

January 2009

Jagdish N. Sheth, Ph.D.

Charles H. Kellstadt Professor of Marketing
Goizueta Business School
Emory University
jag@jagsheth.com

Office Address: Goizueta Business School
Emory University
1300 Clifton Road
Atlanta, Georgia 30322-2710
Phone: (404) 727-7603
Fax: (404) 325-0091

Home Address: 1626 Mason Mill Road
Atlanta, Georgia 30329
Phone: (404) 325-0313
Fax: (404) 325-0091

EDUCATION

B. Com (Honors), University of Madras, 1960.

M.B.A., University of Pittsburgh, 1962.

Ph.D., University of Pittsburgh, 1966.

ACADEMIC POSITIONS

Charles H. Kellstadt Professor of Marketing, Emory University, 1991 to Present.

Founder and Director, Center for Relationship Marketing, Emory University, 1993 to Present.

Founder and Board Member, Center for Telecommunications Management, University of Southern California, 1985 to 2001.

Robert E. Brooker Professor of Marketing, University of Southern California, 1984 to 1991.

Walter H. Stellner Distinguished Professor of Marketing, University of Illinois, 1979-1984.

IBE Distinguished Professor of Business, University of Illinois, 1973-1979.
Professor of Business and Research Professor, University of Illinois, 1971-1973.
Associate Professor of Business, University of Illinois, 1969-1971.
Assistant Professor, Columbia University, 1966-1969.
Assistant Professor, Massachusetts Institute of Technology, 1965-1966.
Research Associate, Columbia University, 1963-1965.

VISITING POSITIONS

Visiting Professor, Copenhagen School of Economics and Business, 1976-1977.
Albert Frey Professor of Marketing, University of Pittsburgh, 1973-1974.
Visiting Professor, Indian Institute of Management, Calcutta, 1968.

ADMINISTRATIVE POSITIONS

Marketing Area Coordinator, Goizueta Business School, Emory University, 1991 to 1996.
Founder and Director, Center for Relationship Marketing, Emory University, 1993 to 2004.
Founder and Director, Center for Telecommunications Management, USC, 1985-1990.
Acting Head, Department of Business Administration, University of Illinois, 1970-1972; 1978.

ACADEMIC & PROFESSIONAL HONORS

Honorary President, Global Marketing Network, United Kingdom, 2008 to present
Distinguished Research Scholar, Singapore Management University, 2008 to present
Distinguished Visiting Professor, Cranfield University, 2008 to present (three years)
Governor's International Award for Individual Contribution to State of Georgia, 2008
Global Innovation Award, Goizueta Business School, Emory University, 2008
Distinguished Faculty Lecture, Emory University, 2007
Honorary Doctorate of Letters, Thiel College, 2007

Irwin/McGraw Hill Distinguished Marketing Educator, American Marketing Association, 2004
Charles Coolidge Parlin Award, American Marketing Association, 2004
Distinguished Scholar Award, Marketing Management Association, 2002
Distinguished Alumni Service Award, University of Pittsburgh, 2002
Outstanding Leadership Award, AMA Foundation, 2002
Welling Professor, George Washington University, 2001-2003
Outstanding Educator, Sales and Marketing Executives International, 1999.
Distinguished Fellow, International Engineering Consortium, 1997.
Distinguished Fellow, Academy of Marketing Science, 1995.
P. D. Converse Award, American Marketing Association, 1992.
Outstanding Educator, Sales and Marketing Executives International, 1991.
Outstanding Marketing Educator, Academy of Marketing Science, 1989.
Board of Governors, Academy of Marketing Science, 1985-present.
Most Outstanding Contribution to Marketing Excellence, Southern California American Marketing Association, 1986.
President, Association for Consumer Research (ACR), 1984.
External Examiner, National University of Singapore, 1981-1985.
Who's Who in America, 1985 to present.
Co-author of Most Often Cited Book and Research Paper in Marketing, 1978, (study reported in AMA Marketing News).
President, Division 23 (Consumer Psychology), American Psychological Association, 1979.
Recipient of Viktor Mataja Medal, Austrian Research Society (Vienna), 1979.
Kentucky Colonel 1975 to present.
Ranked Among Top Seven Professors of Marketing, 1975, (study published in AMA Marketing News).
Fellow, American Psychological Association, 1975.

PROFESSIONAL ASSOCIATIONS

American Marketing Association, 1964 - present

American Psychological Association, 1967-1995.

Association for Consumer Research, 1969 - present

Academy of International Business, 1976 - present

Academy of Marketing Science, 1977 - present.

American Statistical Association, 1965-1982.

American Institute for Decision Sciences, 1973-1981.

The Indus Entrepreneurs (TiE) – Charter Member, 2000 to present

Georgia Indo-American Chamber of Commerce (GIACC), 2000 to present

PUBLICATIONS

Books

Chindia Rising: How China and India Will Benefit Your Business, Tata McGraw Hill, India, 2008.

Deregulation and Competition: Lessons from the Airline Industry, (with Fred C. Allvine, Can Uslay and Ashutosh Dixit), Sage Publications, 2007.

The Self-Destructive Habits of Good Companies and How to Break Them, The Wharton Publishing Group, (2007).

Firms of Endearment: The Pursuit of Purpose and Profit, (with Rajendra Sisodia and David Wolfe), The Wharton Publishing Group, (Fall 2006).

Does Marketing Need Reform? (with Rajendra Sisodia) (editors), M.E. Sharpe, 2006 pp. 352.

Tectonic Shift: The Goeconomic Realignment of Globalizing Markets (with Rajendra Sisodia), Sage India, 2006, pp. 350.

Customer Relationship Management: A Strategic Perspective (with G. Shainesh), McMillian India Ltd. 2006, pp. 198.

Customer Behavior: A Managerial Perspective (with Banwari Mittal), Thomson/Southwestern Publishing, 2004, 2nd edition, pp. 487.

Customer Behavior: Consumer Behavior and Beyond (with Robert Widing and others) Thomson, (Pacific Rim Edition), 2003, pp. 560.

The Rule of Three: Surviving and Thriving in Competitive Markets (with Rajendra Sisodia) Free Press, 2002, pp. 277. (translated into several languages including German, French, Japanese and Chinese)

Customer Relationship Management (Editor with G. Shainesh and Atul Parvatiyar), Tata-McGraw Hill India, 2001, pp. 554.

ValueSpace: Winning the Battle for Market Leadership (with Banwari Mittal), McGraw Hill, 2001, pp. 265.

Internet Marketing, (with Abdolreza Eshghi and Balaji Krishnan), Dryden Press, 2000.

Clients for Life, (with Andrew Sobel), Simon & Schuster, 2000.

Handbook of Relationship Marketing, (with Atul Parvatiyar), Sage Publications, 2000 (660 pages).

Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1999 (300 pages).

Customer Behavior: Consumer Behavior and Beyond, (with Banwari Mittal and Bruce Newman), Dryden Press, 1998 (800 pages).

Contemporary Knowledge of Relationship Marketing, (with Anil Menon), 1998 Research Conference Proceedings, Center for Relationship Marketing, Emory University, 1998.

Research in Marketing, (with Atul Parvatiyar), Vol. 14, JAI Press, 1998.

Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1997.

A Strategic Vision of the Wireless Industry: Communications Unbound, (with Rajendra Sisodia), IEC, 1997.

Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 13, JAI Press, 1997.

The Consolidation of the Information Industry, (with Rajendra Sisodia), IEC, 1996.

Contemporary Knowledge of Relationship Marketing, (with Atul Parvatiyar), Third Research Conference, Center for Relationship Marketing, Emory University, 1996.

Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1996.

Research in Marketing, (Series Editor with Atul Parvatiyar), Vol. 12, JAI Press, 1995.

Telecom Outlook Report, (with Massoud Saghafi and Robert Janowiak), IEC, 1995.

Research in Marketing (Supplemental 6). Explanations in the History of Marketing (Series Editor), JAI Press, 1994.

Advances in Telecommunications Management (Vol. 4). Strategic Perspective on the Marketing of Information Technologies (Series Editor), JAI Press, 1994.

Relationship Marketing: Theory Methods and Applications, Second Research Conference Proceedings, (with Atul Parvatiyar), Center for Relationship Marketing, Emory University, 1994.

Telecom Outlook Report, (with Massaid Saghafi and Robert Janowiak), Center for Telecommunications Management, USC 1994.

Advances in Telecommunications Management, Vol. 4, (with Gary Frazier), JAI Press, 1994.

Research in Marketing (editor), Vol. 11, JAI Press, 1992.

Consumption Values and Market Choices: Theory and Applications, Southwestern Publishing Co., 1991, pp. 218 (with Bruce Newman and Barbara Gross).

Advances in Telecommunications Management, Vol. 3, (with Gary Frazier), JAI Press, 1990.

Advances in Telecommunications Management, Vol. 2, (with Gary Frazier), JAI Press, 1990.

Advances in Telecommunications Management, Vol. 1, (with Gary Frazier), JAI Press, 1990.

Global Macroeconomic Perspectives, Southwestern Publishing Co., 1990, pp. 201 (with Abdolreza Eshghi).

Global Microeconomic Perspectives, Southwestern Publishing Co., 1990, pp. 169 (with Abdolreza Eshghi).

Global Organizational Theory Perspectives, Southwestern Publishing Co., 1990, pp. 216 (with Golpira Eshghi).

Research in Marketing, Vol. 10, JAI Press, 1990.

Marketing Theory: Evolution & Evaluation, John Wiley and Sons, 1988, pp. 231 (with David Gardner and Dennis Garrett).

Global Marketing Perspectives, Southwestern Publishing Co., 1988, pp. 186 (with Abdolreza Eshghi).

Global Strategic Management Perspectives, Southwestern Publishing Co., 1988, pp. 174 (with Golpira Eshghi).

Global Financial Perspectives, Southwestern Publishing Co., 1988, pp. 171 (with Abdolreza Eshghi).

Global Operations Perspectives, Southwestern Publishing Co., 1988, pp. 147 (with Golpira Eshghi).

Global Accounting Perspectives, Southwestern Publishing Co., 1988, pp. 174 (with Abdolreza Eshghi).

Global Human Resource Perspectives, Southwestern Publishing Co., 1988, pp. 173 (with Golpira Eshghi).

Bringing Innovation to Market, John Wiley and Sons, (November 1987), 225 pages (with S. Ram).

Contemporary Views on Marketing Practice, Lexington Books, 1987, pp. 282 (with Gary Frazier).

The Customer is Key, John Wiley and Sons (November 1987), 225 pages (with Milind Lele).

Research in Consumer Behavior, Vol. 2, JAI Press, 1987 (with Elizabeth Hirschmann).

Research in Marketing, Vol. 9, JAI Press, 1987.

Marketing Management: A Comprehensive Reader, Southwestern Publishing

Company, 1986, 1026 pages (with Dennis Garrett).

Marketing Theory: Classic and Contemporary Readings, Southwestern Publishing Company, 872 pages (with Dennis Garrett).

Political Marketing: Readings and Annotated Bibliography, American Marketing Association (with Bruce Newman), 1986.

A Theory of Political Choice Behavior, Prager Books, 1986, 190 pages (with Bruce Newman).

Research in Marketing, Vol. 8, JAI Press, 1986.

Historical Perspective in Consumer Research: ACR Proceedings, National University of Singapore, July 1985 (with Chin Tiong Tan).

Research in Marketing, Vol. 7, JAI Press (June 1985), 288 pages (with Elizabeth Hirschmann).

Research in Consumer Behavior, Vol. 1, JAI Press (April 1985), 321 pages.

Winning Back Your Market, John Wiley and Sons (November 1984), 228 pages.

Research in Marketing, Vol. 6, JAI Press (January 1983), 282 pages.

Research in Marketing, Vol. 5, JAI Press (January 1982), 282 pages.

Research in Marketing, Vol. 4, JAI Press (January 1981), 264 pages.

Research in Marketing, Vol. 3, JAI Press (January 1980), 303 pages.

Export Marketing: Lessons from Europe (March 1981), BEBR, University of Illinois, 350 pages (with H. M. Schoenfeld).

Research in Marketing, Vol. 2, JAI Press (June 1979), 357 pages.

Research in Marketing, Vol. 1, JAI Press (1978).

Consumer and Industrial Buying Behavior, American Elsevier, 1977, 523 pages (with Arch Woodside and Peter Bennett).

Multivariate Methods for Market and Survey Research, American Marketing Association, 1977, 388 pages.

Models of Buyer Behavior: Conceptual, Quantitative and Empirical, Harper and Row, 1974, 441 pages.

Marketing Analysis for Societal Problems, BEBR, University of Illinois, 1972, 270 pages (with Peter Wright).

Multinational Business Operations: Advanced Readings, Goodyear Publishing Company, 1973 (with S. P. Sethi):

Volume 1: Environmental Aspects of Operating Abroad

Volume 2: Long Range Planning, Organization and Management

Volume 3: Marketing Management

Volume 4: Financial Management

The Theory of Buyer Behavior, John Wiley and Sons, 1969 (with J. A. Howard).

Articles/Parts of Books (Chapters)

Sheth, Jagdish N. and Arun Sharma (2008), "The Impact of Transitioning from Products to Services in Business and Industrial Markets on the Evolution of the Sales Organization", Industrial Management, Vol. 37 (2008), pp. 260-269.

Uslay, Can, Robert E. Morgan and Jagdish N. Sheth (2009), "Peter Drucker on Marketing: An Exploration of Five Tenets", Journal of Academy of Marketing Science, (forthcoming).

Sheth, Jagdish N., Arun Sharma and Gopal Krishnan Iyer (2009), "Why Integrating Purchasing with Marketing is Both Inevitable and Beneficial", Industrial Marketing Management, (forthcoming).

Arne Floh and Jagdish N. Sheth, "A Critical Review of Meta-Analysis in Marketing", submitted to International Journal of Research in Marketing.

"Unlocking India's Potential", India Today, October 2008.

Uslay, Can and Jagdish N. Sheth (2008), "Exploring the Relationship Between Market Orientation, Entrepreneurial Orientation and Learning Orientation", UIC Research Symposium on Marketing and Entrepreneurship, Stockholm (2008).

Eight papers on personal reflections (interview style) on eight volumes of Legends in Marketing (of my academic papers over five decades) to be published in 2009.

"The Call Center Couple: India's New Middle Class", Corporate Dossier, Economic Times, January 2009.

Sheth, Jagdish N., Can Uslay and Rajendra Sisodia, "Globalization of Markets and the Rule of Three" in Marketing: Metaphors and Metamorphosis, Phil Kitchen (ed.) London, UK: Palgrave-Macmillian, pp. 26-41.

Sheth, Jagdish N. and Arun Sharma, "Relationship Management" in Handbook of Global Supply Chain Management, in John T. Mentzer, Matthew B. Meyers and Theodore P. Stank (eds.) Sage Publications, 2007, pp. 361-370.

Sheth, Jagdish N. and Arun Shama, "Evolution of the Sales Force in a Global Economy" in Olaf Plotner and Robert E. Spekman (eds.), Bringing Technology to Market, John Wiley and Sons, 2007, pp. 77-86.

Sheth, Jagdish N., "Emerging Research Opportunities for Doctoral Students in B-to-B Marketing", Journal of Business to Business Marketing, Vol. 14 (1), 2007, pp. 13-22.

Sheth, Jagdish N. and Can Uslay, "Implications of the Revised Definition of Marketing: From Exchange to Value Creation", Journal of Public Policy and Marketing, Vol. 22 (2), 2007, pp. 302-307.

Sheth, Jagdish N. and Arun Sharma, "E-Services – A Framework for Growth", Journal of Value Chain Management, 1, ½, 2007, pp. 7-12.

"Marketing's Final Frontier: The Automation of Consumption" (with Rajendra Sisodia) in Sheth & Sisodia (eds.) Does Marketing Need Reform?, M.E. Sharpe, 2006, pp. 180-190.

"How to Reform Marketing" (with Rajendra Sisodia) in Sheth and Sisodia (eds.) Does Marketing Need Reform?, M.E. Sharpe, 2006, pp. 324-334.

"The Image of Marketing" (with Rajendra Sisodia and Adina Barbulescu) in Does Marketing Need Reform?, Sheth and Sisodia (eds.), M.E. Sharpe, 2006, pp. 26-36.

"A Dangerous Divergence: Marketing and Society" (with Rajendra Sisodia), Journal of Public Policy and Marketing, Vol. 24, Issue 1, May 2005, pp. 160-162.

"Does Marketing Need Reform?" (with Rajendra Sisodia), Journal of Marketing, Vol. 69, No. 4, October 2005, pp. 10-12..

"How Competition Will Shape Indian Markets" (with Rajendra Sisodia and G. Shainesh), Journal of Marketing and Communication, Vol. 1, No. 1 (2005), pp. 1-17.

Why Good Companies Fail" (with Rajendra Sisodia), European Business Forum, Issue 22, Autumn 2005, pp. 25-30.

"Customer Relationship Management: The Strategic Imperatives" (with G. Shainesh) in Revue Francais du Marketing, (in French), Vol. 215, No. 202, May 2005, pp. 85-97.

"International e-Marketing: Opportunities and Issues" (with Arun Sharma), International Marketing Review, Vol. 22, No. 6, 2005, pp. 611-622.

"Tectonic Shift: The Realignment of Nations and the Rise of Regional Super States" FSO Magazine, (2004) Vol. 1, No. 3.

"Making India Globally Competitive" Vikalpa, Vol. 29, No. 4 (October-December 2004), pp. 1-9.

"Web-based Marketing: The Coming Revolution in Marketing Thought and Strategy" (with Arun Sharma), Journal of Business Research, Vol. 57 (2004), pp. 696-702.

"Behavioral Approaches to Industrial Marketing: Extant and Emerging Research (with Arun Sharma), Klaus Backhaus and Klaus Backaus (eds.) in Handbook of Industrial Marketing, Gabler Verlag, pp. 147-174.

"Till Death Do Us Part...But Not Always: Six Antecedents to a Customer's Relational Preference in Buyer-Seller Exchanges", (with Reshma Shah), Industrial Marketing Management, Vol. 32, No. 8, November 2003, pp. 627-631.

"The Future of Marketing" (with Rajendra Sisodia) in Philip Kitchen (ed.) The Future of Marketing: Critical 21st Century Perspectives, Palgrave McMillian, 2003, pp. 140-162.

"A Generic Concept of Customer Behavior", Journal of Customer Behavior, Vol. 1 (2002), pp. 7-18.

"The Future of Relationship Marketing", Journal of Services Marketing, Vol. 16, No. 7, (2002), pp. 590-592.

"The Seismic Impact of Technology", (with Rajendra Sisodia) Optimize, February 2002, pp. 1-5.

"The Rule of Three in Europe", European Business Forum, (with Rajendra Sisodia) Issue 10, Summer 2002, pp. 53-58.

"Competitive Markets and the Rule of Three" (with Rajendra Sisodia), Ivey

Business Journal, September/October 2002.

"Marketing Productivity: Issues and Analysis" (with Rajendra Sisodia), Journal of Business Research, Volume 55 (2002), pp. 349-362.

"Customer Relationship Management: Emerging Practice, Process and Discipline" (with Atul Parvatiyar), Journal of Economic and Social Research, Volume 3, (No. 2), 2001, pp. 1-34.

"Evolving Relationship Marketing into a Discipline" (with Atul Parvatiyar), Journal of Relationship Marketing, Vol. 1, No. 1, 2001.

"From International to Integrated Marketing," (with Atul Parvatiyar) in International Marketing Review, Vol. 18, No. 1, 2001, pp. 16-29

"The Soul of the Great Professional" (with Andrew Sobel), Consulting Management, Vol. 11, No. 2, September 2000, pp. 9-15.

"Marketing's Final Frontier: The Automation of Consumption" (with Rajendra Sisodia) in Defying the Limits, Montgomery Research, Inc., 2000) pp. 63-69.

"Future Perfect: Assisted Living for All?" (with Rajendra Sisodia) in Defying the Limits, Montgomery Research, Inc., 2000) pp. 63-69.

"The Antecedents and Consequences of Customer Centric Marketing" (with Rajendra Sisodia and Arun Sharma) Journal of the Academy of Marketing Science, Volume 28, No. 1, (Winter 2000), pp. 55-66.

"The Domain and Conceptual Foundations of Relationship Marketing" (with Atul Parvatiyar) in Sheth and Parvatiyar (eds) Handbook of Relationship Marketing, (Sage Publications, 2000), pp 3-38.

"Relationship Marketing: A Paradigm Shift or Shaft?" in Sheth and Parvatiyar (eds) Handbook of Relationship Marketing, (Sage Publication, 2000) pp 609-620.

"Consumer Behavior" in Marketing: Best Practices, Dryden Press, 2000, pp 136-175.

"Outsourcing Comes Home" (with Rajendra Sisodia) Wall Street Journal, June 28, 1999.

"Iridium's 66 Pies in the Sky" (with Rajendra Sisodia), 9 pages (abridged published in WSJ in August 1999).

"Revisiting Marketing's Lawlike Generalizations" (with Rajendra Sisodia) Journal of the Academy of Marketing Science, Volume 27 (Winter 1999), pp. 71-87.

"Is Your IT Architecture Upside Down?" (with Rajendra Sisodia) in CIO Magazine, November 15, 1999, pp. 84-88.

"High Performance Marketing in the 21st Century" (with Rajendra Sisodia) in Brand Equity Economic Times, 1999 (3 part series).

"The Future of Wireless Industry" in 1999 Annual Review of Communications, IEC (Chicago), pp. 165-170.

"The Future of Retailing," (with Rajendra S. Sisodia), Financial Times, Series of Managing Marketing, October 19, 1998.

"Consumer Behavior in the Future", (with Rajendra Sisodia in Robert Peterson (ed), Electronic Marketing and the Consumer, Sage Publications, 1997, pp. 17-37.

"The Health of the Health Care Industry: A Report Card From American Consumers", (with Banwari Mittal), Health Care Marketing, AMA-Winter 1997, pp. 29-35.

"Communications Outlook: Competition, Growth and Consolidation", (with Robert Janowiak and Massoud Saghabi), in Annual Review of Communications, IEC, 1997, pp. 219 - 227.

"Paradigm Shift in Interfirm Marketing Relationships: Emerging Research Issues", (with Atul Parvatiyar), Research in Marketing, Vol. 13, JAI Press, 1997, pp. 233-250.

"Supplier Relationships: Emerging Issues and Challenges", (with Arun Sharma), Industrial Marketing Management, Vol. 26, 1997, pp. 91-100.

"Relationship Marketing: An Agenda for Research", (with Arun Sharma), Industrial Marketing Management, Vol. 26, 1997, pp. 87-90.

"The Relationship Orientation of Firms: A Framework for Analysis" (with Arun Sharma), paper presented at the AMA Relationship Marketing Conference, Dublin, Ireland, 1997.

"Does Relationship Marketing Pay? An Empirical Investigation of Relationship Marketing Practices in Hospitals," (with G. M. Naidu, Atul Parvatiyar, and Lori Westgate) (in press, Journal of Business Research, 1998).

"Instilling Social Responsibility Through Marketing Research Field Projects," (with C. Bhattacharya), Marketing Education Review, Vol. 6, Summer 1996, pp. 23-31.

"Securing Customer Loyalty," (with Banwari Mittal), GAMA News Journal, May-June 1996, pp. 4-7.

"Becoming a World Class Customer," Strategic Purchasing: Sourcing for the Bottomline, Conference Board, 1996, pp. 11-13.

"A Framework for Managing Customer Expectations," (with Banwari Mittal), Journal of Market Focused Management, Vol 1, 1996, pp. 137-158.

"Organizational Buying Behavior: Past Performance and Future Expectations," in Journal of Business and Industrial Marketing, Vol 2, 1996, pp. 7-24.

"The Evolution of Relationship Marketing," (with Atul Parvatiyar), International Business Review, Vol 4, 1995, pp. 397-418.

"An Experimental Approach to Investigating Satisfaction and Continuity in Marketing Alliances," (with Prem Shamdasani), European Journal of Marketing, Vol 29, 1995, pp. 6-23.

"Relationship Marketing in Consumer Markets: Antecedents and Consequences," (with Atul Parvatiyar), Journal of the Academy of Marketing Science, Vol. 23, No. 4, pp. 255-271.

"Feeling the Heat," (with Rajendra Sisodia), Marketing Management, Vol. 4, No. 2, (Fall 1995), pp. 9-23.

"Feeling the Heat - Part 2," (with Rajendra Sisodia), Marketing Management, Vol 4, No. 3, (Winter 1995), pp. 19-33.

"Growth, Productivity and the Visible Hand: An Interview with Jagdish N. Sheth," Journal of Asia-Pacific Business, Vol. 1, 1995, pp. 1-11.

"Ecological Imperatives and the Role of Marketing," (with Atul Parvatiyar), Michael J. Polonsky and Alma T. Mintu Wimsatt (eds.), Environmental Marketing, The Haworth Press, New York, 1995, pp. 3-20.

"The Reincarnation of International Marketing," International Business: An Emerging Vision, USC Press, 1995, pp. 41-47.

"Improving Marketing Productivity," (with Rajendra Sisodia), in Jeffrey Heilbrunn (ed.), Marketing Encyclopedia, NTC Books, 1995, pp. 217-237.

"Cellular Communications: The First Decade," (with Rajendra Sisodia), Annual

Review of Communications, 1995, IEC, pp. 795-801.

"Cellular Communications: What's Ahead," (with Rajendra Sisodia), Annual Review of Communications, 1995, IEC, pp. 802-810.

"Paradigm Shift in Marketing Theory and Approach: The Emergence of Relationship Marketing," (with Atul Parvatiyar), in Relationship Marketing: Theory, Methods and Applications, Center for Relationship Marketing, 1994, (two page abstract). Full paper to be submitted to a major journal.

"Toward a Theory of Alliance Governance," (with Atul Parvatiyar), in Relationship Marketing: Theory Methods and Applications, Center for Relationship Marketing 1994, (two page abstract). Full paper to be submitted to a major journal.

"Convergence: Driving the Information Industry Evolution," (with Bill Wallace), Transformation, Spring 1994, pp. 2-9.

"A Normative Model of Retaining Customer Satisfaction," in J. Sudharshan and Kent Monroe, (eds.) P.D. Converse Awards Symposium in Marketing, American Marketing Association, (forthcoming), 1994.

"An Empirical Study of the Scientific Styles of Marketing Academics," (with Siew Meng Leong and Chin Tiong Tan), in European Journal of Marketing, Vol. 28, 1994, pp. 12-26.

"Developing a Curriculum to Enhance Teaching and Research of Relationship Marketing," (with Joseph P. Cannon), Journal of Marketing Education, June 1994, pp. 3-14.

"How to Retain Satisfied Customers," GAMA News Journal, July-August 1994, pp. 4-7.

"Strategic Importance of Information Technology," in Ruby Roy Dholakia (ed.) Advances in Telecommunications Management, JAI Press, 1994, pp. 3-16.

"Technology and New Service Creation," (with Rajendra Sisodia) in R. Johnson and N.D.C. Slack (eds.), Service Operations, 1993, Operations Management Association, U.K., pp. 473-478.

"The Information Mall," (with Rajendra S. Sisodia), Telecommunications Policy, July 1993, pp. 376-389.

"Overcoming the Barriers to Global Economic Development and the International Flows of People, Products, and Resources: Strategic Recommendations," (with Michael Erony), Telematics and Informatics, Vol. 10, 1993, pp. 41-49.

"User-Oriented Marketing for Non-Profit Organizations," in Dennis R. Young and

David C. Hammack (eds.) Non-Profit Organizations in a Market Economy, Jossey Bass, 1993, pp. 378-397.

"The New Information Industry of the 21st Century," Infovision, National Engineering Consortium, 1993, pp. 20-25.

"The Future of Advertising in the Information Age," Infovision, National Engineering Consortium, 1993, pp. 159-164.

"Toward a Theory of Macromarketing," Canadian Journal of Administrative Sciences, Vol. 9 (2), 1992, pp. 154-161.

"Acrimony in the Ivory Tower: A Retrospective on Consumer Research," Journal of the Academy of Marketing Science, Vol. 20 (4), 1992, pp. 345-353.

"Emerging Marketing Strategies in a Changing Macroeconomic Environment: A Commentary," International Marketing Review, Vol. 9 (1), 1992, pp. 57-63.

"Toward a Theory of Business Alliance Formation," (with Atul Parvatiyar), Scandinavian International Business Review, Vol. 1 (3), 1992, pp. 71-87.

"Why We Buy What We Buy: A Theory of Consumption Values," (with Bruce Newman and Barbara Gross), Journal of Business Research, Vol. 22, 1991, pp. 159-170.

"R & D - Marketing Integration," (with Massoud Saghafi), R & D Strategist, Vol. 1, Winter 1991, pp. 15-20.

"The R & D/Marketing Interface in the Telecommunications Industry: Actors Perspective," (with Massoud Saghafi and Ashok Gupta), in Advances in Telecom Management, Vol. 1, pp. 163-176.

"Hurdling the Barriers to Technological Innovations," (with S. Ram), R & D Strategist, Fall 1990, pp. 4-14.

"Segmenting the Health Care Market," in Seymour Fine (ed.) Social Marketing, Allyn & Bacon, 1990, pp. 132-139.

"Time Oriented Advertising: A Content Analysis of United States Magazine Advertising 1890-1980," (with Barbara Gross), Journal of Marketing, Vol. 53, October 1989, pp. 76-83.

"Consumer Resistance to Innovation: The Marketing Problem and Solution," (with S. Ram), Journal of Consumer Marketing, Vol. 6, No. 2, (1989).

"Breaking Barriers to Technological Innovations," in Raymond Smilor (ed.)

Customer Driven Markets. Lessons from entrepreneurial technological companies (Lexington Books), (with S. Ram), (1989), pp. 57-77.

"Marketing Barriers to New Product Ventures: The Case of the Entrepreneur," in Gerald Hills (ed.) AMA Symposium on Research Activities in Marketing Entrepreneurship, (with S. Ram), pp. 403-409, 1988.

"Changing Demographics and the Future of Graduate Management Education," Selections, Spring 1988, pp. 22-27.

"Search for Tomorrow," Public Relations Journal, Vol. 43, December 1987, pp. 22-31, and 51.

"Parallel Development of Marketing and Consumer Behavior: A Historical Perspective," (with Barbara Gross), April 1987, The Stan Hollander, Festschrift.

"A Normative Theory of Marketing Practice," in Frazier and Sheth (eds.) Contemporary Views on Marketing Practice, (Lexington Books, 1987), pp. 19-32.

"A Review of Political Marketing," (with Bruce Newman), Vol. 9, Research in Marketing, JAI Press (1987), pp. 237-266.

"A Model of Primary Voter Behavior," Journal of Consumer Research, Vol. 12, (September 1985), (with Bruce Newman), pp. 178-187.

"History of Consumer Behavior: A Marketing Perspective," in C. T. Tan and J. N. Sheth (eds.) Historical Perspectives in Consumer Behavior: ACR Singapore Conference, July 1985, pp. 5-7.

"An Attitude-Behavior Framework for Distribution Channel Management," (with Gary Frazier), Journal of Marketing, Vol. 49, (Summer 1985), pp. 38-48.

"Segmenting the Health Care Market," Group Practice Journal, March/April 1985.
"The Strategic Determinacy Approach to Brand Management," (with M. Shaikh and B. Hansotia), Business Marketing, February 1985, pp. 68-69ff.

"New Determinants of Competitive Structures in Industrial Markets," in R. E. Spekman and D. T. Wilson (eds.) A Strategic Approach to Business Marketing, 1985, American Marketing Association, pp. 1-8.

"Are Cross-National Differences in Consumption Patterns Diminishing?" (with Abdolreza Eshghi), Academy of International Business National Meeting in Cleveland, October 1984.

"Group Mission," (with John Pollard), Group Practice Journal, July/August 1984, pp. 12-22.

"The 'Gender Gap' in Voter Attitudes and Behavior: Some Advertising Implications," Journal of Advertising, Vol. 13, (1984), pp. 4-16.

"Winning Again in the Market Place: Nine Strategies for Revitalizing Mature Products," (with Glenn Morrison), Journal of Consumer Marketing, Vol. 1, (1984), pp. 17-28.

"Broadening the Horizons of ACR and Consumer Behavior," in E. Hirschman and M. Holbrook (eds.) Advances in Consumer Research, Vol. 11, 1984 ACR Proceedings.

"El Comportamiento del Consumidor," in V. Ortega (ed.) Enciclopedia de dirección v. administration de la Empresa, (with Dennis Garrett), 1984, Ediciones Orbis Barcelona, Spain, pp. 161-180.

"Managerial Relevance of Consumer Behavior," in L. R. Bittel and J. E. Ramsey (eds.) Encyclopedia of Professional Management, 1984, Second Edition, McGraw Hill Book Company, (with Dennis Garrett), pp. 168-180.

"Government and Business Purchasing: How Similar Are They?" (with R. F. Williams and R. M. Hill), Journal of Purchasing and Materials Management, Vol. 19, (Winter 1983), pp. 7-13.

"Cross-Cultural Influences on the Buyer-Seller Interaction/Negotiation Process," Asia Pacific Journal of Management, Vol. 1, (September 1983), pp. 46-55.

"Emerging Trends in Retail Industry," Journal of Retailing, Vol. 59, (Fall 1983), pp. 6-18.

"Marketing Megatrends," Journal of Consumer Marketing, Vol. 1, (Summer 1983), pp. 5-13.

"A Margin-Return Model for Strategic Market Planning," (with Gary Frazier), Journal of Marketing, Vol. 47, (Spring 1983), pp. 100-109.

"A Behavioral Model for Strategies of Planned Social Change," Academic Psychology Bulletin, Vol. 5, (March 1983), pp. 92-114.

"Cross-Cultural Influences on Buyer-Seller Interaction Process," WWG Information, Vol. 90, (December 1982), pp. 130-135.

"A Strategy Mix Model for Planned Social Change," (with Gary Frazier), Journal of Marketing, Vol. 46, (Winter 1982), pp. 15-26.

"Reply," Journal of the Academy of Marketing Science, Vol. 10, (Winter 1982), pp. 10-15.

"Cross-Cultural Influences on Buyer-Seller Interaction/ Negotiation Process," in P. H. Reingen and A. G. Woodside (eds.), Buyer-Seller Interactions: Empirical Research and Normative Issues, American Marketing Association (1982).

"Consumer Behavior: Surpluses and Shortages," in A. Mitchell (eds.), Advances in Consumer Research, Vol. 9, 1982, ACR Proceedings, pp. 13-16.

"Determinants of Intention-Behavior Discrepancy in the 1980 Elections," in R. Lutz (ed.), Proceedings of the Division 23 Program, 89th APA Annual Convention, Los Angeles, 1982, pp. 21-22.

"Discussion," in A. Mitchell (ed.), Advances in Consumer Research, Vol. 9, 1982, ACR proceedings, pp. 313-314.

"History of Marketing Thought: An Update," in R. Bush and S. Hunt (eds.), Marketing Theory: Philosophy of Science Perspective, American Marketing Association, (with David Gardner), 1982, pp. 52-58.

"An Integrative Theory of Patronage Preference and Behavior," in W. Darden and R. Lusch (eds.), Patronage Behavior and Retail Management, Elsevier, North Holland (1982), pp. 9-28.

"Some Comments on the Triandis Models of Choice Behavior in Marketing," in L. McAlister (ed.), Choice Models for Buyer Behavior, JAI Press (1982), pp. 163-168.

"Alternatives to Canonical Correlation Analysis in Consumer Research: A Structural Equation Approach" in G. T. Gorn and M. E. Goldberg (eds.), Proceedings of the Division 23 Program, 88th APA Annual Convention, Montreal, (with Richard Bagozzi and Johnny Johansson), 1981, pp. 59-65.

"A Theory of Merchandise Buying Behavior," in R. W. Stampfl and E. E. Hirschman (eds.), Theory in Retailing: Traditional and Nontraditional Sources, American Marketing Association, 1981, pp. 180-189.

"Psychology of Innovation Resistance: The Less Developed Concept (LDC) in Diffusion Research," in J. N. Sheth (ed.) Research in Marketing, JAI Press (Greenwich, CT), 1981, pp. 273-282.

"Impact on Asking Race Information in Mail Surveys," Journal of Marketing, Vol.

44, (Winter 1980), pp. 67-70.

"Identification of Opinion Leaders Across Cultures: An Assessment for Use in the Diffusion of Innovations and Ideas," (with Stephen Cosmas), Journal of International Business Studies, Vol. 11, (Spring/Summer 1980), pp. 66-73.

"Research in Industrial Buying Behavior: Today's Needs, Tomorrow's Seeds," Marketing News (April 1980), pp. 10-11 and 15.

"Emerging Importance of Export Marketing for U.S. Products," in J. N. Sheth and H. M. Schoenfeld (eds.) Export Marketing: Lessons from Europe, BEBR (Urbana, Ill.), pp. 3-13.

"How to Succeed in Export Marketing: Some Guidelines," in J. N. Sheth and H. M. Schoenfeld (eds.) Export Marketing: Lessons from Europe, (with H. M. Schoenfeld), BEBR (Urbana, L), pp. 185-204.

"Discussion," in K. B. Monroe (ed.) Advances in Consumer Research, Vol. 8, ACR (Ann Arbor, Michigan), pp. 355-356.

"The Future of Market Research Products and Markets," in The Challenge of the Eighties, 32nd ESOMAR Congress (September 1979), pp. 7-20.

"Surpluses and Shortages in Consumer Behavior Theory and Research," Journal of the Academy of Marketing Science, Vol. 7, (Fall 1979), pp. 414-427.

"How Consumers Use Information," European Research, Vol. 7, (July 1979), pp. 167-173.

"Attitudinal Theories of Consumer Choice Behavior: A Comparative Analysis," (with R. S. Bhagat and P. S. Raju), European Research, Vol. 7, (March 1979), pp. 51-62.

"A Model of User Behavior for Scientific and Technical Information," in W. R. King and G. Zaltman (eds.) Marketing Scientific and Technical Information, Westview Press (Boulder, Colorado), 1979, pp. 49-66.

"Should Multi-Country Advertising Research be Universal or Unique?" in It Won't Work Here, (AMA) ESOMAR Conference, 1979, pp. 1-12.

"Strategies of Advertising Transferability in Multinational Marketing," in James Leigh and Claude R. Martin, Jr. (eds.) Current Issues and Research in Advertising, 1978 (Division of Research, Graduate School of Business, University of Michigan, April 1978), pp. 131-141.

"Analysis of Intended Bus Usage," (with K. S. Krishnan and G. C. Nicolaidis), Transportation Planning and Technology, (Spring 1978), Vol. 4, pp. 219-226.

"Carpooling to Work: A Psychosocial Analysis," in Jerry C. Olson (ed.) Proceedings of the Division 23 Program, American Psychological Association, 84th Annual Convention, (with Gary Anderson), p. 23.

"Comparative Analysis of a Complex Data Set," in Jerry C. Olson (ed.) Proceedings of the Division 23 Program, American Psychological Association, 84th Annual Convention, (with Gary Anderson), p. 23.

"A Conceptual Model of Buyer-Seller Interaction Process," AIDS Proceedings, Howard C. Schneider (ed.), Atlanta, GA, pp. 420-422.

"Demographics in Consumer Behavior," Journal of Business Research, Vol. 5, (June 1977), pp. 129-238.

"A Market-Oriented Strategy of Long-Range Planning for Multinational Corporations," European Research, Vol. 5, January 1977, pp. 3-12.

"Making the Data Useful to Management," (with A. M. Roscoe), in Marketing Management Information Systems (ESOMAR, Amsterdam), pp. 169-186.

"Canonical Correlation and Marketing Research," in J. N. Sheth (ed.) Multivariate Methods for Market and Survey Research, (American Marketing Association, 1977), (with Johnny Johansson), pp. 111-132.

"Cluster Analysis and Its Applications in Marketing Research," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), pp. 193-208.

"Factor Analysis in Marketing," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), (with D. T. Tigert), pp. 135-156.

"Ridesharing to Work: An Attitudinal Analysis," (with A. Horowitz), Predicting Carpool Demand, Special Report, Transportation Research Record 637 (1977), pp. 1-7.

"Recent Developments in Organizational Buying Behavior," in Arch Woodside, J. N. Sheth and Peter Bennett (eds.) Consumer and Industrial Buying Behavior (American Elsevier, 1977), pp. 17-34.

"Seven Commandments for Users of Multivariate Methods," in J. N. Sheth (ed.) Multivariate Methods for Marketing and Survey Research (American Marketing Association, 1977), pp. 333-338.

"Strategies of Increasing Carpooling Behavior Among Urban Commuters," in Seminar on Social Research (ESOMAR, Amsterdam, 1977), pp. 183-198.

"A Theory of Cross-Cultural Buyer Behavior," in Arch Woodside, J. N. Sheth and Peter Bennett (eds.) Consumer and Industrial Buying Behavior (American Elsevier, 1977), (with S. P. Sethi), pp. 369-386.

"Presentation d'un Modele du Component des Acheteurs Industriels," Encyclopedie du Marketing, Vol. 4, 1976 (1-72A), pp. 1-8.

"Theorie du Component de L-acheteur," (with John A. Howard), Encyclopedie du Marketing, Vol. 4, 1976 (1-71C), pp. 1-15.

"Why Consumer Protection Efforts Are Likely to Fail," Zeitschrift FUR Markt-Meinungs-Und Zukunfgsforschung, Heft 3 and 4, January 19, 1976, pp. 4191-4206.

"How to Get the Most Out of Multivariate Methods," European Research, Vol. 4, January 1976, pp. 229-235.

"The Future of Marketing Models," in Marketing for Today and Tomorrow, ESOMAR, Amsterdam, 1976.

"Howard's Contributions to Marketing: Some Thoughts," in Public Policy and Marketing Thought by Andreasen and Sudman, American Marketing Association, Chicago, IL, 1976.

"A Psychological Model of Travel Mode Selection," in Beverly Anderson (ed.) Advances in Consumer Research, Vol. 3, (Association for Consumer Research, 1976), pp. 425-430.

"Buyer-Seller Interaction: A Conceptual Framework," in Beverly Anderson (ed.) Advances in Consumer Research, Vol. 3, (Association for Consumer Research, 1976), pp. 382-386.

"Impact of Prior Familiarity and Cognitive Complexity on Information Processing Rules," (with C. W. Park), Communications Research, Vol. 2, (July 1975), pp. 260-266.

"Toward a Model of Individual Choice Behavior," in Marketing Modeling, Part 2, ESOMAR, Amsterdam, June 1975, pp. 17-26.

"Follow-up Methods, Questionnaire Length and Market Differences in Mail Surveys," (with A. M. Roscoe and D. Lang), Journal of Marketing, Vol. 39, (April 1975), pp. 20-27.

"Impact of Questionnaire Length, Follow-up Methods and Geographical Location on Response Rate to a Mail Survey," (with A. M. Roscoe), Journal of Applied Psychology, Vol. 50, (April 1975), pp. 252-254.

"Mechanisms of Choice and Information Processing Models in Consumer Behavior," (with P. S. Raju), Markeds Kommunikasion, Vol. 12, No. 1, 1975, pp. 10-22.

"Predictive Validation and Cross-Validation of the Fishbein, Rosenberg and Sheth Models of Attitudes," in M. J. Schlinger (ed.) Advances in Consumer Research, Vol. 2, (Association for Consumer Research), (with P. S. Raju and R. A. Bhagat), pp. 405-426.

"Prediction of Attitude Models," A Comparative Study of the Rosenberg, Fishbein and Sheth Models," in M. S. Schlinger (ed.) Advances in Consumer Research, Vol. 2, (Association for Consumer Research), (with P. S. Raju and R. A. Bhagat), pp. 405-426.

"Recent Failures in Consumer Protection," (with N. J. Mammana), California Management Review, Vol. 16, Spring 1974, pp. 64-72.

"Measurement of Advertising Effectiveness: Some Theoretical Considerations," Journal of Advertising, Vol. 3, No. 1, January 1974, pp. 6-11.

"Nonlinear, Noncompensatory Relationship in Attitude Research," in R. C. Curhan (ed.) 1974 Combined Proceedings (American Marketing Association), (with P. S. Raju), pp. 80-83.

"Intertechnique Cross-Validation in Cluster Analysis," in R. C. Curham (ed.) 1974 Combined Proceedings (American Marketing Association), (with A. M. Roscoe and W. Howell), pp. 145-150.

"Factor Analysis in Marketing Research," in R. Ferber (ed.) Handbook of Marketing Research (McGraw-Hill, 1974), (with W. D. Wells), pp. 2-458 to 2-471.

"A Market Oriented Strategy of Long-Range Planning for Multinational Corporations," in R. Holton and S. P. Sethi (eds.) Management of the Multinationals (Free Press, 1974), pp. 206-218.

"The Next Decade of Buyer Behavior Theory," in J. N. Sheth (ed.) Models of Buyer Behavior (Harper and Row, 1974), pp. 206-218.

"A Field Study of Attitude Structure and the Attitude-Behavior Relationship," in J. N. Sheth and P. L. Wright (eds.) Marketing Analysis for Societal Problems

(University of Illinois, BEBR, 1974), (with S. Sudman), pp. 148-171.

"Advertising's Image - U.S. and Yugoslavia," Journal of the Academy of Marketing Science, 1, 2 (Fall 1973), (with M. Smiljanich), pp. 167-179.

"A Model of Industrial Buyer Behavior," Journal of Marketing, Vol. 37, (October 1973), pp. 50-56.

"Brand Profiles from Beliefs and Importances," Journal of Advertising Research, February 1973, pp. 37-42.

"A Theory of Multidimensional Brand Loyalty," Proceedings of 1973 Conference of ACR, Boston (with C. Whan Park).

"Sequential and Cyclical Nature of Information Processing in Repetitive Choice Behavior," in Proceedings of 1973 Conference of ACR, Boston (with P. S. Raju).

"Canonical Correlation Analysis of Competitive Market Structure," in Advancing, Applying and Teaching, the Decision Sciences, edited by H. W. Hopfe, Proceedings of the Fifth Annual Meeting, AIDS, Atlanta, Georgia, (with Johnny Johansson), pp. 324-327, 1973.

"Perceived Attribute Importance in Public and Private Transportation," in Advancing, Applying and Teaching the Decision Sciences, edited by H. W. Hopfe, Proceedings of the Fifth Annual Meeting, AIDS, Atlanta, Georgia, (with T. F. Golob and R. M. Dobson), pp. 7-10, 1973.

"Equivalence of Fishbein and Rosenberg Models of Attitude Structure," in APA Proceedings of 1973 Conference, Montreal (with C. W. Park).

"A Multivariate Model of International Business Expansion," in S. P. Sethi and J. N. Sheth (eds.) Multinational Business Operations: Long-Range Planning, Organization and Management, Goodyear Publishing Company, Vol. 2, (with R. J. Lutz), pp. 84-92, 1973.

"Reply to Comments on the Nature and Uses of Expectancy-Value Models in Consumer Attitude Research," Journal of Marketing Research (November 1972), Vol. 9, pp. 562-575.

"Demographic Segmentation of Long Distance Behavior: Data Analysis and Inductive Model Building," (with A. Marvin Roscoe, Jr.), Proceedings of the Third Annual Conference, ACR November 1972, pp. 258-278.

"The Future of Buyer Behavior Theory," Proceedings of the Third Annual Conference, ACR, November 1972, pp. 562-575.

"Relevance of Segmentation for Market Planning," in Segmentation and Typology (ESOMAR Seminar, 1972), pp. 1-18.

"Heavy Users and Early Adoption of Innovations," Markeds Kommunikasjon, Vol. 2, June 1972, pp. 65-72.

"Projective Attitudes Toward Instant Coffee in Late Sixties," Markeds Kommunikasjon, Vol. 3, June 1972, pp. 73-79.

"Perceived Instrumentality and Value Importance as Determinants of Attitudes," (with Wayne Talarzyk), Journal of Marketing Research (February 1972), Vol. 9, pp. 6-9.

"A Conceptual Model of Long-Range Multinational Marketing Planning," Management International Review, 1972, 45, pp. 3-10.

"Role of Motivation Research in Consumer Psychology," in Consumer Psychology and Motivation Research, ESOMAR, 1972.

"Dissonance Reduction or Artifact? A Reply," Journal of Marketing Research, November 1971, pp. 516-517.

"Generalized Brand Preference of Durable Appliances," Markeds Kommunikasjon, Vol. 2, June 1971, pp. 57-64.

"Multivariate Revolution in Marketing Research," Journal of Marketing, Vol. 35, (January 1971), pp. 13-19.

"Reply to Comments on 'Beliefs, Affect, Intention and Behavior,'" in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 13-19.

"Affect, Behavioral Intention and Buying Behavior as a Function of Evaluative Beliefs," in Paul Pellemans (ed.) Insights in Consumer Market Research (Namur University Press, 1971), pp. 98-122.

"Reply to Comments on 'A Theory of Family Buying Decisions,'" in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 52-55.

"A Theory of Family Buying Decisions," in Paul Pellemans (ed.) Insights in Consumer and Market Research (Namur University Press, 1971), pp. 32-48.

"Measurement of Multidimensional Brand Loyalty of a Consumer," Journal of Marketing Research, Vol. 7, August 1970, pp. 348-354.

"Are There Differences in Post-Decision Dissonance Reduction Between Housewives and Students?" Journal of Marketing Research, Vol. 7, May 1970, pp. 243-245.

"Multivariate Analysis of Marketing Data," Journal of Advertising Research, Vol. 10, February 1970, pp. 29-39.

"Factor Analysis in Marketing Data: A Critical Evaluation," in P. R. McDonald (ed.) Marketing Involvement in Society and the Economy (American Marketing Association, 1970).

"Using Factor Analysis to Estimate Parameters," Journal of the American Statistical Association, Vol. 64, September 1969, pp. 808-822.

"A Factor Analytical Model of Brand Loyalty," Journal of Marketing Research, Vol. 5, November 1968, pp. 395-404.

"How Adults Learn Brand Preference," Journal of Advertising Research, Vol. 8, September 1968, pp. 25-38.

"Risk Reduction Processes in Repetitive Consumer Behavior," (with M. Venkatesan), Journal of Marketing Research, Vol. 5, August 1968, pp. 307-311.

"Influence of Brand Preference on Post-Decision Dissonance," Journal of The Academy of Applied Psychology, Vol. 5, 1968, pp. 73-77.

"A Theory of Buyer Behavior," (with John Howard), Revista Internazionale di Scienze Economiche e Commerciali, Vol. 16, (1968), pp. 589-618.

"Cognitive Dissonance and Consumer Behavior," Stream (Indian Institute of Management, Calcutta, 1968), Vol. 3, pp. 1-3.

"Applications of Multivariate Methods in Marketing," in R. L. King (ed.) Marketing and the New Science of Planning (American Marketing Association, 1968), pp. 259-265.

"An Experimental Study in Risk Reduction," in R. L. King (ed.) Marketing and the New Science of Planning (American Marketing Association, 1968), (with M. Venkatesan), pp. 213-214.

"Cognitive Dissonance, Brand Preference and Product Familiarity," in Johan Arndt (ed.) Insights into Consumer Behavior (Allyn and Bacon, 1968), pp. 41-54.

"Perceived Risk and Diffusion of Innovations," in Johan Arndt (ed.) Insights into Consumer Behavior (Allyn and Bacon, 1968), pp. 173-188.

"Review of Buyer Behavior," Management Science, Series B, Vol. 13, August 1967, pp. B718-B756.

Book Reviews

"Review of Eric Von Hippel: Sources of Innovation," in Journal of Marketing, 1989.

"Review of Stanley A. Mulaik: The Foundations of Factor Analysis," in Journal of The American Statistical Association, Vol. 70, (March 1975), pp. 250-251.

"Review of F. M. Andrews and R. C. Messinger, Multivariate Nominal Analysis and J. N. Morgan and R. C. Messinger Thaid, A Sequential Analysis Program for the Analysis of Nominal Scale Dependent Variable," in Journal of Marketing Research, Vol. 11, May 1974.

"Review of Flemming Hansen Consumer Behavior: A Cognitive Approach," Swedish Journal of Economics, Vol. 75, June 1973, No. 2, pp. 214-217.

"Review of Limits to Growth," by D. H. Meadows et al., ACM/Computing Reviews, April 1973, Vol. 4, pp. 166-167, No. 4.

"Review of Massy, Montgomery and Morrison, Stochastic Model of Buying Behavior," Journal of Marketing Research, Vol. 9, November 1972, pp. 472-473.

"Review of Massy, Frank and Lodahl, Purchasing Behavior and Personal Attributes," Journal of Marketing Research, Vol. 7, August 1970, pp. 403-404.

"Review of John Myers, Consumer Image and Attitude," Journal of Marketing Research, Vol. 7, February 1970, pp. 29-39.

DOCTORAL DISSERTATION COMMITTEES

Name	Institution	Year	Chair	Major
Mary Jean Koontz	CA State	2006	No	Marketing
Can Uslay	GA Tech	2005	No	Marketing
Linda Aab	GA State	1994	No	Marketing
Steve Henson	GA State	1994	No	Marketing
Barbara Gross	USC	1993	Yes	Marketing
Tassu Shervani	USC	1991	Yes	Marketing
Prem Shamdasani	USC	1990	Yes	Marketing
Robert Windsor	USC	1989	Yes	Marketing
Kerri Acheson	USC	1989	Yes	Marketing
Robert Allerheiligen	USC	1987	Yes	Marketing
Joseph Ben-Ur	Illinois	1987	Yes	Marketing
S. Ram	Illinois	1985	Yes	Marketing
Dennis Garrett	Illinois	1985	Yes	Marketing
Sigurd Troje	Illinois	1984	Yes	Marketing
Mujafir Shaikh	Illinois	1983	Yes	Engineering
Jane Mutchler	Illinois	1983	No	Accounting
Adam Finn	Illinois	1983	Yes	Marketing
Bruce Kossar	Illinois	1983	Yes	Marketing
Abdi Eshghi	Illinois	1982	Yes	International Business
Bruce Newman	Illinois	1982	Yes	Marketing
John Wong	Illinois	1982	Yes	Marketing
John Uko	Illinois	1982	Yes	Marketing
Peter Chalos	Illinois	1982	No	Accounting
James Cox	Illinois	1981	Yes	Marketing
D. A. Schellinck	Illinois	1981	Yes	Marketing
G. Vishvabharathy	Illinois	1980	Yes	Marketing
Michael Hagerty	Illinois	1980	No	Marketing
Mary Ann Ross	Illinois	ABD	No	Agricultural Economics
K. Wandowassen	Illinois	1979	Yes	Marketing
Stephen Cosmas	Illinois	1978	Yes	Marketing
Nora Grady	Illinois	1978	Yes	Marketing

Name	Institution	Year	Chair	Major
Janice Hanna	Illinois	1978	Yes	Marketing
Lawrence Sherman	Illinois	1977	No	Finance
David Key	Illinois	1976	No	Accounting
Ivory Clifton	Illinois	1976	No	Agricultural Economics
Rabi Bhagat	Illinois	1976	Yes	Organizational Behavior
P. S. Raju	Illinois	1976	Yes	Marketing
Stephen Permut	Illinois	1976	Yes	Mass Communication
James Burton	Illinois	1976	No	Accounting
Secil Tuncalp	Illinois	1975	Yes	Marketing
C. W. Park	Illinois	1975	Yes	Marketing
Leroy Davis	Illinois	1974	No	Agricultural Economics
Edwin Hackelman	Illinois	1974	Yes	Marketing
George Gau	Illinois	1974	No	Finance
Shereen Waung	Illinois	1974	Yes	Marketing
Michael Belch	Pittsburgh	1974	Yes	Marketing
Terry Vavra	Illinois	1973	Yes	Marketing
Ray Suh	Illinois	1973	Yes	Marketing
Paul Winn	Illinois	1972	Yes	Marketing
Milan Smiljanich	Illinois	ABD	Yes	International Business
Brian Campbell	Columbia	1969	No	Marketing
Paul Pellemans	Columbia	1970	No	Marketing
S. Prakash Sethi	Columbia	1967	No	Marketing
Martin Ganon	Columbia	1967	No	Organizational Behavior

COURSES TAUGHT OVER THE YEARS

Multivariate Methods (Ph.D.)
Consumer Behavior Theory (Ph.D.)
Marketing Theory (Ph.D.)
Marketing Management (Executive MBA and MBA)
Market Research (MBA)
Consumer Behavior (MBA, Undergraduate)
International Marketing (MBA, Undergraduate)
Marketing Seminar (MBA)

Foundations of Marketing (Ph.D.)

ACADEMIC SERVICE

EMORY

University Level

Provost Search Committee, 2003 to 2004.

Presidential Advisory Council, 1996 to 2000.

Dean's Search Committee, 1996 to 1998.

Provost Search Committee, 1997 to 1998.

International Programs Research Funds Committee, 1997 to 1998.

International Programs Council, 1991 to 1995.

College Level – Goizueta Business School

Personnel Committee, 2005-2007

Non-Degree and External Affairs Committee, 2003 to present.

Personnel Committee, 1999 to 2003.

Founder and Director, Center for Relationship Marketing, 1993 to Present.

Area Coordinator, 1991 to 1996.

Tenure and Promotions Committee, 1991 to 1998.

Chair, Non-Degree and External Affairs Committee, 1991 to 1995.

Member, Research Committee, 1991-1992.

Chair, Research Committee, 1998 to 2000.

Member, Executive Committee, 1992 to 1996.

Chair, CBD Track Director Search Committee, 1992 to 1993.

Member, Director of Development Search Committee, 1992 to 1993.

Member, Associate Dean Search Committee, 1993-1994.

Member, MBA Curriculum Committee, 1993 to 1994.

Chair, Conflict of Interest Committee, 1993-1994.

Chair, Point System Committee, 1994 to 1996.

Member, Post Tenure Committee, 1995 to 1996.

Member, Globalization Task Force, 1995 to 1996.

USC

University Level

Dean Search Committee, 1986-87 and 1987-88.

Appointments, Promotions and Tenure Committee, 1983 to 1988.

Special Committee on Appointments, Promotions and Tenure, 1988 to 1990.

College Level

Executive Education Advisory Committee, 1990-1991.

EMBA Core Faculty, 1985-1987.

Personnel Committee, 1983 to 1990; chair, 1987 to 1990.

Quest Committee on Ph.D.. Programs, 1983-1984.

Ph.D. Program Committee, 1984 to 1986.

Executive Programs Committee, 1983-1987.

Founder and Director, Center for Telecommunications Management, 1985-1991.

Department Level

Mission Committee, Chair, 1986.

Coordinator, Ph.D. Program, 1983-1984.

Department Advisory Committee, 1983 to 1991.

UNIVERSITY OF ILLINOIS

University Level

Honorary Degrees Committee, 1980-1983 (Chairman, 1982 and 1983).

Title XII Policy Committee, 1979-1982.

Statistics Programs Advisory Committee, Graduate College, 1980-1983.

Chancellor's Allerton Conference Committee, 1979-1980.

Research Management Advisory Committee, Graduate College, 1979-1981.
International Program, Long Range Planning Committee, 1976-1981.
Graduate Study Committee on Statistics Programs, Graduate College, 1978-1980.
Senate Committee on Academic Freedom and Tenure, 1977-1980.
University Senate, elected from 1977 to 1982.
Research Tools and Methods Committee, Graduate College, 1974-1978
(Chairman). Executive Committee, Graduate College, 1974-1976.
Executive Committee, Office of West European Studies, 1973-1977.
Study Committee of Programs Evaluation, 1972-1973.
Promotion and Tenure Committee, 1971-1974.

College Level

College Executive Committee, elected several times between 1971 and 1983.
Search Committee, Director of Executive Development Programs, 1975-1976.
Search Committee, Department of Accountancy Headship, 1973-1974.
Ph.D. in Business Program Committee, 1969-1972.

Department Level

Departmental Advisory Committee, elected several times between 1973 and 1981. Chairperson, IBE Distinguished Professorship Search Committee, 1979-1982.
Department Head Search Committee, 1980-1981.
Acting Head of the Department, 1970-1972 and 1978.

PUBLIC SERVICE

Editorial Board Member for:

Journal of Marketing, 1970-2000

Journal of the Academy of Marketing Science, 1980-2000

Journal of Strategic Marketing, 1998 to present
Journal of Service Research, 1998 to present
Customer Relationship Management Journal, 1998 to present
Journal of Relationship Marketing, 1999 to present
Journal of Marketing Theory, 2000 to present
Journal of International Marketing, 1998 to present
Journal of Customer Behavior, 2002 to present

Ad hoc Reviewer for:

Decision Sciences
Journal of Applied Psychology
National Science Foundation
Reviewer of Conference Papers for:
Academy of Marketing Science
American Marketing Association
Academy of International Business
Association for Consumer Research
Reviewer of Doctoral Dissertation Competition for:

- American Marketing Association
- Academy of Marketing Science

Series Editor for:

Research in Marketing (JAI Press). 1976-2000
Research in Consumer Behavior (JAI Press), 1983-1985
Advances in Telecommunications Management (JAI Press), 1988-1991

Elected Officer for:

Sheth Foundation, Board of Trustess, 2002 to present
Georgia Indo-American Chamber of Commerce (GIACC), 2001-2004
AMA Foundation, Board of Trustees, 1995 to 2003
Academy of Marketing Science (Board of Governors), 1994 to present
Association for Consumer Research (President), 1994
American Psychological Association, Consumer Psychology Division (President),
1978

OTHER PUBLIC SERVICES

Conference Co-chair, 1st International Conference on CRM, NDI, Delhi, India, 2000.
Conference Co-chair, Fifth Research Conference on Relationship Marketing, 2000.
Conference Co-chair, Fourth Research Conference on Relationship Marketing, 1998.

Conference Co-chair (with Albrecht Schollner), Emory-Berlin University Conference on Relationship Marketing, 1997

The Indus Entrepreneurs (TiE) – Atlanta Chapter, 1999 – present.

TiE Mentor, 2000 – present.

Track Co-chair, First International Conference of AMA, Dublin, 1997.

Conference Co-chair, Third Research Conference on Relationship Marketing, 1996.

Track Co-chair, American Marketing Association Educators' Conference, Summer 1996.

Co-editor, Special Issue, International Business Review, Spring 1996.

Co-chair, AMA Faculty Consortium on Relationship Marketing, 1994.

Conference Co-chair, Second Research Conference on Relationship Marketing, 1994.

Chair, Special Interest Group on Relationship Marketing, AMA, 1993 to Present.

Trustee, American Marketing Association Foundation, 1993 to Present.

Track Chair, American Marketing Association Summer Educators' Conference, 1993

Founder, Madhuri & Jagdish N. Sheth Foundation, 1992.

Conference Co-Chair, Relationship Marketing Conference, Emory University, April 1992.

Program Chair, Academy of Marketing Science, 1991.

Advisor, NTIA on Telecom 2000 Report, 1989.

Conference Co-chair (with Robert Pitts), AMA/De Paul University Workshop on Cross-cultural Marketing, 1986-1987.

Board Member, Center for Telecommunications Management, USC since 1985.

Program Co-chair (with Chin Tiong Tan), First International Conference, Association for Consumer Research, Singapore 1985.

Program Co-chair (with Gary Frazier), Walter H. Stellner Symposium on Marketing, University of Illinois, 1985.

External Examiner, National University of Singapore, 1981-1985.

Advisory Council Member, ISR, University of Michigan, 1978-1981.

Program Chair, Conference on Export Promotion, University of Illinois, 1978.

Program Chair, Fourth International Seminar in Marketing, Aix-en- Provence, France, 1977.

Marketing Track Chair, American Institute and Decision Sciences, National Conference, 1976.

Program Chair, American Psychological Association (Division 23), 1975.

Program Co-chair (with Peter Wright), National Conference on Social Marketing, University of Illinois, 1973.

Program Chair, AMA Doctoral Consortium, 1971.

Program Committee, AMA Educators Conference, 1970.

Program Co-chair (with William D. Wells), AMA Workshop on Multivariate Methods, University of Chicago, 1970.

Program Chair, Conference on Buyer Behavior, Columbia University, 1969.

AMA-Sheth Foundation Doctoral Consortium presenter for more than thirty years since 1971.

Distinguished Lecture Faculty at numerous Universities in U.S. and Abroad since 1974.

AMA Faculty Consortium presenter for several years since 1975.

EXECUTIVE EDUCATION

*More than 1000 presentations in at least 20 countries on different topics in marketing, strategic thinking, global competition, futures research, geopolitical realignment of nations, customer satisfaction, and multivariate statistics.

*Have custom designed seminars and curricula for numerous organizations in the areas of competitive strategy and positioning for the future.

*Participated in executive education programs at Harvard, MIT, Columbia, Illinois, USC, and Emory University.

CONSULTING AND ADVISORY SERVICES (among others):

ADAPTIVE BROADBAND
AEROQUIP
ALLSTATE INSURANCE
B.C. TELEPHONE
BELL LABORATORIES
BELLSOUTH
BSNL (India)
CINCINNATI BELL
COMSTREAM
COUNTRY COMPANIES
EDISON INTERNATIONAL
ERNST & YOUNG
GEMINI CONSULTING
GENERAL ELECTRIC
GENERAL MILLS
HONG KONG TELEPHONE
JOHN HANCOCK
JOHNSON WORLDWIDE ASSOCIATES
KPN NETHERLANDS
LOCKHEED MARTIN
MALLINKRODT
NORTHERN TELECOM
PETROLITE
PILLSBURY
PRICEWATERHOUSECOOPERS
ROCKWELL INTERNATIONAL
SENCO
SOUTHERN COMPANY
SPRINT
TATA GROUP (India)
TELECOM CANADA
3M
UNITED TELEPHONE
WIPRO LIMITED

ADIDTYA BIRLA GROUP (India)
AMERICAN PETROLEUM INSTITUTE
AT&T
BECHTEL
BELL OPERATING COMPANIES
BLUE CROSS/BLUE SHIELD
CALIFORNIA MICROWAVE
CITICORP
CONNECTICUT MUTUAL
COX COMMUNICATIONS
ELI LILLY & CO.
FORD
GENERAL DYNAMICS
GENERAL FOODS
GENERAL MOTORS
INGRAM MICRO, INC.
JOHNSON WAX
J. WALTER THOMPSON
KURT SALMON ASSOCIATES
LUCENT TECHNOLOGIES
MONSANTO
NORTHROP
PHILIPS
PIRAMAL INDUSTRIES
ROCK TENN
RPG INDUSTRIES
SINGAPORE TELEPHONE
SO. NEW ENGLAND TELEPHONE CO.
STC, INC.
TEKTRONIX
TDS, INC.
UNITED BREWERIES
U.S. WEST
WHIRLPOOL

YOUNG & RUBICAM

GOVERNMENT ADVISOR

Economic Development Board, Singapore

NTIA, Dept. of Commerce, U.S.A.

Department of Transportation, U.S.A

Georgia Public Service Commission

BOARD MEMBERSHIP

Norstan, Inc. (NASDAQ) 1997 to 2005

Wipro Limited (NYSE) 1999 to present

PacWest Telecomm, Inc. (NASDAQ) 2000 to 2004

Shasun Chemicals & Drugs (India) 2001 to present

Cryo-Cell International (NASDAQ) 2002 to 2008

Shasun Pharma Solutions Limited (UK) 2007 to present

Adayana, Inc. 2004 to 2008

Manipal Acunova Private Limited 2006 to 2008

ORGANIZATION DEVELOPMENT

Founder and Director of the Center for Telecommunications Management (CTM), University of Southern California 1985 to 1990.

Founded a management center for the telecommunications industry at USC to encourage academic-industry exchange on strategic market issues of the industry.

CTM provides executive education, conducts academic research, offers national research grants to doctoral students, organizes research conferences, and publishes research papers and monographs.

Its unique activity is Telecom Outlook which provides long-term forecasts on regulation, competition, customers, technology and international events and issues appropriate for the telecommunications industry.

Founder and Director of the Center for Relationship Marketing, Emory University since 1993.

The Center is a worldwide academic Center for research on supplier, customer, internal and alliance relationship; and organizes academic gatherings, research conferences, contractual industry research, as well as practice oriented conferences.