

**UDAY S. TATE**  
**Professor of Marketing**  
**Division of MGT-MKT-MIS**  
**Lewis College of Business, Marshall University**  
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### **Career Profile**

- Over thirty years of experience in teaching marketing courses at MBA, Executive MBA, doctoral, and undergraduate levels at AACSB accredited universities in the United States.
  - Five years of experience in successfully leading an Executive MBA program that has generated over US\$2.5 million of gross revenue for Lewis College of Business at Marshall University
  - A professor who is dedicated to teaching, research, and service at Marshall University
  - An administrator who possesses a valuable blending of leadership, creativity, and analytical abilities that combine vision, compassion, and ability to motivate others at work that produce bottom-line results—an outstanding EMBA program in the region
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### **Proven Areas of Knowledge**

- Teaching Strategic Marketing, International Marketing, Services Marketing, Internet Marketing, Consumer Behavior, Marketing Research, Marketing Models, Health Care Marketing, and Business Strategy
  - Application of Non-Parametric Statistics, Multivariate Statistics, Structural Equations Methodology, and Hierarchical Linear Modeling
  - Understanding of Student/Faculty and Community Relations
  - Planning, Execution, and Evaluation of Business Plans
  - Management of Program Budgets
  - Segmentation and Positioning Analysis
  - Curricular Improvement in undergraduate and graduate programs in business
  - Understanding and Application of Assurance of Learning and AACSB Standards and Procedures
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### **Academic Background**

- **Doctor of Business Administration:** The University of Tennessee-Knoxville, 1983  
**Major Area:** Marketing Theory, Buyer Behavior, and Marketing Models
  - **Supporting Area:** Statistics including ANOVA, Regression Analysis, Nonparametric Techniques, Multivariate Analysis, and Structural Equations Methodology (LISREL).
  - **Training:** Structural Equations Modeling and Hierarchical Linear Modeling, 1980-2012
  - **Master of Business Administration:** Western Illinois University, Macomb, Illinois, 1974.
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### **Awards, Honors, and Recognitions**

- 1983-2014: Recognized as Session and Panel Chair at professional conferences, including, Marketing Management Association, Academy of International Business, Midwest Business Administration Association, and Association of Collegiate Marketing Educators.
- 2012: Received “Recognition for Service Award” from the Marshall Executive MBA Class of 2012
- 2010: Received “Recognition for Service Award” from the Marshall Executive MBA Class of 2010
- 2009: Received “Recognition for Service Award” from the Marshall Executive MBA Class of 2009
- 2007: Received “Recognition for Service Award” from the Marshall Executive MBA Class of 2007

- 2007: Received “Service Award” from the dean of Lewis College of Business, Marshall University
- 2004: Received “Faculty of the Month-August, 2004,” Recognition by Student Government Association at Marshall University
- 2003: Received the Lewis College of Business Outstanding Non-Tenured Faculty Award at Marshall University
- 2003: Recognized as Proceedings Editor of Association of Collegiate Marketing Educators (ACME)
- 2002: Recognized for service as President of Midwest Business Administration Association at its annual conference in Chicago, Illinois
- 2001: Nominated by College of Business as one of the two nominees for Southeastern Louisiana University’s Award for Teaching Excellence
- 2001: Recognized for service as Program Chair and President-elect at Midwest Business Administration Association’s Annual Meeting in Chicago, March 7-9, 2001
- 2000: Selected to attend American Marketing Association’s Faculty Consortium on B2B Marketing at Northwestern University, Evanston, Illinois, August 2-5
- 1999: Received the 1999 William A. Owens Scholarly Achievement Award from Society for Industrial and Organizational Psychology, for “Best Publication” appearing in the field of Industrial-Organizational Psychology
- 1998: Received “Best Paper Award” from Center for Creative Leadership/Leadership Quarterly. The paper was published in *Leadership Quarterly, Vol. 8, No. 3, 1997*
- 1998: Selected to attend American Marketing Association’s 18<sup>th</sup> Faculty Consortium, held at Michigan State University, July 15-18, 1998
- 1998: Nominated by the College of Business as one of the two candidates for the President’s Award for Excellence in Teaching
- 1998: Received an award for outstanding service as a track chair for Marketing Management Association
- 1995-97: Received an award for outstanding service to Business and Health Administration
- 1990: Received a letter of commendation from Dr. James E. Halligan, President, New Mexico State University, for contribution to teaching.
- 1989: Recognized for contribution at Midwest Marketing Association's Annual Meeting in Chicago.
- 1988: Recognized for contribution at Southern Marketing Association's Meeting in Atlanta.

- 1987: Received a letter of commendation from the Vice President of Student Affairs, Nicholls State University, Thibodaux, Louisiana.
  - 1985: Received a **Distinguished Paper Award** at the Annual Meeting of American Institute for Decision Sciences, Southwest Region, New Orleans
  - 1982: Represented the University of Tennessee at the 12th Annual Albert Haring Doctoral Symposium conducted by Indiana University.
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### **Administrative Experience**

- **2005 to 2012: Director of Executive MBA Program at Marshall University:**
    - Overall administration of the program
    - Development and management of program budget
    - Development and implementation of promotion, PR-related activities, and recruitment
    - Development and maintenance of EMBA curriculum as per AACSB requirements
    - Faculty Development Activities
    - Faculty selection and deployment
    - Administration of 360 feedback from EMBA students
    - Supervision of EMBA Graduation Ceremony
    - Coordination of Guest Speakers
    - Development and maintenance of Corporate Relationships
    - Supervision of program infrastructure
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- **EMBA Program Outcome:**

Prior to my taking over the EMBA program in 2005, it was suspended due to low enrollment. After I was appointed as EMBA Director, I improved the program in terms of its delivery, infrastructure, quality of faculty, curriculum, and administration--a high value proposition. As a result, the program enrolled four cohorts: a cohort of 15 students in 2006; 28 in 2008, 30 in 2009, and 20 in 2011. The program was regarded as a show-case EMBA in the region. It generated over \$2.5 million gross revenue for College of Business, at Marshall University, resulting in a net revenue of over \$500,000.

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### **Experience in AACSB-Accreditation Process**

- **2005 to 2012: Coordinator of AACSB-Assurance of Learning (AOL) for EMBA and MBA Programs:**
    - Attended several AACSB seminars on the accreditation process
    - Familiar with the AACSB standards on accreditation
    - Experience in developing Program Mission, Goals, Learning Objectives, and Rubrics as part of AACSB's Assurance of Learning Mandate
    - Experience in Assurance of Learning: rubrics, data collection/analysis/interpretation and reporting.
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### **Teaching Experience**

- 2001 to present: Marshall University: Full Professor (tenured)
  - 1991 to 2001: Southeastern Louisiana University: Full Professor (tenured)
  - 1987 to 1991: New Mexico State University: Associate Professor (tenured).
  - 1984 to 1987: Nicholls State University & University of Louisiana, Assistant Professor
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## Teaching Interests

- Teaching interests include: Strategic Marketing, International Marketing, B2B Marketing Internet Marketing, Services Marketing, Marketing Simulation Games, Consumer Behavior, Marketing Research, Outsourcing, CRM, and Marketing Principles; Business Policy/Strategy (EMBA), and Online Marketing Courses at undergraduate and MBA and Executive MBA levels; taught a doctoral level course on Multivariate Techniques at New Mexico State University; taught a doctoral course for Marshall University's Doctor of Management Practices in Nursing Anesthesia (DMPNA).

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## Pedagogical Approach: Balance between Theory and Practice

- Use of business simulations, case analysis, individual/group projects, role-playing, scenario analysis, and guest speakers. I sincerely consider students in my classes as both "customers and products." I truly believe that it is not just about teaching formulae or methods, but helping students to develop and enhance such professional values as integrity, care, honesty, transparency, ethics, leadership, and team-building. I try to create in my classes an atmosphere of mutual trust and respect.

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## Teaching Online Marketing Courses

- I have developed and taught several online marketing courses, including Principles of Marketing, International Marketing, Consumer Behavior, and Internet Marketing. I have extensive experience in delivering marketing courses 100% online with WebCT, VISTA, and Blackboard Collaboration. In addition,, I use many exercises and projects involving the Internet and Blackboard-Vista in face-to-face classes.

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## Course Development and Teaching at Marshall University: 2001-present

Course Number	Title	Course Development
MKT340: BBA	Principle of Marketing	Modified/taught
MKT 371: BBA	International Marketing	Fully developed/taught
MKT371 100% Online	International Marketing	Significantly modified/taught
MKT375: BBA	B2B Marketing	Fully developed/taught
MKT 435 100% online	Internet Marketing	Fully developed/taught
MKT 445: BBA	Services Marketing	Fully developed/taught
MKT465: BBA	Marketing Capstone	Significantly modified/taught
MKT 511: MBA	Marketing and Management	Modified/taught
MGT 650: EMBA	SpTp: Outsource & CRM	Jointly developed/taught
MKT 650: MBA/IMBA	SpTp:Global Marketing	Fully developed/taught
MKT 651 EMBA	SpTp: Global Strategy: Global Tour	Fully developed/conducted
MGT 699: EMBA	Business Policy & Strategy	Jointly developed/taught
MKT 682: MBA/IMBA	Adv Marketing Management	Significantly modified/taught
MKT684: 100% Online	Global Marketing	To be fully developed/to be taught in Summer 2015
MPNA 755: DMPNA	Mkt Goods/Services Medical Env.	Significantly modified/taught

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## Teaching Evaluations

I have received “excellent” evaluations consistently through the years at Marshall University and elsewhere. They are around 1.55 (1.5 being EXEMPLAR). The records of my evaluations are with the division head of MGT-MKT-MIS.

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## Research Interests

- Consumer Attitude-Behavior Models, Organizational and Leadership Behaviors in Sales Management, International Marketing, Health Care Marketing, Marketing Education, Small Business/Entrepreneurship, Distance Learning, Simulation Games, and Causal Modeling

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## Publications in Refereed Journals

I have published over 30 articles in marketing-related refereed journals. Below is the **sample** of my recent publications.

Patagundi, B., Maheshwari, S., Tate, U. S. (in press). Emerging trends in System Software Markets: A Case Study of Operating System Software. **DIAS Technology Review**, 2015.

"A Psychological Perspective on Cultural Difference: Epistemological Study, **European Scientific Journal**, Accepted, Fatehi, K., Tate, U. S., March 30, 2014

“Is Timely Billing A Determinant of timely Payments? A Case Study of Experiences of A Very Small Business,” **Business Journal for Entrepreneurs**, Co-authored: Tate, U. S., Waikar, A., Cappel, S., Cresson, J., March 15, 2013

“Evaluating key factors in supplier selection for micro-businesses: implications for buyer satisfaction,” forthcoming in **International Journal of Integrated Supply Management**, 2012; co-authored with A. Waikar, R. Cope, and M. Huynh.

“FDI Accounting in India and China: A Need for Harmonization,” published in **DIAS Technology Review: The International Journal of Business and IT**, October 2009-March 2010. Co-authored with Shollapur and Maheshwari.

“Issues and Challenges of Supply Chain Decisions in Medical Tourism in India,” **Dharana-Bhavan’s International Journal of Business**, 2009. Co-authored with Deepak Subedi.

“Assessment of Reliability and Validity of Perceived Credibility of Corporate Blogs,” published **Dharana: Bhavan’s International Journal of Business**, 2009. Co-authored with Dr. Liz Alexander.

“Total Quality Management in Small and Medium Scale Manufacturers: Development of Measurement Instrument,” **DIAS Technology Review**, Vol. 5. No. 2, October 2008-March 2009, pp: 8-13, Co-authored with Drs. Subedi and Maheshwari.

“Measures of Perceived Credibility of Blogs: Construct Validation by LISREL,” accepted for publication in the forthcoming issue of **DIAS Technology Review-The International Journal for Business and IT**, October 2006-March 2007, Vol. 3, No. 2, Co-authors: Liz Alexander and Suneel Maheshwari.

“An Examination of Perceptual Barriers in Application of TQM Programs among Small Businesses,” **Competition Forum**, Co-authored with A. Waikar; published in 2006- 07 issue.

“A Profile of U. S. Home Internet Users and Online Shoppers,” **Journal of International Business & Entrepreneurship**, Vol. 9, No. 1 (July), 2002. Co-authored with Sandra McKay and Mary Blalock.

“Academic Dishonesty Among Commerce Students at an Indian University,” **The International Journal of Business Disciplines**, Volume 15, Number 2, Fall/Winter 2004.  
With Bob Brown.

“Student Attitudes Regarding Gender Bias in Performance Evaluation of Salespeople,”  
**Journal of Business and Psychology**, Vol 16, Issue 2, 2000, pp. 249-256. Co-author: Dr.  
Sandra McKay.

“Evaluating Key Factors in Supplier Selection for Micro-Businesses: Implications for buyer Satisfaction,”  
**International Journal of Integrated Supply Management**, 2011; co-authored with A. Waikar, M. Huynh, and R.  
Cope.

“Predicting Consumers’ Ethical Behaviors through Attitudes toward Behavior and Prior Behavior,” **DIAS Technology Review**, April-September, 2011; co-authored with R. Garg, and S. Maheshwari.

“A Path Analytic Investigation of Job-Related Tension: A Case for Sales Management,”  
published in the spring 2000 issue of **Journal of Marketing Management**. Co-authored with S. McKay.

“Student Expectations Regarding Responses of Salesperson Performance: An Attributional Approach,” **Academy of Marketing Studies Journal**, Vol. 2, No. 1-2, 1998; co-authored with S. McKay.

“The International Business Book Explosion,” **Advances in Competitive Research**, Vol. 6, No. 1, 1998; co-authored  
with D. Ramsey and K. Michell.

“Reciprocity, Emotional Well-Being, and Family Functioning as Determinants of Family Satisfaction in Caregivers of  
Elderly Parents,” **Nursing Research**, Vol. 46, No. 2, March-April 1997; co-authored with A. Carruth, B. Moffett, and  
K. Hill.

"Analysis of User Preferences Regarding Workplace Programs for Stress Reduction,"  
**Journal of Contemporary Business Issues**, vol. 5, no. 1, Spring, 1997. Co-Authored  
with Avinash Waikar.

“Improving Marketability of Exercise Programs: Implications for Health Promotion in the Workplace,” **Health Marketing Quarterly**, Vol. 14, 1997. Co-Authored with Avinash Waikar.

"Leadership in Western and Asian Countries: Commonalties and Differences in Effective  
Leadership Processes Across Cultures," **Leadership Quarterly**, Vol. 8, No. 3, pp. 233-  
274, 1997. Co-authored with Peter Dorfman. **An Award-Winning Article published in one of the top  
ten journals in Management.**

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### **Research-In-Progress:**

Multi-Country Analysis of Hofstede’s Cultural Dimensions: A LISREL Approach. Currently at the data  
collection stage; co-authored with Kamal Fatehi, Kennesaw State University.

“Predicting Consumers’ Ethical Behaviors through Attitudes toward Behavior and Prior  
Behavior,” to be submitted to Journal of Business Ethics. Co-authors: R. Garg and S.  
Maheshwari

“Perceived Value of Marketplace Simulation: Differences between MBA Students from India and USA,” to be submitted to of DIAS Technology Review-The International Journal for Business and IT. Co-authors: R. Garg and S. Maheshwari

”Social Media as Educational Tools: How Effective Are They in Marketing Courses?,” a survey to be conducted for data collection. A manuscript will be submitted to Journal of Marketing Education. Co-authors: R. Garg and S. Maheshwari

“ Ethical and Global Awareness: Perceptual Differences between Sophomores and Graduating Seniors in Business Schools,” a survey to be conducted and a manuscript will be submitted to Journal of Business Education. Co-authors: R. Garg and S. Maheshwari

“Analysis of Best Practices in Assessment of Learning by Business Schools: Implications and Future Directions.,” a survey will be conducted and a manuscript will be submitted to Journal of Business Education.

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### **Presentations at Conferences/Workshops:**

I have presented over 50 papers at international, national, and regional professional conferences. Here is a sample of recent presentations:

Tate, U. S. Impact of Leadership Development Exercises on EMBA's: A Before-After Study. Presented at AABRI International Conference, Savannah, Georgia, March 26-28, 2015. Co-authors: Fatehi, Waikar, and Patagundi

Tate, U. S., Effects of International Study Tours on Attitude toward Doing Business Globally: Assurance of Learning in Executive MBA Programs, presented at XVI Annual International Conference, Theme: “Governance—Emerging Paradigms”, Delhi School of Professional Studies and Research, New Delhi, India, January 3-4, 2015; co-authored with Kamal Fatehi and Basanna Patagundi.

**Tate, U. S. Faculty Development Workshop on Business Simulation, organized by M. P. Birla Institute of Management, Bangalore, India, December 22-23, 2014. Assisted by Basanna Patagundi.**

**Tate, U. S., "EMBA Model of Success," presented at College of Business, Universidad de Los Andes, Bogota, Colombia. (July 7, 2014).**

Tate, U. S., Academy of International Business-Midwest, "Trade and Entrepreneurship," MBAA-International, Chicago, Illinois. (March 28, 2014).

Tate, U. S., Academy of International Business-Midwest, "Marketing and Entrepreneurship," MBAA-International, Chicago, Illinois. (March 27, 2014).

Tate, U. S., Academy of International Business-Midwest, "Business School Collaborations in Global Markets: Complexities," MBAA-International, Chicago, Illinois. (March 26, 2014).

Tate, U. S. (Presenter & Author), Maheshwari, S. (Author Only), Waikar, A. (Author Only), Academy of International Business-Midwest, "Analysis of Academically Dishonest Practices: An Exploratory Study," MBAA-International, Chicago, Illinois. (March 26, 2014).

- Tate, U. S. (Presenter & Author), Vaughan, R. J. (Presenter Only), Waikar, A. (Presenter Only), Academy of International Business-Midwest, "Measuring Impact of International Tours on Attitudes Toward Doing Business Globally: Part of Assessment of Learning in EMBA," Midwest Business Administration Association, Chicago, Illinois. March 2013.
- Tate, U. S. (Presenter & Author), Fatehi, K. (Author Only), Wiencek, D. (Presenter & Author), Patagundi, B. (Author Only), Academy of International Business-Midwest Region, "MBA Students' Attitude toward Conducting Business Globally: A Cross-Cultural Comparison between USA and India," Midwest Business Administration Association, Chicago, Illinois. (March 1, 2013).
- Tate, U. S. (Presenter & Author), Wiencek, D. (Presenter & Author), De Vito, R. (Presenter & Author), Pore, A. (Presenter Only), Geib, P. (Presenter Only), Academy of International Business-Midwest Region, "Service Learning as a Pedagogical Tool in Business Curricula: Academic Issues, Global Challenges, and Research Directions," Midwest Business Administration Association, Chicago, Illinois. (March 1, 2013).
- Tate, U. S. (Presenter & Author), Fatehi, K. (Author Only), Waikar, A. (Author Only), Vaughan, R. (Author Only), Little, B. (Author Only), North American Management Society, "Assessing Impact of Executive MBA Curriculum on Leadership Practices: Part of Assurance of Learning," Midwest Business Administration Association, Chicago, Illinois. (February 28, 2013).
- Tate, U. S. (Presenter & Author), Vaughan, R. J. (Presenter Only), Waikar, A. (Presenter Only), Academy of International Business, "Measuring Impact of International Tours on Attitude toward Doing Business Globally: Part of Assessment of Learning in EMBA," Midwest Business Administration Association, Chicago, Illinois. (March 30, 2012).
- Tate, U. S. (Presenter Only), Larson, R. (Presenter Only), Thorne, S. (Presenter Only), Wetsch, L. (Presenter Only), Marketing Management Association's Fall Conference, "Integrating Social Media in the Business Curriculum," Marketing Management Association, St. Louis, Missouri. (September 22, 2011).
- Tate, U. S. (Presenter & Author), Maheshwari, S. (Author Only), Patagundi, B. (Presenter Only), Academy of International Business-Midwest Region, "Perceived Value of Marketplace Simulations: Differences between MBA Students from India and USA," Midwest Business Administration Association-International, Chicago, Illinois. (March 25, 2011).
- Tate, U. S. (Chair), Taran, Z. (Presenter Only), Brady, S. (Presenter Only), Marketing Management Association, "Social Media: An Exploration of Its Impact on IMC and Consumer Behavior," Midwest Business Administration Association-International, Chicago, Illinois. (March 25, 2011).
- Maheshwari, S. (Presenter & Author), Tate, U. S., International Conference on Innovative Business Strategies for Corporate Excellence, "Innovations: Traps and Lessons Learned," Delhi Institute of Advanced Studies, New Delhi, India. (January 3, 2011).
- Tate, U. S., 2010 Fall Educators' Conference, "Simulations and Assessment of Learning," Marketing Management Association, Indianapolis, Indiana. (September 29, 2010).
- Tate, U. S. (Presenter & Author), M. Sholapur (Author Only), Maheshwari, S. (Author Only), Midwest Business Administration Association-International, "Comparative Analysis of Foreign Direct Investment in India and China: Conceptual, Definitional, and Reporting Issues," Academy of International Business Midwest, Chicago, Illinois. (March 24, 2010).



- Tate, U. S. (Presenter & Author), Maheshwari, S. (Author Only), Akkihal, R. G. (Author Only), Subedi, D. K. (Author Only), MMA's Fall Educators' Conference, "Assessment of Learning in a Capstone Marketing Course: Use of a Business Simulation as an Assurance of Learning Tool," Marketing Management Association, St. Louis, Missouri. (September 23, 2009).
- Tate, U. S. (Presenter & Author), Maheshwari, S. (Author Only), Akkihal, R. G. (Author Only), International Conference on Service Management, "Assurance of Learning Strategic Marketing Course: Use of a Business Simulation as an Assessment Tool," Global Digital Business Society, Orlando, Florida. (May 21, 2009).
- Tate, U. S. (Presenter & Author), Alexander, E. C. (Author Only), Marketing Management Association, "Assessment of Reliability and Validity of Perceived Credibility of Media, Individual, and Corporate Blogs," Midwest Business Administration Association-International, Chicago, Illinois. (March 19, 2009).
- Subedi, D. K. (Presenter & Author), Tate, U. S. (Author Only), Akkihal, R. G. (Author Only), M. Sholapur (Author Only), Operations Management and Entrepreneurship Association, "An Analysis of Reliability and Validity of Scales to Measure Precursors of TQM: A Case for Small and Medium Manufacturers," Midwest Business Administration Association-International, Chicago, Illinois. (March 19, 2009).
- Maheshwari, S. (Author Only), Tate, U. S. (Presenter & Author), M. S. (Author Only), MMA's Fall Educators' Conference, "Proposal for an Interdisciplinary Course on Outsourcing," Marketing Management Association, St. Louis, Missouri. (September 26, 2007).
- Tate, U. S. (Chair), Academy of International Business-Midwest Region, "Outsourcing," Midwest Business Administration Association, Chicago, Illinois. (March 30, 2007).
- Tate, U. S. (Presenter & Author), A. w. (Author Only), Brown, B. S. (Author Only), Maheshwari, S. (Author Only), Academy of International Business-Midwest Region, "Analysis of Academically Dishonest Practices: An exploratory Study of MBAs at an Institute of Management in India," Midwest Business Administration Association, Chicago, Illinois. (March 28, 2007).
- Tate, U. S. (Presenter & Author), A. W. (Author Only), 42nd Annual MBAA International Conference, "Medical Tourism in India: Myth or Reality?," Business and Health Administration Association, Chicago, Illinois. (March 16, 2006).

#### **Grants: A sample of grants received:**

- 2001 to present: Received several grants for Summer Research, INCO, QUINLAN, and Pritchard Funds
- 2005: Marshall University's Summer Research Grant, for collecting data on "Student Ethics and Perceptions of Social Responsibility." Amount of the grant: \$2,000.
- 2006: "**Bioplex Feasibility Study: A Grant Proposal**": Received an approval of a Grant Proposal submitted to WV State and USDA via Center for Business and Economic Research. Principal Investigator: Mark Chatfield, WVSTU and co-author: Liz Alexander. A grant of over \$12,000
- 2006: Received LCOB Prichard Grant for Faculty Development on Teaching/Research. Amount of grant: \$3,500

#### **Faculty Development Activities Attended**

- Workshop, "Training the Trainer for Business Simulations," Innovative Learning Solutions, Inc., Knoxville,

Tenn, USA. (May 11-14, 2014). Attended a training workshop on how to conduct a sophisticated business simulations for undergraduate and graduate students in College of Business.

Workshop, "Training the Trainer for Business Simulations," Innovative Learning Solutions, Inc., Knoxville, Tenn, USA. (October 7, 2012 - October 10, 2012). Attended a training workshop on how to conduct a sophisticated business simulations for undergraduate and graduate students in College of Business.

Workshop, "Service Learning," Service Learning Center at Marshall University, Huntington, WV, USA. (October 5, 2012).  
Attended a 4-hour workshop on the use of Service Learning as a pedagogical tool.

Workshop, "Quality Matters by Online Learning & Libraries-IT at Marshall University," Online Learning and Library-IT, Huntington, WV, USA. (October 1, 2012). Quality Matters was a workshop on how to maintain quality in online courses offered at Marshall University. For exact dates, please check with Dr. Monica Brooks, Assistant VP of Online Learning.

Workshop, "Blackboard Collaboration," Center for Teaching & Learning, Marshall University, Huntington, WV, USA. (September 9, 2012 - September 14, 2012). Attended a three-day workshop on the use of Blackboard Collaboration.

Conference Attendance, "2011 Fall Educators' Conference," Marketing Management Association, St. Louis, Missouri, USA. (September 21, 2011 - September 23, 2011). Attended several sessions on teaching improvement, use of social media use of simulation and cases in marketing courses.

Seminar, "Training the Trainer Seminar for Marketplace Simulations," Innovative Learning Solutions, INC., Knoxville, Tennessee, USA. (May 2, 2011 - May 4, 2011). Attended a three day seminar on Marketplace Simulation games for EMBA and MBA courses.

Conference Attendance, "Best Practices in Teaching Leadership: Issues and Strategies," North American Management Association, MBAA-International, Chicago, Illinois, USA. (March 23, 2011 - March 25, 2011). The panel discussed the strategies to teach Leadership as a separate course in business curricula, specifically at MBA level. I participated by narrating what we have done regarding Leadership as part the Marshall EMBA curriculum.

Conference Attendance, "Internationalization of Universities," Academy of International Business-Midwest Region, MBAA International, Chicago, Illinois, USA. (March 23, 2011 - March 25, 2011). The panelists addressed various issues related to internationalizing universities, particularly in USA; participated in discussion on the issues regarding collaboration as a strategy to internationalize universities in the United States.

Conference Attendance, "An Examination of the Proliferation of Social Media," Marketing Management Association, MBAA-International, Chicago, Illinois, USA. (March 23, 2011 - March 25, 2011). The presentations addressed various issues regarding Social media as teaching and research tools in marketing.

Seminar, "Training the Trainer Seminar," Innovative Learning Solutions, INC., Knoxville, Tennessee, USA. (October 24, 2010 - October 27, 2010). A training seminar on the use of business simulations; Marketplace.

Workshop, "Training the Trainer Workshop for Marketplace Simulations," Innovative Learning Solutions, Inc., Knoxville, Tennessee, USA. (April 18, 2010 - April 21, 2010). The workshop trained faculty/administrators to use Marketplace Simulations in Management and Marketing courses. It also addressed the issues of pedagogy and assessment of learning.

Conference Attendance, "Midwest Business Administration Association," Chicago, Illinois, USA. (March 18, 2010 - March 23, 2010). Attended several sessions on Teaching, Research, Assessment of Learning.

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### **Editorial and Review Activities:**

1993- 2001 Editorial Board Reviewer for a refereed journal, Health Care Marketing Quarterly  
2004-present Editorial Board Reviewer, Technology Review, a refereed journal published Delhi Institute of Advanced Studies (DIAS)  
Editorial Board Reviewer of a refereed journal, Dharana: International Journal of Business  
2009 - Present Reviewer, Conference Paper, Academy of International Business-Midwest Region

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### **Professional Service:**

2014-present Session Chair at Annual International Conferences organized by  
Delhi School of Professional Studies and Research, New Delhi, India

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2009-present Track Organizer, Academy of International Business-Midwest Region  
To serve as a co-chair of the Student Paper Track at the conference.  
1983- present served as Session Chair, Discussant, paper reviewer for Marketing Management Association  
2001-2002 President-elect and Program Chair for Midwest Business Administration Association-  
International  
1996-1998 Program Chair for Business and Health Administration Association, MBAA-International.  
1983-present Occasionally served as a discussant and reviewer of papers for Atlantic marketing Association  
and Academy of Collegiate Marketing Educators

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### **Public Service:**

January 1, 2010 - Present Board Member, Rotary Club of Huntington, WV  
Rotary International Member, chair of programs for the club.  
2014 – present Board Member, Goodwill Industries, Huntington, WV  
August 15, 2001 - Present Member, Tri-State India Association  
Serving a community for social work  
2001-present Donor, Salvation Army, Red Cross, Habitat for Humanity  
2006-2011 Member of the Huntington Chamber of Commerce representing EMBA  
2006-2011 Member of Charleston Area Alliance representing EMBA

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**Service for Marshall University:**

2014--present	Ad Hoc Committee on the Proposal for Multidisciplinary Major at Marshall University
2014--2015	Member of the Committee for the Marshall & Shirley Reynolds Outstanding Teacher Award.
2013--2014	Representing COB at Kentucky Institute for International Studies (KIIS)
2001-- present	Committee Member, Marshall Faculty Senate served as a senate members for two terms
2012-- present	Member, Senate Research Committee Review research proposals for Quinlan\Funds.
2008-2009	Member of Search Committee for Graduate Dean at Marshall University
2004-2006	Member, University Undergraduate Curriculum Committee representing COB
Spring 2007	Committee Member, Search Committee for Instructional Design Specialist To review applications, be part of telephone interviews, on-campus interviews, and participate in voting on candidates.

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**Service for College of Business:**

2015—present	Member of the Senate Research Committee, representing College of Business
2014 – present	Member, COB Work Group on Alumni Relations/Fund Raising: To develop strategies for Alumni Relations and raising funds.
2014—2015	Member of the COB Research Committee, representing MKT Group
2013--2014	Member of COB's Committee for International Education and Opportunities Development
2015	Member of the Search Committee for the Director of Stakeholder Engagement
February 28, 2011	Committee Member, MGT-MKT-MIS Division head's Search Committee To Conduct search to fill in the position of the division head. I had volunteered for it.
February 27, 2011	Committee Member, Search Committee for Assistant Director, GSM, Programs Conduct search for the position of Assistant Director, GSM Programs
2008 – 2012	Member, AOL Task Force Coordinating Assessment of Learning Activities.
2011-2013	Member, COB's P&T Committee: Reviewing/Voting on P&T applications
2006-2012	In-Charge of Assurance of Learning for EMBA and MBA Programs
2011-2012	Represented EMBA/MBA on LUNIMA Project for Phases I and II
2008-2011	Chair/Committee Member, Graduate Committee, The committee overseas the curricular issues of the LCOB graduate programs.
2004-2010	Developed a couple of marketing courses in the India-MBA Program at Bangalore, India (ref: Dr. R Akkihal)

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**Division of MGT-MKT-MIS:**

October 15, 2013	Chair of MKT Search Committee for Faculty Recruitment
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2001-present	Committee Member, MKT Curriculum: To address the curricular issues in Marketing
2009-2012	Committee Member, Search Committee for Marketing Review and recommend candidates for MKT faculty positions.
2001 – present	Informal advising and recommending BBA and MBA students

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**Membership in Professional Organizations:**

American Marketing Association  
Marketing Management Association  
Academy of International Business  
North American Management Society

Southern Management Association  
Midwest Business Administration Association  
Academy of Management  
Academic and Business Research Institute