

Naresh K. Malhotra: Condensed Curriculum Vitae

Dr. Naresh K. Malhotra is Senior Fellow, Georgia Tech CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA. In 2010, he was selected as a Marketing Legend and his refereed journal articles were published in nine volumes by Sage with tributes by other leading scholars in the field. He is listed in Marquis *Who's Who in America* continuously since 51st Edition 1997, and in *Who's Who in the World* since 2000. In 2017, he received the Albert Nelson Marquis Lifetime Achievement Award from Marquis Who's Who. In 2015, he received the Lifetime Achievement Award from the Prestige Institute of Management, Gwalior, India. He received the prestigious Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award in 2005. In 2011, he received the Best Professor in Marketing Management, Asia Best B-School Award.

In an article by Wheatley and Wilson (1987 AMA Educators' Proceedings), Professor Malhotra was ranked number one in the country based on articles published in the *Journal of Marketing Research* (JMR) during 1980-1985. He also holds the all-time record for the maximum number of publications in the *Journal of Health Care Marketing*. He is ranked number one based on publications in the *Journal of the Academy of Marketing Science* (JAMS) since its inception through Volume 23, 1995. He is also 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). In an Editorial by Schlegelmilch (JIM, 11(1), 2003), Malhotra was ranked number one based on publications in the *International Marketing Review* (IMR) from 1992 to 2002. He is also ranked number one based on publications in the *International Marketing Review* since its inception (1983) to 2003 (Table V, IMR, 22(4) (2005), p. 396), and from 1983 to 2011 (Table VI, IMR, 30(1) (2013), p. 14). He is also 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 Ford et al. (2010) examining publications in the top four marketing journals (*Journal of Marketing*, *Journal of Marketing Research* (JMR), *Journal of Consumer Research*, and the *Journal of the Academy of Marketing Science* (JAMS)) 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. He has published ten papers in *Journal of Marketing Research*.

He has published more than 140 papers in major refereed journals, including the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Management Science*, *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Retailing*, *Journal of Advertising*, *Journal of Health Care Marketing*, and leading journals in Statistics, Management Science, Information Systems, and Psychology. In addition, he has also published numerous refereed articles in the proceedings of major national and international conferences. Several articles have received best paper research awards.

He is Chairman of the Emerging Markets Conference Board the Lead Program Co-Chair of the annual conferences organized by the Board. He was Chairman, Academy of Marketing Science Foundation, 1996-1998, and was President, Academy of Marketing Science, 1994-1996, and Chairman, Board of Governors, 1990-1992. He is a Distinguished Fellow of the Academy and Fellow, Decision Sciences Institute. He is the Founding Editor of *Review of Marketing*

Research and served as an Associate Editor of *Decision Sciences* for 18 years and has served as Section Editor, Health Care Marketing Abstracts, *Journal of Health Care Marketing*. Also, he serves on the Editorial Board of eight (8) journals.

He has traveled and taught in 35 countries. His book entitled *Marketing Research: An Applied Orientation*, Seventh Edition, was published by Pearson in 2018. This book has been translated into Chinese, Spanish, Russian, Portuguese, Hungarian, French, Bahasa Indonesia, and Japanese. In addition to the eight translations, this book also has several English editions including North America, International, Europe, India, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 150 schools using it in the USA alone and is being used in over 100 countries. His book, *Basic Marketing Research: Integration of Social Media*, Fourth Edition, was published in 2011 and is likewise a global leader in the field. His latest book, *Essentials of Marketing Research: A Hands-On Orientation*, was published by Pearson in 2014.

Dr. Malhotra has consulted for business, non-profit and government organizations in the USA and abroad and has served as an expert witness in legal and regulatory proceedings. He has special expertise in survey design, data analysis and statistical methods. He is the winner of numerous awards and honors for research, teaching, and service to the profession, including the Academy of Marketing Science, Outstanding Marketing Teaching Excellence Award, 2003.

Dr. Malhotra is an ordained minister of the Gospel, a member and Deacon, First Baptist Church, Atlanta, and President of Global Evangelistic Ministries, Inc.. This ministry has documented in independent reports more than 1.5 million people praying to receive Jesus Christ as personal Savior and Lord. He has been married to Veena for more than 36 years and they have two grown children Ruth and Paul.