

**Abhijit Roy** is an associate professor & Chair of the Marketing Department, and the Dr. John E. Jacob Endowed Professor of Marketing, at Howard University. Between 2014 and 2018, he was the William and Elizabeth Burkavage Fellow in Business Ethics & Social Responsibility at the *University of Scranton* where he served as a professor from 2006 to 2023. He has a Doctorate in Marketing from *Boston University*, an MBA and an MS from the *University of Arizona* and an undergraduate degree in Mechanical Engineering from the *National Institute of Technology, Allahabad, India*. He has nearly forty years of teaching experience - at institutions such as *Boston University, University of Arizona, University System of New Hampshire, Loyola University Maryland*, and the *University of Scranton*.

Roy's papers have been published and featured by journals such as *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Business Research*, *International Business Review*, *Journal of Public Policy and Marketing*, *International Business Review*, *Industrial Marketing Management*, *Business Horizons*, *Journal of Research for Consumers*, *Business Horizons*, *Journal of Teaching in International Business*, *Journal of Business to Business Marketing*, *Journal of Database Marketing*, *Journal of Consumer Marketing*, *Journal of Marketing Education*, *Journal of Direct Marketing*, *Journal of Product and Brand Management*, *Journal of Services Marketing*, *International Journal of Sustainable Society*, *Annual Editions in Marketing - 1995/1996 and 1998/1999*, *Encyclopedia of Business Ethics and Society*, *Encyclopedia of Advertising*, *Encyclopedia of Business in Today's World and the Encyclopedia of Popular Culture*. He has presented his research at many conferences including the *American Marketing Association Educators' Conference*, *American Association for the Advancement of Science*, *Academy of Advertising Conference*, *the Annual Direct Marketers' Conference*, *Marketing and Public Policy Conference*, *International Conference on Research and Advertising*, *Macro-marketing Conference*, *Economic and Business History Conference* and *the Society of Applied Sociology Conference*, amongst others.

Roy is currently the Book Review Editor for the *Journal of International Consumer Marketing* and has served on the Academic Advisory Board for *Roundtable Viewpoints: International Business* and is currently on the editorial boards of *Journal of Nonprofit & Social Sector Marketing*, *Journal of Communications Management*, and the *Journal of E-Adoption* and has served on the editorial board of *Industrial Marketing Management* and the *Journal of Marketing and Management Research* in the past. He was the Director of the Small Business Program at *Plymouth State University*. He is also the co-author of *Taking Sides: Clashing Views on Controversial Issues in Marketing*, published by McGraw-Hill (2001), and also served as the Subject Content Expert for Marketing for their on-line e-marketing publication, *Powerweb*, for which he was a finalist of the 2003 Innovation in Teaching Competition Award given by the *Society of Marketing Advances*. He was a finalist for the best paper award from the *Journal of Marketing Education* in 2005 and won the outstanding research award from the *International Institute for Business and Finance* in 2007. In 2013, his coauthored case, "Modernizing Dharavi: If you build, will they come?" was a runner up in the *Oikos Case Writing Competition for Sustainability Practices*.

He teaches courses in Digital Marketing, Marketing Management and Strategy, International and Global Marketing, Social Innovations and Entrepreneurship, Consumer Behavior, Marketing Research, and Integrated Marketing Communications. His research interests are in the domain of

marketing and society issues- recent papers have included papers on marketing ethics and public policy, marketing to and through associations, affinity marketing, greening the supply chain and marketing education.

Prior to his career in academia, he had worked as an Engineering Officer for *Simon Carves Ltd.*, a multinational firm in India. Between 2005 and 2008, he was an evaluator for *Del Exchange*, an intranet for businesses in Delaware for the *US Department of Commerce*, Technology Opportunities Program. Outside of work, his hobbies include badminton, tennis, hiking and spending time with his family.