

VITA

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CURRENT STATUS

Professor of Marketing, Management & Entrepreneurship, William and Elizabeth Burkavage Fellowship in Business Ethics & Social Responsibility, *Kania School of Management, University of Scranton*

CAREER OBJECTIVE

To Pursue Excellence in Teaching and Research in Marketing, Social Innovation, & Entrepreneurship and International Business and Service to my Institution, Profession and to my Community

EDUCATION

BOSTON UNIVERSITY
School of Management
Doctorate in Business Administration, December 2001
Major: Marketing
Minor: Strategy and Policy
Dissertation: Leveraging Affiliations by Marketing To and Through Associations

UNIVERSITY OF ARIZONA, TUCSON, AZ
Karl Eller Graduate School of Management,
Master of Science, May 1989
Major: Marketing Research

UNIVERSITY OF ARIZONA, TUCSON, AZ
Karl Eller Graduate School of Management
Master of Business Administration, December 1986
Concentration: Operations Management

M.N. NATIONAL INSTITUTE OF TECHNOLOGY
UNIVERSITY OF ALLAHABAD, INDIA
Bachelor of Engineering, July 1982
Major: Mechanical Engineering (First Class)

ACADEMIC EXPERIENCE

- 2006 - present Professor (2012- present); Associate Professor of Marketing (2006-2011)
William and Elizabeth Burkavage Fellow in Business Ethics & Social
Responsibility (2014- present)
Interim MBA Director (2013 – 2014)
Kania School of Management
University of Scranton
Scranton, PA
- 2001 – 2006 Assistant Professor of Marketing,
Sellinger School of Business
Loyola University MD
Baltimore, MD
- 1989 – 2000 Lecturer / Instructor/ Director of Small Business Management
Department of Business-Marketing
Plymouth State University of the University System of New Hampshire
Plymouth, NH
- 1994 – 1998 Instructor / Graduate Associate
Department of Marketing
Boston University, Boston, MA
- 1985 – 1989 Lecturer / Graduate Associate
Department of Marketing
University of Arizona, Tucson, AZ

TEACHING INTERESTS

- | | |
|--|--------------------|
| Marketing Management & Strategy | Global Marketing |
| Social Innovations & Entrepreneurship | Consumer Behavior |
| Responsibility, Sustainability & Justice | Marketing Research |

RESEARCH INTERESTS

- | | |
|--------------------------------------|-------------------------------|
| Affinity and Associations Marketing | Marketing and Societal Issues |
| Business and Marketing History | Marketing Education |
| Ethics & Targeting Vulnerable Groups | Cross-cultural Marketing |
| Social Innovation & Entrepreneurship | Sustainability and Marketing |

INDUSTRY EMPLOYMENT

1982 – 1983 Engineering Officer (Marketing Division) *Simon Carves (I) Ltd.*, India
Engineering, Purchasing and Administrative work for *Simon Carves (I) Ltd.*, UK based multinational construction and consulting company in India.

Other Short Term Assignments:

2005 – 2008 Evaluator, *US Department of Commerce*, Technology Opportunities Program for *Del Exchange*, DE

Assisting in developing an evaluation research strategy for *Del Exchange*, an intranet for businesses in Delaware. The primary goal is to enhance the participation of current and prospective minority, women, veterans and disadvantaged business enterprises in terms of receiving a fair share of Requests for Proposals and Quotations and Contracts awarded.

1988 (summer) Research Associate on a project for *Federal Trade Commission*.
The report served as a basis for expert testimony against a major consumer product in the U.S.

1988 – present Market Research and consulting work for several Not-for-Profit and For Profit organizations (all work done *pro bono*):

AXA International, New York

DXCEEDS, Newark, DE

Liberty Mutual Insurance, Boston

St. Jerome's Center, Baltimore, MD

Historic Federal Hill Main St. Program, Baltimore

Monitor Company, Cambridge, MA

Catholic Community School, Baltimore

Jac Pac Foods, Manchester, NH

Affinity Partners, Wellesley, MA

Tucson Symphony Orchestra, AZ

2002 – 2007 Editor, Electronic Newsletter for *Marketing* by Kerin, Berkowitz, Hartley, and Rudelius, McGraw-Hill/Irwin.

The ten to fifteen page monthly newsletters were distributed to other Marketing Professors and contained the latest Marketing news and cases.

2000 – 2002 Subject Matter Expert, *Power Web: Marketing*, McGraw – Hill.

Power Web was an online product that brought together many supplemental components useful for the study of a particular subject. I provided weekly updates, quizzes, brief essays and events impacting the discipline of marketing for classes that used *McGraw-Hill* textbooks.

HONORS, AWARDS & RECOGNITIONS

- 2017 President's Strategic Initiatives Funding Award for Engaged, Integrated, Global Course Development, \$6,000
- 2016 Faculty Development Grant for Research, *University of Scranton*, \$3,000
- 2015 Faculty Award for Excellence in Integrating Mission and Justice into the Curriculum, *University of Scranton*
- 2015 Invited Participant as Panelist, *40th Annual Macro-Marketing Conference, Chicago, IL*
- 2014 Awarded William and Elizabeth Burkavage Fellow in Business Ethics & Social Responsibility
- 2014 Faculty Internal Research Grant, *University of Scranton*
- 2013 Runner up in *oikos Global Case Writing Competition, St. Gallen, Switzerland* for the case, "Modernizing Dharavi: If you build, will they come?"
- 2013 Recognized for the quality of the reviews in the *Intl. Journal of Emerging Markets*
- 2012 Approved as a member of the *Fulbright Specialist Roster*
- 2011 Awarded *University of Scranton* Faculty Grant for developing a course on "Social Innovation and Entrepreneurship"
- 2010 University wide *Excellence in Scholarly Publications Award*, University of Scranton
- 2009 Top 10% contributor in the *Encyclopedia of Business Ethics and Society* (winner of *Outstanding Academic Title CHOICE award and one of two Outstanding Titles for the BRASS Business Reference Award*)
- 2008 Completed work as an Evaluator, *US Department of Commerce*, Technology Opportunities Program for *Del Exchange*, Delaware
- 2008 Short listed for Award and Invitation to attend *BMW Award for Intercultural Learning*, Munich, Germany
- 2007 – 2012 Member of the Research Committee, *American Academy of Advertising*
- 2007 Outstanding Research Award for the paper, "Alleviating Poverty: Implications for Business Education," by the *Global Business & Finance Conference*, Costa Rica
- 2006 Finalist (one of five papers), *Journal of Marketing Education*, Best Paper Award for 2006 - Invited to present in a Special Session at the *Marketing Educators' Conference 2006* in San Francisco, CA.
- 2006 Grant (\$2,000) from Faculty Internal Research Program, *University of Scranton*
- 2004 Winner of Research Grant (\$3,000) from *Center for Community Research, Loyola University MD*
- 2003 Finalist, *Society of Marketing Advances*, Innovation in Teaching Competition for work on *Power Web*, A McGraw-Hill product
- 2002 *Power web- Marketing* consistently a top three most popular *McGraw-Hill* website (out of 80+ *Power web* subject sites)
- 2002, 2003 Summer Research Grants, (\$5,000 each) *Loyola University, MD*
- 1993, 2003 Fellowship, *Direct Marketers Institute for Professors*, New York, NY
- 2002 Inducted to *Beta Gamma Sigma*
- 1994 – 1998 Doctoral Tuition Scholarship, *Boston University*

1992 – 1993	Director, Small Business Development Center, <i>Plymouth State University</i> , NH (One of our teams finished fifth in the National Small Business Competition)
1991 – 1992	Advisor to Tom Munns, 1 st place Scholarship winner, <i>NE Direct Marketing Association</i>
1984 – 1989	Graduate Tuition Scholarship, <i>University of Arizona</i>
1981 – 1982	Vice-President, Society of Social Engineers, <i>REC Allahabad, India</i>
1980 – 1981	First and Second positions in All – India Inter Collegiate Quiz Competitions
1979	Captain, College Basketball Team, <i>REC Allahabad, India</i>
1976 – 1977	Vice-Captain of the School & Captain, Soccer Team, <i>St. James' School, Calcutta</i>

PROFESSIONAL LEADERSHIP

JOURNAL REVIEWING/ ADVISORY BOARDS:

Editorial Board Member,	<i>Industrial Marketing Management</i> (2006 - present) <i>Intl. Journal of Mktg. & Management Research</i> (2007- present) <i>International Journal of E-Adoption</i> (2008 – present) <i>Journal of Communications Management</i> (2008 - present)
Academic Advisory Board,	<i>Roundtable Viewpoints: International Business</i> , McGraw-Hill. (2010 - 2012)
Book Review Editor,	<i>Journal of International Consumer Marketing</i> (2011 – present)
Ad hoc reviewer for the	<i>Academy of Management Review</i> 2013, 2014 <i>International Marketing Review</i> 2014, 2015 <i>Journal of Advertising</i> 2005, 2007 <i>Journal of the Academy of Marketing Science</i> (2007 – 2010) <i>Journal of Marketing Education</i> 2007 <i>Journal of Internet Advertising & E-Commerce</i> (2004 - 2008) <i>Marketing Education Review</i> 2007 <i>Journal of Asian Business Studies</i> 2009, 2011 <i>International Journal of Emerging Markets</i> 2009, 2013, 2014 <i>Journal of International Marketing</i> 2009, 2014 <i>Journal of Global Marketing</i> 2010 <i>Journal of Product Innovation and Management</i> 2010 <i>Journal of Macro marketing</i> 2010, 2011, 2012, 2013, 2014, 2016 <i>Journal of Interactive Advertising</i> 2011 <i>African Journal of Marketing Management</i> 2011, 2013 <i>Journal of International Consumer Marketing</i> 2012, 2014 <i>Journalism and Mass Communication Quarterly</i> 2012 <i>Social Indicators Research</i> 2013, 2014 <i>Environment, Development & Responsibility</i> 2015 <i>Environmental Policy and Governance</i> 2015 <i>Journal of Business Venturing</i> 2016 <i>The Social Science Journal</i> 2016 <i>Cross Cultural Research</i> 2017

CONFERENCES/ COMPETITION REVIEWER/ SESSION CHAIR:

Session Chair, 22nd *Eurasian Business & Economics Society (EBES) Conference*, Rome, Italy, May 2017

Session Chair, 22nd *International Association of Jesuit Business Schools (IAJBS) Conference*, Nairobi, Kenya July 2016

Session Chair, *2015 International Marketing Conference*, Dubai, UAE, May, 2015

Session Chair, *2015 International Conference on Asian Studies*, Scranton, PA, March 2015

Reviewer, *2015 Association for Consumer Research Conference*, New Orleans, LA (3 Papers)

Session Chair, *2013 American Society for Competitiveness*, Pittsburgh, PA, November 2013

Reviewer, *2013 American Marketing Association Conference*, Las Vegas, NV, February 2013
(Marketing & Society Track)

Reviewer, *2009-11 American Advertising Association Dissertation Competition* (6 proposals)

Reviewer, *2010 Society for Consumer Psychology Conference* (3 papers)

Session Chair, *2009 4th Annual Public Policy Conference, IIM, Bangalore*

Reviewer, *2009 Association for Consumer Research Conference*, Pittsburgh, PA (2 papers)

Reviewer, *2008 AMA Marketing and Public Policy Dissertation Competition* (2 proposals)

Session Chair, *2007 Global Business and Finance Research Conference*

Reviewer, *2006 AMA Marketing and Public Policy Dissertation Competition*

Reviewer and Discussion Leader, *Marketing Educators' Conference*, 2006, San Francisco, CA
(2 papers)

Reviewer, *American Marketing Association Conference*, San Antonio, TX, February 2005 (Marketing & Society Track- 2 papers)

Reviewer, *World Marketing Congress*, Perth, Australia- International Marketing Track, 2003

Reviewer, *American Marketing Association Conference*, Chicago, IL, August 2003
(Marketing Research Track- 2 papers)

Reviewer, *Annual Academy of Marketing Science Conference*, Washington D.C., May 2003

Chair of Session, *International Society for Quality of Life Studies*, Williamsburg, VA,
November, 2002

Chair of Session, *Northeast Decision Sciences Conference*, Portsmouth, NH (March, 1993)

Discussant & Reviewer, *Western Decision Sciences Conference*, Reno, NV (April, 1992)

Judge, *New England Newspaper Advertising Competition*, 1991 – 1993

ACADEMIC SERVICE

University of Scranton

2006 - Present *University Level Service:*

MBA Director, Interim (2013-2014)

- ✚ Maintained student enrollments (both local and international)
- ✚ Began several initiatives to increase student retention and enrollment in the program
- ✚ The MBA Program ranked No.5 in the country for having the best financial value at graduation in 2014 according to *U.S. News & World Report*
<http://www.scranton.edu/news/royalnews/releases/2014/01/28/us-news-ranking.shtml>

Marshall of the Graduates for Commencement Exercises 2012, 2013

Faculty Senate Member, 2007-2009; 2010-2012

- ✚ Attended every Senate meeting

Executive Committee, Parliamentarian (2010-2011)

- ✚ Attended and participated in every Executive Committee meeting to discuss the forthcoming Senate agenda

Faculty Senate Subcommittee on Academic Policy (2007-2009)

- ✚ Most significant work involved working on several drafts of the University Speakers Policy

Faculty Senate Academic Support Committee (2010-2012)

- ✚ Most significant work involved considering the Provost's proposal for undergraduate curriculum change

Board of Trustees Civic Engagement Committee (2008-2009)

- ✚ Attended monthly Board of Trustees Civic Engagement Committee meetings, and reported back to the Faculty Senate

Faculty Senate Email Sub-Committee (2008-2009)

- ✚ Led by Prof. Tim Cannon, the committee designed a survey targeted to all faculty and reported the findings to the Senate

Senate Representative to Enrollment Mgmt. Committee (2011-2012)

Board of Rank and Tenure (2010-2011)

- ✚ Participated in the Rank & Tenure deliberations for 12 candidates

Faculty Development Board (2011-2014)

- ✚ Reviewed and approved proposals for faculty members conducting research or curriculum development work in the summer and intersession terms.

Institutional Review Board (IRB) for Protection of Human Subjects (2007-09)

- ✚ Reviewed and provided feedback on 60-70 faculty research proposals over a two-year period.

ACADEMIC SERVICE (continued)

University Level Service: University of Scranton (continued)

Education for Justice Advisory Board (2010- 2013)

- ✚ Committee responsible for coordinating and organizing justice initiatives, assessing the state of justice education and deciding how grant money should be dispersed at the University.

FAC Salary and Benefits Committee (2008-09; 2011-12)

- ✚ Appointed by the FAC Executive Committee in 2008 & 2011 to collect information prior to the negotiation of new three year contracts. My task involved gathering data on benefits and insurance programs from similar institutions.

Participated in Honors Idea making seminar in January 2012, 2013, 2014, 2015

- ✚ Served on Rebecca Bartley's Honor Thesis Committee (2011) and Chair of Leo DeBarbara's Thesis Committee (2015)

University Records Management Advisory Board (2006-2007)

- ✚ The committee met once a month- most of the discussions focused on the selection of a records management software, *Xythos* (currently being used by the University) and in assisting in getting data from KSOM being archived in *Xythos*.

University Social Networking / Web 2.0 Research Committee (2008-2009)

- ✚ The committee was charged to prepare a report on the best way to utilize social networking and Web 2.0 tools on campus.

Faculty Task force for Online/Web based Courses (Fall 2009)

- ✚ Member of a committee responsible for preparing a report on the online and web based courses and programs.

Faculty Committee/Seminar on Civic Engagement (Fall 2009)

- ✚ Committee met once every month between 6pm-8.30pm to discuss introducing service learning and civic engagement initiatives on campus.

Center for Teaching & Learning Excellence (CTLE) Mentor Mentee Program (2011-2012) (2013-2014) (2016-2017)

- ✚ Attend monthly meetings on various issues pertaining to first year faculty. Mentored Dr. Kathleen Iacocca during her first year as a faculty in ISOM (2011-2012) and Dr. Robert Giambatista (2013-2014). Invited to present to first year faculty on setting a research agenda, fitting it into academic life & expectations (November 2011).

Strengthening University & Community Partnerships Committee (2007-2009)

- ✚ Member of a committee led by Prof. Stephen J. Casey involved in monthly meetings and civic engagement based activities

Committee on University Image and Promotion (CUIP) (2011-present)

- ✚ Providing guidance and input to the University's marketing efforts

University Council (Alternate Member) (2007-2008)

School of Management (KSOM) Level Service:

KSOM Scholarship/Editorial Committee (2007- present)

- ✚ Presented my research twice (Spring 2009; Fall 2010) in Faculty Research Seminars and attended monthly meetings

KSOM Undergraduate Programs Committee (2006-present)

- ✚ Evaluate appropriateness of new KSOM courses

KSOM Student Services Committee (2006-2008)

Advisor/Mentor, KSOM MBA Program (2006 - present)

- ✚ Advised over 150 MBA students to date. Currently mentoring 12 students

KSOM Ad hoc Software on Laptop Policy Committee (Fall 2008)

- ✚ Met four times in Fall 2008 and prepared a report on software policies

KSOM Affinity Group on Ethics & Social Responsibility (2011-present)

KSOM Affinity Group on Critical Thinking (2011-present)

Department (Management, Marketing & Entrepreneurship) Service:

Moderator, *Marketing Society* Student Club, Fall 2008- Summer 2011

- ✚ Also assisted with the creation of the web page for the club

Created Management and Marketing web page 2011

- ✚ Worked on the content of the web page with Professors Cann, McKeage and Sumrall. Attended CMS training sessions and built the web page

Assisted with Open House Programs Prospective New Students- 2006-present

Marketing Majors presentation in Freshman Seminars 2007-2010

Represented the Department in Career/Major Fair 2008; 2009

Recruiting Committee for the Marketing Position

(Spring & Fall 2010, 2014, 2015)

- ✚ Reviewed the criteria for selection, application materials for applicants. Attended all presentations of potential Marketing and Management candidates.

ACADEMIC SERVICE: Loyola University MD

2004 – 2006 Faculty Adviser, *Mu Kappa Tau*, honor society for Marketing majors

College Diversity Committee

2003 – 2006 Environmental Health and Safety Committee

2002 – 2006 Core and Major Advisor (65 advisees)

2001 – 2005 Faculty Composition and Development Committee

ACADEMIC SERVICE: Plymouth State University

1998 – 2000 Member, Strategic Planning Committee

1993 – 1994 Member, Dean's 'Think Tank' Committee on Education Reform,
Strategic Planning Committee,
Department Microcosm Committee

- 1992 – 1993 Director, Small Business Development Program
 Member, Promotion and Tenure Committee,
 Computer Integration Committee
- 1989 – 1991 Member, Awards and Functions Committee

FACULTY DEVELOPMENT SEMINARS ATTENDED

1. Pilgrimage to Spain: *In the Footsteps of St. Ignatius*, June 2017
2. Clavius Seminar Participant on *Race, Class and the Justice System*, Fall 2016
3. Invited Speaker, Infusing Sustainability Issues into the Curriculum, *University of Scranton*, Scranton, PA, June 2015
4. *5th Transformative Consumer Research Conference*, Villanova University, Philadelphia, PA, May 28-30, 2015
5. Member of Faculty & Staff, *University of Scranton* Service Trip sponsored by the Jesuit Center to Managua, Nicaragua, March 2015
6. *Member of the Clavius Fund Group* “Women and Feminism in Contemporary Catholicism,” *University of Scranton, Scranton, PA*, 2013-2014
7. *Infusing Sustainability Issues into the Curriculum*, University of Scranton, Scranton, PA, May, 2012
 - ✚ Organized by Drs. Michael Cann and Sharon Meagher on meaningfully integrating sustainability issues in the classroom
8. *3rd Transformative Consumer Research Conference*, Baylor University, Waco, TX June 26-28 2011
 - ✚ Goal of the conference was to bring together consumer researchers aimed at fostering trans-disciplinary networks and exploring disparate visions of the future on how scholarship and help alleviate the most pressing social and economic problems
9. Faculty Committee/Seminar on Civic Engagement, Fall 2009
 - ✚ Committee met once every month between 6pm-8.30pm to discuss service learning and civic engagement issues on campus.
10. *Faith & Reason: A Dialogue at the Heart of Jesuit Education Conference*, Center on Religion, and Culture, *Fordham University*, New York, NY, June 16-18 2009
 - ✚ Conference explored building bridges between faith and reason, between religion and culture, and between heart and religion
11. 2nd *Transformative Consumer Research Conference*, Villanova University, Philadelphia, PA, June 26-28 2009

12. 2nd Harvard *Political Social Networks Conference*, Kennedy School of Government, Harvard University, MA, June 11-13 2009
 - ✚ Conference consisted of workshops, seminars and presentations on using evolving social network analytical tools in research
13. *Bridges to El Salvador*, June 7-14, 2008
 - ✚ Trip sponsored by Fr. Pilarz and the Jesuit mission and organized by CRISPAZ to study the economic and social conditions in El Salvador
14. Teleconference with Dr. Muhammad Yunus on *Social Business and Social Entrepreneurship* on January 12, 2008
 - ✚ The conference was organized by *results.org*, a not for profit organization whose mission is to create the public and political will to end poverty by empowering individuals to exercise their personal and political power for change.
15. MBA Round Table Symposium on Advancing Sustainability Curricula in Management Education, *DePaul University*, Chicago, IL November 1-2, 2007.
 - ✚ The symposium focused on sustainability issues in the business curricula
16. Faculty Seminar on Nature of the Catholic and Jesuit University in the 21st Century, *University of Scranton*, PA, August 1-5, 2007
 - ✚ The seminar was moderated by Provost Hal Baillie and Associate Provost Springs Steele and explored the roots of the Catholic intellectual tradition and how those roots support the University and a centuries old network of colleges and universities.
17. Seminar on *Creating a Teaching Portfolio*, Loyola University MD, May 23-27, 2004
 - ✚ Week-long Conference on Preparing a Teaching, Research and Service based portfolio for University educators by Dr. Peter Seldin, Professor of Management *Pace University*, New York
18. *Service Learning and Engaged Scholarship Faculty Fellows Seminar*, Loyola University in Maryland, May 10-14, August 30-31, 2004
 - ✚ A Seven day Seminar Moderated by Dr. Robin Crews, Director of Service-Learning at Loyola University, MD to demonstrate different models of how academic study and community service can be combined to enhance students' learning
19. Workshop on *Analysis and Decision Making*, Loyola University MD, May 17-21, 2004
 - ✚ Week-long workshop on advanced quantitative techniques by Dr. Phoebe Sharkey, Professor of Economics, *Loyola University*, MD
20. Participant, Consortium in Teaching Excellence for Early Career Professors, *Marketing Management Association*, September 11-12, 2003
 - ✚ Workshop moderated by eminent Marketing faculty throughout the United States
21. *Business Ethics Infusion Workshop*, Loyola University Maryland, May 19-23, 2003
 - ✚ Week-long workshop moderated by Law Faculty at *Loyola University, MD*

22. Fellowship, *Direct/ Interactive Marketers Institute for Professors*, University of Maryland, MD, January 8 – 10, 2003

- ✚ Participants were selected competitively for the program, and all expenses were covered by the *Direct Marketing Educational Foundation*. The Institute tutored professors about the latest interactive marketing techniques.

23. Fellowship, *Direct Marketers Institute for Professors*, New York, NY, May 1993

SELECTED MEDIA CITATIONS/ PARTICPATION

NEPA Business Journal, (Phil Yacoboski, October 2016) on social mobility and poverty

The Times Tribune, Scranton, PA (Peter Cameron, October 23, 2016) on the growth of legal advertising

NEPA Business Journal, (Phil Yacoboski, September 2015) on Corporate identity brand and social media

The Laura Ingraham Show (May 29, 2015) on the nuances of spelling in the English language

The Times Tribune, Scranton, PA (David Singleton, April 16, 2015), NEPA as fast-food battleground

The Times Tribune, Scranton, PA (Brendon Gibbons, April 22, 2014) Greening strategies of organizations

WBRE TV February 3, 2014, Analyzing the Super Bowl Ads (with Dr. Stacy Smulowitz)

The Times Leader, Wilkes Barre, PA (Mark Guydish, October 2013), on Halloween spending trends

The Times Leader, Wilkes Barre, PA (October 2007), on evolving role of e-commerce in marketing

The Scranton Times, (Elizabeth Piet, Sept. 13, 2007), on impact on demographic transformation in NEPA

Baltimore Business Journal, (Julekha Dash, February 2005), on the future of technology in broadcasting

Wall Street Journal (Glenn Simpson, January 2001), coauthor interviewed on affinity marketing article

Concord Monitor, (Kathleen Burge, November 1992), on role of business in re-inventing government

RESEARCH & PUBLICATIONS

BOOKS:

Taking Sides: Clashing Views on Controversial Issues in Marketing

McGraw-Hill Publications (2001 – Co-author: Bart Macchiette)

Also available as an e-book at:

http://highered.mcgraw-hill.com/sites/0076667771/student_view0/marketing/1e/

- ✚ Available in **162** libraries throughout the world according to **WORLDCAT**

- ✚ Reviewed in **Journal of Macro-marketing**, Fall 2002.

Teaching Instructors Manual for **Taking Sides: Clashing Views on Controversial Issues in Marketing**, ***McGraw-Hill/Dushkin Publications*** (2002)

(Co-authors: Catherine Leonard & Bart Macchiette)

ARTICLES:

Peer Reviewed Journals:

1. "Spirituality, Religiosity and their Relative Impacts on Quality of Life," **Journal of Management, Spirituality & Religion** (under final review, with G. Biberman and L. Tischler)
2. "Expansion of the Middle Class in India: 1947 to the Present and Beyond" in L. Ellington ed. **Education About Asia** (2018- forthcoming)
3. "Omission and Commission as Marketplace Trauma: **Journal of Public Policy and Marketing**, [Fall 2016], Volume 35(2), 280-291. (with A. Bennett et al.)
4. "The Pioneering Social Entrepreneur of India: Exploring the life and work of Vidyasagar in Colonial British India," **International Journal of Social Entrepreneurship and Innovation**, (January 2015, Volume 3, Issue 6: 421-439).
5. "El Futuro Pasa Por Las Villas?" **Ecosistema** (November 2015), 52- 55. [Published in Spanish in Buenos Ares, Argentina].
6. "Antecedents and Consequences of Impending Population Implosion in the Developed World: Implications for Business Systems" **International Journal of Sustainable Society** (with Mousumi Roy) [2015]
7. "Predictors of Various Facets of Sustainability of Nations: The Role of Cultural and Economic Factors" **International Business Review** (with Irene Goll) [October 2014]
8. "Predictors of Social Entrepreneurship Success: A Cross-national Analysis of Antecedent Factors," **Journal of Social Entrepreneurship**, (with Alan Brumagim and Irene Goll) [August 2014].
9. "Towards Intercultural Competency in Multicultural Marketplaces" **Journal of Public Policy and Marketing** (with Catherine Demangeot et al.,) [2013]
10. "Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multicultural Marketplaces," **Journal of Business Research** (with Eva Kipnis et al.,) [2013]
11. "Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability," **Journal of Research for Consumers** (with Amanda Broderick et al.) (11) (December 2011).
12. "No Harm Done? Culture based Branding and its Impact on Consumer Vulnerability: A Research Agenda" **Social Business** [Winter 2011] Vol. 1, No. 3, 141-158 (with Amanda Broderick et al.)
13. "Immigration, Culture and Ethnicity in Transformative Consumer Research," **Journal of Public Policy and Marketing** [Spring 2011], Volume 30, Issue 1, 47-54. (with D. Crockett, L. Anderson, S.A. Bone, J.J. Wang and G. Coble)

14. “Re-engineering an Urban Slum: A Case Study of Dharavi, India,” **International Journal of Sustainable Society** [Fall 2010], (with M. Roy) Volume 2, No. 4, 420-437.
15. “Managing and Leveraging Poverty: Implications for Teaching International Business,” **Journal of Teaching in International Business**, [Spring 2010] Volume 21, 1 (March) 4-26. (with M. Roy)
 - ✚ Lead (first) article in the issue
16. “Stealth Marketing as a Strategy,” **Business Horizons**, (with S.P. Chattopadhyay) Volume 53, Issue 1, January-February 2010, 69-79.
 - ✚ Available through *Harvard Business Review* (hbr.org) at:
<http://hbr.org/product/stealth-marketing-as-a-strategy/an/BH370-PDF-ENG>
17. “Online Communities and Social Networking” in **Social Computing: Concepts, Methodologies, Tools, and Applications: Concepts, Methodologies, Tools, and Applications**, (2010), 45-54.
18. “The Interrelationships between TV Viewing, Values, and Quality of Life: A Global Perspective” **Journal of International Business Studies** (with Sandra K. Smith Speck) [November 2008]
 - ✚ Only paper published in *JIBS* (to date) that focuses on global materialism and quality of life issues.
19. “Leveraging Affiliations by Marketing To and Through Associations,” **Industrial Marketing Management** (with Paul D. Berger) April 2007.
 - ✚ Lead (first) article in an issue of 10 articles
 - ✚ Synopsis of article provided by Nancy Rathbun Scott, Editor of *Marketing AdVents*, September, 2007
20. “The Impact of Cultural Values on Marketing Ethical Norms: A Study in India and the USA” **Journal of International Marketing**, (2006) 14, 4, 28-56 (with P. Paul & K. Mukhopadhaya)
 - Featured in *Marketing News*, AMA Publications, December 15, 2006
 - Cited in at least 2 leading International Marketing textbooks, (Cateora, Gilly and Graham 2009; Onkavist and Shaw 2009)
21. “Debating the Issues: A Tool for Augmenting Critical Thinking Skills of Marketing Students” **Journal of Marketing Education** (2005 December) 264-276 – with B. Macchiette)
 - **Finalist (one of five papers)**, *Journal of Marketing Education*, Best Paper Award for 2006- Invited to present in a Special Session at the *Marketing Educators’ Conference* 2006 in San Francisco, CA.
22. “Business-to-Business Approaches to Marketing To and Through Associations: A Descriptive Analysis and Research Issues,” **Journal of Business-to-Business Marketing** (2005), 12 (3), 27-57 (with P. D. Berger).

23. “Tapping Into Association Marketing: Conceptual Frameworks Provide Insight Into Creating Marketing Strategies Targeted at Groups,” in *Intelligence: New Developments, Research, and Ideas in Management* **MIT Sloan Management Review** (Summer 2003) Volume 44, 4, 8 - 9. (with P. D. Berger and D. Smagalla)
- Available at the *MIT Sloan Management Review* web site:
<http://sloanreview.mit.edu/smr/issue/2003/summer/1d/>
 - Featured article by the *Direct Marketing Association* (DMA) website on Associations
<http://www.the-dma.org/nonprofitfederation/membershipmarketing.shtml>
24. “E-mail and Mixed Mail Database Surveys Revisited: Exploratory Analyses of Underlying Factors Affecting Response Rates” **Journal of Database Marketing**, 12, 2, January (2005), 153-171- with P. D. Berger.
- ✚ Abstract available at the Palgrave MacMillan web site:
<http://www.ingentaconnect.com/content/pal/dbm/2005/00000012/00000002/art00008>
25. “Sensitive Groups and Social Issues: Are you Marketing Correct?” with Bart Macchiette, **Journal of Consumer Marketing**, Vol. 11, 4, (1994), 55-64.
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152. "Postmodernism and Business Ethics" (2007), **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
153. "Green Marketing Strategies" (2007) in **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
154. "Marketing to Minorities" (2007) in **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
155. "Predatory Pricing and Trading" (2007), **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
156. "Virtual Communities on the Internet" (2005) in **Encyclopedia of Multimedia Technology and Networking** ed. Margherita Panini, *Idea Publishers*: Hershey, PA.
157. "American Advertising Federation (AAF)," (2003). **Encyclopedia of Advertising**, ed. John McDonough, *Fitzroy Dearborn Publishers*, Chicago, IL.
158. "Target Marketing" (2003), **Encyclopedia of Advertising**, ed. John McDonough, *Fitzroy Dearborn Publishers*, Chicago, IL.
159. "The Use of 1 – 800 Numbers in Advertising" (2003) **Encyclopedia of Advertising**, ed. John McDonough, *Fitzroy Dearborn Publishers*, Chicago, IL.
160. "The Use of 1 – 900 Numbers in Advertising," (2003), **Encyclopedia of Advertising**, ed. John McDonough, *Fitzroy Dearborn Publishers*, Chicago, IL.
161. "Bennetton" (2000) **Encyclopedia of Popular Culture**, edited by Tom Pendergast, *St. James' Press*, Farmington Hills, MI.
162. "Betty Crocker" (2000) **Encyclopedia of Popular Culture**, edited by Tom Pendergast, *St. James' Press*, Farmington Hills, MI.
163. "Mary Kay Cosmetics" (2000) **Encyclopedia of Popular Culture**, edited by Tom Pendergast, *St. James' Press*, Farmington Hills, MI.

CONFERENCE PROCEEDINGS/PRESENTATIONS¹:

1. “Sustainability in Slums: Similarities and Differences” **Spaces and Flows: 8th International Conference on Urban and Extra-urban Studies**, University of Hull, England, October 2017.
2. “Business Implications for an Aging Developed World” 23rd **International Association of Jesuit Business Schools (IAJBS) Conference**, University of Namur, Belgium July 2017.
3. “A Typology of Confucian Values, Ethics and Culture: Implications for Management” (with P.Paul and M. Roy) **2nd Susilo Symposium for Ethics in the Global Economy**, Boston University, June 2017.
4. “A Cross-National Analyses of European Brands” **22nd Eurasian Business & Economics Society Conference**, Rome, Italy, May 2017.
5. Teaching Social Innovation and Entrepreneurship as a Travel/Online course: Focusing on the emerging Indian market" **22nd International Association of Jesuit Business Schools (IAJBS) Conference**, Nairobi, Kenya July, 2016.
6. “Chinese Entrepreneurship in Africa: Four Axioms and a Typology of Entry Strategies,” **7th Africa and Business Entrepreneurship Conference**, Whitman School of Management, Syracuse University, May 20, 2016.
7. “The Evolution of Corporate Social Responsibility (CSR) Programs in the Tata Group” **41st Annual Conference Montreal, Quebec, Canada**, May 30, 2016.
8. “Typologies to Classify Ben Franklin’s Social Innovations,” **40th Annual Macro-marketing Conference**, Loyola University, Chicago, IL, June 2015.
9. “A Typology of Virtual Communities of the Internet: Contingency Marketing Approaches,” **International Academic Research Conference on Global Business** Dubai, UAE, May 2015.
10. “A Cross-National Analysis of Asian Brands” **2015 International Asian Studies Conference**, University of Scranton, PA, March 2015.
11. “A Longitudinal Analysis of the Patterns of Networks of the Major Global Retailers” **34th International Social Networking Association (INSNA) Conference**, St. Petersburg, FL, February 2014.

¹ Most of them are extended abstracts – the recent ones are available in electronic form (i.e., CDs) of paper copies.

12. "A Cross-National Study of the Influence of Environmental Sustainability on Global Competitiveness: The Moderating Role of Cultural Dimensions and Economic Conditions," **2013 American Society of Competitiveness Conference**, Pittsburgh, PA, November 2013.
13. "Spirituality, Religiosity and their Relative Impacts on Quality of Life" (with G. Biberman and L. Tischler) at the **2013 Colleagues in Jesuit Business Education Conference**, St. Louis University, St. Louis, Missouri, July 2013.
14. "Antecedents and Consequences of the Aging Developed World: Implications for Business Systems at the 2013 **Pennsylvania Economic Association Conference**, Scranton, PA, June, 2012.
15. "Dwarkanath Tagore's Integrated Marketing Approach in Partnering with British East India Company and other Enterprises," presented at the **38th Annual Meeting of the Economic and Business Historical Society Conference**, Baltimore, MD, May, 2013.
16. "Ishwarchandra Vidyasagar as a Pioneering Social Entrepreneur of India" presented at the **International Marketing Conference, Indian Institute of Management, Calcutta**, December 2012, Kolkata, India.
17. "Ben Franklin: A Pioneer of Physical Distribution and Logistical Systems?" **37th Conference of the Macro Marketing Society** (June 2012) Berlin, Germany.
18. "Ben Franklin's Contributions to Marketing Research: A Historical Perspective," **37th Conference of the Macro Marketing Society** (June 2012) Berlin, Germany.
19. "Who Went Where? A Social Network Analysis of First Placements in the Marketing Discipline," **32nd International Social Networking Association (INSNA) Conference**, March 2012, Redondo Beach, CA. (with M. Roy)
20. "Predictors of Various Facets of Environmental Sustainability: The Role of Cultural, Economic and Corruption Factors," **18th Annual International Conference Promoting Business Ethics**, October 2011, St. John's University, New York, NY, (with I. Goll).
21. "Nuru Lights: Lighting Up the "World Without Electricity," in Africa" **2nd Conference on "Entrepreneurship in Africa at Whitman School of Business**, Syracuse University, NY, May, 2011.
22. "Ben Franklin as a Pioneering Social Entrepreneur: A Historical Perspective" **36th Annual Meeting of the Economic and Business Historical Society Conference**, Columbus, OH, April, 2011.
23. "The Five Metaphors of Extremeness in "X-brands" in the Book of Abstracts, **6th International Conference of the Academy of Marketing's Conference on Brand, Identity and Corporate Reputation**, Barcelona, Spain, April 2010.
24. "A Longitudinal Analysis of Chinese Entrepreneurship in Africa," **Whitman School of Management Conference on Entrepreneurship in Africa**, Syracuse University, Syracuse University, NY, April 2010.

25. "Sustainability Practices at the Bottom of the Pyramid: A Case Study of Dharavi, India" **Fourth Annual International Conference on Public Policy and Management**, August 2009, Indian Institute of Management, Bangalore, India.
26. "The Mortgage Lending Crisis: How much is the Community Reinvestment Act to Blame? Home Mortgage Lending Analysis in NEPA (2004-2006)" presented at the **2nd Annual Research Symposium The Institute for Public Policy and Economic Development**, Marywood University, Scranton, PA, April 2009.
27. "Business Ethics in the Health Care Industry: A Review of the Major Issues," **15th Annual International Conference Promoting Business Ethics**, October 2008, St. John's University, New York, NY, (with D. Sumrall).
28. "When is Surrogate Marketing Surreptitious? An Ethical Perspective" **15th Annual International Conference Promoting Business Ethics**, October 2008, St. John's University, New York, NY.
29. "A Typology of Stealth Marketing Strategies," **33rd Annual Macromarketing Conference**, Macro-marketing Society, Inc, June 2008, Clemson University, SC. (with S.P. Chattopadhyay)
30. "Redeveloping an Urban Slum: A Case Study and Macro-marketing Implications," **33rd Annual Macromarketing Conference**, June 2008, Macro-marketing Society, Inc, Clemson University, SC. (with M. Roy)
31. "Ben Franklin and his Social Networks," **Proceedings of the 2008 International Social Network Conference**, St. Petersburg, FL.
32. "The Promise of Social Entrepreneurship," **Proceedings of the 2007 Colleagues in Jesuit Business Education Conference**, LeMoyne College, Syracuse, New York.
33. "Population Collapse: Why that might happen in the Developing World and what we can do about it" **Proceedings of 2007 Macro-marketing and Development: Building Bridges and Forging Alliances Conference**, Washington DC. (with M. Roy)
34. "Alleviating Poverty: Implications for Business Education," **Proceedings of the 2007 Global Conference on Business and Finance**, San Jose, Costa Rica.
35. "A Holistic Approach to Greening the Marketing Curriculum: A Framework for Action," **Proceedings of 2007 Global Conference on Business and Finance**, San Jose, Costa Rica.
36. "A Cross-Cultural Study of the Impact of TV Viewing on Values and Quality of Life," **Proceedings of the 2006 International Conference on Research in Advertising (ICORIA)** Bath, UK.
37. "Enhancing Critical Thinking by Implementing Debate in the Marketing Classroom- Crucial Questions and a Blueprint for Action," **Proceedings of the 2006 Marketing Educators' Association Conference**, San Francisco, CA.

38. "Relationship Marketing Practices in Marketing to and through Associations in Service Industries," **Proceedings of 2004 Academy of Marketing Conference**, Cheltenham, UK.
39. "A Descriptive Analysis and Research Issues in Marketing to and through Associations," **Proceedings of 2004 Academy of Marketing Conference**, Cheltenham, UK.
40. "Greening the Supply Chain: The Differential Impact of Top Management's Environmental Responsiveness on their Product Development Process," Proceedings of the 2004 **American Marketing Association Public Policy Conference** Salt Lake City, UT (with A. Pujari)
41. "Integrating Power Web Cases into a Marketing Class," a finalist for **Society for Marketing Advances (SMA) 2003 Innovations in Teaching Competition Award** - November, 2003: New Orleans, LA.
42. "Electronic Cases: Enhancement of Interactivity in Marketing Education," (2003), **Marketing Management Association (MMA) Fall Educators' Conference**, Nashville, TN.
43. "Further Issues and Factors Affecting the Response Rates of E-mail and Mixed Mode Surveys," (2003), R. Bruce Money and Randall L. Rose eds. **American Marketing Educators' Summer Proceedings**, Chicago, IL.
44. "Marketing To and Through Associations: A Framework and Some Propositions," (2003), R. Bruce Money and Randall L. Rose eds. **American Marketing Educators' Summer Proceedings**, Chicago, IL.
45. "Facing the Marketing Correctness Challenge: Framing the Issues" (2003), Scot Burton, Craig Andrews and Michael Mazis ed. **American Marketing Association Marketing and Public Policy Conference**, Washington D.C.
46. "Population Collapse: Cross-National Analyses of Underlying Factors," (2003) **American Association for the Advancement of Science**, Denver, CO [with Richard H. Franke, (Professor of Management and International Business) and Heather L. Barc and Celine McElwee (students).
47. "The Obesity Epidemic: Time Series Analyses of Possible Factors in the United States," (2003) **American Association for the Advancement of Science**, Denver, CO [with Richard H. Franke, (Professor of Management and International Business), and Alfred V. Griffin (student).
48. "Revitalizing Main Street: The Case of Historic Federal Hill, Baltimore" (2002) **Advances in Community Quality of Life Research: International Society for Quality of Life Studies**, Williamsburg, VA.
49. "Taking Sides in the Classroom: Harnessing Critical Thinking in Contemporary Marketing Curricula," (2002) **Marketing Management Association Fall Educators' Conference**, Memphis, TN.

50. “A Cluster Analytic Approach to Determining Affinity Group Configurations,” (1999), **Society of Applied Sociology Conference**, Dallas, TX.
51. “Cross- Cultural Advertising – Focus on Quebec,” **Annual Academy of Advertising Conference**, Montreal, Canada, April, 1993 (with Peter Denes and Bart Macchiette)
52. “Affinity Marketing as a Promotional Technique: Bankers’ Perceptions of the Credit Card Industry”, (1992) **Western Decision Sciences Conference**, Reno, NV.
53. “Target Marketing to Sensitive Groups: What is Marketing Correct?” (1992), **Southwestern Federation of Academic Disciplines**, San Antonio, TX.
54. “Affinity Marketing: What is it and How Does it Work?” (1991), **Third Annual Direct Marketing Educators’ Conference**, Boston, MA (with B. Macchiette).
55. “Direct Marketing to the Credit Card Industry – Utilizing the Affinity Concept”, (1990), **Second Annual Direct Marketing Educators’ Conference**, San Francisco, CA. (with B. Macchiette) [*One of four papers chosen for the conference*]

DOCTORAL DISSERTATION COMMITTEE:

Monika Bissell, (2008) *Nova Southeastern University, Wayne Huizenga School of Business and Entrepreneurship*, Dissertation Title, “The Relative Importance of Sales Behaviors to Sales Success: A Comparative Study of the United States and Canada”

MASTERS THESES SUPERVISION: (all at Plymouth State University, Plymouth, NH)

Susan Frenzen, Market Study for the League of New Hampshire Craftsmen, 1993

Xiaoli Zheng, The International Trade of the People’s Republic of China, 1992

Lingo Liu, A Survey of the Affinity Credit Card Market in the United States, 1991

Linda Grotton, Market study of the NH Electric Supply Industry, 1990

EXTERNAL REVIEWER FOR PROMOTION/TENURE/FUNDING DECISIONS

Promotion to Full Professor, *Loyola Marymount University*, Los Angeles, CA Summer 2017

Promotion to Full Professor, *St. Joseph’s University*, Philadelphia, PA, Summer 2017

Promotion and Tenure, *Xavier Institute of Social Service*, Ranchi, India, Fall 2016

Promotion to Associate Professor, *University of Khartoum*, Sudan, Fall 2015

Icelandic Research Fund (IRF) Application Evaluation on Sustainability, Fall 2014

PUBLISHED CASES ON THE NET

Selected short electronic cases have appeared on **Power Web: Marketing**, a *McGraw-Hill* product [Finalist, *Society of Marketing Advances*, Innovation in Teaching Competition 2003]

1. "Georgia on My Mind," December 9, 2002
2. "Crossing Over" November 25, 2002
3. "Oops! They Did It Again" November 11, 2002
4. "Too Good to be True?" October 28, 2002
5. "Tiger, Tiger Burning Bright, Is the Watch on Your Hand Right?" October 14, 2002
6. "From Haier to Eternity..." September 16, 2002
7. "Marketing and 9/11" September 2, 2002
8. "Sayonara Japan, Ni Hao China!" July 15, 2002
9. "E-Governance to the Rescue?" July 1, 2002
10. "Operator, Can You Help Me Place This Call" June 3, 2002
11. "Good Cause, Bad Ads?" May 20, 2002
12. "What's Neighborhood Got To Do With It? May 6, 2002
13. "Namaste' Domino's" April 8, 2002
14. "Yabba Dabba Doo!" March 25, 2002
15. "Six Degrees of Separation" March 11, 2002
16. "What's in a Name?" February 25, 2002
17. "This One's For You" February 11, 2002
18. "Attention K-Mart Shoppers!" January 28, 2002
19. "Starbucks Goes to Europe" January 14, 2001
20. "Will "IT" Sell?" December 3, 2001
21. "Saving Harry Potter" November 19, 2001
22. "Eyes Wide Shut" November 5, 2001
23. "What Happened at Polaroid?" October 22, 2001
24. "Advertisers Seek Responses to New Moods," October 8, 2001
25. "September 11, 2001" September 24, 2001
26. "Reinventing "Punchy"" September 10, 2001
27. "You're Pre-Approved!" July 2, 2001
28. "Of Mushrooms and Free Speech" June 25, 2001
29. "Ms. Roddick, Meet Mr. Vergara" June 18, 2001
30. "A Blockbuster Deal?" June 11, 2001
31. "Get Me the Cheapest Fare" June 4, 2001
32. "Long Live Association Marketing!" May 28, 2001
33. "Where's Waldo?" May 21, 2001
34. "Let the Sharks Roam?" May 14, 2001
35. "McLlatte With Your McCurry, Ma'am?" May 7, 2001

36. "Total Recall" April 30, 2001
37. "Mary Kay Conquers the World" April 9, 2001
38. "You've Come a Long Way, Betty Crocker" April 2, 2001
39. "A Room with Some Fries" March 26, 2001
40. "Commercialism in the Classroom" March 19, 2001
41. "What's the Right Price?" March 12, 2001
42. "Making Sense of the Census" March 5, 2001
43. "Hold My Hand" February 26, 2001
44. "Brother, Can You Spare a Dime?" February 19, 2001
45. "Happy Valentine's Day!" February 12, 2001
46. "Here Comes the XFL" February 5, 2001
47. "How About Those Super Bowl Ads?" January 29, 2001
48. "Welcome to the Age of the "Prosumer"?" January 22, 2001
49. "Is Surrogate Marketing Surreptitious?" January 15, 2001
50. "Philip Morris 'Cover-up'" January 8, 2001
51. "*Au Revoir*, Olds" December 18, 2000
52. "'The Plant' Goes Into Hibernation" December 11, 2000
53. "Pets, Stamps, and Prescription Drugs" December 4, 2000
54. "Who Let the shoppers Out?" November 27, 2000
55. "Hello E-Gambling!" November 20, 2000
56. "'Political Marketing" October 30, 2000
57. "And Pop! Goes Pop.com" October 23, 2000
58. "The Tale of the Trial of Two Tigers in Tennessee" October 16, 2000
59. "Spam!" October 9, 2000
60. "Enhancing E-Relationships with E-mail Marketing" October 2, 2000
61. "Ambush Marketing" September 25, 2000
62. "Marketing the Olympics" September 18, 2000
63. "Who Owns a List? The *Toysmart* Story" September 11, 2000
64. "Choosing Partners: What's Up with Amazon.com?" September 4, 2000
65. "Are You Ready for Your News on the Web?" August 28, 2000
66. "Dousing the Fire at Firestone: Why is this Ford's Headache?" August 21, 2000
67. "Napster versus RIAA: Which Side Are You On?" August 14, 2000
68. "What's your Affinity?" July 24, 2000
69. "Farmers on the 'Net: You Bet!" July 17, 2000
70. "The Many Faces of the Word 'Free' in Advertising" July 10, 2000
71. "Genetics and Healthcare Marketing: Issues of Power and Ethics" July 3, 2000
72. "Taking Viral Marketing to the Next Level" June 26, 2000
73. "Segmenting 'On-line' Customers" June 19, 2000
74. "Lessons from Boo.com", June 5, 2000

oikos Case Collection, St. Gallen, Switzerland (Greenleaf Publishing: Sheffield, UK)

1. Modernizing *Dharavi*: If You Build, Will They Come? (with M. Roy) 22 pp. (2014)
2. Teaching Note for: “Modernizing *Dharavi*: If You Build, Will They Come?” (with M. Roy) 12 pp. (2014)

GRADUATE COURSEWORK IN BUSINESS

[The Courses were completed at *Boston University (BU)* & and at the *University of Arizona (UA)*]

Marketing

Doctoral Seminars in:

Marketing Theory and Strategy (BU)
Mathematical Modeling and Decision Making (BU)
Marketing Distribution Systems and Channels (BU)
Consumer Behavior (BU)
Global Perspectives in Marketing (BU)
Marketing Research Priorities (UA)
Experimental Research Methods in Marketing (UA)
Consumer Research (UA)
Marketing Models and Decision
Support Systems (UA)

Marketing Organizations and Systems (UA)
Marketing Theory (UA)

Marketing Research (BU)
Marketing Management (UA)

Consumer Behavior (UA)
Marketing Communications (UA)
Survey Research Methods in Marketing (UA)

Management Information Systems/ Operations Management (all at UA)

Management Information Systems
Behavioral Aspects of information Systems
Operations Management
Productivity Improvement
and Statistical Quality Control

Economics (all at UA)

Doctoral Seminar in Experimental Economics
International Economic Development
Micro-economic Theory
Macro-economic Theory

Management and Strategy

Doctoral Seminars in:

Strategy Process Research (BU)
Strategy Content Research (BU)
Organizations and Environment (BU)
Teaching Methods (BU)
Behavioral Science Theory & Methods (UA)
Judgment and Decision Making (UA)

Organizational Theory and Behavioral
Relations (UA)
Business Case Analysis & Presentation (UA)

Research Methodology

Doctoral Seminars in:

Structural Equations Modeling (BU)
Multivariate Statistical Methods (BU)
Experimental Design and Analysis (BU)
Social Science Research Methods (BU)

Multivariate Regression Analysis (UA)
Multivariate Analysis of Variance and
Covariance (UA)

Accounting (all at UA)

Financial Accounting
Managerial and Cost Accounting

Finance (at UA)

Business Finance

Psychology (all at UA)

Seminar in Environmental Psychology
Cognitive and Affective Bases of Behavior

COMMUNITY ACTIVITIES

- Spring 2015 Supervised written marketing plans by students on “*Marketing the NEPA Philharmonic to Younger Audiences*” for the NEPA Philharmonic.
- Fall 2014 Volunteered at the 11th Annual Thanksgiving food drive hosted by the *Center for Service & Social Justice & The Jesuit Center at Valley Terrace Housing Development in South Scranton* (November 2014).
- Presented “*Diwali: The Festival of Lights*” at the 4th Annual Bonfire at the *Iron Furnaces*, Scranton, PA (October 2014).
- Spring 2011 Organized with Dr. Ann Pang White the Asian Festival Program with a focus on India, Bhutan and Nepal. Presented “*Holi: A Festival of Color*” to the Scranton community. (Repeated in Spring 2012, 2013, 2014, 2015 to the student community) This is organized on behalf of the Asian Studies Program.
- Spring 2010 Prepared a report (with students’ assistance) on “Reviving the music industry in the city of Scranton,” for Mr. William Coleman, Lackawanna County Deputy Director for Planning and Economic Development
- 2008 - 2009 Prepared a report on the Home Mortgage Lending Analysis in *NEPA* (2004-2006) for *United Neighborhood Centers*, Scranton, PA
- 2007 - 2008 *University Community Partnership Committee*
(*University of Scranton* and the neighboring communities)
- Volunteer for *North South Foundation (NSF)* for conducting Educational Competitions in Allentown, PA for Indian American children. The funds raised were used to provide scholarships for poor children in India.
- 2002 – 2005 Annual Volunteer, *Beans and Bread Meals Program, Care-A-Van*, Baltimore.
- 1994 – 2000 Treasurer (1998-2000), Executive Committee Member (1994 - 1998), *Bangla-O-Biswa*, an Ethnic Association of approximately 400 members in New England.
- 1995 – 1996 Night and Weekend Manager, *Harbor Schools*, Newburyport, MA.
- Counseled and cared for troubled and disadvantaged youngsters in the residential program of Harbor Schools and Family Services, which is funded in part by the *Commonwealth of Massachusetts*, Department of Social Services.
- 1981 – 1982 Vice-President, Society of Social Engineers, *REC Allahabad, India*

REFERENCES

Available upon Request