

**VITA**

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**NARESH K. MALHOTRA**

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**PERSONAL DATA**

Household status:	Married, one daughter and one son
Religion:	Bible Believing Christian
Ethnicity:	Asian Indian
Citizenship:	USA

**EDUCATION:**

Ph.D.	Marketing (minors in Statistical Science and Social Psychology), School of Management, State University of New York at Buffalo. June 1979. Grade Point Average 4.0/4.0.
M.S.	Statistical Science, Department of Statistical Science, State University of New York at Buffalo. September 1978. Grade Point Average 4.0/4.0.
M.B.A.	Marketing and Quantitative Methods, Indian Institute of Management, Ahmedabad, India. April 1973. Top 10% of class.
B. Tech (Honors)	Mechanical Engineering with specialization in Industrial Engineering and Operations Research, Indian Institute of Technology, Bombay, India. August 1971. Top 10% of class.

**PROFESSIONAL  
CERTIFICATION**

CIERP (Certified Implementer of Enterprise Resource Planning), 2001.

**ADMINISTRATIVE EXPERIENCE**

Coordinator of Marketing, Georgia Tech, 1982-1995, 2002-2003.  
President, Academy of Marketing Science, 1994-1996.  
President, Global Evangelistic Ministries, Inc., 2009-Present.  
See also Service to the Profession, Service to Georgia Tech, and Service to Nanyang Technological University

**FUND RAISING**

See Management Consulting/Research Grants.  
I more than doubled the assets of the Academy of Marketing Science Foundation while serving as the President, 1994-1996.  
Considerable Fund raising is done every year for the Annual Conference of the Emerging Markets Conference Board. I serve as the Chair of this Board. For the 2016 Conference, visit <http://www.embangkok2016.com/>

**CURRENT POSITION**

Senior Fellow, CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, since September 2009.  
President, Global Evangelistic Ministries, Inc., 2009-Present. For details visit <http://www.globalevangelisticministries.net/>

**PREVIOUS POSITIONS**

Distinguished Visiting Professor, University of Johannesburg, South Africa, 2016-2020.

Distinguished Visiting Professor, Olayan School of Business, American University of Beirut, April 2015.

Senior Research Fellow, Nelson Mandela University Business School, Port Elizabeth, South Africa, 2014.

Nanyang Professor (Visiting Professor/Senior Fellow), Nanyang Business School, Nanyang Technological University, Singapore, 2009-2012.

Regents' Professor (Highest Academic Rank in the University System of Georgia), College of Management, Georgia Institute of Technology, June 1992-August 2009.  
Coordinator of Marketing, 1982-1995, 2002-2003. Retired from Georgia Tech in September 2009 after 30 years of continuous service.

Professor, College of Management, Georgia Institute of Technology, June 1988-May 1992.

Associate Professor, College of Management, Georgia Institute of Technology, Atlanta, Georgia, from July 1982 to June 1988. Tenured.

Assistant Professor of Management, College of Management, Georgia Institute of Technology, Atlanta, Georgia, from June 1979 to June 1982.

Teaching Assistant and Instructor with the Millard Fillmore College and the School of Management, SUNY at Buffalo. Independently taught basic and advanced undergraduate courses in Marketing and Quantitative Methods, 1976-1978. Research Assistant 1975-1976.

Full-time management consultant with the Administrative Staff College, Hyderabad, India. Independently handled several consulting assignments in Marketing and Operations Management for private sector, public sector, and government organizations, from May 1973 to August 1975.

## HONORS AND AWARDS

In 2020, Dr. Malhotra is listed in the published list of the **World's Top 2% Most-cited Researchers** across all disciplines, according to research conducted by the Meta-Research Innovation Center at Stanford University. This study analyzed data from 1996 through 2018, covering approximately 7 million scientists in 22 major fields and 176 subfields (list of scientists and the article on the study at PLOS (Ioannidis JPA, Baas J, Klavans R, Boyack KW (2019) A standardized citation metrics author database annotated for scientific field. PLOS Biology 17(8): e3000384. <https://doi.org/10.1371/journal.pbio.3000384>).

Selected as a **Marketing Legend** in 2010 and my refereed journal articles were published in nine volumes by Sage with tributes by other leading scholars in the field.

Listed in Marquis *Who's Who in the World*, continuously since 2000.

Listed in Marquis *Who's Who in America*, continuously since 51st Edition, 1997.

Listed in Marquis *Who's Who in American Education*, continuously since 2004-2005.

Listed in Marquis *Who's Who in Finance and Business*, continuously since 2004-2005.

Listed in *Who's Who in Business Higher Education*, since 2004.

Listed in *Who's Who Among America's Teachers*, since 2004-2005.

International Biographical Center, *One Thousand Great Americans*, since 2004.

Albert Nelson Marquis Lifetime Achievement Award from Marquis Who's Who, 2017.

Lifetime Achievement Award, Prestige Institute of Management, Gwalior, India January 2015.

Chair, Emerging Markets Conference Board, 2012 to present

Selected to receive the Bharat Seva Ratna Award in 2013

Selected to receive the Seva Chakra Purasakar in 2013

Selected to receive the Hind Rattan Award in 2012.

The following articles published in *European Business Review* and *International Journal of Quality & Reliability Management* "have been **downloaded over 13,000 times and cited in at least 49 publications.**"

Naresh K. Malhotra, Mark Peterson, and Can Usly, "Helping Marketing Research Earn a Seat at the Table for Decision-Making: An Assessment and Prescription for the Future," *European Business Review* 18(4) (2006): 294-306. Special Issue - Status and Future Direction: Views from Global Thought Leaders.

Naresh K. Malhotra, Olivia F. Lee and Can Usly, "Mind the Gap: The Mediating Role of Mindful Marketing Between Market and Quality Orientations, Their Interaction, and Consequences," *International Journal of Quality & Reliability Management*, 29(6) (2012): 607-625.

**Best Conference Paper Award** for Abhishek Mishra, Satyabhushan Dash, Naresh Malhotra, and Dianne Cyr, "Scale Development and Validation to Measure Different Facets of Consumer Design Perception in Emerging Economies: A Study in the Smartphone Context" Proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014, pages 479-483.

**Best Track Paper Award** for James Agarwal, Naresh K. Malhotra, and Katherine White, "Modeling Consumer Company Relationships: A Multi-Theoretical Justice Framework," CRM and Relationship Marketing Track, 2013 AMA Summer Marketing Educators Conference, August 9-11, 2013, Boston.

**Best Conference Paper Award** for Naresh K. Malhotra, Soumya Mukhopadhyay, Xiaoyan Liu, and Satyabhushan Dash, "One versus Many or a Few: Single versus Multi-item Scales and Long Form versus the Short Form of Multi-item Scales," Proceedings of the International Conference in Marketing, Noida, India, January 12-14, 2012, published by Pearson India, pages 338-339.

Ranked Number 3 based on publications in the *Marketing Education Review*, 2000-2009 (see Table 5 of Abernethy and Padgett, *Journal of Marketing Education*, 2011, 33(3), 326-336).

The following article was the 11th **most downloaded** article in 2011 of all the articles ever published in the Journal of Economic Psychology.

Lili Wang, Wei Lu and Naresh K. Malhotra, "Demographics, Attitude, Personality and Credit Card Features Correlate With Credit Card Debt: A View from China," *Journal of Economic Psychology*, 32(1) (February 2011): 179-193.

Best Professor in Marketing Management, 2nd Asia Best B-School Awards, 2011.

Selected as a **Marketing Legend** in 2010. My selected refereed journal articles have been published in nine volumes by Sage with tributes and commentaries by leading scholars. The selection of Legend is based on research, teaching and service.

In a landmark study by West et al. (2010) examining publications in the top four marketing journals (JMR, JM, JAMS, and JCR) over a 25-year period from 1977 to 2002, Professor Malhotra has three top-three rankings: ranked number three based on publications in all the four journals combined, ranked number three based on publications in JMR, and ranked number one based on publications in JAMS.

Received the Great Teacher Award, Center for the Enhancement of Teaching and Learning, Georgia Tech, 2009. I also received this award in 2006 and 2007.

Ranked number one based on publications in the *International Marketing Review* from 1996 to 2006 based on a study by Xu et al. published in the *Asia Pacific Journal of Management* (2008) 25: 189-207.

William R. Darden Award for Best Research Methodology Paper  
Tracey King and Naresh K. Malhotra, "The Influence of Common Method Variance in Marketing Research: Reanalysis of Past Studies Using a Marker-Variable Technique," Academy of Marketing Science Annual Conference, San Antonio, Texas, May 24-27, 2006.

Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award, 2005

The following article was one of the Top 50 Most Downloaded Articles from amongst the 50,000 articles on the Emerald Literati Network, from 2001 to 2005. Award Presented in 2005.

Malhotra, Naresh K. and Mark Peterson "Marketing Research in the New Millennium: Emerging Issues and Trends," *Market Intelligence and Planning*, 2001, 19(4) (2001): 216-235.

*Journal of International Marketing* Hans Thorelli Award, 2004 for the article:  
Naresh K. Malhotra, James Agarwal and Francis Ulgado, "Internationalization and Entry Modes: Multi-Theoretical Framework and Research Propositions," *Journal of International Marketing*, 11(4) (2003): 1-31.

*Academy of Marketing Science*, Outstanding Marketing Teaching Excellence Award, 2003.

Ranked number one based on publications in the *International Marketing Review* from 1992 to 2002 in an Editorial by Schlegelmilch (JIM, 11(1), 2003).

Emerald Literati Club 2002 Highly commended Award for the following paper.  
Malhotra, Naresh K. and Daniel McCort, "A Cross-Cultural Comparison of Behavioral Intention Models: Theoretical Consideration and an Empirical Investigation," *International Marketing Review*, 18(3) (2001): 235-269.

The Outstanding Paper for the 2000 Volume.

Mark Peterson and Naresh K. Malhotra, "Country Segmentation Based on Objective Quality-of-life Measures," *International Marketing Review* 17(1) (2000): 56-73.

William R. Darden Award for Best Research Methodology Paper  
James Agarwal and Naresh K. Malhotra, "Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross Domain Generalizability and Choice Prediction" (with James Agarwal), Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

Listed as one of the best researchers in John Fraedrich, "The Best Researchers in Marketing," *Marketing Educator*, Summer 1997, p. 5.

Chairman, Academy of Marketing Science Foundation, 1996-1998.

Ranked number one based on publications in the *Journal of the Academy of Marketing Science* (JAMS) since its inception through Volume 23, 1995. Also ranked number one based on publications in JAMS during the ten-year period 1986-1995. (See tables 6 and 7 of JAMS, Vol.24, No. 4, Fall 1996, page 297).

President, *Academy of Marketing Science*, 1994-1996.

An analysis conducted in 1994 by William R. Gombeski, Jr., Editor, indicated that Naresh K. Malhotra holds the all-time record for the maximum number of publications in the *Journal of Health Care Marketing* (JHCM). (Latta, Carol (1994), "Names in News," *Decision Line* 25 (March): 5. See also ACR Newsletter March 1994, p. 18). Since then, an additional paper has been published in this refereed journal leading to ten (10) papers in JHCM.

Nominated for the Institute wide Outstanding Teacher Award 1994.

President-Elect, *Academy of Marketing Science*, 1992-1994.

Chairman, Board of Governors, *Academy of Marketing Science*, April 1990 -1992.

Distinguished Fellow, *Academy of Marketing Science*, May 1992 to date.

Fellow, Decision Sciences Institute, May 1990 to date.

Men and Women of Distinction: Fourth World Edition.

Who's Who of Emerging Leaders in America, Third Edition, 1991.

Who's Who in American 1992-1993 Education, Third Edition.

Who's Who in the South and Southwest, 22nd Edition, 1991.

Men of Achievement, 1992, International Biographical Center.

International Leaders in Achievement, Second Edition, 1990, International Biographical Center.

Dictionary of International Biography, 22nd Edition, 1992.

Awarded the *JAMS* Best Paper Award for 1988 in May 1989. This award is given to the paper judged to have made the most significant contribution. The award winning paper: Naresh K. Malhotra, "Some Observations on the State of the Art in Marketing Research," *Journal of Academy of Marketing Science*, Vol. 16, No. 1, 4-24.

Vice President for Programs, *Academy of Marketing Science*, 1988-1990.

Finalist, Outstanding Faculty Research Author, Georgia Institute of Technology, Institute-wide competition, 1988.

Ranked the top researcher in the nation based on articles published in the *Journal of Marketing Research* during 1980-1985 (Table 2). Ranked number 4 in terms of number of articles published in major marketing journals during 1980-1985, and number 3 in the nation in terms of number of articles adjusted for quality published in leading marketing journals (Table 7). Source: Wheatley, J. J. and Wilson, L.C., "The Origins of Published Marketing Research in the 1980's," *1987 AMA Educators Proceedings*, 260-265.

Finalist, Editor of *Journal of Health Care Marketing* search November 1987. The American Marketing Association publishes this journal.

Finalist, and informally offered the position of Editor, *Journal of Academy of Marketing Science*, May 1987. This is the official journal of the *Academy of Marketing Science*.

Formally offered the position of Editor, *Journal of Scientific Marketing*. This was to be a new international journal to be published by JD Blazer, Ag, Scientific Publishing Company, Switzerland.

Offered the Carl H. Lindner Chair in Marketing at the University of Cincinnati, April 1987.

Sigma Xi Best Paper Award, Georgia Institute of Technology Chapter, 1987. This is a research award given to a published paper judged to have made the most significant contribution and is based on a campus wide competition. The award winning paper: Malhotra, N. K., "Analyzing Marketing Research Data with Incomplete Information on the Dependent Variable," *Journal of Marketing Research*, 24, February 1987, 74-84.

International Business School Computer Users Group Award for Distinguished Service and Significant Contributions as Proceedings Co-Editor, 1987.

Academy of Marketing Science Award for Outstanding Contributions Program Chair, 1987.

Selected for membership in Beta Gamma Sigma, National Honorary Fraternity in Business, 1985.

International Business School Computer Users Group Award for Outstanding Service, Significant Contributions and Leadership, 1985.

American Marketing Association Award for Significant Contributions as Track Chair, 1984.

Nominated for the Institute Wide Outstanding Teacher Award, 1984.

My article entitled "A Threshold Model of Store Choice" was awarded the second annual *Journal of Retailing* Best Article Award for 1983. This selection was based upon a vote of the Editorial Review Board from all articles published in the 1983 volume year. The major criterion was to select the article that is judged to have contributed most significantly to the development of retailing theory and/or practice.

Finalist for the JCR Award for the article:

Malhotra, N. K., "Information Load and Consumer Decision Making," *Journal of Consumer Research*, 8, March 1982, 419-430.

First Prize, Academy of Marketing Science Doctoral Dissertation Competition, 1980.

Student Achievement Award, School of Management, Alumni Association, State University of New York at Buffalo, 1979.

Outstanding Marketing Student Award, American Marketing Association, Buffalo-Niagara Chapter, 1979.

Special Fellowship, State University of New York at Buffalo, 1978-79.



Outstanding Marketing Student Award, American Marketing Association, Collegiate Chapter, 1978.

Pearl and Lewis Jacobs Award, State University of New York at Buffalo, for Excellence in Marketing, 1978.

Fellow, American Marketing Association Doctoral Consortium, 1978.

Graduate Student Research Grant Award, State University of New York at Buffalo, 1978.

American Marketing Association Doctoral Dissertation Research Grant Award, 1977.

Merit Scholarship, Indian Institute of Management, Ahmedabad, 1971-1973.

Tata Merit Scholarship, Indian Institute of Technology, Bombay, 1969-70.

National Science Talent Search Scholarship, Government of India, 1966.

## **TEACHING INTERESTS**

Most interested in teaching courses in Marketing Research and Consumer Behavior. I could also teach courses in Marketing Management. PhD seminars in research methodology and Statistical methods.

Teaching evaluations at Georgia Tech have been consistently high. Won the *Academy of Marketing Science*, Outstanding Marketing Teaching Excellence Award, 2003.

## **RESEARCH INTERESTS**

Currently interested in the research and application of multivariate methods to the study of consumer decision processes. Other research interests include international marketing/cross-cultural research. More recently, research on the interface of marketing and information technology management.

## **RESEARCH PUBLICATIONS IN REFEREED JOURNALS**

### **BEST PAPER AWARDS**

I have won the best papers for papers published in the following Journals:

*Journal of Consumer Research* (Finalist)

*Journal of Marketing Research*

*Journal of Retailing*

*Journal of the Academy of Marketing Science*

*International Marketing Review* (twice)

*Journal of International Marketing*

**In addition, there are several conference best paper awards.**

## TOP RANKINGS

- *Ranked number one* based on publications in *Journal of Marketing Research* (JMR) during 1980-1985 (see the article by Wheatley, J. J. and Wilson, L.C. in the 1987 *AMA Educators' Proceedings*, pp. 260-265). I have published ten papers in JMR
- *Ranked number one* based on publications in *the Journal of Health Care Marketing* (JHCM) during inception to 1994. William R. Gombeski, Jr., Editor of *Journal of Health Care Marketing* conducted this analysis. I have published ten papers in JHCM.
- *Ranked number one* based on publications in the *Journal of the Academy of Marketing Science* (JAMS) since its inception through Volume 23, 1995. Also *ranked number one* based on publications in JAMS during the ten-year period 1986-1995. (See tables 6 and 7 of JAMS, Vol.24, No. 4, Fall 1996, page 297). I have published ten papers in JAMS.
- *Ranked number one* in an Editorial by Bodo Schlegelmilch (*Journal of International Marketing*, 11(1), 2003) based on publications in the *International Marketing Review* (IMR) from 1992 to 2002. I have published eleven papers in IMR.
- *Ranked number one* based on publications in the *International Marketing Review* (IMR) from 1983 to 2003 (see IMR, 22(4) (2005), Table 5, Pg. 396).
- *Ranked number one* based on publications in the *International Marketing Review* from 1996 to 2006 based on a study by Xu et al. published in the *Asia Pacific Journal of Management* (2008) 25: 189-207.
- In a landmark study by West et al. (2010) examining publications in the top four marketing journals (JMR, JM, JAMS, and JCR) over a 25-year period from 1977 to 2002, Professor Malhotra has three top-three rankings: *ranked number three* based on publications in all the four journals combined, *ranked number three* based on publications in JMR, and *ranked number one* based on publications in JAMS.
- *Ranked number three* based on publications in the *Marketing Education Review*, 2000-2009 (see Table 5 of Abernethy and Padgett, *Journal of Marketing Education*, 2011, 33(3), 326-336).
- *Ranked number one* based on publications in the *International Marketing Review* (IMR) from 1983 to 2011 (see Table VI in *International Marketing Review* 30(1) (2013): 7-20).

## MOST DOWNLOADABLE ARTICLE

Malhotra and Peterson (2001) was One of the Top 50 Most Downloaded Articles from amongst the 50,000 articles on the Emerald Literati Network, from 2001 to 2005. Award Presented in 2005.

Wang, Lu and Malhotra (2011) was the 11th most downloaded article in 2011 of all the articles ever published in the Journal of Economic Psychology.

## CITATIONS

Google Scholar Citations = 31076 (as of January 22, 2016).

## PUBLICATIONS IN TOP MARKETING AND RELATED JOURNALS

I have published in all the top marketing journals: *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Marketing Science*, and *Management Science*.

Specific information on my research publications in refereed journals is provided.

Jain, A. K., Acito, F., Malhotra, N. K. and Mahajan, V., "A Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decompositional Multiattribute Preference Models," *Journal of Marketing Research*, August 1979, 313-322.

Mahajan, V., Peterson, R. A., Jain, A. K., and Malhotra, N. K., "A New Product Growth Model with a Dynamic Market Potential," *Long Range Planning*, 12, August 1979, 51-58.

Pinson, C.R., Malhotra, N. K., and Jain, A. K., "Cognitive Styles" A New Approach to Market Segmentation," *French Review of Marketing*, 1980, 3-19.

Etgar, M. and Malhotra, N. K., "Determinants of Price Dependency: Personal and Perceptual Factors," *Journal of Consumer Research*, 8, September 1981, 217-222. Abstracted in the *Journal of Marketing*, 46, Summer, 1982, 120.

Malhotra, N. K., Jain, A. K., and Lagakos, S. W., "The Information Load Controversy: An Alternative Viewpoint," *Journal of Marketing*, Spring 1982, 27-37. Reprinted in *Consumer Behavior for Marketing Managers* by Ian Fenwick and John A. Quelch eds., Boston: Allyn and Bacon, 1984, 194-206.

Malhotra, N. K., "A Scale to Measure Self Concepts, Person Concepts, and Product Concepts," *Journal of Marketing Research*, 18, November 1981, 456-464.

Malhotra, N. K., "Multi-Stage Information Processing Behavior: An Experimental Investigation," *Journal of the Academy of Marketing Science*, 10, Winter 1982, 54-71.

Malhotra, N. K., "Information Load and Consumer Decision Making," *Journal of Consumer Research*, 8, March 1982, 419-430.  
**(Finalist for the JCR Award).**

Malhotra, N. K., "Structural Reliability and Stability of Nonmetric Conjoint Analysis," *Journal of Marketing Research*, 19, May 1982, 199-207.  
Abstracted in *Journal of Marketing*, 47 (Winter 1983), 138.

Malhotra, N. K. and Jain, A. K., "A Conjoint Analysis Approach to Health Care Marketing and Planning," *Journal of Health Care Marketing*, Vol. 2, No. 2, Spring 1982, 35-44.

Malhotra, N. K., Jain, A. K., and Pinson, C.R., "Extremity of Judgment and Personality Variables," *Journal of Social Psychology*, 120, June 1983, 111-118.

Malhotra, N. K., "On Individual Differences in Search Behavior for a Nondurable," *Journal of Consumer Research*, June 1983, 125-131.

Malhotra, N. K., "A Comparison of the Predictive Validity of Procedures for Analyzing Binary Data," *Journal of Business and Economic Statistics*, 1, October 1983, 326-336.

Malhotra, N. K., "A Threshold Model of Store Choice," *Journal of Retailing*, 59, Summer 1983, 3-21.

**(Leading Article)**

**Awarded the second annual *Journal of Retailing* Best Article Award for 1983.**

Abstracted in *Journal of Marketing*, (Summer 1984), 116.

Srinivasan, V., Jain, A. K., and Malhotra, N. K., "Improving Prediction Power of Conjoint Analysis by Constrained Parameter Estimation," *Journal of Marketing Research*, November 1983, 433-438.

Malhotra, N. K., "Stochastic Modeling of Consumer Preferences for Health Care Institutions," *Journal of Health Care Marketing*, Fall 1983, 18-26.

Malhotra, N. K., "The Use of Linear Logit Models in Marketing Research," *Journal of Marketing Research*, February 1983, 20-31. Abstracted in *Journal of Marketing*, 48 (Fall 1984), 120.

Malhotra, N. K., "Some Reflections on the Information Overload Paradigm in Consumer Decision Making," *Journal of Consumer Research*, March 1984, 436-440.

Malhotra, N. K., "Analytical Market Segmentation in Non-business Situations: Marketing the Energy Audit in U.S.A.," *International Journal of Research in Marketing*, 1 (1984), 127-139.

Malhotra, N. K., "Information and Sensory Overload in Psychology and Marketing," *Psychology and Marketing*, 1 (1984), 9-12.

Pinson, C., Malhotra, N. K., and Jain, A. K., "Cognitive Differentiation in Consumer Product Judgments," *Journal of Economic Psychology*, 5, December 1984, 353-369.

Pinson, C., Malhotra, N. K., and Jain, A. K., "Consumer Cognitive Styles and Classifications: Illustrations and Conclusions," *Spanish Journal of Consumer Research*, 1985.

Malhotra, N. K., "Why Developing Societies Need Marketing Technology," *International Marketing Review*, 3, 1986, 61-73.

Malhotra, N. K., "Marketing Research for Services in Developing Countries: The Use of Unidimensional and Multidimensional Scaling," *Service Industries Journal*, 6, March 1986, 5-21.

Reprinted in *Service Industries in Developing Countries*, by Erdener Kaynak, ed., London: Frank Cass and Co. Ltd., 5-21.

Malhotra, N. K., "Marketing Linen Services to Hospitals: A Conceptual Framework and an Empirical Investigation Using Thurstone's Case V Analysis," *Journal of Health Care Marketing*, 6, March 1986, 43-50.

Malhotra, N. K., "An Approach to the Measurement of Consumer Preferences Using Limited Information," *Journal of Marketing Research*, 23, February 1986, 33-40.

Mahmoud, E. and Malhotra, N. K., "The Decision Making Process of Small Business for Microcomputers and Software Selection Usage," *Canadian Journal of Operational Research and Information Processing*, 24, May 1986, 116-133.

Malhotra, N. K., "Modeling of Store Choice Based on Censored Preference Data," *Journal of Retailing*, 1986, 128-144.

**(Leading Article)**

Malhotra, N. K., "Market Segmentation and Strategic Growth Opportunities for Hospitals," *Journal of Health Care Marketing*, Vol. 6, No. 2, 1986, 2-6. (Guest Editorial).

Malhotra, N. K., "Hospital Marketing in the Changing Health Care Environment," *Journal of Health Care Marketing*, 6 (September) 1986, 37-48.

Malhotra, N. K., "Testing the Homogeneity of Segments for Estimating Disaggregate Choice Models," *Marketing Science*, 6, Winter 1987, 98-99.

Jain, A. K., Pinson, C., and Malhotra, N. K., "Customer Loyalty as a Construct in the Marketing of Banking Services," *International Journal of Bank Marketing*, 5, No. 3, 1987, 49-72.

Malhotra, N. K., "A Marketing Orientation to Modeling the Hospital Supplier Interface: A Probabilistic Approach," *Journal of Health Care Marketing*, 7 (June) 1987, 6-14.

Malhotra, N. K., "Analyzing Marketing Research Data with Incomplete Information on the Dependent Variable," *Journal of Marketing Research*, 24, February 1987, 74-84.  
**Awarded Sigma Xi Best Paper Award, 1987.**

Malhotra, N. K., "Validity and Structural Reliability of Multidimensional Scaling," *Journal of Marketing Research*, 24, May 1987, 164-173.

Malhotra, N. K., Tashchian, A., and Mahmoud, E., "The Use of Microcomputers in Marketing Research and Decision Making," *Journal of the Academy of Marketing Science*, Special Issue on Microcomputers, Vol. 15, No. 2, 1987, 69-82.

Gessner, G., Kamakura, W., Malhotra, N. K., and Zmijewski, M.E., "Estimating Models with Binary Dependent Variables: Some Theoretical and Empirical Observations," *Journal of Business Research*, Vol. 16, No. 1, January 1988, 49-65.

Malhotra, N. K., "The State of the Art in Marketing Research: Introduction," *Journal of the Academy of Marketing Science*, Vol. 16, No. 1, Spring 1988, 1-3.

Malhotra, N. K., "Some Observations on the State of the Art in Marketing Research," *Journal of the Academy of Marketing Science*, Vol. 16, No. 1, Spring 1988, 4-24.  
**Awarded the JAMS Best Paper Award 1989.**

Malhotra, N. K., Jain, A. K., and Pinson C., "The Robustness of MDS Configurations in the Face of Incomplete Data," *Journal of Marketing Research*, 25, February 1988, 95-102.

Malhotra, N. K., "Self Concept and Product Choice: An Integrated Perspective," *Journal of Economic Psychology*, Vol. 9, No. 1, March 1988, 1-28.  
**(Leading Article)**

Malhotra, N. K., "Health Care Marketing Warfare," *Journal of Health Care Marketing*, Vol. 8, No. 1, March 1988, 17-29.

Lund, D. B., Malhotra, N. K., and Smith, A. E., "A Field Validation Study of Conjoint Analysis Using Selected Mail Survey Response Rate Facilitators," *Journal of Business Research*, Vol. 16, No. 4, June 1988, 351-368.

Malhotra, N. K., "A Methodology for Measuring Consumer Preferences in Developing Countries," *International Marketing Review*, Vol. 5, No. 3, Autumn 1988, 52-66.

Pinson, C., Malhotra, N. K., and Jain, A. K., "Consumer Cognitive Styles," *Research and Applications in Marketing* (French Journal), 1988, Vol. III, No. 1, 53-73.

Mahmoud, E., Rice, G., and Malhotra, N. K., "Emerging Issues in Sales Forecasting and Decision Support Systems," *Journal of the Academy of Marketing Science*, Vol. 16, No. 3 & 4, Fall 1988, 47-61.

Malhotra, N. K., "Decision Support Systems for Health Care Marketing Managers," *Journal of Health Care Marketing*, Volume 9, No. 2, June 1989, 20-28.

Malhotra, N. K., "Market Segmentation of Hospitals: Conceptual Foundations, Empirical Investigation, and Implications," *Journal of Health Care Marketing*, Vol. 9, No. 3, September 1989, 45-52.

Malhotra, N. K., "On the Effects of Fatigue on Judgments of Interproduct Similarity," *International Journal of Research in Marketing*, Vol. 7, 1990, 45-51.

Malhotra, N. K., "Administration of Questionnaires for Collecting Quantitative Data in International Marketing Research," *Journal of Global Marketing*, Vol. 4, No. 2, 1991, 63-92.

Malhotra, N. K., "On the Construct Validity of Intrinsic Sources of Personal Relevance," *Journal of Business Research*, Vol. 25 (2), September 1992, 143-147.

Malhotra, N. K., "Shifting Perspective on the Shifting Paradigm in Marketing Research," *Journal of the Academy of Marketing Science*, Volume 20 (4), Fall 1992, 379-387.

Malhotra, N. K., Baalbaki, I., Agarwal, J., and McIntyre, J., "EC: One Market or Many? An Assessment of the Degree of Homogeneity Within the European Community," *Journal of Euromarketing*, Vol. 2(1), 1992, 69-97.

Baalbaki, I. and Malhotra, N. K., "The Marketing Management Bases for International Market Segmentation: Research Propositions and Managerial Implications," *International Marketing Review*, Vol. 10(1), 1993, 19-44.

McCort, J. and Malhotra, N. K., "Culture and Consumer Behavior: Toward an Understanding of Cross-Cultural Consumer Behavior in International Marketing," *Journal of International Consumer Marketing*, Vol. 6(2), 91-128, 1993.

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## **PUBLICATION OF LEGENDS IN MARKETING VOLUMES**

As part of the Legends in Marketing series, 117 of my refereed journal articles were published in nine volumes by Sage in 2011. Each volume contains an extensive interview of me by the volume editor(s). In each interview, I answer questions summarizing the state-of-the-art in specific areas of research and also identify directions for future research. Each volume also has several tributes to my research written by leading scholars in the field. These volumes are:

Volume 1: Research Methodology: Conjoint Analysis, Multidimensional Scaling, and Related Techniques

Editor: James Agarwal

Volume 2: Research Methodology: Research Design and Data Analysis

Editor: Lan Wu

Volume 3: Consumer Behavior: Information Processing and Decision Making

Editor: Ashutosh R Patil

Volume 4: Consumer Behavior: Attitude, Intention, and Choice Behavior

Editor: Tracey M King

Volume 5: Marketing Management and Policy

Editor: Can Usly

Volume 6: International and Cross-cultural Marketing

Editor: Francis M Ulgado

Volume 7: Marketing of Services: Retailing and Health Care

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Ashutosh R. Patil Interviews Naresh K. Malhotra. (2011). *Processing the Research Behavior of a Legendary Consumer Behaviorist*. In Ashutosh R. Patil (Ed.) *Legend in Marketing: Naresh K. Malhotra, Volume 3: Consumer Behavior: Information Processing and Decision Making*, 287-303. Sage Publications.

Tracey M. King Interviews Naresh K. Malhotra. (2011). The Attitudinal, Intentional and Behavioral Influence of a Marketing Legend. In Tracey M. King (Ed.) Legend in Marketing: Naresh K. Malhotra, Volume 4: Consumer Behavior: Attitude, Intention, and Choice Behavior, 287-303. Sage Publications.

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Francis M. Ulgado Interviews Naresh K. Malhotra. (2011). Cross-Cultural and International Reflections of a Most Published Author and a Marketing Legend. In Francis M. Ulgado (Ed.) Legend in Marketing: Naresh K. Malhotra, Volume 6: International and Cross-cultural Marketing, 365-385. Sage Publications.

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Neale Martin Interviews Naresh K. Malhotra. (2011). A Health Care Marketing Pioneer, Most Published Author, and Legend. In Charla Mathwick and Neale Martin (Eds.) Legend in Marketing: Naresh K. Malhotra, Volume 7: Marketing of Services: Retailing and Health Care, 241-250. Sage Publications.

Gina L. Miller Interviews Naresh K. Malhotra. (2011). The Social Responsibility of a Legendary Researcher and Educator," in Gina L. Miller (Ed.) Legend in Marketing: Naresh K. Malhotra, Volume 8: Ethics, Quality of Life, and Pedagogy, 249-265. Sage Publications.

Sung Kim Interviews Naresh K. Malhotra. (2011). The Pioneering Contributions of a Marketing Legend to Management Information Systems. In Sung Kim and Alka Citrin (Eds.) Legend in Marketing: Naresh K. Malhotra, Volume 9: Management Information Systems, Technology, and Marketing, 249-260. Sage Publications.

Alka Citrin Interviews Naresh K. Malhotra. (2011). "The Technological Orientation of a Marketing Legend. In Sung Kim and Alka Citrin (Eds.) Legend in Marketing: Naresh K. Malhotra, Volume 9: Management Information Systems, Technology, and Marketing, 261-269. Sage Publications.

Naresh K. Malhotra, James Agarwal, and G. Shainesh (2018), "Does Country or Culture Matter in Global Marketing? An Empirical Investigation of Service Quality and Satisfaction Model with Moderators in Three Countries," in James Agarwal and Terry Wu eds., Emerging Issues in Global Marketing, 61-92. Springer.

Naresh K. Malhotra and Steven M. Burgess (2019), "Integrating Social Media in Marketing Research Courses," in *Handbook of Advances in Marketing in an Era of Disruptions*, Atul Parvatiyar and Rajendra Sisodia, Eds., 430-441, Sage Publications.

## JOURNAL ISSUES EDITED

Co-Editor, *Journal of the Academy of Marketing Science*, Special Section on Sales Forecasting and Decision Support Systems, Vol. 16, No. 3 & 4, Autumn 1988, (with E. Mahmoud and G. Rice).

Editor, *Journal of the Academy of Marketing Science*, Special issue on the State of the Art in Marketing Research, Vol. 16, No. 1, Spring 1988.

Editor, *Journal of the Academy of Marketing Science*, Special issue on The Past, Present, and Future of the Marketing Discipline, Vol. 27, No. 1, Spring 1999.

Editor, *International Marketing Review*, Special Issue on Cross-Cultural Marketing Research, 18(3) (2001).

Senior Co-Editor (with Alka Citrin and G. Shainesh), *International Journal of Technology Management*, 2004.

Editor, *Journal of Business Research*, Special Issue on Attitude & Affect: Leading Edge Theory and Practice 58(4) (April 2005).

## PROCEEDINGS EDITED

Belk, R., Peterson, R., Albaum, G., Holbrook, M., Kerin, R., Malhotra, N. K., and Wright P., eds., *Proceedings of the 1984 Educators' Conference, American Marketing Association*, August 1984. (Names of the two program co-chairs appear first in alphabetical order followed by the names of the five track chairs in alphabetical order).

Malhotra, N. K., ed., *Developments in Marketing Science*, Vol. VIII, *Proceedings of the 1985 Academy of Marketing Science Conference*, May 1985.

Green, R.E., Malhotra, N. K., and Parsons, C., eds., *Computers and Business Schools: Progress on Integration, Proceedings of the 1985 Conference, International Business Schools Computer User's Group*, July 1985.  
(Names are in alphabetical order).

Malhotra, N. K., ed., *Developments in Marketing Science*, Vol. IX. *Proceedings of the 1986 Academy of Marketing Science Conference*, May 1986. (Jon Hawes, co-editor).

Mahmoud, E., Rice, G., Wright, D., Kaynak, E., and Malhotra, N. K., eds., *Proceedings of the 1987 Conference, International Business Schools Computer Users Group*, July 1987.

G. Shainesh, Alka Citrin, and Naresh K. Malhotra, *Proceedings of the International Conference on the Marketing of Technology Oriented Products and Services*, Bangalore, India, 2002.

Arun K. Jain, Naresh Malhotra, Saji K. B. Nair, Satyabhusan Dash, eds., *Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead*, Proceedings of the International Conference in Marketing, January 12-14, 2012, IIM Lucknow, Pearson India, 2012.

### **PROCEEDINGS PAPERS: (REFEREED)**

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Jain, A. K., and Malhotra, N. K., "Designing New Products to Fit Markets in the Banking Service Sector: A Conjoint Measurement Approach," *Proceedings, American Marketing Association*, 1979, 524-529.

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Peterson, Mark and Malhotra, Naresh K., "Global Quality of Life: Substantive Dimensions in 186 Countries," in *Developments in Quality of Life Studies in Marketing*, Edited by H. Lee Meadow, M. Joseph Sirgy, Don R. Rahtz, 1995, P. 127

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Malhotra, N. K. and Agarwal, J., "The Differential Role of Attitude and Affect in Predicting Consumer Choice," in Christine Rowland Levy, ed., *Social and Economic Representations: Universite' Rene' Descartes, Paris V, 1996: 431*.

Peterson, Mark, Kleiser, Susan, and Malhotra, Naresh K., "Country Risk Ratings and Quality-of-Life Indicators: Two Sides of the Same Coin," In *Developments in Quality-of-Life Studies Volume I*, H. Lee Meadow, ed., 1997: 72.

Peterson, Mark, Susan Kleiser, and Naresh K. Malhotra, "Country Risk Ratings and Quality-of-Life Indicators: Two Sides of the Same Coin, *International Society of Quality-of-Life Studies Conference, Charlotte, NC, November 1997*.

James Agarwal and Naresh K. Malhotra, ""Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross Domain Generalizability and Choice Prediction", *Developments in Marketing Science*, Vol. 23, Miami: Academy of Marketing Science, 2000, p. 339.

**William R. Darden Award for Best Research Methodology Paper**

Mark Peterson and Naresh Malhotra, "Television Ad Processing: The Expectation-Motivation-Matching Model," *Association for Consumer Research Proceedings*, October, 2000.

Naresh K. Malhotra and Charla Mathwick, "Brand Loyalty in a Relationship Marketing Context: Its Structure and Formation," *Proceedings, Fifth Research Conference on Relationship Marketing*, October 2000.

McFarland, Rick, Goutam Challagalla, and Naresh K. Malhotra, "Seller Influence Tactics (SITs) and Their Impact on Customer Relationships," *Customer Relationship Management: Emerging Concepts, Tools and Applications*, J. N. Sheth, A. Parvatiyar, and G. Shainesh, eds., Tata McGraw-Hill Publishing Company, New Delhi, 2000:531-532.

Malhotra, Naresh K. James K. Agarwal, and Francis Ulgado, "The Globalization of Business and Markets: Underlying Theories, Framework and Research Propositions," *Proceedings, International Conference on the Globalization of Business and Markets*, New Delhi, 2001.

Malhotra, Naresh K. and James K. Agarwal, "Global Marketing Strategies and the Role of Regional Trading Blocs: Mexico as Part of NAFTA," *Proceedings, International Conference on the Globalization of Business and Markets*, New Delhi, 2001.

Malhotra, Naresh K., Sung S. Kim & James Agarwal, "Information Privacy Concerns in the Technological Age: A Framework and an Empirical Investigation," *Proceedings, International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment*, Bangalore, India, December 27-28, 2002: 214.

Quey, Tim and Naresh K. Malhotra, "Technology Transformation & Purposed Play: Implications for High Technology Product Development," *International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment*, Bangalore, India, December 27-28, 2002: 110.

Naresh K. Malhotra, "Teaching Philosophy: What Makes a Great Teacher," *Harian E. Spotts, Ed., Developments in Marketing Science*, XXVI, 2003:170.

Can Uslay, Fred C. Allvine, and Naresh K. Malhotra, "An Inquiry of Predatory Pricing In Network Industries: The Need to go Beyond the Chicago School of Thought," *Marketing and Public Policy: Emerging Issues and Challenges in Public Policy*, 2003: 51-53.

Can Uslay and Naresh K. Malhotra, "Towards A More General Theory of Marketing Ethics," Academy of Marketing Science Proceedings, National Conference, Vancouver, 2004. (Paper was accepted but did not appear in the Proceedings due to a lapse on the part of the Track Chair).

Heungsun Hwang, Naresh Malhotra, William R. Dillon and Yoshio Takane, "Generalized Structured Component Analysis: Empirical Applications and Recent Developments," Marketing Science National Conference, Atlanta, June 16-18, 2005.

Lan Wu, Naresh Malhotra and Koert van Ittersum, "Excessive Buying: Conceptual Typology and Scale Development," Association for Consumer Research, North American Conference, San Antonio, September 29-October 2, 2005.

Tracey King and Naresh K. Malhotra, "The Influence of Common Method Variance in Marketing Research: Reanalysis of Past Studies Using a Marker-Variable Technique," Academy of Marketing Science Annual Conference, San Antonio, Texas, May 24-27, 2006.

**William R. Darden Award for Best Research Methodology Paper**

Naresh K. Malhotra, "Consumers' Information Privacy Concerns: A Theoretical Model, Empirical Analyses, and Implications for Internet Marketing in Collectivist and Individualistic Societies," Proceedings, 3rd Great Lakes NASMEI Marketing Conference, Great Lakes Institute of Management, Manamai Campus, India, December 18-19, 2009.

Lan Wu and Naresh K. Malhotra, "Excessive Buying: The Construct and Scale Development," Proceedings, American Marketing Association, Summer Educators Conference, Boston, August 13 to 16, 2010.

Tracey King and Naresh K. Malhotra, "Applying Systems Metaphors to High-stakes Decisions: Development and Validation of a Complex Decision Style (CDS) Scale," Proceedings, Society for Marketing Advances, Annual Conference, Atlanta, USA, November 3-6, 2010.

Naresh K. Malhotra, Soumya Mukhopadhyay\*, Xiaoyan Liu\*, and Satyabhusan Dash, "One versus Many or a Few: Single versus Multi-item Scales and Long Form versus the Short Form of Multi-item Scales," Proceedings of the International Conference in Marketing, Noida, India, January 12-14, 2012, published by Pearson India, pages 338-339.

**Best Conference Paper Award.**

Ajay Jain, Naresh K. Malhotra, Guan Chong\*, "Positive and Negative Affectivity as the Mediator of Volunteerism and Service Oriented Citizenship Behavior and Customer Loyalty: A Study of Medical Representatives and Doctors," Proceedings of the International Conference in Marketing, Noida, India, January 12-14, 2012, published by Pearson India, pages 275-276.

Naresh K. Malhotra, James Agarwal and G. Shainesh, "A Cross-National and Cross-Cultural Comparison of Consumers' Service Quality Perception and Satisfaction: Exploring the Moderating Role of Uncertainty Avoidance," Proceedings of the International Conference in Marketing, Noida, India, January 12-14, 2012, published by Pearson India, pages 277-278.

Abhishek Mishra, Satyabhushan Dash, Naresh Malhotra, and Dianne Cyr, "Scale Development and Validation to Measure Different Facets of Consumer Design Perception in Emerging Economies: A Study in the Smartphone Context" Proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014, pages 479-483.

#### **Emerald Best Paper Award**

Abhishek Mishra, Satyabhushan Dash, Naresh Malhotra and Shreyanka Basu, "The Integration of Games with Traditional Qualitative Research: A New Methodology for Understanding Design Perception for Interactive Products," Proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014, pages 479-483.

### **WORK WITH PH.D STUDENTS**

Instrumental in starting the Ph.D. Program in Marketing at Georgia Tech. I have chaired the dissertations of 16 students. I have been working closely with all of them by way of:

- \* Ph.D. Seminars
- \* First and Second Paper Advisement
- \* Guided Independent Studies
- \* Doctoral Dissertation Research
- \* Informal Advisement
- \* Co-authors in manuscripts

Information on specific involvement with each student is provided.

1. Name: J. Daniel McCort  
 Role : Chairperson, Thesis Committee.  
 Thesis Title: Cultural Impacts on Consumer Behavior Models: Considering the Effects of Individualism/Collectivism.  
 Completed in 1992.  
 Placement: Wheaton College and North American Mission Board  
 (Co-authored several papers)
2. Name: Imad Baalbaki  
 Role : Chairperson, Thesis Committee.  
 Thesis Title: Standardization versus Customization: An Assessment of the Importance

- of Marketing Management Bases for International Market Segmentation.  
Completed in 1993.  
Placement: American University of Beirut, Lebanon  
(Co-authored several papers)
3. Name: Gina Miller  
Role : Chairperson, Thesis Committee.  
Thesis Title: An Empirical Investigation of A Categorization Based Model of the  
Evaluation Formation Process as it Pertains to Set Membership  
Predictions.  
Completed in 1993.  
Placement: Mercer University  
(Co-authored several papers)
4. Name: James Agarwal  
Role : Chairperson, Thesis Committee.  
Thesis Title: A Dimensional and Holistic Model of Consumer Choice: A Validation  
Study.  
Completed in 1993.  
Placement: University of Calgary  
(Co-authored several papers)
5. Name: Christian Mark Peterson  
Role : Chairperson Thesis Committee.  
Thesis Title: The Motivation-Emotion-Matching  
(MEM) Model of Television Advertising Effects.  
Completed in 1994.  
Placement: University of Wyoming  
(Co-authored several papers)
6. Name: Joseph Schwartz  
Role : Chairperson Thesis Committee.  
Thesis Title: Understanding the Coupon Prone Purchaser:  
The Importance of Economic and Psychological Elements  
of sales Promotions in Motivating Purchase.  
Completed in 1995.  
Placement: University of Michigan, Dearborn. Currently in the Industry.
7. Name: Neale Martin  
Role : Chairperson Thesis Committee.  
Thesis Title: An Empirical Investigation of the Determinants of Customer Satisfaction  
Completed in 1997.  
Placement: Industry
8. Name: Charla Allen Mathwick  
Role : Chairperson Thesis Committee.

- Thesis Title: A Model of Contextual Antecedents and Exchange Outcomes of Customer Value: An Empirical Investigation Into the Catalog and Internet Shopping Context.  
Completed in 1997.
- Placement: Portland State University  
(Co-authored several papers)
9. Name: Jamie Pleasant  
Role : Chairperson Thesis Committee.  
Thesis Title: A Model of Consumer Behavior for Understanding Purchase Intent of Subcultures: A Proposal of the Ethnic Consumer Purchase Intent Model (ECPIM)  
Placement: Clark Atlanta University  
Completed in 1999.
10. Name: Ashutosh Dixit  
Role : Co-Chairperson Thesis Committee.  
Thesis Title: Growth of Discounting in the Airline Industry: Theory, Practice, and Problems  
Completed in 2000.  
Placement: University of Georgia. Currently at Cleveland State University  
(Co-authored several papers)
11. Name: Richard G. McFarland  
Role : Co-Chairperson Thesis Committee.  
Thesis Title: Seller Influence Tactics (SITs) in the Buyer-Seller Dyad: Developing the Construct, Its Antecedents, and Consequences  
Completed in 2000.  
Placement: Kansas State University
12. Name: Cassandra Wells  
Role : Chairperson Thesis Committee.  
Thesis Title: An Integrative Model of Psychological and Economic Factors to Better Predict Saving Behavior: Theoretical Foundations and An Empirical Investigation  
Completed in 2000.  
Placement: Morehouse College, Atlanta
13. Name: Sung Kim  
Role : Chairperson Thesis Committee.  
Thesis Title: Developing a Model of User Value of Information System  
Completed in 2001  
Placement: University of Wisconsin, Madison  
(Co-authored several papers)
14. Name: Lan Wu

- Role : Chairperson Thesis Committee.  
 Thesis: Excessive Buying: The Construct and a Causal Model  
 Completed in 2006  
 Placement: California State University, East Bay  
 (Co-authored several papers)
15. Name: Tracey King  
 Role : Chairperson Thesis Committee.  
 Thesis: Consumer Decisions in a Complex World: Measurement Concerns, Scale  
 Development, and Validation in a Healthcare Context  
 Completed in 2008  
 Placement: American University, Washington, DC  
 (Co-authored several papers)
16. Name: Ahutosh Patil  
 Role : Chairperson Thesis Committee.  
 Thesis: Essays In Regulatory Focus & Price Acceptance  
 Completed in 2009  
 Placement: Georgia Institute of Technology (visiting)  
 (Co-authored several papers)

### **Other Dissertation Committees**

In addition to these 16 dissertations that I have chaired, I have also served on other dissertation committees of students in management, psychology, and other areas. I have also guided PhD students in Nanyang Business School, Nanyang Technological University and three of the doctoral students there have published journal articles with me.

### **EDITOR-IN-CHIEF**

Editor-in-Chief (along with Jagdish N. Sheth) of the Wiley International Encyclopedia of Marketing, a six-volume set published by John Wiley in 2011.

### **EDITOR**

#### *Review of Marketing Research*

I am the founding editor of this annual publication launched by the Emerald Group of UK. The issues have featured articles by the top-most scholars in the field. The editorial board is comprised of the top scholars in the field.

### **ASSOCIATE AND SECTION EDITOR**

Associate Editor of *Decision Sciences*, January 1, 1985 to December 31, 1999.



Editor, Health Care Marketing Abstracts, *Journal of Health Care Marketing*, January 1, 1986 to 1993.

## **ASSOCIATE EDITOR**

MIS Quarterly. MISQ Special Issue on Service Innovation in the Digital Age.

## **EDITORIAL REVIEW BOARD**

(Past and Present)

*Journal of Marketing Research*

*Journal of Marketing*

*Journal of Consumer Research*

*Journal of the Academy of Marketing Science*

*MIS Quarterly (MISQ Special Issue on Service Innovation in the Digital Age)*

*Journal of International Marketing*

*International Marketing Review*

*Journal of Retailing*

*Psychology and Marketing*

*Journal of Business Research*

*Journal of Health Care Marketing*

*Journal of Macro Marketing*

*Journal of Economic Psychology*

*European Business Review*

*Journal of Global Marketing*

*Asian Journal of Marketing*

*Journal of Marketing Management*

*Journal of Marketing Theory and Practice*

*Information and Management*

## **OFFICES HELD**

Chair, Emerging Markets Conference Board, 2011 to Present

Board of Governors, Academy of Marketing Science, 2006 - 2012.

Past President Council, Academy of Marketing Science, 1996 to Present.

Chairman, Academy of Marketing Science Foundation, 1996-1998.

President, Academy of Marketing Science, 1994-1996.

President-Elect, Academy of Marketing Science, 1992-1994.

Chairman, Board of Governors, Academy of Marketing Science, 1990 -1992.

Vice President Programs, Academy of Marketing Science, 1988-1990.

Executive Vice President, International Business School Computer Users Group, 1985-1988.

## **PROFESSIONAL ACTIVITIES**

### **(Organization of National and International Conferences)**

Track Chairperson, Marketing Research Text, Academy of Marketing Science, National Conference, 1983.

Track Chairperson, Research Methodology, Academy of Marketing Science, National Conference, 1984.

Track Chairperson, Research Methods and Issues, American Marketing Association, National Educators' Conference, 1984.

Track Chairperson, Management Science and Statistics, American Institute for Decision Sciences, National Conference, 1985.

Program Co-Chairperson, Academy of Marketing Science, National Conference, 1985.

Program Co-Chairperson, International Business School Computer Users Group, International Conference, 1985.

Program Co-Chairperson, Academy of Marketing Science, National Conference, 1986.

Track Chairperson, Marketing, American Institute for Decision Sciences, National Conference, 1986.

Program Chairperson, Academy of Marketing Science, National Conference, 1987.

Vice President for Programs, National Retailing Conference, October 1988, Charleston, S.C.

Vice President for Programs, Services Marketing Conference, October 1988, Cleveland, Ohio.

Vice President for Programs, the 1989 Annual National Conference of the Academy of Marketing Science.

Vice President for Programs, the Fourth Bi-Annual World Marketing Congress, Academy of Marketing Science, Singapore, 1989.

Vice President for Programs, the 1990 Annual Conference of the Academy of Marketing Science.

Vice President for Programs, Second Minority Marketing Conference, November 1990, Jacksonville, Florida.

Vice President for Programs, the 1991 Annual Conference of the Academy of Marketing Science (put together the conference team consisting of Program Co-Chairs and Track Chairs).

North American Co-Chair, Architecting the Global Village: Perspectives, Problems, and Prospects, India, January 3-5, 1997.

North American Chair, International Conference on One World One Market-Vision 2020," New Delhi, India, December 28-30, 1998.

Track Chair, Research Methodology Track, Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

North American Program Chair, International Conference on the Globalization of Business and Markets, India, December 20-22, 2001.

Conference Chair, International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore, India, December 27-28, 2002.

North American Conference Co-Chair, Global Arena - Challenge of the Morrow, New Delhi, India, December 28-30, 2006.

Conference Co-Chair, International Marketing Conference, Noida, India, January 12-14, 2012.

Lead Conference Co-Chair, The 2013 Annual Conference of the Emerging Markets Conference Board, Port Elizabeth, South Africa, June 16-20, 2013.

Conference Co-Chair, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

Lead Conference Co-Chair, The 2015 Annual Conference of the Emerging Markets Conference Board, Dubai, UAE, January 20-22, 2015.

Lead Conference Co-Chair, The 2016 Annual Conference of the Emerging Markets Conference Board, Bangkok, Thailand, January 6-8, 2016.

Lead Conference Co-Chair, The 2017 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 5-7, 2017.

Lead Conference Co-Chair, The 2018 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, Johannesburg, South Africa, April 4-7, 2018.

Lead Conference Co-Chair, The 2019 Annual Conference of the Emerging Markets Conference Board, Ghaziabad, India, January 6-8, 2019.

Lead Conference Co-Chair, The 2020 Annual Conference of the Emerging Markets Conference Board, Ljubljana, Slovenia, June 2-3, 2020.

## **PROFESSIONAL ACTIVITIES**

**(Chairperson, Discussant, Panelist, etc.)**

Chairperson, session on Multiattribute Scaling Models, Association for Consumer Research, National Conference, 1980.

Track Chairperson, Research Methodology, Academy of Marketing Science, National Conference, 1981.

Discussant, Session on Consistency and Validity in Perceptual Scaling, American Marketing Association, National Conference, 1981.

Discussant, Session on Marketing of Services, World Marketing Congress, 1982.

Judge, Academy of Marketing Science Doctoral Dissertation Competition, 1982.

Invited Panelist, panel of Conjoint Measurement, Academy of Marketing Science, National Conference, 1982.

Discussant, Session on Health Care Marketing, Academy of Marketing Science, National Conference, 1982.

Discussant, Session on Consumer Behavior, Academy of Marketing Science, National Conference, 1982.

Discussant, Session on Shopping for Durables, Association for Consumer Research, National Conference, 1982.

Chairperson, Session on Strategic Planning in Marketing, American Institute of Decision Sciences, National Conference, 1982.

Chairperson, Panel on Multivariate Analysis, Academy of Marketing Science, National Conference, 1983.

Chairperson, Session on Methodological Issues in Marketing Research, Academy of Marketing Science, National Conference, 1983.

Tutorial on Tobit Analysis, Research Methods and Causal Modeling Conference, American Marketing Association, 1983 (with Leonard J. Parsons).

Discussant, Session on Methodological Advances in Consumer Research, Association for Consumer Research, National Conference, 1983.

Chairperson, Panel on Recent Advances in Marketing Research Methodology, Academy of Marketing Sciences, National Conference, 1984.

Chairperson and Discussant, Session on Situations and Intentions, Association for Consumer Research, National Conference, 1984.

Chairperson, Session on Attitudes and Related Issues, American Institute of Decision Sciences, National Conference, 1984.

Chairperson, Special Session on Methodological Advances in Marketing Research, Academy of Marketing Science, National Conference, 1985.

Chairperson, Session on Marketing II, ORSA/TIMS Joint National Meeting, November 1985.

Chairperson, Special Session on Recent Advances in Multivariate Data Analysis, American Institute for Decision Sciences, National Conference, 1985.

Invited Panelist, Special Session on State of the Art in Sales Forecasting, Academy of Marketing Science, National Conference, 1986.

Discussant, American Marketing Association, American Marketing Association, National Educators' Conference, 1986.

Chairperson, Special Session on Current Perspectives in International Marketing, American Marketing Association, National Educators' Conference, 1986.

Chairperson, Session on Methodological and Technical Issues in Marketing, Decision Sciences Institute, National Conference, 1986.

Panelist, Meet the Editor Session, Decision Sciences Institute, National Conference, 1986.

Organizing Committee, 1987 National Conference, International Business Schools Computer Users Group.

Chairperson, Plenary Session on the State of the Art in Marketing Research," Academy of Marketing Science National Conference, 1987.

Chairperson, Plenary Session on Meet the Editors, Academy of Marketing Science National Conference, 1987.

Chairperson, Session on Estimating Customer Perceived Value and Market Structure, American Marketing Association, National Educator's Conference, 1987.

Chairperson, Session on Improving Mail Response Rates, Academy of Marketing Science, National Conference, 1988.

Discussant, Session on Developments in Conjoint Measurement, American Marketing Association, National Educator's Conference, 1988.

Seminar Speaker, American Marketing Association, Atlanta Chapter, 1988

Chairperson, Session on Retailing and Retail Strategies, World Marketing Congress, Singapore, July 1989.

Discussant, Session on Measurement and Scaling Issues in Marketing Research II, American Marketing Association, National Educator's Conference, 1989.

Panelist, Meet the Editor Session, Decision Sciences Institute, National Conference, 1989.

Chairperson, Plenary Session on Creativity and the Research Process, Academy of Marketing Science, National Conference, 1990.

Discussant, Issues in Data Collection, National Educators' Conference, American marketing Association, 1990.

Discussant, Session on Methodological Issues, Association for Consumer Research National Conference, 1990.

Discussant, Session on Methodological Issues, Decision Science Institute, National Conference, 1990.

Session Chair, Plenary Session, Writing and Critiquing Scholarly Articles, Academy of Marketing Science, National Conference, 1991.

Session Chair, Session on Research Methodology, Academy of Marketing Science, National Conference, 1991.

Session Chair, Session on Globalization, International Conference on Global Competitiveness: Strategies for the 90s, New Delhi, 1992.

Session Chair, Plenary Session, Issues Confronting Marketing Scholars, Academy of Marketing Science, National Conference, 1992.

Session Chair, Session on Research Methodology, Academy of Marketing Science, National Conference, 1992.

Discussant, Session on Emotions, American Marketing Association, National Educators' Conference, 1992.

Session Chair, Research Methods, Academy of Marketing Science, National Conference, 1993.

Session Chair, Causal Modeling, Southern Marketing Association, National Conference, 1993.

Inaugural Address, Academy of Marketing Science, World Marketing Congress, Istanbul, Turkey, 1993.

Session Chair, Multivariate Methods: Estimation and Validation, 1994 Marketing Science Conference, March 17-20, 1994, University of Arizona, Tucson, AZ.

Panel Presentation, "An Alternating Least-Squares Algorithm for Estimating Missing Data as an Alternative to the EM Algorithm," (with C. Kim), 1994 Marketing Science Conference, March 17-20, 1994, University of Arizona, Tucson, AZ.

Presidential Address, Academy of Marketing Science/ACCRA Retailing Conference, November 1994.

Presidential Address, Academy of Marketing Science National Conference, May 17-21, 1995, Orlando, FL.

Presidential Address, Seventh Bi-Annual World Marketing Congress, July 6-10, 1995, Melbourne, Australia.

Invited Presentation, Board of Directors of American Assembly of Collegiate Schools of Business, November 10, 1995, Washington, DC.

Inaugural Address, International Conference On Globalization and the Market Economy: The Challenge of Change, New Delhi, India, December 28-30, 1995.

Plenary Session Speaker, International Conference On Globalization and the Market Economy: The Challenge of Change, New Delhi, India, December 28-30, 1995.

Session Chair, Building Global Competitive Advantage, International Conference On Globalization and the Market Economy: The Challenge of Change, New Delhi, India, December 28-30, 1995.

Presidential Address, Academy of Marketing Science National Conference, May 29-June 1, 1996, Phoenix, Arizona.

Keynote Speaker, Australian Marketing Research Society, National Conference, Gold Coast, Australia, October 6-9, 1996.

Visiting Scholar Seminars, Monash University, Australia, September 1996. Gave a series of four research seminars.

Distinguished Speaker Series, University of Southern Queensland, Australia, September-October, 1996. Gave a series of four research seminars.

Keynote Speaker, Architecting The Global Village: Perspectives, Problems, and Prospects, India, January 3-5, 1997.

Eminent Scholar Seminars, Deusto University, Spain, January, 1997. Gave a series of seven research seminars.



Chair, Session on “Measuring Consumer Responses to Marketplace Stimuli,” Academy of Marketing Science National Conference, Coral Gables, Florida, May 28-31, 1997.

Invited Panelist, “Ethics and the Marketing Educator,” Academy of Marketing Science National Conference, Coral Gables, Florida, May 28-31, 1997.

Keynote address, “The Strategic Role of Segmentation in International Marketing,” World Marketing Congress, Kuala Lumpur, Malaysia, 24-27, June 1997.

Session Chair, “Strategic Relationships: Connecting Customers,” Southern Marketing Association, Annual Conference, Atlanta, November 5-8, 1997.

Session Chair, “Channel Strategies/Alliances: A Fresh Perspective,” Southern Marketing Association, Annual Conference, Atlanta, November 5-8, 1997.

Keynote Address, Plenary Session, “Globalization and Excellence in the Next Century,” Second Annual Asian Association of Management (AAM) Conference, Langkawi, Malaysia, December 12-13, 1997.

Naresh K. Malhotra, Francis Ulgado, James Agarwal and Imad Baalbaki, “An Integrated Model of the Globalization Process,” Second Annual Asian Association of Management (AAM) Conference, Langkawi, Malaysia, December 12-13, 1997

Session Chair and Discussion Leader, Session on New Product Development and Marketing Communications, Keys to Marketing Effectiveness: Working Smarter, Not Harder, International Conference, Atlanta, January 17-19, 1998.

Invited Panelist, Special Session on Customer Satisfaction Measurement and Modeling, American Marketing Association, Winter Educators Conference, Austin, TX, February 21-23, 1998.

Naresh K. Malhotra and Mark Peterson, “What Electric Professionals Need to Know About Marketing Research: A Comprehensive Case in Marketing Research I,” American Marketing Association’s 1998 Electric Utility Customer Research National Conference, Atlanta, May 17, 1998.

Naresh K. Malhotra and Mark Peterson, “What Electric Professionals Need to Know About Marketing Research: A Comprehensive Case in Marketing Research II,” American Marketing Association’s 1998 Electric Utility Customer Research National Conference, Atlanta, May 20, 1998.

Session Chair, Session on Consumer Relationships: Motivation and Maintenance Strategies, Academy of Marketing Science, National Conference, Norfolk, May 27-30, 1998.

Session Chair, Judgment, Purchase and Post-Adoption Processes,” Association of Consumer Research-Asia Pacific Conference, Hong Kong, June 18-20, 1998.

Session Chair, Attitude Modeling: Issues and Methods, INFORMS Israel, June 28-July 1, 1998.

Session Chair, Developments in Quantitative Analysis, American Marketing Association, Summer Marketing Educators’ Conference, Boston, August 15-18, 1998.

Plenary Session Paper, “Global Marketing Strategies for the Twenty First Century, International Conference on One World One Market-Vision 2020,” New Delhi, India, December 28-30, 1998.

Session Chair, Global Management: Strategic Decision Making, International Conference on One World One Market-Vision 2020,” New Delhi, India, December 28-30, 1998.

Session Chair, Managing Strategic Alliances, International Conference on One World One Market-Vision 2020,” New Delhi, India, December 28-30, 1998.

Distinguished Speaker, Seminar on Globalization, Jorge Tadeo Lozano University, Bogota, Colombia, March 3, 1999.

Distinguished Speaker, Seminar on International Marketing, Universidad Antonio Narino, Bogota, Colombia, March 5, 1999.

Distinguished Speaker, Seminar on International Marketing Research, CIDE University, Bogota, Colombia, March 8, 1999.

Distinguished Speaker, Seminar on International Marketing, Universidad Minuto De Dios, Bogota, Colombia, March 9, 1999.

Invited Panelist, Session on Technology Drivers on the Road to Global Marketing Education, Academy of Marketing Science, Miami, May 26-29, 1999.

Session Chair, Session on Nutrition, Safety, and Health, ACR European Conference, Jouy-en-Josas, France, June 24-26, 1999.

Distinguished Speaker, Seminar on Globalization, Universidad Antonio Narino, Bogota, Colombia, October 26, 1999.

Distinguished Speaker, Seminar on Strategic Marketing for the Twenty First Century, Jorge Tadeo Lozano University, Bogota, Colombia, October 27, 1999.

Distinguished Speaker, Seminar on International Marketing, Universidad Antonio Narino, Bogota, Colombia, October 28, 1999.

Distinguished Speaker, Seminar on International Marketing Research, Piloto University, Bogota, Colombia, October 29, 1999.

Distinguished Speaker, Seminar on Marketing Research, Jorge Tadeo Lozano University, Bogota, Colombia, October 29-30, 1999.

Distinguished Speaker, International Conference on Reviving the Economy of Colombia, Bogota, Colombia, October 30, 1999.

Session Chair, Advances in Collecting and Analyzing Survey Data, American Marketing Association, Winter Conference, San Antonio, Texas, February 5-8, 2000.

Invited Panelist, AMS Presidential Panel on Emerging Trends in Marketing Research in the 21<sup>st</sup> Century, Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

Session Chair, Choice Models and Multivariate Methods, Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

Competitive Paper Presentation, "Conjoint Model with Artificial and Real Stimuli: A Comparative Assessment of Within and Cross-Domain Generalizability and Choice Prediction" (with James Agarwal), Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

**(William R. Darden Award for Best Research Methodology Paper)**

Invited Panelist, Marketing and Quality of Life Interface, Academy of Marketing Science Annual Conference, Montreal, Canada, May 24-28, 2000.

Naresh K. Malhotra, "Pitfalls in International Marketing Research," Distinguished Scholar Lecture, University of Los Andes, Bogota, Colombia, September 25, 2000.

Naresh K. Malhotra, "What do the Customers Want? Defining and Measuring Value in an E-Commerce Context," Distinguished Scholar Lecture, University of Los Andes, Bogota, Colombia, September 26, 2000.

Naresh K. Malhotra, "Modeling the Globalization Process," Invited Lecture, CIDE University, Bogota, Colombia, September 27, 2000.

Naresh K. Malhotra, "Researching International Markets," Invited Lecture, Jorge Tadeo Lozano University, Bogota, Colombia, September 27, 2000.

Naresh K. Malhotra, "Marketing for the Twenty First Century," Distinguished Scholar Lecture, University of Los Andes, Bogota, Colombia, September 27, 2000.

Naresh K. Malhotra, "Religion and Academics: An Intellectual Perspective," Distinguished Scholar Lecture, University of Los Andes, Bogota, Colombia, September 28, 2000.

Naresh K. Malhotra, Recent Trends in International Marketing, Invited Lecture, Jorge Tadeo Lozano University, Colombia, 29, 2000.

Naresh K. Malhotra, Recent Advances in Relationship Marketing, Distinguished Scholar Lecture, University of Los Andes, Bogota, Colombia, September 29, 2000.

Naresh K. Malhotra, The Strategic Role of Regional Trading Blocks, Invited Lecture, CIDE University, Bogota, Colombia, September 29, 2000.

Mark Peterson and Naresh Malhotra, "Television Ad Processing: The Expectation-Motivation-Matching Model," Association for Consumer Research Annual Conference, Salt Lake City, October, 19-20, 2000.

Naresh K. Malhotra, "Brand Loyalty in a Relationship Marketing Context: Its Structure and Formation," Plenary Session Speech, Fifth Research Conference on Relationship Marketing, October 12-15, 2000, Atlanta.

Naresh K. Malhotra, Session Chair, Enterprise Strategies for Relationship Marketing, Fifth Research Conference on Relationship Marketing, October 12-15, 2000, Atlanta.

Naresh K. Malhotra, Session Chair, International Conference on Customer Relationship Management, Gurgaon, India, N, 2000.

Naresh K. Malhotra, Invited Panelist, International Conference on Customer Relationship Management, Gurgaon, India, N, 2000.

Naresh K. Malhotra, James Agarwal, Francis Ulgado, and Imad Baalbaki, "A Framework for Explaining Globalization: Research Propositions," World Marketing Congress, Cardiff, Wales, UK, June 27 – July 1, 2001.

Naresh K. Malhotra, "International Marketing Research," National University of Argentina, La Plata, August 13-26, 2001.

Naresh K. Malhotra, "The Growing Importance of Marketing and Its Implications for Higher Education," National University of Argentina, La Plata, August 13-26, 2001.

Naresh K. Malhotra, "The Globalization of Business and Markets: The Conference Theme," Keynote Address, International Conference on the Globalization of Business and Markets, India, December 20-22, 2001.

Session Chair, Plenary Session, Global Business Environment : Trends and Predictions, International Conference on the Globalization of Business and Markets, India, December 20-22, 2001.

Agarwal, James and Naresh K. Malhotra (2002), "An Integrated Model of Attitude and Choice: An Interaction Approach," The 2002 Academy of Marketing Science (AMS) Annual Conference, Hyper-competition in Markets and Marketing: The New Economic Reality, Sanibel Island, Florida, May 29-June 1, 2002.

Malhotra, Naresh K. and Mark Peterson, "Marketing Research in the New Millennium: Emerging Issues and Trends", invited presentation to the marketing faculty at the University of New South Wales, Australia, June, 2002.

Session Chair, Customer Interactions & Relationship Management, International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore, India, December 27-28, 2002.

Session Chair, Internet & e-Commerce, International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore, India, December 27-28, 2002.

Session Chair and Panelist, Panel on Marketing Technology Products & Services: Research Agenda & Directions, International Conference on the Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore, India, December 27-28, 2002.

Invited panelist, Outstanding Teachers in Marketing Presentations, Academy of Marketing Science National Conference, Washington, DC, May 28-June 1, 2003.

Chair, Session on Information Process, Association for Consumer Research, Asia Pacific Conference, Seoul, Korea, May 13-15, 2004.

Session Chair and Panelist, AMS Presidential Panel on Marketing Research, Academy of Marketing Science National Conference, Vancouver, May 26-29, 2004.

Discussant, International Dimensions of Marketing Ethics and Social Responsibility, Academy of Marketing Science National Conference, Vancouver, May 26-29, 2004.

Panelist, Market Orientation and Stakeholder Orientation, Academy of Marketing Science National Conference, Vancouver, May 26-29, 2004.

Chair, Environmental Issues in Macromarketing, Macromarketing Conference, Vancouver, May 29 - June 1, 2004.

Discussant, Topics in Market Research, American Marketing Association, Summer Educators' Conference, Boston, August 6-9, 2004.

Session Chair, Competitive paper Session: Kid Stuff, Association for Consumer Research, Portland, Oregon, October 7-10, 2004.

Chair, Technology Human Interface: Issues and Challenges, 33<sup>rd</sup> IFTDO World Conference, New Delhi, India, November 22-25, 2004.

Keynote Address, "What Makes a Distinguished Marketing Educator: My Personal Journey, Academy of Marketing Science National Conference, Tampa, May 25-28, 2005.

Chair, Session on Market Research, Marketing Science National Conference, Atlanta, June 16-18, 2005.

Discussant, Session on Internet and Public Policy, American Marketing Association, Educators' Conference, San Francisco, July 29-August 1, 2005.

Invited Panelist, Session on Challenges & Opportunities for Indian Industries in the Era of Globalization, 11<sup>th</sup> International Conference on Productivity and Quality Research, Delhi, India, December 12-15, 2005.

Invited Panelist, Session on Emerging Frontiers within B2B Marketing, Thirteenth Annual CBIM Meeting, Atlanta, February 4-5, 2006.

Session Chair, Session on Estimating and Predicting Customer Lifetime Value, American Marketing Association, American Marketing Association, Winter Educator's Conference, St. Petersburg, FL, February 17-20, 2006.

Award winning presentation (with Tracey King), "The Influence of Common Method Variance in Marketing Research: Reanalysis of Past Studies Using a Marker-Variable Technique," Academy of Marketing Science Annual Conference, San Antonio, Texas, May 24-27, 2006.

Session Chair, "Consumer Research and Technology," American Marketing Association, American Marketing Association, Summer Educator's Conference, Chicago, August 4-7, 2006.

Distinguished Lecture, "Accounting for Common Method Variance in Survey-Based IS Research: A Theoretical and Empirical Comparison of Alternative Approaches and a Reanalysis of Past Research," University at Buffalo, State University of New York, Buffalo, NY, September 29, 2006.

Keynote address, "Entry Mode Strategies for SMEs in the New Global Environment: Multi-Theoretical Framework and Research Propositions," SME-Entrepreneurship Global Conference 2006, Kuala Lumpur, Malaysia, October 16-19, 2006.

Invited presentation, "Common Method Variance in Survey-Based Research: An Assessment and Reassessment" NUS, SMU, NTU, INSEAD Research Consortium, Singapore, December 8, 2006.

Invited Presentation, "International Marketing Research," Management development Institute, Gurgaon, India, November 27, 2007.

Keynote address: Plenary Session, Consumers' Information Privacy Concerns: A Theoretical Model, Empirical Analyses, and Implications for Internet Marketing in Collectivist and Individualistic Societies," Global Marketing Conference, Shanghai, China, March 20-23, 2008.

Keynote address, "Emerging Trends in Marketing Research and Directions for the Future," International Marketing Research Conference, Budapest, Hungary, October 2, 2008.

Invited Presentation, "What Makes a Great Researcher: Reflections Over the Past 30 Years," Symposium of Georgia Consortium of Universities, Atlanta, March 27, 2009.

Distinguished Speaker Series, Inaugural Speech, "Longitudinal Model of Continued Information System Use: An Integrative View of Four Mechanisms Underlying Post-Adoption Phenomena," University at Buffalo, Buffalo, NY, May 8, 2009.

Naresh K. Malhotra "Internet Users' Information Privacy Concerns: Theory and Empirical Evidence," Management Development Institute, Gurgaon, India, December 14, 2009.

Naresh K. Malhotra, "Internet Users' Information Privacy Concerns: The Construct, the Scale, and a Causal Model," 3<sup>rd</sup> Great Lakes NASMEI Marketing Conference, Great Lakes Institute of Management, Manamai Campus, India, December 18-19, 2009.

Naresh K. Malhotra, "Consumers' Information Privacy Concerns: A Theoretical Model, Empirical Analyses, and Implications for Internet Marketing in Collectivist and Individualistic Societies," Research Seminar, Division of Information Technology & Operations Management (ITOM), Nanyang Business School, NTU, January 15, 2010.

Chair, Session on "In Pursuit of Method Excellence," American Marketing Association, Winter Educators Conference, New Orleans, USA, February 19 to 22, 2010.

Invited Panelist, Session on "**Legends in Marketing: Views on a Changing Economy,**" **American Marketing Association, Winter Educators Conference, New Orleans, USA, February 19 to 22, 2010.**

Chair, Session on "Culture and Global," American Marketing Association, Winter Educators Conference, New Orleans, USA, February 19 to 22, 2010.

Chair, Session on "New Methods of Delivering Marketing Topics," American Marketing Association, Winter Educators Conference, New Orleans, USA, February 19 to 22, 2010.

Discussant, Session on "E-Tailing: Issues with Trust, Information Overload and Online Shopping," Academy of Marketing Science, Annual Conference, Portland, Oregon, USA, May 26-29, 2010.

Keynote address, Naresh K. Malhotra, "Privacy Concerns, Trust, Risk and Intention to Release Information in an Online Shopping Environment: Implications for Collectivist Societies Like Malaysia," TiBEC2010 (Terengganu International Business and Conference 2010, Kuala Terengganu, Malaysia 5 – 7, August 2010.

Chair, Session on "Retail Strategy," **American Marketing Association, Summer Educators Conference, Boston, USA, August 13-16, 2010.**

Lan Wu and Naresh K. Malhotra "Excessive Buying: The Construct and Scale Development," **American Marketing Association, Summer Educators Conference, Boston, USA, August 13-16, 2010.**

Chair, Session on "Cross-Cultural Determinants of Purchase Intentions," **American Marketing Association, Summer Educators Conference, Boston, USA, August 13-16, 2010.**

Chair, Session on "Advances in Measurement and Sampling," **American Marketing Association, Summer Educators Conference, Boston, USA, August 13-16, 2010.**

**Tracey King and Naresh K. Malhotra, "Applying Systems Metaphors to High-stakes Decisions: Development and Validation of a Complex Decision Style (CDS) Scale,"** Society for Marketing Advances, Annual Conference, Atlanta, USA, November 3-6, 2010.

**Naresh K. Malhotra, "Common Method Variance in Survey Research,"** Society for Marketing Advances, Annual Conference, Atlanta, USA, November 3-6, 2010.

Naresh K. Malhotra, "Identifying the Sustainability Sensitive Segments Using Social Media," Sustainability in Marketing Colloquium, University of Kentucky, Lexington, USA, December 3, 2010.

**Keynote Address (Eminent Guest Speaker), Naresh K. Malhotra, "Internet Users' Information Privacy Concerns (IUIPC): Implications for Emerging Markets Like India,"** International Conference on "Emerging Issues in Marketing Theory and Practice: Challenges and Prospects" MARCON, IIM, Calcutta, December 27-29 2010.

**Invited Workshop, Naresh K. Malhotra, "How to Conduct and Publish Research in the Top Journals,"** International Conference on "Emerging Issues in Marketing Theory and Practice: Challenges and Prospects" [MARCON] IIM, Calcutta, December 27-29 2010.

Eminent Guest Speaker, **Naresh K. Malhotra, "Succeeding in the Doctoral Program,"** Management development Institute, Gurgaon, India, January 6, 2011.

Chair, session on Marketing Research and Metrics Session 1, American Marketing Association, Winter Marketing Educators' Conference, Austin, Texas, February 18-20, 2011.



Chair Session on “Contributions of the Sheth Foundation to the Marketing Discipline,” Academy of Marketing Science, Annual Conference, Miami, USA, May 24-27, 2011.

Invited Panelist, Session on “Contributions of the Sheth Foundation to the Marketing Discipline,” Academy of Marketing Science, Annual Conference, Miami, USA, May 24-27, 2011.

Agarwal, James and Naresh K. Malhotra (2011), “A Cross-National versus Cross-Cultural Approach in International Business (IB) Research: An Empirical Investigation,” *Academy of International Business (AIB) Annual Conference, Nagoya, Japan*, June 24-28, 2011.

Keynote Speaker, Enriching Creativity and Innovation in the Frontier of Knowledge and Intellectual Integrity International Conference (ENRICH 2011), Kota Bharu, Kelantan, Malaysia, June 17-20, 2011.

Conference Co-Chair, International Marketing Conference, Noida, India, January 2012. This conference is co-sponsored by NBS, NTU.

Opening Keynote Address, Theory Building and Theory Testing in Marketing, International Doctoral Colloquium, Noida, India, January 12, 2012.

Keynote Address, Publishing Research in Top Journals, Lessons and Principles, International Marketing Conference, Noida, India, January 12-14, 2012.

Session Chair, Session on Rigor in Research Methodology in Marketing, International Marketing Conference, Noida, India, January 12-14, 2012.

Invited Panelist, Legends in Marketing: Leaving a Legacy for the Next Generation, International Marketing Conference, Noida, India, January 12-14, 2012.

Panelist, Session on Contemporary challenges and Future prospects of Marketing research for earning a seat in decision maker and practitioner’s perspective, International Marketing Conference, Noida, India, January 12-14, 2012.

Panelist, Session on Meet the Editors, International Marketing Conference, Noida, India, January 12-14, 2012.

Panelist, Session on Marketing Research in practice: Challenges and Prospects, International Marketing Conference, Noida, India, January 12-14, 2012.

Panelist, Session on Contemporary challenges and future prospects of Teaching Marketing research in the globalised era International Marketing Conference, Noida, India, January 12-14, 2012.

Chair, session on Culture, Religiosity, and Identity Issues in the International Marketplace, American Marketing Association, Summer Educators Conference, Chicago, August 17 to 19, 2012.

Chair, session on Advanced Techniques for Interesting Marketing Problems, American Marketing Association, Summer Educators Conference, , Chicago, August 17 to 19, 2012.

Workshop on Theory development and Testing, MARCON 2012: International Marketing Conference, IIMC, Kolkata, India, December 28-30, 2012.

Valedictory Address, MARCON 2012: International Marketing Conference, IIMC, Kolkata, India, December 28-30, 2012.

Chair, Panel Discussion, Beginning with the end in mind: Publishing in scholarly journals, The 2013 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, Port Elizabeth, South Africa, June 17-18, 2013.

Plenary keynote speech, A General Approach to Theory Development and Testing, The 2013 Annual Conference of the Emerging Markets Conference Board and Doctoral Consortium, Port Elizabeth, South Africa, June 17-18, 2013.

Plenary keynote speech, Raising the Bar for Research on Emerging Markets, The 2013 Annual Conference of the Emerging Markets Conference Board, Port Elizabeth, South Africa, June 19-20, 2013.

Invited Presentation, Emerging Research on Marketing in Emerging Markets, The Sheth Foundation-AMA Preconference on Emerging Markets – 2013, AMA Summer Educators' Conference, Boston, Massachusetts, August 9, 2013.

Plenary keynote speech, Research Lessons and Principles for Success, Session on Legends in Marketing: Leaving a Legacy for the Next Generation, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

“The Integration of Games with Traditional Qualitative Research: A New Methodology for Understanding Design Perception for Interactive Products,” co-authored competitive paper presentation, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

Invited panelist, Plenary Session on Practicing Marketing Research in the real world: Challenges and Opportunities, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

“Scale Development and Validation to measure different facets of Consumer Design Perception in Emerging Economies: Smartphone Context” co-authored competitive paper presentation, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

Invited panelist, Session on Parallel Plenary Session II - Contemporary Challenges and Future Prospects of Teaching Market Research, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

Invited panelist, Session on Meet the top Journal Editors, The 2014 Annual Conference of the Emerging Markets Conference Board, Noida, India, January 9-11, 2014.

“Operating in an Era of Globalization: A Marketing Perspective,” Public Lecture, Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, May-June, 2014.

“Importance of research at MBA level and identifying research topics at MBA level,” Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, May-June, 2014.

“A General Approach to Theory Development and Testing and Publishing in Top Journals,” Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, May-June, 2014.

“Broadening the scope of Marketing – a practical management talk,” Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, October, 2014.

“Staff seminar on Improving research supervision of masters’ and doctoral students,” Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, October, 2014.

“Identifying Marketing research gaps that require further investigation,” Nelson Mandela Metropolitan University, Port Elizabeth, South Africa, October, 2014.

Invited Speaker, “Theory Development and Testing,” Second AIM-AMA Doctoral Consortium, January 5-7, 2014, Ahmedabad, India.

Session Chair and Invited Speaker, Plenary Session II, “Publishing in Non-AMA Journals,” Third AIM-AMA Doctoral Consortium, January 18-20, 2015, Dubai, UAE.

Chair and Speaker, Session on “Meet the Editors,” The 2015 Annual Conference of the Emerging Markets Conference Board, January 20-22, 2015, Dubai, UAE.

“A Methodological Approach to Theory Testing and Theory Integration in Marketing Research: Modeling Consumer-Company Relationships,” co-authored competitive paper presentation, The 2015 Annual Conference of the Emerging Markets Conference Board, January 20-22, 2015, Dubai, UAE.

“The Globalization Process: Some Key Drivers,” Olayan School of Business, American University of Beirut, April 14, 2015, Beirut, Lebanon.

“Trends and Opportunities in Marketing Research,” Olayan School of Business, American University of Beirut, April 17, 2015, Beirut, Lebanon.

Public Lecture, “Broadening the Definition of Marketing: A strategic Approach to Doing Good,” Olayan School of Business, American University of Beirut, April 23, 2015, Beirut, Lebanon.

Key Note Address, “The Globalization of Businesses and Markets: Underlying Theories and Management Strategies,” The South Africa Institute of Management Science Conference, August 31-September 2, 2015, Cape Town, South Africa.

Invited Talk, “Qualitative and Quantitative Approaches to Theory Development and Testing,” The South Africa Institute of Management Science Conference, August 31-September 2, 2015, Cape Town, South Africa.

“International Marketing Research: The Key to Emerging Markets Penetrating The Global Marketplace,” University of Cape Town, August 28, 2015, Cape Town, South Africa.

“Broadening the Scope of Marketing by Doing Good,” Graduate School of Business, University of Cape Town, September 4, 2015, Cape Town, South Africa.

“Social Media as a Domain to Conduct Marketing Research,” workshop on Understanding Consumers in a Digital Era, IIM Lucknow, Noida Campus, November 16-17, 2015, Noida, India.

Taught four sessions in the Workshop on Teaching Marketing Research, IIM Lucknow, Noida Campus, November 18-20, 2015, Noida, India.

Conducted Faculty Development Program on Construct (Scale) Development and Testing, Institute of Management and Technology, November 29 2015, Ghaziabad, India.

Conducted Faculty Development Program on Theory Development and Testing, Institute of Management and Technology, November 30, 2015, Ghaziabad, India.

Conducted Faculty Development Program on Publishing in Scholarly Journals, Institute of Management and Technology, December 1, 2015, Ghaziabad, India.

Session Chair and Speaker, “Editors Talk: How to Make Your Paper Published in the Top International Journals,” The 2016 Annual Conference of the Emerging Markets Conference Board, January 6-8, 2016, Bangkok, Thailand.

“Qualitative and Quantitative Approaches to Theory Development and Testing,” Chulaongkorn Business School, Chulaongkorn University, January 11, 2016, Bangkok, Thailand.

Publishing in Scholarly Journals: Some Observations,” Chulaongkorn Business School, Chulaongkorn University, January 11, 2016, Bangkok, Thailand.

“Developing and Teaching Video Cases,” Preconference Workshop, The 2017 Annual Conference of the Emerging Markets Conference Board, January 5, 2017, Noida, India.

Session Chair and Speaker, “Meet the Editors,” The 2017 Annual Conference of the Emerging Markets Conference Board, January 5-7, 2017, Noida, India.

Session Chair, “Plenary Session II - The Role of Marketing Research in Public Policy Decision Making,” The 2017 Annual Conference of the Emerging Markets Conference Board, January 5-7, 2017, Noida, India.

Special Plenary session, “Rigor in Research Methodology in Management Research,” 5th PAN IIM World Management Conference 2017, December 14-16, 2017, Lucknow, India.

“Meet the Editor session,” 5th PAN IIM World Management Conference 2017, December 14-16, 2017, Lucknow, India.

Session Chair, “Developing and critically evaluating marketing models: The case of customer experience management,” Doctoral Consortium, University of the Witwatersrand, Wits Business School, May 4-5, 2018, Johannesburg, South Africa.

“A general method for scale development,” Doctoral Consortium, University of the Witwatersrand, Wits Business School, May 4-5, 2018, Johannesburg, South Africa.

“Elevating Research in Emerging Markets: Rigor in Research Methodology,” The 2018 Annual Conference of the Emerging Markets Conference Board, May 6-7, 2018, Johannesburg, South Africa.

“Panel discussion - Meet the Editors,” The 2018 Annual Conference of the Emerging Markets Conference Board, May 6-7, 2018, Johannesburg, South Africa.

“Qualitative and Quantitative Approaches to Theory Development and Testing: Illustrations in the Context of Globalization,” Doctoral Consortium, Aalborg University, May 28-30, 2018, Aalborg, Denmark.

“Editor’s session,” International Business Centre Conference, Aalborg University, May 30-June 1, 2018, Aalborg, Denmark.

Keynote speech: “The Globalization of Business and Markets: Entry Mode Strategies,” International Business Centre Conference, Aalborg University, May 30-June 1, 2018, Aalborg, Denmark.

Session Chair: Marketing Research and Strategy, International Business Centre Conference, Aalborg University, May 30-June 1, 2018, Aalborg, Denmark.

“A General Procedure for Scale Development,” International Business Centre Conference, Aalborg University, May 30-June 1, 2018, Aalborg, Denmark.

Overall: All the proceedings papers were presented at various national and international conferences.

### **EXPERT WITNESS**

Covington & Burling, Washington.

Jones Day Reavis & Pogue, Cleveland.

McCutchen, Doyle, Brown & Enersen, San Francisco.

Schnader, Harrison, Segal & Lewis, Philadelphia.

Lou McBryan, Atlanta.

Henry, Spiegel, Fried & Milling, Atlanta.

### **MANAGEMENT CONSULTING/RESEARCH GRANTS**

Buffalo Savings Bank, Buffalo.

City of Buffalo, Buffalo.

Fisher-Price, Inc., East Aurora.

Wm. Hengerer Department Store, Buffalo.

Tops Supermarket, Buffalo.

Neighborhood Housing Services, Inc., Buffalo.

Martin Luther King Bank, Buffalo.

Pentacorp Ltd., Toronto, Canada.

National Health Care Linen, Atlanta.

Mead Products, Dayton.

Bell South Services, Birmingham.

Contel, Inc., Atlanta.

Marketing Matters, Atlanta.

The Colography Group, Atlanta.

National Liberty, Direct Response Group, Pennsylvania.

AT&T, Universal Card, Jacksonville, Florida.

AT&T, NPSO, Atlanta.

Dreyfus, New York.

Zoetics, New York.

United Parcel Service, Atlanta.

Sophisticated Data Research, Atlanta.

KPMG Peat Marwick, Boston.

KPMG Peat Marwick, New York.

American Cancer Society, Atlanta

Philips, Netherlands

Motorola, USA

Motorola, UK

CBN, Virginia Beach

Global Payments, Atlanta

Access Business Group, Ada, Michigan

InfoSurv, Atlanta

Many of the assignments were conducted through research grants received by the school through the Georgia Tech Foundation rather than as personal consulting assignments. Helped Nanyang Technological University get a major grant from the Economic Development Board of Singapore to establish the Institute for Asian Consumer Insights. This was a major grant amounting to SGD 7 million dollars a year for five years.

## **SERVICE TO THE PROFESSION**

President's Committee to assess the goals of Decision Sciences Institute, 1986-1987.

Publication Committee, Decision Sciences Institute, 1986-1988.

Member, Editor Search Committee, *Journal of the Academy of Marketing Science*, 1989-1990.

Chair, Publisher Search Committee, Academy of Marketing Science, 1993.

Member, Nominating Committee, Academy of Marketing Science, 1990-1998

Chair, Editor Search Committee, *Journal of the Academy of Marketing Science*, 1995-1996.

Member of Executive Committee, Academy of Marketing Science, 1988-1998.

Member, BOG Teaching Excellence Awards Committee, 2007-2008.

Chair, BOG Committee on Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award, 2009.

(See also **OFFICES HELD**)

## **SERVICE TO GEORGIA TECH**

Area Coordinator, Marketing and Management Science, 1982-1995, 2002-2003. Built the Marketing Area from 4 to 8 members. Started the Ph.D program in Marketing.

Graduate Committee, College of Management, September 1982-October 1983.

Dean's Advisory Council, 1983-1995.

College of Management Representative on Research Advisory Council of Georgia Tech, April 1983 - February 1985.



Sub-committee on Assessing the Quality of Research Instituted by Vice-President, Research April 1983-February 1983.

Chairperson, Research and Publications Committee, College of Management, 1983-1984.

Research Support Committee, College of Management, 1983-1984.

Ph.D. Committee, College of Management, 1986-to 1995.

Ad hoc Committee to Review Promotion, Tenure, and Reappointment Policies, Georgia Institute of Technology, 1989.

Management Transition Committee, 1989-1991.

Executive Vice President Search Committee, 1990-1991.

Dean Search Committee, College of Management, 1991-1992.

Chair, College of Management Promotion and Tenure Review Committee, 1992-1995, 1999-2001.

Member, College of Management Personnel Committee, 1990-2001, except for a one-year gap or so.

Institute Promotion and Tenure Review Committee, 1990-1996, except for one-year gap in-between.

Served on the DuPree School of Management ad hoc committee to revise the Promotion and Tenure Procedures, 1996.

Georgia Tech, Regents' Professor Selection Committee, 1996-1998.

College of Management Regents' Professor Selection Committee, 1998 to Present.

College Of Management Post tenure Reviews, 1998-2001.

Search Committee, Manhattan Associates Chair in Logistics, ISYE, 1999-2000.

Faculty Advisory Board, GVU Center, Georgia Tech, 1998-1999.

Co-Director, I<sup>4</sup> Initiative and the GVU/DCOM Survey, 2000 to 2004.

Chair, Invesco Chair Search, DCOM, 1999-2000.

ITIMES Center, Core Team Member, 2001 to 2005.

Institute Advisory Committee on Promotion of Research Faculty, 2001 to Present

College of management IT Committee

College of Management Executive Degree Programs Committee

College of Management, Faculty Development Committee

Faculty recruitment in Marketing, Organization Behavior, Management Science, Finance, and Accounting.

\*Special contributions as Coordinator of Marketing include getting the Marketing area designated as a center of excellence within the college, hiring of marketing faculty, and starting the Ph.D. program in Marketing.

## **SERVICE TO NANYANG TECHNOLOGICAL UNIVERSITY**

Helped NTU get the Institute for Asian Consumer Insight, a multi-million grant, SGD \$7 million a year for five years with matching funds by NTU, from the Economic Development Board of Singapore.

Recruitment of PhD students and faculty,

Work with PHD students and junior faculty

Organizing International conference

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Decision Sciences Institute  
INFORMS  
Academy of Marketing Science

## **OTHER AFFILIATIONS**

Faculty Advisor, The Navigators, Georgia Tech Campus Ministry, until 2009.  
Faculty Advisor, Inter Varsity Christian Fellowship, Georgia Tech Campus Ministry, 1980- 2009.

Director, Jagdish N. Sheth Foundation, since inception in 1991  
Ordained Deacon, First Baptist Church, Atlanta.

Ordained Minister of the Gospel  
President, Global Evangelistic Ministries, Inc.

**REFERENCES**

Available upon request