

JOHN DEIGHTON

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*Harvard Business School
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EDUCATION

Ph D (1983) Wharton School, University of Pennsylvania.
MBA (1972) Graduate School of Business, University of Cape Town, South Africa.
BS (Chemical Engineering) (1968) University of Natal, South Africa.

APPOINTMENTS

Harvard Business School.
*Harold M. Brierley Professor of Business Administration Emeritus, 2017 to present
Baker Foundation Professor of Business Administration, 2015 to 2017.
Harold M. Brierley Professor of Business Administration, 2000 to 2015.
Professor of Business Administration, 1997 to 2000.*

University of Chicago, Graduate School of Business.
*Associate Professor of Marketing, 1990 to 1994.
Assistant Professor of Marketing, 1987 to 1990.
Visiting Assistant Professor of Marketing, 1986.*

Dartmouth College, Amos Tuck School of Business Administration.
Assistant Professor of Business Administration, 1982 to 1987.

Herbert Penny (Pty.) Limited, South Africa.
Managing Director of Consulting Division, 1973 to 1980.

Unilever (South Africa) Limited.
Brand Assistant and Brand Manager, 1969 to 1972.

VISITING APPOINTMENTS

Visiting Professor, Cornell Tech, New York City, 2018 to present
Visiting Professor, University of Cape Town Graduate School of Business, 2018 to present
Guest Lecturer, London Business School, 2019/20.
L’Oreal Visiting Professor in Marketing, Oxford University, Säid School of Business and Visiting Fellow, Worcester College 2014
Visiting Professor, Cambridge University, Judge Business School, and Visiting Fellow, Sidney Sussex College 2009.
Visiting Scholar, Teradata Center for Customer Relationship Management, Duke University 2003/4.
Visiting Professor of Marketing, University of Tokyo, Hakuholdo, October 1997.

ADMINISTRATIVE POSITIONS

Director of the Berkman-Klein Center for Internet and Society at the Harvard Law School 2008 to 2020
Executive Director, Marketing Science Institute, 2011 to 2013.
Editor-in-Chief, Journal of Consumer Research, 2008 to 2011.
Editor, Journal of Consumer Research, 2005 to 2008.
Associate Editor, Journal of Consumer Research, 1999 to 2005.
Founding Editor, Journal of Interactive Marketing, 1998 to 2002.

Trustee of the Marketing Science Institute 2011, 2013 to 2017.
Board Member of the Direct Marketing Education Foundation until 2011.
Faculty Chair, “Competing with Business Analytics and Big Data” Harvard Business School 2015 - 2018
Faculty Chair, “Marketing Strategies for Profitable Growth: China” HBS Shanghai 2010 - 2015
Faculty chair, “Taking Marketing Digital” executive program, Harvard Business School, 2009-2011.
Faculty chair, “Strategic Marketing Management” executive program, Harvard Business School 2007-2010
Faculty chair, “Consumer Marketing Strategy” executive program, Harvard Business School 2002, 2005.
Faculty Course Head, First year marketing course, Harvard Business School 1997-8.
Curriculum Planning Committee, University of Chicago Graduate School of Business 1989.
Faculty Chair, “Advanced Marketing” executive program, University of Cape Town Graduate School of Business, 1984-97.

MBA TEACHING

Marketing Management
Consumer Marketing
Business Marketing
Digital Marketing Strategy
Interactive Marketing
Big Data in Marketing
Digital Market-Making

PUBLICATIONS

Articles and Chapters:

Deighton, John and Leora Kornfeld (forthcoming), “Afterword: The Internet’s Effects on Consumption: Useful, Harmful, Playful,” in *The Routledge Handbook of Digital Consumption 2e*, Russell Belk and Rosa Llamas (Eds.). Routledge: Taylor and Francis Group, Milton Park UK ISBN 978-1-032-32959-8.

Deighton, John and Leora Kornfeld (2021), “The Economic Impact of the Market-Making Internet Advertising, Content, Commerce, and Innovation: Contribution to U.S. Employment and GDP.” *Interactive Advertising Bureau*, New York, November.

Deighton, John (2021), “Commentary on ‘2019 Academic Marketing Climate Survey: Motivation, Results and Recommendations.’” *Marketing Letters* DOI 10.1007/s11002-021-09586-4. 32 (3) September pp337-339.

Deighton, John, Carl F. Mela and Christine Moorman (2021), “Marketing Thinking and Doing,” *Journal of Marketing*, V 85 (1), pages 1-6.

Deighton, John and Leora Kornfeld (2020), “The Socioeconomic Impact of Internet Tracking,” *Interactive Advertising Bureau* (New York) January.)

Latour, Kathryn and John Deighton (2019), “Learning to Become a Taste Expert,” *Journal of Consumer Research*. V46, Issue 1, pages 1-19.

Deighton, John (2018), “Big Data.” *Consumption, Markets and Culture*, DOI:10.1080/10253866.2017.1422902

Deighton, John (2017), “Rethinking the Profession Formerly Known as Advertising: How Data Science Is Disrupting the Work of Agencies.” *Journal of Advertising Research*, Volume (December) 357 – 361.

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*, Volume 2 No. 2 (April) 137–139.

- Deighton, John, Leora D. Kornfeld and Marlon Gerra (2017) "Economic Value of the Advertising-Supported Internet Ecosystem." Interactive Advertising Bureau, New York (January.)
- Deighton, John (2016) "The Hodgepodge Principle in U.S. Privacy Policy," HLPB Blog: Harvard Law and Policy Review (March).
- Deighton, John (2016), "In support of consumer-based strategy research," Journal of the Academy of Marketing Research, 44 (February), pages 288–289.
- Deighton, John and Peter A. Johnson (2016) "Value of Consumer Data 2016: Marketer Layer and Future Trends." Data and Marketing Association, New York. (February.)
- Deighton, John and Peter A. Johnson (2015), "The Value of Data 2015." Data and Marketing Association, New York (December.)
- Neslin, Scott A., Kinshuk Jerath, Anand Bodapati, Eric T. Bradlow, John Deighton, Sonja Gensler, Leonard Lee & Elisa Montaguti, Rahul Telang, Raj Venkatesan, Peter C. Verhoef, and Z. John Zhang (2014): "The Interrelationships Between Brand and Channel Choice," Marketing Letters, DOI 10.1007/s11002-014-9305-2.
- Deighton, John and Leora Kornfeld, (2014): "Beyond Bedlam: How Consumers and Brands Alike Are Playing the Web," GfK Marketing Intelligence Review, Vol. 6, No. 2 (November).
- Deighton, John and Peter Johnson (2013), "The Value of Data: Consequences for Insight, Innovation, and Efficiency in the U.S. Economy." October. Direct Marketing Association, New York.
- Deighton, John, Ross Rizley and Susan Keane (2012), "Research Priorities of the Marketing Science Institute, 2012 – 2014." Marketing Science, pages 873-877.
- Deighton, John and Leora Kornfeld (2012), "Economic Value of the Advertising-Supported Internet Ecosystem." Interactive Advertising Bureau, New York. (September.)
- Avery, Jill, Tom Steenburgh, John Deighton and Mary Caravella (2012), "Adding Bricks to Clicks: The Effects of Store Openings on Sales through Direct Channels." Journal of Marketing, May 2012.
- Deighton, John, Debbie MacInnis, Ann McGill and Baba Shiv (2010), "Broadening the Scope of Consumer Research." Journal of Consumer Research, February 36 v - vii
- Deighton, John and Leora Kornfeld (2009), "Interactivity's Unanticipated Consequences for Marketers and Marketing," Journal of Interactive Marketing. Winter, 23(1) pages 4-10.
- Hamilton Consultants, John Deighton, and John Quelch (2009), "Economic Value of the Advertising-Supported Internet Ecosystem." Interactive Advertising Bureau, New York, June 9.
- Deighton, John (2007), "The Territory of Consumer Research: Walking the Fences," Journal of Consumer Research. October 34(3) 279-282.
- Zeithaml, Valerie, Ruth N. Bolton John Deighton, Timothy Kenningham, Katherine N. Lemon and J. Andrew Peterson (2006), "Forward-Looking Focus: Can Firms Have Adaptive Foresight?" Journal of Service Research, 9 (2) 168-184.
- Deighton, John (2005), "Consumer Identity Motives in the Information Age," in Inside Consumption: Consumer Motives, Goals and Desires. Ed. S. Ratneshwar and David Glenn Mick. New York: Routledge.
- Deighton, John (2005), "From the Editor-Elect," Journal of Consumer Research June 32(1) 1-5..

- Deighton, John and Das Narayandas (2004), "Commentary on 'Evolving to a New Dominant Logic for Marketing,'" Journal of Marketing 68 (January).
- Deighton, John (2003), "Market Solutions to Privacy Problems?" in Digital Anonymity and the Law - Tensions and Dimensions,. Ed. Christopher Nicoll, JE.J. Prins and Miriam J. M. van Dellen. Cambridge: Cambridge University Press.
- Narayandas, Das, Mary Caravella and John Deighton (2002), "The Impact of Internet Exchanges on Business-to-Business Distribution." Journal of the Academy of Marketing Science. 30 (Fall)
- Bell, David, John Deighton *et al* (2002), "Seven Barriers to Customer Equity Management," Journal of Service Research, 5 (1) August.
- Deighton, John (2002), "How Snapple Got its Juice Back," Harvard Business Review, January.
- Deighton, John and Patrick Barwise (2001), "Digital Marketing Communication," in Digital Marketing : Global Strategies from the World's Leading Experts Ed. Jerry Wind and Vijay Mahajan. New York, NY: John Wiley and Sons
- Deighton, John (2001), "Service Markets and the Internet," in Services Marketing: People, Technology, Strategy, Christopher Lovelock. Upper Saddle River, NJ.: Prentice Hall.
- Deighton, John (2001) "Who Wanted Webvan to Survive?" *The Boston Globe* (July 31).
- Sherman, Lee and John Deighton (2001), "Banner Advertising: Measuring Effectiveness and Optimizing Placement," Journal of Interactive Marketing 15 (2) (Spring).
- Deighton, John (2000), "Frequency Programs in Service Industries," in Handbook of Services Marketing and Management. Ed. Teresa A. Swartz and Dawn Iacobucci, Thousand Oaks, CA.: Sage Publications.
- Deighton, John (1999), "Integrated Marketing Communications in Practice," in The Advertising Business, Ed. John Philip Jones, Thousand Oaks, CA.: Sage Publications.
- Barwise, Patrick and John Deighton (1999), "Digital Media: Cutting Through the Hype," Mastering Marketing. London: Pearson Education Ltd.
- Deighton, John (1997), "Commentary on 'Exploring the Implications of Marketing on the Internet,' Journal of the Academy of Marketing Science, 25 (Fall).
- Winer, Russell, John Deighton *et al* (1997), "Choice in Computer-Mediated Environments," Marketing Letters 8 (3) (July).
- Deighton, John (1996), "Features of Good Integration: Two Cases and Some Generalizations," in Integrated Communications: Synergy of Persuasive Voices, Ed. Ester Thorsen and Jeri Moore, Hillsdale, N.J.: Lawrence Erlbaum Associates.
- Deighton, John *et al* (1996), "The Future of Interactive Marketing," Harvard Business Review, November/December.
- Blattberg, Robert C. and John Deighton (1996), "Manage Marketing by the Customer Equity Test," Harvard Business Review, July/August.
- Grayson, Kent and John Deighton (1995), "Playing and the Locus of Rules," in Frank R. Kardes and Mita Sujjan (eds.) Advances in Consumer Research, 22, 241-2.

- Deighton, John and Kent Grayson (1995), "Marketing and Seduction: Building Exchange Relationships by Managing Social Consensus," Journal of Consumer Research 21 (April).
- Deighton, John, Don Peppers and Martha Rogers (1994) "Consumer Transaction Databases: Present Status and Prospects," in The Marketing Information Revolution, ed. Robert C. Blattberg, Rashi Glazer and John Little. Cambridge: The Marketing Science Institute.
- Deighton, John, (1994), "Managing Services When the Service is a Performance," in Service Quality: New Directions in Theory and Practice, ed. Roland T. Rust and Richard L. Oliver. Thousand Oaks, CA: Sage Publications, Inc.
- Winer, Russell, John Deighton *et al* (1994), "When Worlds Collide: The Implications of Panel Data-Based Choice Models for Consumer Behavior," Marketing Letters 5 (3) (October).
- Deighton, John, Caroline M. Henderson and Scott Neslin (1994), "The Effects of Advertising on Brand Switching and Repeat Purchasing," Journal of Marketing Research 31 (February).
- McQueen, Josh, Carol Foley and John Deighton (1993), "Decomposing a Brand's Consumer Franchise into Buyer Types," in Brand Equity and Advertising: Advertising's Role in Building Strong Brands, ed. David A. Aaker and Alexander L. Biel, Hillsdale, N.J.: Lawrence Erlbaum Associates.
- Deighton, John and Stephen J. Hoch (1993), "Teaching Emotion with Drama Advertising," in Advertising Exposure, Memory and Choice. ed. Andrew A. Mitchell. Hillsdale, N.J.: Lawrence Erlbaum Associates.
- Deighton, John (1992), "The Consumption of Performance," Journal of Consumer Research 19 (December).
- Blattberg, Robert C. and John Deighton (1991), "Interactive Marketing: Exploiting the Age of Addressability," Sloan Management Review, 33 (Fall), 5-14. Reprinted in Business Edge, May 1992. Translated and reprinted in Harvard Business Manager, 15 (1) 1993.
- Alwitt, Linda F., John Deighton and John Grimm (1991), "Reactions to Political Advertising Depend on the Nature of the Voter-Candidate Bond," in Television and Political Advertising, Volume 1: Psychological Processes Frank Biocca (Ed.) Hillsdale, NJ: Lawrence Erlbaum Associates.
- Deighton, John, Daniel Romer and Josh McQueen (1989), "Using Drama to Persuade," Journal of Consumer Research, 16 (December).
- Hoch, Stephen J. and John Deighton (1989), "Managing What Consumers Learn From Experience," Journal of Marketing, 53 (April).
- Deighton, John and Robert M. Schindler (1988), "Can Advertising Influence Experience?" Psychology and Marketing, 5 (2).
- Walsh, James P., Caroline M. Henderson and John Deighton (1988), "Negotiated Belief Structures and Decision Performance: An Empirical Investigation," Organizational Behavior and Human Decision Processes, 42.
- Deighton, John (1988), "Two Meanings for Transformation," Advances in Consumer Research, 15, M. Houston (Ed.). Ann Arbor: Association for Consumer Research.
- Deighton, John (1987), "A Simple Representation of the Contingent Structure of Knowledge," Advances in Consumer Research, 14, P. Anderson and M. Wallendorf (Eds.). Ann Arbor: Association for Consumer Research.

Deighton, John (1986), "Persuasion as Directed Inference," Advances in Consumer Research, 13, R. Lutz (Ed.). Ann Arbor: Association for Consumer Research.

Deighton, John (1985), "Rhetorical Strategies in Advertising," Advances in Consumer Research, Volume 12, M. Holbrook and E. Hirschman (Eds.). Ann Arbor: Association for Consumer Research.

Deighton, John (1984), "The Interaction of Advertising and Evidence," Journal of Consumer Research, 11 (December).

Deighton, John (1983), "How to Solve Problems that Don't Matter: Some Heuristics for Uninvolved Thinking," Advances in Consumer Research, 10, R.P. Bagozzi and A.M. Tybout (Eds.). Ann Arbor: Association for Consumer Research. Reprinted in Wallendorf and Zaltman, (Eds.). Readings in Consumer Behavior, 2nd Edition, Wiley, 1984.

Deighton, John, Francesco Nicosia and Yoram Wind (1983), "Exploration into the Time-Money Tradeoff: Concepts and an Application," Proceedings of the ESOMAR Annual Conference, San Francisco.

Case Studies and Teaching Notes:

"Sonder Holdings Inc: Using Technology to Solve Hospitality's Frictions," HBS Case #922-039

"Wattpad," HBS Case #919-413

"Gimlet Media: The Next HBO or Public Radio without Fund Drives?" HBS Case #918-413

"Course Note: Big Data in Marketing" HBS Note #9-517-077

"DataXu: Assessing Return on Marketing Investment," HBS Case #9-517-087

"DataXu, Selling Ad Tech," HBS Case #N2-817-012

"Shopkick: The Game of Shopping," HBS Case #N9-517-069

"Legendary Entertainment: Moneyball for Motion Pictures," HBS Case #9-516-117

"Oracle: Targeting the CMO," HBS Case #9-516-090

"WPP: From Mad Men to Math Men (and Women)," HBS Case #9-516-065

"Acxiom," HBS Case #9-516-037

"Managing Data at Allstate," HBS Case #9-516-023

"Instacart and the New Wave of Grocery Startups," HBS Case #9-515-089

"Target Stores: The Hunt for 'Unvolunteered Truths'," HBS Case #9-515-090

"Bluefin Labs: The Acquisition by Twitter," HBS Case #9-513-091. Teaching Note TN5-513-091

"Amazon, Apple, Facebook and Google," HBS Case #9-513-060. Teaching Note TN5-513-100

"Bluefin Labs" HBS Case #N9-512-049

"Google +" HBS Case # N9-012-032"

"Coca-Cola on Facebook," HBS Case #N9-511-110. Teaching Note TN 5-511-122

"The Ford Fiesta," HBS Case #N9-510-115. Teaching Note TN5-511-127

"Demand Media," HBS Case #N9-511-043 Teaching Note TN5-512-021

"Cheezburger.com," HBS Case # N9-511-091. Teaching Note TN5-512-093

"Harvard Business School Executive Education: Balancing Online & Offline Marketing." Case #510-091. Teaching Note TN 5-511-076

"Porsche: The Cayenne Launch," HBS Case #9-510-078

"Herborist," HBS Case #N9-510-126

"United Breaks Guitars," HBS Case #9-510-057. Teaching Note TN 5-510-123

"Sony and the JK Wedding Dance," HBS Case #9-510-064. Teaching Note TN 5-511-071

"Netzwerk: Digital Marketing in the Music Industry," HBS Case #9-510-055. Teaching Note TN 5-511-056

"Slanket: Responding to the Snuggie Market Entry," HBS Case #9-510-034. Teaching Note TN 5-510-098

"Obama versus Clinton: The Youtube Primary," HBS Case #9-509-032. Teaching Note TN 5-509-038

"Dove: Evolution of a Brand" HBS Case #9-508-047. Teaching Note TN 5-508-109

"Marketing Chateau Margaux," HBS Case #9-507-033. Teaching Note TN 5-508-107

"Nectar: Making Loyalty Pay," HBS Case #9-505-031. Teaching Note TN 5-506-048

"Marketing James Patterson," HBS Case #9-505 029. Teaching Note TN 5-505-033

"Siebel Systems: Anatomy of a Sale (Parts 1, 2 and 3). HBS Cases #9-503-021/022/023.

"Centra Software." HBS Case #9-501-088, Teaching Note TN 5-503-047.

"Bouygues Telecom: The WAP Opportunity." HBS Case #9-501-068.
 "The Peppers and Rogers Group." HBS Case #9-500-096.
 "Doubleclick buys Abacus A." HBS Case #9-500-091.
 "Doubleclick buys Abacus B." HBS Case #9-501-085.
 "Hilton Hotels: Loyalty Wars." HBS Case #9-500-079, Teaching Note TN#5-501-059.
 "Webvan: Groceries on the Web." HBS Case #9-500-052.
 "Alloy: Marketing to Generation Y." HBS Case #9-500-048, Teaching Note TN#5-501-043.
 "The Brita Products Company." HBS Case #9-500-024, Teaching Note TN5-501-067.
 "CVS: The Web Strategy." HBS Case #9-500-008, Teaching Note TN#5-501-064.
 "Snapple." HBS Case #9-599-126, Teaching Note TN#5-500-033.
 "Adesemi Communications International: African Communications Group." HBS Video Suppt. 799-504.
 "MicroFridge: The Concept." HBS Case #9-599-049, Teaching Note TN5-503-030.
 "MicroFridge: The Execution" HBS Case#9-503-017.
 "First Year Marketing Module Summary: Evolution of Marketing." HBS TN #598-017.
 "USA Today Online." HBS case #9-958-133, Teaching Note, " TN #5 599 097.
 "Dendrite International (A) (condensed)," HBS case #597-072.
 "Rogers Communications Inc.: The WAVE," HBS case #597-050, Teaching Note," HBS TN #597-078.
 "Note on Marketing and the Internet," HBS case #597-037, 503-014.
 "SiteSpecific," HBS case #596-117.
 "IDS Financial Services (condensed)," HBS case #596-045, Teaching Note," HBS TN #596-061.
 "Consumer Behavior Exercise (A), (B), (C), (D), (E) & (F)," HBS case #596-039, 596-040, 596-041, 596-042, 596-043 & 596-044.
 "McNeil Consumer Products Company: Tylenol," in The Ethical Manager. Ed. Ronald M. Green, Macmillan 1994.

DISTINCTIONS, VISITING APPOINTMENTS, AND AWARDS

Edward N. Mayer Education Leadership Award, Direct Marketing Education Foundation, 2011
 Robert B. Clarke Outstanding Educator Award, Direct Marketing Education Foundation, 2002.
 Alpha Kappa Psi Award of American Marketing Association for Best Article in *Journal of Marketing*, 1990.
 Hillel J. Einhorn Excellence in Teaching Award, University of Chicago Graduate School of Business, 1995.
 Twice Finalist for Best Article Award, Journal of Consumer Research, 1991-1993 and 1992-1994, Association for Consumer Research.
 Listed among the most productive scholars in marketing in a study of publications in the 1989 - 1993 period by Page and Mohr (American Marketing Association Winter Educators' Conference, 1995.)
 American Marketing Association "Marketing Thought Task Force," February 1994.
 Bozell, Jacobs, Kenyon and Eckhardt Research Grant, University of Chicago, 1989/90.
 CBS Foundation Fellowship for support of Doctoral studies, Wharton School, 1981-82.
 Pepsico Grant for Doctoral Research (Wharton Center for Marketing Strategy Research), 1981-82.
 Human Sciences Research Council of South Africa Fellowship, 1980.
 University of Cape Town Doctoral Award, 1980.
 Gold Medal for academic performance, MBA Program, Graduate School of Business, University of Cape Town, 1972.

DOCTORAL COMMITTEES

Deborah Mitchell, Temple University
 Brian Gibbs, Stanford University
 Pat West, University of Texas, Austin
 Klaus Wertenbroch, Duke University
 John Gourville, Harvard University
 Lisa Klein, Rice University
 Tuba Ustuner, City University of London

Andrea Wojnicki, University of Toronto
Mary Caravella, University of Connecticut
Jill Avery, Simmons College

EDITORSHIPS AND EDITORIAL REVIEW ASSIGNMENTS

Co-Editor, Special Issue, Journal of Marketing, January 2021.
Editor, Special Issue, Journal of the Association for Consumer Research, April 2017.
Associate Editor, Journal of Marketing Behavior, 2015 to present.
Editorial Review Board, Journal of the Academy of Marketing Science, 2015 to present.
Advisory Board, Journal of the Association for Consumer Research, 2014 to present.
Senior Advisory Board, Journal of Advertising Research, 2014 to present.
Editor in Chief, Journal of Consumer Research, 2008 to 2011.
Editor, Journal of Consumer Research, 2005 to 2008.
Associate Editor, Journal of Consumer Research, 1999 to 2005.
Editorial Board, Journal of Consumer Research, 2011 to present.
Editor, Journal of Interactive Marketing, 1998 to 2002.
Policy Board, Journal of Interactive Marketing, 2011 to present.
Advisory Board, Journal of Marketing Research, 2012 to present.
Editorial Board, Journal of Marketing 2004 to 2006, 2011.
Editorial Board, Journal of Advertising 1996 to 2002.
Board of Advisors, Behavioral Marketing Abstracts 2002.
Reviewer for Journal of Marketing Research
Reviewer for International Journal for Research in Marketing.
Reviewer for Social Sciences and Humanities Research Council of Canada Research Grants
Reviewer for Marketing Science.
Reviewer for Management Science.
Reviewer for Journal of Consumer Psychology.
Reviewer for Journal of the Academy of Marketing Science.
Reviewer for Journal of Management Information Technology.
Member of Association for Consumer Research since 1982.