

Consortium Faculty



DR. MADHUKAR G. ANGUR

Chancellor, Alliance University, Bangalore, India (www.alliance.edu.in)

Dr. Madhukar G. Angur is the Chancellor of Alliance University. Dr. Angur holds a Ph. D. from the University of Texas, Arlington, USA; a Post Graduate Diploma in Management from the Indian Institute of Management, Ahmedabad, India; and a Bachelor of Technology degree in Electrical Engineering from the National Institute of Technology, Surathkal, India.

Dr. Angur also serves on the Board of companies in the manufacturing and service sectors. Dr. Angur was the David M. French Distinguished Professor in the School of Management at the Flint campus of the University of Michigan, USA. He has served as a consultant for many organizations. Dr. Angur was nominated twice for the Carnegie Foundation Professor of the Year Award and in 1997, he was recognized by the Michigan Association of University Governing Boards as a Distinguished Michigan Professor.

His research interests are in the areas of business analytics and strategy, industrial marketing, healthcare and services management. Dr. Angur has presented papers at several conferences world-wide. His publications have appeared in the Industrial Marketing Management, Journal of Advertising Research, Journal of Marketing Management, Journal of Hospital Marketing, International Journal of Business Research, American Business Review, Socio-Economic Planning Sciences Journal, Journal of Customer Service in Marketing & Management, Journal of Marketing Theory and Practice, Journal of Customer Service in Marketing & Management, OMEGA—International Journal of Management Science, Asia Pacific International Journal of Marketing, Journal of American Academy of Business, Journal of Relationship Marketing, Journal of Quality of Life Studies, Journal of Business & Industrial Marketing, among others.



DR. BIBEK BANERJEE

Dr Bibek Banerjee is currently the Director of Institute of Management Technology Ghaziabad and Academic Mentor of Group-IMT (India). He took over the realms of IMT following nearly two decades of distinguished academic career in IIM-Ahmedabad, Duke Corporate Education (USA) and Appalachian State University North Carolina (USA). Dr Banerjee earned his PhD as well as his MS degrees in Economics and Marketing Sciences from Purdue University, USA; after earning his BSc (Honors) degree from Calcutta University's St. Xavier's College.

Acknowledged by CRISIL as an innovator and a change-agent in the environment of management education, Dr Banerjee has successfully incubated start-up companies, set-up research centers, re-designed curricula, conceived new programs, and re-invented pedagogy. Dr Banerjee's research publications have appeared in academic and professional journals of international repute, and several case-studies authored by him are regularly taught at leading business schools. He has delivered invited lectures in industry and academic forums across 4 continents of the globe.

Dr Banerjee has designed and delivered numerous senior executive leadership programs for clients such as Coca Cola, Phillips, Genpact, Microsoft, Citibank, Ericsson, Aditya Birla Group, TATA group, Unilever India, HDFC Bank, TVS Group, INFOSYS, etc. Dr Banerjee's business consulting experience includes engagements in organization strategy, product portfolio decisions, market distribution and supply chain management, etc. Over the last 2 decades, he has advised numerous national & international clients.

An avid adventure traveler and a photographer, Dr Banerjee is the first recipient of AIMS International Award for Outstanding Leadership as Business School Director.



DR. RUSSELL BELK

Russell Belk is past president of the International Association of Marketing and Development and is a fellow and past president of the Association for Consumer Research. He co-initiated the Consumer Behavior Odyssey, the Association for Consumer Research Film Festival, and the Consumer Culture Theory Conference. His awards include the Paul D. Converse Award, two Fulbright awards, the Society for Marketing Advances Distinguished Scholar Award, and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research. His research involves the meanings of possessions, extended self, collecting, gift-giving, materialism, sharing, and global consumer culture. His work is often cultural, qualitative, and visual.

He has published approximately 550 articles, books, chapters, and videos. Most recently he co-wrote or co-edited the books: Qualitative Consumer and Marketing Research (2013), Research in Consumer Behavior (2012), The Routledge Companion to Digital Consumption (2013), and The Routledge Companion to Identity and Consumption (2012).



DR. TAMMO H.A. BIJMOLT

Tammo H.A. Bijmolt is Professor of Marketing Research at the Department of Marketing and Director of the research school SOM, Faculty of Economics and Business Administration, University of Groningen, the Netherlands. His research interests include conceptual and methodological issues such as retailing, loyalty programs, consumer decision making, e-commerce, and meta-analysis. His publications have appeared in international, prestigious journals, among others: Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, International Journal of Research in Marketing, Psychometrika, and the Journal of the Royal Statistical Society (A). He is associate editor of International Journal of Research in Marketing. Tammo Bijmolt is member of the EIASM board and lectures in the EDEN programs.



DR. AMITAVA CHATTOPADHYAY

Amitava Chattopadhyay is The INSEAD Chaired Professor in Marketing and Innovation—Professor of Marketing at INSEAD. Professor Chattopadhyay is an expert on branding and innovation and has most recently published a book entitled *The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands*. Over the past three decades he has published more than 60 articles, with the majority appearing in leading international journals such as the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Journal of Consumer Psychology, Marketing Science, Management Science, International Journal of Research in Marketing, and Long Range Planning. Professor Chattopadhyay is an Associate Editor for the Journal of Consumer Psychology and an Area Editor for the International Journal of Research in Marketing. He is on the editorial review boards of the Journal of Consumer Research and Long Range Planning. He has been on the Advisory Board of the Association for Consumer Research and is currently serving on the Association's Board of Directors. For his research, he has been the recipient of several awards, including the Robert Ferber Award. He is a Fellow of the Institute on Asian Consumer Insights and the Ernst & Young Institute for Emerging Market Studies.

Aside from teaching in degree programs, Professor Chattopadhyay has taught in executive programs in Europe, The Americas, Australia, Asia, and Africa. He is on the advisory boards of several organizations and a consultant to multinational firms.

Professor Chattopadhyay holds a Ph.D. from the University of Florida, a PGDM from the Indian Institute of Management, Ahmedabad, and a B.Sc. (Honours) degree from Jadavpur University, India.



DR. SATYABHUSAN DASH

Dr. Satyabhusan Dash is currently working as an Associate Professor, Marketing area and Chairperson, Centre for Marketing in Emerging Economies at Indian Institute of Management; Lucknow. He is a Ph.D. from Vinod Gupta School of Management, IIT, Kharagpur and a graduate engineer from the College of Agricultural Engineering and Technology, Orissa. He has been awarded Canadian Studies Doctoral Research Fellowship for Doctoral Research in Management in 2001. During his Ph.D. study, he had worked as a Visiting Doctoral Research Fellow at I.H. Asper School of Business, University of Manitoba, Canada.

Dr. Dash has published in several major national and International journals including International Journal of Market Research, Academy of Marketing Science Review, Journal of International Consumer Marketing, Marketing Intelligence and Planning and International Journal of Bank Marketing. He has coauthored Indian subcontinent adaptation of Marketing Research text book titled "Marketing Research: An applied Orientation" with Prof. Naresh.K. Malhotra.

At IIM Lucknow, for the nine years, he has taught courses in Marketing management, Consumer behavior and advanced marketing research. He has executed several research projects in India, USA and Canada and also involved in designing and delivering several customized training and Management Development Programmes for various reputed organizations including LIC, SBI and Indian railways. His current areas of teaching and research interest have been on the topics of Product and Brand Management, Relationship Marketing, Buyer Behavior in Insurance and Pharmaceutical industries, Rural Marketing, Lifestyle influences in food retailing and e-business. Dr. Dash has been actively involved in teaching, training, consulting and research for over 13 years.



DR. NAVEEN DONTU

Naveen Donthu (www.donthu.com) is the Katherine S. Bernhardt Research Professor and Chair of Marketing at Georgia State University. He is also the Distinguished University Professor at Georgia State University. Naveen received his Ph.D. in Marketing and M.S. in Management Science from the University of Texas at Austin. His current research areas are in the areas of marketing productivity and ROI, electronic commerce and online communities, trade promotions, and outsourcing sales and marketing. Dr. Donthu has published over 75 articles in leading marketing and advertising journals including Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, and Journal of Consumer Research. He has served on the editorial review boards of prestigious journals including Journal of Marketing, Journal of the Academy of Marketing Science and Journal of Consumer Research. Naveen is the recipient of the Georgia State University Outstanding Faculty Achievement Award (university-wide award for extraordinary achievement in teaching, research and service). Naveen has consulted for organizations such as Grocery Manufacturer's Association, PRG Shultz, Marriott Corporation, Apple Computers, Chil-fil-A, and UPS.



DR. MARCELO GABRIEL

Marcelo Gabriel is a professor of Green Marketing and Research Methods in the Graduate Program of Environmental Management and Sustainability at Universidade Nove de Julho - UNINOVE in São Paulo, Brazil. He is a PhD from Campinas State University and his research interests are in the fields of sustainable production and consumption and its interfaces with Marketing Mix and consumer behavior, especially on decision process of individuals and organizations. He is a mixed methods researcher and is currently working on scales development on sustainable/responsible/ethical consumption with focus on pre and post consumption attitudes and environmental perception amongst SME's owners. His works appeared in international conferences and Brazilian journals. He serves on the editorial review board of Journal of Marketing Analytics and several Brazilian journals. Before become a full-time scholar, Prof. Gabriel was involved in the industry as top executive of Sales and Marketing on multinational companies with responsibility over South America.



DR. PULAK GHOSH

Dr. Pulak Ghosh is a Professor of Quantitative Methods at the Indian Institute of Management Bangalore. Prior to joining IIMB, Dr. Ghosh was the faculty at the Georgia State University, Emory University, USA and associate director at Novartis Pharmaceuticals.

Prof. Ghosh is an expert on Business Analytics, Big data, and Quantitative. Marketing.

Dr. Ghosh has done his masters in statistics from university of Calcutta and Ph.D. in statistics from Oakland University, USA. He has 10 years of rich experience in academics and industry and has published more than 50 research articles, with the majority appearing in Journal of the American Statistical Association, Management Science, Journal of the Royal Statistical Society, etc. Most of his research is due to some practical problems from industry. Professor Ghosh is on the editorial board of 5 journals including, Journal of the Royal Statistical Society, Journal of the American Statistical Association, and Electronic commerce Research and Application. For his outstanding contribution and innovative research, he was awarded the best young researcher award in 2011, by the International Indian Statistical Association.



DR. BALAKRISHNA GRANDHI

Dr. Balakrishna Grandhi is an MBA and PhD from the Carlson School of Management, University of Minnesota. Dr. Grandhi is a member of the Academic Board governing SP Jain School of Global Management. He was adjudged 'Professor Of The Year' for 2012 from among 300+ teaching during the year.

In May 2012, he met with eminent faculty of business schools at Harvard, Babson & Bentley at Boston and Cornell, for benchmarking the SP Jain's graduate programs.

He is a recipient of the Doctoral Research Grant from the AMA in 1976 for his PhD thesis. In his PhD program, he was awarded Medical Data Reports Inc. fellowship and Jack L Hurley grant.

At the 3rd EuroMed conference in Cyprus in 2010, he presented - "Navigating Retail Brands for Staying Alive" (subsequently published in the Euromed Journal of Business) and participated in a symposium.

His work "Proximity Marketing for Emerging Countries" was presented at the '2012 Emerging Markets Conference' organized by the IMRA at London.

In July 2013, was invited to present his research "What a Waste? A Study of Food Wastage Behavior in Singapore" at the International Food Marketing Research Symposium, Budapest.

His professional interests include: Marketing Management, Strategic Marketing, Business-to-Business Marketing, Product Portfolio Strategies, Strategic Retailing and Marketing Audit.

Dr. Grandhi has groomed several faculty and taught thousands of professionals and students enabling them to harness their full potential.

Dr. Grandhi is a member of AMA, Chartered Institute of Marketing, UK and the EuroMed Research Business Institute for which he is the Country Director, Dubai, UAE.



DR. SURAKSHA GUPTA

Dr. Suraksha Gupta is a Lecturer at Brunel Business School, London. She is a PhD in Marketing. Before coming into academia, she worked for 18 years in industry in various organisations such as The Times of India, Tata Energy Research Institute and JL Marketing Services. Apart from these, she has consulted various international brands such as Samsung, Microsoft, Xerox, etc. Her research has appeared in Industrial Marketing Management, Journal of World Business, Journal of Business Research, Journal of Business and Industrial Marketing, Journal of General Management etc. Her research focuses on international brands in emerging markets and touches upon various contemporary subjects such as sustainability and superior performance. She is the Director of MSc Applied Corporate Brand Management at Brunel Business School. She teaches undergraduate, postgraduate and MBA students apart from supervising PhD students.



DR. ANAND KUMAR JAISWAL

Indian Institute of Management Ahmedabad. Professor Jaiswal obtained his doctorate from XLRI Jamshedpur. His research interests include bottom of the pyramid (BOP) markets, services management, customer satisfaction, business-to-consumer e-commerce, and brand extension management. He has published and accepted papers in the Long Range Planning, Journal of Interactive Marketing, Journal of Services Marketing, Innovations, Managing Service Quality, Journal of Academy of Business and Economics, Asian Case Research Journal, Economic & Political Weekly and Decision. His work in the bottom of the pyramid has attracted attention of academicians and practitioners in India and abroad. His paper providing a different perspective on the bottom of the pyramid has been published in the Innovation, a prestigious journal from MIT press. He has conducted programme on the bottom of the pyramid for several organisations such as Sanofi-Aventis, Novo Nordisk, Novo Nordisk Region International Operations and General Electric. His consulting experience includes working with several organizations in both private and public sectors.

He has also won several awards for his research work. He was given Distinguished Young Professor Award for excellence in research in 2011 at Indian Institute of Management Ahmedabad. He won the International Management Division's Skolkovo Best Paper Finalist award in 2012 Annual Meeting of the Academy of Management, Boston. He was also nominated for the Gustavson School of Business Award for the 'Best Qualitative Paper in International Business' of International Management Division in 2012 Annual Meeting of the Academy of Management, Boston.

He won the best case award in 2011 international EFMD Case Competition in the Indian Management Issues and Opportunities category. In 2013 international EFMD Case Competition he was runner-up in the Indian Management Issues and Opportunities category and received a special Highly Commended mention. He was selected for the First Biennial Sheth Emerging Scholars Faculty Consortium at Reims, France in 2011. He also won award for 'Excellence in Management Writing' at IBS Kolkata and Telegraph Strategy Summit in 2005; the best doctoral student paper award at AIMS International Conference, IIM Calcutta in 2004, and the best paper in marketing award at Doctoral Symposium COSMAR, Indian Institute of Science, Bangalore in 2003.



DR. BARBARA K KAHN

Barbara is Baker Professor of Marketing and the Director of Baker Retailing Center at The Wharton School at the University of Pennsylvania. Prior to rejoining Wharton in 2011, Barbara served as the Dean and Schein Professor of Marketing at the School of Business Administration, University of Miami (from 2007 to 2011). Before becoming Dean at UM, she spent 17 years at Wharton as Silberberg Professor of Marketing. She was also Vice Dean of the Wharton Undergraduate program.

Barbara is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment, and patient decision-making. She has published more than 55 articles in leading academic journals. Between 1982 and 2006, Kahn was the world's seventh most published author of articles in the most prestigious marketing journals. She co-authored *Grocery Revolution: The New Focus on the Consumer* and recently published *Global Brand Power: Leveraging Branding for Long-Term Growth*.

Barbara has been elected president of ACR, elected president of JCR Policy Board and selected as a MSI Trustee. She was also AE at JCR and JM. She is currently an AE at Marketing Science. She is or has been on the editorial boards of the JMR, Marketing Science, JM, JCR, JBDM, and Marketing Letters.

Barbara received her PhD, MBA and MPhil from Columbia University, and a BA from University of Rochester.



DR. ARTI KALRO

Arti D. Kalro is an Assistant Professor at the Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, Mumbai. She completed her PhD from the Department of Management Studies, Indian Institute of Technology Madras, Chennai. She has published papers in international journals like *Journal of Consumer Behaviour* and presented numerous papers in various international conferences including the Asia Pacific Association of Consumer Research and North American Society for Marketing Education in India. She has served as a reviewer for the working papers submitted to the North American Conference of the Association for Consumer Research and for the competitive papers submitted to the American Marketing Association Educators' Conference. Her research interests include Marketing Communications, specifically, Advertising; Social Media and Online Marketing; Green Marketing. She enjoys teaching courses in Marketing, Business Research Methods and also, doctoral courses related to Research Methods and Media and Communications Studies. She was selected to attend the Second Biennial AMS Sheth Emerging Scholars Faculty Consortium (2013). She was awarded the Emerald/AIMA Indian Management award (2009) for the theme 'Supporting the dissemination of knowledge for the social good in India' (along with Prof. Bharadhwaj Sivakumaran, Great Lakes Institute of Management and Dr. Piyush Sharma, The Hong Kong Polytechnic University).



DR. MICHAEL KLEINALTENKAMP

Michael Kleinaltenkamp is a professor of Business and Services Marketing at the Marketing Department of the School of Business & Economics of Freie Universität Berlin and director of the “Executive Master of Business Marketing” program since 1992. From 2005 to 2007 and from 2009 to 2010 he also was the dean of the School of Business & Economics of Freie Universität Berlin. He studied business administration at the Ruhr-Universität Bochum and received his doctorate and professorial qualification from the same university. In November 2013 he was awarded an honorary doctorate from the University of Rostock.

He is also a permanent visiting professor at the European School of Management and Technology (esmt), Berlin, since 2004, and From November 2007 to January 2008 he was a visiting professor at the School of Marketing of the University of New South Wales, Sydney. His research focuses on business-to-business, services and relationship marketing as well as on marketing theory. Prof. Kleinaltenkamp’s work has been published in leading German and international journals. Furthermore, he is the Founding Editor of the Journal of Business Market Management. He holds research collaborations with a wide international network, e.g. the University of Auckland Business School, Auckland University of Technology Business School and the Cranfield University School of Management.



DR. RAJNEESH KRISHNA

MICA, India

Prof. Rajneesh Krishna has done his PhD from IIT Bombay. After completing his PhD, he joined a marketing research agency - Drshti Strategic Research Pvt. Ltd where his regular clients were P&G, Mahindra and Mahindra, Bajaj Auto, BPL Ltd, Asian Paints, Monsanto, Mahyco-Monsanto, Lintas, Contract and FCB Ulka. He joined Mudra Institute of Communications, Ahmedabad in the year 2000 as faculty. He has performed various teaching and institution building roles at MICA. He has taught as Visiting Professor at various prestigious management institutes of India like IIM, Ahmedabad, Kozhikode & Kashipur, SP Jain Institute of Management and Research, Mumbai, Goa Institute of Management etc.

His teaching and research interests are in the domain of research methodology, marketing research, consumer insight mining, multivariate data analysis and consumer behavior. He has presented papers in prestigious conferences like British Academy of Management, Bratislava Maharashtra Conference, Slovakia and 19th held in Singapore. He has published articles in various Indian and international journals like Demography India, Journal of Higher Education, Management Review and Brand management and Media Asia. His present research project is to write a text book on Consumer Behavior in Indian Perspective. This book has been accepted for publication by Oxford University press and at present is going through editorial process.



DR. V. KUMAR

Dr. V. Kumar Regents Professor; Chang Jiang Scholar; Richard and Susan Lenny Distinguished Chair & Professor in Marketing; Executive Director, Center for Excellence in Brand and Customer Management; Director, Ph.D. program in Marketing Georgia State University, J. Mack Robinson College of Business

Dr. V. Kumar (VK) has been recognized with seven lifetime achievement awards in Marketing Strategy, Inter-Organizational Issues, Retailing, Business to Business Marketing, and Marketing Research from the AMA and other professional organizations. VK has also received the Paul D Converse Award, the Sheth Foundation/Journal of Marketing Long term Impact Award, the Robert Buzzell Award, the Davidson Award, the Paul H. Root Award (thrice), the Don Lehmann Award (thrice), and the Gary L Lilien ISMS-MSI Practice Prize Award. He has published over 200 articles in many scholarly journals in marketing including the Harvard Business Review, Sloan Management Review, Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science and Operations Research. His books include Managing Customers for Profit, Customer Relationship Management (CRM), Customer Lifetime Value, Marketing Research, Profitable Customer Engagement, Statistical Methods in CRM, and International Marketing Research. He has won several awards for his teaching excellence from many institutions. VK also serves as the Associate Editor for many journals including the Journal of Marketing, Journal of Marketing Research, Journal of Retailing, and the International Journal of Forecasting. . VK leads the marketing science to marketing practice initiative at the ISMS and has worked with Global Fortune 1000 firms including IBM, P&G, Prudential, ING, HSBC, ICICI and Polo Ralph Laurento maximize their profits. VK spends his "free" time visiting business leaders to identify challenging problems to solve. He plays Tennis and Basketball to relieve his stress arising out of being in academics. Finally, VK is chosen as a Legend in Marketing where Dr. Kumar's work is published in a 10 volume encyclopedia (Sage Publications) with commentaries from scholars worldwide.



DR. NICK LEE

BCA, BCA(hons.), Ph.D. Dr. Nick Lee is the Professor of Marketing and Organizational Research, and Director of Research Degrees, at Aston Business School. His research interests include sales management, social psychology, research methodology, and ethics. Dr. Lee is the Editor in Chief of the European Journal of Marketing, the Section Editor for Sales Research Methods for the Journal of Personal Selling and Sales Management, and he serves on the review panel or editorial board of several other journals. In 2009 he was featured in The Times as 'one of the 15 scientists whose work will shape the future'. His research has won multiple awards, including the 2010 Joseph Lister Award for Social Science from the British Science Association, and he is a regular speaker at international conferences on sales and methodological issues. Dr. Lee lectures in marketing science and marketing strategy at undergraduate and postgraduate level. His work has appeared or is forthcoming in journals such as Organization Science, the Journal of Management, the Journal of the Academy of Marketing Science, the Journal of Business Research, the Journal of Business Ethics, the Journal of Personal Selling and Sales Management, Industrial Marketing Management, the European Journal of Marketing, the Journal of Interactive Marketing, Frontiers in Human Neuroscience, the American Journal of Bioethics, and the International Journal of Psychophysiology. His work has featured in popular outlets such as The Times, the Financial Times, and BBC Breakfast. His first book Doing Business Research was published by Sage in 2008. He received his Ph.D. from Aston University (UK) in 2003.



DR. NARESH K. MALHOTRA

Dr. Naresh K. Malhotra is Regents' Professor Emeritus, Georgia Institute of Technology. In 2010, he was selected as a Marketing Legend and his refereed journal articles were published in nine volumes by Sage with tributes by other leading scholars in the field. He is listed in Marquis Who's Who in America, since 1997 and Who's Who in the World, since 2000. He holds several top research rankings based on publications in the top four marketing journals combined, and based on publications in each of Journal of Marketing Research, Journal of the Academy of Marketing Science, International Marketing Review, and Journal of Health Care Marketing. He has published more than one hundred (130) papers in major refereed journals, including the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing Science, Management Science, and leading journals in Statistics, Management Science, and Psychology. His book entitled Marketing Research: An Applied Orientation, Sixth Edition, published by Pearson Education, has been translated into several languages and is the global leader. Likewise his books, Basic Marketing Research: Integration of Social Media, Fourth edition, and Essentials of Marketing Research are widely used globally. He is the winner of numerous awards and honors for research, teaching, and service to the profession including the Academy of Marketing Science Distinguished Educator Award for 2005. He has an active consulting practice.



DR. ROBERT MEYER

Robert Meyer is the Gayfryd Steinberg Professor and Co-Director of Wharton's Risk Management and Decision Processes Center. Professor Meyer's work consumer decision analysis, sales response modeling, and decision making under uncertainty has appeared in a wide variety of professional journals and books, including the Journal of Consumer Research, the Journal of Marketing Research, Marketing Science, and Management Science. He is currently the editor-in-chief of the Journal of Marketing Research, and has previously served as co-editor of Marketing Letters, and associate editor of the Journal of Consumer Research, JMR, and Marketing Science. At Wharton Professor Meyer has served as chair of the Marketing Department and Vice Dean of Wharton's doctoral programs. His teaching interests include courses in New Product Management, Research Methods, and Marketing Strategy, which he has taught at the MBA, executive MBA, and doctoral levels. He is also an active participant in a number of Wharton's executive education programs. Professor Meyer joined the marketing faculty in 1990 after spending eight years on the faculty of the Anderson Graduate School of Management at UCLA, and two years at the Graduate School of Industrial Administration at Carnegie-Mellon University. He also has served as a visiting professor in the school of economics at the University of Sydney and the University of Miami (FL).



DR. R. C. NATARAJAN

Dr. R. C. Natarajan is the full-time Director of TAPMI, Manipal, the only school with a two-year MBA Programme that is AACSB-accredited. The school is ranked among the top 0.5% of the business schools in the country.

A doctorate in principal-agent relationship and trust, Dr. Natarajan has 30 years of work experience of which 15 years in the industry in Sales, Distribution and Marketing, and 15 years in academics in TAPMI and in IIM-Indore. He spearheaded the AACSB accreditation efforts of TAPMI for these years.

Dr. Natarajan handles courses such as Marketing Management, Marketing Strategy and Distribution Channel Management. He has expertise in handling the renowned simulations such as Markstrat and The Beer Game over a decade. He has been chosen to be a member of the Markstrat Advisory Board by Prof. Jean Claude Laareché. He is the fifth author of the famous text book **Marketing Channels**. He has many publications to his credit, which include research articles in peer-reviewed journals and case analyses in "Vikalpa" journal of IIMA. He has a strong conviction that management-research should focus more on relevance than to practice on glorified rigor of methodology.

Dr. Natarajan holds masters in Rural Management from IRMA and MA in Economics from JNU. He has won many awards e.g. All India Best Case Writing, Innovation in Curriculum and School Leadership and many more.

He is on the AACSB's Peer Review Team for the Initial Accreditation for Solbridge International School of Business, South Korea.



DR. RAVI PARAMESWARAN

Dr. Ravi Parameswaran is a tenured Professor of Marketing in the Management and Marketing Department at the School of Business Administration, Oakland University, Rochester, MI. He holds a Bachelor of Science degree with a major in Physics (Minor: Mathematics), a Master's degree in International Management, a Master's degree in Business Information Systems, and a Ph.D. in Marketing. He has done extensive academic research in international business and international marketing (specializing in country of origin studies), in marketing measurements and research, and buyer-supplier relationships. He is widely published in journals such as Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of International Business Studies, International Marketing Review, Journal of Business and Industrial Marketing, International Journal of Quality and Reliability Management, Allied Journal of Business Research, Global Finance Journal, Journal of International Information Management, and Journal of Marketing Education among other publications. His current research interests (including the ones mentioned above) include sustainability issues, emerging markets and global inter-disciplinary synergies

Prior to his academic career at Oakland University, Dr. Parameswaran also has wide industry experience. He has served at Ford Motor Company in its Marketing Research Staff, Carson Roberts (subsidiary of Ogilvy and Mather Advertising), Focus Advertising, India and Richardson Merrell (now a part of Procter and Gamble), India. Dr. Parameswaran has also taught at University of Michigan Dearborn, Indiana University, Bloomington (on a sabbatical), Wayne State University, Detroit and Georgia State University, Atlanta (as a Ph.D. student).



DR. SANJAY PATRO

B.Sc (Engg),PGDRM,Ph.D

**Professor of Marketing and Associate Dean, FPM and Research
XLRI Jamshedpur, Xavier School of Management**

Dr Sanjay Patro is Professor of Marketing at XLRI Jamshedpur and has more than 25 years of experience in teaching, research, consulting and training. After a short stint in industry, he moved into Academics. His areas of interest are Marketing with a special focus in Emerging Economies, Strategic Marketing ,Brand Management and CRM. His research interests are in the areas of Brand management, cultural and sociological influences on buying behavior and customer behavior in emerging economies. He has conducted more than 70 Management Development Programmes and Customized Programmes for different corporate firms. He is Editor of Management Labour Studies (MLS), a Quarterly Journal published by XLRI.

He has several publications in international and national journals. His Case Studies had got selected amongst best Indian cases by London Business School and are registered by European Case Clearing House. He is a Resource Person in few CII (Confederation of Indian Industry) Conferences. Dr Patro is a Visiting faculty at few IIMs and ISB,Hyderabad. He is a member of American Marketing Association and Association of Consumer Research.



DR. VITHALA R. RAO

Vithala R. Rao is the Deane Malott Professor of Management and Professor of Marketing and Quantitative Methods, Johnson, Cornell University, Ithaca, New York. He is well known for his scholarly contributions to several topics including conjoint analysis and MDS for analysis of consumer preferences, promotions, pricing, market structure, corporate acquisition, brand equity, and Internet recommendation systems and his numerous papers have appeared in such journals as Journal of Marketing Research, Marketing Science,Journal of Marketing, Journal of Consumer Research,and Management Science. He serves on the editorial boards of various top journals in marketing.

He received the 2008 Charles Coolidge Parlin Marketing Research Award presented by the American Marketing Association Foundation. In 2012, he was elected Fellow of the INFORMS Society of Marketing Science.

He is the co-author or editor of five books in marketing including Pricing Research in Marketing. A forthcoming book is Applied Conjoint Analysis.

Professor Rao has worked for several corporations in the US and abroad as an Advisor and Seminar Leader.He has taught in executive education programs in the U.S. and abroad and visited for short periods various universities in the United States and abroad. Healso served as Director on the board of an Indian company.

His website is : <http://www.johnson.cornell.edu/vrr2>



DR. WERNER REINARTZ

Dr. Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France.

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, and service strategies. In particular, he is interested in the questions of how firms can compete successfully in saturated markets, the increasing role that services in play in a go-to-market strategy, and the organizational capabilities required to build lasting profitable customer relationships. His research approach is empirical and quantitative, often involving large databases and state-of-the-art statistical analyses.

His work in these domains has been recognized with major academic awards, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in Journal of Marketing Research or Journal of Marketing, the 2003 and 2005 MSI/Paul Root Award of the Journal of Marketing, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline. He has published extensively in journals such as Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, International Journal of Marketing, and Journal of Service Research. In addition, his research was presented in five different feature articles in Harvard Business Review. Furthermore, he is an area editor of both International Journal of Research in Marketing and the newly founded Journal of Marketing Behaviors as well as a member of the editorial boards of Journal of Marketing and Marketing Science. In June 2010, he was the host of the INFORMS Marketing Science Conference in Cologne.

Professor Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).



DR. JOHN ROBERTS

BA (Hons) MCom MSc PhD

John Roberts holds a joint appointment as Professor of Marketing at the University of New South Wales and the London Business School. He is a winner of the American Marketing Association's William O'Dell Award, its John Howard Award, and its ART Forum Best Paper Award. He has been a Finalist in the John Little Award three times and the Gary Lilien Marketing Science Practice Prize twice. John sits on the Editorial Boards of Marketing Science, the Journal of Marketing Research, the Australian Journal of Management and the Australasian Marketing Journal of Management. He is Associate Editor of the International Journal of Research in Marketing and the Journal of Forecasting. John spent twelve years in industry in senior executive roles prior to becoming an academic, as well as setting up his own consulting firm, Marketing Insights (now a part of Nielsen Research). As a result, his research focuses on the intersection of using modeling methodologies to represent insights from consumer behavior to focus and direct management actions.



DR. ARVIND SAHAY (PROFESSOR, IIM Ahmedabad)

PhD (University of Texas, Austin), PGDM (IIM, Ahmedabad), BTech (IIT, Kanpur)

Professor Sahay joined IIMA in June 2004 from London Business School where he had been teaching since his Ph.D. in 1996 from the University of Texas at Austin.

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Prof. Shainesh's book titled 'Customer Relationship Management – A Strategic Perspective' is a prescribed text book for CRM courses at several business schools. He is also the co-author of an edited book on CRM titled 'Customer Relationship Management – Emerging Concepts, Tools and Applications'.

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His academic publications include more than 200 hundred papers and several books, including 'The Theory of Buyer Behavior' with John A. Howard; 'Marketing Theory: Evolution and Evaluation' with David Gardner and Dennis Garrett; 'Consumption Values and Prediction of Choice Behavior'; and 'Customer Behavior' with Banwari Mittal and Bruce Newman.

He has also published several professional books including, 'The Rule of Three,' 'Clients for Life,' 'Self Destructive Habits of Good Companies,' 'Chindia Rising,' and 'Firms of Endearment.' All of them have been translated into multiple languages. His latest publication is the '4A's of Marketing' (Rutledge 2012).

His lifetime work has been compiled by Sage Publication India in the series "Legends in Marketing". He is the first recipient of "Global Management Guru Award" instituted by Birla Institute of Management Technology (BIMTECH). He is consistently rated as Top 10 most powerful Global Indian Thought Leaders by Economic Times. ET Now aired on its TV channel a six part documentary "India's world with Jag Sheth" depicting six decades of Dr.Sheth's life along side development in the world and India.



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A graduate of the Indian Institute of Technology Kanpur, he received his MS from the University of Rhode Island, and MBA and Ph.D. from the University of Pittsburgh. He has provided executive training and consultancy services largely in Technology/B2B and Services sectors for companies spanning North America, Europe, Asia and Africa.



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