

Vita

PALLAB PAUL, Ph.D.

Professor of Marketing, Daniels College of Business
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EDUCATION

Ph.D. (Business Administration), University of Arizona, 1992, Major: *Marketing*, Minor: *Judgment and Decision Support Systems*.

Post-Graduate Diploma in *Industrial Management*, Indian Institute of Science, Bangalore, India, 1986.

Bachelor of Engineering (Honors) (*Mechanical Engineering*), Calcutta University, India, 1984.

SELECTED ACADEMIC AWARDS, HONORS AND GRANTS

Fulbright Senior Specialist Award in Westminster International University, Uzbekistan, 2018.
Research & Marketing Professional of the Year 2018 – Colorado, *Corporate Vision Magazine*, United Kingdom.

Marketing Expert of the Year 2017 – Colorado, *Corporate Vision Magazine*, United Kingdom.

United Methodist Church – University Scholar/Teacher Award, University of Denver (DU), 2015 (the highest honor that DU bestows on a faculty member for research, teaching and service to the university, offered by the Division of Higher Education, the Board of Higher Education and Ministry of the United Methodist Church.)

Emerald Literati Network Award for Excellence, Emerald Group Publishing Limited, United Kingdom, 2015.

Outstanding Reviewer Award of the *Journal for Advancement of Marketing Education*, Marketing Management Association, 2015.

“Highly Commended Paper of 2014” Award from *Journal of Islamic Marketing* for “Antecedents and Consequences of Consumers’ Attitudinal Dispositions toward Cause-Related Marketing in Egypt,” 5, 3, pp. 414-445 (coauthored with Hammad, El-Bassiouny and Mukhopadhyay.)

Quality Department Award, DU, 2015 (the highest award for a department at the university – for directing the *International Living and Learning Community* department.)

Professional Research Opportunities for Faculty Grant (\$17,000), DU, 2015-16 (the most prestigious research grant at the university.)

Teaching Excellence Award, Daniels College of Business (DCB), DU, 2014 (Daniels College of Business's highest teaching award.)

Distinguished Teaching Award of the *Society for Marketing Advances* (a premier marketing association that brings together marketing educators and professionals from all over the world), 2012.

"Academic Spotlight" recognition for the Outstanding Faculty by the Athletics Department, DU, 2011.

Daniels Scholarship of *Teaching Award*, DCB, DU, 2010 (Daniels College of Business's highest teaching scholarship award.)

Listed *Who's Who in America*, 2011-15.

Listed in *Who's Who in Education*, 2010-15.

EU-US Atlantis grant (\$6,000) for *Improvement of Post Secondary Education (FIPSE)*, 2010, 2011.

Grant (\$3,000) from the *Center for Teaching and Learning* at DU for teaching online, 2011.

William T. Driscoll Master Educator Award, DU (University's highest teaching award, based on student votes), 2009.

Recognized for highest teaching performance, *Wirtschaftsuniversität Wien (Vienna University for Economics and Business Administration)*, Austria, 2008.

Best Conference Paper Award in *Marketing Educators' Association Conference*, 2007.

Grants (\$12,300) from the *Centers for International Business Education and Research*, Columbia University, University of Pittsburgh, Michigan State University, University of Colorado in Denver, Thunderbird University, University of North Carolina, and University of South Carolina, 2006-08.

Professional Research Opportunities for Faculty Grant (\$15,000), DU, 2006-07 (the most prestigious research grant at the university.)

Daniels Scholarship of *Application Award*, DCB, DU, 2006 (Daniels College of Business's highest application scholarship award.)

Partners in Scholarship (PINS) Award, DU, Fall 2006, Fall 2011.

Recognized for effective use of *BlackBoard* to improve learning, DU, 2006-07.

Grant (\$22,000) from the *Center for Teaching and Learning* at DU for a project "Improving Basic Writing Skills for Marketing Students," 2005-07.

Fulbright lecturing/research scholar award in Portugal, 2002-03.

MBA core Diamond Award for teaching excellence, DCB, DU, 2000, 2001.

Daniels Outstanding Faculty Award for Excellence - Professor of the Year (highest honor in Daniels College of Business), 1997-98.

Grants from Center for Internationalization at DU, 1992, 1993, 1994, 1995 (3), 1996 (2), 1997 (2), 1998 (2), 1999 (2), 2000 (2), 2001 (2), 2002 (2), 2003 (2), 2004 (2), 2005 (2), 2006 (2), 2007 (2), 2008(1), 2009, 2010, 2013, 2014, 2016, 2018.

Research grants from Daniels College of Business, 1992, 1993, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006 (stopped applying in 2006 when I joined the committee deciding these grants.)

Sabbatical Leave Awards from DU (January – June 1998; January – March 2005; September 2011 – January 2012; September 2018 – January 2019).

Southwestern Doctoral Symposium Fellow, 1990.

American Marketing Association Doctoral Consortium Fellow, 1989.

University of Arizona Graduate Academic Scholarship Award, 1987-88.
Rhodes Scholarship Finalist (one of the final two from India), 1986.
Institute Fellowship at Indian Institute of Science, Bangalore, 1984-85.
Ranked Fourth in Class of 1984 in B.E., Calcutta University.
Merit Scholarship, Calcutta University, 1980-84.
National Merit Scholar, Government of India, 1978.

PROFESSIONAL GOAL

To foster scholarly activities by means of discovery of new ideas, integration of cross-disciplinary knowledge, application of marketing theory in business world, and dissemination of state-of-the-art quality erudition. Additionally, to pursue an enlightened practice, professional achievement, and a commitment to lifelong learning, within an increasingly global economy.

RELEVANT EXPERIENCE

Editor, *Journal for Advancement of Marketing Education*, Marketing Management Association, 2017 – present.
Co-Chair, Department of Marketing, Daniels College of Business (DCB), University of Denver (DU), 2017 – present.
Full Professor (with tenure), Department of Marketing, DCB, DU, 2009 – present.
Director, International Living and Learning Community Program, DU, 2009 – present.
Resident Faculty Director, University of Denver – Bologna (Italy) Study Abroad Program, 2010.
Exchange Faculty Scholar, International Center for Civic Engagement, Bologna, Italy, 2010.
Visiting Professor, Wirtschaftsuniversität Wien (*Vienna University for Economics and Business Administration*), Austria, 2006 – 2012.
Acting Director, International Business Programs, DCB, DU, 2001.
Associate Professor (with tenure), Department of Marketing, DCB, DU, 1997 – 2009.
Assistant Professor, Department of Marketing, DCB, DU, 1991 – 97.
Research Assistant, Department of Marketing, Karl Eller Graduate School of Management, The University of Arizona, 1987 – 91.
Marketing Engineer (Export), Worthington Pump Limited, India, 1986 – 87.

Academic Research

Published Dissertation:

Paul, Pallab (1992), “Market Structure Analysis Using Managerial Judgments: Toward Development and Validation of an Expert System for Competitive Strategy Decisions,” (Chair: Professor Dipankar Chakravarti), Department of Marketing, Karl Eller Graduate School of Management, The University of Arizona, Tucson, AZ 85721.

Published Journal Articles (Refereed):

- Roy, Abhijit, Pallab Paul, Mousumi Roy and Kausiki Mukhopadhyay (2018), "Mapping Confucian Values in the Context of Ethical Dimensions: Implications for Contemporary Business Practices," *Business and Professional Ethics Journal*, 37, 1, pp. 141-172 [[lead article](#)].
- Kuusela, Hannu, Mark T. Spence and Pallab Paul (2017), "How Objective and Subjective Knowledge Affect Insurance Choices," *Journal of Financial Services Marketing*, 22, 4, pp. 161-172.
- Bacon, Donald R., Yilong Zheng, Kim Stewart, Carol Johnson and Pallab Paul (2016), "Using Conjoint Analysis to Evaluate and Reward Teaching Performance," *Marketing Education Review*, 26, 3, pp. 143-153.
- Hammad, Hadeer Emad, Noha El-Bassiouny, Pallab Paul, and Kausiki Mukhopadhyay (2014), "Antecedents and Consequences of Consumers' Attitudinal Dispositions toward Cause-Related Marketing in Egypt," *Journal of Islamic Marketing*, 5, 3, pp. 414-445 ["Highly Commended Paper" Award Winner of 2014].
- Bacon, Donald R., Pallab Paul, Kim Stewart and Kausiki Mukhopadhyay (2012), "A New Tool for Identifying Research Standards and Evaluating Research Performance," *Journal of Marketing Education*, 34, 2, August, pp. 194-208.
- Paul, Pallab and Kausiki Mukhopadhyay (2010), "Growth via Intellectual Property Rights versus Gendered Inequity in Emerging Economies: An Ethical Dilemma for International Business," *Journal of Business Ethics*, 91, 3, February, pp. 359-378.
- Bacon, Donald R., Pallab Paul, Carol Johnson and Theresa Conley (2008), "Improving Writing through the Marketing Curriculum: A Longitudinal Study," *Journal of Marketing Education*, 30, 3, December, pp. 217-225.
- Paul, Pallab, Abhijit Roy and Kausiki Mukhopadhyay (2006), "The Impact of Cultural Values on Marketing Ethical Norms: A Study in India and the United States of America," *Journal of International Marketing*, 14, 4, pp. 28-56 [Featured article in *Marketing News*, December 15, 2006, 40, 20, p33; Highlighted in *International Marketing* by Cateora, Gilly & Graham, 2009, 14th Edition, McGraw-Hill Irwin, p145.]
- Maenpaa, Katariina, Antti Kanto, Hannu Kuusela, and Pallab Paul (2006), "More Hedonic versus Less Hedonic Consumption Behavior in Advanced Internet Bank Services," *Journal of Financial Services Marketing*, 11, 1, pp. 4-16 [[lead article](#)].
- Paul, Pallab (2005), "Innovative Marketing in the E-commerce Space," *Innovative Marketing*, 1, 1, pp. 96-110.

- Paul, Pallab and Kausiki Mukhopadhyay (2004), "Experiential Learning in International Business Education," *Journal of Teaching in International Business*, 16, 2, pp. 7-25 [[lead article](#)].
- Paul, Pallab and Kausiki Mukhopadhyay (2003), "The Impact of International Travel Component of the Executive MBA Curriculum on Participant Learning," *Marketing Education Review*, 13, 3, Fall, pp. 1-16 [[lead article](#)].
- Mukhopadhyay, Kausiki and Pallab Paul (2003), "Organizational Differences in Hinduism and Islam and their Impact on the Women's Movement on Indian Subcontinent," *Asian Studies Review*, 27, 4, December, pp. 419-442 [[lead article](#)].
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (2002), "Partitioned Presentation of Multi-Component Bundle Prices: Evaluation, Choice and Underlying Processing Effects," *Journal of Consumer Psychology*, 12, 3, pp. 215-229.
- Paul, Pallab and Kausiki Mukhopadhyay (2001), "Using Information Technology for Active Learning in International Business Education," *Marketing Education Review*, 11, 3, Fall, pp. 81-89.
- Kuusela, Hannu and Pallab Paul (2000), "A Comparison of Concurrent and Retrospective Verbal Protocol Analysis," *The American Journal of Psychology*, 113, 3, pp. 387-404.
- Takala, Tuomo and Pallab Paul (2000), "Individual, Collective and Social Responsibility of the Firm," *Business Ethics - A European Review*, 9, 2, pp. 109-118.
- Paul, Pallab (1997), "Organizing A Travel Course in Hong Kong and Singapore," *Marketing Education Review*, 7, 1, Spring, pp. 71-78.
- Paul, Pallab and Dipankar Chakravarti (1996), "Market Structure Analysis Using Managerial Judgments: A Framework and an Experimental Test," *Competitive Intelligence Review*, 7 (4), pp. 46-56.
- Paul, Pallab (1996), "Marketing on the Internet," *Journal of Consumer Marketing*, 13, 4, pp. 27-39.
- Burnett, John J. and Pallab Paul (1996), "Assessing the Media Habits and Needs of the Mobility Disabled Consumer," *Journal of Advertising*, XXV, 3, Autumn, pp. 47-59.
- Mahajan, Jayashree, Asoo Vakharia, Pallab Paul and Richard Chase (1994), "An Exploratory Investigation of the Interdependence between Marketing and Operations Functions in Service Firms," *International Journal of Research in Marketing*, 11, 1, pp. 1-15 [[lead article](#)].

Published Books:

- Asheghian, Parviz, Bahman Ebrahimi, Pallab Paul, John Burnett, and Kausiki Mukhopadhyay (2003), *Technology Transfer in the Global Economy*, University of Phoenix (ISBN 1-932042-34-2).
- Paul, Pallab, Kausiki Mukhopadhyay and John Burnett (2002), *Global Business: Culture and Organization*, Dripping Springs, TX: Leyh Publications (ISBN 0-9716632-4-6).
- Paul, Pallab (2010), "Reflections: Civic Engagement and International Marketing," book chapter in *Teaching and Troubling Writing Intensive Courses*, Edited by Doug Hesse, 2nd edition, Denver, CO: The University of Denver Writing Program, pp 63-66.
- Paul, Pallab (2006), "Innovation in Marketing Strategies: A Global Perspective," book chapter in *Below the Line Marketing: Concepts and Cases*, Edited by G.V.S. Sreedhar, Hyderabad, India: The ICAI University Press (ISBN 81-314-0096-4).
- Paul, Pallab (2001), Web edition of *Introducing Marketing* by John Burnett, New York, NY: John Wiley & Sons.

Cases:

- "Shalom of Israel: The expansion Decision" in *Marketing Management – A Relationship Approach* by Svend Hollensen, Prentice Hall, Europe, 2001.
- "What's Your Bag? The eBags Story."

International/National Conference Proceedings Publications and Presentations (Refereed):

- Forsythe, Lynn, Marilyn Melchiorre, Pallab Paul and Jacquelyn Warwick (2017), "Interdisciplinary Instruction: Reaching across Business and Other Disciplines" in *Proceedings of Marketing Management Association Conference*, Pittsburgh.
- Paul, Pallab (2017), "The Effect of Religion and Financial Scarcity vs. Abundance on Financial Decision Making" presented at *Transformative Consumer Research Conference*, Cornell University, Ithaca.
- Roy, Abhijit, Pallab Paul, and Mousumi Roy (2017), "A Typology of Confucian Values, Ethics and Culture: Implications for Management," in *Proceedings of Second Annual Susilo Symposium on Ethics in the Global Economy*, Boston University, Boston.
- Paul, Pallab (2016), "Preparing our Students for Marketing across Cultures" in *Proceedings of International Marketing Conference*, Indian Institute of Management, Calcutta, India.

- Paul, Pallab, Irfan Ahmed, Kimberly K. Powell, and Dorothy Pisarski (2016), "Creating an Optimal Study Abroad Experience" in *Proceedings of Marketing Management Association Conference*, Providence.
- Paul, Pallab and Nadia Novotorova (2015), "Study Abroad Courses: Design and Delivery," in *Proceedings of Marketing Management Association Conference*, San Juan, Puerto Rico.
- Paul, Pallab (2015), "How to excel as a conference paper or journal paper reviewer," presented at the *Marketing Management Association Conference*, San Juan, Puerto Rico.
- Spais, George S. and Pallab Paul (2015), "An international examination of the evolution of global marketing and cross-cultural marketing education in business and management schools," in *Proceedings of Society for Marketing Advances Conference*, San Antonio.
- Paul, Pallab (2014), "Incorporating Research in the Undergraduate Curriculum," in *Proceedings of Marketing Management Association Conference*, San Antonio.
- Paul, Pallab (2013), "Effectively Marketing and Recruiting for Study Abroad," in *Proceedings of Marketing Management Association Conference*, New Orleans.
- Paul, Pallab (2012), "Philosophy of Teaching," presented at the 50th Anniversary Conference of the *Society for Marketing Advances*, Orlando.
- Noha El-Bassiouny, Hadeer Emad Hammad, Kausiki Mukhopadhyay, and Pallab Paul (2011), "The Antecedents and Consequences of Consumers' Attitudinal Dispositions toward Cause-related Marketing," (abstract) in *Proceedings of Global Islamic Marketing Conference*, Dubai.
- Bacon, Donald R., Theresa Conley, Carol Johnson, and Pallab Paul (2007), "Improving Writing through the Marketing Curriculum: A Longitudinal Study," (abstract) in *Proceedings of Marketing Educators' Association Conference*, San Antonio.
- Hutton, Bruce and Pallab Paul (1996), "The Impact of Transportation on Sustainable Development: A Citizens' View," in *Proceedings of the Association for Consumer Transportation: International Conference*, Association for Commuter Transportation.
- Hutton, R. Bruce and Pallab Paul (1996), "What is a Sustainable Colorado?" presented at *Colorado Sustainable Development Conference*, Denver (invited presentation).
- Mahajan, Jayashree, Dipankar Chakravarti and Pallab Paul (1995), "Managerial Judgments in Competitive Market Structure Analysis: Additional Empirical Results," in *Proceedings of the Institute for Operations Research and the Management Sciences Conference*, New Orleans.

- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1995), "The Impact of Product Complementarity on Consumers' Evaluations of Product Bundles," in *Proceedings of Marketing Science Conference*, The University of New South Wales, Sydney.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1995), "Bundling Transactions: Effects on Fairness Perceptions, Judged Desirability and Choice," in *Proceedings of the Marketing Science Institute Conference on Behavioral Perspectives on Pricing*, Boston.
- Paul, Pallab, Dipankar Chakravarti and Jayashree Mahajan (1995), "Using Managerial Judgments for Marketing Structure Analysis: Some Exploratory Experimental Findings," in David W. Stewart and Naufel J. Vilcassim (eds.), *Proceedings of the Winter Marketing Educators' Conference*, American Marketing Association, San Diego.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1994), "Bundling Transactions: Effects on Choice," presented at the *Association for Consumer Research Conference*, Boston.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1994), "Bundling Transactions: Effects on Fairness Perception," presented at the *Association for Consumer Research Conference*, Singapore.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1994), "Bundling Transactions: Effects on Consumer Perception and Choice," in *Proceedings of the Marketing Science Conference*, The University of Arizona, Tucson.
- Chakravarti, Dipankar, Rajan Krish, Pallab Paul, and Joydeep Srivastava (1993), "Augmented Product Bundles: Effects of Loss Frame on Perceived Value and Choice," in *Proceedings of the Operations Research Society of America/The Institute of Management Science Joint National Meeting*, Phoenix.
- Rajan Krish, Pallab Paul, and Joydeep Srivastava (1993), "Behavioral Perspectives on Bundling Research," in Chris Allen and Deborah Roedder John (eds.), *Proceedings of the Advances in Consumer Research*, Association for Consumer Research Conference, Nashville.
- Paul, Pallab, Dipankar Chakravarti, and Jayashree Mahajan (1993), "An Exploratory Study of the Use of Managerial Judgments As Inputs in Competitive Market Structure Analysis," in *Proceedings of the Marketing Science Conference*, Washington University, St. Louis.
- Paul, Pallab and Elisabeth Gilster (1992), "The Effect of Culture Specific Advertising on Consumer Perception: A Cross-cultural Study," accepted for publication in *Proceedings of European Summer Conference of the Association for Consumer Research* (declined publication in the proceedings in order to submit to a journal later).

Paul, Pallab, Dipankar Chakravarti, Rajan Krish, and Joydeep Srivastava (1992), "Consumer Involvement and Knowledge as the Determining Factors in Product-Bundling and Pricing: Possible Managerial Implications," in *Proceedings of the Marketing Science Conference*, London Business School.

Paul, Pallab, and Dipankar Chakravarti (1990), "Framing and Bundling Choice Alternatives: Effects on Perceived Value and Choice," in *Proceedings of the Marketing Science Conference*, University of Illinois, Urbana-Champaign.

Mahajan, Jayashree and Pallab Paul (1989), "The Impact of Interdependencies between Marketing and Operations on Service Effectiveness and Efficiency," in Terry C. Childers (ed.), *Proceedings of the Winter Marketing Educators' Conference*, American Marketing Association.

Teaching

Courses Taught:

International Marketing (advanced graduate & undergraduate core)

Global Business and Leadership (Executive MBA core)

Transportation Marketing and Sales Tools (Executive Masters Program in Transportation)

Global Enterprise Challenge (Professional MBA core)

Introduction to International Business (undergraduate core)

Doing Business in Europe: Denmark, Estonia, Finland, Norway and Sweden (advanced graduate & undergraduate elective, travel course)

Global Business and Marketing (advanced graduate & undergraduate elective)

Comparative Marketing Practices in Cuba and the U.S.A. (advanced graduate & undergraduate elective, travel course)

Global Business (Accelerated MBA core)

Global Business (Mountain MBA core)

Global Perspectives (graduate core)

Comparative Business Strategies in Hong Kong, Singapore, and the U.S. (advanced graduate & undergraduate elective, travel course)

International Consumer Behavior (advanced graduate & undergraduate elective)

Global e-Commerce (advanced graduate & undergraduate elective, online course)

Digital Marketing (advanced graduate & undergraduate elective, online course)

Internet Marketing (advanced graduate & undergraduate elective, online course)

Marketing on the Internet and e-Commerce (advanced graduate & undergraduate elective, online course)

e-Business Strategy (advanced graduate & undergraduate elective, online course)

e-Business Strategy - The French Perspective (advanced graduate & undergraduate elective, travel course)

e-Strategy in Seattle (advanced graduate & undergraduate elective, travel course)

International Business through e-Commerce (advanced graduate & undergraduate elective, online course)

Current Marketing Perspectives (advanced graduate and undergraduate elective)

Brand Management (advanced graduate elective)
Marketing Strategy (advanced graduate and undergraduate core)
Marketing Management (graduate core)
Consumer Behavior (graduate and undergraduate core)
Introduction to Marketing Management (undergraduate core)
Principles of Marketing (undergraduate core)
Marketing Research (advanced undergraduate core)
New Product Management (advanced undergraduate elective)
Promotional Strategy (advanced undergraduate elective)
Public Relations in Marketing (advanced undergraduate elective)
Marketing Internships (graduate/ undergraduate elective)
Marketing Independent Studies (graduate/ undergraduate elective)

Note: According to the student evaluations (available upon request), my teaching ratings have been consistently excellent and significantly higher than the College and Department averages. For example, in a recent academic term, I received 5.9 on a 6-point scale (compared to the College and Department average of 5.1).

Selected Guest/Visiting Lectures:

German University in Cairo, EGYPT
University of Bologna; Parma University; John Cabot University; ITALY
Wirtschaftsuniversität Wien (*Vienna University for Economics and Business Administration*);
AUSTRIA
KATAJA (Association of Scandinavian Universities); FINLAND
Faculty Development in International Business Conference (organized by University of Pittsburgh); BULGARIA, CROATIA and POLAND
Faculty Development in International Business Conference (organized by the Moore School of Business, University of South Carolina); SOUTH AFRICA and KENYA
Management Development Institute, (*Faculty Development in International Business Conference*, organized by the University of Connecticut, School of Business); INDIA
Fundacao Getulio Vargas – Escola de Administracao de Empresas de Sao Paulo, (*Faculty Development in International Business Conference*, organized by the Kenan-Flagler Business School, University of North Carolina); BRAZIL
Kuwait University; KUWAIT
Universitas 21 Global; SINGAPORE
Tongji University, Shanghai; University of International Business and Economics, Beijing;
PEOPLES REPUBLIC OF CHINA
Semester at Sea (nine Pacific Rim countries) through University of Pittsburgh; USA
Portuguese Catolica University; PORTUGAL
Victoria University of Wellington; NEW ZEALAND
Ecole Superieure De Commerce Et De Management; FRANCE
Universidad Torcuato di Tella; ARGENTINA
Athens University of Economics and Business; GREECE
University of Jyvaskyla; Tampere University; Hame Polytechnic; Helsinki University; FINLAND

Bilkent University; TURKEY

Indian Institute of Management, Calcutta; Calcutta Business School; Birla Institute of Management, Calcutta; Presidency College, Calcutta; INDIA

Selected Services

Editor, *Journal for Advancement of Marketing Education*, Marketing Management Association, 2017 - present.

Judge for the *Marketing Management Association Teaching Innovation Competition*, 2016 - present.

Judge for selecting the best paper in *Marketing Education Review*, 2015 - present.

Member, *Faculty Senate*, University of Denver (DU), 1993-95, 2009 - present.

Member, University Award Selection Committee, DU, 2016 - present.

Member, Cherrington Global Scholars Advisory Board, DU, 2007 - present.

Chair, Graduate Research and Performance Summit, DU, 2014, 2015.

Member, Organizing Committee, Provost conference on teaching and learning, DU, 2011.

Member, Living and Learning Community Faculty Director Recruiting Committee, DU, 2015 - 2016.

Member, Faculty Review Committee, Daniels College of Business (DCB), DU, 2014.

Member, Daniels Award Selection Committee, DCB, DU, 2015 - 2017.

Chair, Marketing Department Scholarship Committee, DCB, DU, 2008 - 2017.

Chair, Marketing Department Promotion Committee for the Practice and Teaching Professors, DCB, DU, 2016 - 2017.

Member, Marketing Department Promotion and Tenure Committee, DCB, DU, 2011 - present.

Mentor for Marketing Department junior faculty, DCB, DU, 2016 - present.

Chair, Marketing Department Chair Recruiting Committee, DCB, DU, 2016 - present.

Member, Marketing Department Faculty Recruiting Committee, DCB, DU, 2008 – 2016.

Invited speaker, Western Regional CIBER (Center for International Business Education and Research) Conference, 2008.

Speaker, Internationalization Summit, DU, 2015.

Member, *Inclusive Excellence Committee*, DCB, DU, 2016 - present.

Member, *Ethics Integration Committee*, DCB, DU, 2015 - 2016.

Member, *Graduate Curriculum Committee*, DCB, DU, 2013 - 2015.

Member, *Scholarship Enhancement Committee*, DCB, DU, 2005 - 2013.

Member, *Global Steering Committee*, DCB, DU, 2007 - 2012.

Member, Assessment team in Marketing Department, DCB, DU, 2012 - present.

Member, Advisory Board, International Business Program, DCB, DU, 1993 - present.

Member, Curriculum development team for the *Integrative Challenge* (MBA capstone experience) courses, DCB, DU, 1993 - 1997.

Curriculum development at several foreign universities (e.g., Victoria University of Wellington, New Zealand; Universitas 21 Global, Singapore.)

Member, Ph.D. supervision committees, University of Denver; German University of Cairo, Egypt; Tampere University, Finland; National Institute of Technology Karnataka, India.

Member, Master's thesis committees, Aarhus School of Business, Denmark; German University of Cairo, Egypt.

Reviewer, Graduate Student Professional Development Grant Awards, DCB, DU, 2011 - present.

Member, *International Committee*, DCB, DU, 1992 - 2007.

Member, *Strategic Planning Committee*, DCB, DU, 2001 - 2003.

Co-leader, *Faculty Development in International Business Program in India* (organized by the University of Connecticut, School of Business), 2007.

Leader in generating linkages between DU and several foreign (e.g., in Argentina, Finland, France, Greece, India, Italy, New Zealand, Scotland and Turkey) universities, 1993 - present.

Leader in the organization of the Southeast Asian DU Alumni groups and recruitment of students, 1993 - 1998.

Editorial Advisory Board member: *Industrial Marketing Management* journal, *International Journal of Management and Marketing Research*, *Business Education & Accreditation Journal*, *Marketing Education Review*, *Journal of Enterprising Communities: People and Places in the Global Economy*, *Journal of Consumer Marketing*.

Ad-hoc reviewer: *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Business Ethics*, *Journal of Public Policy and Marketing*, *International Business Review*, *Journal of Marketing Education*, *Journal of Teaching in International Business*, *Journal of Marketing for Higher Education*, *Thunderbird International Business Review*.

External reviewer for faculty tenure/promotion: Monte Ahuja College of Business, Cleveland State University, Ohio, USA; German University in Cairo, EGYPT.

Track Chair for “Promotion” Track, *Society for Marketing Advances Conference*, 2018.

Track Chair for “Cross-Cultural and Global Marketing” track, *Society for Marketing Advances Conference*, 2015.

Reviewer, *Proceedings for Academy of International Business Conference*, 2008 - present.

Reviewer, *Proceedings for International Business Conference*, 2015 - present.

Reviewer, *Proceedings for Academy of Marketing Science Conference*, 2015.

Reviewer, *Proceedings for Marketing Educator’s Association Conference*, 2013.

Reviewer, *American Marketing Association Winter Educators’ Conference (Global track)*, 2008.

Reviewer, *Proceedings for Association for Consumer Research Conference*, 1992, 1993, 1994, 1996.

Reviewer, *American Marketing Association Summer Educators’ Conference*, 1996.

Panelist, *Marketing Management Association Conference*, 2013, 2014, 2015, 2016, 2017.

Session Chair, *Marketing Management Association Conference*, 2015, 2016; *International Marketing Conference*, 2016; *Academy of Marketing Science Conference*, 2015; *Society of Marketing Advances Conference*, 2013; *Association for Consumer Research Conference*, 1992, 1994, 1996.

Reviewer, *National Science Foundation* grant proposals.

Advisory board member, *E-Business: Annual Edition 2001-02*, Ed. Robert Price, McGraw-Hill/Dushkin, Guilford, CT, 2000.

Reviewer for the following books:
International Business by Czinkota, Ronkainen and Moffett, eighth edition, Wiley;
Global Marketing by Alon and Jaffe, McGraw-Hill/Irwin;
Global Marketing: The New Realities by Czinkota and Ronkainen, Routledge;
International Business by Czinkota, Ronkainen and Moffett, seventh edition, Wiley;

Globalization and International Business, South-Western College Publishing/Thomson Learning;

International Business: Analysis and Strategy by Hill, South-Western College Publishing/Thomson Learning;

Global Marketing: A Market-Responsive Approach by Svend Hollensen, Prentice Hall;

Global Marketing: An Interactive Approach by Gillespie, Jeannet and Hennessey, Houghton Mifflin;

Export Feasibility Analysis (a supplemental text on exporting) by Nicholas Williamson, Irwin;

Strategic Marketing: A Competency Building Approach by Mohan Sawhney, Prentice Hall;

Marketing by William Zikmund and Michael d'Amico, West Publishing;

Contemporary Marketing Research by McDaniel and Gates, Thomson Learning.

Honors Thesis Advisor, DU, 2014, 2017, 2018.

Faculty advisor for students with *International Business* major, DCB, DU, 1993 - 2007.

Faculty advisor for the *International Honor Society* at DU.

Honorary member, *Golden Key International Honor Society*, DU.

Faculty mentor for freshman students at DU, 1998-99, 2000-01, 2001-02, 2002-03, 2003-04, 2004-05, 2005-06.

Supervised numerous Marketing, International Business and E-Commerce *Independent Studies*, DCB, DU.

Faculty facilitator for eleven *Leadership Challenge* Weekends, DCB, DU.

Faculty facilitator for twenty four Outdoor Leadership Experience Weekends & three Bootcamps, DCB, DU.

Liaison faculty between the Marketing Department and the Penrose Library, DU, 1997-2009.

Led "Daniels Lab" (orientation event for all incoming Master's students), DCB, DU, 2007 - 2015.

Established Annual *Paul-Mukhopadhyay Scholarship Award* for Marketing students, 2013-present, DCB, DU.

Good citizen of the community (e.g., donated blood, volunteered at the Colorado Special Olympics, helped the local library, supported the environmentally conscious groups).

Selected Industry Experience

Ad-Hoc Marketing Expert for Interviews, Channel 9 News (NBC affiliate in Denver), Fox 31 News, Associated Press, Denver Post.

Consultant to domestic as well as international companies, such as *International Development Enterprises*, *H2O on Tap*, *Colorado Lottery*, *Mountain Valley Weavers*, *Colorado Opera*, *Central City Opera*, *YMCA South-West*.

Executive Training on *Global E-commerce*, through Center for Managerial Development, DU, 2000 – 01.

Created a Roundtable group (www.netleaders.org) consisting of local e-commerce company CEO's and academics, 1999 - 2002.

Organized and chaired a business seminar on *Doing Business with India*, 1996.

Keynote speech on "Doing Business in India" conference, *International Business Association of the Rockies*, 1995; *Parma Chamber of Commerce Assembly*, Italy, 1999; *International Marketing Conference*, Indian Institute of Management, Calcutta, India, 2016.

Faculty internship at *Information Handling Service (IHS)*, 1994 - 1995.
Supervision of numerous student internships with local and international corporations.
Marketing Engineer, responsible for export activities, *Worthington Pump Ltd.*, India, 1986-87.

PROFESSIONAL AFFILIATIONS (past and present)

American Marketing Association; Association for Consumer Research; Institute for Operations Research and Management Sciences; Academy of International Business; Society of Marketing Advances; Marketing Management Association; Marketing Educators' Association; Academy of Marketing Science; Internet Chamber of Commerce, Denver; Netleaders.org; North American Case Researchers' Association; Colorado Public Radio; Beta Gamma Sigma (National Honorary Business Fraternity).

References available upon request.