

Dr. Gurumurthy Kalyanaram (G.K.)
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EDUCATION

- Ph.D.** Massachusetts Institute of Technology, June 1989, Management Science (Marketing).
Dissertation Title: "Empirical Modeling of the Dynamics of the Order of Entry Effect on Market Share, Trial Penetration and Repeat Purchases for Frequently Purchased Consumer Goods"
Dissertation Committee:
Chairperson: Glen L. Urban, David Austin Professor, Director of Digital Business and Former Dean, MIT Sloan School of Management
Members: John R. Hauser, Kirin Professor of Marketing
John D. C. Little, Institute Professor
Richard L. Schmalensee, Howard Johnson Professor of Economics and Management, Former John C. Head III Dean, MIT Sloan School of Management, and former member of the Council of Economic Advisers to President George Bush (1989-1991)
Recognitions:
Recognized by MIT with Harold Lobdell Award for contributions and service, 2002
Dissertation adjudged a finalist in the AMA Doctoral Dissertation Award, 1989, and in the Academy of Marketing Science Doctoral Dissertation Award, 1990
- M.B.A.** University of Texas at Arlington, 1983, Management Science
Recognition: Dean's Honors List, Who's Who Among America
- B.E.** University of Madras, 1978, Electronics and Communication Engineering
Recognition: Distinguished Alumnus of National Institute of Technology, 2007
- Scholarship** http://scholar.google.com/citations?user=oB2_JR4AAAAJ&hl=en&oi=ao

EMPLOYMENT***Academic Appointments and Experience*****Leadership Experience**

Advisor, Academic Affairs and Accreditation, International University of Japan
 Director, Singapore Management University-Tata Institute of Social Sciences and NMIMS University Programs
 Director, MIT-Tata Institute of Social Sciences and International University of Japan Program
 University Dean for Research
 Dean, School of Business
 Associate Dean for Research
 Director of Global MBA Programs
 Director of Masters Programs

Professorial Experience

Full Professor, City University of New York (Baruch College), 2013 -
 Full Tenured Professor, New York Institute of Technology, 2000- 2011 (on leave, 2010-2011)
 Full Tenured Professor, Associate Tenured, and Assistant Professor, School of Management, The University of Texas at Dallas, 1988-2001 (on leave, 2000-2001)

Global Experience

Full Professor, International University of Japan and Visiting Professor, Tata Institute of Social Sciences, India, 2013
 Full Professor, NMIMS University, India, 2011-2013
 Full Professor, Amrita School of Business, India, 2011
 Inaugural Endowed Chair and Professor, Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), Fall 2010

Representative Appointments in Think Tanks, Public Policy and Resource Development Leadership Positions

President and President-elect, MIT South Asian Alumni Association, 2010
 MIT Capital Campaign Network Committee, 1998-2004
 Texas State Strategic Economic Development Planning Commission, 1998-1999
 Visiting Scholar, The Kennan Institute, The Woodrow Wilson International Center for Scholars, Washington, D.C., 1994.
 Fellow, The Center for Russian and East European Studies, University of Pittsburgh, 1995.

Details of Academic Administrative Leadership Appointments and Experience (US and Abroad)

International University of Japan, 2013- Advisor/Consultant, Accreditation, Academic Matters and Research

Director, Executive Programs, 2013-

Singapore Management University and Tata Institute of Social Sciences
 Singapore Management University and NMIMS University
 Joint Programs on Organization Development, Leadership and Human Resource Capital

MIT-Tata Institute of Social Sciences and International University of Japan
 Joint Programs on Sustainability and Digital Economy

**University Dean,
Research, 2011-2013**

NMIMS University
 University Doctoral Program, Doctoral Fellowships, and Research and Recognition (Doctoral) Committees of the Schools of Business, Engineering, Pharmacy and Science
 University Faculty Performance Assessment (Research)
 Director, University Faculty and Research Colloquia and Seminars
 Director, Doctoral Program, School of Business Management
 University Academic Council, and Accreditation Committees
 University NAAC Accreditation
 AACSB Accreditation: School of Business
 NBA Accreditations: Schools of Business and Pharmacy Approved
 Editor: *NMIMS Management Review*

**Dean and Advisor,
School of Business, 2010-2011**

Amrita University
 Strategic Leadership, Budgetary Management, Faculty and Student Recruitment, Curriculum and Program Development (Doctoral and, Master's Programs), Joint US-India programs: programs with University at Buffalo, AACSB Accreditation

**Associate Dean for
Academic Affairs and
Research , 2010**

Kazakhstan Institute of Economics, Management and Strategic Research
 Director of Doctoral Programs, and Chair, Research Committee
 AACSB and EQUIS Accreditation

**Director of Global MBA
Programs, and Faculty
Research, 2000-2007**

New York Institute of Technology
 Director of MBA Programs, 2000-2007 [*New York, and programs in Canada, China and Middle-East (Abu Dhabi, Bahrain, Jordan)*]
 Joint BS and MBA program (Health Care), and new MBA concentrations: E-Commerce, Healthcare Administration, and Public Policy Management
 Director of Faculty Research and Publications

**Chair, Department of
Marketing;
Director of Master's
Programs;
Founding Director of the
Cohort MBA Program;
and
Senior Faculty Liaison
for External Affairs,
1995-1999**

The University of Texas at Dallas
 Department academic and administrative leadership
 Budget Management
 Program and Curriculum Development
 Chair, Master's Program Committee
 Director, Distinguished Speaker Series
 Significant Committee Leadership Activities (listed later)

SELECT SIGNIFICANT PROFESSIONAL ACTIVITIES***Consulting Practice***

Current: Strategy consulting; Executive and other Teaching and Seminars; Management and Higher Education consultation (curriculum, programs, administration and research design and organization); and Product, Pricing and Market Entry strategic analyses

CEO, GK Associates, 1993-2003

Consultant, Compucon, Inc. (a subsidiary of A.C. Nielsen, Inc.), Dallas, Texas, 1983-1984.

Professional Organizations (Present and Past Membership)

Member, Executive Committee, INFORMS Conference (1997), Dallas, Texas.
 American Marketing Association
 The Association for Consumer Research
 The INFORMS
 New York Academy of Science
 The American Association for the Advancement of Science
 The American Association for the Advancement of Slavic Studies

Editorial Activities (Present and Past Service)

Editor *NMIMS Management Review*
Journal of Indian Business Research (Special Issue)

Associate Editor *Management Science*

Editorial Boards *International Journal of Research in Marketing*
International Journal of Pharmaceutical and Healthcare Marketing
Journal of Indian Business Research

Reviewer *Interfaces; International Journal of Management Review; Journal of Academy of Marketing Science; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Marketing; Journal of Marketing Research; Journal of Retailing; Management Science; Marketing Science; Strategic Management Journal; British Journal of Education, Society & Behavioural Science*

Other Professional Activities (Present and Past Activities)

Expert Reviewer Department of Biotechnology, Ministry of Science and Technology, Government of India
 National Academy of Sciences India (NASI)-SCOPUS Young Scientist Award
 Reviewer for Tenure and Promotion Decisions in US Universities

Doctoral Committees - Chair and/or Member Doctoral Dissertations at The University of Texas at Dallas, The University of Texas at Arlington, Montclair State University, Kazakhstan Institute of Management, Economics and Strategic Research, and NMIMS University

Conference Committees INFORMS
 Coordinator, "Doing Business in Texas: The Texas Connection."

Academic Boards and Activities Montclair State University Specialist/Visitor
 Academic Boards, Department of Management, Konganadu Engineering College, Tamil Nadu and Department of Management Studies, Avinashilingam University, Coimbatore
 Faculty Advisory Board, Marketing Science Institute
 MBA Roundtable, University of Denver
 Faculty Advisor, American Marketing Association Chapter, The

University of Texas at Dallas

Corporate Boards Director and Advisor, Signion Systems Pvt. Ltd
Advisory Board, Strategic Brand Analytics

RESEARCH

Research Areas

Product Development and Strategy	Dynamics of market entry, and underlying behavioral and strategic mechanisms Competitive dynamics Enhancing product quality and customer satisfaction and decreasing the design cycle time
Marketing Communications, and Impact of Technology on Marketing and Media	Effectiveness of different modes and platforms of communication in consumer packaged goods, hi-tech, and service industries Advertising response effects and function Impact of technology on marketing and communications
Consumer Behavior and Decisions	Pricing strategy, price effects and reference price Effects of marketing instruments Individual and group decision-making and choices
Health Care and Pharmaceutical Strategy	Market entry and promotion effect Cross-cultural and global challenges and differences
Organizational Development	Innovation facilitation, turn-over reduction, productivity and satisfaction improvement
Global Business, Economic and Public Policy	Growth, development and market strategies Geo-political and economic issues Governance issues
Higher Education	Pedagogy, research, performance systems, and accreditation

Research Articles (Published or Forthcoming)

Kalyanaram, Gurumurthy, "Are there boundary conditions to elements of good governance? A Study of China and India," *Accountable Governance for Development*, June 2013, 146-167, Published by Institute of Governance Studies, BRAC University (Based on Governance and Public Service Transformation International Conference, Dhaka, UNDP.)

Kalyanaram, Gurumurthy, "Marketing Dynamics in Technology-Based Companies: Pioneering Advantage, Customer Experience and Adaptive Pricing," *Driving the Economy through Innovation and Entrepreneurship: Emerging Agenda for Technology Management*, 231-241, July 2012, Published by Springer.

Chen, Hao, David Ford, Gurumurthy Kalyanaram and Rabi S. Bhagat, "Boundary Conditions for Turnover Intentions: Exploratory Evidence from China, Jordan, Turkey and the United States," *The International Journal of Human Resource Management*, Vol. 23, No. 4, February 2012, 846-866.

Gurumurthy Kalyanaram and John Phelan, "Effects of Direct-to-Consumer Advertising of Prescription Drugs on Prices," *The Journal of Business and Economic Studies*, Vol. 17, No. 2, Fall 2011, 67-77.

Gurumurthy Kalyanaram, a book review of "Nudge: Improving Decisions about Health, Wealth, and Happiness" by Richard Thaler, *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 5, No. 4, 2011, 349-352.

Natarajan, Vivek, James Munch and Gurumurthy Kalyanaram, "Asymmetric Market Reaction to New Product Announcements: A Prospect Theory Approach," *Academy of Marketing Studies Journal*, Volume 14, No. 2, 2010.

Kalyanaram, Gurumurthy, "The endogenous modeling of the effect of direct advertising to consumers (DTCA) in prescription drugs," *International Journal of Pharmaceutical and Healthcare Marketing*, Volume 3 No. 2, 2009, 137-148.

Kalyanaram, Gurumurthy, "India's Economic Growth and Market Potential: Benchmarked Against China," *Journal of Indian Business Research*, Volume 1, No.1, 2009, 57-65.

Kalyanaram, Gurumurthy, "The order of entry effect in prescription (Rx) and the over-the-counter (OTC) pharmaceutical drugs," *International Journal of Pharmaceutical and Healthcare Marketing*, Volume 2 No.1, 2008, 35-46.

Vakratsas, Demetrios, Gurumurthy Kalyanaram, Fred Feinberg and Frank Bass, "Revisiting the Issue of the Shape of Advertising Response Functions: A Model of Dynamic Advertising Thresholds," *Marketing Science*, 23(1), Winter 2004, 109-119.

Kalyanaram, Gurumurthy, Frank M. Bass, and Dominique Hanssens, "Advertising," *Encyclopedia of Operations Research and Management Science*, 2003, Published by Springer Science+Business Media.

Rao, Ram, Demetrios Vakratsas and Gurumurthy Kalyanaram, "Responding to Pioneer," *Marketing Letters*, Vol. 14, No. 3, October 2003, 203-216.

Kalyanaram, Gurumurthy and Frank M. Bass, "Application of Operations Research and Management Science in Advertising," *Encyclopedia of Operations Research and Management Science*, 2001, Published by Springer Science+Business Media.

Kalyanaram, Gurumurthy, "Reducing the Time to Market By Overlapping Product Specifications and Development Phases," *Journal of New Product Development and Innovation Marketing*, Vol. 1, No. 3, 1999, 255-270.

Kalyanaram, Gurumurthy and Raguvir Gurumurthy, "Strategies To Grow and Compete In a Dynamic Marketplace," *Strategy and Business*, Issue 12, 1998, 1-11. (Reprinted in *The Capital*, Turkey)

Kalyanaram, Gurumurthy and Viswanathan Krishnan, "Deliberate Product Definition: Customizing the Product definition Process," *Journal of Marketing Research*, Vol. 34, 1997, 276-285.

B.P.S. Murthi, Kannan Srinivasan, and Gurumurthy Kalyanaram, "Controlling For Observed and Unobserved Managerial Skills in Determining First-Mover Effects on Market Share," *Journal of Marketing Research*, Vol. 33, 1996, 329-336.

Kalyanaram, Gurumurthy and Frank M. Bass, "Application of Operations Research and Management Science in Advertising," *Encyclopedia of Operations Research and Management Science*, edited by Saul Gass and Carl Harris, 1996, 1-4.

Kerin, Roger, Gurumurthy Kalyanaram, and Dan Howard, "Product Hierarchy and Brand Strategy Influences on the Order-of-Entry Effect for Consumer Package Goods," *Journal of Product Innovation Management*, Vol. 13, 1996, 21-34.

Kalyanaram, Gurumurthy and Russell Winer, "Reference Price and Asymmetric Price Response Effects: Empirical Generalizations and Future Research," *Special issue of Marketing Science*, Vol. 14, No. 3 (b), Summer (1995), 212-221. (Reprinted in Stores, April 1996, The Center for Retailing, University of Florida)

Kalyanaram, Gurumurthy, William T. Robinson, and Glen L. Urban, "Order of Market Entry: Established Empirical Generalization, Emerging Generalizations, and Future Research," *special issue of Marketing Science*, Vol. 14, No. 3(b), Summer (1995), 161-169.

Kalyanaram, Gurumurthy, and John D.C. Little, "An Empirical Analysis of Latitude of Price Acceptance in Consumer Package Goods," *Journal of Consumer Research* (December), Vol. 21, 1994, 408-418.

Robinson, William T., Gurumurthy Kalyanaram, and Glen L. Urban, "First-Mover Advantages from Pioneering New Markets: A Survey of Empirical Evidence," *Review of Industrial Organization (Journal of the Industrial Organization Society)*, Vol. 9, 1994, 1-23.

Kalyanaram, Gurumurthy and Dick R. Wittink, "Heterogeneity in Entry Effects Between Nondurable Consumer Product Categories," *International Journal of Research in Marketing*, 11, June 1994, 219-231.

Kardes, Frank R., Gurumurthy Kalyanaram, Murali Chandrashekar, and R. Dornoff, "Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage," *Journal of Consumer Research*, Vol. 20, (June) 1993, 62-75.

Kardes, Frank R. and Gurumurthy Kalyanaram, "Order of Entry Effects on Consumer Memory and Judgment: An Information Integration Perspective," *Journal of Marketing Research*, Vol. 24, (August) 1992, 343-357.

Kalyanaram, Gurumurthy and Glen L. Urban, "Dynamic Effects of the Order of Entry on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," *Marketing Science*, Vol. 11, No. 3, (Summer) 1992, 235-250. Finalist, John D.C. Little Best Paper Award.

Basu, Amiya and Gurumurthy Kalyanaram, "On the Relative Performance of Linear Versus Nonlinear Compensation Plans," *International Journal of Research in Marketing*, 7 (2, 3), December 1990, 171-178.

Peer-Reviewed Conference Proceedings and Other Publications

Kalyanaram, Gurumurthy, "Are there boundary conditions to elements of good governance? A Study of China and India," forthcoming, Governance and Public Service Transformation International Conference Proceedings, Dhaka, forthcoming, publication by UNDP.

Baikenova, Zhansulu, Dilbar Gimranova, Alma Alpeissova and Gurumruthy Kalyanaram, "Pharmaceutical Industry Management Challenges in Kazakhstan, Business and Health Administration Conference Proceedings, Chicago, March 2012.

Kalyanaram, Gurumurthy, Demetrios Vakratsas and Mala Srinivasan, "Price effects on physician prescription behavior, Business and Health Administration Conference Proceedings, Chicago, March 2012 (The paper was adjudged to be the best paper in the track).

Kalyanaram, Gurumurthy, and G.Sandhya, "Customer-Driven Innovation: A Conceptual Model," International Conference on Global Business and Economic Development (SGBED) Proceedings, July 2011.

Kalyanaram, Gurumurthy, Deepak Gupta et. al., "The effect of direct advertising to consumers (DTCA) on Market Share and Quantity in pharmaceutical drugs, and Consumer Welfare," Business and Health Administration Conference Proceedings, Chicago, March 2011 (The paper was adjudged to be the best paper in the track).

Kalyanaram, Gurumurthy, and P. Balasubramanian, "The effect of direct advertising to consumers (DTCA) in prescription pharmaceutical drugs, and Consumer Welfare," Northeast Business and Economics Association Conference Proceedings, Morris Town, NJ, September 2010.

Kalyanaram, Gurumurthy et. al., "An Economic Growth Model for Kazakhstan: Lessons from Economic Experiments," Conference Proceedings in Honor of Professor Uraz Baymuratov, Fall 2010.

Kalyanaram, Gurumurthy, "An Empirical Study of the Interaction between Direct Advertising to Consumers (DTCA) and Price in Pharmaceutical Drugs," Society for Marketing Advances Conference Proceedings, New Orleans, LA, November 2009, pp. 206-208.

Ford, and Gurumurthy Kalyanaram, "What triggers turnover intention? A comparative exploratory study of China, Jordan, Turkey, and the United States," 13th Biennial Eastern Academy of Management International Conference Proceedings, Rio de Janeiro, Brazil, pp. 363-401, June 2009.

Kalyanaram, Gurumurthy, "The Effect of Direct Advertising to Consumers (DTC) in Pharmaceutical Drugs: Is there an Effect on Market Share?," Society for Marketing Advances Conference Proceedings, St. Petersburg, FL, November 2008, pp. 262-264.

Kalyanaram, Gurumurthy, "User Care and Experience as Value Drivers: A Conceptual Model for High-Technology Products and Services," Proceedings of International Symposium on Management, Engineering and Informatics, June 2008.

Vakratsas, Demetrios and Gurumurthy Kalyanaram, "Competitive and Marketing Mix Effects on Market Share Volatility," European Marketing Academy (EMAC) Conference Proceedings, May 2000, Rotterdam, The Netherlands.

Kalyanaram, Gurumurthy, "A Process Design Model and an Application," Conference Proceedings of International Conference on Management of Engineering and Technology, 1997, 956-957.

Kalyanaram, Gurumurthy and Brian Altman, "An Overview of Russian Timber Industry," Case Studies on Russian Economic Transformation, Edited by Bob Donnorummo, Center for Russian and East European Studies, University of Pittsburgh, 1996.

Kalyanaram, Gurumurthy and Vassily Okorokov, "Energy Policy and Politics in Russia," The Kennan Institute, The Woodrow Wilson International Center for Scholars, Washington, D.C., 1994.

Kalyanaram, Gurumurthy, and Yuri Anatoly Sokolov, "Privatization in Russia: The Current Status and the Future Prospects," The Woodrow Wilson International Center for Scholars, 1992.

Editorials Published or Forthcoming

Kalyanaram, Gurumurthy, "On Diversity in Higher Education," *NMIMS Management Review*, Vol. XXIV, April-May 2013, 8-10.

Kalyanaram, Gurumurthy, "On Evolution of Marketing Science," *NMIMS Management Review*, Vol. XXIII, October-November 2013, 7-10.

Kalyanaram, Gurumurthy, "On Behavioral Economics," *NMIMS Management Review*, Vol. XXIII, April-May 2013, 7-8.

Kalyanaram, Gurumurthy, "On Good Governance," *NMIMS Management Review*, Vol. XXII, October-November 2012, 7-8.

Kalyanaram, Gurumurthy, "On Global Markets," *NMIMS Management Review*, Vol. XXII, August 2012, 7-8.

Papers (In Progress)

Pillai, Kishore Gopalakrishna, Gerard P. Hodgkinson, and Gurumurthy Kalyanaram, "Social Identification as Social Capital ó The Negative Effects of Extreme Social Identification," under review in *International Journal of Management Research*.

Kalyanaram, Gurumurthy and Glen Urban, "Endogenous Modeling of Late Entry Penalties for Packaged Goods," MIT working paper, under review in *European Journal of Marketing*.

Kalyanaram, Gurumruthy, Avinandan Mukherjee and Brian Gelso, "Non-market Valuation and Ethical Preferences: A Study of Choices in Public Goods," under review in *Journal of Business Ethics*.

Kalyanaram, Gurumurthy, Demetrios Vakratsas, Peter Leeflang and Kishore Gopalakrishna Pillai, "Asymmetries in price and brand loyalty effects in the prescriptions by HMO non-HMO physicians," being submitted to *International Journal of Research in Marketing*.

Kalyanaram, Gurumurthy and Raguvir Gurumurthy, "User Care and Experience as Value Drivers: A Conceptual Model for High-Technology Products and Services."

Kalyanaram, Gurumurthy and Brian Gelso, "Stated and Revealed Preference in Choice of Public Goods."

Kalyanaram, Gurumurthy and Vivek Natarajan, "The intellectual structure of marketing and service marketing: An Authors' Co-Citation Analyses."

Kalyanaram, Gurumurthy, David Ford and Hao Chen, "Locus of Control and Well Being at Work Revisited: Exploring Relationships in China, Jordan, Turkey and the United States."

Kalyanaram, Gurumurthy and Vivek Natarajan, "Hirsch Index, Impact of Research and Citation Analyses: Theory and Empirical Validation."

Unpublished Working Papers

Kalyanaram, Gurumurthy and Glen L. Urban, "Late Entry Penalties in Packaged Goods: How Do Firms' Earnings and Size Moderate the Effect?" 1995.

B.P.S. Murthi and Gurumurthy Kalyanaram, "An Empirical Analysis of Asymmetry in Latitude of Price Acceptance" 1994.

Kalyanaram, Gurumurthy, "Heterogeneity in Entry Effects in Trial and Repeat Between Consumer Goods Categories," October 1993.

Kalyanaram, Gurumurthy, "Determinants of the Quality of Service in Airlines," May 1992.

Kalyanaram, Gurumurthy, and John D.C. Little, "A Price Response Model Developed From Perceptual Theories," June 1989.

Representative Research Grants

Rebel Digital

Deloitte Management Consulting

National Bureau of Economic Research

Signion Systems, Inc.

New York Institute of Technology

Grants from Marketing Science Institute, Cambridge

Booz-Allen and Hamilton, Inc

General Foods, Inc

International Data Corporation

Iridium Corporation

American Airlines

The University of Texas at Dallas

Center for Russian and East-European Studies, Pittsburgh

The Woodrow Wilson Center for International Scholars, Washington, D.C

MIT, Cambridge

National Cash Register, Ohio

National Economic Research Associates

CONFERENCE PRESENTATIONS and PARTICIPATION

Northeast Business and Economics Association Conference Proceedings, Bretton Woods, NH, "An Empirical Analysis of Asymmetry in Latitude of Price Acceptance" (November 2013).

Ravensburger Industriegespräche Conference, Germany, "New Market Development and Market Entry Strategies" (October 2013).

International Conference on Governance and Public Service Transformation in South Asia, Dhaka, "Institution Building, Inclusive Growth and Accountability: A Study of China and India" (December 2012).

International Conference on Technology Management, Indian Institute of Science, Bangalore, "Marketing Dynamics in Technology-Based Companies: Pioneering Advantage, Customer Experience and Adaptive Pricing" (July 2012).

32nd Annual International Symposium on Forecasting, Boston, "Forecasting the Decision of a Firm: When to Litigate the Patent's Expiry Date and When to Introduce Next Innovation," with Tapan Bagchi (June 2012)

Best Practices for enhancement of Institutional Quality and Excellence, Nirma University, Ahmedabad, "Institutional Excellence Beyond Traditional Metrics of Quality," with Rajan Saxena (May 2012)

Business and Health Administration Conference, Chicago, "Pharmaceutical Industry Management Challenges in Kazakhstan," with Baikenova, Zhansulu, Dilbar Gimranova, and Alma Alpeissova (March 2012)

Business and Health Administration Conference, Chicago, "Price effects on physician prescription behavior," with Demetrios Vakratsas and Mala Srinivasan (March 2012).

International Marketing Conference, IIM Lucknow, "Evolution of GSM Market Technology in India: A Bass Model Approach," with James Sund, Vivek Natarajan and Tejinder Sharma (January 2012)

The Association to Advance Collegiate Schools of Business (AACSB) Conferences and Workshops (2011, 2012)

European Foundation for Management Development (EFMD) Conferences and Workshops (2011)

International Conference on Global Business and Economic Development (SGBED), Singapore, "Customer-Driven Innovation: A Conceptual Model," with G. Sandhya (July 2011)

Kazakhstan Institute of Management, Economics and Strategic Research, Kazakhstan, "Innovative Teaching Methodology: Leadership Development Program," with Dilbar Gimranova et. al. (April 2011)

Business and Health Administration Conference, Chicago, "The effect of direct advertising to consumers (DTCA) on Market Share and Quantity in pharmaceutical drugs, and Consumer Welfare," with Deepak Gupta et. al. (March 2011).

Northeast Business and Economics Association Conference Proceedings, Morris Town, NJ, "The effect of direct advertising to consumers (DTCA) in prescription pharmaceutical drugs, and Consumer Welfare," with P. Balasubramanian (September 2010).

Society for Marketing Advances, New Orleans, "An empirical study of the interaction between advertising and price in pharmaceutical drugs," (November 2009)

Allied Academies Conference, New Orleans, "Asymmetric market reactions to new product announcements," with Vivek Natarajan (October 2009)

"Asymmetries in the effects of marketing instruments between managed care (HMO) and non-managed care (non-HMO) physicians in the prescription of brand-name drugs," John D.C. Little Festschrift (June 2009)

13th Biennial Eastern Academy of Management International Conference Proceedings, Rio de Janeiro, Brazil, "What triggers turnover intention? A comparative exploratory study of China, Jordan, Turkey, and the United States," with Hao Chen and David L. Ford (June 2009).

Academy of International Business Annual Meeting, San Diego, CA, "The job satisfaction-turnover intentions relationship revisited: Exploratory evidence from China, Jordan, Turkey, and the United States," with Hao Chen and David L. Ford (June 2009).

Marketing Science Conference, Ann Arbor, MI, "Asymmetries in price and brand loyalty effects in the prescriptions by HMO non-HMO physicians," with Santha Ramakrishnan (June 2009).

Society for Marketing Advances, St. Petersburg, FL, "The Effect of Direct Advertising to Consumers (DTC) in Pharmaceutical Drugs: Is there an Effect on Market Share?," (November 2008)

Marketing Science Conference, Vancouver, "An assessment of top economists/marketing scholars based on Hirsch Index," (June 2008)

Product Development Management Association (India) "Asymmetric Market Reactions to New Product Announcements," Bangalore, India with Vivek Natarajan (December 2007)

Oxford Business and Economics Conference, Oxford University, "Customer Experience Value Driver Framework," (June 2007)

Marketing Science Conference, Pittsburgh (June 2006)

Marketing Science Conference, Atlanta (June 2005)

MIT Sloan Buck Weaver Marketing Science Conference, 2004, 2005, 2006, 2007, and 2008

Marketing Science Conference, Los Angeles, "Incremental and Radical Brand Innovations in Consumer Packaged Goods," with Suman Basuroy (June 2000)

Marketing Science Conference, Los Angeles, "Competitive and Marketing Mix effects on Market Share Volatility," with Demetrios Vakratsas (June 2000)

Marketing Science Conference, Syracuse, NY, "An Empirical Analysis of Asymmetry in Latitude of Price Acceptance," with B.P.S. Murthi (May 1999)

Marketing Science Conference, INSEAD, Fontainebleau, "The Shape of Advertising Response Functions Revisited," with Demetrios Vakratsas and Frank Bass (July 1998)

Marketing Science Conference, Berkeley, CA, "Customizing the Product Definition Process," with Viswanathan Krishnan (March 1997)

INFORMS National Meeting, Atlanta, Georgia, "Process Design: Model, Calibration and the Product-Process Interface," (November 1996)

Marketing Science Conference, Gainseville, Florida, "Deliberate Product Definition: Customizing the Product Definition Process," with Viswanathan Krishnan (March 1996)

Winter American Marketing Association, Hilton Head, "Controlling for Observed and Unobserved Managerial Skills in Determining Order-of-Entry Effects on Market Share," with B.P.S. Murthi and Kannan Srinivasan (February 1996)

Marketing Science Conference, Sydney, Australia, "Finalizing Product Decisions Closer to Market," with Viswanathan Krishnan (July 1995)

ORSA/TIMS Joint Meeting, Los Angeles, California, "Finalizing Product Decisions Closer to Market Launch by Overlapping Product Specification and Development Phases," with Viswanathan Krishnan (April 1995)

ORSA/TIMS Joint National Meeting, Detroit, Michigan, "Controlling for Observed and Unobserved Managerial Skills in Determining Order-of-Entry Effects on Market Share," with B.P.S. Murthi and Kannan Srinivasan (November 1994)

Marketing Science Conference, Tucson, Arizona, "Managing the Trade-Off Between Up-to-date Customer Input and Early Market Entry: Overlapping Marketing and Product Development," with Viswanathan Krishnan (March 1994)

ORSA/TIMS Joint National Meeting, Phoenix, Arizona, "Heterogeneity in Entry Effects" (November 1993)

Marketing Science Conference, St. Louis, "A Three-Stage Model of Pioneering Advantage," with Frank Kardes, Murali Chandrashekhara and Ronald Dornoff (March 1993)

ORSA/TIMS Joint National Meeting, San Francisco, CA, "Brand Retrieval, Consideration Set Composition, Consumer Choice, and the Pioneering Advantage," with Frank Kardes, Murali Chandrashekhara and Ronald Dornoff (November, 1992)

Marketing Science Conference, London, "Empirical Analysis of the Entry Effects When Failures are Considered," (July 1992)

ORSA/TIMS Joint National Meeting, Anaheim, CA, "Estimating the Order of Entry Effect on the Market Shares of Frequently Purchased Consumer Goods with Endogenous Effects of Marketing Variables and Entry," (November 1991)

ACR Conference, Chicago, IL, "Consumer's Consideration Set and the Pioneering Advantage," with Frank Kardes (October 1991)

Marketing Science Conference, Wilmington, DE, "Entry Effect Among Survivors and Failures," with Frank Bass (March 1991)

Marketing Science Conference, Wilmington, DE, "Order of Entry Effects on Recall, Consideration and Preference Sets," with Frank Kardes (March 1991)

ORSA/TIMS Joint National Meeting, Philadelphia, PA, "Effects of Order of Entry on Consideration Set Composition," (October 1990)

Marketing Science Conference, Urbana-Champaign, IL, "Empirical Analyses of the Effects of Price and Promotion Competition on the Order of Entry," with Glen Urban, (March 1990)

Marketing Science Conference, Urbana-Champaign, IL, "Order of Entry Effects on Brand Attitude Polarization and Persistence," with Frank Kardes, (March 1990)

Marketing Science Conference, Urbana-Champaign, IL, "Rediscovering the Demographic File: An Analysis of Systematic Differences in Household Brand Choice Behavior," with Dan Putler, (March 1990)

ORSA/TIMS Joint National Meeting, New York City, NY, "Estimation of Competitive Promotion Conjectures," with Wujin Chu, (October 1989)

ORSA/TIMS Marketing Science Conference, Raleigh-Durham, NC, "Empirical Modeling of the Dynamics of the Order of Entry Effect on Market Share, Trial Penetration, and Repeat Purchases for Frequently Purchased Consumer Goods," with Glen Urban, (March 1989)

ORSA/TIMS Joint National Meeting, Denver, CO, "Dynamics of the Order of Entry Effect: Share, Trial, Repeat, and Competitive Effects," with Glen Urban, (October 1988)

ORSA/TIMS Marketing Science Conference, Seattle, WA, "Simple Linear Salesforce Compensation Plans," with Amiya Basu, (May 1988)

ORSA/TIMS Joint National Meeting, Miami, FL, "A Model of Salesforce Compensation," with Amiya Basu, (October 1986)

Behavioral Decision Research Conference, Ithaca, NY, "A Pricing Model Based on Theories of Perception and Judgment," with John Little, (June 1986)

ORSA/TIMS Marketing Science Conference, Dallas, TX, "A Pricing Model Based on Perception Theories and its Testing on Scanner Panel Data," with John Little, (March 1986)

Invited Presentations and Participation

Harvard Conference, Harvard Project for Asian and International Relations, February 2014

öRavensburger Industriegesprächeö, Ravensburg, Germany, October 2013

International University of Japan, Japan, September 2013

Bhagwant University, Ajmer, July 2013

Rutgers University, NJ, June 2013
Birla Institute of Technology, Mesra, May 2013
Research Institute of Health Sciences and Management, International Conference, Pune, February 2013
Meghe Group of Institutions, International Conference, Nagpur, February 2013
Tata Institute of Social Sciences, Mumbai, February 2013
International Conference on Engineering and Technology Management, NMIMS University, Mumbai, Sponsored by IEEE, January 2013
International Conference on Governance and Public Service Transformation, Dhaka, Sponsored by UNDP, December 2012 (Invitation only conference)
International Conference on Development, Indira Gandhi Institute for Development Research Silver Jubilee Conference, Mumbai, December 2012
International Conference on Blood Pressure and Hypertension, NMIMS University, Mumbai, December 2012
Consortium of Students in Management Research (COSMAR), Indian Institute of Science, Bangalore, November 2012
Usha Pravin Gandhi College of Law, Mumbai, August 2012
Academy of Indian Marketing-American Marketing Association Sheth Foundation International Conference on Innovation in Marketing for Emerging Markets, Bangalore, July 2012
Inaugural Academy of Indian Marketing-American Marketing Association Sheth Foundation, Doctoral Consortium, Bangalore, July 2012
Glen Urban Festschrift, MIT, Cambridge, June 2012
National Assessment and Accreditation Council Conference at Nirma University, India, May 2012 (Invitation only conference)
Sustainability Seminar Series, Earth and Environmental Studies, Montclair State University, April 2012
Higher Education Forum, India, March 2012
Tata Institute of Social Sciences Platinum Jubilee Conference, Mumbai, February 2012
NMIMS University, Mumbai, December 2011
Amrita University, Coimbatore, March 2011
Kazakhstan University of Economics, Management, and Strategic Research, September 2010
University of Economics (Kazakhstan), September 2010
City University of New York, May 2010
George Mason University, April 2010
University of North Texas at Dallas, April 2010
Indian Institute of Management, Bangalore, January 2010
Indian Institute of Health Management Research, Jaipur, January 2010
Great Lakes Management School, Chennai, January 2010
S.P. Jain Management Institute, Mumbai, December 2009
Aberdeen Business School, Scotland, November 2009
John D.C. Little Festschrift, Ann Arbor, MI, June 2009
Vienna University of Economics and Business Administration, Vienna, March 2009
Newcastle Business School, UK, December 2008
Florida Gulf Coast University, December 2008
Eastern Michigan University, Michigan, February 2008
Alliant International University, California, January 2008
Indian Institute of Management, Bangalore, December 2007
University College Dublin, Ireland, May 2007
Frankfurt School of Management and Finance, April 2007
Suffolk University, March 2007
London School of Economics, February 2007

Loughborough University, U.K., September 2006 and January 2007
Indian Institute of Management, Bangalore, December 2006
Tongji University, China, October 2006
New Jersey Institute of Technology, February 2006
Jiangxi University, China, 2001-2006
Metropolitan College of New York, June 2006
Jain Group of Institutions, Bangalore, April 2006
Sadhana Center for Management and Leadership, Pune, April 2005
MIT Annual New York Dinner (Lester Thurow, Stewart Myers, Andrew Lo and Simon Johnson), 2003, 2004, 2005 and 2006
MIT Sloan Convocation, 2003, 2005
MIT Exponential Celebrations: Seminars and Discussions, 2003
Chinese Culture University, December 2000 and November 2001
Yeshiva University, December 2000
Illinois Institute of Technology, November 2000
Westminster College, June 2000
State University of New York at Stony Brook, June 2000
University of Illinois at Chicago, May 2000
New York Institute of Technology, April 2000
Ohio University, January 2000
University of Missouri, March, 1999
Cleveland State University, March 1999
Fletcher School of Diplomacy and Law, February 1999
McKiney Economic Development, February 1999
University of California, Riverside, March 1998
University of Houston, November 1997
IEEE-Engineering Management Conference, Fall 1997
Texas Faculty Consortium, SMU, October 1997
Boston University, January 1997
New Products Development Conference, The Wharton School, May 1995
The MIT World Economy Laboratory Conference, Washington, D.C., April and October 1995
Rice University, April 1994
Empirical Generalizations in Marketing Workshop, The Wharton School, February 1994
International Executive Development Center, Kranj, Slovenia, June 1993
University of California, Davis, December 1989
Vanderbilt University, October 1989
National Cash Register, Akron, Ohio, June 1988

TEACHING

Doctoral Committees and Dissertations

Naz Onel, Environmental Studies, currently working on the doctoral thesis and is expected to complete in May 2014, Montclair State University.

Aditya Bali (Co-chair), and Smita Mazumdar, Shweta Maheshwari and Sreeram Sivaramakrishnan (Member), currently working on the doctoral theses, NMIMS University.

Venkatesha R. Murthy (External Examiner), "Integration of Economic and Social Actions in Small Businesses: People's Engagement in Small Businesses and Establishment of Buyer-Supplier Relations," graduated in September 2012.

Yulia Frolova, "An Exploratory Study in Kazakhstan: Attributes leading to increased productivity and satisfaction," graduated in November 2010 from Kazakhstan Institute of Management, Economics and Strategic Research; Assistant Professor, Kazakhstan Institute of Management, Economics and Strategic Research.

Vivek Natarajan, "New Product Development Process: An Archival Study," graduated in May 2006 from The University of Texas at Arlington; Assistant Professor, Lamar University, Texas.

Victoria Gylys, "Identification of Adoption Takeoff and the Influence of Exogenous Variables," graduated in May 2002 from The University of Texas at Dallas; Management Consultant.

Kwangpil Chang (External Examiner), "The Impact of Heterogeneity in Purchase Timing and Price Responsiveness on Estimates of Sticker Shock Effects; graduated in 1999 from University of British Columbia; Assistant Professor, University at Seoul.

Tarun Dewan (Co-Chair of the committee), "A Framework for Analyzing Competitive Equilibrium Promotional Strategies for Two-Brand, two-Category Retailers," graduated in August 1999 from The University of Texas at Dallas; Assistant Professor at University of Toronto.

Nagasimha Kanagal, "Long run equilibrium and its impact on brand choice and market share analysis," graduated in 1997 from The University of Texas at Dallas; Assistant Professor, Indian Institute of Management, Bangalore, India.

Christon K. Cheung, "Model of Entry Strategies and Sales Forecasting for High-Tech Product Categories with Multiple Standards," graduated in May 1996 from The University of Texas at Dallas; A.C. Nielsen, Inc.

Subhashri Srinivasan, "Managerial Issues in Franchising: Flexibility, Coordination and Control," graduated in August 1995 from The University of Texas at Dallas; Assistant Professor at Carnegie Mellon University.

Demetrios Vakratsas, "Effects of Deals on Purchase Acceleration: An Investigation of Heterogeneity Issues," graduated in December 1994 from The University of Texas at Dallas; Post Doctoral Fellow, London Business School.

Lakshmi Achal, "Product Line Decision Under Uncertainty and Consumer Heterogeneity," graduated in December, 1994 from The University of Texas at Dallas; Marketing research consultant (Pharmaceutical Industry).

Ramesh Arjunji, "Retailer's Optimal Response to Trade Deals: An Analysis Under Uncertainty," graduated in May 1994 from The University of Texas at Dallas; Assistant Professor at Yale University.

Trichy Krishnan, "Optimal Marketing Mix Policies for New Product Introduction," graduated in February 1993 from The University of Texas at Dallas; Assistant Professor in Nijenrode.

Jim Stewart, "Expert Systems in Marketing--New Product Design," graduated in May 1992 from The University of Texas at Dallas; Consultant.

Giles D'Souza, "Advertisement and Formation of Consumer Preferences," graduated in May 1991 from The University of Texas at Dallas; Assistant Professor at University of Alabama.

V. Padmanabhan Iyer, "Issues in Pricing Theory," graduated in December 1990 from The University of Texas at Dallas; Assistant Professor at Stanford Graduate School of Business.

Master's Theses

MBA Written Thesis Committee(s), New York Institute of Technology, Supervisory professor (as Academic Director of MBA programs), 2000-2007

MBA Matriculation Oral Examination Committee(s), New York Institute of Technology, Supervisor professor (as Academic Director of MBA program), 2000-2007

MBA and MS Written Thesis Committee(s), The University of Texas at Dallas, Supervisory professor (as Director of Master's programs), 1995-2000

Undergraduate, Master's, Executive, and Doctoral Education Courses

Interdisciplinary	Competitive Strategy; Consumer Behavior;
Advanced Courses	E-Commerce, Internet Marketing and Technology Marketing; Learning Organizations; Managing Innovation; Modeling; Media Education and Marketplace; Media Arts and Sciences; Economic and Public Policy and Analysis
International Studies	Area Studies: Russia, Southeast Asia, and South Asia Cross-Cultural Promotion International Business, International Marketing, World Trade and Services
Marketing	Marketing and Distribution Management; Principles of Marketing; Marketing Research and Advanced Marketing Research; Product Management; Marketing Engineering; Marketing Communications and Public Relations
Phd Seminars	Modeling; Marketing and Competitive Strategy Applied Multivariate Methods Economic and Public Policy
Executive Education	Business Strategy; Business Policy Economics of Public Sector; Health Care Administration Medical Management; Quantitative Methods

EXPERIENCE and LEADERSHIP in GLOBAL ACTIVITIES

1995-present	Lectures in Bahrain, China, Hong Kong, India, Jordan, Malaysia, Russia, Singapore, Slovenia, Taiwan, Vietnam
2013-2014	Advisor, International University of Japan
2011-2012	Dean, University Research, NMIMS University, India

2010-2011	Advisor, and Dean of School of Business, Amrita University, India
2010	Associate Dean, Research, Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP University)
2000-2007	Academic and administrative supervision and facilitation of MBA programs in China, Canada (Vancouver), Middle-East (Bahrain, Egypt, Jordan, and Saudi Arabia)
1991-2000	Directed and organized study programs in St. Petersburg, Russia and Asia (China, India, Malaysia, Singapore, Vietnam) at The University of Texas at Dallas
2000-2006	International Workshop Programs in China, Germany, Russia
1992-1996	Woodrow Wilson Center for International Scholars, Washington, D.C.
1993	Seminar for mid-level European executives on product and innovation management at the International Executive Development Center Kranj, Slovenia.
1990-1993	Lectures on management, marketing and approaches to privatization, St. Petersburg, Chibaksara, and Ivanovo, Russia
1992	<ul style="list-style-type: none"> • Lectures on Business Management in Estonian Business School, Tallin, Estonia • Seminars on issues confronting transition to market economy and privatization, St. Petersburg Education Center, St. Petersburg Technical University, Ivanava Technical University, and the City Councils • Seminars on "How to Do Business with the USö to Soviet business leaders at the Leningrad Technical University, St. Petersburg, • Seminars in Ivanava, Furmanova, Kineshma, Vichuga, Shuya and Teikovo, Russia
1991	Lectures to Soviet business persons on the first principles of business--marketing, management, finance and product management at the Leningrad Education Center. Consultation with the Economic Reform Committee of the Leningrad City Council on (1) how to encourage US businesses to invest in Leningrad, (2) how to develop a Free Trade Zone, and (3) how to increase the export of Soviet goods

Other Relevant International Experience

1993-1995	Facilitated the founding of Russian American Graduate School of Management, St. Petersburg.
1988-1991	Member, Editorial Board, <i>India Abroad</i> (New York)

Language Skills

Chinese; Hindi; Russian; Sanskrit; and Tamil

REPRESENTATIVE CONSULTING COMPETENCIES AND ACTIVITIES

Competencies	Organizational Design, and Building Learning Organizations New Product Design and Development Product and Market Entry Strategy Pricing, and Advertising and Communication Strategy Organizational Development and Design. International Business and Strategy: Market and Product Development Strategies. Education: Executive Education, and Curriculum Design and Development
Clients and Projects	Baden-Wuerttemberg Cooperative State University, Germany (Specialist-Visitor) Montclair State University, NJ (Specialist-Visitor) Signion Systems, Inc.: Board Member. Park Place Group, New York: Business Strategy Rebel Digital, New York: Acquisition Strategy

Deloitte and Touche: Product strategy.
 UNext and Cardean Learning Group: Curriculum Design and Development for International Marketing and Health Care Administration.
 IPGEN: Product and Marketing strategies.
 LIQUIDCD.COM: Business and Market Entry strategy
 Booz-Allen & Hamilton: Innovation and Growth Strategies.
 Texas International Education Consortium: Curriculum and organization design.
 Worldlink, Inc.: Marketing strategy.
 Axes Technologies, Inc.: Senior Advisor, Business Development.
 Raytheon TI Systems: Market Forecasting and Pricing Strategy.
 Bruton Information, Inc.: Pricing Strategy for Internet service.
 Ritzman Group, Inc: Pricing Strategies for Consumer Package Goods.
 Nortel: Market Entry Strategies in Telecommunication Industry.
 Iridium, Inc.: Market Entry Strategies for Telecommunication services.
 Texas Instruments, Inc: Telecommunication Strategies, executive seminars.
 Sega: Advertising Strategies for Sega.
 Audience Research and Development: International Markets Entry Strategies.
 Bankston Nissan dealer: Customer satisfaction and store traffic.
 Rockwell International: Introduction of new telecommunication product to the oil and gas exploration industry.
 International Executive Development Center in KRANJ, Slovenia: Seminars on Product and Innovation Management.
 Consultant to CHIBAKSARA Republic, Russia: Issues of privatization.
 Digital Equipment Corporation: Executive seminars on International Business.
 Consultant to the Economic Reform Committee of the Leningrad City Council: Encouragement of US business investments in Leningrad, and development of a Free Trade Zone.
 AT&T: Executive seminars on New Product Development in High Technology Markets.
 General Foods: Empirical modeling in beverages market, and estimation of price elasticity.
 Northern Telecom: Marketing executive seminars.
 Oxy Chemical: Pricing Issues.
 American Airlines: Demand Forecasting and Logit Choice Modeling.

 International Data Corporation: Forecasting Mainframe Computer Sales.
 NCR: Executive seminars on the Impact of Technology on Service and Manufacturing Industries, Retailing, and Marketing.
 NERA: The effect of advertisement on cigarette demand

MIT ACTIVITIES AND RECOGNITION

Service as an Alumnus	President, MIT South Asian Alumni Association (MIT SAAA), 2012- President-Elect, MIT South Asian Alumni Association (MIT SAAA), 2010-2012. MIT Sloan School Student Alumnus Mentor. MIT Pre-Orientation Program for Graduate Students from India, New Delhi, 2012, 13. MIT Nominating Committee on Corporation Visiting Committees, 2005-2008 and 1994-1997 MIT National Capital Campaign Committee: Goal \$1.5 billion, 1998-2004
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MIT National Alumni/ae Association, Member, Board of Directors, 1997-2000
MIT Technology Day Committee, 1997-2000
MIT Enterprise Forum Board, 1997-2003
MIT Enterprise Forum at Dallas, Co-Chair and Executive Committee Member, 1996-2004
Dallas/Fort Worth MIT Club President, Director of Finance, Vice President for Programs, 1990-1996
MIT South Asia Alumni Association
Alumni Interviewer for MIT Sloan School

Service as a Student MIT Corporation Joint Advisory Council
MIT Council on Graduate School Policy
MIT Graduate Students Council
MIT Undergraduate Advisor
MIT Colloquium Committee
Harvard-MIT Cooperative Society Board

Recognition Harold Lobdell Award by MIT for outstanding service to the Institute, 2002

SCHOOL AND UNIVERSITY COMMITTEE ACTIVITIES (New York Institute of Technology and The University of Texas at Dallas)

New York Institute of Technology

University Senate
University Accreditation and Assessment Committee
University Curriculum Committee
University Distance-Learning Committee
University Library Committee
School of Management Deans Council
School of Management Personnel Committee
School of Management Curriculum Committee
School of Management Library Committee
School of Management Accreditation and Assessment Committee
School of Management Research Committee

The University of Texas at Dallas

University Accreditation Committee
University and School of Management Strategic Planning Task Forces
University Steering Committee, Cecil and Ida Green Center for Science and Society
Core Committee for the Support of Women and Minorities
Faculty Advisor for the Undergraduate Program Studies
University Enrollment Management Task Force
University Committees and Task Forces:
University Faculty Senate
University Curriculum Committee
University Assessment Committee
University Strategic Planning Taskforce
University Core Committee for the Support of Women and Minorities
University Committee on Committees
University Committee on Educational Policy, Vice-chair

University Committee on Faculty Standing and Conduct
 University Library Committee
 University Core Curriculum Committee
 Search Committee for the Dean of School of Management
 Commencement Committee
 School Academic Planning and Policy Committee
 School Personnel Committee
 School Curriculum Committee
 School Doctoral Program Committee
 School External Development Committee
 School Executive Education Committee
 School Masters Program Review Committee, Chair and member
 School Masters Admissions Subcommittee, Chair and member
 School Medical Management Program
 School Undergraduate Program Committee
 School Library and Facilities Committee
 School Ad Hoc Distance Learning Committee
 School Scholarship Committee
 School of Management Magazine Editorial Committee
 School TA Supervision Committee

COMMENTARIES, CITATIONS and OTHER WRITINGS

Opinions, citations and commentaries	<i>The Dallas Morning News ; The Fort Worth Star Telegram; The Houston Chronicle; The Journal of Commerce; The New York Newsday; The Shreveport Times; Inside Collin County Business; The New York Times; The Wall Street Journal; Wireless Week; Business News; The Business Standard; Business Today; Daily Pioneer; Economic Times; India Abroad; India Today; Rediff India; The Indian Express; The Times of India, The Free Press Journal.</i>
Commentaries/Interviews on television and radio	Amrita TV; TV ABC affiliate in Dallas; TVCBS affiliate in Dallas; TV Asia Channel in New York; Radio AM 1150 in Dallas; Radio ABC affiliate in Dallas; Radio WBAP 820
Poetry	“Now You See and Now You Don’t,” <i>The National Library of Poetry</i> , August 1995. “The Festivities of Life,” <i>The National Library of Poetry</i> , August 1996.

COMMUNITY INVOLVEMENT

Public Policy Activities	Presentations to States of Gujarat and Bihar: Enhancing Research Productivity and New Pedagogic Tools Texas State Strategic Economic Development Planning Commission Texas Competitive Government Taskforce Texas Lyceum Board, Dallas County Child Welfare Board, and Dallas County Public Health Advisory Committee (appointed by the Dallas County Commissioners) Dallas Assembly ó Public Policy Think Tank <u>Appointments of Mayor</u> : School to Careers Committee, Dallas Workforce Commission; Summer Youth Program Steering Committee, and Census
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2000 Committee; and Dallas Workforce Commission: School to Careers Committee

Community Activities

Boards

Bombay Management Association, Consulting Editor, Journal
Greater Dallas Indo-American Chamber of Commerce, Executive Committee and Board Member
Greater Dallas Asian American Chamber of Commerce, Executive Committee Member & Board Member, Bylaws Committee, and Chair, Community Affairs, Legislative Affairs & Strategic Planning Committees
Greater Dallas Community Relations, Board Member
Literacy Volunteers of America-Dallas, Board Member
Leadership Dallas Alumni Association Board Member
North Texas Volunteer Center, Board Member
The Writer's Garret, Board Member.
WordSpace, Steering Committee.
Texas Chamber Music Ensemble, Board Member
Our Brother's Keeper, Board Member
Leadership Dallas Alumni Board Member and Curriculum Committee
Richardson University Lions Club, Founding Member, Vice President and President
Lions Sight and Tissue Foundation Lifetime membership

Committees

Facilitator, Ford Community Development Program, Dallas, Texas
Greater Dallas Chamber of Commerce, International Trade Task Force.
Greater Dallas Chamber of Commerce, Committee on Healthy Community.
City of Dallas, Market Place Creation Steering Committee
Dallas 2012 Olympics Committee
Venture 98: Southern Dallas Business Plan Competition
Member, The Crescent Club, Dallas
Dallas Friday Group
Dallas Council of World Affairs
Greater Dallas Planning Commission
Sustaining Member, Americares
United Way: Venture Fund Grant Committee
Dallas Police Chief's Community Advisory Committee
Presbyterian Healthcare System Forum
North Central Texas Council of Governments: Strategic Planning Taskforce.
Associate Member, George Bush Presidential Library and Museum
Presidential Exploratory Committee of Governor George W. Bush
Texas Asian Advisory Board of Vice-President Albert Gore

Community Recognitions

Educator of the Year, Asian American Chamber of Commerce, 1998
Minority Business News, Profile, 1998
Lions Extension Award, 1997
Leadership Dallas Program, 1996-1997