

## **KISSAN JOSEPH, Ph. D.**

### **ADDRESS**

#### **Office:**

2182 Capitol Federal Hall  
1654 Naismith Drive  
Lawrence, Kansas 66045  
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#### **Home**

1140 Parkside Circle  
Lawrence, Kansas 66049

### **EDUCATION**

1992

Ph. D.  
Major Field: Marketing  
Supporting Field: Econometrics  
Krannert Graduate School of Management  
Purdue University, West Lafayette, IN

1985

M.S. (Physics, 5-year integrated program)  
Indian Institute of Technology, New Delhi

### **EMPLOYMENT HISTORY**

August 2014 -

Professor of Marketing  
University of Kansas

August 1999 – August 2014

Associate Professor of Marketing  
University of Kansas

August 1993 – August 1999

Assistant Professor of Marketing  
University of Kansas

August 1992 - May 1993

Visiting Assistant Professor  
Purdue University

### **ADMINISTRATIVE APPOINTMENTS**

2017 -

Academic Director, Professional Selling  
Program, School of Business, University of  
Kansas

2018 -

Area Director, Marketing and Business Law,  
School of Business, University of Kansas

2019 -

Coordinator, Executive Education, School of  
Business, University of Kansas

## PUBLICATIONS

- Bindal, Shradha, Kissan Joseph and Felix Meschke (2025), “Corporate Shutdowns in the Time of COVID-19,” *Journal of Corporate Finance*, Volume 92
- Joseph, Kissan, Abir Mandal, and Sumanta Singha (2020), “Predicting Amazon’s Choice of HQ2 from Social Media: Evidence from the Tweets of Informed Sources,” *Journal of Applied Business and Economics*, 22 (10), 215 – 232.
- Zhang, Zelin, Peter Popkowski-Leszczyc, Riliang Qu, and Kissan Joseph (2019), “A Joint Optimal Model of Pricing, Rebate Value, and Redemption Hassle,” *Decision Sciences*, 50 (5), 1060-1092
- Joseph, Kissan and Oksana Loginova (2019) "Clipping Coupons: Redemption of Offers with Forward-Looking Consumers," *Economics Bulletin* 39 (3), 1694 – 1700.
- Bansal, Naresh, Kissan Joseph, Minghui Ma, and M. Babajide Wintoki (2017), “Do CMO Incentives Matter? An Empirical Investigation of CMO Compensation and Its Impact on Firm Performance,” *Management Science*, 63 (6), 1993 – 2015. [Guy Mabry Research Award, School of Business, KU]
- Zhang, Zelin, Kissan Joseph and Ramanathan Subramaniam (2015), “Probabilistic Selling Under Quality-Differentiation,” *Management Science*. 61 (8), 1938 – 1958.
- Ivanov, Vladimir, Kissan Joseph and M. Babajide Wintoki (2013) “Disentangling the Market Value of Customer Satisfaction: Evidence from Market Reaction to the Unanticipated Component of ACSI Announcements,” *International Journal of Research in Marketing*, 30 (2), 168 - 178
- Joseph, Kissan and M. Babajide Wintoki (2013), “Advertising Investments, Information Asymmetry, and Insider Gains,” *Journal of Empirical Finance*, 22 (June) 1 – 15, **Lead Article**
- Joseph, Kissan, Ramanathan Subramaniam, and Vivek Patil (2013), “The Impact of Consumption Hassle on Pricing Schedules,” *Managerial and Decision Economics*, 34 (1) 1 – 14. **Lead Article.**

- Joseph, Kissan, M, Babajide Wintoki, and Zelin Zhang (2011), "Forecasting Abnormal Stock Returns and Trading Volume Using Investor Sentiment: Evidence from Online Search," *International Journal of Forecasting*, 27 (4), 1116 – 1127.
- Mantrala, Murali K., Sonke Albers, Fabio Caldieraro, Ove Jensen, Kissan Joseph, Manfred Krafft, Chakravarthi Narasimhan, Srinath Gopalakrishna, Andris Zoltners, Rajiv Lal, Leonard Lodish (2010), "Sales Force Modeling: State of the Field and Research Agenda, *Marketing Letters*, 21 (3), 255 - 272
- Joseph, Kissan and Murali Mantrala (2009) "A Model of the Role of Free Drug Samples in Physicians' Prescription Decisions," *Marketing Letters*, 20 (1), 15 – 29.
- Joseph, Kissan and Alex Thevaranjan (2008), "Investigating Pricing Solutions to Combat Spam: Postage Stamp and Bonded Senders," *Journal of Interactive Marketing*, 22 (Winter), 21 – 35.
- Hansen, Anna-Kristen, Kissan Joseph, and Manfred Krafft (2008), "Price-Delegation in Sales Organizations: An Empirical Investigation," *Bu R, Business Research Journal of the German Academic Association for Business Research*, 1 (1), 94 – 104.
- Choi, Boemjoon, Kissan Joseph, and Dennis Rosen (2008), "Why do Service Providers Employ their Face-Shots in Marketing Communications?" *Seoul Journal of Business*, 14 (June), 105 -121.
- Joseph, Kissan, Vivek Patil, and David N. Laband (2005), "Author Order and Research Quality," *Southern Economic Journal*, 71 (3), 545 -555.
- Joseph, Kissan and Vernon Richardson (2002), "Free Cash Flow, Agency Costs, and the Affordability Method of Advertising Budgeting," *Journal of Marketing*, 66 (1), 94 – 107.
- Joseph, Kissan (2001), "On the Optimality of Delegating Pricing Authority to the Sales Force," *Journal of Marketing*, 65 (1), 62 – 70.  
[Guy Mabry Research Award, School of Business, KU] (Also featured in the publication preview section of Marketing News, January 1, 2001, and in Sales and Marketing Management magazine, October 2001).
- Thevaranjan, Alex and Kissan Joseph (1999), "Incentives and Job Redesign: The Case of the Personal Selling Function," *Managerial and Decision Economics*,

20,205-216.

- Joseph, Kissan and Alex Thevaranjan, (1999) "Optimal Monitoring in Sales Force Control Systems," *Marketing Letters*, 10 (2), 161 – 176.
- Joseph, Kissan and Alex Thevaranjan (1998), "Monitoring and Incentives In Sales Organizations: An Agency-Theoretic Perspective," *Marketing Science*, 17 (2), 107-123. [Guy Mabry Research Award, School of Business, KU]
- Joseph, Kissan and Manohar U. Kalwani (1998), "The Role of Bonus Pay In Salesforce Compensation Plans," *Industrial Marketing Management*, 27 (2), 147 - 159.
- Joseph, Kissan and Manohar U. Kalwani (1995), "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans," *Marketing Letters*, 6 (3), 183-197. [Guy Mabry Research Award, School of Business, KU]
- Joseph, Kissan and Manohar U. Kalwani (1992), "Do Bonus Payments Help Enhance Salesforce Retention?" *Marketing Letters*, 3 (4), 331-341.

#### **WORK IN PROGRESS**

- “Product Returns as Reminder Advertising: An Empirical Investigation,” (with Boram Lim and Lauren Min) revision invited at *Journal of Retailing*.
- “Doing Well by Doing Healthy: Investor Response to Product Reformulations,” (with Sertan Eravci, Manfred Krafft and Murali Mantrala)
- “Optimizing Steal Promotions” (with Sajeew Nair)

#### **BOOK CHAPTERS**

- Coughlan, Anne T. and Kissan Joseph (2012), “Sales Force Compensation: Research Insights and Research Potential,” *Handbook of Business-to-Business Marketing*, Editors: Gary Lilien and Rajdeep Grewal, ISBM, 417 – 432.

#### **PUBLISHED EDITORIALS**

- Mantrala, Murali K., Sonke Albers, Srinath Gopalakrishna, and Kissan Joseph (2008), “Introduction: Special Issue on Enhancing Sales force Productivity,” *Journal of Personal Selling and Sales Management*, 28 (2), 109 -114.

**RESEARCH FELLOWSHIPS AND PROFESSORSHIPS**

- Oswald Research Fellowships, Summer 2001, 2002, 2003, 2004, 2005
- Stockton Research Fellowship, 2005 - 2019
- Crown/Sherr Professor 2019 -

**TEACHING AWARDS**

- Selected as one of five runners-Up, Bubb Award, 2017
- Recipient, Best Instructor in MBA Core, Fall 2016.
- Selected as one of ten runners-Up, Bubb Award, 2013
- Recipient, Byron Shutz Award for Excellence in Teaching, Spring 2010
- Selected as one of five runners-up, Bubb Award, 2004.
- “Excellence in Teaching” Award presented by the Center for Teaching Excellence, University of Kansas, May 2000.
- Voted Top Ten in Teaching, Business School Faculty, University of Kansas, 1995-1996.
- Outstanding Graduate Student Instructor Award, 1987, 1992, Purdue University.

**SERVICE AWARDS**

- Gordon Fitch Outstanding Service Award, School of Business, 2016.

**COURSES TAUGHT**

- Marketing Management (undergraduate, graduate)
- Sales force Management (undergraduate and graduate).
- Internet Marketing (undergraduate and graduate)
- Pricing (graduate) & Marketing Research (undergraduate)
- ROI-Driven Marketing (graduate)
- Foundations of Business

**RESEARCH GRANTS**

- GRF, University of Kansas, Summer 2014, “An Analysis of Non-Linear Compensation Plans for Salespeople (\$5200)
- GRF, University of Kansas, Summer 2012, “On the Design of Consumption Hassle” (\$5200)
- GRF, University of Kansas, Summer 2008, “Modeling Consumer Response to Coupon Expiration Dates” (\$6044)
- GRF, University of Kansas, Summer 2006, “ROI of Generic Drug Sampling Programs” (\$3067)

- Social Sciences and Humanities Research Council of Canada, March 2005, "Combating Spam in Digital Media," (CAD \$ 14, 000)
- GRF, University of Kansas, Summer 2005, "Quantity Surcharges in Tuna: An Explanation Based on Hassle Costs" (\$2000)
- GRF, University of Kansas, Summer 2004, "Characterizing a Pricing Solution to Combat Spam" (\$3000)
- GRF, University of Kansas, Summer 2003, "Prescription Drug Promotion: The Role and Value of Physicians' Samples Under Competition" (\$6500)
- GRF, University of Kansas, Summer 2002, "Choice of Performance Metrics in Sales Force Compensation Contracts: Sales Revenue or Gross Margins?" (\$5382)
- GRF, University of Kansas, Summer 2001, "Why Do Group Incentives Work? A Signaling Explanation." (\$7500)
- GRF, University of Kansas, Summer 2000, "Delegating Pricing Authority to the Salesforce: Towards An Integrated Framework." (\$3500)
- GRF, University of Kansas, Summer 1999, "On the Optimality of Delegating Pricing Authority to the Salesforce." (\$4,000)
- GRF, University of Kansas, Summer 1998, "The Role of Customer Satisfaction Incentives in Sales Organizations: A Theoretical and Empirical Investigation." (\$4,000)
- GRF, University of Kansas, Summer 1997, "Salesforce Compensation Plans: A Fundamental Test of the Agency-Theoretic Perspective." (\$7,500)
- GRF, University of Kansas, Summer 1996, "The Impact of the Cost of Measuring Behavior on the Agency-Theoretic Approach to the Design of Salesforce Compensation Plans." (\$5,400)
- GRF, University of Kansas, Summer 1995, "The Impact of Incentive Pay on Salesperson Satisfaction With Pay: An Empirical Investigation." (\$5,000)
- New Faculty Research Grant, University of Kansas, Summer 1994, "The Impact of Environmental Uncertainty on the Design of Salesforce Compensation Plans." (\$5,000)

#### **ACADEMIC HONORS**

- Guy Mabry Research Award, School of Business, 2001, 1998, 1995, 2017
- AMA Doctoral Consortium Fellow, 1990.
- David Ross Dissertation Fellowship, Purdue University, 1990 - 1991.

## CONFERENCE PRESENTATIONS

- “Doing Well by Doing Healthy: Investor Response to Product Reformulations,” paper presented at Global Retail Brand Management Conference, Dallas June 2025.
- “Product Returns as Reminder Advertising: An Empirical Investigation,” paper presented at the Marketing Science Conference, UNSW, Sydney, June 2024 and Global Retail Brand Management Conference, Dallas June 2025.
- “I like Your Style: Identifying and Utilizing Visual Characteristics in Predicting Buyer Styles,” paper presented at the Enhancing Salesforce Productivity Conference, Tampere University, Helsinki, May 2024.
- “Brands on Steal: An Empirical Investigation,” paper presented at the Marketing Science Conference, University of Miami, June 2023
- “Why are Revenue Contracts So Ubiquitous,” paper presented at Sales Force Productivity Conference, University of Kansas, April 2022 and Thought Leadership on the Sales Profession Conference, University of Virginia, June 2023.
- “Design of Pricing Surcharges to Uncover Private Demand Information,” paper presented at VI Enhancing Sales Force Productivity Conference, Missouri University, March 2018.
- “MBAs in the C-Suite: When Do They Add Value,” paper presented at Marketing Science Conference, Emory University, Atlanta, GA 2014 and Marketing Strategy Meets Wall Street Conference, SMU. Singapore, January 2015.
- “A New Model of Consumer Redemption Behavior,” paper presented at Marketing Science Conference, Istanbul, Turkey, June 2013.
- “On the Design of Consumption Hassle,” paper presented at Marketing Science Conference, Boston University, June 2012.
- “The Information Content of Sales Force Sizing Announcements,” paper presented at the Marketing Meeting Wall Street Conference II, Boston, May, 2011 & the Marketing Science Conference, Rice University, June 2011.
- “Design and Pricing of Probabilistic Quality,” paper presented at Marketing Science Conference, University of Cologne, June 2010.
- “Forecasting Abnormal Stock Returns and Trading Volume Using Investor Sentiment: Evidence from Online Search,” paper presented at Marketing Science Conference, University of Cologne, June 2010.
- “Customer Satisfaction and Stock Prices: A Second Look,” paper presented at Marketing Science Conference, University of Michigan, June 2009.

- “Selection of Salespeople: An Agency-Theoretic Perspective,” invited presentation at the Erin Anderson B2B Conference, Wharton School, October, 2008.
- “Why do Firms Contract on Sales when Salespeople Influence Margins?” paper presented at Sales force Productivity Conference, Christian-Albrechts University, Kiel, Germany, May 2008 & Marketing Science Conference, Vancouver, June 2008.
- “Mail in Rebate Promotions: Time Inconsistent Preference or Price Discrimination?” paper presented at Marketing Science Conference, Singapore Management University, June 2007.
- “Design of Rebate Promotions,” paper presented at Marketing Science Conference, Pittsburgh University, June 2006.
- “Quantity Surcharges in Tuna: An Explanation Based on Hassle Costs,” paper presented at Marketing Science Conference, Emory University, June 2005.
- “Prescription Drug Promotion: The Role and Value of Physicians’ Samples Under Competition,” paper presented at the Marketing Science Conference, University of Maryland, June 2003.
- “Designing Incentives for Service Organizations: Service Standardization and Unexplored Store Heterogeneity,” paper presented at the Marketing Science Conference, University of Maryland, June 2003.
- “Choice of Metrics in Sales Force Compensation Contracts: Sales Revenue or Gross Margins?” paper presented at the Marketing Science Conference, Edmonton, Alberta, Canada, June 2002.
- “Delegating Pricing Authority to the Sales Force: Why Less May be More,” paper presented at the Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Managerial Ownership and the Affordability Method of Advertising Budgeting: An Empirical Investigation,” paper presented at the Marketing Science Conference, UCLA, June 2000.
- “On the Optimality of Delegating Pricing Authority to the Salesforce,” paper presented at INFORMS, Philadelphia, November 1999.
- “Incentives and Job Redesign: The Case of the Personal Selling Function,” paper presented at the Marketing Science Conference, Syracuse University, May 1999.
- “Incentives and Hard-Selling: A Theoretical Investigation,” paper presented at the Midwest Marketing Camp, University of Iowa, May 1998, and the Marketing Science Conference, INSEAD, France, July 1998.
- “Adoption and Abandonment of Strategy Models: A Multi-Level Empirical



- Analysis,” paper presented to the Academy of Management, Boston, August 1997
- "Sales force Compensation Plans: A Fundamental Test of the Agency-Theoretic Approach,” paper presented at the Marketing Science Conference, University of California, Berkeley, March 1997.
  - "On the Design of Control Systems in Sales Organizations: An Agency-Theoretic Perspective," paper presented at the Marketing Science Conference, University of Florida, March 1996.
  - “The Impact of Environmental Uncertainty on the Design of Sales force Compensation Plans," paper presented at INFORMS National Meeting, Los Angeles, April 1995.
  - "Bonus Payment Practices and their Impact on the Efficiency of Sales Organizations," paper presented at the Marketing Science Conference, University of Arizona, March, 1994.
  - "Bonus Payments: Issues, Alternatives and Findings," paper presented at the Marketing Science Conference, Washington University, March, 1993.
  - "Optimal Allocation of Resources Designed to Support Sales Effort", paper presented at the Marketing Science Conference, University of Delaware, March 1991.
  - "On the Design of Compensation Plans in Team Selling Situations," paper presented at the ORSA / TIMS Conference, October, 1990.
  - "Design of Sales Contracts with Resource Allocation: An Agency Theoretic Perspective," paper presented at the Marketing Science Conference, University of Illinois, March 1990, and the Albert Haring Symposium, April 1990.
  - Discussant at the Albert Haring Symposium, April 1989.

## **SERVICE ACTIVITIES**

### **University**

- Provost Search Committee, 2015 – 2016
- Climate Study Steering Group, 2015 – 2016
- Tuition Advisory Committee, 2013 – 2015
- Parking and Transit, 2013 - 2015
- Chair, P&R Committee, 2005 - 2007
- P&R Committee, 2004 - 2005.
- Compensation Committee, 2002 – 2004

## **School**

- Chair, P&T Committee 2016 – 2017
- P&T Committee, School of Business, 2014-2016
- RED Team, 2013-2016
- P&T Committee, School of Business, 2009 – 2013
- Dean Search Committee, School of Business, 2010 – 2011
- Chair, Marketing Search, 1 position, 2009-2010.
- P&T Committee, School of Business, 2007 – 2008.
- Chair, P&T Committee, 2006 - 2007
- Chair, Marketing Search, 3 positions, 2004-2005.
- Executive Committee, School of Business, 2002 – 2004.
- Co-Chair, P&T Committee, School of Business, 2001 – 2002
- P&T Committee, School of Business, 2000 – 2001.
- AIS Search Committee, 2000 - 2002.

## **NOTABLE PROFESSIONAL ACTIVITIES**

- Conference Co-Chair, 7<sup>th</sup> Enhancing Sales force Productivity Conference, University of Kansas, April 21 – 23, 2022
- Designed and implemented *Wall Street Wednesdays*, an innovative program designed to enhance student engagement with the *Wall Street Journal*, Fall 2017 -
- Mentored and led student team to Sales Simulation contest, Indiana University, October 2017 (3<sup>rd</sup> place in field of 24).
- Designed and implemented Study Abroad program in India, December 2010 – January 2011 (22 students). Led additional programs in subsequent years.
- Mentored and led student team to Sales Simulation contest, Indiana University, October 2010 (2<sup>nd</sup> place in field of 17).
- Conference Co-Chair, 3<sup>rd</sup> Enhancing Sales force Productivity Conference, Sponsored by Journal of Personal Selling and Sales Management, University of Kansas, April 2010
- Conference Co-Chair, 1<sup>st</sup> Enhancing Sales force Productivity Conference, Sponsored by Journal of Personal Selling and Sales Management, University of Missouri and Marketing Science Institute, April 2006
- Editorial Board, Special Issue on Enhancing Sales force Productivity, Journal of Personal Selling and Sales Management, Fall 2007.
- Editorial Review Board: *Australasian Marketing Journal*, 2002 -
- Editorial Review Board: *Journal of Marketing*, 2002 - 2005