

Consortium Faculty



AMITAVA CHATTOPADHYAY

Amitava Chattopadhyay is The GlaxoSmithKline Chaired Professor in Corporate Innovation—Professor of Marketing at INSEAD. Prior to joining INSEAD, he has been a faculty member at The University of British Columbia, Canada and McGill University, Canada.

Professor Chattopadhyay is an expert on branding. His research has appeared in several journals including the Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing Science, Management Science, Organizational Behavior and Human Decision Processes and Long Range Planning. He is on the editorial review boards of the Journal of Consumer Research and the Journal of the Academy of Marketing Science. He is Associate Editor at the Journal of Consumer Psychology and Area Editor at the International Journal of Research in Marketing. He has been a member of the Board of the Association for Consumer Research. For his research, he has been the recipient of the Robert Ferber Award.

Professor Chattopadhyay has developed and taught courses on branding, marketing strategy, communication strategy, consumer behaviour, marketing in emerging economies and international marketing for MBA and Ph.D. students. He has taught in executive programs in Asia, Europe, North America, Africa and Australia. He is on the board of directors/advisory boards of several companies and a consultant to several 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.



A. PARASURAMAN

A. Parasuraman ("Parsu") is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD Programs at the School of Business, University of Miami. He teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of *The Quality Review*, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor Awards given by Executive and Regular MBA classes and the Provost's Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association's "Career Contributions to the Services Discipline Award" [an annual award bestowed upon one individual who has had a sustained and far-reaching impact on the field]. He received the Academy of Marketing Science's "Outstanding Marketing Educator Award" in 2001 and was designated as a "Distinguished Fellow" of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.)'s "Guru Gallery," which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a "Distinguished Alumnus Award" from IIT-Madras, his undergraduate alma mater. In 2008 the e-TQM College (now Hamdan Bin Mohammed e-University) in Dubai established "The Parasuraman Service Excellence Research Prize," an annual award to foster more scholarly research throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the "Elsevier Distinguished Scholar" award. In 2011 Maastricht University in the Netherlands conferred upon him a Honorary Doctorate degree. He is the recipient of the 2012 Paul D. Converse Award for significant scholarly contributions to marketing and the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research. Dr. Parasuraman has published over one hundred articles in scholarly journals and has served as editor of the *Journal of the Academy of Marketing Science* (1997-2000) and the *Journal of Service Research* (2005-2009). He also serves on the editorial review boards of ten journals. He has authored several books, consulted with many companies, and conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.



BALAKRISHNA GRANDHI

MMS (Madras University, India); MBA & PhD (Carlson School of Management, Univ. of Minnesota, USA).

Currently, Dr. Grandhi is the Dean of Executive MBA and Professor & Head of Marketing Area at the SP Jain School of Global Management (Dubai, Singapore & Sydney). As a member of the senior management team since 2006, he has been actively involved in shaping the institution to become a leading business school.

Dr. Grandhi started his career in 1977 at the Corporate Business Development, Global corporate office of Bell Canada. Upon returning to India in 1980, he served as the Chief Executive of three different businesses engaged in Integrated Cottonseed Processing, Hospitality and Dairying. From 1996 till 2006, he served Administrative Staff College of India at Hyderabad, the country's premier institute for executive education.

Over the years Dr. Grandhi, published, engaged in consultancy and presented papers across the world. In 2014, Dr. Grandhi was declared 'Outstanding Professor of the Year' from numerous global faculty teaching across school's Dubai, Singapore and Sydney campuses. His professional interests include: Business Strategy, Strategic Marketing, Product Strategies and New Product Development, Strategic Retailing and Marketing Metrics & Audit. He is a certified trainer in MARKSTRAT and Blue Ocean Strategy Simulation of STRATX, Paris; and 'Marketplace Live' business simulations of Innovative Learning Solutions, Knoxville, Tennessee.

Over the years, he mentored students in hundreds of projects for global companies including: Frost & Sullivan, Phillips, Du Telecom, Maersk Logistics, Google, Ranbaxy, 3M, Marico, Nokia Siemens Networks, CapitaLand, Changi International Airport Services, Dun & Bradstreet, Dunia Finance, Black & Decker, Agility Research, Volvo, LG Electronics, Haier, Heinz, Siemens, Suzlon, Pepsi Foods, Phillips, DHL, Swarovski, Landmark, DulSCO, etc. Dr. Grandhi is a member of the American Marketing Association, the Chartered Institute of Marketing, UK and the EuroMed Research Business Institute for which he is the Country Director, Dubai, UAE.



BARBARA E. KAHN

Barbara E. Kahn returned to The Wharton School in January 2011 to serve as the Patty and Jay H. Baker Professor of Marketing and the Director of the Jay H. Baker Retailing Center. Prior to rejoining Wharton, Barbara served for three and a half years as the Dean and Schein Family Chair Professor of Marketing at the School of Business Administration, University of Miami, Coral Gables, Florida. Before becoming Dean at University of Miami, Barbara spent 17 years at The Wharton School as the Dorothy Silberberg Professor of Marketing. She was also Vice Dean and Director of the Wharton Undergraduate program.

Barbara is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues and patient decision-making whose research provides marketing managers with a better understanding of the consumer choice process. She has published more than 60 articles in leading academic journals. Between 1982 and 2006, she 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*, a book that chronicled the dramatically changing supermarket industry and outlined how consumers make choices within the supermarket. In 2013, she published *Global Brand Power: Leveraging Branding for Long-Term Growth*.



BERND SCHMITT

BERND SCHMITT is the Robert D. Calkins Professor of International Business at Columbia Business School of Columbia University in New York (USA). He has held visiting appointments in China, Germany, Poland, South Korea, and Singapore. From 2011 to 2013 he lived in Singapore as Executive Director of ACI – the Institute on Asian Consumer Insight.

Schmitt received his PhD in psychology at Cornell University and joined Columbia Business School in the Marketing department in 1988. His research focused on consumer behavior and international marketing has been published in the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, and *Journal of Experimental Psychology: Applied* (among others). Schmitt's books include *Experiential Marketing*, *Customer Experience Management*, *Big Think Strategy*, *Happy Customers Everywhere* and *The Changing Face of the Asian Consumer*.

Schmitt has taught a popular course on *Managing Brands, Identity and Experiences* and won an award for innovation in the classroom for the course *Corporate Creativity*. He has also taught several other courses including *Market Innovation*, *Consumer Behavior*, *Advertising Management*, *Nonprofit Marketing*, *Luxury Goods Marketing* as well as the *Marketing core course*.



BERND SKIERA

Bernd Skiera took over the very first chair of electronic commerce at a German University in spring 1999, at Johann Wolfgang Goethe-University in Frankfurt/Main. He is also a director of the E-Finance Lab (www.efinance-lab.com). His current research focuses on electronic commerce, online marketing, and customer-based firm valuation. His publications appeared in very prestigious journals such as Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Product Management, Journal of Management Information Systems, and International Journal of Research in Marketing. He is a winner of the Journal of Marketing's 2011 MSI/H. Paul Root Award and he was a finalist for this award in 2012, 2011 and 2008. Former doctoral students of him are nowadays professors at London Business School (UK), Instituto de Empresa (Spain), Ludwig-Maximilians-University (LMU), Technical University of Darmstadt, University of Münster, WHU Koblenz (all Germany), and Vienna University of Economics & Business Administration (Austria). He is an enthusiastic tennis player, loves to ski and used to be a passionate chess player but he certainly enjoys most being among his brainy and beautiful wife and their three wonderful children.



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. Xaviers' 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.



CONSTANTINE S. KATSIKEAS

Constantine S. Katsikeas is Editor-in-Chief of Journal of International Marketing, is Associate Dean (Faculty), holds the Arnold Ziff Chair in Marketing and International Management, and is Director of the Global and Strategic Marketing Research Center at Leeds University Business School, University of Leeds, U.K. His main teaching and research interests are international marketing, marketing strategy, strategic alliances and competitive strategy. His articles have appeared in Journal of Marketing, Journal of the Academy of Marketing Science, Strategic Management Journal, Organization Science, Journal of International Business Studies, Decision Sciences, Journal of International Marketing, Journal of World Business, and other journals. He is the recipient of the 2013 AMA Global Marketing SIG Excellence in Global Marketing Research Award, the 2007 Hans B. Thorelli Research Award by the AMA Foundation, and the 1999 S. Tamer Cavusgil Award for the best Journal of International Marketing article that advances the practice of international marketing management. He has engaged in management development programs on international marketing, retail management, strategic marketing, sales management, and key account management, and competitive strategy. He has taught managers from various organizations including Toyota, Aramco, Delhaize Le Lion, Coca Cola, Atkins, Siemens, Boehringer Ingelheim, Philip Morris, Sabic, Minerva, FirstPlus, BP, Fortnum & Mason, A1 Telekom Austria, Mitsui Chemicals, GlaxoSmithKline, AB Vassilopoulos, Prozone, and Johnson & Johnson.



DAVID A. SCHWEIDEL

David A. Schweidel is Associate Professor of Marketing and Co-Director of Emory Marketing Analytics Center (EmoryMAC) at the Goizueta Business School of Emory University. Schweidel received his B.A. in mathematics, M.A. in statistics, and Ph.D. in marketing from the University of Pennsylvania. Prior to joining Emory in 2012, he was on the faculty of the Wisconsin School of Business at the University of Wisconsin-Madison. Schweidel is an expert in the areas of customer relationship management and marketing intelligence. His research focuses on the development and application of statistical models to understand customer behavior and inform managerial decisions. His research has appeared in leading business journals including Journal of Marketing, Journal of Marketing Research, Marketing Science and Management Science. In addition, he is the author of Social Media Intelligence and Profiting from the Data Economy. His research has garnered numerous awards, including the Gaumnitz Junior Faculty Research Award from the Wisconsin School of Business and the Marketing Science Institute's Buzzell Award. He has been recognized as a leading scholar by the Marketing Science Institute's Young Scholar program and by Poets and Quant's "Top 40 Under 40."



DAVID K. TSE

David K. Tse is the Chair Professor and Stelux Professor of Marketing at the Business School of the University of Hong Kong. He received his BBA (Chinese Univ.), MBA and PhD (Univ. of California, Berkeley).

His research interests include international marketing (entry strategies), marketing in China (consumption issues and firm strategies), and service marketing (satisfaction models and service excellence). Professor Tse has published papers in *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of International Business Studies*, plus 6 books and one major annual (*China Market Yearbook*, 1200 pages) on these topics.

Professor Tse served as the founding vice-president of the Asia Academy of Management. In Hong Kong University, he founds the Chinese Management Centre, as a centre of distinction at the university. In 2004, he founds the China Marketing Institute, a joint university institute with Peking University, Hong Kong University and Fudan University. He is an Academic Trustee of Marketing Science Institute; a research fellow at Center for Service Leadership in Arizona State University and William Davidson Institute at the University of Michigan. He served as a non-executive director for a public listed company in Hong Kong and as a consulting director for another company.



DR. DAVID W. STEWART

David W. (Dave) Stewart is President's Professor of Marketing and Law at Loyola Marymount University in Los Angeles. Dave has previously held faculty and administrative appointments at Vanderbilt University, the University of Southern California, and the University of California, Riverside. He currently serves as editor of the *Journal of Public Policy and Marketing* and has previously served as editor of the *Journal of Marketing* and the *Journal of the Academy of Marketing Science*. Dave has authored or co-authored more than 225 publications and ten books. His most recent book is a three volume series entitled *Handbook of Persuasion and Social Marketing* (Praeger, 2015). His research has examined a wide range of issues including marketing strategy, the analysis of markets, consumer information search and decision making, effectiveness of marketing communications, public policy issues related to marketing and methodological approaches to the analysis of marketing data. Dr. Stewart has been awarded the Elsevier Distinguished Marketing Scholar Award by the Society for Marketing Advances and the Cutco/Vector Distinguished Marketing Education Award by the Academy of Marketing Science. He has also received the American Academy of Advertising Award for Outstanding Contributions to Advertising Research for his long-term contributions to research in advertising. He earned his B.A. in psychology from Northeast Louisiana University and his M. A. and Ph.D. in psychology from Baylor University.



DR. DENISH SHAH

Dr. Denish Shah is an Assistant Professor of Marketing and the Assistant Director of the Center for Excellence in Brand and Customer Management at the Robinson College of Business of Georgia State University in Atlanta, USA. Dr. Shah's research focuses on substantive research issues that link marketing strategies to firm performance. His research has been published in journals such as the Journal of Marketing, Marketing Science, Harvard Business Review, Sloan Management Review, Journal of Retailing, Journal of Service Research, Journal of Interactive Marketing, and Marketing Research and has been selected for three best paper awards including the prestigious MSI-Paul Root award. His research work with Prudential enabled the company to get a revenue lift of half a billion dollars and was adjudged as one of the finalists for INFORM's prestigious practice prize award. His doctoral dissertation has earned three dissertation based awards.

Dr. Shah has been nominated by the Marketing department for the 'Outstanding Teaching Award' in 2011 and 2013 and was the recipient of the 'Top Marketing Faculty' award (as voted by the graduate students of the FT Master's in marketing program) in 2012. Prior to his academic career, Dr. Shah worked for multinational corporations in USA and India. He holds a PhD in Marketing from the University of Connecticut – USA; MBA from ENPC (Ecole Nationale des Pontes Chausses) – Paris; and Bachelor of Engineering from Mumbai University, India.



DR. GURUMURTHY KALYANARAM

Dr. Gurumurthy Kalyanaram (GK) is a professor, and a policy and management consultant.

He got his Ph.D. from Massachusetts Institute of Technology in 1989. He has been a visiting scholar at the Woodrow Wilson International Center for Scholars, a fellow at the Center for Russian and East European Studies, Dean and the Inaugural Endowed Professor. Dr. Kalyanaram's areas of expertise are marketing, innovation and management science, international business and strategy, and public policy. His research and teaching have been eclectic and inter-disciplinary. GK is a well-cited and published scholar.

Dr. Gurumurthy Kalyanaram has consulted with governments and universities globally, and major corporations including AT&T, American Airlines, Booz-Allen and Hamilton, General Foods, International Data Corporation, Iridium, Nortel, Raytheon TI Systems, Rockwell International, Sega, and Texas Instruments, Inc. He serves on the board of Signion Systems, Inc. GK has also lectured on strategic and economic issues in many countries including Canada, China, India, Russia, and Slovenia.

Dr. Gurumurthy Kalyanaram has been recognized by MIT with the Harold Lobdell Jr. Award for his contributions to the Institute and its Alumni. He has also been recognized as an Outstanding Alumnus by National Institute of Technology, Tiruchirapalli, India. For his innovative doctoral dissertation and research, GK been recognized by the American Marketing Association, the American Marketing Science Association, and the INFORMS.



DR. HARSH V VERMA

Dr. Harsh V Verma, Associate Professor, Faculty of Management Studies, University of Delhi, India. He has over twenty years of teaching experience and works in the sub areas of marketing like brand management, services marketing and consumer behavior. He has also taught courses at several IIMs. He has published over thirty research papers and five books. One of his books titled 'Services Marketing: The Strategies for Success' won DMA-ESCORTS book of the year award in 1993. His recently published book is titled 'Branding Demystified: From Plans to Payoffs' from Response Books (Sage Publication) 2010. The earlier books include 'Services Marketing: Text and Cases, Pearson Education, 2011. 'Brand Management: Text and Cases, Excel Books, 2012, 'Managing a Service Business Successfully (Global Business Press, 1995). He has published over two dozen papers in reputed journals. Currently his area of interest is about exploring how things fit socio-culturally in peoples' lives and how they acquire meaning. Three of his recent investigations are titled as 'Concept of fairness'-culturally embedded meaning and marketing implications'; "Coffee and Tea: Socio-cultural Meaning, Context and Branding' and 'Cool', Brands and Cool Brands. He writes a blog, 'MarketingCrow' in which he tries to understand and explain business, social, cultural and political phenomena through marketing angle.



JAGDIP SINGH

Jagdip Singh is AT&T Professor of Marketing at the Case Western Reserve University in Cleveland, Ohio. Dr Singh holds a Ph.D. in Marketing from the Texas Tech University, and Bachelor in Technology (Electrical Engineering) from Indian Institute of Technology, Delhi. Dr. Singh received the Case Western Reserve University's John S. Diekhoff award for excellence in graduate teaching, as well as the Excellence in Doctoral Teaching and Mentoring award. Dr Singh also received the Weatherhead School of Management's Research Recognition Award for outstanding contributions to research. Dr Singh has been recognized for his "Excellence in Reviewing" from the Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and the Journal of Personal Selling and Sales Management. Dr. Singh has edited a book for the Legend in Marketing series titled, "Marketing Theory: Philosophy of Science Foundations of Marketing," contributed to several book chapters, and published in peer-reviewed journals including Journal of Marketing, Journal of Marketing Research, Academy of Management Journal, Academy of Management Review, Journal of Consumer Research, Management Science, Journal of Management Studies, Psychological Assessment, Journal of the Academy of Marketing Science, and the Journal of Retailing. Dr Singh has participated in seminars at leading international business schools in Brazil, France, Germany, Hong Kong, India, Netherlands, Norway, and Sweden. Dr Singh is an active industry consultant with expertise in building organizational capabilities at the frontlines for interfacing with customers. Dr Singh has also published a case study in collaboration with Indian Institute of Management, Ahmedabad titled, "Prayas by Sanofi-Aventis in India," which received recognition in the 2011 EFMD case writing competition.



DR. JAGDISH N. SHETH

Dr. Jagdish N. Sheth (Founder-Chairman, AIM) is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University since 1991. Prior to his present position, he was on the faculty of University of Southern California (USC), University of Illinois, Columbia University and MIT.

Dr. Sheth is well known for his scholarly contributions in Consumer Behavior, Relationship Marketing, Competitive Strategy and Emerging Markets.]

He is the past President of the Association for Consumer Research (ACR) and Division 23 (Consumer Psychology) of American Psychological Association (APA). He is also a Fellow of APA.

Dr. Sheth is the recipient of all of the top three academic awards bestowed by the American Marketing Association (AMA). These include P.D. Converse Award for Marketing Theory; Charles Coolidge Parlin Award for Market Research; and the Richard D. Irwin/McGraw Hill Distinguished Marketing Educator Award.

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.



PROF. JANAKIRAMAN MOORTHY

Prof Janakiraman is Director and Professor of Marketing at Institute of Management Technology Dubai (IMT Dubai). Earlier he was Professor of Marketing at Indian Institute of Management Calcutta (IIM C) and Indian Institute of Management Lucknow (IIM L). He holds a visiting position at Asian Institute of Technology, Bangkok (AIT) as Professor of Marketing. He received his Ph.D from Indian Institute of Management, Ahmedabad (IIM A). His recent research papers were published in the leading scholarly journals such as Marketing Science, British Food Journal, Journal of Information Technology Case and Application Research, Journal of Database Marketing & Customer Strategy Management.

Prof Janakiraman has taught extensively in the Executive Education programs offered by IIMC and IIML. He was Chairperson of MDP at IIM Lucknow, and Chairperson of Admissions at IIM Calcutta. He has undertaken projects for Ministry of HRD, Government of India. He has done consulting assignments for companies like National Panasonic Malaysia, Avaya Global Connect India etc., He has extensive experience in banking and investment industry. He was Global Research and Project Director of the Institute for Customer Relationship Management, Atlanta USA. He was the Convener of the prestigious CAT Exam 2011.

Prof. Janakiraman's teaching interest include advanced marketing research, new product development, customer value creation and market orientation of firms. His current research focuses on reviewing the methodologies for customer valuation and marketing productivity analysis.



DR. JOHN ROBERTS

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.



JUN (JULIA) YAN

Jun (Julia) Yan is Associate Professor in the Department of Marketing, Management School of Huazhong University of Science and Technology, China. She got her Ph.D in Marketing from Wuhan University and did post research in Fudan University. Her research interests focus on pro-social consumer behavior and online consumer behavior. She has published more than 30 articles and conference papers in both Chinese and English. Her publications appeared in International Journal of Market Research, Journal of Interactive Marketing, Journal of Euro-Marketing, etc.



PROF. KRISHANU RAKSHIT

Prof. Krishanu Rakshit is a Member of the Marketing group at IIM Calcutta. He had earlier served as the Dean- Academic at MBA Institution, Acharya Institute of Technology, Bangalore. He has been a visiting scholar at many national institutes of repute. He has worked with several consulting and market research firms in Europe in the areas of consumer goods and information services. He has also advised several public sector firms for their 'going-to-market' and branding initiatives. He completed his PGDM (MBA) and Doctoral studies (Fellow) from IIM Bangalore. His research interests include marketing orientation among public sector organisations, pricing and branding issues in consumer and industrial markets.



K. SUDHIR

K. Sudhir is James L. Frank Professor of Marketing, Private Enterprise and Management and Director of the China India Insights Program at the Yale School of Management. He also has a secondary appointment in the Yale Economics Department. He leads the quantitative academic-industry research partnerships at the Yale Center for Customer Insights (YCCI). While his primary contributions are in the structural empirical industrial organization literature in marketing, his research spans a range of substantive topics and methodological approaches. Substantively, he is currently pursuing a research agenda on emerging markets.

Sudhir's papers have received the Little Award, the Bass award and the Lehmann award; and have been finalists/honorable mentions for the Green, Wittink, and IJRM Best Paper Awards. Two of his dissertation papers were nominated to the final ten for the ISMS Long-Term Impact Award from 2009-11. Sudhir currently serves as Senior Editor at Marketing Science; he has previously served as an Associate Editor at Marketing Science, Journal of Marketing Research, Management Science and Quantitative Marketing and Economics and on the Editorial Boards of the Journal of Marketing and Journal of Retailing. He received his Ph.D. from Cornell University and was an assistant professor at NYU's Stern School from 1998-2001.



DR. MADHUKAR ANGUR

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.



MARCELO GABRIEL

Marcelo Gabriel is Professor of Marketing and Quantitative Methods on Graduate Programs in Management (MSc and PhD) at Nove de Julho University in São Paulo, Brazil. He received his BA in History (São Paulo University), MSc in Management (UNIFECAP) and PhD in Science, Technology and Education (Campinas State University).

His research interests include B2B Marketing, Green Marketing, Research Methods and Industrial Buyer Behavior. Professor Gabriel has published papers in Future Studies Research Journal, BJM - Brazilian Journal of Marketing and several Brazilian journals. He's also the international editor of BJM and editorial member of JMA - Journal of Marketing Analytics.

Prior to join the academia, Professor Gabriel served as executive on multinational companies. In this capacity, he was responsible for operations in South America including Finance, Logistics, Sales and Marketing.



MICHAEL AHEARNE

Michael Ahearne(PhD, Indiana University) is Professor of Marketing and C.T. Bauer Chair in Marketing at the University of Houston. He is also Executive Director of the Sales Excellence Institute.

Mike's research has primarily focused on improving the performance of salespeople and sales organizations. He has published over 40 articles in leading journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Strategic Management Journal, Journal of Applied Psychology, and Organizational Behavior and Human Decision Processes. He was recently recognized by the American Marketing Association as one of the 10 most research productive scholars in the field of marketing. His research has been profiled in the Wall Street Journal, Business 2.0, Business Investors Daily, Fox News, INC Magazine and many other news outlets.

Mike's textbook *Selling Today: Partnering to Create Customer Value* is the highest grossing professional selling textbook in the world, with copies being distributed in over forty countries. Paired with the many teaching awards he has won at the MBA and undergraduate levels in Sales, Sales Management, and Key Account Management, Mike has a proven track record of excellence when it comes to disseminating knowledge in his field. He has also had a significant impact outside of the classroom based on the reach of the Sales Excellence Institute, which is widely regarded as the worldwide leader in sales education and research. Mike was recently honored as the inaugural winner of the Neil Rackham Research Dissemination Award for the impact of his research on business practice.

Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and PCS Healthcare. He actively consults in many industries including insurance, health care, consumer packaged goods, technology and transportation.



DR. MICHAEL K. BRADY BIO

Michael ("Mike") Brady is the Carl DeSantis Professor and chair, Department of Marketing, at Florida State University. His primary research interest has to do with contextual and communal factors that influence customer assessments of frontline service transactions. Mike has published articles in many top scholarly journals, including the Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Journal of Service Research, Journal of the Academy of Marketing Science, and many other outlets. His research articles have been cited over 8,000 times to date (Google Scholar) and his 2001 article in the Journal of Marketing was ranked the fifth most influential article for future research in services marketing. Mike's work has also been covered in the popular press, such as MSNBC, U.S. News, the Chicago Tribune, and Tampa Bay Times. He has won numerous awards, including the M. Wayne Delozier and Steven J. Shaw research awards, the Academy of Marketing Science outstanding teacher award, the University teaching award, the Joan Raley student service award, outstanding reviewer awards from the Journal of Retailing (2004, 2010) and Journal of Service Research (2009), the University graduate student mentoring award, and the William R. Jones award for mentoring minority doctoral students. Mike is currently President of the American Marketing Association's Academic Council, an Associate Editor for the Journal of Service Research and he serves on the Editorial Review Boards of the Journal of Retailing and Journal of the Academy of Marketing Science.



MIN DING

Min Ding is Smeal Professor of Marketing and Innovation at Smeal College of Business, the Pennsylvania State University, and Advisory Professor of Marketing and Director of Institute for Sustainable Innovation and Growth (iSIG) at School of Management, Fudan University. Min received his Ph.D. in Marketing from Wharton, University of Pennsylvania, his Ph.D. in Molecular, Cellular, and Developmental Biology from the Ohio State University, and his B.S. in Genetics and Genetic Engineering from Fudan University.

His current work focuses on (1) Artificial Empathy, defined as inferring a person's internal state (physical, emotional, cognitive) indirectly from information emitted by her, mainly based on video and audio data, (2) Fair Development, a conceptual framework he proposed as a replacement for Sustainable Development, and (3) China. Min received the Maynard Award in 2007, Davidson Award in 2012, and his work has also been voted as Paul Green Award finalists (2006 and 2008) and O'Dell Award finalist (2010).

He is the Editor-in-Chief of Customers Needs and Solutions. He is the past V.P. of the INFORMS Society for Marketing Science (ISMS).

He is the author of several books that include The Bubble Theory, The Chinese Way, and The Enlightened (a novel).



MOUTUSY MAITY

Moutusy Maity is currently an Associate Professor in the department of Marketing Management, at the Indian Institute of Management Lucknow (IIM-L). Prior to joining IIM-L, Moutusy was a faculty member at the Indian Institute of Management Bangalore, and at the University of Wisconsin, Whitewater, WI, USA.

Moutusy's research interests are in the areas of consumer interaction with technology (e.g., Internet/e-commerce, mobile/m-commerce), customer relationship management, and technology adoption among users from lower socio-economic strata (in developing countries). Her research has appeared or is forthcoming in peer-reviewed journals including Journal of Retailing, Decision Support Systems, Journal of Business Ethics, International Journal of Technology Management and Sustainable Development, and Journal of Marketing Channels, among others.

Moutusy holds a masters degree in business administration (M.B.A.) from the University of Calcutta, India, and a doctoral degree in business administration (Ph.D.) from the University of Georgia, Athens, GA, USA.



PINGALI VENUGOPAL

Pingali Venugopal, an MBA and Doctorate from Indian Institute of Management Ahmedabad, has teaching, industry, consulting and research experience for over 34 years.

He has been a Marketing faculty at XLRI, Jamshedpur since 1994 and the Dean of the institute from 2004 to 2010. Currently he is the Assoc. Director, Center for Global Management and Responsible Leadership. He is also a visiting faculty to Indian Institutes of Management in Ahmedabad, Kolkata, Lucknow, Ranchi and Indore and the American University of Armenia. Prior to joining academics, Venugopal worked in the marketing department of agri-input companies for a period of 10 years.

Venugopal has published articles in national and international journals and he has authored seven books. On the invitation of Government of India he prepared the reports; State of Indian Farmer- A Millennium study on Input Management and the Jharkhand Development Report. Currently he is part of the Global Value, a European Commission funded project dealing with the impacts of multinational corporations on global development.

He is on the Board of Tata Metaliks, Advisor to Kerzon Consultants and on the Academic Committee of National Institute of Technology, Jamshedpur, National Institute of Agricultural Extension Management, Hyderabad and GITAM University, Vishakapatnam.



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



RAJAN VARADARAJAN

Dr. Rajan Varadarajan is University Distinguished Professor, Distinguished Professor of Marketing and holder of the Ford Chair in Marketing and E-Commerce at Texas A&M University. Among his teaching and research interests are marketing strategy, innovation, global marketing and environmental sustainability. His research has been published in the Journal of Marketing, Journal of the Academy of Marketing Science, Academy of Management Journal, Strategic Management Journal, Management Science, Sloan Management Review, California Management Review, Business Horizons, Journal of Retailing and other journals. Rajan served as editor of the Journal of Marketing from 1993 to 1996 and as editor of the Journal of the Academy of Marketing Science from 2000 to 2003. He currently serves as Vice President for Publications for the American Marketing Association, and on the Editorial Review Boards a number of journals including the Journal of Marketing, Journal of the Academy of Marketing Science and Journal of Marketing.

Dr. Varadarajan is a recipient of a number of honors and awards including the American Marketing Association Paul D. Converse Award for contributions to the field of marketing (2008), the University of Massachusetts Distinguished Alumnus Award (2008), the Academy of Marketing Science Distinguished Marketing Educator Award (2003), the American Marketing Association Marketing Strategy Special Interest Group Mahajan Award for Career Contributions to Marketing Strategy (2003), the Texas A&M University Association of Former Students' Faculty Distinguished Achievement Award in Research (1994), the Journal of Academy of Marketing Science Sheth Foundation Best Paper Award (2009, 2011), and the Journal of Marketing Harold H. Maynard Best Paper Award (2001).



RAJESH CHANDY

Rajesh Chandy holds the Tony and Maureen Wheeler Chair in Entrepreneurship at London Business School, where he is a Professor of Marketing and serves as Academic Director of the Deloitte Institute for Innovation and Entrepreneurship. His research areas include innovation, marketing strategy, and emerging markets.

Chandy's research has received several awards, including the JM Harold Maynard Award, the AMA StrategySIG Early Career Contributions Award, and the MSI Alden Clayton Dissertation Award. His papers have also been named as finalists for the JMR William O'Dell Award, the JMR Paul Green Award, and the INFORMS Practice Prize.

Chandy serves as an Area Editor for the Entrepreneurship and Innovation area at Management Science, and is on the editorial boards of several journals. During 2006-2008, Chandy served as a member of the US Secretary of Commerce Advisory Committee on Measuring Innovation in the 21st Century Economy.

Chandy's teaching awards include the Outstanding Professor of the Year Award, the Award for Excellence in Teaching, and the Outstanding Faculty Dedication Award. His consulting and executive education clients include Nordea, Novo Nordisk, Toshiba, St. Jude Medical, 3M, Philips, Commonwealth Microfinance Limited, American Medical Systems, Hutchinson Technology, Microsoft, Mundipharma, Rexam, Wrigley, GfK, Futuredontics, Vodafone, Deutsche Telekom, Bertelsmann, and Telenor, among others.



RAMENDRA SINGH

Ramendra Singh is Assistant Professor (Marketing) at Indian Institute of Management Calcutta. He is FPM from IIM Ahmedabad, B.Tech from IIT-BHU, and MBA from XLRI Jamshedpur. He has published in reputed international journals such as, Marketing Theory, Journal of Business Ethics, International Journal of Human Resource Management, Industrial Marketing Management, and Journal of Information Technology. He has extensively worked in the industry in sales and marketing responsibilities in organizations such as Indian Oil Corporation, ExxonMobil, SRF Limited and ICICI Bank. At IIM Calcutta, he teaches Marketing to Bottom of Pyramid, and consults to organizations such as Oil India Limited, Tata Metaliks, and UNFPA.



RITU MEHTA

Ritu Mehta is working as an Assistant Professor of Marketing at the Indian Institute of Management Calcutta. She obtained her PhD from the Indian Institute of Technology Kanpur. Ritu's research interests include, among others, retailing, consumer behavior, and sales promotions. Her research has been published in journals such as Journal of Marketing Management, Journal of Retailing and Consumer Services, International Journal of Retail & Distribution Management.



ROBERT MEYER

Robert Meyer is the Gayfryd Steinberg Professor and Co-Director of Wharton's Risk Management and Decision Processes Center. He is also currently editor-in-chief of the Journal of Marketing Research. He is a noted scholar whose research focuses on consumer decision analysis, sales response modeling, and decision making under uncertainty. Professor Meyer's work 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. He also serves on the editorial review board of several major journals.

As co-director of Wharton's Risk center, some of Professor Meyer's recent research has focused on how individuals decide to invest in mitigation against low-probability, high-consequence, events such as hurricanes, earthquakes, and financial losses. Using laboratory simulations Professor Meyer and his colleagues have been able to show that failures of preparation that often precede catastrophes such as Hurricane Katrina, Sandy, and the 2008/09 housing and equities collapse are consistent with a number of hard-wired biases in how people respond to risk. This includes a tendency for people to fail to learn as much as they should from near-misses, and under-invest in instruments whose value can only be realized in the long run. One of the goals of the risk center is to aid the private and public sectors in developing strategies that allow these biases to be overcome.



DR. SANJAY PATRO

Dr. Sanjay Patro is Professor of Marketing at XLRI Jamshedpur and has more than 27 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, Brand Management Strategic Marketing 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 80 Management Development Programmes and Customized Programmes for different corporate firms. He is Editor of Management and Labour Studies (MLS), a Quarterly Journal published by XLRI which is published since 1975.

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, Association of Consumer Research , Consumer Culture Theory Consortium and Academy of Indian Marketing.



DR. RUSSELL BELK

Russell Belk is the Kraft Foods Canada Chair in Marketing at the Schulich School of Business and Distinguished Research Professor at York University in Toronto. His areas of academic specialization include the meanings of possessions, collecting, sharing, gift-giving, extended self, and materialism. His work tends to be cultural, qualitative, and visual. He has more than 550 publications, a number of awards, and honorary professorships on four continents.



DR. SHARAD SARIN

Dr. Sharad Sarin, a Senior Faculty at XLRI, a leading private management institute in India, was born in 1946. He is BE [Electrical], MBA [IIM Ahmedabad 1972] and Ph D [Marketing]. He joined XLRI in 1976. He has been a Visiting Faculty to the IIM at Ahmedabad , IIM at Ranchi, the University of Rhode Island, Kingston [USA], Colorado University at Boulder [USA] and Helsinki School of Economics [Finland].

Prof Sarin's major areas of interest: Competition and Globalization, Strategic Management, General Marketing, B2B Marketing, Marketing's Role in Development, Relationship Marketing and Strategic Marketing. Over the last 40 years, he has been involved in several consultancy assignments in Marketing and Strategic Management. Prof Sarin also has been conducting training programmes for senior and middle level business executives. In November 1995, he was named amongst the top five teachers of business management in India by Business Standard, a leading business daily newspaper in India. Prof Sarin is widely known as the originator of the novel concept of 'Marketing Fair.' His articles have been published in many National and International Journals.

He has published two books: i. 'Strategic Brand Management for B2B Markets'
ii. 'Business Marketing: Concepts and Cases'.



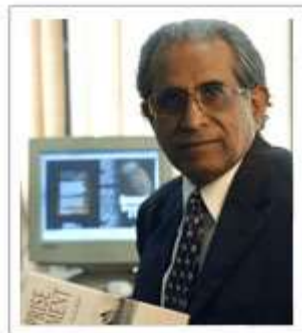
DR. SHAINESH G

G. Shainesh is Professor of Marketing at IIM Bangalore. He has conducted research and teaching assignments at the Goteborg University (Sweden), University of St. Gallen (Switzerland), Audencia Nantes and IESEG (France), Vienna University and MCI Innsbruck (Austria), Bocconi University (Milan) and Curtin University of Technology (Perth).

His areas of research and teaching are Customer Relationship Management, Services Marketing and Service Innovations. He has worked for several organizations in the public, the non-profit and the corporate sector including telecom, software, engineering and service firms both as an advisor and as a seminar leader. His clients include ABB, Aventis Pharma, Bosch, Department of Pharmaceuticals, Caterpillar, Ericsson, Manipal Universal, Philips, SKF, Indian Railways, IFFCO, Ministry of Tourism, Power Ministry, etc.

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'.

Shainesh is the Editor-in-Chief of the Journal of Indian Business Research (JIBR). His papers on services and relationship marketing have been published in the 'Journal of Service Research', 'Journal of International Marketing', 'International Journal of Bank Marketing', 'International Journal of Retail and Distribution Management', 'International Journal of Technology Management', 'Journal of Relationship Marketing', 'International Marketing Review', among others.



PROF. S. NEELAMEGHAM

Dr. S. Neelamegham is the President of NIILM Centre for Management Studies, Chairman of the Center for Entrepreneurship and Career Oriented Programmes, University of Delhi, Co-Founder of the Academy of Indian Marketing and Former Dean of the Faculty of Management Studies of the University of Delhi. Educated at the universities of Madras and Stanford, USA he received his Doctoral degree in Business Administration from the University of Delhi. As a Ford Foundation Fellow he also participated in the International Teachers Program of the Harvard Business School.

Dr. Neelamegham has served as a Visiting Professor at the University of Wisconsin (USA), Concordia University (Canada), Curtin International (Australia), University of Rio de Janeiro (Brazil), School of Tourism Organisations (France), Case Method Programme of Harvard Business School and Durban University, South Africa and also as the Founder Dean of the School of Business Studies at the University of Zambia. A recipient of Australian Education Foundation Fellowship award he has lectured at several universities in Australia. He has been a consultant to ADB, UNDP, APO and has served on the boards of well known public and private sector organizations.

An author of several books and numerous publications, his current areas of research interest include Changing face of Indian Marketing, Global Marketing Strategy, Social Entrepreneurship and Educational Administration.



DR. SIDDHARTH S. SINGH

Dr. Siddharth Shekhar Singh is an Associate Professor of Marketing at the Indian School of Business (ISB), Hyderabad and Mohali, India. He is also the first director of the Fellow Programme in management (FPM; ISB's doctoral program). He has a Ph.D. (Marketing) from the J. L. Kellogg School of Management, Northwestern University (USA), an MBA (Marketing and Finance) from the University of Illinois at Urbana-Champaign (USA), and a B. Tech. (Electronics) from the Indian Institute of Technology, Banaras Hindu University (India).

Dr. Singh's research broadly focuses on a firm's ability to achieve sustainable competitive advantage. His work attempts to help firms identify the "right" customers for acquisition and retention, and more profitably manage relationships with them over time. He also researches marketing initiatives such as customer loyalty programs and customer communities. Some of the other issues that he works on concern the development of financial metrics to evaluate marketing decisions (e.g., customer lifetime value), customer segmentation, purchases, returns, and marketing analytics. Dr. Singh publishes in renowned journals such as Marketing Science, Management Science, Quantitative Marketing and Economics, Journal of Service Research, Decision Support Systems and Journal of Interactive Marketing.



PROF.S.SRIRAM

Prof Sriram as the Executive Director at Great Lakes Institute of Management, Chennai since its inception in April 2004, has played a key role in making the Institute, one of the top 20 institutes in the country. He has been instrumental in successfully conceiving and launching PGXPM, PGWPM and Energy management Program, other than the regular flagship one year Program, PGPM at Great Lakes. Prof.Sriram has also played a vital role in enhancement of the student quality. In a span of 10 years, the institute could bring in students with GMAT/CAT scores as high as 690 plus and 96 percentile respectively, which is the top 3-4% of the total student community of the country. He has been actively involved in building a good faculty base at Great Lakes. Today, Great Lakes boasts of 40 permanent faculty members, many of them with Ph.D, with some of them having Ph.D from the US. His contribution also includes sourcing good faculty from India and abroad as visiting faculty. He has also put together a good administrative team for the institute. From the year of inception, he played a key role in ensuring a good financial surplus to be ploughed back into the institute.

He holds a Master's Degree in Marketing Management from Bombay University (NMIMS) and a Bachelor's In Economics from University of Madras.

Prof.Sriram has developed Training Programs and have participated in delivery of programs for middle and senior management for several leading corporations in India.

He has been a member of the CII-Task Force on Innovation, CII-TN Marketing Summit 2009, CII-Entrepreneurship Committee and FICCI Higher Education Committee.

He has played a critical role in putting up the permanent campus of Great Lakes Institute of Management at the cost of Rs 50 crores which is completely residential, platinum rated green campus, first of its kind in India.

Association of Indian Management Scholars (AIMS) International honored him with the "Outstanding B School Director" award for the year 2010.



STEVE BURGESS

Steve Burgess is Director of the Nelson Mandela Metropolitan University Business School and Professor of Marketing. He was Research Director and Professor of Business Administration in Marketing in the University of Cape Town Graduate School of Business and Association of Marketers Professor of Marketing in the University of the Witwatersrand. He has taught on programmes at several leading US, European and Asian business schools, including as a visiting professor of marketing at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill and the Fisher College of Business at The Ohio State University. His research focuses on the context of emergent markets (e.g., diversity, resources, human development, living standards, value priorities, social axioms, monetary attitudes, personality traits, subjective well-being) and its implications for successful marketing strategies (market orientation, market segmentation and positioning, brand loyalty), primarily in the consumer marketing domain. He is an active researcher whose work has been published and cited frequently in respected journals in the fields of marketing, management and psychology.

Professor Burgess is an editorial review board member for International Journal of Research in Marketing and International Journal of Advertising, and is an ad-hoc reviewer for several other leading journals, including Journal of Marketing, Journal of the Academy of Marketing Science, Journal of International Business Studies and Journal of Economic Psychology. He is a frequent keynote speaker and international conference track chair. His lifetime contributions to marketing education were recognised with a special award at the World Marketing Summit in Malaysia in 2013. In 2007, he received the first-ever Marketing Science Institute Visiting Scholar Award from the Marketing Science Institute (Boston, USA) for his work on monetary attitudes and consumer behaviour. He has received the Ohio State University's Fisher College of Business International Alumni Award for lifetime contributions to marketing in South Africa and the USA, and the Millennium Merit Certificate from the South African Association of Marketers. He is a former Faculty Affiliate of the William Davidson Institute at the University of Michigan and a Corresponding Researcher with the Centre for Marketing and Communications at Copenhagen Business School in Denmark. In 2011, he published his fifth book, International Marketing (2nd edition, with Bothma, Oxford University Press). He serves on several boards, including the Advisory Boards for the Chief Marketing Officers Council (California, USA) and the Academy of Indian Marketing (India) and the Emerging Markets Conference Board (USA). He is an Academic Trustee of AiMark (Europe), a fellow of the Academy of Marketing Science (USA) and the International Trade Institute of Southern Africa and former member of the European Marketing Academy Management Management Committee and the Advisory Committee on Transformative Consumer Research for the Association of Consumer Research (USA). He is a member of the Academy of International Business (USA).

Prof Burgess has held positions of major responsibility in business practice, as Managing Director of Autopage Cellular in the Altron Group, of ConsumaData (now Experian South Africa) and as a senior marketing executive at Johnson & Johnson. He was one of five people chosen to represent President Mandela's new South African government on its first trade mission to the United States in June 1994.



SUDHIR VOLETI

Professor Voleti is an Assistant professor with the Marketing Area at the ISB. Previously, he worked in the industry in different capacities as a management consultant and a software analyst. Professor Voleti's research focuses on combining data with econometric and statistical methods to explain phenomena of marketing interest such as evolution in the equity of brands across time, valuation of brands using secondary sales data, the sales impact of geographic and abstract distances between products and markets and the performance, productivity and benchmarking of salesforce organisations.



PROF. UDO WAGNER

Udo Wagner received his M.A. in Mathematics and his Doctorate in Econometrics, both from the Technical University of Vienna. His *venia docendi* for Operational Research and Quantitative Management is from the Vienna University of Economics and Business Administration. In 2006, he received an honorary doctorate from the Technical University Braunschweig in Germany. He held positions at Purdue University, Indiana, USA; at ESSEC, France; at the Technical University of Karlsruhe, Germany; and at the Vienna University of Economics and Business Administration, Austria. Since 1991 he is a chaired professor of Management at the University of Vienna. In addition, he was visiting professor at Paris Dauphine University, France; at the National Chiao Tung University, Hsinchu, Taiwan; at Babes-Bolyai University Cluj-Napaco, Rumania; and at Immanuel Kant Baltic Federal University, Kaliningrad, Russia.

Between 2004 and 2006 Udo Wagner was acting as a Dean of the Faculty of Business, Economics and Statistics at the University of Vienna. Currently he serves as president of the European Marketing Academy. In 2006 he was finalist at the ISMS Practice Price Competition sponsored by the Marketing Science Institute of INFORMS; 2009 he received the best paper award of the German Academic Association for Business Research. He served as an editor of the Journal of Research and Management between 2011 and 2013.

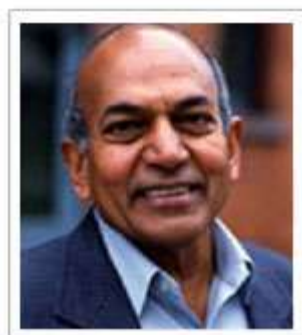
His main stream of research concentrates on marketing with an emphasis on marketing research and models of consumer behaviour applied to empirical data. Udo Wagner is (co-)editor of 14 books, (co-)author of 2 books and more than 120 publications with a majority in refereed international journals (e.g., Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Biometrika, Psychology & Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of World Business, European Journal of Operational Research, OR Spektrum).



DR. V. KUMAR

Dr. V. Kumar Regents Professor; Chang Jiang Scholar – HUST, China; 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, USA

Dr. V. Kumar (VK) is the Editor-in-Chief of the Journal of Marketing. 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 lead 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 Lauren to 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. Recently, 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. 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. He also served as Director on the board of an Indian company.



V. VENKATA RAMANA

Born in Hyderabad, Prof. Venkata Ramana has been with the School of Management, University of Hyderabad since its inception in 1999. Dr. Venkata Ramana holds a Master's Degree and a Doctorate in Business Management and has over two and half decades of professional experience spanning academics, research, industry and consultancy.

Prof. Venkata Ramana started his career as a Research Assistant in 1987 and pursued a project for the World Bank at the Institute of Public Enterprise for six months. He then took up an assignment in the Marketing Department of a leading automobile company as an Executive Trainee and was responsible for market planning and services and overall coordination with field offices for domestic and export marketing activities. Subsequently he headed the Publicity and Public Relations (P & PR) Division of the Company. Because of his flair for academics, he joined the Department of Business Management Osmania University in 1992, and was engaged in teaching, research and consultancy to various organisations in the areas of Marketing Management and Corporate Strategy.

Prof. Venkata Ramana has been the recipient of many awards. His thesis on Corporate Diversification has been adjudged the Best thesis for the year 1996 among the faculties of Economics, Commerce and Business Management of Osmania University and was awarded the prestigious Vemuri Seshayya Sastry Gold Medal by H.E. Dr. C. Rangarajan, Governor of A.P. and Chancellor of Osmania University. He was the recipient of the Rotary International Award in 1998 to visit Italy as part of the Group Study Exchange programme. In May 1999 he was invited to present his work at the 1999 Conference of the Academy of Marketing Science, at Miami, USA. He has also been awarded the prestigious AICTE Career Award for Young Teachers in 1999 given by All India Council for Technical Education. He was the only one selected from South India for the award which carried a research grant and also equivalent salary contribution from AICTE to the University. He has also received the NAVATARANGALU AWARD from the Hon'ble Speaker of A.P. Assembly for his outstanding contribution to Higher Education in general and management education in particular.

Prof. Venkata Ramana attended the "Educate the Educators" program at the International Institute of Industrial Economics and Environment (IIIEE), Sweden during November 2000. In May 2001 he participated and presented a paper at the 7th European Round Table at Sweden. He also presented papers at the 2002 Academy of Marketing Science Annual Conference at USA and at the World Marketing Congress in Perth, Australia in 2003. He was invited to chair a session at the Academy of Marketing Science Conference in May 2006 in USA. In 2007 he was invited by the Telugu Association of North America (TANA) to deliver a talk on "Developing A.P. as a World Class Education Hub" at Washington, USA and by San Diego State University and National University of Singapore, to explore possibilities of academic cooperation. He was chosen to attend the prestigious India Innovation Growth Program between 8-19 Sept 2012 at University of Texas, USA sponsored by Lockheed Martin. In 2012 he was adjudged as the "Best Professor in Marketing" by CMO Asia and presented an award in Singapore in July 2012.



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 Behavior 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).



YAPING CHANG

Yaping Chang is Professor in the Department of Marketing, Management School of Huazhong University of Science and Technology, China. He was the chief executive of Telcon Electronics Co. in 1994-1998. He was the Dean of School of Economics and Management of Wuhan Textile University in 2002-2006 before he joined in HUST. His research interests include consumer behavior online, e-commerce, integrated online and offline communication strategy. He has published more than 80 articles in Chinese top journals. His international publications appeared in Computers in Human Behavior, Social Behavior and Personality, Journal of Business Ethics, Journal of Interactive Marketing, Journal of Euro-Marketing, etc. He was granted research funds more than 250 thousand US dollars from the China National Natural Science Funds. He also served as general consultant for a lot of sized companies across real estate, software, retailing and manufacture industries.



YUBO CHEN

Yubo Chen is Professor, Assistant Dean on Faculty Recruitment, and Deputy Chair of Marketing Department at School of Economics and Management, Tsinghua University. He received his Ph. D. in Marketing from the University of Florida. Before joining Tsinghua SEM., he was a tenured professor at Eller College of Management, University of Arizona.

Prof. Chen's research focuses on social media and business innovation in the networked world. Prof. Chen has published many articles in top journals such as the Journal of Marketing, the Journal of Marketing Research, Marketing Science, and Management Science. His research has won many international awards and recognitions including Frank M. Bass Best Paper Finalist Award, MSI/Paul H. Root Award Finalist and Journal of Interactive Marketing Best Paper Award. He is a receipt of the National Science Fund for Distinguished Young Scholars from the National Science Foundation of China. He currently serves as the Global Advisory Board Member of The Wharton Future of Advertising Program, Academic Trustee of AiMark, and the Area Editor of Journal of Marketing Science.

Prof. Chen has won many teaching awards and recognitions including Dean's Award for Teaching Excellence and Dean's Course Innovation Award by Eller College of Management at the University of Arizona.



DR. ZHI YANG

Dr. Zhi Yang is an associate professor of marketing at the school of management, Huazhong University of Science and Technology (HUST). He got his PhD degree from the University of Hong Kong, and current is the associate dean of management school, and the executive director of V. Kumar International Marketing Institute of HUST. Dr. Yang's research interests are in innovation, and partner relationship management. His research focuses on how firms learn and innovate, and how firms develop partnership with suppliers, customers in Chinese context. He has published more than 20 papers in peer-reviewed Chinese and English journals, and a book on Chinese outward FDI in Europe. Dr. Yang is a Chutian Scholar of Hubei Province of China, and is widely connected with government and industries.
