

**NARASIMHAN SRINIVASAN**  
**(Han Srinivasan)**

**ADDRESS:** Office: Department of Marketing, Unit 1041-MK  
School of Business  
University of Connecticut  
2100 Hillside Road  
Storrs, CT 06269-2041  
e-mail: Narasimhan.Srinivasan@uconn.edu  
Tel. (860) 486-2563/4133  
Fax (860) 486-5246

Personal: U.S. Citizen

**EDUCATION:** Ph.D. State University of New York at Buffalo  
1987 Major: Marketing

MBA Indian Institute of Management, Ahmedabad  
1981 Major: Marketing

B. Tech. University of Madras, India  
1979 Major: Chemical Engineering (with distinction)

**CURRENT POSITION:** Associate Professor of Marketing (with tenure)  
University of Connecticut

Courses Taught: Doctoral Seminar in Research Methodology  
Marketing Management  
Advertising  
Consumer Behavior  
Marketing Research

**EXPERIENCE:**

Summer 2009: Study Abroad Program, Florence, Italy.

Summer 2008: Fulbright Senior Specialist, ESAN Universidad, Lima, Peru

Summer 2007: Faculty Development Program (S. Africa & Kenya)

Winter 2005: Faculty Development Program (China)

Summer 2004: Faculty Development Program, Mercusor Program  
(Brazil, Argentina and Chile)

Fall 2000: Fulbright-Kahanoff Fellow  
York University, Toronto, Canada

Spring 2000:	Visiting Professor of Marketing State University of New York at Buffalo.
Summer 1997:	Faculty Development Program (Brussels)
Fall 1993:	Visiting Scholar Erasmus University, The Netherlands
Summer 1993:	Visiting Professor of Marketing Indian Institute of Management, Ahmedabad
1987 - 1993:	Assistant Professor of Marketing University of Connecticut
1983 - 1987:	Instructor, State University of New York at Buffalo
1981 - 1982:	Marketing Officer, Chemicals Division, Petrochemicals Corporation Ltd., Baroda, India.

## HONORS

**Fulbright Senior Specialist (2008)** to ESAN University, Lima, Peru.

**Innovation in Teaching Award (2008)**, School of Business, University of Connecticut.

Best Interactive Paper Award (2005), selected by the Organization Development and Change Division of the *National Academy of Management* from among the most highly rated papers submitted, Honolulu.

Best Paper Series, (2005), *Proceedings of the Annual Meeting of the Academy of Management Conference*, Honolulu, Hawaii (separate from the one above; 2 papers in 2005).

Best Paper Series, (2004), *Proceedings of the Annual Meeting of the Academy of Management Conference*, New Orleans.

Best Paper Award, (2003), Emerging Business & Technology Track, Winter Marketing Educators' Conference, Orlando, FL, Feb.

Canadian Center for Philanthropy, International Year of Volunteers Research Program Grant (with Femida Handy), 2001-2002. (1 of the 13 awarded by CCP).

**Fulbright Fellow (2000-2001)** to Canada, Schulich School of Business, York University, Toronto.

**Outstanding Article Award, Summer 1999**, *Journal of Public Policy and Marketing*, for significant contribution to the understanding of marketing and public policy issues (selected from JPPM articles published during 1995-1997).

American Brands Scholar, 1993-94.

Marquis' Who's Who in the East, 1994.

Best Research Award, School of Business Administration, 1993.

Honorable Mention for Best Research Paper, School of Business Administration, 1994.

Best Paper Award, 33rd Annual Conference of the Midwest Academy of Management, 1990.

Dean's Corporate Research Fellow, 1988; 1989; 1994.

Faculty Research Award, UConn Research Foundation, 1988; 1989; 1990; 1993; 1994.

Fellow, International Radio and Television Society, New York, Feb. 1992.

Invited Speaker and Panelist, "Packaging and Marketing," *1991 West Virginia Conference on the Environment*, October 3-4, Charleston, W. Virginia.

Fellow, Beta Gamma Sigma, Business Honor Society, 1990.

Fellow, National Engineering Consortium for Telecommunications (University Faculty) 1989; 1990.

Fellow, PACE Conference on Business Ethics, 1988.

Fellow, Direct Marketing Institute for Professors, 1987.

Fellow, American Marketing Association Doctoral Consortium, 1985.

Nominated for "Excellence in Teaching Award," SUNY at Buffalo, 1985.

Member, Board of Directors, Literacy Volunteers of America, Northeast Connecticut Chapter 1988-93.

Commendations for service projects done for several not-for-profit social organizations, including the American Red Cross, Connecticut Tourism Association, Jorgensen Cultural Auditorium, Literacy Volunteers of America, UConn CO-OP, and the Willimantic Chamber of Commerce.

## **JOURNAL PUBLICATIONS**

Ralston, D et al (including Narasimhan Srinivasan), (2009), "Ethical Preferences for Influencing Superiors: A 41 Society Study," *Journal of International Business Studies*, 40(6), 1022-1045.

Jain, Subhash and Narasimhan Srinivasan (forthcoming 2008), "Assessment of Globalization: A Revisit," *Journal of Global Business Advancement*, Vol 1, No. 2/3, 178-203.

Reed, Kira, Narasimhan Srinivasan and Harold Doty (2009), "Adapting Human and Social Capital to Impact Performance: Some empirical Findings from the US Personal Banking Sector," *Journal of Management Issues*, Vol XXI, No. 1, Spring, 36-57.

Reed, Kira, Michael Lubatkin and Narasimhan Srinivasan (2006), "Proposing and Testing an Intellectual Capital based View of the Firm," *Journal of Management Studies*, Vol 43, No. 4, pp. 867-893

Handy, Femida and Narasimhan Srinivasan (2005), "The Demand for Volunteer Labor: A Study of Hospital Volunteers," *Nonprofit and Voluntary Sector Quarterly*, Vol. 34, No. 4, (December), pp. 491-509.

Ahearne, Michael, Luke Weinstein and Narasimhan Srinivasan (2004), "Impact of Technology on Sales Performance: Progressing from Technology Acceptance to Technology Usage and Consequence," *Journal of Personal Selling and Sales Management*, Special Issue on Customer Relationship Management: Strategy, Process and Technology, (Fall 2004), Vol 24, Number 4, pp. 297-310.

Srinivasan, Narasimhan (2004), "Wireless Local Area Networks and Applications," *Annual Review of Communications*, Vol. 57.

Handy, Femida and Narasimhan Srinivasan (2004), "Valuing Volunteers: An Economic Evaluation of the Net Benefits of Hospital Volunteers," *Nonprofit and Voluntary Sector Quarterly*, Vol. 33, 1, pp. 1-27.

Narasimhan Srinivasan, Subhash Jain and Kiranjit Sikand (2004), "An Experimental Study of Two Dimensions of Country-of-Origin (Manufacturing Country and Branding Country) using Intrinsic and Extrinsic Cues," *International Business Review*, Vol. 31, Issue 1 (February), pp. 65-82.

McDonald, Robert and Narasimhan Srinivasan, (2004) "Technological Innovations in Hospitals: What Kind of Competitive Advantage?" *International Journal of Technology Marketing*, Vol. 28, Issue 1, pp. 103-117.

Jain, Subhash and Narasimhan Srinivasan (2004), "Globalization: an assessment," *Journal of Global Business Research*, Vol, 1, No. 1 (Spring), pp.1-11.

Daniel, Harold Z, Donald J. Hempel and Narasimhan Srinivasan (2003), "Project Selection: A Value Analysis," *Industrial Marketing Management* , Vol 32, No. 1, 39-53.

Daniel, Harold Z., Donald J. Hempel and Narasimhan Srinivasan (2002), "A Model of Value Assessment in Collaborative R&D Programs," *Industrial Marketing Management*, Vol. 31, No 8, 657-668.

Ralston, David. A., Guenther Vollmer, Narasimhan Srinivasan, Joel D. Nicholson, Moureen Tang and Paulina Wan (2001), "Strategies of Upward Influence: A Study of Six Cultures from Europe, Asia and America," **Journal of Cross-Cultural Psychology**, Vol 32, No. 6 (November), 728-735.

Lubatkin, Michael, Hemant Merchant and Narasimhan Srinivasan (1997), "Merger Strategies and Shareholder Value During Times of Relaxed Antitrust Enforcement: A Case of Large Mergers During the 1980s," **Journal of Management**, 23 (1), 59-81.

Ratchford, Brian T., Jagdish Agrawal, Pamela Grimm and Narasimhan Srinivasan (1996), "Toward Understanding the Measurement of Market Efficiency (1996)," **Journal of Public Policy and Marketing**, Vol. 15, 2 (Fall), 167-184. **Outstanding Article Award, JPPM**, for articles during 1995-1997.

Putsis, Willam P. Jr. and Narasimhan Srinivasan (1995), "So, How Long Have You Been in the Market?" **Managerial and Decision Economics**, 16 (March-April), 95-110.

Putsis, Willam P. Jr. and Narasimhan Srinivasan (1994), "Buying or Just Browsing? The Duration of Purchase Deliberation," **Journal of Marketing Research**, Vol. 31, No. 3 (August), 393-402.

Agrawal, Jagdish, Pamela Grimm and Narasimhan Srinivasan (1993), "Quantity Surcharges on Groceries," **Journal of Consumer Affairs**, Vol. 27, No. 2 (Winter), 335-356.

Lubatkin, Michael, Hemant Merchant and Narasimhan Srinivasan (1993), "Construct Validity of Some Unweighted Product-Count Diversification Measures," **Strategic Management Journal**, Vol. 14, No. 6 (September), 433-449.

Ratchford, Brian T. and Narasimhan Srinivasan (1993), "An Empirical Investigation of Returns to Search," **Marketing Science**, Vol. 12, No. 1 (Winter), 73-87.

Srinivasan, Narasimhan and Brian T. Ratchford (1991), "An Empirical Test of a Model of External Search for Automobiles," **Journal of Consumer Research**, Vol. 18, No. 2 (September), 233-242.

Srinivasan, Narasimhan (1990), "Pre-Purchase External Search for Information," (1990) in **Review of Marketing — 1990**, (ed.) Valarie Zeithaml, Chicago: American Marketing Association, 153-189.

Srinivasan, D. and Narasimhan Srinivasan, (1979), "Environmental Education — To Meet the Challenge of Ecological Imbalance," "the leader" article in **Chemical Age of India**, 317-321.

#### **OTHER RESEARCH PUBLICATIONS:**

“Corporate Responsibility in BRIC: A Multi Level Analysis,” (2009), Ralston, D. A., Casado, T., Egri, C. P., Alas, R., Naoumova, I., Srinivasan, N., & Fu, P., *Academy of International Business Annual Conference*, San Diego, June 27-30.

**Srinivasan, Narasimhan** (2008), Book Review: The Primary Care – Market Share Connection: How Hospitals Achieve Competitive Advantage, **International Journal of Pharmaceutical and Healthcare Marketing**, Vol 2, Issue 2.

“BRIC: Views on corporate responsibility from executives in four emerging global powers,” (2007), Casado, T., Egri, C.P., Ralston, D.A., Naoumova, I., Srinivasan, N., & Fu, P.P. Eastern Academy of Management International Conference, Amsterdam, The Netherlands. Nominated for the EAM International Outstanding Paper Award.

“The Influence of Personal Values and National Contexts on Attitudes towards Corporate Responsibilities,” (2006) (Egri et. al.), Third British Columbia Organisational Behaviour Conference, Vancouver, Canada.

"Responding to a changing environment: Adapting human and social capital to impact performance," (2005), (Reed, K. and N. Srinivasan), *Proceedings of the Annual Meeting of the Academy of Management Conference*, (Best interactive Paper Award), Honolulu, Hawaii

"How do you climb the corporate ladder? A multi-regional analysis of the ethical preferences for influencing superiors," (2005) (Ralston et al.), *Proceedings of the Annual Meeting of the Academy of Management Conference*, (Best Paper Series), Honolulu, Hawaii.

"Going Online: Does Location of Internet Access Influence the Gender Divide?" (2005) (Ruby Dholakia and N. Srinivasan ), 9th International Conference on Marketing and Development, Greece (June 8-11, 2005).

"Perspectives on Corporate Environmental and Social Responsibilities: A Study of Managers and Professionals in 22 Countries," (2004) (Egri et al.), *Proceedings of the Annual Meeting of the Academy of Management Conference*, (Best Paper Series), New Orleans.

Srinivasan, Narasimhan and Subhash C. Jain, (2003) “Country of Origin Effect: Synthesis and Future Direction,” (book chapter), *Handbook of Research in International Marketing*, (ed.) Subhash C. Jain , Edward Elgar, MA, pp 458-476.

McDonald , Robert and Narasimhan Srinivasan, “A Classification of Technological Innovations in Hospitals,” (2003), Winter Conference of the American Marketing Association,” Orlando, Florida, Jan 2003. **Won the Best Paper Award** in the Emerging Business & Technology Track.

McDonald, Robert and Narasimhan Srinivasan, “Technological Innovations in Hospitals: A Strategic Evaluation,” (2002), International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Indian Institute of Management, Bangalore, India, Dec, p 360.

Handy, Femida and Narasimhan Srinivasan (2002), “Costs & Contributions of Professional Volunteer Management: Lessons from Ontario Hospitals,” Canadian Center for Philanthropy,

Toronto, Canada. ISBN # 1-55401-024-1 (Available at <http://www.nonprofitscan.ca/pdf/SR/Handy-SR1-English-Web.pdf>, Oct 2002).

Handy, Femida and Narasimhan Srinivasan (2002), "Ontario Hospital Volunteers: Who they are and what they do," International Year of Volunteers Research Program, Canadian Center for Philanthropy, Toronto, Canada. (Available on the website <http://www.nonprofitscan.ca/pdf/Handy-FS-English-Final.pdf>, Oct 2002).

Handy, Femida and Narasimhan Srinivasan (2002), "Hospital Volunteers: An Important and Changing Resource," Canadian Center for Philanthropy, Toronto, Canada. pp1-12. ISBN# 1-55401-025-X. (Available on website <http://www.nonprofitscan.ca/pdf/Handy-SR2-English-Web.pdf> , Oct 2002).

Daniel, Harold Z. and Narasimhan Srinivasan (2001), "A Model of the Evolution of Relationships in High Contact Services", The American Marketing Association's Summer Educator's Conference, August 2001

Ralston, D.A., Vollmer, G., Tang, M., Wan, P., Egri, C.P., Maignan, I., Nicholson, J.D., Girson, I., Herrig, H., May, R., Ledgerwood, D., Srinivasan, H., & Wallace, I., (2000), "Beginning to globally investigate the influence tactics of managers," International Management Development Association Conference, San Jose, Costa Rica.

McDonald, Robert and Narasimhan Srinivasan (2000), "Knowledge Entrepreneurship," in *Society for Marketing Advances*, Orlando, Florida

Srinivasan, Narasimhan (1994), "Consumer Satisfaction: Cognitive and Affective Dimensions," in *Advances in Consumer Research*, Vol. XXI.

Srinivasan, Narasimhan (1993), "Consumer Judgments, Decisions, and Framing Dynamics," in *Advances in Consumer Research*, Vol. XX, (eds.) McAlister and Rothschild, 288-290.

Lubatkin, Michael, Hemant Merchant and Narasimhan Srinivasan (1992), "Merger Strategies and Value Creation During the Reagan Years," in the 34th Annual Conference *Proceedings of the Midwest Academy of Management*, St. Charles, Illinois.

Punj, Girish and Narasimhan Srinivasan (1992), "Influence of Problem Recognition on Search and Other Process Variables: A Framework for Analysis," in *Advances in Consumer Research*, Vol. XIX, (eds.) Brian Sternthal and John Sherry, 491-497.

Srinivasan, Narasimhan and Surinder Tikoo (1992), "Effect of Locus of Control on Information Search Behavior," in *Advances in Consumer Research*, Vol. XIX, (eds.) Brian Sternthal and John Sherry, 498-504.

Srinivasan, Narasimhan, Jagdish Agrawal and Pamela Grimm (1990), "Patterns of Pre-Purchase External Search for Information: Time Spent on Various Sources and Discriminating Correlates," in *Enhancing Knowledge Development in Marketing*, (eds.) W. Bearden, R. Deshpande, T.J. Madden, P.R. Varadarajan, A. Parasuram, V.S. Folkes, D.W. Stewart and W.L. Wilkie, Chicago: American Marketing Association, 75-79.

Srinivasan, Narasimhan, Jagdish Agrawal and Pamela Grimm (1990), "An Examination of Several Measures Assessing the Cost of Time," in *Enhancing Knowledge Development in Marketing*, (eds.) W. Bearden, R. Deshpande, T.J. Madden, P.R. Varadarajan, A. Parasuram, V.S. Folkes, D.W. Stewart and W.L. Wilkie, Chicago: American Marketing Association, 99-104.

Lubatkin, Michael, Hemant Merchant and Narasimhan Srinivasan (1990), "Convergent Validity: A Comparison of Measures of Corporate Diversity," in the *Midwest Academy of Management*, 33rd Annual Conference, 1-6. **Won the Best Paper Award.**

Punj, Girish and Narasimhan Srinivasan (1990), "Toward Defining and Modeling Product Expertise," in *Advanced Research in Marketing*, (eds.) Hans Muhlbacher and Christopher Jochum, 19th European Marketing Academy Conference, Innsbruck, Austria, 899-906.

Jain, Kapil and Narasimhan Srinivasan (1990), "The Dynamic Measurement of Attention to Broadcast Ads," in *Advanced Research in Marketing*, (eds.) Hans Muhlbacher and Christoph Jochum, 19th European Marketing Academy Conference, Innsbruck, Austria, 1205-1207.

Jain, Kapil and Narasimhan Srinivasan (1990), "An Empirical Assessment of Multiple Operationalizations of Involvement," in *Advances in Consumer Research*, Vol. XVII, (eds.) Marvin E. Goldberg, Gerald Gorn and Richard W. Pollay, Provo, UT: Association for Consumer Research, 594-602.

Hempel, Donald J. and Narasimhan Srinivasan (1989), "Service Performance Evaluation: A Strategic Perspective," in *Marketing Thought and Practice in the 1990s*, G.J. Avlonitis, N.K. Papavasiliou and A.G. Kouremenos, (eds.), *XVIII European Marketing Academy Proceedings*, Athens, Greece, 485-496.

Punj, Girish and Narasimhan Srinivasan (1989), "Adoption of New Information/Communication Technologies: Frameworks for Assessing Social Impact," in *Marketing Theory and Practice*, Childers et al. (eds.), Winter Marketing Educators' Conference, St. Petersburg: American Marketing Association, 227-230.

Punj, Girish and Narasimhan Srinivasan (1989), "The Influence of Expertise and Purchase Experience on the Formation of Evoked Sets," in *Advances in Consumer Research*, Vol. XVI, T. Srull (ed.), Hawaii: Association for Consumer Research, 507-514.

Ralston, D.A., Vollmer, G., Srinivasan, N., Nicholson, J.D., Tang, M. & Wan, P. (1998), Strategies of upward influence in different cultures: A study of six countries from Europe, Asia, and the Americas. BALAS – Business Association for Latin American Studies, San Padre Island, Texas.

Dholakia, Ruby R., Narasimhan Srinivasan, Lori Leyden and Susan Horowitz (1988), Consultants as Gatekeepers: *A Survey of Consultants' Roles in the Telecommunications Purchase Decision Process*, Monograph in the **Telecommunications Marketing Series** at the University of Rhode Island, Kingston, RI.

Punj, Girish and Narasimhan Srinivasan (1988), "Assessing the Impact of New Information/Communication Technologies on the Social Criticisms of Marketing Systems," in *Marketing: A Return to the Broader Dimensions*, Stanley Shapiro and A. H. Walle (eds.), Winter Marketing Educators' Conference, American Marketing Association, 365-369.

Srinivasan, Narasimhan and Jagdish Agrawal (1988), "The Relationship Between Prior Knowledge and External Search," in *Advances in Consumer Research*, Vol. XV, Houston (ed.), Boston: Association for Consumer Research, 27-31.

Srinivasan, Narasimhan (1987), "A Path Analytic Model of External Search for Information for New Automobiles," in *Advances in Consumer Research*, Vol. XIV, Wallendorf and Anderson (eds.), Toronto: Association for Consumer Research, 319-322.

### **UNPUBLISHED PRESENTATIONS AT NATIONAL/INTERNATIONAL CONFERENCES:**

"Corporate Responsibility in BRIC A multi-level analysis (2009), (with Ralston, D. A., Casado, T., Egri, C. P., Alas, A., Naoumova, I. and Li, Y), Academy of International Business Meeting, San Diego, CA.

"Corporate, Social and Environmental Responsibility: Preliminary Results from BRIC Study (Brazil, Russia, India and China)," (2008), (with Carolyn Egri, Tania Casado, Carlos Lo and Irina Naoumova), Plenary Session presentation at the International Conference on "Better Business Practices for Sustainable Social Change," organized by the Justice K. S. Hegde Institute of Management with the School of Social Policy and Practices, University of Pennsylvania held at NITTE, Mangalore, India, Dec 29-30, 2008.

"The Boomlets are Blooming: The New & Emerging Face of Sports Marketing," (2004), (with Douglas Blais, Keith Detjen and Eric C. Schwarz), 31<sup>st</sup> Northeast Business and Economics Association Conference, Sep 26-27, New York.

"Managerial Perspectives on Corporate Environmental and Social Responsibilities in 22 countries" (2004), (Egri et al.), Annual Meeting of the Academy of Management Conference, Best Paper Series, New Orleans.

"Value of Volunteers in Hospitals: Perspectives from Top Management," (2003) (with Femida Handy), 32nd Annual Association for Research on Non-Profits and Voluntary Action (ARNOVA) Conference, Denver, CO, Nov 2003.

"Intellectual Capital and Firm Performance: A Two-Sample Test" (2002) (with Kira Reed), the Annual Meeting of the Academy of Management Conference, Denver, August..

"Volunteers in Canadian Hospitals: Benefits and Costs," (with Femida Handy), 31<sup>th</sup> Annual Association for Research on Non-Profits and Voluntary Action (ARNOVA) Conference, Montreal, Canada, Nov 14-16, 2002.

“The Impact of Changing Trends in Hospital Volunteering: Scope and Value,” (with Femida Handy), 30<sup>th</sup> Annual Association for Research on Non-Profits and Voluntary Action (ARNOVA) Conference, Miami, Florida, Nov 29-Dec 1, 2001.

“Changing Trends in Hospital Volunteering,” (with Femida Handy), The Consultation on Dissemination for the International Year of Volunteers Research Program,” Canadian Center for Philanthropy, Toronto, Oct 26-27, 2001.

“Country of Origin Effect: Synthesis and Future Directions,” (with Subhash Jain), Conference on State of the Art of Research in International Marketing, Invited Presentation, University of Connecticut, Oct 19-20, 2001.

“Beginning to Globally Investigate the Influence Tactics of Managers,” (with David Ralston and 11 others), International Management Development Association, San Jose, Costa Rica, December 2000.

“Strategies of Upward Influence in Different Cultures: A study of six countries from Europe, Asia and the Americans” (with D. A. Ralston, G. Vollmer and J. D. Nicholson), Business Association for Latin American Studies, San Padre Island, Texas, 1998.

“Examining the Sequential Nature of Search,” (with Girish Punj), Association of Consumer Research, Boston, October 1994.

“Pre-Purchase Information Acquisition: The Effect of the Timing of Observation on Purchase,” (with William Putsis, Jr.), American Economic Association, Boston, January 1994.

“Pre-Purchase Decision Decision Information Acquisition,” (with William Putsis, Jr.), ORSA/TIMS Joint National Meeting, San Francisco, November 1992.

“Value Creation in the Reagan Mergers,” (with Michael Lubatkin and Hemant Merchant), National Meeting of the Academy of Management, August 1992.

“Buying or Browsing? The Effect of the Timing of Observation on Purchase,” (with William Putsis Jr.), Marketing Science Conference, London Business School, July 1992.

“Purchase Decision Durations: Some Theoretical and Empirical Results,” (with William Putsis), ORSA/TIMS Conference, Berkeley, October 1991.

“Bargaining Games with Incomplete Information: Case of New Car Purchasing,” (with Kuang-Wei Wen) presented at the ORSA/TIMS Marketing Science Conference, Urbana-Champaign, Illinois, 1990.

“Using Moderator Variables to Define Segments of Search,” (with Paul L. Sauer) presented at ORSA/TIMS Marketing Science Conference, Urbana-Champaign, Illinois, 1990.

“An Empirical Investigation of Returns to Search,” (with Brian T. Ratchford) presented at ORSA/TIMS Marketing Science Conference, Seattle, 1988.

“Strategic Performance of Acquired Firms in Merger/Acquisitions,” (with G. Chandrasekaran) presented at the Fifth Annual Strategic Management Society Conference, Barcelona, Spain, 1985.

“Parameter Estimation in Diffusion Models,” (with Paul Prabhaker) presented at ORSA/TIMS National Conference, Dallas, 1984.

### **OTHER PROFESSIONAL/SCHOLARLY ACTIVITIES**

Served as Reviewer for *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Advertising*, *Academy of Marketing Science*, *Journal of Business Research*, *Advances in Consumer Research* and the *American Marketing Association* Conferences.

### **DEPARTMENTAL/SCHOOL ACTIVITIES**

School of Business Administration Building Committee, 1998-2000

Honors Advisor, Marketing Department, 1994-2007

Faculty Advisor, Marketing Club, AMA Chapter, 1993-94.

Faculty Participant, School of Business Upward Bound Program for Minority Students 1991-.

Faculty Mentor Program, University of Connecticut, 1987-.

Treasurer, Beta Gamma Sigma, the National Business Honor Society, UCONN Chapter, 1989-1992.

Co-ordinator, Research Colloquium Committee, Department of Marketing, 1987-1990.

Member, Library Resources Committee, School of Business Administration, 1987-1990.

Member, Environmental Safety Committee, School of Business Administration, 1987-present.

Member, Ph.D. Policy Committee, School of Management, SUNY at Buffalo, 1984-85.

### **UNIVERSITY ACTIVITIES**

Member, Social and Behavioral Sciences Area Review Committee, 1994-.

Member, University of Connecticut Conduct Committee, 1994-95.

Member, Task Force on Food Services set up by the Board of Trustees, 1994.

Member, University Senate Budget Committee, 1992-1994.

Member, Search Committee for the Dean of Students, 1990, 1991.

**PROFESSIONAL ASSOCIATIONS:**

**Editorial Boards:**    **Industrial Marketing Management**  
                                 **International Journal of Pharmaceutical and Healthcare Marketing**  
                                 **Journal of Indian Business Research**

Ad Hoc Reviewer for several journals and conferences

**MEMBERSHIPS:**    American Marketing Association  
                                 Association for Consumer Research  
                                 Association for Research on Nonprofits and Voluntary Action