

Curriculum Vitae

Sonjaya S. Gaur Professor of Marketing

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ISM Dhanbad	30
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EMPLOYMENT HISTORY

ACADEMIC FULL TIME:

Professor of Marketing, Sunway University Business School, Sunway University, Bandar Sunway, Malaysia, May 2015 – to date.

Associate Professor of Sales and Marketing (Tenured) and Academic Leader - Sales Area, AUT Business School, Auckland University of Technology, Auckland, New Zealand, June 2007 – May 2015.

Associate Professor of Marketing (Tenured), Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India, March 2005 – June 2009. (I was at AUT on lien from IIT Bombay during June 2007 to June 2009)

Assistant Professor of Marketing (Tenured), Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India, August'99 – March 2005.

Senior Lecturer (VFM) in Marketing, Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India, August'97 - August'99.

Senior Lecturer in Marketing, Department of Management Studies, Indian School of Mines, Dhanbad, India, October'96 – August'97.

Assistant Professor and Area Coordinator of Marketing, S P Jain Institute of Management & Research, Bombay, India, May'96 – October'96.

Lecturer in Marketing, Management Studies Group, Birla Institute of Technology and Science, Pilani, India, March'94 – May'96.

Assistant Lecturer in Management, Management Studies Group, Birla Institute of Technology and Science, Pilani, India, December'93 – March'94.

Teaching Assistant in Management, Management Studies Group, Birla Institute of Technology and Science, Pilani, India, December'91 – December '93.

ACADEMIC VISITING:

Visiting Scholar, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, USA, Fall Semester 2014-2015 and April 2015.

Visiting Scholar, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, USA, Fall Semester 2010-2011 (August - December 2010).

Visiting Scholar with Professor Richard P. Bagozzi, University of Michigan, Ann Arbor, USA, August 2009.

Visiting Scholar, College of Business and Public Administration, Old Dominion University, Norfolk, Virginia, USA, October-November 2008.

Visiting Research Professor (Marketing & Logistics Area), LiU School of Management, Linköping University, Sweden, May-July 2006.

Visiting Professor (Marketing Area), Marketing Centrum Muenster, Westphalian Wilhelms University (WWU) of Muenster, Germany, May-July 2005.

Visiting Scholar with Professor Richard P. Bagozzi, Jesse H. Jones Graduate School of Management, Rice University, Houston, Texas, USA, May 2004.

Visiting Professor of CRM, Indian Institute of Foreign Trade (IIFT), New Delhi, India, December 2003 & 2005.

Visiting Professor (Marketing Area), Graduate School of Venture, University of Hoseo, South Korea, May-June 2003.

ACADEMIC ADJUNCT:

Adjunct Professor, Ohio State University, Columbus, USA

Adjunct Professor, GLA University, Mathura, India

Adjunct Professor, Graduate School of Venture, University of Hoseo, South Korea.

Adjunct Professor, SIT University, South Korea.

INDUSTRY & GOVERNANCE

Independent Director on the Board of Bank of India New Zealand Limited

Member – Court (the Apex Body of the University responsible for Governance), GLA University

EDUCATION

Ph. D. in Management, 1996

Birla Institute of Technology and Science, Pilani (Rajasthan), INDIA

Master of Philosophy in Management, 1994

Birla Institute of Technology and Science, Pilani (Rajasthan), INDIA

B. E. (Hons.) (Civil Engineering), 1991

Birla Institute of Technology and Science, Pilani (Rajasthan), INDIA

M. Sc. (Hons.) (Chemistry), 1991

Birla Institute of Technology and Science, Pilani (Rajasthan), INDIA

AWARDS & RECOGNITION

- Top 100 Educator (2008) of the World, conferred by IBC Cambridge, UK.
- Leading Educator of the World, conferred by IBC Cambridge, UK in 2008.
- Biography included in MARQUIS Who's Who in Asia and Who's Who in world.
- Awarded "Excellence in Teaching in Management" by IIT Bombay in 2006.

RESEARCH EXPERIENCE

Refereed Journal Publications:

Gaur, S. S., Bathula, H. & Singh, D. A. (forthcoming) Ownership concentration, board characteristics and firm performance: A contingency framework, Management Decision.

Gaur, S. S., Saransomrurtai, & Herjanto, H. (forthcoming) Top Global Firms' Use of Brand Profile Pages on SNS for Marketing Communication, Journal of Internet Commerce.

Yap S. F. & Gaur, S. S. (forthcoming) Integrating functional, social, and psychological determinants to explain online social networking usage, Behaviour and Information Technology

Abdeen, A., Rajah, E., & Gaur, S. S. (forthcoming) Consumers' Beliefs about Firm's CSR Initiatives and their Purchase Behaviour, Marketing Intelligence and Planning

Gaur, S. S., Bathula, H., and Diaz, C.V. (2015) Conceptualizing Influence of the Cultural Orientation of Latin Americans on Consumers' Choice of U.S. Brands, European Business Review. Vol. 27, No. 3.

Gaur, S. S., & Chapnerkar, M. (2015), Indian Festival's Contribution to the Cultural and Economic Well-being: A Case Study of Ganapati Festival, Worldwide Hospitality and Tourism Themes Vol. 7 No.4.

Gaur, S. S., Herjanto, H., and Makkar, M. (2014) Review of Emotions Research in Marketing, 2002 – 2013, Journal of Retailing and Consumer Services Vol.21, 917-923.

Gaur, S. S., Goswami, M. & Quazi, A. (2014) Does Relational Paradigm Lead to Staff Commitment: Evidence from Indian Call Centres, Journal for Global Business Advancement, Vol. 7, No. 4, 287–302.

Herjanto, H., Gaur, S.S., Saransomrurtai, C. & Quik W.H. (2014) Allowing digital piracy for strategic benefits to businesses, Journal of Information, Communication & Ethics in Society, Vol. 12, No. 4.

Herjanto, H., & Gaur, S.S. (2014) Romantic Tourists' Cognitive Dissonance and Willingness to Revisit Asian Hotels, Asian Journal of Business Research Vol. 4, No. 2, 16-27.

Yap, S-F & Gaur, S.S. (2014) Consumer Dissonance in the Context of Online Consumer Behaviour: A Review and Research Agenda, Journal of Internet Commerce Vol.13, No. 2, 116-137.

Gaur, A. S., Mukherjee, D., Gaur, S. S. & Schmid, F. (2013) Effect of Trust, Knowledge Intensity, and Environmental Uncertainty on R&D Alliance Formation: An Examination of German SMEs. Journal of Business Research Vol. 66, No. 11, 2178–2185.

Gaur, S.S., Herjanto, H. & Bathula, H. (2012): Does Buyer–Seller Similarity Affect Buyer Satisfaction With the Seller Firm?, The International Review of Retail, Distribution and Consumer Research, Vol. 22 No.3, 315-335.

Waheed, K.A., Gaur, S. S. & Penaloza, L. N. (2012) The Determinants of Customer Trust in Buyer-Seller Relationships: An Empirical Investigation in Rural India. Australasian Marketing Journal Vol. 20, No. 4, 303–313.

Agrawal, R., Gaur, S. S. & Narayanan, A. (2012) Determining Customer Loyalty: Review and Model. The Marketing Review Vol. 12, No. 3, 275-289.

Gaur, S.S., Tiwari, S. & Bathula H. (2012) Ohanian's Celebrity Endorsers' Credibility Scale: Evaluation and Validation in the Context of an Emerging Economy, International Journal of Indian Culture and Business Management Vol. 5 No. 2, 152 - 161.

Waheed, K.A., & Gaur, S. S. (2012) An Empirical Investigation of Customer Dependence in Interpersonal Buyer-Seller Relationships. Asia Pacific Journal of Marketing and Logistics Vol. 24 No.1, 102-124.

Rishi, M. & Gaur S. S. (2012), Emerging Sales & Marketing Challenges in the Global Hospitality Industry: Thematic Analysis of Customer Reviews from World's Top Two Tourist Destinations, Worldwide Hospitality and Tourism Themes Vol. 4 No.2, 131-149.

Bhat, S. & Gaur S. S. (2012), Managing Diverse Stakeholders in the Context of Destination Marketing, Worldwide Hospitality and Tourism Themes Vol. 4 No.2, 185-202.

Gaur, S. S., Vasudevan, H. & Gaur, A. S. (2011) Market Orientation and Manufacturing Performance of Indian SMEs: Moderating Role of Firm Resources and Environmental Factors, European Journal of Marketing Vol. 45 No. 7/8, 1172 - 1193.

Gaur, S. S., Xu, Y., Quazi, A. & Nandi, S. (2011) Impact of Service Providers' Interaction Behavior on Their Clients' Behavioral Loyalty. Managing Service Quality – An International Journal. Vol. 21 No.1, 67-87.

Herjanto, H., & Gaur, S.S. (2011) Intercultural Interaction and Relationship Selling in the banking Industry, Journal of Services Research Vol. 11 No.1.

Gaur, A. S., Mukherjee, D., Gaur, S. S., & Schmid (2011) F. Environmental and Firm Level Influences on Inter-Organizational Trust and SME Performance. Journal of Management Studies. Vol. 48 No.8, 1742-1781.

Singh, D.A., Gaur, S.S., & Bathula, H. (2011) An Eclectic Framework for Internationalization of Emerging Market Firms: A Practitioner's Perspective, Journal of International Education and Business, Vol.2, No. 1, 55-76.

Gaur, S.S., & Bathula, H. (2011) The Strategic Role of Corporate Boards in Organizational Decision Making. SRM Management Digest, Vol.9, No. 1., 456-462.

Gaur, S.S., Wali, O. P. & Bathula, H. (2010) Online Higher Education in An Advanced Emerging Economy: Issues And Challenges, Journal of International Education and Business, Vol.1, No. 2., 47-64.

Khan, J. & Gaur, S. S. (2010) The Moderating Role of Relationship Marketing Orientation on Market Orientation and Business Performance Linkage in Service Firm Context, AIUB Journal of Business and Economics, Vol.9, No. 1., 127-146.

Waheed, K.A. & Gaur, S. S. (2009) Determinants of Customer Dependence and its Effects on Customer Trust in Interpersonal based Buyer-Seller Relationships, Advances in Consumer Research, Volume 36, 999-1000.

Gaur S. S. (2006) in Market at the Bottom of the Pyramid: Entry Strategy for Corporates in Shainesh, G. (Ed.), Marketing and Sustainability - Emerging Opportunities for Profitable Growth: Discussion Anchored by G. Shainesh, IIMB Management Review, Vol. 18, No. 01, 69-84.

Gaur, S. S. & Agrawal, R. (2006) Service Quality Measurement in Retail Store Context: A Review of SERVQUAL and RSQS, The Marketing Review, Volume 6, Number 4, Winter, 317-330.

Gaur, S. S. & Agrawal, R. (2006) Validation of Consumer Sentiment Scale: Evidence from India, Asian Journal of Marketing, Vol. 12 No. 1, 67-75

Vasudevan, H., Gaur, S. S. & Shinde R. K. (2006) Relational Switching Costs, Satisfaction and Commitment: A Study in the Indian Manufacturing Context, Asia Pacific Journal of Marketing and Logistics, Vol. 18, No. 4, 342-353.

Gaur, A. S. & Gaur S. S. (2005) Strategic roadmap for Indian pharmaceutical industry in the post 2005 era, Indian Journal of Marketing, Vol. 35 No. 1, 3-10.

Sadarangani, P. H. & Gaur S. S. (2004) Being More effective on the World Wide Web: A communication Model, IIM B Management Review, Vol. 16, No. 2, 36-47.

Gaur, S. S. & Waheed, K. A. (2003) Doing Business in Developing Countries: A Relationship Driven Approach, Corporate Environmental Strategy - International Journal of Corporate Sustainability, Vol. 10, No. 03, 52-63.

Gaur, S. S. & Waheed, K. A. (2003) Motivations to Use Interactive Technologies in Marketing: A Study in Indian Service Businesses, Journal of Services Research, Vol. 3 (1), 45-60.

Gaur, S. S., Waheed, K. A. & Vishwanathan, S. (2003) Relationship Commitment for a Non-Life Insurance Service Provider: A Conceptual Model, Journal of Insurance & Risk Management, Vol. II, Issue 03, 99-108.

Gaur, S. S., Waheed, K. A., Avish, J. K., and Mahajan A. (2003) IT Adoption in Indian Banking and Financial Services Sector: An Analysis of Extent of Adoption, Perceived Benefits and Inhibitors and Satisfaction, The ICFAI Journal of Bank Management, Vol. 2, No. 2, 83-94.

Sadarangani, P. H. & Gaur S. S. (2003) An Empirical Study on Emotional Intensity and the Influence of Product Involvement in the Context of the Integrative Framework, Journal of Global Marketing, Vol. 12, 99-119.

Gaur, S. S. & Waheed, K. A. (2002) Study of Buying Behaviour for Branded Fine Rice, Indian Journal of Marketing (IJM), Vol. 32, No. 07, 03-08.

Waheed, K.A. & Gaur, S. S. (2002) Factors Influencing the Consumption of Fine Rice in Urban Areas of Tamil Nadu, Khadi Gramodyog – The Journal of Rural Economy, Vol. 48, No. 12, 376-382.

Gaur, S. S. & Waheed, K. A. (2000) Building Relationship with Farmers, Indian Management, Vol. 39, No. 10, 25-31.

Books:

Bathula, A. & Gaur S. S. (2011) Board Characteristics and Firm Performance, LAP LAMBERT Academic Publishing GmbH & Co. KG. ISBN:978-3-8433-6307-5.

Gaur, A. S. & Gaur S. S. (2009) Statistical methods for practice and research: A guide to data analysis using SPSS, Sage Publications, 2nd Edition.

Gaur, A. S. & Gaur S. S. (2006) Statistical methods for practice and research: A guide to data analysis using SPSS, Sage Publications, 1st Edition.

Gaur, S. S. & Saggere, S. V. (2001) Event Marketing and Management, Vikas Publishing House Pvt. Ltd. (Revised Edition 2003, Special Edition 2004), 10th Reprint.

Book Chapters:

Herjanto, H., & Gaur, S.S. (2015) Creating Memorable Experiences: Lessons from World's Top 10 Hotels, in V. Jauhari (Ed.), Creating Memorable Customer Experiences- Insights from Hospitality Sector, New Jersey: Apple Academic Press.

Makkar, M., Gaur, S. S., and Yap, S-F (2014) The Commoditization of Luxury in Margit Enke, Anja Geigenmüller and Alexander Leischnig. (Eds.), Commodity Marketing, 3rd Edition, Springer Gabler | Springer Fachmedien: Wiesbaden.

Han, D., Herjanto, H. & Gaur, S. S. (2014) Impact of Salesperson Information Overload on Relationship Selling Behaviors and Sales Performance: A Conceptual Framework in T. Ghoshal (Ed.), Exploring New Paradigms in Business, Excel: Delhi.

Hanoku, B. & Gaur, S. S. (2013) Value-based marketing in Handbook of Certified Marketing Management Professional, International Institute of Marketing Professionals: Toronto.

Gaur, S. S. (2009) Markets, in Charles Wankel (Ed.), Encyclopedia of Business in Today's World, Sage Publications: Thousand Oaks.

Gaur, S. S. (2009) Channels, in Charles Wankel (Ed.), Encyclopedia of Business in Today's World, Sage Publications: Thousand Oaks.

Gaur, S. S. & Vasudevan, H. (2008) Effect of Market Turbulence and Market Focus on Firm's Performance in Small and Medium Scale Manufacturing Firms, in S. Bhargava (Ed.), Entrepreneurial Management, Sage Publications: New Delhi.

Gaur, S. S. & Waheed, K. A. (2005) Motivations to Use Interactive Technologies in Marketing: A Study in Indian Service Businesses, in Vinnie Jauhari and Umashankar Venkatesh (Eds.), Readings in Services Management, IIMT: Gurgaon.

Gaur, S. S., Evanschitzky, H., Ahlert, D. and Kolhatkar, A. A. (2005) Marketing innovative Service Solutions with Inter-organizational Service Networks: Opportunities and Threats, Arbeitsbericht Nr. 26 des Kompetenzzentrums Internetökonomie und Hybridität Münster, ERCIS: Münster.

Gaur, S. S. (2001) Review and Comparative Assessment of CRM Solutions for Key Verticals, in Jagdish N. Seth, Atul Parvatiyar and G Shainesh (Eds.), Customer Relationship Management: Emerging Concepts, Tools and Applications, Tata McGraw Hill: New Delhi.

Sadarangani, P. H., Gaur, S. S. and Vani, N. S. (2001) Customer Relationship Management at APTECH, in Jagdish N. Seth, Atul Parvatiyar and G Shainesh (Eds.), Customer Relationship Management: Emerging Concepts, Tools and Applications, Tata McGraw Hill: New Delhi.

Cases:

Raptakos, Brett & Co. Ltd.: Strategies for the New Era

Marketing's Role: When it's time to roll out of bed ...

CRM at APTECH

A2Z Events

Conference Proceedings:

Gaur, S. S., Yap, S-F., Madan, S. & Homan, J. (2015) Re-thinking Online Purchases: A Netnography Analysis of Cognitive Dissonance. 2015 AMA Summer Marketing Educators' Conference, American Marketing Association, Chicago, USA.

Patel, P., Khan, J., Gaur, S. S., Yap, S.F., Quazi, A., and Tao, M. (2015) An analysis of consumers sustainable disposable behavior in relation to fast-fashion. 2015 Association for Consumer Research, Asia Pacific Conference, Hong Kong.

Karia, M., Gaur, S. S., and Bathula, H. (2015). The Impact of Information Overload on the Entrepreneurs' Human Resource Management Behavior: The Mediating Role of Entrepreneurial Self-Efficacy. 2015 Annual Meeting of the Academy of International Business (AIB), Bengaluru, India.

Gaur, S. S., & Madan, S. (2014) Feeling Comfortable: More Important Than Feeling Satisfied? 2014 AMA Summer Marketing Educators' Conference, American Marketing Association, San Francisco, USA.

Herjanto H., Gaur, S. S., and Adiwijaya, M. (2014) What Makes Experience A Memorable One for the Customers of Top Indonesian hotels. 2014 MAG Scholar Global Business, Marketing and Tourism Conference, Yogyakarta, Indonesia.

Gaur, S. S., Bathula, H., and Joshi, M. (2014) Incubated Firms in a University Campus in a Large Emerging Economy: An Examination of Marketing Practices, 2014 the Australia and New Zealand International Business Academy (ANZIBA) Conference, Auckland, New Zealand.

Han, D., Herjanto, H. & Gaur, S. S. (2014) Impact of Salesperson Information Overload on Relationship Selling Behaviors and Sales Performance: A Conceptual Framework, International Conference on Exploring New Paradigms in Business, Ranchi, India.

Gaur, S. S., Yap, S-F., and Han D. (2013) Relationship Selling Behaviors' Impact on Sales Performance: the Moderating Role of Salesperson's Information Overload, 2013 AMA Summer Marketing Educators' Conference, American Marketing Association, Boston, USA.

Gaur, S. S., Herjanto, H., Saransomrurtai, C., and Bhargava, S.(2013) Attitude, Intention and Behavior towards Electronic Piracy: Insights from Literature, 2013 AMA Summer Marketing Educators' Conference, American Marketing Association, Boston, USA.

Gaur, S. S., Bathula, H., and Diaz, C.V. (2013) The influence of US brands on Latin American consumers: A conceptual framework, 2013 The Australia and New Zealand International Business Academy (ANZIBA) Conference, Sydney, Australia.

Gaur, S.S., & Herjanto, H. (2013) Research on emotions by marketing scholars in last 10 years, 16th World Marketing Congress, Academy of Marketing Science, Melbourne, Australia.

Herjanto, H., Gaur, S.S., and Yap, S-F. (2013) Consumer emotional responses to emotional appeal advertising within an online social network context, 16th World Marketing Congress, Academy of Marketing Science, Melbourne, Australia.

Gaur, S. S., Saransomrurtai, C., Herjanto, H., & Morris, P. J. (2013) How Top Brands are using SNS for Marketing Communication. 16th ANZMAC Conference, Auckland, New Zealand.

Morris, P. J. and Gaur, S. S. (2013) Half and Half: The Importance of Understanding the Bicultural Consumer. 16th ANZMAC Conference, Auckland, New Zealand.

Makkar, M., Gaur, S. S., and Yap, S. F. (2013) Luxury and Counterfeit Consumption: An Exploratory Analysis from the Consumer's Perspective. 16th ANZMAC Conference, Auckland, New Zealand.

Saleh, A., Quazi, A., and Gaur, S. S. (2013) A Comparative Study of Service Quality Measures in Conventional and Islamic Banking. 16th ANZMAC Conference, Auckland, New Zealand.

Herjanto H., & Gaur, S. S., (2013) Romantic Travelers' Cognitive Dissonance with Hotels and Their Willingness to Recommend and Revisit Asian Hotels. 2013 MAG Scholar Global Business, Marketing and Tourism Conference, Dubai.

Gaur, S. S., Quazi, A. & Goswami, M. (2012) Impact of relational paradigm and employee demographics on staff commitment: evidence from Indian call centres, 5th Annual Conference of the EuroMed Academy of Business on "Building New Business Models for Success through Competitiveness and Responsibility", Les Roches-Gruyère, University of Applied Sciences, Glion-Montreux, Switzerland.

Gaur, S. S., Khan, J. & Bhatia, S. (2012) Market orientation and performance in logistics service provider firms, 15th ANZMAC Conference, Ehrenberg-Bass Institute at the University of South Australia, Adelaide, Australia.

Quazi, A., Saleh, A. & Gaur, S. S. (2012) An Analysis of Life Cycle Perspectives of Relationship Marketing, 15th ANZMAC Conference, Ehrenberg-Bass Institute at the University of South Australia, Adelaide, Australia.

Bhat, R., Gaur, S. S. & Ou, J. (2012) Consumer Acceptance and the Role of Non-traditional Retail Channels for Branded electronic Products in Supermarkets and Hypermarkets in China, International Conference on 'Marketing in Emerging Economies: An Agenda for the Next Decade', Punjab Institute of Technology, Kapurthala (PITK), INDIA in collaboration with Kenan-Flagler Business School, The University of North Carolina (UNC) at Chapel Hill, USA., December 14-16, Amritsar, India.

Herjanto, H. & Gaur, S. S. (2012) Salesperson's Acculturation Behavior and Its Impact on Buyers' Commitment, 2012 AMA Summer Marketing Educators' Conference, American Marketing Association, Chicago, USA.

Gaur, S.S., & Bathula, H. (2011). Effect of Relationship Marketing on Customer Retention: Evidence From Mobile Telecommunications Industry of A Large Emerging Economy, 15thWorld Marketing Congress, Academy of Marketing Science, Reims, Champagne, France.

Gaur, S.S., & Herjanto, H. (2011). The Effect of Similarity on Satisfaction with Service Salespersons, 5th International Conference on Services Management, New Delhi, India.

Bhat, R., Gaur, S. S. & Ou, J. (2011) An Exploratory Dyadic Study of Customers' Shopping Habits for Consumer Electronics in China, 14th ANZMAC Conference, Perth, Australia.

Herjanto, H., Gaur, S.S. & Bathula H. (2011). Buyer- Seller Similarity and its impact on Satisfaction with Seller's Firm, 2011 MAG Scholar Conference, Wellington, New Zealand.

Singh, D. A., Mukherjee, D., Gaur, S. S., & Schmid, F. (2011). R&D Alliance Formation and SME Performance: How Do Relational and Organizational Resources Matter? Academy of Management, San Antonio, Texas, USA.

Gaur, A. S., Mukherjee, D., Gaur, S. S., & Schmid, F. (2011) Alliance formation, resources and firm performance. Eastern Academy of Management, Bangalore, India.

Gaur, A. S., Gaur, S. S., Mukherjee, D., & Schmid, F. (2010) Exchange Characteristics, Interorganizational Trust and SME Performance. Academy of Management, Montreal, Canada.

Mukherjee, D., Gaur, A. S., Gaur, S. S., & Schmid, F. (2010). Effect of trust, knowledge intensity, and environmental uncertainty on R&D alliance formation: An examination of German SMEs. Academy of International Business, Brazil.

Bhat, S., & Gaur, S.S. (2010) Managing Destination Marketing Partners as Stakeholders. 4th Great Lakes-NASMEI Marketing Conference, Chennai, India.

Bhat, R., & Gaur, S.S. (2010) Moderating role of relationship and network based resource capital on the Indian IT entrepreneur's ability to deliver superior customer value. 4th Great Lakes-NASMEI Marketing Conference, Chennai, India.

Bhat, R., Ou, J., & Gaur, S. S. (2010) Customer's purchase behaviour of consumer electronics in Chinese supermarkets / hypermarket. 4th Great Lakes-NASMEI Marketing Conference, Chennai, India.

Gaur, S.S. & Tiwari, S. (2009) Social Influences on Consumer Behavior in Small Group like Family, 2009 AMA Summer Marketing Educators' Conference, American Marketing Association, Chicago, USA.

Gaur, S. S. & Saransomrurtai C. (2009) Using Failure Analysis in the Sales Training, 3rd Great Lakes-NASMEI Marketing Conference, Manamai, India.

Gaur, S. S., Xu, Y. & Song, K. (2009), Salespersons' Job Satisfaction in the Current Economic Situation, 12th ANZMAC Conference, Monash University, Melbourne, Australia.

Gaur, S.S. & Xu, Y. (2009) Patient's Interpretation of Doctor's Behaviors and Its Impact on Relationship with the Doctor, ISES Inaugural Global Conference in Service Excellence, Singapore Management University and the Marketing Science Institute, Singapore.

Gaur, S.S., Bathula, H. & Gaur, A. S. (2009) A Contingency View on Board Composition and Firm Performance: Evidence from New Zealand, 2009 AMA Summer Marketing Educators' Conference, American Marketing Association, Chicago, USA.

Gaur, S. S., Bathula, H. & Gaur, A. S. (2009) Board Characteristics and Firm Performance: Evidence from New Zealand, AIB Annual Conference, Academy of International Business, San Diego, USA.

Gaur, S. S., Madan S. & Xu, Y. (2009) Consumer Comfort and Its Role in Relationship Marketing Outcomes: An Empirical Investigation, Asia Pacific Advances in Consumer Research, Volume 8, 296-298.

Pickering, P. & Gaur, S. S. (2009) The Incidence of Scanner Fraud at the Grocery Checkout: Does Anyone Care?, Asia Pacific Advances in Consumer Research, Volume 8, 357-358.

Bhat, R. & Gaur, S. S. (2009) Factors Responsible for the Small and Medium Scale Indian IT Entrepreneur's Ability to Deliver Superior Customer Value: A Conceptual Framework, Asia Pacific Advances in Consumer Research, Volume 8, 354-355.

Gaur, A. S., Gaur, S. S., Mukherjee, D., & Schmid, F. (2009) Antecedents and Performance Outcome of Interorganizational Trust: Evidence from German SMEs, 35th Conference of the European International Business Academy (EIBA), Valencia, Spain.

Bhat, R. & Gaur, S. S. (2009) Factors Responsible for Indian IT Entrepreneurs' Ability to Deliver Superior Customer Value, 12th ANZMAC Conference, Monash University, Melbourne, Australia.

Herjanto H. & Gaur, S. S. (2009) Buyers' National Characteristics and Salesperson's Performance, 3rd Great Lakes-NASMEI Marketing Conference, Manamai, India.

Pickering, P. & Gaur, S. S. (2009) Price Accuracy at the Grocery Checkout: No Big Deal? 12th ANZMAC Conference, Monash University, Melbourne, Australia.

Gaur, S.S. & Tiwari, S., (2008) A Model of Social Influences on Consumer Behavior in a Small Group, 2008 AMA Summer Marketing Educators' Conference on Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society, American Marketing Association, San Diego, USA.

Agrawal, R. & Gaur, S. S. (2008) Customers' Interaction Satisfaction in a Pseudo-relationship Context, Consumer Satisfaction/Dissatisfaction and Complaining Behaviour Conference –the bi-annual conference of the Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behaviour, Las Vegas, Nevada, USA.

Gaur, S. S. & Agarwal, R. (2007) Impact of Money Attitude on Compulsive Buying Behaviour: A Study of School children Receiving Pocket Money in India, 2nd IIMA Conference on Research in Marketing, Indian Institute of Management, Ahmedabad, India.

Gaur, S. S. & Tiwari, S. (2007) Consumers' Effortful Decision Making and the Self- Regulatory Orientation, 10th ANZMAC Conference, University of Otago, Dunedin, New Zealand.

Gaur S. S., & Tiwari, S. (2007) Advertising Believability and Its Impact on Fostering a Behavioral Change in the Context of AIDS Awareness, 2nd IIMA Conference on Research in Marketing, Indian Institute of Management, Ahmedabad, India.

Agrawal, R. & Gaur, S. S. (2007) Customers' Relational Behavior in a Pseudo-relationship Context, AMA Summer Marketing Educators' Conference on Technology, Consumers, Marketing, and Society, American Marketing Association, Washington DC, USA.

Gaur, S. S. & Agarwal, R. (2006) Validation of Consumer Sentiment Scale in Indian Context, 2006 Academy of Marketing Science/ Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference, Seoul: Academy of Marketing Science, and Korean Academy of Marketing Science, South Korea.

Gaur, S. S. & Kolhatkar, A. A. (2006) Consumer Acceptance of Technology-Based Self-Service – Examination of Theory of Self-Regulation, Asia Pacific Advances in Consumer Research, Volume 7, 305-307.

Gaur, S. S. & Tiwari, S. (2006) Transparency in Industrial Marketing, 22nd Industrial Marketing and Purchasing Group Conference, Milan, Italy.

Gaur, S. S. & Vasudevan, H. (2006) Effect of Market Turbulence and Market Focus on Firm's Performance in Small and Medium Scale Manufacturing Firms, in the International Seminar on Creating Entrepreneurship Environment and Developing Entrepreneurial Management, Mumbai: SJMSOM, Indian Institute of Technology Bombay, India.

Agrawal, R. & Gaur, S. S. (2006) Measuring Retail Service Quality in India: An Empirical Investigation of SERVQUAL and RSQS, in the Retailing 2006: Strategic Challenges in the New Millennium, the eighth triennial AMS/ACRA retailing conference, Academy of Marketing Science and the American Collegiate Retailing Association, Florida, USA.

Vasudevan, H., Gaur S. S. & Singh, D. A. (2006) Influence of Environment, Resources and Market Orientation on Manufacturing Performance, in the 2006 AMA Summer Marketing Educators' Conference, American Marketing Association. Chicago, USA.

Gaur, S.S. , Tiwari, S., & Singh, D. A. (2005) Validation of the Celebrity Endorsers' Credibility Scale in Indian Context, 4th International Conference on Research in Advertising (ICORIA) 2005, Saarbruecken: Saarland University, Germany.

Agrawal, R. & Gaur, S. S. (2005) A review of the Determinants of Customer Loyalty, , AMS 2005 12th Biennial World Marketing Congress, Muenster: Academy of Marketing Science and Marketing Center Muenster, University of Muenster, Germany.

Gaur, A. S. & Gaur S. S. (2005) International Diversification by Firms from Developing Countries: A Strategic Framework, Third International Conference on Globalization & Competitiveness, Kharagpur: Academy of International Business – India and IIT Kharagpur, India.

Vasudevan, H. & Gaur S. S. (2005) Market Orientation and Manufacturing Outputs, AMS 2005 12th Biennial World Marketing Congress, Muenster: Academy of Marketing Science and Marketing Center Muenster, University of Muenster, Germany.

Vasudevan, H., Gaur, S. S. & Shinde R. K. (2005) Exploring Relational Switching Costs-Commitment Link in Small and Medium Manufacturing Firms, International Conference on Marketing Paradigms for Emerging Economies, IIM Ahmedabad, India.

Gaur, S. S. & Kaushik, A. (2004) Role of Expectations, Behaviors, Dyadic Perception of Success and Relationship Quality on Relationship Exchange, AMS Annual Conference on Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty: Worldwide Perspective on What's working and Not Working, Vancouver: Academy of Marketing Science, Vancouver BC, Canada.

Gaur, S. S. & Kaushik, A. (2004) A Conceptual Framework of Relationship Process: Buyer's Perspective, 33rd EMAC (European Marketing Academy) Conference, (ISBN: 84-8371-464-7) published by Universidad de Murcia, Servicio de Publicaciones, (Murcia: European Marketing Academy and University of Murcia, Spain.

Gaur, S. S. & Waheed, K. A. (2003) A Relationship Oriented Strategic Approach for Multinational Corporations in Developing Countries, International Conference on Globalization and India: Addressing the Challenges, Mumbai: Academy of International Business (AIB) - India, Shailesh J. Mehta School of Management, I.I.T. Bombay and MphsisBFL, India.

Gaur, S. S., Vishwanathan, S. & Waheed, K. A. (2003) Antecedents and Consequences of Relationship Commitment in Service Provider - Customer Relationship, International Conference on Changing Paradigms in Marketing of Services, Hyderabad: School of Management Studies, University of Hyderabad, India.

Waheed, K.A. & Gaur, S. S. (2003) Customer's Dependence in Interpersonal Based Buyer-Seller Relationships: Towards a Conceptual Framework, AMS 2003 11th Biennial World Marketing Congress, Perth: Academy of Marketing Science and Curtin University of Technology, Perth, Australia.

Gaur, S. S., Waheed, K. A., Avish, J. K., and Mahajan A. (2002) Assessing the Needs and Opportunities of IT products in Indian Banking and Financial Services Industry, International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore: Academy of Marketing Science, USA; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, India.

Gaur, A. S., Gaur, S. S. & Gopinath S. (2002) Value Marketing of IT solutions in Construction Industry, International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore: Academy of Marketing Science, USA; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, India.

Gaur, A. S., Gaur, S. S. & Khanna N. (2002) An Assessment of the Innovative Marketing Practices in Pharmaceutical Industry, International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore: Academy of Marketing Science, USA; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, India.

Gaur, A. S., Gupta, P. D. & Gaur, S. S. (2002) Branding in Pharmaceutical Industry: An Empirical Study on the Industry Situation Analysis and Implications for Domestic Brands, (Ext. Abstract) International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore: Academy of Marketing Science; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, India.

Dubey A., Gaur, S. S. & Sadh A. (2002) Brand Architecture for High Tech Products and Services: An Exploratory Study, International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore: Academy of Marketing Science, USA; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, India.

Sadarangani, P. H. & Gaur S. S. (2002) Role of Emotion and the Moderating Influence of Product Involvement in the World Wide Web, e-Proceedings of ITS 14th Biennial Conference on Challenges and Opportunities in the Digital Century: The Role of Information and Telecommunications, Seoul: International Telecommunications Society, Seoul, South Korea.

Sadarangani, P. H. & Gaur S. S. (2002) Role of E – influencer Expertise and Product Involvement in Web site Effectiveness, Conference on Marketing Communication Strategies in a Changing Global Environment, Hong Kong: Hong Kong Baptist Univ, Hong Kong.

Waheed, K.A. & Gaur, S. S. (2002) Antecedents and Consequences of Customer's Trust in Buyer-Seller Relationships: A Rural Retail Context, AMS 2002 Multi Cultural Marketing Conference, Valencia: AMS, and University of Valencia, Spain.

Waheed, K.A., Gaur, S. S. & Ankit, G. (2002) Adoption Behavior for Interactive Technologies in Services Businesses: An Exploratory Study in Indian Context, International Conference on Multimedia and Design (Contemporary Technologies) ICMD-2002, Bombay: I. I. T. Bombay and Arena Multimedia, India.

Waheed, K.A., Gaur, S. S. & Gaur, A. S. (2001) Globalization of Agribusiness firms: Challenges and Solutions for the Indian Market, International Conference on Globalization of Business and Markets, Strategies for the 21st Century, (Gurgaon: DuPree College of Management, USA, Management Development Institute, India, and Academy of Marketing Science.

Gupta S. & Gaur, S. S. (2001) Quality in Sales Management, International Conference on Quality, Reliability and Control (Communication and Information Systems), Mumbai: IETE Mumbai Centre, and Indian Institute of Technology, Bombay.

Seshadri T. N. & Gaur, S. S. (2001) An Approach to Reputational Risk Management Using Reliability Model and Managing it with Total Reputation Management in Organizations, International Conference on Quality, Reliability and Control (Communication and Information Systems), Mumbai: IETE Mumbai Centre, and Indian Institute of Technology, Bombay.

Gaur, S. S. (1998) Logistics Management at Asian Paints, in the Project Code: SEM-14-98 Seminar on Logistics Management System, (Taipei: Asian Productivity Organization, Tokyo and China Productivity Center, Taiwan, Aug., 1998).

Gaur, S. S. & Badlani A. (1993) Entrepreneurial Innovation in India – Opportunities and Challenges, 4th ENDEC World Conference on Entrepreneurship, Dynamic Entrepreneurship, Singapore: Nanyang Technological University, Singapore.

Other Presentations:

Conducted a 2-day workshop on Designing Good Research for the research based academic staff (faculty members) and Doctoral Students of the GLA University Mathura, India, 22-23 April 2014.

Delivered Inaugural and Valedictory address in International Conference on Exploring New Paradigms in Business, Ranchi, India, 6-7 February 2014.

Conducted a 1-day Post-conference Workshop on Cruising your way to Academic Success: Strategies for Research and Publication in Business Management at Central Jharkhand University, Ranchi, India, 8 February 2014.

Conducted a 3-day workshop on Managing Your Research for the research based academic staff (faculty members) of the GLA University Mathura, India, 3-5 January 2013.

Conducted a 3-day workshop on Academic Leadership and Management for the academic leaders (Heads/Deans/Directors) of the GLA University Mathura, India, 31 December 2012 to 2 January 2013.

Delivered a seminar on Student Centric Teaching and Learning for the academic staff (faculty members) of the GLA University Mathura, India, 2 January, 2012.

Conducted a 2-day workshop on Research Methods for the academic staff (faculty members) of the Institute for International Management & Technology (IIMT) Gurgaon, India, 20-21 December, 2010.

Key Note Address on “Bargaining Skills to Create a WIN-WIN Deal” in a Seminar on Negotiation Skills organized by the Princeton Academy Mumbai II at Delhi, India, 16 December, 2010.

Key Note Address on “Understanding Dynamics of Industrial Marketing” and 10 hour sessions in a Program on Industrial Marketing - Strategies for Superior Performance in B2B Markets organized by CII Naoroji Godrej Centre of Excellence, Mumbai, India, 12 - 13 January 2010.

Key Note Address on “Value Added Negotiation” in a Seminar on Negotiation organized by the Princeton Academy Mumbai II at Bangalore, India, 17 April, 2009.

Key Note Address on “Persuasive Selling” in a Seminar on Selling organized by the Princeton Academy Mumbai II at Mumbai, India, 19 April, 2009.

Product and Geographic Diversification, TMT Experience and the SME Performance, in 2008 Academy of Management Annual Meeting on The Questions We Ask. (Anaheim: Academy of Management, USA Aug., 2008) (with Singh, D. A. and Gaur, A. S.)

Coordinated a 2 –day Seminar on Managing Superior Sales at New Delhi, India, 16-17 July 2008.

Key Note Address on “Designing Productive Encounters” in a Program on Developing a Productive Customer Focus organized by CII Naoroji Godrej Centre of Excellence, Mumbai, India, 14 July 2008.

Coordinated a 2 –day Seminar on Managing Superior Sales at Mumbai, India, 11-12 July 2008.

Key Note Address on “A formula of persuasive selling” in a Seminar on Persuasive Selling organized by the Princeton Academy Mumbai II at Chennai, India, 5 February, 2008.

Key Note Address on “Strategy for Value Added Negotiation” in a Seminar on Value Added Negotiation Skills organized by the Princeton Academy Mumbai II at Mumbai, India, 7 February, 2008.

Effect of Market Orientation on Manufacturing Performance of Emerging Market SMEs, in 2006 Academy of Management Annual Meeting on Knowledge, Action and the Public Concern (Atlanta: Academy of Management, USA Aug., 2006) (with Vasudevan, H. and Singh, D. A.).

On “Importance of Marketing Innovation” in ACE Module on Technology Management being organized by Warwick Manufacturing Group, University of Warwick, UK jointly with Confederation of Indian Industry, Mumbai, India, April 10-14, 2006.

Key Note Address on “Building Strong Indian Brands” - presented in a Seminar on Building Powerful Brands organized by the Princeton Academy Mumbai II at Mumbai, India, January 14, 2006.

On “Technology & IT in Marketing” in a Program on Strategic Marketing organized by Warwick Manufacturing Group, University of Warwick, UK jointly with Confederation of Indian Industry, Mumbai, India, December 12-16, 2005.

Key Note Address on Successful Sales Negotiations - presented in a Seminar on Negotiation Skills organized by the Princeton Academy Mumbai II at New Delhi, India, October 23-24, 2005.

Service Quality Measurement in Retail Store Context: A Review of Advances Made” in 1st Academy of Marketing Science International Retailing Conference, 2005, Co-sponsored by the Omer DeSerres Chair of Retailing and the Auchan Chair of Retailing, organized in association with the Reims Management School at Reims, France, July 1-2, 2005. (with Agrawal, R.)

An Empirical Examination of the Impact of Relationship Length on Employee Commitment in ITeS, in the Fourth SERVSIG conference, organized by NUS Business School and American Marketing Association at Singapore, June 2-4, 2005. (with Goswami M., Rathore Deeksha S. and Hareet S.).

Market Orientation and Business Performance: Some Evidences from Service Firms in Shipping Industry, in the Fourth SERVSIG conference, organized by NUS Business School and American Marketing Association at Singapore, June 2-4, 2005. (with Bhatia S., and Rathore Deeksha S.).

On “Industrial Marketing Strategy” and “Marketing Philosophies and Marketing Trends” in a Program on Industrial Marketing: Strategies for Success organized by CII Naoroji Godrej Centre of Excellence, Mumbai, India, April 7-8, 2005.

Retail Service Quality Measures: A Review and Critique of SERVQUAL & RSQS in International Conference on Retailing and Sourcing: Challenges and Opportunities, organized by Philadelphia University, USA and Birla Institute of Management Technology, New Delhi, India, January 7-8, 2005. (with Agrawal, R.)

On “Customer Relationships & Company Profitability: Evolution, Worldwide Trends – Current & Future” in a Program on Building Customer Relationships for Profitability – A Practical Approach organized by CII Naoroji Godrej Centre of Excellence, Mumbai, India, January 7-8, 2005.

On “Marketing of Contraceptive Devices: Some Insights from Research Literature” in a workshop on Emerging issues in Contraceptive Devices organised by The Ministry of Health & Family Welfare, School of Medical Science & Technology, IIT Kharagpur jointly with National institute for Research in Reproductive Health, Mumbai, India, November 25-26, 2004.

Customer Satisfaction and Business Performance: An Empirical study of Utility Vehicle Dealers, in the National Conference on Marketing 2004 & Beyond, organized by ICAFI Business School, India, Oct., 2004) (with Desai A.).

Key Note Address on Sales Negotiations - presented in a Seminar on Negotiation Skills organized by the Princeton Management Academy at Mumbai, INDIA, June 18-19, 2004.

On “Total Quality Marketing: A difficult but attainable challenge”, in 2nd International Conference on Quality, Reliability and Information Technology (Trends and Future directions), Organized by SREQOM and University of Delhi, India, December 18-20, 2003.

On “Beyond Transactional Selling: A Conceptual Framework” in a Program on Consultative Selling organized by CII Naoroji Godrej Centre of Excellence, Mumbai, India, September 5-6, 2003.

“Customer Oriented Productivity and Quality Improvement Practices – Study of an Indian Large Scale Manufacturing Firm”, Country Paper Presentation at APO Project Code: 02-IN-GE-TRC-01: Training Course on Management Consultancy for Productivity Improvement, Tokyo, JAPAN, organized by Asian Productivity Organisation, Tokyo in Tokyo, JAPAN in association with Japan Productivity Centre for Socio-Economic Development (JPC-SED), JAPAN, 21 October – November 01, 2002.

Plenary session on “Cultural and Business trends Affecting Interactive Marketing,” in ICMD-2002: International Conference on Multimedia and Design (Contemporary Technologies), organized by I. I. T. Bombay and Arena Multimedia in Mumbai, INDIA, September 23-25, 2002.

Half a day Tutorial on “High Performance Marketing” – presented in ICMD-2002: International Conference on Multimedia and Design (Contemporary Technologies), organized by I. I. T. Bombay and Arena Multimedia at Mumbai, INDIA, September 23-25, 2002.

Marketing Management Program / Business School – presented in National Seminar titled “The Management Education Marketplace - Coming of Age” organized by Blueshift Inc. USA, at Mumbai, INDIA on 19th April 2002.

Customer Relationship Management – Background paper for Continuum 2001 - Seminar on Building Customer Relationships that Last, Continuum Seminar Series, (Mumbai: IIT Bombay, Nov., 2001).

“How to Market Yourself?” - presented in Career Fair 2001 organized by Confederation of Indian Industry (CII) at Mumbai, INDIA, December 4-6, 2001.

Key Note Address on CRM - presented in Seminar on Relationship Marketing organized by the Princeton Academy at Mumbai, INDIA, October 19-20, 2001.

Key note address on Knowing Your Customers Better - presented in a Seminar – Custopia 2001 organized by SPSS South Asia at World Trade Centre, Mumbai, INDIA, April 27, 2001.

Marketing in Data Based Economy - presented in Seminar on Data Mining organized by the Princeton Academy at Mumbai, INDIA, February 22-23, 2001.

Review and Comparative Assessment of CRM Solutions for key verticals, in an International Conference on Customer Relationship Management: Emerging Concepts, Tools and Applications, (Gurgoan: MDI Gurgaon, India and Institute for Customer Relationship Management (ICRM) Atlanta, India, Nov., 2000).

Customer Relationship Management at APTECH, in an International Conference on Customer Relationship Management: Emerging Concepts, Tools and Applications, (Gurgoan: MDI Gurgaon, India and Institute for Customer Relationship Management (ICRM) Atlanta, India, Nov., 2000) (with Sadarangani, P. H. and Vani N. S.).

CRM - Transactional Selling to Partnership with the Customer - presented in Seminar on CRM organized by the Princeton Academy at Mumbai, INDIA, September 15, 2000.

Macro Analysis of Inventory and Logistics Costs in India – presented in Seminar on Logistics and Supply Chain Management organized by Indo-American Chamber of Commerce (West India Council - Gujarat Branch) at Ahmedabad, INDIA, March 20, 1999(with Korgaonker M. G.).

Macro Logistics and Supply chain Management in India –in Seminar on Logistics and Supply Chain Management organized by Indo-American Chamber of Commerce (West India Council) in Association with Baroda Management Association, INDIA, March 19, 1999 (with Korgaonker M G).

Market-oriented Credit Collection – presented in Seminar on Credit Management and Managing Overdue Outstanding organized by Management Academy, Mumbai, INDIA, September 11-12, 1998.

Market Oriented Techniques for Handling Objections and Closing the Sale – presented in Seminar on Selling Skills organized by the Management Academy at Mumbai, INDIA, July 24-25, 1998.

Technology Forecasting – an approach to think about the future of Indian Business - presented in a UGC Seminar on “New Horizons in Management” organized by Birla Institute of Technology & Science Pilani, in PILANI, INDIA, March 24-25, 1993.

The Growing Impact of Technology Forecasting on Marketing Function - presented in a UGC Seminar on “New Horizons in Management” organized by Birla Institute of Technology & Science Pilani, in PILANI, INDIA, March 24-25, 1993.

Research Supervision

Thesis Supervision (as primary supervisor), Doctoral (Ph.D.) Level

(Currently supervising 5 Ph D students of GLA University)

Pradip H. Sadarangani, Shailesh J. Mehta School of Management, IIT Bombay, The Role of Emotion E-influencers’ Expertise, and the Moderating Influence of Product Involvement in Web sites, (2002) (Associate Professor of Marketing, Indian Institute of Management Shilong, India).

K. Abdul Waheed, Shailesh J. Mehta School of Management, IIT Bombay, Determinants and consequences of Customer’s Trust in Buyer-Seller Relationships: An Empirical Study in a Rural Setting,(2003) (Associate Professor of Marketing & Associate Dean, Institute of Management Technology, Dubai).

Uma Ganesh, Shailesh J. Mehta School of Management, IIT Bombay, A Study of New Economy Entrepreneurship, (2004) (CEO and Founder Kalzoom Technologies Pvt. Ltd.,)

Ajay A Kohatkar, Shailesh J. Mehta School of Management, IIT Bombay, A Model of Goal-Directed Behaviour and Personal and Situational Factors Explaining Consumer Acceptance of Technology-Based Self-Service,(2006)(Senior Practice Consultant, Tata Management Training Centre, Pune).

Hari Vasudevan, Shailesh J. Mehta School of Management, IIT Bombay, Effect of Market Orientation and Firm Resources on Manufacturing Performance, (2006) (Professor & Principal, D. J. Sanghvi College of Engineering, Mumbai)

Hasit Joshipura, Shailesh J. Mehta School of Management, IIT Bombay, Determinants and Consequences of Relationship Selling Behaviours, (2006). (Chairman & Managing Director, GlaxoSmithKline India Limited)

Richa Aggarwal, Shailesh J. Mehta School of Management, IIT Bombay, Customers' Relational Behavior in a Pseudo-Relationship Context, (2007). (Assistant Professor of Marketing, Indian Institute of Technology Madras, Chennai).

Shalini Pathak, Shailesh J. Mehta School of Management, IIT Bombay, Role of Social Decision Making and Consumer Behaviour in Small Groups (2007). (Assistant Professor of Marketing, National Insurance Academy, Pune)

Hanoku Bathula, AUT Business School, AUT University, Board Characteristics and Firm Performance: Evidence from New Zealand, (2008).(Graduate School of Management, The University of Auckland)

Halimin Herjanto, AUT Business School, AUT University, Decision to Commit Digital Piracy: The Role of Emotions and Virtues (2014). (Assistant Professor of Marketing, McKendree University, IL, USA)

Member, Research Committee, Doctoral (Ph.D.) Level

Bhimaraya A. Metri, Reliability engineering Group, IIT Bombay, Development and implementation of Benchmarking Model for Construction Industry (2001) (Professor & Dean, International Management Institute (IMI) New Delhi, India) (with Professor A. Srividya)

Manoj Kumar, Shailesh J. Mehta School of Management, IIT Bombay, A Study of the Determinants and Impacts of Indian ADRs and GDRs (2003) (Associate Professor, IIM Rohtak, India) (with Professor L. M. Bhole)

Suresh Suralkar, Shailesh J. Mehta School of Management, IIT Bombay, Impact of Mergers and Acquisitions on Profitability, Efficiency, Productivity and Risks of Indian Banks (2007) (with Professor L. M. Bhole and others) (Associate Professor, ICFAI Business School, Mumbai)

Rupashree Baral, Shailesh J. Mehta School of Management, IIT Bombay, Work-Family Balance and its Effect on Employee Performance(2010)(with Professor S. Bhargava and others) (Assistant Professor of OB & HRD, Indian Institute of Technology Madras, Chennai)

Arvind Agarwal, Shailesh J. Mehta School of Management, IIT Bombay, New Economy Leadership (2010) (with Professor S. Bhargava and others)

Upasana Agarwal, Shailesh J. Mehta School of Management, IIT Bombay, Expectations and Employee Commitment (2010) (with Professor S. Bhargava and others) (Assistant Professor S P Jain Institute of Management & Research)

Post Graduate - Master of Philosophy (M. Phil.) Level

Ajit Kumar Jain, Department of HSS, IIT Bombay, A study of Strategies and Processes Involved in Marketing of Goods Transportation in Indian Railways (2005). (General Manager, Indian Railways) (With Professor Ramanathan A.)

Post Graduate – Master’s (M. Mgmt. / M. Bus.)Level

I have successfully guided over 70 post graduate level students for their final year theses / dissertations / research projects. Majority of these studies were carried out in leading firms and deal with real life business problems warranting a research based solution. List is too long to be mentioned here. List of the students and their theses/dissertations can be provided on request.

TEACHING EXPERIENCE

Courses Taught at AUT Business School, Auckland University of Technology, June 2007 – to May 2015

At undergraduate level:	Personal Selling Negotiation Sales Management Service Marketing Marketing Strategy Consumer Behavior Professional Selling and Negotiation Managing Sales Performance
At master level:	Contemporary Theories and Models of Personal Selling Advanced Buyer Behavior Consumption and Consumer Behavior Multivariate Analysis and Experimental Design
At MBA level:	Sales Management

Courses Taught at Post Graduate (M. Mgmt. / MBA or equivalent degree) Level (prior to June 2007):

Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay,

August 97 – June 2007

Brand Management
Customer Relationship Management
Introduction to Marketing
Marketing Management
Product Planning and Marketing
Industrial Marketing
Marketing Research
Management of Sales and Distribution Channels

Department of Management Studies, Indian School of Mines, Dhanbad,

October 96-August 97

Mine Management (at Undergraduate level and with others)
Industrial Management (at Undergraduate level and with others)
Industrial Engineering & Management (at Undergraduate level and with others)

S P Jain Institute of Management & Research, Bombay, May 96 – October 97

Consumer Behavior
Sales Promotion Management
Indian Market Systems

Department of Management Studies, Birla Institute of Technology and Science, Pilani,

Dec91 – May 96

Marketing Management

Corporate Planning

International Business

Entrepreneurship

Principles of Management (Undergraduate)

As Adjunct and Visiting Professor

Conducted a 2-day workshop on Designing Good Research for the research based academic staff (faculty members) and Doctoral Students of the GLA University Mathura, India, 22-23 April 2014.

Conducted a 1-day Post-conference Workshop on Cruising your way to Academic Success: Strategies for Research and Publication in Business Management at Central Jharkhand University, Ranchi, India, 8 February 2014.

1.5 credit course on Global Marketing for Ohio State University's students during May 6-18, 2013.

3-day workshop on Managing Your Research for the research based academic staff (faculty members) of the GLA University Mathura, India, 3-5 January 2013.

3-day workshop on Academic Leadership and Management for the academic leaders (Heads/Deans/Directors) of the GLA University Mathura, India, 31 December 2012 to 2 January 2013.

2-day workshop on Research Methods for the academic staff (faculty members) of the Institute for International Management & Technology (IIMT) Gurgaon, India, 20-21 December, 2010.

Taught a two credit course (20 hours) on "Applying Statistics and SEM in Research" for the Ph. D. students at **Marketing & Logistics Research Group, LIU School of Management, Linköping University, Linköping, Sweden** during May-July 2006.

Delivered series of lectures and discussed cases on Management of Distribution Channel for the students of Business Administration at **Marketing Centrum Muenster, Westphalian Wilhelms University (WWU) of Muenster, Germany** during May-July 2005.

30 hours course on "CRM" at **Indian Institute of Foreign Trade (IIFT), New Delhi** for final year MBA (IB) students in 2005 and 2003.

A Six credit course on "Advanced Marketing Theories" at **S. P. Jain Institute of Management and Research (SPJIMR), Mumbai** for BITS-SPJIMR Ph. D. students in 2004.

Delivered a series of lectures on CRM, Start-up Marketing and Product Planning & Marketing for Ph. D. and MBA students at **Graduate School of Venture, Hoseo University, Seoul, South Korea** in May 2003.

Delivered a series of lectures on CRM to Graduate students at **SIT University, Seoul, South Korea** in May 2003

CONSULTING EXPERIENCE

Some of the major assignments included consulting to:

GlaxoSmithKline (GSK) India 2010

Dynalog Industries 2010

Iemailspot.co.nz limited: Study titled as “The Benefits of Reliable Customer Contact Data for The Modern Businesses”, funded by a Government agency – Tech NZ. 2009

Advanced Medical Optics India Private Limited, 2006 -7

Johnson & Johnson India (Janssen-Cilag Pharmaceuticals Division), 2006

RFCL, 2006

The Hongkong and Shanghai Banking Corporation Limited (HSBC India), 2006

Ranbaxy Fine Chemicals Ltd., 2001, 2002, 2005

Ranbaxy Laboratories Ltd. (Animal Health Division), 2001, 2005

Ranbaxy Laboratories Ltd. (Diagnostics Division), 2001-2002

Pajas Infopath India Ltd., 2003

Ashok Leyland Ltd., 2002 – 2004 (with Prof. M. G. Korgaonker and others)

Godrej and Boyce Mfg. Co. Ltd., 2000 (with Prof. M. G. Korgaonker and A. Ghosh)

Geologistics Ltd., 1998, (with Prof. M. G. Korgaonker)

Invited Discussions / Talks at Reputed Indian Companies and MNCs

“Negotiation Skills for Large Projects” at Larsen & Toubro Limited (L&T), Chennai, April 11, 2006.

“Successful Branding” at ESSAR Group, Hazira, October 01, 2005.

“Managing Relationships in Fast Changing Environment” at RFCL, Goa, April 06, 2005.

“Negotiation Skills for Large Project Negotiations” at Tecnimont ICB Limited, Mumbai, March 29th and April 01, 2005.

“Sales Negotiations” at IPAN, Mumbai, December 03, 2004.

“Purchase Negotiations in RM Environment”, at Eicher Motors, Indore, September 18, 2004.

“Body Language and Sales Negotiations” at J. W. Thomson (Advertising Agency), Chennai, September 11, 2004.

“Negotiation Skills for Sales People” at Paper Products Limited, Thane, July 16, 2004.

“Developing Futuristic Marketing Strategies” at Mukand Limited, Thane, April 14, 2004.

“Body Language for Buyers and Buyer Negotiations”, at TRENT Limited (Tata Group’s Retail setup), Mumbai, November 22, 2003.

“Managing for Relationship Building with Internal Customers”, at Fluent India Private Limited, Pune during December 25-26, 2002.

“Relationship Marketing” at IPCA Laboratories during March 24-25, 2002.

“Relationship Marketing” at Gargi Industries, Mumbai on December 30, 2001.

“Concept Selling” in sales Conference at Rolta Net India Limited, Mumbai on July 27, 2001

“Managerial Skills for the Automobile Dealers in the New Millennium” in a one-day Seminar on September 25, 2000. Federation of Automobile Dealers' Association (FADA) organized the Seminar in Mumbai.

Other Invited Talks / Lectures:

“Event Marketing and Management” at Event Management Development Institute, Mumbai, August 05, 2005.

“CRM: When to Use it and When to forget?” at National Power Training Institute, Faridabad, October 17, 2004.

“A Structured Approach to Doctoral Research in Marketing Area” to the Ph. D. students at S P Jain Institute of Management and Research, Mumbai, June 20, 2004.

“Event Marketing and Management” at EMDI, Mumbai, March 13, 2004.

“Market Yourself for a Better Career” in The Orientation Program at Anjuman-e-Islam’s Allana Institute of Management Studies on August 10, 2002.

“Events: Design, Categories & Scope” at Event Management Development Institute, Mumbai on August 04, 2002.

“CRM” for MBA students at NITIE Mumbai on October 28, 2001.

“Models and Modeling in Marketing” in a 3-week refresher course on Applications in Statistics & Computers at University of Mumbai on October 15, 2001. Academic Staff College, University of Mumbai organized the Seminar in Mumbai.

“Customer Relationship Management in SCM” at Indian Institute of Foreign Trade (IIFT) on August 21, 2001.

“An Introduction to Customer Relationship Management” at Indian Institute of Foreign Trade (IIFT) on November 23, 2000.

“Creativity in Marketing” in a 5-Day Program on Managerial Effectiveness at NITIE on April 21, 2000 and May 05, 2000. The Program was organized by NITIE in Mumbai.

MANAGEMENT DEVELOPMENT / EXECUTIVE EDUCATION PROGRAMS

(At Shailesh J. Mehta School of Management, IIT Bombay)

Taught in the following MDPs / Workshops for Executives and Managers since April 1998:

A 2-day module on Brand Management and Product Planning in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in Mumbai in February 2015, 2014, December 2012.

A 2-day module on Brand Management and Product Planning in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi, Pune and Mumbai in December 2012.

A 2-day module on Marketing, Branding and Product Management in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi, Pune and Mumbai in December 2011.

A 2-day module on Branding and Product Management in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi in December 2010.

A 2-day module on Evolution of Marketing in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in Mumbai in August 2010.

Six hour module on Product Planning and Management and Six hour module on Brand Management in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in Mumbai in January 2010.

Six hour module on Product Planning and Management and Six hour module on Brand Management in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi in December 2009.

Twelve hour module on Sales Management and twelve hour module on Customer Relationship in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi and Mumbai in April 2009.

Twelve hour module on Brand Management and Twelve hour module on Product Management in: CEP Certificate Course in Management with dual Specialization in Marketing and HRM for entrepreneurs and working professionals from various government and private sector organizations in New Delhi and Mumbai in February 2008 and December 2008.

Lead faculty and coordinator, **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and Managing People held at New Delhi and Bombay for entrepreneurs and working professionals from various government and private sector organizations during October 15, 2006 to June 15, 2007.

A three-day faculty development programme for the senior professors of Railways Staff College, on Developing and Using Cases in Management Education at SJM SOM, IIT Bombay during October 26-28, 2006.

Lead faculty and coordinator, **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and HRM held at New Delhi for entrepreneurs and working professionals from various government and private sector organizations during January 07, 2006 to December 30, 2006.

Sixteen Sessions (16 Hour) Module on Principles and Practices of Marketing in Relation to Fund Raising in a SJM SOM's Certificate Course on Resource Mobilization for Society for Services to Voluntary Agencies (SOSVA) at SJM SOM, IIT Bombay during February 18 – May 29, 2006.

Twelve Sessions (21 Hour) Module on Marketing Management in a Company Specific (customized) Management development Program for the Executives and Managers of Marico Industries Limited at SJM SOM, IIT Bombay during November 13-20, 2005.

Twelve Sessions (21 Hour) Module on Marketing Management in a Company Specific (customized) Management development Program for the Executives and Managers of Sterlite Industries Limited at SJM SOM, IIT Bombay during October 11-19, 2005.

Twelve Sessions (21 Hour) Module on Marketing Management in a Company Specific (customized) 18- month long Certificate Program in Manufacturing Management for the Executives and Managers of Ashok Leyland Limited at Hosur, during August 26-27, and October 20, 2005.

Twelve Sessions (21 Hour) Module on Marketing Management in a Company Specific (customized) Management development Program for the Executives and Managers of Sterlite Industries Limited at SJM SOM, IIT Bombay during August 15-27, 2005.

A 2-day Management Development Program on Driving New Products and Ventures to Market Success with Professor Tayzoon Tayebjee (Santa Clara University, USA) at SJM SOM, IIT Bombay during March 11-12, 2005.

Lead faculty and coordinator, **one-year** long CEP Certificate Course in Marketing Management held at New Delhi for working professionals from various government and private organizations during November 02, 2003 to October 30, 2004.

Six Sessions (9 Hours) on Marketing Management for the Executives (M4 level) of Reliance Industries Limited at Patalganga during 12th, 13th and 27th July 2003.

A Workshop on Infusion of Environmental Concepts in Management Education for Faculties of Management Institutes on 23 September, 2002.

A one-week Management Development Program called Glopac – A Program on International Business Management for the selected executives and managers of Larsen & Toubro Limited during July 08-13, 2002.

Call To Action 2002: An Exclusive 1-day Forum for CEOs of Indian Call Centers for the participants from Industry on May 31, 2002.

A one-week Management Development Program called Glopac – A Program on International Business Management for the selected executives and managers of Larsen & Toubro Limited during May 13-18, 2002.

A two-day Management Development Program on Benchmarking in the Area of Supply Chain for the executives and managers of Atul Limited, Valsad, Gujrat during January 18-19, 2002.

A two-day Management Development Program on Relationship Marketing for the participants (invited by CII Naoroji Centre of Excellence) from Industry during November 02-03, 2001.

A two-day Management Development Program on Business Strategy for the Senior Management of Raptakos, Brett & Co. Limited during February 03-04, 2001.

A two-day Workshop on Case Preparation for the Case Writing Teams of Larsen & Toubro Limited on February 01-02, 2001.

A two-day Management Development Program on Specifics of Supply Chain Management for the participants (invited by CII Naoroji Centre of Excellence) from Industry during January 19-20, 2001.

A two-day Management Development Program on Relationship Marketing for the participants (invited by CII Naoroji Centre of Excellence) from Industry during December 20-21, 2000.

A one-day Management Development Program on Case Study Method for the Case Writing Teams of Larsen & Toubro Limited on November 11, 2000.

A five-day Management Development Program on Capital Market Management for the Executives and Managers of Stock Holding Corporation of India Limited on 13th and 15th October 2000.

A two-day Management Development Program on Strategy for Efficient Customer Response for the participants (invited by CII Naoroji Centre of Excellence) from Industry during May 19-20, 2000.

A two-day Management Development Program on Specifics of Supply Chain Management for the participants (invited by CII Naoroji Centre of Excellence) from Industry during April 18-19, 2000.

Six Sessions (9 Hours) on Marketing Management for the Executives (M4 level) of Reliance Industries Limited at Patalganga on 23rd and 30th January 2000.

A two-day Management Development Program on Specifics of Supply Chain Management for the executives and managers of Origin Information Technology (India) Limited during December 07-08, 1999.

A one-day Management Development Program on Relationship Marketing for the top Management of Kotak Mahindra Primus Limited held on April 12, 1999.

A two-day Executive Training Program on Leadership organized by CEAT Limited for its Managers during December 07-08, 1998.

A two-day Management Development Program on Logistics and Supply Chain Management for the top Management of LEP International during October 11-12, 1998.

A one-day Management Development Program on Services Marketing for the Managers of SGS (India) Limited on May 10, 1998.

Six Sessions (9 Hours) on Marketing Management for the Executives (M4 level) of Reliance Industries Limited at Patalganga during April 11-12, 1998.

Co-ordination of Management Development Programs/ Executive Education Programs:

As the MDP Co-ordinator for SJM SOM, I was responsible for the Management Development Programs at SJM SOM, IIT Bombay since April 1998 to July 2002. Besides teaching / lecturing in the above MDPs, I have co-ordinated the following MDPs / Workshops for Executives and Managers since April 1998:

A **one-year** long 3rd batch CEP Certificate Course in Management with dual Specialization in Marketing and Managing People held at Mumbai and New Delhi for entrepreneurs and working professionals from various government and private sector organizations during October 15, 2006 to June 30, 2007.

A **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and HRM held at New Delhi for entrepreneurs and working professionals from various government and private sector organizations during January 07, 2006 to December 30, 2006.

A 2-day Management Development Program on Driving New Products and Ventures to Market Success at SJM SOM, IIT Bombay during March 11-12, 2005.

A **one-year** long CEP Certificate Course in Marketing Management held at New Delhi for working professionals from various government and private organizations during November 02, 2003 to October 30, 2004.

Coordinated visits and lectures at Bangalore for participants from the Member Countries of The Colombo Plan of a ten-day Training Program on Venture Management and its Related E-Commerce Applications during 12-21 November, 2002.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during June 17-19 & 22, 2002.

Call To Action 2002: An Exclusive 1-day Forum for CEOs of Indian Call Centers for the participants from Industry on May 31, 2002.

Coordinated a one week Training Program on Venture Management for Participants from Graduate School of Venture, University of Hoseo, South Korea during May 20-25, 2002.

Coordinated a two week Training Program on Venture Management for Senior Managers and Officers from People's Republic of China in March 2002 based on the request received from Asian and Pacific Centre for Transfer of Technology (APCTT) a UN Body.

A one-day Workshop on Crisis Handling for the Case Leading and Developing Teams of Larsen & Toubro Limited on February 26, 2002

A two-day Management Development Program on Benchmarking in the Area of Supply Chain for the executives and managers of Atul Limited, Valsad, Gujrat during January 18-19, 2002.

A one-week Management Development Program on Certified Quality Engineer for the participants (invited by Qimpro Consultants Private Limited) from Industry during November 19-24, 2001.

A two-day Management Development Program on Relationship Marketing for the participants (invited by CII Naorji Centre of Excellence) from Industry during November 02-03, 2001.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during October 08-10 & 13, 2001.

A two-day Management Development Program on Manufacturing Resources Planning for the executives and managers of VIP Industries Limited at Nashik during September 13-14, 2001.

A three-day Management Development Program on Logistics and Supply Chain Management for the consultants of SAP India Limited during August 29-31, 2001.

A one-day Workshop on Case Development in Project Management for the Case Leading and Developing Teams of Larsen & Toubro Limited on July 26, 2001.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during May 21-23 & 26, 2001.

A one-day Workshop on Case Development in Project Management for the Case Leading and Developing Teams of Larsen & Toubro Limited on July 26, 2001.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during May 21-23 & 26, 2001.

A one-week Management Development Program on Certified Quality Engineer for the participants (invited by Qimpro Consultants Private Limited) from Industry during April 16-21, 2001.

A two-day Management Development Program on Innovative Product and Service Development for the IT Age for the participants (invited by CII Naoroji Centre of Excellence) from Industry during April 16-17, 2001.

A two-day Management Development Program on Analytical Problem Solving for the executives and managers of Mahindra & Mahindra Limited during March 23-24, 2001.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during March 12-15, 2001.

A one-day Workshop on Case Leading for the Case Leading Teams of Larsen & Toubro Limited on February 26, 2001.

A two-day Management Development Program on Strategic Procurement and Outsourcing in the Internet Era for the participants (invited by CII Naoroji Centre of Excellence) from Industry during February 9-10, 2001.

A two-day Management Development Program on Business Strategy for the Senior Management of Raptakos, Brett & Co. Limited during February 03-04, 2001.

A two-day Workshop on Case Preparation for the Case Writing Teams of Larsen & Toubro Limited on February 01-02, 2001.

A two-day Management Development Program on Specifics of Supply Chain Management for the participants (invited by CII Naoroji Centre of Excellence) from Industry during January 19-20, 2001.

A 4-day Management Development Program on Project Management for the executives and managers of Larsen & Toubro Limited during January 08-11, 2001.

A two-day Management Development Program on Relationship Marketing for the participants (invited by CII Naoroji Centre of Excellence) from Industry during December 20-21, 2000.

A two-day Management Development Program on Options, Futures and Trading Strategies for the participants (invited by CII Naoroji Centre of Excellence) from Industry during November 10-11, 2000.

A one-day Management Development Program on Case Study Method for the Case Writing Teams of Larsen & Toubro Limited on November 11, 2000.

A one week Workshop on Learning Materials for Technology Management Education for Educators from developing countries from Asia Pacific region in May 2000 in association with DST and Asian and Pacific Centre for Transfer of Technology (APCTT) a UN Body.

A two-day Management Development Program on Strategy for Efficient Customer Response for the participants (invited by CII Naoroji Centre of Excellence) from Industry during May 19-20, 2000.

A two-day Management Development Program on Specifics of Supply Chain Management for the participants (invited by CII Naoroji Centre of Excellence) from Industry during April 18-19, 2000.

A two-day Management Development Program on Competitive Advantage Through Environmental Management for the participants (invited by CII Naoroji Centre of Excellence) from Industry during March 17-18, 2000.

A two-day Management Development Program on Specifics of Supply Chain Management for the executives and managers of Origin Information Technology (India) Limited during December 07-08, 1999.

A one-day Management Development Program on Synchronous Manufacturing for Competitive Advantage for the participants from Industry on August 07, 1999.

A one-day Management Development Program on Relationship Marketing for the Top Management of Kotak Mahindra Primus Limited on April 12, 1999.

A two-day Workshop on Innovative Product Development Process in association with Confederation of Indian Industry-Western Region (CII) and the Institution of Electrical Engineers, UK (Mumbai Centre) during October 16-17, 1998.

A two-day Management Development Program on Logistics and Supply Chain Management for the top Management of LEP International during October 11-12, 1998.

A three-day Management Development Program on Project Management for the Executives and Managers of Tecnimont ICB Limited during October 07-09, 1998.

A three-day Management Development Program on Strategy for Competitive Manufacturing for the participants from Industry during July 28-30, 1998.

A two-day Workshop on Strategy Formulation and Implementation for the top Management of Herdilia Chemicals in December 1997.

Conducted a one-week Short Term Course under Ministry of Human Resource Development's (All India Council of Technical Education) QIP Scheme on Logistics and supply Chain Management during May 17-22, 1999.

(At Department of Management Studies, Indian School of Mines, Dhanbad)

Developed a 3-days Program on "Enhancing Competitiveness of Indian Coal Industry" and a one-week Residential Executive Development Program on "Coal Industry in India – Its Socio-economic and Marketing Issues".

(At S P Jain Institute of Management & Research, Bombay)

Conducted a few sessions in company specific Executive Development Programs at Godrej & Boyce Manufacturing Co. Ltd. and Bajaj Electricals Limited.

(At Management Studies Group, Birla Institute of Technology and Science, Pilani)

Conducted courses titled "Principles of Management" and "Technology Forecasting" for the working executives of various organizations who were on BITS roll for PG level Distance Learning Program.

INSTITUTION BUILDING EXERCISE / PROFESSIONAL SERVICE

At AUT University, New Zealand

I am head of research for the department of marketing, advertising, retailing & sales and academic leader of the Sales area at AUT Business School. I am responsible for providing leadership in research, teaching, and engagement with the objective of encouraging excellence and achieving

national and international recognition for AUT's MARS department. More specifically, my responsibilities include developing the strategic direction, promoting the well-being of staff and students, identifying research and external funding opportunities for junior faculty members, establishing alliances with national and international institutions, and leading AUT's sales major as a highly sought after program in the Asia-Pacific region. I am also a member of the AUT's Programme Approval and Review Committee (PARC) which is responsible to the Academic Board for overseeing the University's approval and review processes for various academic programmes. Recently, I have joined AUT Business School's Faculty Board. I was a member of business faculty research committee which is responsible for policy making, strategic decisions and funding decisions to support and augment research in various departments and disciplines within AUT business school.

I have taken several initiatives to develop international linkages and collaborated with junior faculty members to encourage them to strive towards excellence in research and teaching. I have also been instrumental in developing a relationship between AUT and Rev Sales Network (a leading body of sales professionals in NZ) allowing both organisations to work together to further the sales discipline in New Zealand. I also developed three new papers at the post graduate level, which have attracted a few masters and Ph. D. students. Collaborations with junior faculty members and post graduate research students have led to a few journal submissions and publications in conference proceedings. Other service contributions are listed below:

- Head of Research – Department of Marketing, Advertising, Retailing & Sales (since January 2012).
- Academic leader – Sales Management Area (since 22nd June 2007).
- (Attended a 4 day long AUT Leadership and Management Enhancement Program. The program included components such as recruitment and development of staff, and building and supporting high quality teaching and research teams.)
- Professorial Staff Representative - Postgraduate Committee of AUT Business School – 2008.
- Member, Faculty Research Committee of AUT Business School – 2009.
- Member, AUT's Programme Approval and Review Committee (PARC) – 2011 to May 2015.
- Member, AUT Business School's Faculty Board – 2014.

At IIT Bombay

SJM SOM, at IIT Bombay was started in 1995. I joined the school in 1997 as the first Marketing faculty of the University (IIT Bombay). We had just one compulsory (core) course and couple of electives to offer in marketing area at that point of time. There was almost no research, consulting and training activity in marketing area at school until 1997. I took up the challenge of not only establishing the marketing area but also building the school with other colleagues. Today, SJM SOM is amongst the top business schools in India and has a well-established Marketing area as can be seen from the following facts:

1. I have introduced 6 new courses, developed them in terms of course material, syllabus, curriculum etc. and today school has 9 electives and 2 compulsory (core) PG level courses in Marketing area.

2. I have conducted several short term and long-term open as well as company specific (customized) training, management development and executive education programs.
3. I have conceptualized and launched following very successful long-duration (1 yearlong) out of campus Programs which have been very well received by entrepreneurs, senior level Government officers and senior level managers from private sector companies in India.
 - A **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and Managing People being held at Mumbai and New Delhi during October 15, 2006 to July 31, 2007.
 - A **one-year** long CEP Certificate Course in Management with dual Specialization in Marketing and HRM being held at New Delhi during January 07, 2006 to December 30, 2006.
 - A **one-year** long CEP Certificate Course in Marketing Management held at New Delhi during November 02, 2003 to October 30, 2004.
4. School has produced several Ph. D. students in marketing area and they are very well placed both in Academia as well as Industry.
5. I have generated revenue and brand for School by bringing more than a dozen consulting assignments and several training Programs from reputed Indian firms as well as MNCs.
6. I was instrumental in developing collaborations between the business school in IIT Bombay and business schools in North American and European Universities.
7. Before I left in 2007, I initiated a European Union & Ministry of Civil Aviation, Government of India project with an objective to set up an EU Centre for Civil Aviation Management at IIT Bombay, India.

Other service contributions are listed below:

- Ph. D. Program in-charge for Shailesh J. Mehta School of Management August 2006 – May 2007.
- Member of the Short-term appointment Committee of SJM SOM - 2004.
- Nominated by Chairman, Senate of IIT Bombay as Member of the Postgraduate Committee of the Shailesh J. Mehta School of Management for the years 2001, 2002 and 2003.
- Appointed by Director, IIT Bombay as Associate Co-ordinator, National Service Scheme for the period 01.03.2000 to 28.02.2002.
- MDP Co-ordinator for Shailesh J. Mehta School of Management during April 1998 to July 2002.
- Placement Co-ordinator for SOM for the batch passed out in June 1999.
- Institute Representative for IIT-JEE1998 at MACT Bhopal, IIT-JEE1999 at Mumbai and IIT-JEE 2003 at Indore. Coder for IIT-JEE 2005 at Mumbai.
- Was responsible for preparation of data and reports for the purpose of Ranking of Business Schools by different agencies during 2001 -2002. Prepared the Courses of Study bulletin, MDP Brochure and other Publicity Material for SJM SOM.

At Department of Management Studies, Indian School of Mines, Dhanbad

- Established 'MARKETING' as area of Specialization.
- Actively involved in the selection of books and other teaching materials required for the MBA Program that started in July 1997.
- Actively participated in School's administration as Warden of Topaz Hostel.

At S P Jain Institute of Management & Research, Bombay

- Coordinator - PGP in Management (Family Managed Business Program) for young family business managers.
- Area Coordinator of Marketing
Coordinated all of 20 courses in the Marketing Area. These were contemporary Marketing courses that were benchmarked with the best in the world. The job involved developing and modifying them in conformity with the active feedback received from industry and in the light of inputs from top universities and institutions of higher learning. Responsibilities also included identification of faculty, creating course outline, conducting examination, evaluation and declaring the results.
- Professor In-Charge Computer Committee
Managed the computer centre. Primary responsibility was to involve the students in the administration of the centre with an objective to assess and develop their managerial potential.

At Management Studies Group, Birla Institute of Technology and Science, Pilani

- Worked as Nucleus Member, Instruction Division.
- In - charge Project Allotment and Computer Activities
Allotted various project type courses and a suitable supervisor for that project to various undergraduate students of different disciplines. Every semester I allotted about 600 to 800 projects to about 500 senior students from varied disciplines. My position required identification of thrust areas of research for various disciplines in consultation with heads of these disciplines and identification & allocation of resources to carry out projects in the thrust areas.
- Designed and developed software in Fox-Base Plus to facilitate the above described task. Developed software in Fox-Base Plus to collect and analyze certain feedback about the Course and teachers from students and teachers.
- Participated in the allocation of teaching load to various faculty members across the institute.
- Participated in the development of Examination Schedule for various courses across the institute.
- Have been involved every year in the preparation of Annual Report and the Admission Bulletin of the institute during the period 1993-94 to 1995-96.

Professional Service

Member, Advisory Committee of International Business Programme at AIS St Helens, Auckland

Member, Academic Advisory Board of Event Management Development Institute, Mumbai

Honorary Advisor, Ivey Consulting and Training Associates, Mumbai
Editorial Advisory Board Member of the Journal of Services Research
Editorial Board, International Journal of Business and Emerging Markets
Editorial Review Board Member of the Journal of Indian Business Research (JIBR)
Editorial Board Member of the Advances in Management Journal
Member of the Editorial Committee for the journal 'OPSEARCH'
Area Editor – Marketing for Comdex times: A Journal on Innovations in Management
Reviewer, European Journal of Marketing
Reviewer, Journal of Retailing and Consumer Services
Reviewer, International Journal of Technology Marketing
Reviewer, 2013 Summer Educators' Conference organized by American Marketing Association
Reviewer, 2011 and 2013 World Marketing Congress organized by Academy of Marketing Science
Reviewer, 2011 and 2012 ACR-Asia Pacific Conference
Reviewer for paper in consumer behavior area - 2010 Global Marketing Conference, Tokyo (annual conference of the Korean Association of Marketing Science and the Japanese Marketing Association) held at Ryutsu Keizai University during September 9-12, 2010 in Japan
Reviewer, 2009 ACR-Asia Pacific Conference
Reviewer for papers in sales management track in ANZMAC 2007
Reviewer, Relationship Marketing Area – 34th European Marketing Academy (EMAC) Conference
Reviewer, International Seminar on Creating Entrepreneurship Environment and Developing Entrepreneurial Management
Reviewer – IIM Bangalore Management Review
Independent Subject Expert (2011) - National Diploma in Business Administration Level 5 of PolyEthnic Institute of Studies Limited, New Zealand
Marketing Discipline Expert (2010)- Designed course outlines for 4 masters level papers (Strategic Marketing Management, Services Marketing, International Retail and Distribution Management, and Supply Chain Management) for Master of International Business Program of AIS St Helens, Auckland New Zealand
External Moderator (2009) – Moderated 6 marketing papers of International Business Programme of AIS St Helens.
Conference Co-chair for 2015 ABEM Conference on International Business and Emerging Markets, Kalahari Sands Hotel, Windhoek, Namibia, Africa, August 4-6, 2015.
Track Chair for Marketing Mix Track in International Conference on 'Marketing in Emerging Economies: An Agenda for the Next Decade', Punjab Institute of Technology, Kapurthala (PITK), INDIA in collaboration with Kenan-Flagler Business School, The University of North Carolina (UNC) at Chapel Hill, USA., Amritsar, India, December 14-16, 2012.
Track Chair for Sales and Sales Management Track in the 2011 MAG Scholar Conference on Riding the Asian Wave organized by Marketing in Asia Group (MAG) Scholar, to be held in New Zealand during May 29 – 31, 2011.

Track Chair for Consumer Behavior and Consumer Marketing Track in the 2007 AMS 13th biennial World Marketing Congress on Marketing Theory and Practice in an Inter-functional World organized by Academy of Marketing Science and The University of Verona, held in Italy during July 11 - 14, 2007.

Session Chair for the session on Current Customer Relationship Management in 2014 AMA Summer Marketing Educators' Conference, American Marketing Association, San Francisco, August 1-3, 2014.

Session Chair for the session on Marketing Theory and Methods in Emerging Markets at 2012 AMA Summer Marketing Educators' Conference, American Marketing Association, Chicago, August 17-19, 2012.

Session Chair for the session on Customer Experiences and Relationships in Service Industry at 5th International Conference on Services Management held in India during May 19-21, 2011.

Session Chair for the session on New Concepts, New Measures: Methodological Issues in Consumer Behavior at 2009 Asia Pacific ACR Conference held in India during Jan 2-5, 2009.

Chaired the Session on consumer behavior at ANZMAC 2007.

Member – Scientific Committee and Organizing Committee of International Seminar on Creating Entrepreneurship Environment and Developing Entrepreneurial Management organized by SJMSOM, Indian Institute of Technology Bombay, India during March 16-18, 2006.

Faculty coordinator for Marketing Continuum 2005 Seminar on Creating Value through Relationship Marketing and moderated all the five sessions on 15 October 2005. It was organized by Students of SJM SOM, IIT Bombay under my supervision and in association with Capgemini Consulting at IIT Bombay.

Was Invited to act as Discussant for the for the session entitled, “Marketing Strategy and Customer Orientation”, at 2005 AMS 12th biennial World Marketing Congress, organized by Academy of Marketing Science and Marketing Center Muenster, University of Muenster, Germany, July 6-9, 2005.

Chaired a track: “OR & Information Technology” at 2nd International Conference on Quality, Reliability and Information Technology (Trends and Future directions), Organized by SREQOM and University of Delhi, December 18-20, 2003.

Acted as Discussant for the track: “Marketing of IT and IT enabled Services – some success stories”, at International Conference on Changing Paradigms in Marketing of Services, organized by School of Management Studies, University of Hyderabad held in Hyderabad, 15-17 July, 2003.

Chaired the Track: “Research in Progress” at International Conference on Marketing of Technology Oriented Products and Services (MTOPS) in the Global Environment, organized by Academy of Marketing Science, USA; DuPree College of Management, USA; and Indian Institute of Management, Bangalore, INDIA, December 27 – 28, 2002.

Chaired Sessions on Country Paper Presentations and was selected as the Group Leader for the APO Project Code: 02-IN-GE-TRC-01: Training course on Management Consultancy for Productivity Improvement for the entire project period (21 October – 1 November 2002). Asian Productivity Organization organized the project at Tokyo in association with Japan Productivity Centre for Socio-Economic Development, JAPAN.

Chaired the Session: “Consumers’ Perceptions and Retailing in Asia Pacific” at International Conference – AMS 2002 Multi Cultural Marketing Conference organized by Academy of Marketing Science at University of Valencia, SPAIN, June 26-29, 2002.

Member - Technical Program Committee of the International Conference on Multimedia and Design organized jointly by ARENA Multimedia and IIT Bombay, during 23-25 September 2002.

Member - Technical Program Committee in the International Conference on Quality, reliability and Control organized by IETE Mumbai and IIT Bombay, during 26-28 December 2001.

Was invited by the Commonwealth Business Council to participate in a Seminar on 'E-Business: New Economy, New Technology: Forum for Business Leaders' during 11-12 December 2001 at Mumbai.

Selection Committee Expert for the final selection interviews for the post GETs in Gas Authority of India Limited (GAIL) - a reputed Indian Public Sector during 7-8 December 2001.

Chaired the track on How to Market Yourself? at Career Fair 2001 during 4-6 December 2001. CII organized the Seminar.

Chaired the panel discussion on Building Customer Relationships that Last and moderated all the sessions in the Seminar on Building Customer Relationships that Last..., which was part of the Continuum Seminar Series during 9-10 November 2001. It was organized by Students of SJM SOM, IIT Bombay under my supervision and in association with Teradata, Citibank, Atos Origin and Customer Asset at IIT Bombay.

Chaired Sessions on Country Paper Presentations and was selected as the Group Leader for the APO Project Code: SEM-14-98 Seminar on Logistics Management System at Republic of China (Taipei), for the entire project period (August 11-18, 1998). Asian Productivity Organization, Tokyo organized the project at ROC (Taiwan) in association with China Productivity Center.

Was Nominated by AICTE as Member on the Board of Governors of the following Management institutes:

1. Anjuman-I-Islam's Allana Institute of Management Studies (AIAIMS), Mumbai
2. Sarvodaya Mandal's S. P. Mahavidyalaya Department of Management Studies & research, Chandrapur

Participated as Expert in AICTE's Expert Committee Visits for Management Programs in Maharashtra State on three occasions and Participated as expert for new course development at IGNOU.

PROFESSIONAL AFFILIATIONS:

Association for Consumer Research (ACR), USA
American Marketing Association (AMA), USA
Academy of Marketing Science (AMS), USA
Australia and New Zealand Marketing Academy (ANZMAC)
Academy of Management (AOM), USA
Academy of International Business (AIB), USA
Association of Indian Management Scholars (AIMS International)