

## 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 Deputy Dean for Faculty and Research (2022-present) Director of the Oxford Future of Marketing Initiative Associate Dean of Research (2017-2022)
2011-2015	University of Pittsburgh, Joseph M. Katz Graduate School of Business Assistant Professor of Business Administration (tenured April 2015) Katz Fellow in Marketing
2009-2011	INSEAD Assistant Professor of Marketing

### Other Positions

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2021-present	Editor, <i>Journal of Consumer Research</i>
2020-present	Co-Founder and Director, Augmented Intelligence Labs
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 Honours)	University of Queensland, Australia
2003	Bachelor of Engineering, Civil (with First Class Honours)	University of Queensland, Australia

### Publications: Academic Journals

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1. Fritz, William, Rhonda Hadi, and Andrew T. Stephen (2023), "From Tablet to Table: How Augmented Reality Influences Food Desirability," *Journal of the Academy of Marketing Science*, 51, 503-529.
2. Clark, Gregory J., Felipe Thomaz, and Andrew T. Stephen (2023), "Comparing the Principal Eigenvector of a Hypergraph and its Shadows," *Linear Algebra and its Applications*, in press.

3. Boegershausen, Johannes, Abhishek Borah, Hannes Datta, and Andrew T. Stephen (2022), "Fields of Gold: Scraping Web Data for Marketing Insights," *Journal of Marketing*, 86 (5), 1-20.  
*Finalist Marketing Science Institute/H. Paul Root Award*
4. 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 (2022), "How Consumer Digital Signals Are Reshaping the Customer Journey," *Journal of the Academy of Marketing Science*, 50, 1257-1276.
5. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew T. Stephen, and Stacy Wood (2022), "Editorial: Relevance, Reloaded and Recoded," *Journal of Consumer Research*, 48 (5).
6. Crolic, Cammy, Rhonda Hadi, Felipe Thomaz, and Andrew T. Stephen (2022), "Blame the Bot: Anthropomorphism and Anger in Customer-Chatbot Interactions," *Journal of Marketing*, 86 (1), 132-148.
7. Rust, Roland T., William Rand, Ming-Hui Huang, Andrew T. Stephen, Gillian Brooks, and Timur Chabuk (2021), "Real-Time Brand Reputation Tracking Using Social Media," *Journal of Marketing*, 85 (4), 21-43.  
*Finalist Marketing Science Institute/H. Paul Root Award*
8. Schmitt, Bernd, June Cotte, Markus Giesler, Andrew T. Stephen, and Stacy Wood (2021), "Editorial: Our Journal, Our Intellectual Home," *Journal of Consumer Research*, 47 (5), 633-635.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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)
14. 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.  
*Honourable Mention, Donald R. Lehmann Award*
15. 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*  
*Finalist Sheth Foundation/Journal of Marketing Award*

16. 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)
17. 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).
18. 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.
19. 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.  
*Finalist 2021 Sheth Foundation/Journal of Marketing Award for long-term impact*  
*Winner Shelby D. Hunt/Harold H. Maynard Award*  
*Winner American Marketing Association TechSIG Lazaridis Institute Prize*
20. 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*
21. 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.
22. 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.
23. Stephen, Andrew T. (2016), “The Role of Digital and Social Media Marketing in Consumer Behavior,” *Current Opinion in Psychology*, 10 (August), 17-21.
24. 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.
25. 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*
26. 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*
27. 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*
28. 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.

29. Avnet, Tamar, Michel Tuan Pham, and Andrew T. Stephen (2012), “Consumers’ Trust in Feelings as Information,” *Journal of Consumer Research*, 39 (December), 720-735.
30. 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.
31. 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.
32. 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*
33. Stephen, Andrew T. and Olivier Toubia (2009), “Explaining the Power-Law Degree Distribution in a Social Commerce Network,” *Social Networks*, 31 (4), 262-270.
34. 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.
35. 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: Other**

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36. Danaher, Peter J. and Andrew T. Stephen (2023), “Internet Marketing,” in Russell S. Winer and Scott A. Neslin (eds), *History of Marketing Science*, World Scientific Publishing Company: New York.
37. 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.
38. 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.
39. Stephen, Andrew T. (2020), *Expert Opinion on the UK Government’s Proposal to Ban All Online Advertising for High Fat, Sugar and Salt (HFSS) Food Products*. Report commissioned by the Incorporated Society for British Advertisers (ISBA) for the UK Government’s Consultation on HFSS Advertising to Children.
40. Grewal, Lauren and Andrew T. Stephen (2019), “Identity in the Digital Age,” in Americus Reed II and Mark Forehand (eds), *Handbook of Research on Identity Theory in Marketing*, Edward Elgar: Cheltenham.
41. 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.

42. 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.
43. 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.
44. Stephen, Andrew T. (2017), “Here Comes the Hyper-Connected Augmented Consumer,” *GfK Marketing Intelligence Review*, 9 (2), 11-18.
45. Stephen, Andrew T. and Yakov Bart (2015), *Social Media Marketing: Principles and Strategies*, Stukent, Inc.: Idaho Falls, ID.
46. Stephen, Andrew T., Yakov Bart, and Miklos Sarvary (2013), “Making Mobile Ads That Work,” *Harvard Business Review*, December, 706.

## **Business Engagement**

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### **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 BMC Software, Google, Institute for Real Growth, JP Morgan, Kantar, L’Oréal, Meta, Moët Hennessy, Mondelez, Reckitt, Unilever, the United Nations, and WPP.

## **Research Under Review and Selected Work in Progress**

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1. Grewal, Lauren, Andrew T. Stephen, and Yakov Bart, “Managing Online Venting: The Impact of Temporal Distance on the Perception of Negative Online Reviews,” under 2<sup>nd</sup> round review, *Journal of Marketing Research*.
2. Grewal, Lauren, Andrew T. Stephen, and Prasad Vana, “Brands In Unsafe Places: Effects of Brand Safety Incidents on Consumers’ Brand Attitudes,” under 2<sup>nd</sup> round review, *Journal of Marketing Research*.
3. Fritz, William, Rhonda Hadi, and Andrew T. Stephen, “Sound In Motion: How Spatial Audio Improves Consumer Responses to Digital Advertising,” revising for 2<sup>nd</sup> round, *Journal of Marketing Research*.
4. Bell, J. Jason, Felipe C. Thomaz, and Andrew T. Stephen, “No Silver Bullet: Cross-Media Complementarity,” revising for 2<sup>nd</sup> round, *Journal of Marketing*.
5. Cronic, Cammy, Peter P. Zubcsek, Andrew T. Stephen, and Gillian Brooks, “Social Platform Use Can Improve Psychological Well-Being,” working paper.

## **Journal Editorial Responsibilities**

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### **Editor:**

Journal of Consumer Research (January 2021 to December 2024)

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 Research

**Awards, Honours, and Recognition**

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- 2023 Finalist, AMA/Marketing Science Institute/H. Paul Root Award
- 2023 Named as one of the most productive researchers in marketing for 2013-2022 based on publications in the premier academic marketing journals
- 2022 Finalist, Sheth Foundation/Journal of Marketing Award
- 2022 Finalist, AMA/Marketing Science Institute/H. Paul Root Award
- 2022 AMA-Sheth Doctoral Consortium Invited Faculty
- 2022 Named as one of the most productive researchers in marketing for 2012-2021 based on publications in the premier academic marketing journals
- 2021 AMA-Sheth Doctoral Consortium Invited Faculty
- 2021 Named as one of the most productive researchers in marketing for 2011-2020 based on publications in the premier academic marketing journals
- 2020 AMA-Sheth Doctoral Consortium Invited Faculty
- 2020 Marketing Science Institute Scholar
- 2020 Honourable 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, *Journal of Consumer Psychology*
- 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 in marketing in 2016 addressing 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, Digitized Customers
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)
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. Google (2023), invited presentation.
2. Marketing Analytics Symposium Sydney (2023), invited presentation.

3. Macquarie University Business School (2023), invited presentation.
4. Institute for Real Growth (2023), invited presentation.
5. Marketing Science Institute (2022), invited presentation.
6. Meta (2022), invited presentation.
7. Institute for Real Growth (2022), invited Cannes panellist.
8. University of Colorado at Boulder (2021), invited presentation.
9. Baruch College, City University of New York (2021), invited presentation.
10. North American Society for Marketing Educators in India Doctoral Student Workshop (2020), invited presentation.
11. University of Technology Sydney (2020), invited presentation.
12. Singapore Management University (2020), invited presentation.
13. United Nations (2020), invited presentation (scheduled but cancelled due to Covid-19).
14. University of Denver (2019), invited presentation.
15. Teradata Analytics Universe Conference (2019), invited presentation.
16. L'Oréal (2019), invited speaker.
17. Kantar (2019), invited speaker.
18. AI@Oxford (2019), invited speaker.
19. Google (2019), invited Cannes panellist.
20. Social@IDC Conference (2019), invited speaker.
21. Kantar Sweden Conference (2019), keynote speaker.
22. Mobile Marketing Association conference (2019), keynote speaker.
23. Columbia Business School (2019), conference in honor of Don Lehmann.
24. Teradata Global Marketing Summit (2019), keynote speaker.
25. Monash University (2019), marketing camp.
26. Teradata Analytics Universe Conference (2018), invited presentations.
27. University of Queensland (2018), invited presentations.
28. Georgia Institute of Technology (2018), invited presentation.
29. Warwick Business School (2018), invited presentation.
30. Teradata Universe Conference (2018), keynote speaker.
31. Facebook (2018), invited presentation.
32. Oxford University Press executive meeting, invited presentation.
33. WU University Vienna (2017), invited presentation.
34. Teradata Russia Innovation Conference (2017), keynote speaker.
35. Kantar Millward Brown social media research event (2017), keynote speaker.
36. ACR Doctoral Symposium (2017), invited presentation.
37. Teradata Partners Conference (2017), invited presentation.
38. WIRED UK Generation Alpha event (2017), invited panellist.
39. Oxford-Teradata Future of Marketing Conference (2017), chair and invited presentation.
40. Cass Business School (2017), invited presentation.
41. Boston University (2017), invited presentation.
42. Interdisciplinary Centre Herzliya (2016), invited presentation.
43. University of Oxford (2016), inaugural university lecture for L'Oréal chaired professorship.
44. University of New South Wales (2016), invited presentation.
45. Melbourne Business School (2016), invited presentation.
46. University of Groningen (2016), invited presentation.
47. Emory University (2016), invited presentation.
48. Northwestern University (2016), marketing camp.
49. University of Cambridge (2016), marketing camp.
50. Bocconi University (2016), invited presentation.



51. Imperial College London (2016), invited presentation.
52. University of Texas, Austin (2015), marketing seminar.
53. AMA Mobile Marketing workshop (2015), invited presentation.
54. Marketing Science Institute “Taking Stock of Marketing” (2015), invited presentation.
55. VU University Amsterdam (2015), marketing seminar.
56. Tilburg University (2015), marketing seminar.
57. Erasmus University (2015), marketing seminar.
58. University of Connecticut, marketing camp.
59. Southern Methodist University (2015), marketing seminar.
60. University of Washington (2015), marketing seminar.
61. Linking Scholarship to Practice Pre-Conference at Winter AMA (2015), invited presentation.
62. University of Miami (2015), marketing seminar.
63. Temple University (2014), marketing seminar.
64. University of Oxford (2014), marketing seminar.
65. Centre for European Economic Research (2014), invited conference presentation.
66. Dartmouth College (2014), marketing camp.
67. CMO Club Summit (2014), keynote address.
68. Society for Consumer Psychology conference (2014), doctoral symposium.
69. IDC Herzliya, Israel (2013), marketing seminar.
70. University of Georgia (2013), marketing seminar.
71. Tulane University (2013), marketing seminar.
72. University of Houston (2013), marketing seminar.
73. Marketing Science Institute (2013), Immersion Conference.
74. Northwestern University (2013), marketing seminar.
75. Marketing Science Institute (2013), Workshop on Social Media and Social Interactions.
76. National University of Singapore (2013), marketing seminar.
77. Australian School of Business, University of New South Wales (2013), marketing seminar.
78. Harvard Business School (2013), marketing seminar.
79. Pittsburgh Area Network Scholars (2013), Pitt-CMU social networks seminar.
80. University of Queensland (2013), marketing camp.
81. University of Pennsylvania (2013), Wharton marketing seminar.
82. Australian National University (2012), marketing camp.
83. Advertising Educational Foundation (2012), annual symposium.
84. University of California Los Angeles (2012), marketing camp.
85. Marketing Academic Research Colloquium (2012), CMU, Penn State, Maryland, Pitt conference.
86. Queen’s University Canada (2012), marketing seminar.
87. New York University (2012), Social Media Measurement conference.
88. Carnegie Mellon University (2011), Center for Behavioral Decision Research seminar.
89. Marketing Science Institute (2011), Digital Marketing conference.
90. Marketing Science Institute (2011), 50<sup>th</sup> Anniversary conference.
91. University of Miami (2011), marketing seminar.
92. Carnegie Mellon University (2010), marketing seminar.
93. Hebrew University of Jerusalem (2009), marketing seminar.
94. University of Pennsylvania (2009), Wharton social networks conference.
95. Columbia University (2008), marketing seminar.
96. Emory University (2008), marketing seminar.
97. London Business School (2008), marketing seminar.
98. INSEAD (2008), marketing seminar.
99. New York University (2008), marketing seminar.

100. University of California San Diego (2008), marketing seminar.
101. University of Florida (2008), marketing seminar.
102. University of Maryland (2008), marketing seminar.
103. University of Pittsburgh (2008), marketing seminar.
104. Washington University in St. Louis (2008), marketing seminar.
105. University of Technology Sydney (2008), marketing seminar.
106. University of Queensland (2008), marketing seminar.
107. 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, 2018-2021. Lecturer, Queen Mary University London.
4. Ewan Macdonald, 2018-present. Research Fellow in Marketing and Conservation, Saïd Business School, University of Oxford.
5. Francesca Mazzi, 2020-2022.
6. Francesco Rampazzo, 2020-2022. Lecturer, Sociology Department, University of Oxford.

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

1. William Fritz, graduated 2022 from University of Oxford.
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.

## **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. Leading/Driving Disruptive Growth. Executive education, University of Oxford (2019-present).
2. Executive Diploma in Artificial Intelligence for Business. University of Oxford (2021).
3. Artificial Intelligence and Advanced Analytics in Marketing, Advertising and Retail. MBA, 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*

- Governing Body Fellow, Worcester College (2015-present)
- Research Strategy Group, Social Sciences Division (2017-2022)
- Knowledge Exchange Grants Panel, Social Sciences Division (2017)
- Knowledge Exchange and Impact Subcommittee, University (2018)
- REF Coordinators Group, Social Sciences Division (2017-2021)

##### *Within the Saïd Business School*

School Leadership Team (2022-present)  
Deputy Dean for Faculty and Research (2022-present)  
Chair of the Academic Committee (2022-present)  
Faculty Development and Review Committee (2017-present)  
Director of the Oxford Future of Marketing Initiative (2016-present)  
Associate Dean of Research (2017-2022)  
Senior Leadership Group (2017-2022)  
Faculty and Research Committee (2017-2022)  
Executive Education Committee (2017-2022)  
Chair of the Doctoral Committee (2021-2022)  
Co-Director of the Oxford Initiative on AI and Sustainable Development Goals (2019-2022)  
Head of the Marketing Faculty (2015-present)  
MBA Review Committee (2017-2018)  
MBA Programme Committee (2016-2018)  
School Associates Sub-Committee (2016-2017)  
Oxford Answers Steering Committee, Chair (2019-2021)  
Leadership in Extraordinary Times, faculty lead and recurring host (2020-2021)  
Co-Director of the Executive Diploma in AI for Business (2020-2022)

**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/Industry**

L'Oréal – Marketing Advisory Board Member (2022-present)  
Institute for Real Growth – Advisory Board Member (2019-present)  
Teradata Advanced Analytics Council – Member (2017-2022)  
General Assembly – Marketing Standards Board Member (2017-2021)  
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)