

**VITA**

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**CURRENT STATUS**

Associate Professor & Chair, Dr. John E. Jacob Endowed Professor of Marketing,  
*School of Business, Howard University*

**CAREER OBJECTIVE**

To Pursue Excellence in Teaching and Research in Marketing Strategy, Business Ethics, Social Innovation, Digital Marketing, Sustainability, Entrepreneurship & International Business, and Service to my Institution, Profession and to my community.

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**EDUCATION**

**BOSTON UNIVERSITY**

Questrom School of Business

Doctorate in Business Administration, January 2002

*Major:* Marketing

*Minor:* Strategy and Policy

*Dissertation:* Leveraging Affiliations by Marketing to and Through Associations

**UNIVERSITY OF ARIZONA, TUCSON, AZ**

Karl Eller Graduate School of Management,

Master of Science, May 1989

*Major:* Marketing Research

**UNIVERSITY OF ARIZONA, TUCSON, AZ**

Karl Eller Graduate School of Management

Master of Business Administration, December 1986

*Concentration:* Operations Management

**M.N. NATIONAL INSTITUTE OF TECHNOLOGY**

**UNIVERSITY OF ALLAHABAD, INDIA**

Bachelor of Engineering, July 1982

*Major:* Mechanical Engineering (First Class)

## ACADEMIC EXPERIENCE

- 2023 – present Associate Professor & Chair, Department of Marketing  
Dr. John E. Jacob Endowed Professor of Marketing, Howard University
- 2006 - 2023 Professor (2012- 2023); Associate Professor of Marketing (2006-2012)  
William and Elizabeth Burkavage Fellow in Business Ethics & Social  
Responsibility (2014- 2018)  
MBA Director (2013 – 2014)  
*Kania School of Management, University of Scranton, Scranton, PA*
- 2001 – 2006 Assistant Professor of Marketing,  
*Sellinger School of Business*  
*Loyola University MD*  
Baltimore, MD
- 1989 – 2000 Lecturer / Instructor/ Director of Small Business Management  
Department of Business-Marketing  
*Plymouth State University of the University System of New Hampshire*  
Plymouth, NH
- 1994 – 1998 Instructor / Graduate Associate  
Department of Marketing  
*Boston University, Boston, MA*
- 1985 – 1989 Lecturer / Graduate Associate  
Department of Marketing  
*University of Arizona, Tucson, AZ*

## TEACHING INTERESTS

- |  |                        |
|--|------------------------|
| Responsibility, Sustainability & Justice | Global Marketing       |
| Digital Marketing                        | Marketing Analytics    |
| Social Innovations & Entrepreneurship    | Consumer Behavior      |
| Marketing Management & Strategy          | Marketing Research     |
| Retailing Management                     | Social Media Marketing |

## RESEARCH INTERESTS

- |                                      |                               |
|--------------------------------------|-------------------------------|
| Affinity and Associations Marketing  | Marketing and Societal Issues |
| Business and Marketing History       | Marketing Education           |
| Ethics & Targeting Vulnerable Groups | Cross-cultural Marketing.     |
| Social Innovation & Entrepreneurship | Sustainability and Marketing  |
| Digital Marketing                    | International Marketing       |

## INDUSTRY EMPLOYMENT

1982 – 1983            Engineering Officer (Marketing Division) *Simon Carves (I) Ltd.*, India  
  
Engineering, Purchasing and Administrative work for *Simon Carves (I) Ltd.*, UK based multinational construction and consulting company in India.

### Other Short-Term Assignments:

2005 – 2008            Evaluator, *US Department of Commerce*, Technology Opportunities Program for *Del Exchange*, DE  
  
Assisting in developing an evaluation research strategy for *Del Exchange*, an intranet for businesses in Delaware. The primary goal is to enhance the participation of current and prospective minority, women, veterans and disadvantaged business enterprises in terms of receiving a fair share of Requests for Proposals and Quotations and Contracts awarded.

1988 (summer)        Research Associate on a project for the *Federal Trade Commission (FTC)*.  
  
The report served as a basis for expert testimony against a major consumer product in the U.S.

1988 – present        Market Research and consulting work for several Not-for-Profit and For-Profit organizations (all work done *pro bono*):

*AXA International, New York*

*DXCEEDS, Newark, DE*

*Liberty Mutual Insurance, Boston*

*St. Jerome's Center, Baltimore, MD*

*Historic Federal Hill Main St. Program, Baltimore*

*Monitor Company, Cambridge, MA*

*Catholic Community School, Baltimore*

*Jac Pac Foods, Manchester, NH*

*Affinity Partners, Wellesley, MA*

*Tucson Symphony Orchestra, AZ*

*City of Scranton, Mayor's Office*

*United Neighborhood Center, Scranton*

2002 – 2007            Editor, Electronic Newsletter for *Marketing* by Kerin, Berkowitz, Hartley, and Rudelius, McGraw-Hill/Irwin.

The ten-to-fifteen pages monthly newsletters were distributed to other Marketing Professors and contained the latest Marketing news and cases.

2000 – 2002            Subject Matter Expert, *Power Web: Marketing*, McGraw – Hill.

*Power Web* was an online product that brought together many supplemental components useful for the study of a particular subject. I provided weekly updates, quizzes, brief essays, and events impacting the discipline of marketing for classes that used *McGraw-Hill* textbooks.

## HONORS, AWARDS & RECOGNITIONS

- 2023-present Dr. John E. Jacob Endowed Professorship, School of Business, Howard University
- 2023 Track Chair, Nonprofits and Fundraising, *Transformational Consumer Research (TCR)*, Royal Holloway University, London, UK.
- 2023 Honors Advisor to Winning Business Honors Thesis by Jaclyn I. Vincenti on “Nonprofit Social Media: Increasing Engagement and Event Promotion.”
- 2021 Invited to present Fall 2021 *University of Scranton DEI lecture* on “A Business Case for Diversity and Inclusion in the Marketplace,” September 29, 2021
- 2020 Finalist, 2020 *Thomas C. Kinnear/Journal of Public Policy & Marketing Award* for coauthored *JPPM* article, “Omission and Commission as Marketplace Trauma”
- 2020 -2023 Nominated as *Ignited Fellow*, University of Scranton, Scranton, PA
- 2018 – 2020 Selected by the *University of Scranton* to be a participant in the 18-month *Ignatian Colleagues Program (ICP)* designed to inculcate the essence of Jesuit higher education
- 2019 Track Chair Co-Leader, Rise of the Machines: Macro-Consumer Behavioral Factors, *Transformational Consumer Research (TCR)*, Florida State University, Tallahassee, FL.
- 2019 Invited by the *Schmel Forum* to teach a course on “Ben Franklin as a Marketing Pioneer.” (*University of Scranton* Spring 2019)
- 2017 Runner-up award, 2017 *Marketing Management Association/ Access Capon Teaching Innovation Competition*, Pittsburgh, PA
- 2017 President’s Strategic Initiatives Funding Award for Engaged, Integrated, Global Course Development, *University of Scranton*, \$6,000
- 2016, 2021 Faculty Development Grant for Research, *University of Scranton*, \$3,000 each
- 2015 Excellence in Integrating Mission and Justice into the Curriculum Award, *University of Scranton*
- 2015 Invited Participant as Panelist, *40<sup>th</sup> Annual Macro-Marketing Conference*, Chicago, IL
- 2014 - 2018 Awarded William and Elizabeth Burkavage Fellow in Business Ethics & Social Responsibility
- 2014, 2019 Faculty Internal Research Grant, *University of Scranton*
- 2013 Runner up in *oikos Global Case Writing Competition*, St. Gallen, Switzerland for the case, “Modernizing Dharavi: If you build, will they come?”
- 2013 Recognized for the quality of the reviews in the *Intl. Journal of Emerging Markets*

## HONORS, AWARDS & RECOGNITIONS (continued)

- 2011            Awarded *University of Scranton* Faculty Grant for developing a course on “*Social Innovation and Entrepreneurship*”
- 2010            University wide *Excellence in Scholarly Publications Award*, University of Scranton
- 2009            Top 10% contributor in the *Encyclopedia of Business Ethics and Society* (winner of *Outstanding Academic Title CHOICE award and one of two Outstanding Titles for the BRASS Business Reference Award*)
- 2008            Completed work as an Evaluator, *US Department of Commerce*, Technology Opportunities Program for *Del Exchange*, Delaware
- 2008            Short listed for Award and Invitation to attend *BMW Award for Intercultural Learning*, Munich, Germany
- 2007 – 2012    Member of the Research Committee, *American Academy of Advertising*
- 2007            Outstanding Research Award for the paper, “Alleviating Poverty: Implications for Business Education,” by the *Global Business & Finance Conference*, Costa Rica
- 2006            Finalist (one of five papers), *Journal of Marketing Education*, Best Paper Award for 2006 - Invited to present in a Special Session at the *Marketing Educators’ Conference 2006* in San Francisco, CA.
- 2006            Grant (\$2,000) from Faculty Internal Research Program, *University of Scranton*
- 2004            Winner of Research Grant (\$3,000) from *Center for Community Research, Loyola University MD*
- 2003            Finalist, *Society of Marketing Advances*, Innovation in Teaching Competition for work on *Power Web*, A McGraw-Hill product
- 2002            *Power web- Marketing* consistently a top three most popular *McGraw-Hill* website (out of 80+ *Power web* subject sites)
- 2002, 2003    Summer Research Grants, (\$5,000 each) *Loyola University MD*
- 1993, 2003    Fellowship, *Direct Marketers Institute for Professors*, New York, NY
- 2002            Inducted to *Beta Gamma Sigma*
- 1994 – 1998    Doctoral Tuition Scholarship, *Boston University*
- 1992 – 1993    Director, Small Business Development Center, *Plymouth State University*, NH (One of our teams finished fifth in the National Small Business Competition)
- 1991 – 1992    Advisor to Tom Munns, 1<sup>st</sup> place Scholarship winner, *NE Direct Marketing Association*
- 1984 – 1989    Graduate Tuition Scholarship, *University of Arizona*
- 1981 – 1982    Vice-President, Society of Social Engineers, *MNNIT Allahabad, India*
- 1980 – 1981    First and Second positions in All – India Inter Collegiate Quiz Competitions
- 1979            Captain, College Basketball Team, *MNNIT Allahabad, India*
- 1976 – 1977    Vice – Captain of the School & Captain, Soccer Team, *St. James’ School, Calcutta*

## **PROFESSIONAL LEADERSHIP**

### **JOURNAL REVIEWING/ ADVISORY BOARDS:**

- Editorial Board Member, *Industrial Marketing Management* (2006 - 2020)  
*Intl. Journal of Mktg. & Management Research* (2007- 2020)  
*International Journal of E-Adoption* (2008 – present)  
*Journal of Communications Management* (2008 - present)  
*Journal of Nonprofit & Public Sector Marketing* (2024- present)
- Academic Advisory Board, Roundtable *Viewpoints: International Business*, McGraw-Hill.  
(2010 - 2012)
- Book Review Editor, *Journal of International Consumer Marketing* (2014 – present)
- Ad hoc reviewer for the *Academy of Management Review* 2013, 2014  
*California Management Review* 2018  
*International Marketing Review* 2014, 2015  
*Journal of Advertising* 2005, 2007  
*Journal of the Academy of Marketing Science* (2007 – 2010), 2021  
*Journal of Marketing Education* 2007  
*Journal of Internet Advertising & E-Commerce* (2004 - 2008)  
*Marketing Education Review* 2007  
*Journal of Asian Business Studies* 2009, 2011  
*Intl. Journal of Emerging Mkts* 2009, 2013, 2014, 2019, 2021  
*Journal of International Marketing* 2009, 2014, 2019, 2020, 2021  
*Journal of Global Marketing* 2010  
*Journal of Product Innovation and Management* 2010  
*Journal of Macro mktg.* 2010, 2011, 2012, 2013, 2014, 2016 2020  
*Journal of Interactive Advertising* 2011  
*African Journal of Marketing Management* 2011, 2013  
*Journal of International Consumer Marketing* 2012, 2014  
*Journalism and Mass Communication Quarterly* 2012  
*Social Indicators Research* 2013, 2014  
*Environment, Development Responsibility* 2015  
*Environmental Policy and Governance* 2015  
*Journal of Business Venturing* 2016  
*The Social Science Journal* 2016

Ad hoc reviewer for the (continued)

*Cross Cultural Research* 2017

*Social Identities: Journal for the Study of Nation & Culture* 2020

*Asian Journal of Communications* 2010, 2020

*Management Decision* 2021

*Social Entrepreneurship Journal* 2021, 2022

*International Review of Administrative Sciences* 2023

*Technological Forecasting & Social Change* 2023, 2024

*Journal of Entrepreneurship & Public Policy* 2024

## RESEARCH & PUBLICATIONS

Google Scholar statistics indicate that my research publications have received 2,000+ citations overall with an h-index of 20 (20 publications have received at least 20 citations each) and an i-10 index of 30 (30 publications have received at least 10 citations each).

[https://scholar.google.com/citations?hl=en&user=HlKzu\\_4AAAAJ&view\\_op=list\\_works](https://scholar.google.com/citations?hl=en&user=HlKzu_4AAAAJ&view_op=list_works)

## BOOKS:

### **Taking Sides: Clashing Views on Controversial Issues in Marketing**

*McGraw-Hill Publications* (2001 – Co-author: Bart Macchiette)

Also available as an e-book at:

[http://highered.mcgraw-hill.com/sites/0076667771/student\\_view0/marketing/1e/](http://highered.mcgraw-hill.com/sites/0076667771/student_view0/marketing/1e/)

✚ Available in **162** libraries throughout the world according to *WORLDCAT* [as of January 2020]

✚ Reviewed in **Journal of Macro-marketing**, Fall 2002.

Teaching Instructors Manual for **Taking Sides: Clashing Views on Controversial Issues in Marketing**, *McGraw-Hill Publications* (2002)  
(Co-authors: Catherine Leonard & Bart Macchiette)

## ARTICLES:

### Peer Reviewed Journals:

1. **Roy, A.**, Bakpayev, M., Boninsegni, M. F., Kumar, S., Peronard, J. P., & Reimer, T. (2023). Technology-enabled well-being in the era of IR4. 0: marketing and public policy implications. **Journal of Consumer Marketing**, 40(4), 431-444. 444. <https://doi.org/10.1108/JCM-11-2021-5021>
  2. Xu, L., **Roy, A.**, & Niculescu, M. (2023). A dual process model of the influence of recommender systems on purchase intentions in online shopping environments. **Journal of Internet Commerce**, 22(3), 432-453. <https://doi.org/10.1080/15332861.2022.2049113>
  3. Xu, L. and **A. Roy** (2022). “Cashback as Cash Forward: The Serial Mediating Effect of Time/Effort and Money Savings” **Journal of Business Research**, 149 (October), 30-37. <https://www.sciencedirect.com/science/article/abs/pii/S0148296322004428>
  4. Van Steenburg, E., N.A. Anaza, A. Ashar, A. Barrios, A.R. Duetsch, M.P. Gardner, P. Priya, **A. Roy**, A. Sivaraman, and K. Taylor (2022) “The New World of Philanthropy: How Changing Financial Behavior, Public Policies, and COVID-19 affect Nonprofit Fundraising and Marketing” **Journal of Consumer Affairs**, 56(3) 1079-1105. <https://onlinelibrary.wiley.com/doi/10.1111/joca.12461>
  5. Boninsegni, M., **A. Roy**, M. Bakpayev, S. Kumar, J. P. Peronard, and T. Reimer (2022). “Opportunities and Threats to Consumer Well-Being in the Age of Fourth Industrial Revolution (IR 4.0) Technologies” **Digital Policy, Regulation, and Governance** Vol. 24 No. 1, pp. 93-105. <https://doi.org/10.1108/DPRG-06-2021-0080>
  6. Roy, M. and **A. Roy** (2021). “The Rise of Interdisciplinarity in Engineering Education in the Era of Industry 4.0: Frameworks and Pedagogical Approaches,” **IEEE Engineering Management Review** Vol. 49 (3), 56-70. <https://ieeexplore.ieee.org/abstract/document/9483583>
  7. Goll, I., and **A. Roy** (2021). “The Influence of Human Rights Indicators on Foreign Direct Investment (FDI),” **International Journal of Business and Globalization** Vol. 29, 1,1-17. <https://doi.org/10.1504/IJBG.2021.117390>
- ✦ Lead (first) article in the issue
8. **Roy, A.** (2020). “Studying Positioning and Repositioning of Brands Using Multi-Dimensional Scaling (MDS)” **Journal of Education for Business** Vol. 95 Issue 1, pp.53-58. DOI: [10.1080/08832323.2019.1599795](https://doi.org/10.1080/08832323.2019.1599795)

✦ Article based on 2017 *Marketing Management Association/ Access Capon Teaching Innovation Competition* Runner-up Award



## ARTICLES:

### Peer Reviewed Journals: (continued)

9. Roy, M., and **A. Roy** (2019). "The Nexus of Internet of Things (IoT) and Big Data: Roadmap for Smart Management Systems (SmgS) **IEEE Engineering Management Review** (June) Vol. 47, no. 2, pp. 53-65, DOI: [10.1109/EMR.2019.2915961](https://doi.org/10.1109/EMR.2019.2915961)
10. Roy, M., and **A. Roy** (2020). "Women Social Entrepreneurship in India: An Assessment Across Sectors," **International Journal of Social Entrepreneurship & Innovation** Vol. 5 (4), 277- 294. DOI: [10.1504/IJSEI.2020.115514](https://doi.org/10.1504/IJSEI.2020.115514)
11. **Roy, A.** (2018). "Dwarkanath Tagore as a pioneering entrepreneur of India: his use of the integrated marketing approach in partnerships with British enterprises" **Journal of Historical Research in Marketing (JHRM)** (May), 10 (3), 262-279.  
<https://doi.org/10.1108/JHRM-07-2017-0040>
12. **Roy, A., P. Paul, M. Roy, and K. Mukhopadhyay** (2018). "Mapping Confucian Values in the Context of Ethical Dimensions: Implications for Contemporary Business Practices" **Business and Professional Ethics Journal** (Summer/Fall) Volume 37 (2/3), 181-212.  
<https://doi.org/10.5840/bpej201841769>
13. **Roy, A.** (2018). "Expansion of the Middle Class in India: 1947 to the Present and Beyond" in L. Ellington ed. **Education About Asia Association for Asian Studies** (Spring), Volume 23 (1), 32 -36.

✚ Also available online: <https://www.asianstudies.org/publications/eaa/archives/the-middle-class-in-india-from-1947to-the-present-and-beyond/>

✚ Ranked consistently in the top ten read articles on the Journal website in 2018

14. **Roy, A. & Roy, M.** (2017). **Modernizing Dharavi: If You Build, Will They Come? Case Studies in Sustainability Management** (pp. 173-188). London, United Kingdom: Routledge.
15. Bennett, A., S. Baker, S. Cross, J.P. James, G. Bartholomew, A.E. Ekpo, G. R. Henderson, M. Hutton, A.Khare, **A. Roy**, T. Stovall, and C. R. Taylor (2016). Omission and Commission as Marketplace Trauma" **Journal of Public Policy and Marketing**, Volume 35(2), 280-291.  
<https://doi.org/10.1509/jppm.15.149>

✚ Finalist, 2020 *Thomas C. Kinnear/Journal of Public Policy & Marketing Award*

16. **Roy, A.** (2015). "The Pioneering Social Entrepreneur of India: Exploring the life and work of Vidyasagar in Colonial British India," **International Journal of Social Entrepreneurship and Innovation**, (January), Volume 3, Issue 6: 421-439).  
<https://www.inderscienceonline.com/doi/epdf/10.1504/IJSEI.2015.073532>

## ARTICLES:

### Peer Reviewed Journals: (continued)

17. **Roy, A.** (2015). “El Futuro Pasa Por Las Villas?” \* **Ecosistema** (November), 52-55.  
[Published in Spanish in Buenos Ares, Argentina].

\* English translation: “Does the Future Lie in the Villas?”

📄 Digital copy accessible at:

[https://issuu.com/revistaecosistema/docs/ecosistema\\_16\\_digital](https://issuu.com/revistaecosistema/docs/ecosistema_16_digital)

18. **Roy, A.** and M. Roy (2015). “Antecedents and Consequences of Impending Population Implosion in the Developed World: Implications for Business Systems,” **International Journal of Sustainable Society** Vol. 7(2), pp. 151-172.

DOI: [10.1504/IJSSOC.2015.069913](https://doi.org/10.1504/IJSSOC.2015.069913)

19. **Roy, A.** and I. Goll (2014). “Predictors of Various Facets of Sustainability of Nations: The Role of Cultural and Economic Factors” **International Business Review** [October], Vol. 23 (5), 849-861. <https://www.sciencedirect.com/science/article/abs/pii/S0969593114000043>

20. **Roy, A.**, A. Brumagim, and I. Goll (2014). “Predictors of Social Entrepreneurship Success: A Cross-national Analysis of Antecedent Factors,” **42**, [August], Vol. 5 (1), pp. 42-59.

DOI: [10.1080/19420676.2013.820783](https://doi.org/10.1080/19420676.2013.820783)

21. Demangeot, C., N.R. Adkins, R.D. Mueller, G.R. Henderson, N.S. Ferguson, J.M. Mandliberg, **A. Roy**, G.D. Johnson, E. Kipnis, C. Pullig, A.J. Broderick and M.A. Zuniga (2013). “Towards Intercultural Competency in Multicultural Marketplaces” **Journal of Public Policy and Marketing**, Vol. 32 (1), 156-164.

<https://journals.sagepub.com/doi/10.1509/jppm.12.051>

22. Kipnis, E., A.J. Broderick, C. Demangeot, N.R. Adkins, N.S. Ferguson, G.R. Henderson, G. Johnson, J.M. Mandiberg, R.D. Mueller, C. Pullig, **A. Roy**, M. A. Zuniga (2013). “Branding Beyond Prejudice: Cultural Branding and Consumer Well-being in Multi-cultural Marketplaces,” **Journal of Business Research** [August], 66 (8), 1186-1194.

<https://www.sciencedirect.com/science/article/abs/pii/S0148296312002263>

23. Broderick, A.J., C. Demangeot, N.R. Adkins, N.S. Ferguson, G.R. Henderson, G.D. Johnson, E. Kipnis, J.M. Mandiberg, R.D. Mueller, C. Pullig, **A. Roy**, and M. A. Zuniga (2011).

“Consumer Empowerment in Multicultural Marketplaces: Navigating Multicultural Identities to Reduce Consumer Vulnerability,” (with Amanda Broderick et al.) **Journal of Research for Consumers** (December). Issue 19, Special Section pp. 1-13.

<https://ir.stthomas.edu/cgi/viewcontent.cgi?article=1051&context=ocbmktgpub>

📄 Lead (first) article in the issue

## ARTICLES:

### Peer Reviewed Journals: (continued)

24. Broderick, A.J., C. Demangeot, E. Kipnis, M. Zuniga, **A. Roy**, C. Pullig, R.D. Mueller, J.M. Mandiberg, G. Johnson, G.R. Henderson, N.S. Ferguson, and N. R. Adkins (2011). “No Harm Done? Culture based Branding and its Impact on Consumer Vulnerability: A Research Agenda” **Social Business** [Winter] Vol. 1, No. 3, 263-280.  
<https://doi.org/10.1362/204440811X13210328296586>
25. Crockett, D., L. Anderson, S.A. Bone, **A. Roy**, J.J. Wang, and G. Coble (2011). “Immigration, Culture and Ethnicity in Transformative Consumer Research,” **Journal of Public Policy and Marketing** [Spring], Volume 30, Issue 1, 47-54.  
<https://journals.sagepub.com/doi/10.1509/jppm.30.1.47>
26. **Roy, A.**, and M. Roy (2010). “Re-engineering an Urban Slum: A Case Study of Dharavi, India,” **International Journal of Sustainable Society** [Fall], Volume 2, No. 4, 420-437.  
DOI: [10.1504/IJSSOC.2010.036945](https://doi.org/10.1504/IJSSOC.2010.036945)
27. **Roy, A.**, and M. Roy (2010). “Managing and Leveraging Poverty: Implications for Teaching International Business,” **Journal of Teaching in International Business**, [Spring] Volume 21, 1 (March) 4-26.  
DOI: [10.1080/08975931003644572](https://doi.org/10.1080/08975931003644572)

✚ Lead (first) article in the issue

28. **Roy, A.**, and S.P. Chattopadhyay (2010). “Stealth Marketing as a Strategy,” **Business Horizons**, Volume 53, Issue 1, January-February, 69-79.  
<https://doi.org/10.1016/j.bushor.2009.09.004>

✚ Available through *Harvard Business Review* (hbr.org) at:  
<http://hbr.org/product/stealthmarketing-as-a-strategy/an/BH370-PDF-ENG>

29. **Roy, A.** (2010). “Online Communities and Social Networking” in **Social Computing: Concepts, Methodologies, Tools, and Applications: Concepts, Methodologies, Tools, and Applications**, 45-54.

✚ Available online at:  
<http://wiki.stoa.usp.br/images/a/a7/Onlinecommunity.pdf>

30. Speck, S.S., and **A. Roy** (2008). “The Interrelationships between TV Viewing, Values, and Quality of Life: A Global Perspective” [February] 39 (7): 1197-1219.  
DOI: [10.1057/palgrave.jibs.8400359](https://doi.org/10.1057/palgrave.jibs.8400359)

✚ Only paper published in *JIBS* (to date of publication) that focused on global materialism and quality of life issues.

## ARTICLES:

### Peer Reviewed Journals: (continued)

31. Roy, A., and P. D. Berger (2007). "Leveraging Affiliations by Marketing to and Through Associations," **Industrial Marketing Management** (April) Vol. 36 (3), pp. 270-284. <https://doi.org/10.1016/j.indmarman.2005.09.002>

✚ Lead (first) article in an issue of 10 articles

✚ Synopsis of article provided by Nancy Rathbun Scott, Editor of *Marketing AdVents*, September 2007

32. Paul, P., A. Roy, & K. Mukhopadhyay (2006). "The Impact of Cultural Values on Marketing Ethical Norms: A Study in India and the USA" **Journal of International Marketing**, 14, 4, 28-56. <https://journals.sagepub.com/doi/10.1509/jimk.14.4.28>

✚ Featured in *Marketing News*, AMA Publications, December 15, 2006

✚ Cited in at least 2 leading International Marketing textbooks, (Cateora, Gilly and Graham 2009; Onkavist and Shaw 2009)

33. Roy, A., and B. Macchiette (2005). "Debating the Issues: A Tool for Augmenting Critical Thinking Skills of Marketing Students" **Journal of Marketing Education**, Vol. 27 (December) 264-276. <https://journals.sagepub.com/doi/10.1177/0273475305280533>

✚ **Finalist (one of five papers)**, *Journal of Marketing Education*, Best Paper Award for 2006- Invited to present in a Special Session at the *Marketing Educators' Conference 2006* in San Francisco, CA.

34. Roy, A., and P.D. Berger (2005). "Business-to-Business Approaches to Marketing to and Through Associations: A Descriptive Analysis and Research Issues," **Journal of Business-to-Business Marketing**, 12 (3), 27-57. [https://doi.org/10.1300/J033v12n03\\_02](https://doi.org/10.1300/J033v12n03_02)

35. Smagalla, D. (2003). "Tapping into Association Marketing: Conceptual Frameworks Provide Insight into Creating Marketing Strategies Targeted at Groups," *Intelligence: New Developments, Research, and Ideas in Management* **MIT Sloan Management Review** (Summer 2003). Volume 44, 4, 8 - 9. [based on the research of A. Roy and P.D. Berger]

✚ Available at the *MIT Sloan Management Review* web site:

<https://sloanreview.mit.edu/article/marketing-tapping-into-association-marketing/>

✚ Featured article by the *Direct Marketing Association* (DMA) website on Associations <http://www.the-dma.org/nonprofitfederation/membershipmarketing.shtml>

## ARTICLES:

### Peer Reviewed Journals: (continued)

36. Roy, A., and P.D. Berger (2005). "E-mail and Mixed Mail Database Surveys Revisited: Exploratory Analyses of Underlying Factors Affecting Response Rates" **Journal of Database Marketing & Customer Strategy Management**, 12, 2, January, 153-171.

✚ Available online at:  
<https://link.springer.com/content/pdf/10.1057/palgrave.dbm.3240252.pdf>

37. Macchiette, B., and A. Roy (1994). "Sensitive Groups and Social Issues: Are you Marketing Correct?" **Journal of Consumer Marketing**, Vol. 11, 4, 55-64.  
<https://doi.org/10.1108/07363769410070890>

✚ Reprinted on **Annual Editions in Marketing, 97/98**, pp. 23-40 and referenced on **Marketing Management**, 9<sup>th</sup> & Millennium Edition by Philip Kotler, Prentice Hall, 1997, 2000, and in **Consumer Behavior** by Wayne Hoyer and Deborah MacInnis, Houghton Mifflin, 1997.

✚ Chosen by the *Emerald Publications* Editors (in 2005) as **one of the top five articles** published on "Business Ethics" in the past decade.

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120. "Poverty" in Juliana Mansvelt ed. **Green Consumerism: Sage Reference on Green Society: Toward a Sustainable Future**, Thousand Oaks, CA: (June 2011).
121. "Simple Living" in Juliana Mansvelt ed. **Green Consumerism: Sage Reference on Green Society: Toward a Sustainable Future**, Thousand Oaks, CA: (June 2011).
122. "Social Identity" in Juliana Mansvelt ed. **Green Consumerism: Sage Reference on Green Society: Toward a Sustainable Future**, Thousand Oaks, CA: (June 2011).
123. "BRICs" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
124. "Consumption" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
125. "Community Reinvestment Act (CRA) 1977" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
126. "Immigration," (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
127. "Thomas Robert Malthus" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
128. "The World Bank" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
129. "The Indian Boom" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
130. "Wealth" (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
131. "Corporate Welfare," (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
132. "Indicators of Financial Vulnerability," (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
133. "Circuit City Stores, Inc." (2010) in James Ciment ed. **Booms and Busts: An Encyclopedia of Economic History**, Armonk, NY: *M.E. Sharpe Publications*.
134. "Corporate Social Responsibility and International Business Ethics," (2009) in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.

135. "Confucian Work Dynamism," (2009) in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
136. "Keiretsu" (2009), in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
137. "Guanxi" (2009) in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
138. "Grey Marketing" (2009) in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
139. "International Marketing Research" (2009), in **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
140. "The Global Retail Sector," (2009), in Charles Wankel ed. **Encyclopedia of Business in Today's World**, Thousand Oaks, CA: *Sage Publications*.
141. "Online Communities and Social Networking," (2008) in **Encyclopedia of Multimedia Technology and Networking**, 2<sup>nd</sup> edition.
142. "Business Ethics and Healthcare" (2007), **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
143. "Postmodernism and Business Ethics" (2007), **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
144. "Green Marketing Strategies" (2007) in **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
145. "Marketing to Minorities" (2007) in **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
146. "Predatory Pricing and Trading" (2007), **Encyclopedia of Business Ethics and Society**, ed. Robert W. Kolb, Thousand Oaks, CA: *Sage Publications*.
147. "Virtual Communities on the Internet" (2005) in **Encyclopedia of Multimedia Technology and Networking** ed. Margherita Panini, *Idea Publishers*: Hershey, PA.
148. "American Advertising Federation (AAF)," (2002) in John McDonough and Karen Egolf eds. **The Advertising Age Encyclopedia of Advertising**, *Fitzroy Dearborn Publishers*, Chicago, IL.
149. "Target Marketing" (2002), in John McDonough and Karen Egolf eds. **The Advertising Age Encyclopedia of Advertising**, *Fitzroy Dearborn Publishers*, Chicago, IL.

150. "The Use of 1 – 800 Numbers in Advertising" (2002) in John McDonough and Karen Egolf eds. **The Advertising Age Encyclopedia of Advertising** *Fitzroy Dearborn Publishers*, Chicago, IL.
151. "The Use of 1 – 900 Numbers in Advertising," (2002), in John McDonough and Karen Egolf eds. **The Advertising Age Encyclopedia of Advertising** *Fitzroy Dearborn Publishers*, Chicago, IL.
152. "Benetton" (2000) in Tom Pendergast and Sara Pendergast eds. **St. James Encyclopedia of Popular Culture**, *St. James' Press*, Gale Publications: Farmington Hills, MI.
153. "Betty Crocker" (2000) in Tom Pendergast and Sara Pendergast eds. **St. James Encyclopedia of Popular Culture**, *St. James' Press*, Gale Publications Farmington Hills, MI.
154. "Mary Kay Cosmetics" (2000) in Tom Pendergast and Sara Pendergast eds. **St. James Encyclopedia of Popular Culture**, *St. James' Press*, Gale Publications Farmington Hills, MI.

#### CONFERENCE PROCEEDINGS/PRESENTATIONS<sup>1</sup>:

1. "Evolving Patterns of Networks of the Major Global Retailers: A Longitudinal Analysis **AMA/ACRA 2024 (American Marketing Association/American Collegiate Retailing Association Triennial Conference)** Kalamazoo, MI, March 28-31,2024.
2. "The Jesuits and Inculturation: A History and a Typology of Varied Global Practices and Implications for Contemporary Business Practices," **19<sup>th</sup> Cross-Cultural Conference**, Panama City, Panama, December 9-12, 2023.
3. "Five Axioms on China's Enterprises in Africa: Public Policy Implications" **Third Biennial "Out of (and into) Africa" Conference**. Morgan State University, November 6-7, 2023.
4. "Country Characteristics and Exogenous Shocks on Nonprofits and Public Policy" **Transformative Consumer Research Dialogical Conference**, Royal University of London. 18-20 June, 2023. (with Eric Van
5. "The Tata Group as the Pioneer of the Values of Corporate Social Responsibility (CSR)" **Business History Conference**, Detroit, MI. March 16-18, 2023.
6. "The Role of Industrial Revolution 4.0 (IR 4.0) in Consumer/Societal Well-being and Poverty Alleviation" **2<sup>nd</sup> International Conference on Management of MSMEs** Amritsar, India January 20-22, 2023.

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<sup>1</sup> Most of them are extended abstracts – the recent ones are available in electronic form (i.e., CDs) of paper copies.

7. “Sustainability and Entrepreneurship in South Asia” **AIB South Asia 2023 Conference**, O.P. Jindal Global University, Sonipat, India. January 8-10, 2023.
8. Promises and Perils of Consumer Well-Being in the Epoch of IR 4.0: Macro-Behavioral Implications **2021 AMA Summer Academic Conference**, August 4-6, 2021.
9. Social Entrepreneurship Practices in Jesuit Initiatives- Three Case Studies **26th International Association of Jesuit Business Schools (IAJBS) Conference**, Mexico, (Virtual) July 20-22, 2021.
10. Social Innovation and Entrepreneurship as Catalysts for Social Justice: Roots in Ignatian Pedagogy and Jesuit Ideals” (2021) **AJCU Justice in Jesuit Higher Education Conference**, Georgetown University June 3-6, 2021.
11. The Integrated Marketing Approach of Ben Franklin: Coordinating Distribution, Logistics, Retailing and Advertising in the 18th Century, **45th Annual Economic and Business History Society Conference**, Porto, Portugal, May 28-30, 2021.
12. Transformative Outcomes of Consumer Well-Being in the Era of IR 4.0: Opportunities and Threats of Physical, Biological and Digital Technologies Across Sectors” **American Council on Consumer Interests Conference (ACCI)** May 19-21, 2020 (with Marat Bakpayev, Melanie Florence Boninsegni, Jean-Paul Peronard, Smriti Kumar and Thomas Reimer.
13. “The Influence of Environmental Sustainability on Global Entrepreneurship” **Entrepreneurship, Innovation, and Responsible Management Conference**, MIT Cambridge, MA April 2019.
14. “The Rise of the Machines: Macro Consumer Behavioral Issues” **Transformative Consumer Research Conference**, Florida State University, Tallahassee, FL May 2019.
15. “Sustainability in Slums: Similarities and Differences” Spaces and Flows: **8th International Conference on Urban and Extra-Urban Studies**, University of Hull, England, October 2017.
16. Studying Positioning and Re-positioning of Brands Using Multidimensional Scaling (MDS) **Marketing Management Conference**, Pittsburgh, PA September 2017.
17. “Business Implications for an Aging Developed World” **23<sup>rd</sup> International Association of Jesuit Business Schools (IAJBS) Conference**, University of Namur, Belgium, July 2017
18. “A Typology of Confucian Values, Ethics and Culture: Implications for Management” (with P. Paul and M. Roy) **2<sup>nd</sup> Susilo Symposium for Ethics in the Global Economy**, Boston University: June 2017.
19. “A Cross-National Analyses of European Brands” **22<sup>nd</sup> Eurasian Business & Economics Society Conference**, Rome, Italy, May 2017.

20. "Teaching Social Innovation and Entrepreneurship as a Travel/Online course: Focusing on the emerging Indian market" **22<sup>nd</sup> International Association of Jesuit Business Schools (IAJBS) Conference**, Nairobi, Kenya July 2016.
21. "Chinese Entrepreneurship in Africa: Four Axioms and a Typology of Entry Strategies," **7<sup>th</sup> Africa and Business Entrepreneurship Conference**, Whitman School of Management, Syracuse University, May 20, 2016.
22. "The Evolution of Corporate Social Responsibility (CSR) Programs in the Tata Group" **41<sup>st</sup> Annual Economic and Business History Conference Montreal, Quebec, Canada**, May 30, 2016.
23. "Typologies to Classify Ben Franklin's Social Innovations," **40<sup>th</sup> Annual Macro-marketing Conference**, Loyola University, Chicago, IL, June 2015.
24. "A Typology of Virtual Communities of the Internet: Contingency Marketing Approaches," **International Academic Research Conference on Global Business** Dubai, UAE, May 2015.
25. "A Cross-National Analysis of Asian Brands" **2015 International Asian Studies Conference**, Scranton, PA, March 2015.
26. "A Longitudinal Analysis of the Patterns of Networks of the Major Global Retailers" **34<sup>th</sup> International Social Networking Association (INSNA) Conference**, St. Petersburg, FL, February 2014.
27. "A Cross-National Study of the Influence of Environmental Sustainability on Global Competitiveness: The Moderating Role of Cultural Dimensions and Economic Conditions," **2013 American Society of Competitiveness Conference**, Pittsburgh, PA, November 2013.
28. "Spirituality, Religiosity, and their Relative Impacts on Quality of Life" (with G. Biberman and L. Tischler) at the **2013 Colleagues in Jesuit Business Education Conference**, St. Louis University, St. Louis, Missouri, July 2013.
29. Antecedents and Consequences of the Aging Developed World: Implications for Business Systems at the 2013 **Pennsylvania Economic Association Conference**, Scranton, PA, June 2012.
30. "Dwarkanath Tagore's Integrated Marketing Approach in Partnering with British East India Company and other Enterprises," presented at the **38<sup>th</sup> Annual Meeting of the Economic and Business Historical Society Conference**, Baltimore, MD, May 2013.
31. "Ishwarchandra Vidyasagar as a Pioneering Social Entrepreneur of India" presented at the **International Marketing Conference, Indian Institute of Management, Calcutta**, December 2012, Kolkata, India.

32. "Ben Franklin: A Pioneer of Physical Distribution and Logistical Systems?" **37th Conference of the Macro Marketing Society** (June 2012) Berlin, Germany.
33. "Ben Franklin's Contributions to Marketing Research: A Historical Perspective," **37th Conference of the Macro Marketing Society** (June 2012) Berlin, Germany.
34. "Who Went Where? A Social Network Analysis of First Placements in the Marketing Discipline," **32nd International Social Networking Association (INSNA) Conference**, March 2012, Redondo Beach, CA. (with M. Roy)
35. "Predictors of Various Facets of Environmental Sustainability: The Role of Cultural, Economic and Corruption Factors," **18th Annual International Conference Promoting Business Ethics**, October 2011, St. John's University, New York, NY, (with I. Goll).
36. "Nuru Lights: Lighting Up the "World Without Electricity," in Africa" **2nd Conference on "Entrepreneurship in Africa at Whitman School of Business**, Syracuse University, NY, May, 2011.
37. "Ben Franklin as a Pioneering Social Entrepreneur: A Historical Perspective" **36th Annual Meeting of the Economic and Business Historical Society Conference**, Columbus, OH, April, 2011.
38. "The Five Metaphors of Extremeness in "X-brands" in the Book of Abstracts, **6th International Conference of the Academy of Marketing's Conference on Brand, Identity and Corporate Reputation**, Barcelona, Spain, April 2010.
39. "A Longitudinal Analysis of Chinese Entrepreneurship in Africa," **Whitman School of Management Conference on Entrepreneurship in Africa**, Syracuse University, Syracuse University, NY, April 2010.
40. "Sustainability Practices at the Bottom of the Pyramid: A Case Study of Dharavi, India" **Fourth Annual International Conference on Public Policy and Management**, August 2009, Indian Institute of Management, Bangalore, India.
41. "The Mortgage Lending Crisis: How much is the Community Reinvestment Act to Blame? Home Mortgage Lending Analysis in NEPA (2004-2006)" presented at the **2nd Annual Research Symposium The Institute for Public Policy and Economic Development**, Marywood University, Scranton, PA, April 2009.
42. "Business Ethics in the Health Care Industry: A Review of the Major Issues," **15th Annual International Conference Promoting Business Ethics**, October 2008, St. John's University, New York, NY, (with D. Sumrall).
43. "When is Surrogate Marketing Surreptitious? An Ethical Perspective" **15th Annual International Conference Promoting Business Ethics**, October 2008, St. John's University, New York, NY.

44. "A Typology of Stealth Marketing Strategies," **33rd Annual Macromarketing Conference**, Macro-marketing Society, Inc, June 2008, Clemson University, SC. (with S.P. Chattopadhyay)
45. "Redeveloping an Urban Slum: A Case Study and Macro-marketing Implications," **33rd Annual Macro-marketing Conference**, June 2008, Macro-marketing Society, Inc, Clemson University, SC. (with M. Roy)
46. "Ben Franklin and his Social Networks," **Proceedings of the 2008 International Social Network Conference**, St. Petersburg, FL.
47. "The Promise of Social Entrepreneurship," **Proceedings of the 2007 Colleagues in Jesuit Business Education Conference**, Lemoine College, Syracuse, New York.
48. "Population Collapse: Why that might happen in the Developing World and what we can do about it" **Proceedings of 2007 Macro-marketing and Development: Building Bridges and Forging Alliances Conference**, Washington DC. (With M. Roy)
49. "Alleviating Poverty: Implications for Business Education," **Proceedings of the 2007 Global Conference on Business and Finance**, San Jose, Costa Rica.
50. "A Holistic Approach to Greening the Marketing Curriculum: A Framework for Action," Proceedings **of 2007 Global Conference on Business and Finance**, San Jose, Costa Rica.
51. "A Cross-Cultural Study of the Impact of TV Viewing on Values and Quality of Life," **Proceedings of the 2006 International Conference on Research in Advertising (ICORIA)** Bath, UK.
52. "Enhancing Critical Thinking by Implementing Debate in the Marketing Classroom- Crucial Questions and a Blueprint for Action," **Proceedings of the 2006 Marketing Educators' Association Conference**, San Francisco, CA.
53. "Relationship Marketing Practices in Marketing to and through Associations in Service Industries," **Proceedings of 2004 Academy of Marketing Conference**, Cheltenham, UK.
54. "A Descriptive Analysis and Research Issues in Marketing to and through Associations," **Proceedings of 2004 Academy of Marketing Conference**, Cheltenham, UK.
55. "Greening the Supply Chain: The Differential Impact of Top Management's Environmental Responsiveness on their Product Development Process," Proceedings of the 2004 **American Marketing Association Public Policy Conference** Salt Lake City, UT (with A. Pujari)
56. "Integrating Power Web Cases into a Marketing Class," a finalist for **Society for Marketing Advances (SMA) 2003 Innovations in Teaching Competition Award** - November 2003: New Orleans, LA.

57. "Electronic Cases: Enhancement of Interactivity in Marketing Education," (2003), **Marketing Management Association (MMA) Fall Educators' Conference**, Nashville, TN.
58. "Further Issues and Factors Affecting the Response Rates of E-mail and Mixed Mode Surveys," (2003), R. Bruce Money and Randall L. Rose eds. **American Marketing Educators' Summer Proceedings**, Chicago, IL.
59. "Marketing To and Through Associations: A Framework and Some Propositions," (2003), R. Bruce Money and Randall L. Rose eds. **American Marketing Educators' Summer Proceedings**, Chicago, IL.
60. "Facing the Marketing Correctness Challenge: Framing the Issues" (2003), Scot Burton, Craig Andrews and Michael Mazis ed. **American Marketing Association Marketing and Public Policy Conference**, Washington D.C.
61. "Population Collapse: Cross-National Analyses of Underlying Factors," (2003) **American Association for the Advancement of Science**, Denver, CO [with Richard H. Franke, (Professor of Management and International Business) and Heather L. Barc and Celine McElwee (students)].
62. "The Obesity Epidemic: Time Series Analyses of Possible Factors in the United States," (2003) **American Association for the Advancement of Science**, Denver, CO [with Richard H. Franke, (Professor of Management and International Business), and Alfred V. Griffin (student)].
63. "Revitalizing Main Street: The Case of Historic Federal Hill, Baltimore" (2002) **Advances in Community Quality of Life Research: International Society for Quality-of-Life Studies**, Williamsburg, VA.
64. "Taking Sides in the Classroom: Harnessing Critical Thinking in Contemporary Marketing Curricula," (2002) **Marketing Management Association Fall Educators' Conference**, Memphis, TN.
65. "A Cluster Analytic Approach to Determining Affinity Group Configurations," (1999), **Society of Applied Sociology Conference**, Dallas, TX.
66. "Cross- Cultural Advertising – Focus on Quebec," **Annual Academy of Advertising Conference**, Montreal, Canada, April 1993 (with Peter Denes and Bart Macchiette)
67. "Affinity Marketing as a Promotional Technique: Bankers' Perceptions of the Credit Card Industry", (1992) **Western Decision Sciences Conference**, Reno, NV.
68. "Target Marketing to Sensitive Groups: What is Marketing Correct?" (1992), **Southwestern Federation of Academic Disciplines**, San Antonio, TX.



69. “Affinity Marketing: What is it and How Does it Work?” (1991), **Third Annual Direct Marketing Educators’ Conference**, Boston, MA (with B. Macchiette).

70. “Direct Marketing to the Credit Card Industry – Utilizing the Affinity Concept”, (1990), **Second Annual Direct Marketing Educators’ Conference**, San Francisco, CA. (with B. Macchiette) [*One of four papers chosen for the conference*]

**CONFERENCES/ COMPETITION REVIEWER/ SESSION CHAIR:**

Session Chair & Discussant, ***AIB South Asia 2023 Conference***, O.P. Jindal Global University, Sonapat, India. January 8-10, 2023.

Session Chair, ***2021 Summer American Marketing Association Conference, Sustainability and Public Policy***, August 2021

Session Chair, 22<sup>nd</sup> ***Eurasian Business & Economics Society (EBES) Conference***, Rome, Italy, May 2017

Session Chair, 22<sup>nd</sup> ***International Association of Jesuit Business Schools (IAJBS) Conference***, Nairobi, Kenya July, 2016

Session Chair, ***2015 International Marketing Conference***, Dubai, UAE, May 2015

Session Chair, ***2015 International Conference on Asian Studies***, Scranton, PA, March 2015

Reviewer, ***2015 Association for Consumer Research Conference***, New Orleans, LA (3 Papers)

Session Chair, ***2013 American Society for Competitiveness***, Pittsburgh, PA, November 2013

Reviewer, ***2013 American Marketing Association Conference***, Las Vegas, NV, February 2013 (Marketing & Society Track)

Reviewer, ***2009-11 American Advertising Association Dissertation Competition*** (6 proposals)

Reviewer, ***2010 Society for Consumer Psychology Conference*** (3 papers)

Session Chair, ***2009 4th Annual Public Policy Conference, IIM, Bangalore***

Reviewer, ***2009 Association for Consumer Research Conference***, Pittsburgh, PA (2 papers)

Reviewer, ***2008 AMA Marketing and Public Policy*** Dissertation Competition (2 proposals)

Session Chair, ***2007 Global Business and Finance Research Conference***

Reviewer, ***2006 AMA Marketing and Public Policy*** Dissertation Competition

Reviewer and Discussion Leader, *Marketing Educators' Conference*, 2006, San Francisco, CA  
(2 papers)

Reviewer, *American Marketing Association Conference*, San Antonio, TX, February  
2005 (Marketing & Society Track- 2 papers)

Reviewer, *World Marketing Congress*, Perth, Australia- International Marketing Track, 2003

Reviewer, *American Marketing Association Conference*, Chicago, IL, August 2003  
(Marketing Research Track- 2 papers)

Reviewer, *Annual Academy of Marketing Science Conference*, Washington D.C., May 2003

Chair of Session, *International Society for Quality-of-Life Studies*, Williamsburg, VA,  
November 2002

Chair of Session, *Northeast Decision Sciences Conference*, Portsmouth, NH (March 1993)

Discussant & Reviewer, *Western Decision Sciences Conference*, Reno, NV (April 1992)

Judge, *New England Newspaper Advertising Competition*, 1991 – 1993

## **ACADEMIC SERVICE**

### **Howard University**

2023 – present. Chair, Department of Marketing  
Member, Academic Planning Committee

### **University of Scranton**

2006 - 2023 *University Level Service:*

MBA Director (2013-2014)

- ✚ Maintained student enrollments (both local and international)
- ✚ Began several initiatives to increase student retention and enrollment in the program.
- ✚ Initiated the Dual MBA/MHA Agreement within the University of Scranton
- ✚ The MBA Program ranked No.5 in the country for having the best financial value at graduation in 2014 according to *U.S. News & World Report*

<http://www.scranton.edu/news/royalnews/releases/2014/01/28/us-news-ranking.shtml>

Marshall of the Graduates for Commencement Exercises 2012, 2013

Faculty Senate Member, 2007-2009; 2010-2012

- ✚ Attended every Senate meeting.

Executive Committee, Parliamentarian (2010-2011)

- ✚ Attended and participated in every Executive Committee meeting to discuss the forthcoming Senate agenda.

Faculty Senate Subcommittee on Academic Policy (2007-2009)

- Most significant work involved working on several drafts of the University Speakers Policy

Faculty Senate Academic Support Committee (2010-2012)

- Most significant work involved considering the Provost's proposal for undergraduate curriculum change.

Board of Trustees Civic Engagement Committee (2008-2009)

- Attended monthly Board of Trustees Civic Engagement Committee meetings, and reported back to the Faculty Senate

Faculty Senate Email Sub-Committee (2008-2009)

- Led by Prof. Tim Cannon, the committee designed a survey targeted to all faculty and reported the findings to the Senate.

Senate Representative to Enrollment Mgmt. Committee (2011-2012)

Board of Rank and Tenure (2010-2011)

- Participated in the Rank & Tenure deliberations for 12 candidates.

Faculty Development Board (2011-2014) (2018- 2021)

- Reviewed and approved proposals for faculty members conducting research or curriculum development work in the summer and intersession terms.

Institutional Review Board (IRB) for Protection of Human Subjects (2007-09)

- Reviewed and provided feedback on 60-70 faculty research proposals over a two-year period.

Education for Justice Advisory Board (2010- 2013)

- Committee responsible for coordinating and organizing justice initiatives, assessing the state of justice education and deciding how grant money should be dispersed at the University.

FAC Salary and Benefits Committee (2008-09; 2011-12)

- Appointed by the FAC Executive Committee in 2008 & 2011 to collect information prior to the negotiation of new three-year contracts. My task involved gathering data on benefits and insurance programs from similar institutions.

Participated in Honors Idea making seminar, 2012- 2018.

- Served on Rebecca Bartley's Honor Thesis Committee (2011) and Chair of Leo DeBarbara's (2015) and Chase Stanton's (2018) Thesis Committees

University Records Management Advisory Board (2006-2007)

- The committee met once a month- most of the discussions focused on the selection of a records management software, *Xythos* (currently being used by the University) and in assisting in getting data from KSOM being archived in *Xythos*.

University Social Networking / Web 2.0 Research Committee (2008-2009)

- The committee was charged to prepare a report on the best way to utilize social networking and Web 2.0 tools on campus.

Faculty Task force for Online/Web based Courses (Fall 2009)

- Member of a committee responsible for preparing a report on the online and web-based courses and programs.

Faculty Committee/Seminar on Civic Engagement (Fall 2009)

- ✚ Committee met once every month between 6pm-8.30pm to discuss introducing service learning and civic engagement initiatives on campus.

*Center for Teaching & Learning Excellence (CTLE) Mentor Mentee Program*  
(2011-2012) (2013-2014) (2018-2019)

- ✚ Attend monthly meetings on various issues pertaining to first year faculty. Mentored Dr. Kathleen Iacocca during her first year as a faculty in ISOM (2011-2012); Dr. Robert Giambattista (2013-2014); Prof. Amanda Marcy & Prof. Colleen Farry (2018- 2019)
- ✚ Invited to present to first year faculty on setting a research agenda, fitting it into academic life & expectations (November 2011).

Strengthening University & Community Partnerships Committee (2007-2009)

- ✚ Member of a committee led by Prof. Stephen J. Casey involved in monthly meetings and civic engagement-based activities.

Committee on University Image and Promotion (CUIP) (2011-present)

- ✚ Providing guidance and input to the University's marketing efforts University Council (Alternate Member) (2007-2008)

Community-based Learning Committee (2017- present)

- ✚ Overseeing experiential and service-learning programs and opportunities

Moderator, Asia Club (2019- 2020)

- ✚ Faculty Development Board 2017-2021

Member, Faculty Disciplinary Committee (2021-2022)

***School of Management (KSOM) Level Service:***

KSOM Scholarship/Editorial Committee (2007- present)

- ✚ Presented my research twice (Spring 2009; Fall 2010) in Faculty Research Seminars and attended monthly meetings.

- ✚ Chair of the committee (2020 to 2023)

KSOM Undergraduate Programs Committee (2006-2020)

- ✚ Evaluate appropriateness of new KSOM courses

KSOM Student Services Committee (2006-2008)

Advisor/Mentor, KSOM MBA Program (2006 - 2023)

- ✚ Advised over 150 MBA students to date. Currently mentoring 12 students

KSOM Ad hoc Software on Laptop Policy Committee (Fall 2008)

- ✚ Met four times in Fall 2008 and prepared a report on software policies.

KSOM Affinity Group on Ethics & Social Responsibility (2011-2018)

KSOM Affinity Group on Critical Thinking (2011-2013)

KSOM Kania School Magazine Editorial Board (2018-2019)

***Department (Management, Marketing & Entrepreneurship) Service:***

Moderator, *Marketing Society* Student Club, Fall 2008- Summer 2011

- ✚ Also assisted with the creation of the web page for the club  
Created Management and Marketing web page 2011.

- ✚ Worked on the content of the web page with Professors Cann, McKeage, and Sumrall. Attended CMS training sessions and built the web page.
- Assisted with Open House Programs Prospective New Students- 2006-present.
- Marketing Majors presentation in Freshman Seminars 2007-2010
- Represented the Department in Career/Major Fair 2008; 2009.
- Recruiting Committee for the Marketing Position  
(Spring & Fall 2010, 2014, 2015, Fall 2018)
- ✚ Reviewed the criteria for selection, application materials for applicants. Attended presentations of potential Marketing, Management & Entrepreneurship candidates.

### **ACADEMIC SERVICE: Loyola University MD**

- 2004 – 2006 Faculty Adviser, *Mu Kappa Tau*, honor society for Marketing majors  
College Diversity Committee
- 2003 – 2006 Environmental Health and Safety Committee
- 2002 – 2006 Core and Major Advisor (65 advisees)
- 2001 – 2005 Faculty Composition and Development Committee

### **ACADEMIC SERVICE: Plymouth State University**

- 1998 – 2000 Member, Strategic Planning Committee
- 1993 – 1994 Member, Dean’s ‘Think Tank’ Committee on Education Reform,  
Strategic Planning Committee,  
Department Microcosm Committee
- 1992 – 1993 Director, Small Business Development Program  
Member, Promotion and Tenure Committee,  
Computer Integration Committee
- 1989 – 1991 Member, Awards and Functions Committee

### **FACULTY DEVELOPMENT SEMINARS ATTENDED**

1. *8th Transformative Consumer Research Conference*, University of Virginia, VA June 28-29, 2021
2. Selected by the *University of Scranton* to be a participant in the 18-month *Ignatian Colleagues Program (ICP)* designed to inculcate the essence of Jesuit higher education (July 2018 – January 2020).
3. *7th Transformative Consumer Research Conference*, Florida State University, Tallahassee, FL May 19-22, 2019
4. 2-day *Community-based Learning Workshop*, University of Scranton, June 4-5, 2018
5. Pilgrimage to Spain: *In the Footsteps of St. Ignatius*, June 2017

6. Clavius Seminar Participant on *Race, Class and the Justice System*, Fall 2016
7. Invited Speaker, Infusing Sustainability Issues into the Curriculum, *University of Scranton*, Scranton, PA, June 2015
8. *5th Transformative Consumer Research Conference*, Villanova University, Philadelphia, PA, May 28-30, 2015
9. Member of Faculty & Staff, *University of Scranton* Service Trip sponsored by the Jesuit Center to Managua, Nicaragua, March 2015
10. *Member of the Clavius Fund Group "Women and Feminism in Contemporary Catholicism," University of Scranton, Scranton, PA, 2013-2014*
11. *Infusing Sustainability Issues into the Curriculum*, University of Scranton, Scranton, PA, May 2012
  - ✚ Organized by Professors. Michael Cann and Sharon Meagher on meaningfully integrating sustainability issues in the classroom.
12. *3rd Transformative Consumer Research Conference*, Baylor University, Waco, TX June 26-28 2011
  - ✚ Goal of the conference was to bring together consumer researchers aimed at fostering trans-disciplinary networks and exploring disparate visions of the future on how scholarship and help alleviate the most pressing social and economic problems.
13. Faculty Committee/Seminar on Civic Engagement, Fall 2009
  - ✚ Committee met once every month between 6pm-8.30pm to discuss service learning and civic engagement issues on campus.
14. *Faith & Reason: A Dialogue at the Heart of Jesuit Education Conference*, Center on Religion, and Culture, *Fordham University*, New York, NY, June 16-18, 2009
  - ✚ Conference explored building bridges between faith and reason, between religion and culture, and between heart and religion.
15. *2<sup>nd</sup> Transformative Consumer Research Conference*, Villanova University, Philadelphia, PA, June 26-28, 2009
16. *2<sup>nd</sup> Harvard Political Social Networks Conference*, Kennedy School of Government, Harvard University, MA, June 11-13, 2009
  - ✚ Conference consisted of workshops, seminars, and presentations on using evolving social network analytical tools in research.
17. *Bridges to El Salvador*, June 7-14, 2008
  - ✚ Trip sponsored by Fr. Pilarz and the Jesuit mission and organized by CRISPAZ to study the economic and social conditions in El Salvador.

18. Teleconference with Dr. Muhammad Yunus on *Social Business and Social Entrepreneurship* on January 12, 2008
  - ✦ The conference was organized by *results.org*, a not-for-profit organization whose mission is to create the public and political will to end poverty by empowering individuals to exercise their personal and political power for change.
  
19. MBA Round Table Symposium on Advancing Sustainability Curricula in Management Education, *DePaul University*, Chicago, IL November 1-2, 2007.
  - ✦ The symposium focused on sustainability issues in the business curricula.
  
20. Faculty Seminar on Nature of the Catholic and Jesuit University in the 21<sup>st</sup> Century, *University of Scranton*, PA, August 1-5, 2007
  - ✦ The seminar was moderated by Provost Hal Baillie and Associate Provost Springs Steele and explored the roots of the Catholic intellectual tradition and how those roots support the University and a centuries old network of colleges and universities.
  
21. Seminar on *Creating a Teaching Portfolio*, Loyola University MD, May 23-27, 2004.
  - ✦ Week-long Conference on Preparing a Teaching, Research and Service based portfolio for university educators by Dr. Peter Seldin, Professor of Management *Pace University*, New York
  
22. *Service Learning and Engaged Scholarship Faculty Fellows Seminar*, Loyola University in Maryland, May 10-14, August 30-31, 2004.
  - ✦ A Seven-day Seminar Moderated by Dr. Robin Crews, Director of Service-Learning at Loyola University, MD to demonstrate different models of how academic study and community service can be combined to enhance students' learning.
  
23. Workshop on *Analysis and Decision Making*, Loyola University MD, May 17-21, 2004
  - ✦ Week-long workshop on advanced quantitative techniques by Dr. Phoebe Sharkey, Professor of Economics, *Loyola University*, MD
  
24. Participant, Consortium in Teaching Excellence for Early Career Professors, *Marketing Management Association*, September 11-12, 2003
  - ✦ Workshop moderated by eminent Marketing faculty throughout the United States
  
25. *Business Ethics Infusion Workshop*, Loyola University Maryland, May 19-23, 2003
  - ✦ Week-long workshop moderated by Law Faculty at *Loyola University*, MD

26. Fellowship, *Direct/ Interactive Marketers Institute for Professors*, University of Maryland, MD, January 8 – 10, 2003

✚ Participants were selected competitively for the program, and all expenses were covered by the *Direct Marketing Educational Foundation*. The Institute tutored professors about the latest interactive marketing techniques.

27. Fellowship, *Direct Marketers Institute for Professors*, New York, NY, May 1993

## SELECTED MEDIA CITATIONS/ PARTICIPATION

*WalletHub.com* (November 2023), Ask the Experts” section on Nationwide’s Insurance Policies  
[https://wallethub.com/edu/ci/nationwide-car-insurance-review/62589#expert=Abhijit\\_Roy](https://wallethub.com/edu/ci/nationwide-car-insurance-review/62589#expert=Abhijit_Roy)

*WalletHub.com* (July 2023), Ask the Experts” section on Best Credit Cards for Groceries

*WalletHub.com* (July 2022), Ask the Experts” section on credit cards and consumer behavior  
[https://wallethub.com/most-popular-credit-cards#expert=Abhijit\\_Roy](https://wallethub.com/most-popular-credit-cards#expert=Abhijit_Roy)

*MoneyGeek.com* (May 2022). Advice on balance transfers and cash advances on credit cards  
<https://www.moneygeek.com/credit-cards/balance-transfer/#expert=abhijit-roy>

<https://www.moneygeek.com/credit-cards/cash-advance/#expert=abhijit-roy>

*WalletHub.com* (February 2022), Ask the Experts” section on *Advice on Shopping for Car Insurance*  
[https://wallethub.com/car-insurance/pennsylvania#abhijit\\_roy](https://wallethub.com/car-insurance/pennsylvania#abhijit_roy)

*WalletHub.com* (September 2021), Ask the Experts” section on *The Utility of Pay per Mile Auto Insurance*  
[https://wallethub.com/edu/ci/metromile-car-insurance-review/63734#expert=Abhijit\\_Roy](https://wallethub.com/edu/ci/metromile-car-insurance-review/63734#expert=Abhijit_Roy)

*Zippia.com* (October 2021), Advice on Evolving Career Opportunities for Marketing Graduates  
<https://www.zippia.com/marketing-manager-jobs/trends/>

*ValuePenguin.com* (July 2021), Expert insights on making smarter financial decisions.  
<https://www.valuepenguin.com/car-insurance-discounts#expert-abhijit-roy>

*MoneyGeek.com* (February 2021), Understanding Liability Only Insurance Policies.  
<https://www.moneygeek.com/insurance/auto/cheapest-liability-only-car-insurance/#expert=abhijit-roy>

*Lending Tree.com* (December 2020), The Future of Retail.  
<https://www.lendingtree.com/creditcards/articles/the-future-of-retail-adhijit-roy/>

*WalletHub.com* (May 2020), Ask the Experts” section on *Citi Bank* and *Costco*’s Credit Card Marketing Strategy, [https://wallethub.com/credit-cards/citibank/#expert=Abhijit\\_Roy](https://wallethub.com/credit-cards/citibank/#expert=Abhijit_Roy)

*WalletHub.com* (September 2018), “Ask the Experts” section on *Capital One*’s Credit Card Marketing Strategy  
[https://wallethub.com/credit-cards/capital-one/#expert=Abhijit\\_Roy](https://wallethub.com/credit-cards/capital-one/#expert=Abhijit_Roy)



*NEPA Business Journal*. (Dave Gardner May 2019). Millennials in the Workplace.

*WalletHub.com* (February 2018), “Ask the Experts” section on Customizing and Photos on Credit Cards  
[https://wallethub.com/credit-cards/photo/#Abhijit\\_Roy](https://wallethub.com/credit-cards/photo/#Abhijit_Roy)

*NEPA Business Journal*, (Phil Yacuboski, October 2016) on social mobility and poverty

*The Times Tribune*, Scranton, PA (Peter Cameron, October 23, 2016) on the growth of legal advertising

*NEPA Business Journal*, (Phil Yacuboski, September 2015) on corporate identity brand and social media

*The Laura Ingraham Show* (May 29, 2015) on the nuances of spelling in the English language

*The Times Tribune*, Scranton, PA (David Singleton, April 16, 2015), NEPA as fast-food battleground

*The Times Tribune*, Scranton, PA (Brendon Gibbons, April 22, 2014) Greening strategies of organizations

*WBRE TV* February 3, 2014, Analyzing the Super Bowl Ads (with Dr. Stacy Smulowitz)

*The Times Leader, Wilkes Barre, PA* (Mark Guydish, October 2013), on Halloween spending trends

*The Times Leader, Wilkes Barre, PA* (October 2007), on evolving role of e-commerce in marketing

*The Scranton Times*, (Elizabeth Piet, Sept. 13, 2007), on impact on demographic transformation in NEPA

*Baltimore Business Journal*, (Julekha Dash, February 2005), on the future of technology in broadcasting

*Wall Street Journal* (Glenn Simpson, January 2001), coauthor interviewed on our affinity marketing article.

*Concord Monitor*, (Kathleen Burge, November 1992), on role of business in re-inventing government

#### **DOCTORAL DISSERTATION COMMITTEES:**

Savas Samaz (2020), *University of Scranton*, “The Effects of Audit Committee

Characteristics on Real Activity Earnings Management”

Monika Bissell, (2008) *Nova Southeastern University, Wayne Huizenga School of Business*

*and Entrepreneurship*, Dissertation Title, “The Relative Importance of Sales Behaviors to

Sales Success: A Comparative Study of the United States and Canada”

#### **MASTERS THESES SUPERVISION:** (all at Plymouth State University, Plymouth, NH)

Susan Frenzen, Market Study for the League of New Hampshire Craftsmen, 1993

Xiaoli Zheng, The International Trade of the People’s Republic of China, 1992

Lingo Liu, A Survey of the Affinity Credit Card Market in the United States, 1991

Linda Grotton, Market study of the NH Electric Supply Industry, 1990

**SELECTED B.S. HONORS THESES SUPERVISION** (all at University of Scranton, PA)

Jaclyn I. Vincenti on “Nonprofit Social Media: Increasing Engagement and Event Promotion.” 2023 (Chair)

David C. Standen, “Global Water Sustainability,” 2018 (Chair).

Leo DeBarba, “Three Essays in Global Branding” 2015 (Chair).

Rebecca Bartley, “High Involvement Thinking and the Re-Emergence of Food Co-operatives” 2011 (Member)

**PUBLISHED CASES ON THE NET**

Selected short electronic cases have appeared on **Power Web: Marketing**, a *McGraw-Hill* product [Finalist, *Society of Marketing Advances*, Innovation in Teaching Competition 2003]

1. “Georgia on My Mind,” December 9, 2002
2. “Crossing Over” November 25, 2002
3. “Oops! They Did It Again” November 11, 2002
4. “Too Good to be True?” October 28, 2002
5. “Tiger, Tiger Burning Bright, Is the Watch on Your Hand Right?” October 14, 2002
6. “From Haier to Eternity...” September 16, 2002
7. “Marketing and 9/11” September 2, 2002
8. “*Sayonara* Japan, *Ni Hao* China! July 15, 2002
9. “E-Governance to the Rescue?” July 1, 2002
10. “Operator, Can You Help Me Place This Call” June 3, 2002
11. “Good Cause, Bad Ads?” May 20, 2002
12. “What’s Neighborhood Got To Do With It? May 6, 2002
13. “*Namaste*’ Domino’s” April 8, 2002
14. “Yabba Dabba Doo!” March 25, 2002
15. “Six Degrees of Separation” March 11, 2002
16. “What’s in a Name?” February 25, 2002
17. “This One’s For You” February 11, 2002
18. “Attention K-Mart Shoppers!” January 28, 2002
19. “Starbucks Goes to Europe” January 14, 2001
20. “Will “IT” Sell?” December 3, 2001
21. “Saving Harry Potter” November 19, 2001

22. "Eyes Wide Shut" November 5, 2001
23. "What Happened at Polaroid?" October 22, 2001
24. "Advertisers Seek Responses to New Moods," October 8, 2001
25. "September 11, 2001" September 24, 2001
26. "Reinventing "Punchy"" September 10, 2001
27. "You're Pre-Approved!" July 2, 2001
28. "Of Mushrooms and Free Speech" June 25, 2001
29. "Ms. Roddick, Meet Mr. Vergara" June 18, 2001
30. "A Blockbuster Deal?" June 11, 2001
31. "Get Me the Cheapest Fare" June 4, 2001
32. "Long Live Association Marketing!" May 28, 2001
33. "Where's Waldo?" May 21, 2001
34. "Let the Sharks Roam?" May 14, 2001
35. "McLatte With Your McCurry, Ma'am?" May 7, 2001
36. "Total Recall" April 30, 2001
37. "Mary Kay Conquers the World" April 9, 2001
38. "You've Come a Long Way, Betty Crocker" April 2, 2001
39. "A Room with Some Fries" March 26, 2001
40. "Commercialism in the Classroom" March 19, 2001
41. "What's the Right Price?" March 12, 2001
42. "Making Sense of the Census" March 5, 2001
43. "Hold My Hand" February 26, 2001
44. "Brother, Can You Spare a Dime?" February 19, 2001
45. "Happy Valentine's Day!" February 12, 2001
46. "Here Comes the XFL" February 5, 2001
47. "How About Those Super Bowl Ads?" January 29, 2001
48. "Welcome to the Age of the "Prosumer"?" January 22, 2001
49. "Is Surrogate Marketing Surreptitious?" January 15, 2001
50. "Philip Morris 'Cover-up'" January 8, 2001
51. "*Au Revoir*, Olds" December 18, 2000

52. "The Plant' Goes Into Hibernation" December 11, 2000
53. "Pets, Stamps, and Prescription Drugs" December 4, 2000
54. "Who Let the shoppers Out?" November 27, 2000
55. "Hello E-Gambling!" November 20, 2000
56. "Political Marketing" October 30, 2000
57. "And Pop! Goes Pop.com" October 23, 2000
58. "The Tale of the Trial of Two Tigers in Tennessee" October 16, 2000
59. "Spam!" October 9, 2000
60. "Enhancing E-Relationships with E-mail Marketing" October 2, 2000
61. "Ambush Marketing" September 25, 2000
62. "Marketing the Olympics" September 18, 2000
63. "Who Owns a List? The *Toysmart* Story September 11, 2000
64. "Choosing Partners: What's Up with Amazon.com?" September 4, 2000
65. "Are You Ready for Your News on the Web?" August 28, 2000
66. "Dousing the Fire at Firestone: Why is this Ford's Headache?" August 21, 2000
67. "Napster versus RIAA: Which Side Are You On?" August 14, 2000
68. "What's your Affinity?" July 24, 2000
69. "Farmers on the 'Net: You Bet!" July 17, 2000
70. "The Many Faces of the Word 'Free' in Advertising July 10, 2000
71. "Genetics and Healthcare Marketing: Issues of Power and Ethics" July 3, 2000
72. "Taking Viral Marketing to the Next Level" June 26, 2000
73. "Segmenting 'On-line' Customers" June 19, 2000
74. "Lessons from Boo.com", June 5, 2000

***Oikos Case Collection, St. Gallen, Switzerland*** (Greenleaf Publishing: Sheffield, UK)

1. Modernizing *Dharavi*: If You Build, Will They Come? \* (With M. Roy) 22 pp. (2014)
2. Teaching Note for: "Modernizing *Dharavi*: If You Build, Will They Come?" (With M. Roy) 12 pp. (2014)

\* Runner up in the *oikos Global Case Writing Competition, St. Gallen, Switzerland*  
(Corporate Sustainability Track)

## **GRADUATE COURSEWORK IN BUSINESS**

[The Courses were completed at *Boston University (BU)* & and at the *University of Arizona (UA)*]

### **Marketing**

Doctoral Seminars in:

Marketing Theory and Strategy (BU)  
Mathematical Modeling and Decision Making (BU)  
Marketing Distribution Systems and Channels (BU)  
Consumer Behavior (BU)  
Global Perspectives in Marketing (BU)  
Marketing Research Priorities (UA)  
Experimental Research Methods in Marketing (UA)  
Consumer Research (UA)  
Marketing Models and Decision Support Systems (UA)  
Marketing Organizations and Systems (UA)  
Marketing Theory (UA)

Marketing Research (BU)

Marketing Management (UA)

Consumer Behavior (UA)

Marketing Communications (UA)

Survey Research Methods in Marketing (UA)

### **Management Information Systems/**

#### **Operations Management** (all at UA)

Management Information Systems  
Behavioral Aspects of information Systems  
Operations Management

Productivity Improvement  
and Statistical Quality Control

#### **Economics** (all at UA)

Doctoral Seminar in Experimental Economics  
International Economic Development  
Micro-economic Theory  
Macro-economic Theory

### **Management and Strategy**

Doctoral Seminars in:

Strategy Process Research (BU)  
Strategy Content Research (BU)  
Organizations and Environment (BU)  
Teaching Methods (BU)  
Behavioral Science Theory & Methods (UA)  
Judgment and Decision Making (UA)  
  
Organizational Theory and Behavioral Relations (UA)  
Business Case Analysis & Presentation (UA)

### **Research Methodology**

Doctoral Seminars in:

Structural Equations Modeling (BU)  
Multivariate Statistical Methods (BU)  
Experimental Design and Analysis (BU)  
Social Science Research Methods (BU)

Multivariate Regression Analysis (UA)  
Multivariate Analysis of Variance and Covariance (UA)

#### **Accounting** (all at UA)

Financial Accounting  
Managerial and Cost Accounting

#### **Finance** (at UA)

Business Finance

#### **Psychology** (all at UA)

Seminar in Environmental Psychology  
Cognitive and Affective Bases of Behavior

## COMMUNITY ACTIVITIES

- 2019-2020 Moderator, Asia Club, *University of Scranton*
- Spring 2015 Supervised written marketing plans by students on “*Marketing the NEPA Philharmonic to Younger Audiences*” for the NEPA Philharmonic.
- Fall 2014 Volunteered at the 11<sup>th</sup> Annual Thanksgiving food drive hosted by the *Center for Service & Social Justice & The Jesuit Center at Valley Terrace Housing Development in South Scranton* (November 2014).  
Presented “*Diwali: The Festival of Lights*” at the 4<sup>th</sup> Annual Bonfire at *the Iron Furnaces*, Scranton, PA (October 2014).
- Spring 2011 Organized the Asian Festival Program with a focus on India, Bhutan and Nepal. Presented “*Holi: A Festival of Color*” to the Scranton community. Repeated in Spring 2012, 2013, 2014, 2015.
- Spring 2010 Prepared a report (with students’ assistance) on “Reviving the music industry in the city of Scranton,” for Mr. William Coleman, Lackawanna County Director for Planning & Economic Development
- 2008 - 2009 Prepared a report on the Home Mortgage Lending Analysis in *NEPA* (2004-2006) for *United Neighborhood Centers*, Scranton, PA
- 2007 - 2008 *University Community Partnership Committee*  
(*University of Scranton* and the neighboring communities)
- Volunteer for *North South Foundation (NSF)* for conducting Educational Competitions in Allentown, PA for Indian American children. The funds raised were used to provide scholarships for poor children in India.
- 2002 – 2005 Annual Volunteer, *Beans & Bread Meals*, *Care-A-Van*, Baltimore.
- 1994 – 2000 Treasurer (1998-2000), Executive Committee Member (1994 - 1998), *Bangla-O-Biswa*, an Association of nearly 400 members in New England.
- 1994– 1996 Night and Weekend Manager, *Harbor Schools*, Newburyport, MA.  
Counseled and cared for troubled and disadvantaged youngsters in the residential program of Harbor Schools and Family Services, which is funded in part by the *Commonwealth of Massachusetts*, Department of Social Services.
- 1981 – 1982 Vice-President, Society of Social Engineers, *MNNIT Allahabad, India*

## REFERENCES

Available upon Request