

Joseph Richards



Position Professor

Discipline Marketing

Faculty Contact Info

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Biography

Joseph Richards joined the marketing faculty at CSUS in 2001. He holds a doctorate in Marketing with further specialization in Econometrics. He is an active researcher in the fields of Internet related aspects of consumer behavior, marketing strategy, marketing analytics, and statistical and quantitative marketing models. Recent research and focus is in big data analytics. His publications have appeared in many leading journals such as the Journal of Statistical Planning and Inference, Marketing Management Journal, Journal of International Consumer Marketing, and Journal of Hospital Marketing and Public Relations. In 2005, he received the best marketing research conference paper award from the American Marketing Association. Academic credentials include a Ph.D. from Syracuse

University (2002), Post Graduate Diploma from the Indian Institute of Management, Bangalore (1993), and B.Tech. (Hons.) from the Indian Institute of Technology, Kharagpur (1988). Worked in industry for many years before joining academia in 2001 with wide ranging experience in engineering, operations, marketing, and project management.

Faculty Scholarship

Refereed Journal Articles

Richards, J., Li, M. (2018). The Chinese E-Commerce Search Advertising Business: A Case Study of Taobao. *Contemporary Management Research*, 14(2), 121-142.

Shen, D., Richards, J., Liu, F. (2013). Consumers' Awareness of Sustainable Fashion. *Marketing Management Journal*, 23(2), 134-147.

Richards, J. (2012). Entrepreneurial and Strategic Opportunity Recognition: How the Internet and Social Media moderate cognitive biases. *International Journal of Management Entrepreneurship and Technology*, 1(2).

Richards, J., Zhao, J. (2012). Beijing Innovation System: The Perspective of Organizational Structure and Spatial Distribution. *International Journal of Learning and Intellectual Capital*, 9(1), 1-16.

Richards, J., Karagozolu, N., S. K. (2010). Barriers to Hospice Referrals. *Journal of Academy of Business and Economics*, 10(4), 72-83.

Richards, J., Lee, F., Kim, I. (2010). Entrepreneurial Opportunity Recognition: Does anything change with the Internet and Information Technology? *International Journal of Strategic Management*, 10(2), 70-77.

Karagozolu, N., Richards, J. (2010). Predicting Strategic Action: Effects of market growth and past performance. *Journal of Academy of Business and Economics*, 10(4), 53-61.

Velu, Raja and Richards, J. (2008). Seemingly unrelated reduced-rank regression model. *Journal of Statistical Planning and Inference*, 138(9), 2837 – 2846.