November), 1-8. (Lead article)
9. Deighton, John, Jacob Goldenberg, and Andrew T. Stephen (2017), "Introduction to Special Issue: The Consumer in a Connected World," *Journal of the Association for Consumer Research*, 2 (2).
10. Chae, Inyoung, Stephen, Andrew T., Yakov Bart, and Dai Yao (2017), "Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns," *Marketing Science*, 36 (1), 89-104.
11. Lamberton, Cait and Andrew T. Stephen (2016), "A Thematic Exploration of Digital, Social Media, and Mobile Marketing Research's Evolution from 2000 to 2015 and an Agenda for Future Research," *Journal of Marketing*, 80 (6), 146-172.  
*Winner Shelby D. Hunt/Harold H. Maynard Award*  
*Winner American Marketing Association TechSIG Lazaridis Institute Prize*
12. Stephen, Andrew T. and Donald R. Lehmann (2016), "How Word-of-Mouth Transmission Encouragement Affects Consumers' Transmission Decisions, Receiver Selection, and Diffusion Speed," *International Journal of Research in Marketing*, 33 (4).  
*Finalist IJRM 2016 Best Paper Award, Lead article*
13. Wilcox, Keith, Juliano Laran, Andrew T. Stephen, and Peter P. Zubcsek (2016), "How Being Busy Can Increase Motivation and Reduce Task Completion Time," *Journal of Personality and Social Psychology*, 110 (3), 371-384.
14. Stephen, Andrew T., Peter P. Zubcsek, and Jacob Goldenberg (2016), "Lower Connectivity Is Better: The Effects of Network Structure On Customer Innovativeness In Interdependent Ideation Tasks," *Journal of Marketing Research*, 53 (2), 263-279.
15. Stephen, Andrew T. (2016), "The Role of Digital and Social Media Marketing in Consumer Behavior," *Current Opinion in Psychology*, 10 (August), 17-21.

16. Bart, Yakov, Andrew T. Stephen, and Miklos Sarvary (2014), “Which Products Are Best Suited To Mobile Advertising? A Field Study Of Mobile Display Advertising Effects On Consumer Attitudes And Intentions,” *Journal of Marketing Research*, 51 (3), 270-285.
17. Toubia, Olivier and Andrew T. Stephen (2013), “Intrinsic Versus Image-Related Motivations in Social Media: Why Do People Contribute Content to Twitter?” *Marketing Science*, 32 (3), 365-367.  
*Finalist John Little Award, Lead article*
18. Wilcox, Keith and Andrew T. Stephen (2013), “Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control,” *Journal of Consumer Research*, 40 (June), 90-103.  
*Included in JCR Research Curation on Social Influence and Consumer Behavior*
19. Stephen, Andrew T. and Jeff Galak (2012), “The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace,” *Journal of Marketing Research*, 49 (5), 624-639.  
*Finalist Paul E. Green Award*
20. Pham, Michel Tuan, Leonard Lee, and Andrew T. Stephen (2012), “Feeling the Future: The Emotional Oracle Effect,” *Journal of Consumer Research*, 39 (3), 461-477.
21. Avnet, Tamar, Michel Tuan Pham, and Andrew T. Stephen (2012), “Consumers’ Trust in Feelings as Information,” *Journal of Consumer Research*, 39 (December), 720-735.
22. Galak, Jeff, Deborah Small, and Andrew T. Stephen (2011), “Micro-Finance Decision Making: A Field Study of Prosocial Lending,” *Journal of Marketing Research*, 48 (special issue), S130-S137.
23. Libai, Barak, Ruth Bolton, Marnix Bügel, Ko DeRuyter, Oliver Götz, Hans Risselada, and Andrew T. Stephen (2010), “Customer-to-Customer Interactions: Broadening the Scope of Word of Mouth Research,” *Journal of Service Research*, 13 (3), 267-282.
24. Stephen, Andrew T. and Olivier Toubia (2010), “Deriving Value from Social Commerce Networks,” *Journal of Marketing Research*, 47 (2), 215-228.  
*Winner Donald R. Lehmann Award*  
*Runner up William F. O’Dell Award*  
*Finalist Paul E. Green Award*  
*Winner John A. Howard Award*  
*Winner Alden G. Clayton Award*
25. Stephen, Andrew T. and Olivier Toubia (2009), “Explaining the Power-Law Degree Distribution in a Social Commerce Network,” *Social Networks*, 31 (4), 262-270.
26. Stephen, Andrew T. and Michel Tuan Pham (2008), “On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations,” *Psychological Science*, 19 (10), 1051-1058.
27. Stephen, Andrew T. and Leonard V. Coote (2007), “Interfirm Behavior and Goal Alignment in Relational Exchanges,” *Journal of Business Research*, 60 (4), 285-295.

### **Publications: Books and Professional Journals**

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28. Stephen, Andrew T. (2020), “On the Need for Evidence-Based Decision Making in Marketing,” in *Build Brilliant Brands: Advice from 22 of the World’s Leading Marketers*, Facebook: London.
29. Stephen, Andrew T. (2020), “Social Media and Luxury,” in Felicitas Morhart, Keith Wilcox, and Sandor Czellar (eds), *Research Handbook on Luxury Branding*, Edward Elgar: Cheltenham.

30. Chen, Zoey and Andrew T. Stephen (2019), “Digital and Social Media Research,” in Frank R. Kardes, Paul M. Herr, and Norbert Schwarz (eds), *Handbook of Research Methods in Consumer Psychology*, Routledge: London.
31. Kamleitner, Bernadette, Vincent W. Mitchell, Andrew T. Stephen, and Ardi Kolah (2018) “Your Customers May Be the Weakest Link in Your Data Privacy Defenses,” *MIT Sloan Management Review*, 22 May.
32. Stephen, Andrew T., Peter Pal Zubcsek, and Jacob Goldenberg (2015), “People Offer Better Ideas When They Can’t See What Others Suggest,” *Harvard Business Review*, July 24.
33. Stephen, Andrew T. (2017), “Here Comes the Hyper-Connected Augmented Consumer,” *GfK Marketing Intelligence Review*, 9 (2), 11-18.
34. Stephen, Andrew T. and Yakov Bart (2015), *Social Media Marketing: Principles and Strategies*, Stukent, Inc.: Idaho Falls, ID.
35. Stephen, Andrew T., Yakov Bart, and Miklos Sarvary (2013), “Making Mobile Ads That Work,” *Harvard Business Review*, December, 706.

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## **Business Engagement**

### **Oxford Future of Marketing Initiative – Founder and Director**

Collaborative research and engagement with senior executives from industry to address—through research—major challenges associated with the digital transformation of marketing, media, advertising, and customer management. Current partners are Facebook, General Assembly, Google, Institute for Real Growth, Kantar, L’Oréal, Mobile Marketing Association, Teradata, Twitter, and WPP.

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## **Research Under Review and Selected Working Papers**

1. Rust, Roland T., William Rand, Ming-Hui Huang, Andrew T. Stephen, Gillian Brooks, and Timur Chabuk, “Real-Time Brand Reputation Tracking Using Social Media,” under 3<sup>rd</sup> round review, *Journal of Marketing*.
2. Schweidel, David, Yakov Bart, J. Jeffrey Inman, Andrew T. Stephen, Barak Libai, Michelle Andrews Ana Babić Rosario, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni, and Felipe Thomaz, “How Technology is Reshaping the Customer Journey,” under review, *Journal of the Academy of Marketing Science*.
3. Crolic, Cammy, Rhonda Hadi, Felipe Thomaz, and Andrew T. Stephen, “Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions,” invited for 3<sup>rd</sup> round, *Journal of Marketing*.
4. Fritz, William, Rhonda Hadi, and Andrew T. Stephen, “A Feast for the Eyes: How Augmented Reality Influences Food Desirability,” invited for 2<sup>nd</sup> round, *Journal of Marketing*.
5. Crolic, Cammy, Andrew T. Stephen, Peter P. Zubcsek, and Gillian Brooks, “Social Media Use and Psychological Wellbeing,” under 1<sup>st</sup> round review, *Journal of Marketing*.
6. Boegershausen, Johannes, Abhishek Borah, and Andrew T. Stephen, “Fields of Gold: Web Scraping For Consumer Research,” working paper.

7. Thomaz, Felipe, J. Jason Bell, Andrew T. Stephen, and Yakov Bart, “The Honeymoon Effect in New Digital Advertising Channels,” working paper.
8. Stephen, Andrew T., Felipe Thomaz, and Yakov Bart, “The Effectiveness of Social Media Advertising,” working paper.
9. Stephen, Andrew T., Michael R. Sciandra, and J. Jeffrey Inman, “Is It What You Say or How You Say It That Matters? The Effects of Branded Content on Consumer Engagement with Brands on Facebook,” working paper.
10. Du Plessis, Christilene, Andrew T. Stephen, Yakov Bart, and Dilney Goncalves, “Reducing Product Uncertainty By Increasing It In Consumer-Generated Product Reviews,” working paper.

### **Journal Editorial Responsibilities**

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#### **Editor:**

Journal of Consumer Research (January 2021 to December 2023)

International Journal of Research in Marketing (October 2018 to September 2020)

#### **Associate Editor:**

Journal of Consumer Research (January 2018 to December 2020)

#### **Editorial Review Boards:**

Journal of Marketing, Journal of Consumer Psychology, Journal of Marketing Research

### **Awards, Honors, and Recognition**

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| 2020 | Marketing Science Institute Scholar   |
| 2020 | Honorable Mention, Donald R. Lehmann Award for best dissertation-based paper (for Lauren Grewal) in the Journal of Marketing or the Journal of Marketing Research in 2019   |
| 2020 | Named as one of the most productive researchers in marketing for 2010-2019 based on publications in the premier academic marketing journals   |
| 2019 | Varadarajan Award for Early Contributions to Marketing Strategy Research, American Marketing Association  |
| 2019 | Outstanding reviewer award, <i>Journal of Consumer Psychology</i>   |
| 2019 | Named as one of the most productive researchers in marketing for 2009-2018 based on publications in the premier academic marketing journals   |
| 2018 | Finalist, Best Social Media Research, Marketing Research Society annual awards  |
| 2018 | Named as one of the most productive researchers in marketing for 2008-2017 based on publications in the premier academic marketing journals   |
| 2018 | AMA-Sheth Doctoral Consortium Invited Faculty   |
| 2018 | Finalist, American Marketing Association and Marketing Science Institute H. Paul Root Award for best paper published in Journal of Marketing in 2017  |
| 2018 | Co-chair, American Marketing Association Winter Educators' Conference   |
| 2018 | Appointed to the Mobile Marketing Association's Brand Safety Council as academic lead   |
| 2017 | Appointed to General Assembly's Marketing Standards Board   |
| 2017 | Winner, American Marketing Association Shelby D. Hunt/Harold H. Maynard Award for the best paper published in Journal of Marketing in 2016 that makes the most significant contribution to marketing theory and thought |

- 2017 Winner, American Marketing Association TechSIG Lazaridis Institute Prize for best paper published in marketing in 2016 that addresses issues relevant to innovation, technology, and interactivity
- 2017 Finalist, Best paper published in International Journal of Research in Marketing in 2016
- 2016 Named as one of the most productive researchers in marketing for 2011-2015 based on publications in the premier academic marketing journals
- 2016 Co-chair, Marketing Science Institute Taskforce, “Understand Digitized Customers in Digitized Environments”
- 2015 Runner up, William F. O’Dell Award for most influential paper in Journal of Marketing Research published in 2010
- 2015 Listed as one of the “40 Best Business Professors Under 40” by Poets & Quants
- 2015 Named as one of the most productive researchers in marketing for 2010-2014 based on publications in the premier academic marketing journals
- 2015 Awarded tenure at the University of Pittsburgh
- 2014 Finalist, John Little Award for best paper in Marketing Science in 2013
- 2014 Named as one of the most productive researchers in marketing for 2009-2013 based on publications in the premier academic marketing journals
- 2013-14 Co-chair, Marketing Science Institute Research Proposal Competition on Social Media
- 2012-13 Excellence in Research Award, University of Pittsburgh
- 2012-13 Excellence in Teaching Award, University of Pittsburgh
- 2013 Finalist, Paul E. Green Award for best paper in Journal of Marketing Research in 2012
- 2013 Marketing Science Institute Young Scholar
- 2013 Winner, best marketing case study, ecch case awards
- 2012 Winner, Donald R. Lehmann Award for best dissertation-based paper in the Journal of Marketing or the Journal of Marketing Research in 2010-2011
- 2011 Finalist, Paul E. Green Award for best paper in Journal of Marketing Research in 2010
- 2011 AMA-Sheth Doctoral Consortium Invited Faculty
- 2010 Winner, American Marketing Association John A. Howard Doctoral Dissertation Award
- 2010 Dean’s Commendation for Excellence in MBA Teaching, INSEAD
- 2009 Winner, Marketing Science Institute Alden G. Clayton Dissertation Proposal Competition
- 2008 AMA-Sheth Doctoral Consortium Fellow

### **Grants, Fellowships, Fundraising**

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- Ongoing Oxford Future of Marketing Initiative (from 2016; funds raised approximately £2 million)
- 2019 Marketing Science Institute research grant, Web Scraping for Consumer Research
- 2019 Marketing Science Institute research grant, Augmented Reality
- 2017 Marketing Science Institute research grant, Social Media and Wellbeing (\$5,000)
- 2017-18 Saïd Foundation grant for Oxford Future of Marketing Initiative (£20,000)
- 2016 John Fell Fund, University of Oxford (£48,065)
- 2011-2015 Katz Fellowship, University of Pittsburgh
- 2015 Marketing Science Institute research grant, Seeded WOM marketing (\$7,200)
- 2015 Integrative Social Science Initiative grant, University of Pittsburgh (\$44,000)
- 2013 Marketing Science Institute research grant, Social Media Content Strategy (\$15,000)
- 2013 PNC Bank research grant, Consumer Financial Health project (\$35,000)
- 2013 Marketing Science Institute research grant, Digital Customer Co-creation (\$3,000)
- 2011 Marketing Science Institute research grant, Ideation in Social Networks (\$20,000)
- 2010 Google-WPP Marketing Research Award (\$80,000)

## Invited Talks and Presentations

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1. University of Technology Sydney (2020), invited presentation.
2. Singapore Management University (2020), invited presentation.
3. United Nations (2020), invited speaker (scheduled but cancelled due to Covid-19).
4. University of Denver (2019), invited speaker.
5. Teradata Analytics Universe Conference (2019), invited presentation.
6. L'Oréal (2019), invited speaker.
7. Kantar (2019), invited speaker.
8. AI@Oxford (2019), invited speaker.
9. Google (2019), invited Cannes panellist.
10. Social@IDC Conference (2019), invited speaker.
11. Kantar Sweden Conference (2019), keynote speaker.
12. Mobile Marketing Association conference (2019), keynote speaker.
13. Columbia Business School (2019), conference in honor of Don Lehmann.
14. Teradata Global Marketing Summit (2019), keynote speaker.
15. Monash University (2019), marketing camp.
16. Teradata Analytics Universe Conference (2018), invited presentations.
17. University of Queensland (2018), invited presentations.
18. Georgia Institute of Technology (2018), invited presentation.
19. Warwick Business School (2018), invited presentation.
20. Teradata Universe Conference (2018), keynote speaker.
21. Facebook (2018), invited presentation.
22. Oxford University Press executive meeting, invited presentation.
23. WU University Vienna (2017), invited presentation.
24. Teradata Russia Innovation Conference (2017), keynote speaker.
25. Kantar Millward Brown social media research event (2017), keynote speaker.
26. ACR Doctoral Symposium (2017), invited presentation.
27. Teradata Partners Conference (2017), invited presentation.
28. WIRED UK Generation Alpha event (2017), invited panelist.
29. Oxford-Teradata Future of Marketing Conference (2017), chair and invited presentation.
30. Cass Business School (2017), invited presentation.
31. Boston University (2017), invited presentation.
32. Interdisciplinary Centre Herzliya (2016), invited presentation.
33. University of Oxford (2016), inaugural university lecture for L'Oréal chaired professorship.
34. University of New South Wales (2016), invited presentation.
35. Melbourne Business School (2016), invited presentation.
36. University of Groningen (2016), invited presentation.
37. Emory University (2016), invited presentation.
38. Northwestern University (2016), marketing camp.
39. University of Cambridge (2016), marketing camp.
40. Bocconi University (2016), invited presentation.
41. Imperial College London (2016), invited presentation.
42. University of Texas, Austin (2015), marketing seminar.
43. AMA Mobile Marketing workshop (2015), invited presentation.
44. Marketing Science Institute "Taking Stock of Marketing" (2015), invited presentation.
45. VU University Amsterdam (2015), marketing seminar.
46. Tilburg University (2015), marketing seminar.

47. Erasmus University (2015), marketing seminar.
48. University of Connecticut, marketing camp.
49. Southern Methodist University (2015), marketing seminar.
50. University of Washington (2015), marketing seminar.
51. Linking Scholarship to Practice Pre-Conference at Winter AMA (2015), invited presentation.
52. University of Miami (2015), marketing seminar.
53. Temple University (2014), marketing seminar.
54. University of Oxford (2014), marketing seminar.
55. Centre for European Economic Research (2014), invited conference presentation.
56. Dartmouth College (2014), marketing camp.
57. CMO Club Summit (2014), keynote address.
58. Society for Consumer Psychology conference (2014), doctoral symposium.
59. IDC Herzliya, Israel (2013), marketing seminar.
60. University of Georgia (2013), marketing seminar.
61. Tulane University (2013), marketing seminar.
62. University of Houston (2013), marketing seminar.
63. Marketing Science Institute (2013), Immersion Conference.
64. Northwestern University (2013), marketing seminar.
65. Marketing Science Institute (2013), Workshop on Social Media and Social Interactions.
66. National University of Singapore (2013), marketing seminar.
67. Australian School of Business, University of New South Wales (2013), marketing seminar.
68. Harvard Business School (2013), marketing seminar.
69. Pittsburgh Area Network Scholars (2013), Pitt-CMU social networks seminar.
70. University of Queensland (2013), marketing camp.
71. University of Pennsylvania (2013), Wharton marketing seminar.
72. Australian National University (2012), marketing camp.
73. Advertising Educational Foundation (2012), annual symposium.
74. University of California Los Angeles (2012), marketing camp.
75. Marketing Academic Research Colloquium (2012), CMU, Penn State, Maryland, Pitt conference.
76. Queen's University Canada (2012), marketing seminar.
77. New York University (2012), Social Media Measurement conference.
78. Carnegie Mellon University (2011), Center for Behavioral Decision Research seminar.
79. Marketing Science Institute (2011), Digital Marketing conference.
80. Marketing Science Institute (2011), 50<sup>th</sup> Anniversary conference.
81. University of Miami (2011), marketing seminar.
82. Carnegie Mellon University (2010), marketing seminar.
83. Hebrew University of Jerusalem (2009), marketing seminar.
84. University of Pennsylvania (2009), Wharton social networks conference.
85. Columbia University (2008), marketing seminar.
86. Emory University (2008), marketing seminar.
87. London Business School (2008), marketing seminar.
88. INSEAD (2008), marketing seminar.
89. New York University (2008), marketing seminar.
90. University of California San Diego (2008), marketing seminar.
91. University of Florida (2008), marketing seminar.
92. University of Maryland (2008), marketing seminar.
93. University of Pittsburgh (2008), marketing seminar.
94. Washington University in St. Louis (2008), marketing seminar.
95. University of Technology Sydney (2008), marketing seminar.



96. University of Queensland (2008), marketing seminar.
97. Yahoo! Research (2008), research seminar.

### **Supervising, Dissertation Committees**

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#### **Postdoctoral Researchers:**

1. Gillian Brooks, 2015-2020. Assistant Professor of Marketing, King's College Business School.
2. Jason Bell, 2018-2019. Associate Professor of Marketing, Saïd Business School, University of Oxford.
3. Natalia Efremova, 2018-present. Teradata Research Fellow in Marketing and Computer Science, Saïd Business School, University of Oxford.
4. Ewan Macdonald, 2018-present. Research Fellow in Marketing and Conservation, Saïd Business School, University of Oxford.
5. Francesco Rampazzo, 2020-present. Leverhulme Postdoctoral Career Development Fellow in Consumer Demography, Saïd Business School and Leverhulme Centre for Demographic Science, University of Oxford.
6. Francesca Mazzi, 2020-present. Postdoctoral Research Fellow in AI and Sustainable Development, Saïd Business School, University of Oxford.

#### **Doctoral Students (primary supervisor or co-supervisor):**

1. William Fritz. Doctoral student, Saïd Business School, University of Oxford. Awarded Facebook Research Fellowship.
2. Lauren Grewal, graduated 2018 from University of Pittsburgh. Assistant Professor of Marketing, Tuck School of Business, Dartmouth College. Awarded AMA-CBSIG Rising Star.

#### **Doctoral Students (dissertation committee member):**

1. Christilene Du Plessis, graduated 2017 from Erasmus University. Assistant Professor of Marketing, Singapore Management University.
2. Tong Wu, graduated 2017 from University of Oxford. Assistant Professor of Marketing, Sun Yat-Sen University.
3. Michael Sciandra, graduated 2015 from University of Pittsburgh. Assistant Professor of Marketing, Fairfield University.
4. Felipe Thomaz, graduated 2014 from University of Pittsburgh. Associate Professor of Marketing, Saïd Business School, University of Oxford.
5. Yena Kim, graduated 2014 from Columbia University.

### **Conference Presentations**

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1. The Honeymoon Effect in New Digital Advertising Channels. *American Marketing Association Winter Educators' Conference*, Austin (2019), with Felipe Thomaz, Yakov Bart, and Jason Bell.
2. Social Media Use and Well-Being. *American Marketing Association Winter Educators' Conference*, New Orleans (2018), with Cammy Crollic, Peter Zubcsek, and Gillian Brooks.
3. Social Media Use and Well-Being. *European Marketing Academy Conference*, Groningen (2017), with Cammy Crollic, Peter Zubcsek, and Gillian Brooks.
4. Brand Reputation Tracker. *European Marketing Academy Conference*, Groningen (2017), with Roland Rust, William Rand, and Gillian Brooks.

5. In Mobile We Trust: How Mobile Reviews Can Overcome Consumer Distrust of User-Generated Reviews. *SCP-JACS Conference*, Tokyo (2017), with Lauren Grewal.
6. Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns. *Marketing Dynamics Conference*, Hamburg (2016), with Inyoung Chae, Yakov Bart, and Dai Yao.
7. Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns. *American Marketing Association Winter Educators' Conference*, Las Vegas, NV (2016), with Inyoung Chae, Yakov Bart, and Dai Yao.
8. Is It What You Say or How You Say It That Matters? The Effects of Branded Content on Consumer Engagement with Brands on Facebook. *American Marketing Association Winter Educators' Conference*, Las Vegas, NV (2016), with Michael Sciandra and Jeff Inman.
9. In Mobile We Trust: How Mobile Reviews Can Overcome Consumer Distrust of User-Generated Reviews. *Association for Consumer Research Conference*, New Orleans, LA (2015), with Lauren Grewal.
10. Is It What You Say or How You Say It That Matters? The Effects of Branded Content on Consumer Engagement with Brands on Facebook. *American Marketing Association Summer Educators' Conference*, Chicago, IL (2015), with Michael Sciandra and Jeff Inman.
11. Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns. *INFORMS Marketing Science Conference*, Baltimore, MD (2015), with Inyoung Chae, Yakov Bart, and Dai Yao.
12. Lower Connectivity Is Better: The Effects Of Network Structure On Customer Innovativeness In Interdependent Ideation Tasks. *Theory and Practice in Marketing Conference*, Atlanta, GA (2015), with Peter Zubcsek and Jacob Goldenberg.
13. Lower Connectivity Is Better: The Effects Of Network Structure On Customer Innovativeness In Interdependent Ideation Tasks. *American Marketing Association Winter Educators' Conference*, San Antonio, TX (2015), with Peter Zubcsek and Jacob Goldenberg.
14. Collective Feelings: The Predictable and Systematic Nature of Human Expressions of Emotions Over Time. *Association for Consumer Research Conference*, Baltimore, MD (2014), with Nicole Verrochi Coleman.
15. How Being Busy Overcomes Procrastination and Enhances Productivity. *Behavioral Decision Research in Management Conference*, London, UK (2014), with Keith Wilcox, Juliano Laran, and Peter Zubcsek.
16. Product Ideation in Social Networks. *European Conference on the Economics of Internet and Communication Technology*, Mannheim, Germany (2014), with Peter Zubcsek and Jacob Goldenberg.
17. What Drives Engagement With Branded Social Media Content On Facebook? *INFORMS Marketing Science Conference*, Atlanta, GA (2014), with Jeff Inman and Michael Sciandra.
18. Encouraging Word-of-Mouth Transmissions That Lead To Fast Information Diffusion. *Association for Consumer Research Conference*, Chicago, IL (2013), with Donald Lehmann.
19. Product Ideation in Social Networks. *ACM Conference on Electronic Commerce: Crowdsourcing and Online Behavioral Experiments Workshop*, Philadelphia, PA (2013), with Peter Zubcsek and Jacob Goldenberg.

20. Research on Social Media Marketing. *Marketing Science Institute Young Scholars Conference*, Park City, UT (2013).
21. Ideation in Social Networks. *Direct Marketing Educational Foundation Research Summit*, Las Vegas, NV (2012), with Peter Zubcsek and Jacob Goldenberg.
22. From Leaders to Followers: Empirical Analysis of Individual Responses to Social Networking Activities. *Direct Marketing Educational Foundation Research Summit*, Las Vegas, NV (2012), with Yakov Bart and Tuan Phan.
23. Does Paying for Online Product Reviews Pay Off? The Effects of Monetary Incentives on Consumers' Product Evaluations. *Association for Consumer Research Conference*, Vancouver, Canada (2012), with Yakov Bart, Christilene du Plessis, and Dilney Gonçalves.
24. Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control. *Association for Consumer Research Conference*, Vancouver, Canada (2012), with Keith Wilcox.
25. Ideation in Social Networks. *Association for Consumer Research Conference*, Vancouver, Canada (2012), with Peter Zubcsek and Jacob Goldenberg.
26. Are Close Friends the Enemy? Online Social Networks, Self-Esteem, and Self-Control. *American Psychological Association Conference*, Orlando, FL (2012), with Keith Wilcox.
27. Ideation in Social Networks. *INFORMS Marketing Science Conference*, Boston, MA (2012), with Peter Zubcsek and Jacob Goldenberg.
28. Effectiveness of Mobile Advertising. *INFORMS Marketing Science Conference*, Boston, MA (2012), with Yakov Bart and Miklos Sarvary.
29. The Effects of Traditional and Social Earned Media on Sales: An Application to a Microlending Marketplace. *American Marketing Association Winter Educators' Conference*, St. Pete Beach, FL (2012), with Jeff Galak.
30. Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. *Society for Consumer Psychology Conference*, Las Vegas, NV (2012), with Keith Wilcox.
31. Effectiveness of Mobile Advertising. *Direct Marketing Educational Foundation Research Summit*, Boston, MA (2011), with Yakov Bart and Miklos Sarvary.
32. Are Close Friends the Enemy? Online Social Networks, Narcissism, and Self-Control. *Direct Marketing Educational Foundation Research Summit*, Boston, MA (2011), with Keith Wilcox.
33. Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks. *Direct Marketing Educational Foundation Research Summit*, Boston, MA (2011), with Yaniv Dover and Jacob Goldenberg.
34. The Effects of Traditional and Social Earned Media on Sales: An Application to a Microlending Marketplace. *INFORMS Marketing Science Conference*, Houston, TX (2011), with Jeff Galak.
35. Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks. *Complexity in Business Conference*, Washington, DC (2010), with Yaniv Dover and Jacob Goldenberg.

36. Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks. *Association for Consumer Research Conference*, Jacksonville, FL (2010) with Yaniv Dover and Jacob Goldenberg.
37. Micro-Finance Decision Making: A Field Study of Prosocial Lending. *Association for Consumer Research Conference*, Jacksonville, FL (2010), with Deborah Small and Jeff Galak.
38. Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks. *American Statistics Association Joint Statistical Meetings*, Vancouver, BC (2010) with Yaniv Dover and Jacob Goldenberg.
39. Intrinsic Versus Image-Related Motivations in Social Media: Why Do People Contribute Content to Twitter? *INFORMS Marketing Science Conference*, Cologne, Germany (2010) with Olivier Toubia.
40. Social Sharing By Social Pumps: The Effect of Transmitter Activity on Information Diffusion Over Online Social Networks. *INFORMS Marketing Science Conference*, Cologne, Germany (2010) with Yaniv Dover and Jacob Goldenberg.
41. Creating Contagion. *Society for Consumer Psychology Conference*, St. Pete Beach, FL (2010), with Jonah Berger.
42. Micro-Finance Decision Making: A Field Study of Prosocial Lending. *Society for Consumer Psychology Conference*, St. Pete Beach, FL (2010), with Deborah Small and Jeff Galak.
43. Why Do Consumers Talk? *Society for Consumer Psychology Conference*, St. Pete Beach, FL (2010), with Donald R. Lehmann.
44. Feeling the Future: The Emotional Oracle Effect. *Society for Consumer Psychology Conference*, St. Pete Beach, FL (2010), with Michel Tuan Pham and Leonard Lee.
45. Why Do Consumers Talk? *Association for Consumer Research Conference*, Pittsburgh, PA (2009), with Donald R. Lehmann.
46. Feeling the Future: The Emotional Oracle Effect. *Association for Consumer Research Conference*, Pittsburgh, PA (2009), with Michel Tuan Pham and Leonard Lee.
47. Feeling the Future: The Emotional Oracle Effect. *Society for Judgment and Decision Marketing Conference*, Boston, MA (2009), with Michel Tuan Pham and Leonard Lee.
48. Explaining the Power-Law Degree Distribution in a Social Commerce Community. *INFORMS Marketing Science Conference*, Ann Arbor, MI (2009), with Olivier Toubia.
49. Creating Contagion. *INFORMS Marketing Science Conference*, Ann Arbor, MI (2009), with Jonah Berger.
50. Creating Contagion. *Association for Consumer Research Conference*, San Francisco, CA (2008), with Jonah Berger.
51. Deriving Value from Social Commerce Networks. *INFORMS Marketing Science Conference*, Vancouver, BC (2008), with Olivier Toubia.
52. Why Do Consumers Talk? *INFORMS Marketing Science Conference*, Vancouver, BC (2008), with Donald R. Lehmann.

53. On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations. *Society for Judgment and Decision Making Conference*, Long Beach, CA (2007), with Michel Tuan Pham.
54. On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations. *Association for Consumer Research Conference*, Memphis, TN (2007), with Michel Tuan Pham.
55. On Feelings as a Heuristic for Making Offers in Ultimatum Negotiations. *INFORMS Marketing Science Conference*, Singapore (2007), with Michel Tuan Pham.

## Teaching

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### Case Studies:

1. Hampton Water Wine Company (2020).
2. L'Oréal Paris Makeup Genius (2017; updated 2018).
3. Metro Bank (2017).
4. Imagine Dragons (2016).
5. Disney World Digital Transformation (2016).
6. Beyoncé: Launching a New Product Through Social Media (2014).
7. DEWmocracy: Crowdsourcing A New Flavor of Mountain Dew (2013).
8. Lady Gaga: The Strength of a Fan Community (2013).
9. American Eagle Outfitters Skinny Skinny Jeans (2013).
10. e<sup>2</sup> Kickstarter Campaign (2013).
11. DeltaAssist (2013).
12. Spotify (2012).
13. The Atlantic Monthly: Strategies for Revitalizing a Brand (2011).
14. iXiGO.com in India (2011).
15. Google Street View in France (2011).
16. Nicole Nic's Sticks by OPI Launch Campaign (2010).
17. Ford Fiesta Movement, (2010; winner 2013 ecch award for best marketing case study).

### Courses and Programs Developed:

1. Diploma in Artificial Intelligence for Business. University of Oxford (2021).
2. Artificial Intelligence and Advanced Analytics in Marketing, Advertising and Retail. MBA, University of Oxford (2019).
3. Driving Disruptive Growth. Executive education, University of Oxford (2019).
4. Delivering Value Through Digital. Executive education, University of Oxford (2019).
5. Digital Marketing: Disruptive Strategy. Online executive education, University of Oxford (2018).
6. Oxford-Melbourne Digital Marketing and Analytics Programme. Executive education, University of Oxford and Melbourne Business School (2018).
7. Marketing Analytics. MBA, University of Oxford (2017).
8. Oxford Strategic Marketing Programme. Executive education, University of Oxford (2016).
9. Digital Transformation of Marketing, Media, and Advertising. MBA, University of Oxford (2016).
10. Digital & Social Media Strategy. MBA and EMBA, University of Oxford (2016).
11. Marketing Core. Undergraduate, MBA and EMBA, University of Oxford (2016).
12. Customer Satisfaction Workshop. Executive Education, University of Pittsburgh (2015).
13. Market Behavior Research. PhD, University of Pittsburgh (2014).
14. Social Media Strategy. EMBA, University of Pittsburgh (2012-2014).
15. Digital & Social Media Analytics. MBA, University of Pittsburgh (2013-2014).

16. Marketing & Social Media Strategy. MBA, University of Pittsburgh (2012-2014).
17. Advertising & Social Media. Undergraduate, University of Pittsburgh (2012).
18. Marketing Strategy. PhD, INSEAD (2011).
19. Social Media. EMBA, INSEAD (2011).
20. Digital and Social Media Field Trip. MBA, INSEAD (2011).
21. Advertising & Social Media Strategy. MBA, INSEAD (2010-2011).

## Service

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### University of Oxford

#### *Within the University*

- Research Strategy Group, Social Sciences Division (2017-present)
- Knowledge Exchange Grants Panel, Social Sciences Division (2017)
- Knowledge Exchange and Impact Subcommittee, University (2018)
- REF Coordinators Group, Social Sciences Division (2017-present)

#### *Within the Saïd Business School*

- Associate Dean of Research (2017-present)
- Senior Leadership Group (2017-present)
- Faculty Development and Review Committee (2017-present)
- Faculty and Research Committee (2017-present)
- Executive Education Committee (2017-present)
- Director of the Oxford Future of Marketing Initiative (2016-present)
- Co-Director of the Oxford Initiative on AI and Sustainable Development Goals (2019-present)
- Head of the Marketing Faculty (2015-present)
- Marketing Governance Board, Chair (2017-present)
- MBA Review Committee (2017-2018)
- MBA Programme Committee (2016-2018)
- School Associates Sub-Committee (2016-2017)
- Oxford Answers Steering Committee, Chair (2019-present)
- Leadership in Extraordinary Times, faculty lead and recurring host (2020-present)
- Co-Director of the Executive Diploma in AI for Business (2020-present)

### Katz Graduate School of Business, University of Pittsburgh

- Business School Dean Search Committee (2014-2015)
- Committees: Rankings (2013-2015), Executive MBA (2012-2015), Research Centers (2011-12)

### Field

- Institute for Real Growth – Board Member (2019-present)
- General Assembly – Marketing Standards Board Member (2017-present)
- Teradata Advanced Analytics Council – Member (2017-2019)
- Mobile Marketing Association Brand Safety Council – Member (2018-2020)
- American Marketing Association Winter Educators' Conference – Conference Co-Chair (2018)
- INFORMS Society for Marketing Science – Vice President, External Relations (2017-19)
- Marketing Science Institute taskforce on digitized consumers and markets – Co-Chair (2016)
- American Statistical Association, Statistics in Marketing – Publications Officer (2015-2016)
- Society for Consumer Psychology – Executive Committee (2012-present)
- American Marketing Association Winter Educators' Conference – Track Co-Chair (2014, 2015)
- Marketing Science Institute Research Competition on Social Media – Co-Chair (2014)
- Marketing Science Institute Workshop on Social Interactions – Co-Chair (2013)