

John Healey

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Education

- Ph.D., Marketing, May 2015
Robert H. Smith School of Business, University of Maryland, College Park, MD
Concentration: Quantitative Models and Marketing Strategy
Minor: Economics
- M.B.A., May 2007
University of Florida, Gainesville, FL
- M.S. in Management, May 2006
University of Florida, Gainesville, FL
- B.A. in Economics and Political Science, April 2005
University of Florida, Gainesville, FL

Academic Positions

- Assistant Professor of Practice, Johns Hopkins Carey Business School, 2023-present
- Assistant Professor, A.B. Freeman School of Business Tulane University, 2015-23

Publications

- John Healey and Ofer Mintz (2021). “What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Common Ownership, Marketing, and Firm Performance,” *International Journal of Research in Marketing*, 38(4).
- John Healey and Wendy W. Moe (2016). “The Effects of Installed Base Innovativeness and Recency on Content Sales in a Platform-Mediated Market,” *International Journal of Research in Marketing*, 33(2).

Working Papers

- John Healey and William Rand, “The Firm on Twitter: Firm-Generated Content and the Sensitivity of a Firm’s Stock Price,” Preparing for Submission to *Journal of Interactive Marketing*.
- John Healey and David Godes, “The Financial Impact of Promotional Media Mentions due to Sponsorship,” Preparing for Submission to *Marketing Letters*.

Work in Progress

- John Healey and David Godes, “The Effect of Stadium Naming Rights Agreements on Sponsor

Sales,” Analysis in Progress.

- John Healey and Ofer Mintz, “Marketing and the Success of Activist Investor Campaigns,” Data Collection Complete. Analysis in Progress.
- John Healey, Yakov Bart, and Ofer Mintz, “New Product Development and Institutional Common Ownership,” Data Collection in Progress.

Book Chapters

- PK Kannan and John Healey “Service Customization Systems: Research Issues” *The Science of Service Systems*. New York City, New York: Springer.

Conference Presentations

- “The Effect of Stadium Naming Rights Agreements on Sponsor Sales,” INFORMS Marketing Science Conference, June 2023.
- “What if Your Owners Also Own Other Firms in Your Industry? The Relationship between Institutional Common Ownership, Marketing, and Firm Performance,” Marketing Meets Wall Street VI, Fontainebleau France, June 2019.
- “What if Your Owners Own Other Firms in Your Industry? The relationship between Institutional Cross-Ownership and a Firm’s Marketing Capability,” INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.
- “What if Your Owners Own Other Firms in Your Industry? The relationship between Institutional Cross-Ownership and a Firm’s Marketing Capability,” Theory and Practice in Marketing, Los Angeles, CA, May, 2018.
- “What if Your Owners Own Other Firms in Your Industry? The relationship between Institutional Cross-Ownership and a Firm’s Marketing Capability,” 2018 AMA Winter Academic Conference, New Orleans, LA, February 2018.
- “The Firm on Twitter: The Financial Market and Social Media User Reactions to Firm Social Media Participation,” Marketing Meets Wall Street IV, Singapore, January 2015.
- “The Firm on Twitter: The Financial Market and Social Media User Reactions to Firm Social Media Participation,” INFORMS Marketing Science Conference, Atlanta, GA, June 2014.
- “The Firm on Twitter: The Financial Market and Social Media User Reactions to Firm Social Media Participation,” Marketing Academic Research Colloquium (Poster Session), Georgetown University, Washington DC, May 2014.
- “The Financial Value of Advertising Exposures and Expenditures,” Haring Symposium, Bloomington, Indiana, April 2014.
- “The Financial Value of Advertising Exposures and Expenditures,” Marketing Meets Wall Street III, Frankfurt, Germany, July 2013.
- “The Financial Value of Advertising Exposures and Expenditures,” Marketing Academic Research Colloquium (Poster Session), Penn State University, State College PA, May 2013.
- “The Effects of Platform and Consumer Lifecycles on Content Sales in a Platform-Mediated Market,” INFORMS Marketing Science Conference, Boston, MA, June 2012.

Co-Authored Presentations

- “Corporate Reputation in the Twitterverse,” Oxford University Centre for Corporate Reputation Symposium, Oxford, UK, September 2014, with William Rand.
- "Space, Time, and Hurricanes: Investigating the Spatiotemporal Relationship among Social

Media Use, Donations, and Disasters," Socialcom (Poster Session), Palo Alto, CA, May 2014.

- "Analyzing Servicescapes using Agent-Based Modeling," Frontiers in Service, Karlstad, Sweden, June 2010.

Service

Reviewer:

- Reviewer, American Marketing Association Winter Marketing Academic Conference.
- Reviewer, American Marketing Association Summer Marketing Academic Conference.
- Reviewer, American Marketing Association Marketing + Public Policy Conference
- Ad-Hoc Reviewer, Information Systems Research
- Ad-Hoc Reviewer, California Management Review
- Ad-Hoc Reviewer, Journal of Business Research
- Ad-Hoc Reviewer, European Journal of Marketing
- Ad-hoc Reviewer, Journal of Interactive Marketing
- Ad-hoc Reviewer, Journal of Industry, Competition, and Trade

Service to the School:

- Member, Blue Sky Committee on the MBA Program (2016), Tulane University, A.B. Freeman School of Business
- Member, Recruitment Committee (2016-2018), Tulane University, A.B. Freeman School of Business
- Member, Committee on Graduate Studies (2018-2021), Tulane University, A.B. Freeman School of Business
- Member, Undergraduate Studies Committee (2021-2023), Tulane University, A.B. Freeman School of Business

Honors and Awards

- Dean's Excellence in Undergraduate Teaching, Tulane University (2021-2022)
- Presenter at the Haring Symposium (2014)
- INFORMS Marketing Science Doctoral Consortium Fellow (2014)
- Dean's Summer Research Fellowship, University of Maryland (2009 – 2014)

Teaching Experience

- Marketing Management (graduate), Johns Hopkins University, Carey School of Business. Instructor Rating: 4.35/5; Avg. Course Rating: 4.17/5
- Marketing Management (undergraduate), Johns Hopkins University. Avg. Instructor Rating: 4.44/5; Avg. Course Rating: 4.2/5
- Advanced Marketing Strategy (undergraduate), Tulane University, A.B. Freeman School of Business, Spring 2016-2022. Avg. Instructor Rating (last 3 years): 4.53/5; Avg. Course Rating

(last 3 years): 4.36/5.

- Marketing Strategy (MBA), Tulane University, A.B. Freeman School of Business, Spring 2016.
- Marketing (MBA), Tulane University, A.B. Freeman School of Business, Spring 2017-2018.
- Marketing Research (undergraduate), University of Maryland, Robert H. Smith School of Business, Spring 2010 (1 section), Fall 2013 (2 sections)
- Teaching Assistant for Prof. David Godes, Marketing Management (MBA), University of Maryland, Robert H. Smith School of Business, Fall 2011

Coursework

- **Marketing**

Bayesian Analysis of Marketing Models (Michel Wedel)

Marketing Models in R (Michel Wedel)

Survey of Marketing Models (P.K. Kannan)

Survey of Marketing Strategy (Wendy Moe)

Survey of Consumer Behavior (Amna Kirmani)

Mathematical Models in Marketing (Yogesh Joshi)

Complex Systems in Marketing (William Rand)

- **Economics & Research Methods**

Econometrics I (Richard Just and Anna Alberini)

Microeconomic Analysis I (Lawrence Ausubel and Emel Filiz-Ozbay)

Microeconomic Analysis II (Daniel Vincent and Erkut Ozbay)

Probability Theory (Mark Freidlin)

Development Microeconomics (Kenneth Leonard)

Computational Economics (John Rust)