

# 2025 ANNUAL PERFORMANCE REVIEW

USC MARSHALL SCHOOL OF BUSINESS

**Name** Joseph Nunes  
**Department** Marketing

## I. TEACHING

**Courses taught during January 1, 2021 through December 31, 2025**

### Spring 2024

**GSBA 580, "The Global Context of Business - PRIME"**

**Class Number 16005, 2.0 Units**

Official Enrollment Number: 30  
Number Responding to course evaluation:  
Instructor Rating (Q11): 3.78/4.00  
Course Rating (Q12): 3.67/4.00  
Comments:

### Spring 2024

**GSBA 582, "The Global Context and International Business"**

**Class Number 15973, 1.5 Units**

Official Enrollment Number: 20  
Number Responding to course evaluation:  
Instructor Rating (Q11): 3.42/4.00  
Course Rating (Q12): 3.57/4.00  
Comments:

### Spring 2024

**MKT 618, "Consumer Behavior and Decision Making"**

**Class Number 16570, 3.0 Units**

Official Enrollment Number: 5  
Number Responding to course evaluation:  
Instructor Rating (Q11): 3.83/4.00  
Course Rating (Q12): 3.92/4.00  
Comments:

### Spring 2023

**GSBA 580, "The Global Context of Business - PRIME"**

**Class Number 16006, 2.0 Units**

Official Enrollment Number: 31  
Number Responding to course evaluation: 25  
Instructor Rating (Q11): 3.25/4.00  
Course Rating (Q12): 3.15/4.00  
Comments:

### Spring 2023

**MKT 561, "Strategic Marketing In The Creative Industries"**

**Class Number 16554, 3.0 Units**

Official Enrollment Number: 35  
Number Responding to course evaluation:

Instructor Rating (Q11): 3.46  
Course Rating (Q12): 3.56  
Comments:

### **Spring 2023**

#### **GSBA 582, "The Global Context and International Business"**

##### **Class Number 15973, 1.5 Units**

Official Enrollment Number: 36  
Number Responding to course evaluation: 15  
Instructor Rating (Q11): 3.02/4.00  
Course Rating (Q12): 2.87/4.00

Comments: This was a PM-MBA class that was unhappy with the program. I suspect they completed the teaching evaluations in a negative way as response to the less than glowing feedback they received. They were also not happy with changes to the course, particularly expectations. As students wrote "I thought Globe was supposed to be a fake easy class, but there was a lot of work" and "Our professor was the most intense on expectations." This was the year the London GLOBE trip had issues (not my group), and the whole class was unhappy with international programs, and most other things.

### **Spring 2022**

#### **BUAD 104, "Learning About International Commerce"**

##### **Class Number 14501, 2.0 Units**

Official Enrollment Number: 28  
Number Responding to course evaluation: 11  
Instructor Rating (Q11): 3.45/4.00  
Course Rating (Q12): 3.09/4.00

Comments:

### **Spring 2022**

#### **MKT 599, "Strategic Marketing in the Creative Industries"**

##### **Class Number 16568, 3.0 Units**

Official Enrollment Number: 24  
Number Responding to course evaluation: 7  
Instructor Rating (Q11): 4.43/5.00  
Course Rating (Q12): 4

Comments:

### **Spring 2022**

#### **MKT 618, "Consumer Behavior and Decision Making"**

##### **Class Number 16570, 3.0 Units**

Official Enrollment Number: 6  
Number Responding to course evaluation: 6  
Instructor Rating (Q11): 4.67/5.00  
Course Rating (Q12): 4.17

Comments:

## **Taught for the First Time**

## **Teaching Innovations**

Each year, for the past three years, both GSBA 580 and GSBA 582 have changed significantly. I have served on the committee charged with revising the curriculum for these classes each year – which has been a significant amount of work. This required major changes to teaching these

classes each year, which ultimately culminated in a wholesale restructuring of our International Experiential courses for graduate programs. This year, I am teaching an entirely new class comprised of both FT and PT MBAs that meets the requirements for both GSBA 580 and 582. This path has been a lot of work and has required me to develop an entirely new course partnering with companies in a new country (the UK, as opposed to Singapore where I had taken students for years).

**Describe significant innovations to your course(s):**

I am teaching three new preps this spring (which required preparation in fall 2024). I have created a new undergraduate course called *Fashion, Luxury and Lifestyle Marketing: A Global Perspective* (MKT-486). This course involves taking 34 undergraduate students to Italy (Milan and Florence) to visit with fashion and luxury companies over spring break. Designing this course and planning the trip have taken hundreds of hours. It is a project-based course that involves working with a company based in Milan (Reflaunt.com). The setup costs are substantial.

**Identify any new course(s) you developed during this APR cycle:**

I have created a new undergraduate course in *Fashion, Luxury and Lifestyle Marketing: A Global Perspective* (MKT-486) that includes an international component (meeting with companies in the industry in Italy during spring break). Enrollment was capped at 34 (due to travel limitations), however, I had more than 40 students on the waitlist and more asking to be added to the waitlist.

I have introduced a new course for FT MBAs and PM MBAs titled *Extraordinary Experiences: Technology, Immersion and Consumption*. This course fulfills the international business requirement for both programs. This is a first of its type at any business school, and requires developing a curriculum from the ground up. It also requires working with companies to secure projects and travel with students in May.

I designed a new class for MBAs titled “Marketing Strategies in the Creative Industries.” This was offered for the first time as a MKT599 in spring 2021, and was well-received by students (course 4.13, instructor 4.50). It was offered again in 2022 (course 3.56, instructor 346, note the scaled changed). At this point, I turned over the course to clinical faculty member Franco De Cesare, who rebranded it Marketing in the Entertainment Industry.

GSBA 582 *Extraordinary Experiences: Technology, Immersion and Consumption*.  
MKT-561 *Marketing Strategies in the Creative Industries*  
MKT-486 *Fashion, Luxury and Lifestyle Marketing: A Global Perspective*

**Describe significant innovations to your course(s):**

I have played a significant role in redesigning many of our global courses (PRIME, GLOBE and LINC) both prior to, and as a result of COVID-19. Without international travel, the course included student projects for companies in Ecuador guided by the faculty (me). Students enjoyed the course and its innovative format (course 4.21, instructor 4.43).

These course evolved when students were able to travel again. Each year these classes changed significantly, and I have been part of the team that adapts the course. This ended this year (we think), as

international courses are individualized (by the instructor) and students choose from a basket of options.

**Identify any new course(s) you developed during this APR cycle:**

GSBA 582 *Extraordinary Experiences: Technology, Immersion and Consumption.*  
MKT-561 *Marketing Strategies in the Creative Industries*  
MKT-486 *Fashion, Luxury and Lifestyle Marketing: A Global Perspective*

**Teaching-related awards and honors received:**

**Academic Advising:**

**Involvement with Ph.D. students**

PhD Student	Minjeong Ko
Home Department	Marketing
My Role	Chair, Dissertation Committee
Dates	2023 - Present
PhD Student	Maansi Dalmia
Home Department	Marketing
My Role	Member, Dissertation Committee
Dates	2023 - Present
PhD Student	Elisa Solinas
Home Department	Marketing
My Role	Chair, Dissertation Committee
Dates	August 2018 - 2023
PhD Student	Gizem Ceylan-Hopper
Home Department	Marketing
My Role	Member, Dissertation Committee
Dates	2021 - 2022
PhD Student	Gaia Giambastiani
Home Department	Marketing
My Role	Member, Dissertation Committee
Dates	2018 - 2020
PhD Student	Jennifer D'Angelo
Home Department	Marketing
My Role	Member, Dissertation Committee
Dates	2018 - 2020
PhD Student	Lei (Amy) Pei
Home Department	Marketing
My Role	Member, Dissertation Committee
Dates	2019 - 2020

**Teaching-Related Faculty Mentoring Activities**

## **Executive Education and Other Non-Credit Teaching:**

I have been working with Bocconi University in planning an Executive Education at Marshall for July 2025. We are in the planning stages.

## **II. RESEARCH AND SCHOLARSHIP**

### **Papers, Books, or Book Chapters Published or Accepted**

#### ***Refereed Journal Articles***

*Journal Article, Academic Journal (Published 2021)*

Cillo, P., Nunes, J., Prandelli, E. (2021). Changing Style in Style-changing Industries: The Role of Critics as Gatekeepers in High-End Fashion. *Emerald Publishing Limited, Aesthetics and Style in Strategy*(42), 171-197.

*Journal Article, Academic Journal (Published 2021)*

Valsesia, F., Nunes, J., Ordanini, A. (2021). I Am Not Talking to You: Partitioning an Audience in an Attempt to Solve the Self-Promotion Dilemma. *Organizational Behavior and Human Decision Processes*, 165, 76-89.

*Journal Article, Academic Journal (Published July (3rd Quarter/Summer) 2021)*

Nunes, J. C., Ordanini, A., Giambastiani, G. (2021). The Concept of Authenticity: What it Means to Consumers. *Journal of Marketing*, 85(4), 1-20.

This paper was the winner of the 2021 *Shelby D. Hunt/Harold H. Maynard Award* given to the article published in the *Journal of Marketing* that make the most significant contributions to marketing theory in a given calendar year.

### **Papers, Books, or Book Chapters In-Progress**

*Journal Article, Academic Journal (Working Paper)*

Valsesia, F., Solinas, E., Nunes, J. C., Ordanini, A. (2025). Starting Positive: The Impact of Self-Presentation Concerns on Consumer Reviews. *Journal of Consumer Research*.

This paper is under third round review at *JCR*. The changes requested we believe were minor and we hope it will be accepted soon.

*Journal Article, Academic Journal (Working Paper)*

Nunes, J., Giambastiani, G., Ordanini, A. (2025). Explaining Differences in the Propensity to Gossip in Social and Parasocial Groups.

This paper is under review at *JCP*. We submitted it on Oct. 30, 2024 and hope to hear back soon.

*Journal Article, Academic Journal (Working Paper)*

Nunes, J., Ordanini, A., Nanni, A. (2025). What Makes a Favorite? Authorship and Authenticity in Music.

This paper received a reject and resubmit at *JMR*, but upon resubmission was rejected. We have identified what we believe is the issue (reviewers do not like the benchmark data), and we know how to address that problem. We also believe the paper will be a good fit at *JCR*, and are adapting the paper for that journal.

*Journal Article, Academic Journal (Working Paper)*

Nunes, J. C., Solinas, E., Ko, M. (2025). "Pricing In Resale Markets: Why Lower-Priced Goods Tend To Retain More Value., 14718 Sutton St.

This paper was rejected at *JMR*. We have submitted it to *JCR* with new data. The paper has improved significantly and is a strong manuscript.

*Journal Article, Academic Journal (Working Paper)*

Solinas, E., Valsesia, F., Nunes, J. C. (2025). Consumers' Reactions to Taste-based Product Modifications.

The manuscript was rejected at *JMR*. We are revising it for submission to *JCR*.

## **Explanation of research productivity**

I had three articles in 2021, and now have been refilling my pipeline. We had some unexpected disappointments at *JMR* (two different papers reject, one two times), which has slowed things down. However, I one paper in third round at *JCR*, one under at *JCR* and one at *JCP*. I also plan to submit two other papers this year, and have requested a sabbatical in Fall 2025 to allow me to advance my research program. I have been producing a lot of new course these past few years, which has also consumed a lot of my time, in addition to substantial service.

## **USC Seminar Participation in 2021 - 2025**

Marketing Department  
Typical Participation: Always

Marketing Department Seminars  
Typical Participation: Always

## **Research-Related awards and honors received:**

## **Research-Related Faculty Mentoring Activities**

Luca Cascio Rizzo, Research and Teaching. (Fall 2025).

## **Research Funding during 2021 - 2025**

My PhD. Student Minjeong Ko was awarded an AMA Higher Ed SIG Doctoral Student Research Grant for joint research we are conducting.

## **III. SERVICE**

### **Departmental Service**

Departmental, PEG Committee Chair - Eva Buechel, Chair, Chaired the PEG Committee, approximately 50 hours spent for the year, Elected or Appointed?: Yes, appointed, Pro Bono. (2023 - 2024). I chaired the PEG committee for Eva Buechel's promotion from Assistant to Associate. This was a challenging case that was ultimately denied. Her denial also meant spending significant time responding to the outcome.

Departmental, Ph.D. Admission Committee, Member, Member, approximately 10 hours spent for the year, Elected or Appointed?: Yes, appointed, Pro Bono. (December 2022 - 2025).

I have been involved in recruiting for Ph.D. students every year for the past three years and more. It is a time-consuming endeavor, but we have recruited successfully each year.

Departmental, Recruiting, Member, approximately 80 hours spent for the year, Elected or Appointed?: Yes, appointed, Pro Bono, Local. (June 2022 - 2025).

I lead recruiting for rookies in 2023-2024. I also ultimately helped manage recruiting for non-rookies. We hired three people, 1 rookie and 2 advanced assistants. Recruiting has consumed a lot of time for CB faculty during the past three years as we have tried, and failed, to hire a senior faculty member (making 3 offers).

## **Marshall School Service.**

School, Faculty Council, President-elect, President/Elect/Past, approximately 30 hours spent for the year, Elected or Appointed?: Yes, elected, Pro Bono. (2023 - 2025).

I have served as the Marketing Department representative to the Faculty Council for 2 years before being elected president-elect. This role includes attending Academic Senate committee meetings, and often attending various meetings along with the President.

School, Named Chairs Committee, Member, Member, approximately 20 hours spent for the year, Elected or Appointed?: Yes, appointed. (2024 - Present).

The Named Chairs Committee reviews and makes recommendations concerning the assignment and renewal of named chairs at the Marshall School.

School, IBEAR Curriculum Committee, Member, Member, approximately 20 hours spent for the year, Elected or Appointed?: Yes, appointed. (2023 - 2025).

IBEAR is revising its curriculum significantly. This has taken a fair bit of time (e.g., to review programs at other schools), and is not finished yet.

School, Productivity Report Committee, Member at the department level, Member, approximately 20 hours spent for the year, Elected or Appointed?: Yes, appointed, Pro Bono. (2023 - 2025).

The Productivity Report committee was charged with determining what schools Marshall should benchmark against, and what journals qualify as A journals in the field. While this seems like a straightforward task, the process was fairly time-consuming.

School, Promotion Committee - Sriram Dasu (Associate to Full), Member, Member, approximately 10 hours spent for the year, Elected or Appointed?: Yes, appointed. (2022 - 2023).

## **University Service**

University, Academic Senate Compensation and Benefits Advisory Board, Marshall Representative, Member, approximately 10 hours spent for the year, Elected or Appointed?: Yes, appointed, Pro Bono. (2024 - Present).

The Academic Senate seeks to increase transparency and share information across Schools about compensation and benefits. As a member of the committee, I have presented to the Academic Senate about Marshall's APR process and processes for determining compensation.

## **Student Organizations**

## **Professional Service**

### **Editorial and Refereeing Activities**

"Journal of Marketing Research", AMA, Editorial Board Member. (2022 - present).

"Journal of Marketing", AMA, Editorial Board Member. (2018 - present).

"Journal of Consumer Psychology", Society for Consumer Psychology, Editorial Board Member. (2015 - present).

"Journal of Consumer Research", Editorial Board Member. (2008 - 2024).

## **Public/Community**

## **Other**

## **Media exposure**

Varied, "NYT, APM, WSJ, etc.". (2024).

I have had my work covered, or been asked to comment, by numerous media sources including: NPR Marketplace on Walmart selling luxury, The Atlantic about lounges and airline loyalty programs, and the NYT about loyalty programs.

## **IV. PROFESSIONAL DEVELOPMENT**

### **Consulting and Expert-Witness Activities**

### **Involvement with Business**

### **Presentations and Conferences:**

### **Professional/Academic Organization Activities**

### **Continuing Professional Education**

## **V. SUPPLEMENTARY INFORMATION**

### **Directorships and Management Responsibilities**

### **Teaching Activities Outside USC**

*Work by USC faculty at another college or university requires advance approval per the Faculty Handbook. In addition, instruction or course creation for other outside enterprises may be inconsistent with a faculty member's responsibilities to USC. Before undertaking any such commitment, a faculty member must seek advance approval from the dean and take reasonable steps to ensure that the proposed activity will not create a conflict or appearance of conflict with any USC program, or dilute USC's academic stature. Further, any faculty member may be an educator at another institution or enterprise in non-emergency situations only upon the written prior approval of the Provost or the Provost's designate. List any teaching activities outside USC.*

### **Financial Interests**

*List all entities having a relationship to the University in which you have a significant financial interest (ownership of 5% or more).*



## Impact on Profession

### Other information

*Describe anything else you would like included in your annual performance review that is not collected elsewhere in this system that you feel should be taken into account in assessing your contributions for this year*

The committee should please note taht in 2021, I chose not to file an APR given the COVID exemption. For the three years before that, as chair, my APR was set by the Vice Dean of Faculty. This will be the first APR whereby my record is fully evaluated in four years.

### Positions Held at USC Marshall

### Awards and Honors

Signature:



Date:

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1-22-25

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