

Harish Sujan

P E R S O N A L I N F O R M A T I O N

I. WORK ADDRESS

*552 Goldring/Woldenberg Hall I,
A.B. Freeman School of Business
Tulane University
New Orleans, La 70118-5669*

(504) 865 5074 (Office), (504) 865 6751 (Fax), (504) 339 4057(Mobile)

harish.sujan@tulane.edu (E-mail)

II. HOME ADDRESS

*2230 Jefferson Avenue, New Orleans, La 70115
(504) 269 3501 (Home-1), (504) 269 1866 (Home-2)*

III. BIRTHDATE

June 29 1949

IV. EDUCATION

*Ph.D. 1983 University of California at Los Angeles, Marketing
(Strategy versus Effort: An Attributional Analysis of Salesperson Motivation)
(Co-advisors: Barton A. Weitz and Harold Kassarian)*

MBA 1975 Jamnalal Bajaj Institute, Bombay, Marketing

B. Tech 1971 Indian Institute of Technology, Delhi, Chemical Engineering

V. EMPLOYMENT

ACADEMIC:

<i>2003-Present</i>	<i>Professor of Marketing, Tulane</i>
<i>2001-2003</i>	<i>Associate Professor of Marketing, Tulane</i>
<i>1989-2001</i>	<i>Associate Professor of Marketing, Penn State</i>
<i>1983-1989</i>	<i>Assistant Professor of Marketing, Penn State</i>

VISITING:

<i>1998 (January-June)</i>	<i>Visiting Faculty, University of Florida</i>
<i>1995-2000 (summer)</i>	<i>Visiting Faculty, University of Tilburg, The Netherlands</i>
<i>1991(March-May)</i>	<i>Visiting Faculty, Duke University</i>
<i>1991 (January-March)</i>	<i>Visiting Faculty, UCLA</i>

INDUSTRY:

<i>1978-1979</i>	<i>Tata Consultancy Services, India</i>
<i>1975-1978</i>	<i>Citibank, India</i>
<i>1971-1973</i>	<i>Inalsa (DCM), India</i>

T E A C H I N G

I. UNDERGRADUATE COURSES TAUGHT

AT PENN STATE:

Capstone Marketing.
Sales Management.

AT TULANE:

Sales Management.
Marketing Cases (equivalent to Capstone Marketing).

II. MBA COURSES TAUGHT

AT PENN STATE:

Sales Management.

AT UCLA:

Sales Management.

AT UNIVERSITY OF FLORIDA:

Sales Management.

AT TULANE:

Intro Marketing.
Sales Management.

III. PH.D. SEMINARS TAUGHT

AT PENN STATE:

Behavioral Research in Marketing
Consumer Behavior
Human Motivational Applied

AT TULANE:

Consumer Behavior

R E S E A R C H

I. INTERESTS

Enhancing the achievements of salespeople through a study of their motivation and their ability, and through an understanding of consumer responses to selling behavior.

Enhancing the well-being of salespeople through understanding their ability to manage themselves, their supervisors and their customers.

Enhancing customer welfare through understanding their causes of disloyalty other than poor product or service delivery.

Enhancing social welfare through understanding responsible consumption: or resources that may damage the environment and product and services that may damage their mental and physical health.

My theoretical base is social and cognitive psychology; research that relates to human motivation, intelligence, social ability and bias in perceiving others and the self.

II. PUBLICATIONS

Sujan, Harish, (1986), "Smarter versus Harder: An Exploratory Attributional Analysis of Salesperson Motivation," Journal of Marketing Research, 23 (February), 41-49.

Weitz, Barton A., Harish Sujan and Mita Sujan (1986), "Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Selling Effectiveness," Journal of Marketing, 50 (October), 174-191.

Sujan, Mita, James R. Bettman and Harish Sujan (1986), "Effects of Consumer Expectations on Information Processing in Selling Encounters," Journal of Marketing Research, 23 (November), 346-353.

Sujan Harish and Barton A. Weitz (1986), "Sales Training: The Psychology of Motivation," Marketing Communications, 11 (January) 24-28.

Sujan, Harish (1988), "Communicating Effectively to Consumers through Salespeople: A Look at Competent Salespeople," Proceedings of the Association of Consumer Research Conference, 1987, Vol. 15, Michael J. Houston, ed., Provo: UT, Association for Consumer Research, 372-374.

Sujan, Harish, Mita Sujan and James R. Bettman (1988), "Knowledge Structures Differences Between More Effective and Less Effective Salespeople," Journal of Marketing Research, 25 (February), 81-86.

Sujan, Harish, Mita Sujan and Barton A. Weitz (1988), "Increasing Sales Productivity by Getting Salespeople to Work Smarter," Journal of Personal Selling and Sales Management, 8 (August), 9-20.

Murray, Noel, Harish Sujan, Edward Hirt and Mita Sujan (1990), "The Effects of Mood on Categorization: A Cognitive Flexibility Hypothesis," Journal of Personality and Social Psychology, 58, (September), 411-434.

- Sujan, Harish, Mita Sujan and James R. Bettman (1991), "The Practical Know-How of Selling: Differences in Knowledge Content Between More Effective and Less Effective Sales Performers," Marketing Letters, 2 (Vol. 4), 367-378).
- Sujan, Harish, Barton A. Weitz and Nirmalya Kumar (1994), "Learning Orientation, Working Smart and Effective Selling," Journal of Marketing (July), 39-52.
- Zwick, Rami and Harish Sujan (1994), "Negotiation: An Interdisciplinary Approach," Proceedings of the Association of Consumer Research Conference, 1993, Vol. 21, Chris T. Allen and Deborah Roedder John, eds., pp. 435.
- Sujan, Harish and Mita Sujan (1994), "The Effects of Positive Mood and Optimism on Processing Flexibility," Proceedings of the Asia Pacific Advances in Consumer Research Conference, 1994, Vol. 1, Joseph A. Cote and Siew Meng Leong, eds., pp.122-126.
- Sujan, Harish and Venkatapparao Mummalaneni (1995), "Introduction to the Special Issue: Salesperson Psychology," Psychology and Marketing, 12 (No. 4). 239-242.
- Sujan, Harish (1995), "The Maintenance of Positive Self-Evaluations: In Search of a Motive Underlying Some Consumption Behaviors," Proceedings of the Association of Consumer Research Conference, 1994, Vol. 22, Frank Kardes and Mita Sujan, eds., pp. 113
- Sujan, Harish (1995), "Styles of Thinking: A Bridge Between Personality and Cognition," Proceedings of the Association of Consumer Research Conference, 1994, Vol. 22, Frank Kardes and Mita Sujan, eds., pp. 428-429.
- Devos, Bart and Harish Sujan (1996), "In Search of the Excellent Salesperson," Proceedings of the Marketing Science Conference, 1996, Steven M. Shugan and Barton A. Weitz eds.
- Sujan, Harish and Robert J. Sternberg (1996), "If We Don't Think Alike: A Study of Salespeople's Relationships with their Buyers," Proceedings of the Marketing Science Conference, 1996, Steven M. Shugan and Barton A. Weitz eds.
- Sujan, Mita, Harish Sujan, Th. M.M. Verhallen and Cees De Bont (1996), "Autobiographical Anticipations: Implications for New Product Concept Testing," Proceedings of the European Marketing Academy Conference 1996, Jozsef Beracs ed.
- Sujan, Harish (1997), "Influence Professionals," Proceedings of the Association of Consumer Research Conference, 1996, Vol. 24, Merrie Brucks and Deborah McGuinness eds.
- Sujan, Harish, "Commentary: Extending the Learned Helplessness Paradigm: A Critique of Schulman's Learned Optimism (1999)," Journal of Personal Selling and Sales Management, 19 (No. 1), 39-42.
- Wagner, Richard K., Harish Sujan, Mita Sujan, Carol Rashotte and Robert J. Sternberg (1999), "Tacit Knowledge in Sales," in Tacit Knowledge in Professional Practice, editors Robert J. Sternberg and Joseph A. Horvath, 155-183.

- Sujan, Mita, Harish Sujan, James R. Bettman and Theo M.M. Verhallen, "Sources of Consumer Stress and Their Coping Strategies (1999)," Proceedings of the European Association for Consumer Research Conference, editors Tina Lowrey and Marc Vanhule.
- Sujan, Harish, "Optimism and Street-Smarts: Identifying and Improving Salesperson Intelligence (1999)," Journal of Personal Selling and Sales Management, 19 (No. 3).
- Cooke, Alan, Harish Sujan, Mita Sujan and Barton A. Weitz (2002), "Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations." Journal of Marketing Research, November, 39, 488-497.
- Cranage, David A., and Harish Sujan (2004), "Customer choice: A Pre-Emptive Strategy to Buffer the Effects of Service Failure and Improve Customer Loyalty." Journal of Hospitality and Tourism Research, 28 (1), 3-20.
- Douglas J. Dalrymple and Harish Sujan (2004). Sales Management Simulation (6th edition). John Wiley, New York.
- Mowen, John C. and Harish Sujan (2005), "Volunteer Behavior: A Hierarchical Model Approach for Investigating Its Trait and Functional Motives Antecedents," Journal of Consumer Psychology, 15 (No. 2), 170.
- Cron, William L., Grew W. Marshall, Jagdip Singh, Rosann L. Spiro and Harish Sujan (2005), "Salesperson Selection, Training and Development: Trends, Implications and Research Opportunities," Journal of Personal Selling and Sales Management, 25 (No. 2), 123.
- Cranage, David A., Harish Sujan and Geoffrey Godbey (2006), "Sharing with your Customer the Responsibility for Poor Service: The Effects of Informed Choice and Foreseeability on Customer Loyalty," Journal of Hospitality and Leisure Marketing, Vol 13 (3/4), 207-239.
- Castano, Raquel, Mita Sujan, Manish Kacker and Harish Sujan (2008), "Managing Uncertainty in the Adoption of Really New Products: Temporal Distance and Mental Simulation," The Journal of Marketing Research, Vol. 45, (June), 320-336.

III. AWARDS

- Sujan, Harish, "Optimism and Street-Smarts: Identifying and Improving Salesperson Intelligence (1999)," Journal of Personal Selling and Sales Management, 19 (No. 3).

Awarded Best Paper of the Year.

- Weitz, Barton A., Harish Sujan and Mita Sujan (1986), "Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Selling Effectiveness," Journal of Marketing, 50 (October), 174-191.

Ranked 5th among 10 best papers in sales in the 20th century at American Marketing Association Conference in August 2001.

IV. RESEARCH UNDER REVIEW

Sivaramakrishnan, Subramanian and Harish Sujan, "The Failure to Revise Erroneous Negative Initial Judgments of Salespeople: The Perils of Active Listening," Marketing Letters. (Invited to revise).

Raquel Castano, Mita Sujan, Manish Kacker and Harish Sujan (2009), "Preparing for the Adoption of the New Arrival," under review, Marketing Intelligence Review.

Bradford, Kevin, Steven Brown, Shankar Ganesan, Gary Hunter, Vincent Onyemah, Robert Palmatier, Dominique Rouziès, Rosann Spiro, Harish Sujan, and Barton Weitz, "The Embedded Salesforce," under review, Marketing Letters.

V. RESEARCH IN PROGRESS

Sujan, Harish, Meryl Gardner and David Cranage, "Optimism and Recovery from Product Failure: Doing Too Much and Doing Too Little."

Sujan, Harish and David Silvera, "When Help Helps and When Help Hinders: Sales Managers' Evaluation of Salespeople."

Sujan, Harish, Denise Buhrau, Mita Sujan and Manish Kacker, "Affiliation and Achievement Motivation Drivers of Customer Loyalty: An Examination of Freshman Student Attrition."

Sujan, Harish and Manish Kacker, "Countering Poor Sales Supervision with Practical Intelligence: Staying in Flow."

Sujan, Harish and John Mowen, "Giving and Taking: The Effect of Good and Bad Reasons for Doing Good on Good and Bad Consumption Behavior."

Ruiz, Raul, Harish Sujan, Mita Sujan and Manish Kacker, "Collectivism and the Performance of Sales Teams: Individualists Don't Need Practical Intelligence."

Garcia, Jaime, Harish Sujan, Mita Sujan and Manish Kacker, "The Motivation to Tend and Befriend versus Fight or Flight and the Performance of Sales Teams: Motivation Complements Practical Intelligence."

Torres Salinas, Aldo S., Harish Sujan, Mita Sujan and Manish Kacker, "The Interactive Influence of Intrinsic Motivation and Attachment Styles: Understanding What Customers are at Risk for Disloyalty through A Study of Freshman Student Attrition."

VI. PRESENTATIONS AT CONFERENCES

"Smarter versus Harder: An Exploratory Attributional Analysis of the Motivation of Salespeople." Presented in February 1985 at a MSI mini-conference.

"Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Selling Effectiveness," with Bart Weitz and Mita Sujan. Presented in February 1985 at a MSI mini-conference.

"Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Selling Effectiveness," with Bart Weitz and Mita Sujan. Presented in February 1985 at AMA Winter Conference in Phoenix.

- “The Development of Selling Skills.” Presented in February 1986 at AMA Theory Conference in St. Petersburg, Florida .
- “Attributions for Success and Failure and Salespeople’s Knowledge.” Presented in February 1987 at AMA Winter Conference in San Antonio, Texas.
- “Motivation and Selling Knowledge,” Presented in October 1987 at ACR conference in Boston .
- “Mood and Cognitive Structures: A Flexibility Hypothesis,” with Mita Sujjan, Noel Murray and Ed Hirt. Presented in October 1987 at ACR conference in Boston.
- “Salespeople’s Feelings.” Presented in October 1987 at ACR conference in Boston.
- “Motivation and Knowledge Development.” Presented in February 1989 at AMA Winter Conference in St. Petersburg, Florida.
- “The Practical Know-How of Selling,” with Mita Sujjan. Presented in May, 1991 at EMAC Conference in Dublin.
- “Consumers’ Evaluations of Persuasion Agents,” with Jan-Benedict Steenkamp. Presented at Euro-ACR in Amsterdam, June 1992.
- “The Effects of Optimism and Happy Mood in Sales Negotiations,” with Rami Zwick and Timothy Graeff. Presented at CRCN (Center for Research in Conflict and Negotiation) meeting, September, 1993 at Penn State University.
- “The Effects of Optimism and Happy Mood in Sales Negotiations,” with Rami Zwick and Timothy Graeff. Presented at ACR in Nashville, October 1993.
- “Learning Orientation, Working Smarter and Effective Selling,” with Barton A. Weitz and Nirmalya Kumar. Presented at Society for Consumer Psychology, APA, St. Petersburg, Florida, February 1994.
- “The Effects of Positive Mood and Optimism on Processing Flexibility,” with Mita Sujjan. Presented at Asia ACR, Singapore, June 1994.
- “Cognitive Busyness: Understanding the Misapplication of Schemas by Consumers,” with Subramanian Sivaramakrishnan. Presented at APA, Los Angeles, August 1994.
- “Using Consumption to Alleviate Loneliness,” with Rik Pieters. Presented at ACR, Boston, October 1994.
- “Thinking Styles in Sales” with Robert J. Sternberg. Presented at ACR, Boston, October 1994.
- “In Search of the Excellent Salesperson,” with Bart Devos. Presented at Marketing Science, Gainseville, Florida, March 1996.
- “If We Don’t Think Alike: A Study of Salespeople’s Relationships with their Buyers,” with Robert J. Sternberg. Presented at Marketing Science, Gainseville, Florida, March 1996.
- “Autobiographical Anticipations: Implications for New Product Concept Testing,” with Mita Sujjan, Th. M.M. Verhallen and Cees De Bont. Presented at European Marketing Academy Conference, Budapest, Hungary, May 1996.

- “Coping With Stress: Decision Making Strategies of High and Low Self-Efficacious Consumers,” with Jim Bettman, Mita Sujan and Mary Francis Luce. Presented at the Association for Consumer Research Conference, Tuscon, Arizona, October 1996.
- “Correcting Negative Salesperson Stereotypes,” with Subramanian Sivaramakrishnan. Presented at the Association for Consumer Research Conference, Tuscon, Arizona, October 1996.
- “New Product Concept Testing: A Comparison of Analytical and Simulation Methods,” Presented at the Association for Consumer Research Conference, Denver, Colorado, October 1977.
- “New Product Concept Testing: A Comparison of Analytical and Simulation Methods,” Presented at the Marketing Science Conference, Insead, Fontainbleau, France, July, 1998.
- “Round Table on Regret,” Participated in this round table discussion organized by Lisa Abendroth at the Association for Consumer Research Conference, Montreal, Canada, October, 1998.
- “Coping Flexibility: An Examination of Salespeople Ability to Deal with Stress,” with Mita Sujan and Theo Verhallen, Presented at the One World, One Market Conference, New Delhi, India, December 1998.
- “Task Simplicity and Commission Payments: Ways for Sales Managers to Dampen Learning Goals,” with Manish Kacker, Presented at the One World, One Market Conference, New Delhi, India, December 1998.
- “Believing that People’s Personalities Change: A Way to Insure Against the Damaging Effects of Cognitive Busyness,” with Subbu Sivaramakrishnan, Presented at the Society for Consumer Psychology Conference, St. Pete, Florida, February 1999.
- “Sources of Consumer Stress and Their Coping Strategies,” with Mita Sujan, James R. Bettman and Theo M.M. Verhallen, Presented at European Association for Consumer Research Conference, Paris, France, June 1999.
- “Marketing the Unfamiliar: The Role of Context in Electronic Agent Evaluations.” With Alan Cooke, Mita Sujan and Barton A. Weitz, Association for Consumer Research Conference, Columbus, Ohio, October 1999.
- “Studying Optimism in Consumer and Salesperson Research,” Society for Consumer Psychology, San Antonio, Texas, February, 2000.
- “Why Web Hits do not Translate Into Sales: An Information Processing Perspective.” With Mita Sujan, Alan Cooke, Bart Weitz, Conference on Customer Relationship Management, Management Development Institute, Gurgaon, India, November, 2000.
- “Volunteering and Buying: It is the Reasons that Matter.” With John Mowen, Society for Consumer Psychology, Scottsdale, AZ, February, 2001.
- “Cross Cultural Differences in Attributional Styles for Success and Failure.” With Mita Sujan. Global Marketing Conference at Management Development Institute, Gurgaon, India, December 2001.

- “Femininity: A Desirable Trait For Salespeople,” with Tarun Gupta. Research in Marketing Conference at the Indian Business School, Hyderabad, India, December 2002.
- “Cross Selling on the Internet: Implications for Information Quantity and Quality,” with Mita Sujan. Global Management Conference, Bangalore, India, December 2002.
- “Should Not Salespeople who are Already Working Hard Motivate Themselves to Work Smarter? The Effects of Effort and Strategy Attributions for Failure,” presented at the 2nd Florida State University International Symposium on Attribution Theory, February 2004.
- “Selecting Sales Personnel,” Sales Management Summit at the University of Houston, sponsored by the American Marketing Association and the Program for Excellence in Selling at the University of Houston, May 2004.
- “Doing Too Much or Too Little to Recovery from Product Failure: A Comparison of Optimistic and Pessimistic Customers’ Responses,” with Meryl Gardner and David Cranage, American Psychological Association, Washington, D.C., August 2005.
- “Consumers’ Responses to Recovery Strategies: A Contingent Perspective on Whether Optimism or Pessimism is Adaptive,” with Meryl Gardner and David Cranage, 13th European Conference on Personality, Athens-Greece, July 2006.
- “Revising Negative Initial Judgments of Salespeople: The Role of Implicit Theories in Overcoming the Perils of Active Listening,” with Subramaniam Sivaramakrishnan and Mita Sujan, Association for Consumer Research Conference, Orlando, Florida, October 2006.
- “It is All in How You Look at It—The Impact of Having an Incremental or Entity Theory on Consumer Behavior,” Discussant Comments at this session at the Association for Consumer Research Conference, Orlando, Florida, October 2006.
- “Optimism and Recovery from Product Failure: When Does Giving the Customer a Gift Backfire?” with Meryl Gardner and David Cranage, IIMT and Oxford Brooks International Services Management Conference, New Delhi, India, June 2007.
- “Cross Cultural Empathy and Selling Effectiveness: An Integration,” Academy of Marketing Science, Multi-Cultural Conference, New Orleans, January 2008.
- “Self-Regulation Among Consumers: An Integration,” Academy of Marketing Science, Multi-Cultural Conference, New Orleans, January 2008.
- “The Happiness to Entropy Ratio: The High Efficiency of Gratitude,” Presentation at the Society for Consumer Psychology Conference, New Orleans, February 2008.
- “Countering Poor Leadership through Tacit Knowledge and a Learning Orientation: A Study of Salesperson Job Satisfaction,” with Manish Kacker. Presented at the first annual Erin Anderson Conference at the Wharton School, Philadelphia, October 2008.

VII. PRESENTATIONS AT OTHER UNIVERSITIES

- The Wharton School, University of Pennsylvania, October 1985 --“Smarter Versus Harder: An Exploratory Attributional Analysis of Salesperson Motivation.”
- University of Florida, October 1985 -- “Smarter Versus Harder: An Exploratory Attributional Analysis of Salesperson Motivation.”
- Indiana University, May 1986 -- “Research Overview.”
- Indiana University, November 1986 -- “Intrinsic Orientations, Working Smart, and Effective Selling.”
- UCLA, August 1988 -- “Stages in the Development of Salesperson Expertise.”
- INSEAD, June 1990 -- “Stages in the Development of Salesperson Expertise.”
- UCLA, March 1991 -- “Optimism and Great Expectations: Benefiting From Positive Events.”
- University of Michigan, 1991 -- “Optimism and Great Expectations: Benefiting From Positive Events.”
- Catholic University, Leuven, Belgium, 1993 -- “Learning Orientation, Working Smarter and Effective Selling.”
- Catholic University, Leuven, Belgium, 1995 -- “Optimism and Great Expectations: Benefiting From Positive Events.”
- Tilburg University, Tilburg, The Netherlands, 1995 -- “If We Don’t Think Alike: Researching Thinking Styles in Consumer and Salesperson Research.”
- Tilburg University, Tilburg, The Netherlands, 1995 -- “Learning Orientations, Intrinsic Motivation, and Working Smart: Researching This Among Salespeople and Consumers.”
- Tilburg University, Tilburg, The Netherlands, 1995 -- “Motivating Greater Expectations Through Optimism: Researching Positive Illusions Among Consumer and Salesperson Research.”
- Tilburg University, Tilburg, The Netherlands, 1996 -- “The Practical Know-How of Research: Tips for Being an Effective Publisher.”
- University of Arizona, 1996 – “Optimism and Great Expectations.”
- University of Florida, 1999 – “Informed Choice, Foreseeability and Recovery from Service Failure.”
- Tilburg University, 2000 – “Informed Choice, Foreseeability and Recovery from Service Failure.”
- University of Illinois, 2001 – “Informed Choice, Foreseeability and Recovery from Service Failure.”
- University of Central Florida, 2001 – “Informed Choice, Foreseeability and Recovery from Service Failure.”
- Tulane University, 2001 – “Informed Choice, Foreseeability and Recovery from Service Failure.”

University of Houston, 2002 – “Countering Contradictory Leadership with Practical Intelligence: Motivating Flow among Salespeople.”

University of Delaware, 2007 - “Customers at Risk for Disloyalty: Understanding the Effect of Intrinsic Motivation (Free Choice) and Attachment Styles (An Ability) on Freshmen Student Attrition.”

E D I T O R I A L A C T I V I T I E S

I. AS AN EDITOR

Guest Editor (with Venkat Mummalaeni) of a special issue (July/August 1995) of Psychology and Marketing on Salesperson Psychology
Section Editor of AMS Review (formerly Journal of Consumer and Marketing Research), section on Personal Selling and Sales Management (from 1997 to 1999).

II. AS A MEMBER OF AN EDITORIAL BOARD

Psychology and Marketing, from 1995
Journal of Personal Selling and Sales Management, from 1995

III. AS A MEMBER OF A PROGRAM COMMITTEE

Association for Consumer Research Conference, 1994 and 1997.

IV. AS A TRACK CO-CHAIR

American Marketing Association Conference, 1998 and 1999.

V. AS A REVIEWER

Journal of Consumer Research, from 1983
Journal of Marketing, from 1986
Journal of Marketing Research, from 1986
Journal of Personal Selling and Sales Management, from 1986
Journal of Retailing, from 1988
Association of Consumer Research Conference, from 1984
American Marketing Association (Summer/Winter) Conferences, from 1984
European Marketing Academy Conference, from 1994.
American Marketing Association, Doctoral Dissertation Competition, from 1994.
Marketing Science Institute, Dissertation Competition, from 1995.
Journal of Academy of Marketing Science, from 2001
International Journal for Research in Marketing, from 2002

D O C T O R A L C O M M I T T E E S

I. DISSERTATIONS SUPERVISED

Subramanian Sivaramakrishnan (1995), "Consumers' Perceptions of Salespeople: The Dysfunctional Effect of Cognitive Busyness."

Altsech, Moses (1996), "Evaluating the Creativity of Advertisements."

Cranage, David (1999), "The Effect of Informed Choice and Foreseeability on Customer Loyalty: A Study of the Hospitality Industry."

Ruiz, Raul (current), "Collectivism and Group Performance: Individualists Don't Need Practical Knowledge?"

Jaime Garcia (current), "The Motivation to Tend and Befriend: How to Make Tacit Knowledge or Practical Intelligence Explicit?"

Torres Salinas, Aldo S (current), "The Effect of Attachment Styles on Seeking Social Support: A Study of Brand Loyalty from the Standpoint of Freshman Student Attrition."

Denise Buhrau (current), "The Effect of Optimism and the Implicit Theory that People Change on Environmentally Responsible Consumption."

Silvio Borerro (current), "No Title as Yet."

German Castellanos (current), "No Title as Yet."

II. COMMITTEE MEMBER

Phil Titus (1987)

Noel Murray (1989)

John Howard (1989)

Tim Graeff (1989)

Kit Aiken, Psychology (1996)

Diane Philips (1997)

Parathasarathy Krishnamurthy (1997)

Renne Ritter, Psychology (1998)

Ravi Pandit, Hotel and Restaurant Management (2001)

Raquel Castano (2005)

S E R V I C E

I. AT PENN STATE

Coordinating Speaker Series.

Running Alumni Relations Committee.

Advising undergraduate students' Marketing Association.

Ph.D. Committee.

Recruiting Committee.

Computer Policy Committee.

Research Initiation Grants Committee.

II. AT TULANE

Served as Area Coordinator for Information Systems and Decision Sciences Area

Served on MBA Committee

Served on Senate Committee for Teaching Quality

Served on Faculty Tenure, Freedom and Responsibility Committee.

Served on Promotion and Tenure Committee

Served on Undergraduate Curriculum Committee

Managing and Developing a Behavioral Laboratory

Coordinating Speaker Series

Advising Local Chapter of the American Marketing Association

Developing a Doctoral Program in Marketing

Served as a University Senator

Assisted Undergraduate Admissions by Volunteering to Meet Parents of Potential Freshmen Students

Assisted Service Learning by Arranging for a University Spokesperson to Speak at the Society for Consumer Psychology Conference

Helped Initiate an Interdisciplinary Research Program between Marketing and the Medical School, including Public Health.

III. FOR INDIA

For the North American Society for Marketing Education in India: Seminar for Ph.D. students in marketing in India.

For agencies in India such as the Advertising Club of Bombay and The Bombay Management Association: Lectured on different topics.

For the Jamnalal Bajaj Institute in Bombay: Lectured to Ph. D. and MBA students.

For the Management Development Institute in Gurgaon (Delhi) conducted a PhD seminar on Volunteerism and lectured to MBA students on sales management.

P R O F E S S I O N A L M E M B E R S H I P S

American Marketing Association
Association for Consumer Research
American Psychological Society
American Psychological Association