

SATISH JAYACHANDRAN

James F. Kane Professor of Business and Professor of Marketing
Associate Dean, Graduate Programs
Chair, Department of Marketing University of South Carolina
Darla Moore School of Business
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ACADEMIC BACKGROUND

- Ph. D. Texas A&M University
- PGDM Indian Institute of Management Calcutta, India
- B. Tech. University of Kerala, India

ADMINISTRATIVE EXPERIENCE

Associate Dean, Graduate Programs, DMSB (Since October 2021)

Chair, Department of Marketing, DMSB (Since January 2015)

- Hired and supported faculty that led to the department being ranked #11 in the US in per capita research productivity in 2018 as per UTD rankings.
- Revised undergraduate and graduate curricula by introducing at least 12 electives
- Guided the establishment of Center for Sales Success
 - Sales curriculum now supports several hundred DMSB students
 - Annual revenues more than \$100,000
 - Alumni support more than \$400,000
- Helped develop the Center for Marketing Solutions
 - Supported by membership of several leading companies
 - Manages numerous student projects
 - Holds annual Chief Marketing Officer summit.

Faculty Director/Associate Dean, FTMBA Programs (From April 2017) and MBA Programs (2018-2019)

- FTMBA growth in enrollment from a low of 31 in 2017 to 47 in 2019, 62 in 2020, and 53 in 2021.
- Maintained the #1 IMBA ranking
- Rankings
 - From unranked to 86 to 70 in Bloomberg Businessweek
 - From 74 to 47 in US News and World Report

Chair, University Committee of Tenure and Promotion (2014; stepped down to take over as Department Chair)

- Chaired the 24-person committee that evaluates all tenure and promotion files.
- Presented the cases to University President and Provost

ACADEMIC HONORS

Research

- James F. Kane Professor of Business (Since 2014)
- 2012 Outstanding PhD Alumnus, Mays Business School, Texas A&M University.
- Francis M. Hipp Moore Distinguished Fellow (2010-2014)
- Tamer Cavusgil Award, 2009 (with co-authors) for the best article, *Journal of International Marketing*.
- Moore Research Fellow (2006-2010).
- Marketing Science Institute Young Scholar, 2003.
- Harold H. Maynard Award, 2001 (with co-authors) for the article that made the most significant contribution to marketing theory and thought, *Journal of Marketing*.
- Consortium Faculty, 53rd AMA-Sheth Foundation Doctoral Consortium, University of Leeds, 2018
- Consortium Faculty, 51st AMA-Sheth Foundation Doctoral Consortium, University of Notre Dame, 2016
- Consortium Faculty, 47th AMA-Sheth Foundation Doctoral Consortium, University of Washington, 2012
- Consortium Faculty, 46th AMA-Sheth Foundation Doctoral Consortium, Oklahoma State University, 2011
- Consortium Faculty, 45th AMA-Sheth Foundation Doctoral Consortium, Texas Christian University, 2010.
- Consortium Faculty, 44th AMA-Sheth Foundation Doctoral Consortium, Georgia State University, 2009
- Best Paper Award, Global Marketing Track, 2001 AMA Winter Educators' Conference.
- Best Overall Conference Paper Award, 2000 AMA Winter Educators' Conference.
- Best Paper Award, Marketing Strategy Track, 2000 AMA Winter Educators' Conference.
- Honorable Mention, 1998 George Day Dissertation Proposal Competition.
- Best Paper Award, Sales Management Track, 1997 AMA Summer Educators' Conference.
- Doctoral Student Research Excellence Award, Department of Marketing, Texas A&M University, 1996-1997.
- Consortium Fellow, 1997 AMA Doctoral Consortium, University of Cincinnati.
- Regents Fellowship, Texas A&M University, 1994-1997.

Teaching

- Alfred G. Smith Award for Teaching Excellence, Moore School of Business, 2005.
- Distinguished Graduate Assistant Teaching Award, Texas A&M University, 1998 (University-wide teaching award presented by the Association of Former Students and the Office of Graduate Studies of Texas A&M University).
- Dean's Award for Outstanding Teaching by a Doctoral Student, Mays School of Business, Texas A&M University, 1998-99.
- Doctoral Student Teaching Excellence Award, Department of Marketing, Texas A&M University, 1996-1997.

Service

- 2018 Outstanding Area Editor, Journal of Marketing
- 2022 Outstanding Reviewer, Journal of Marketing

JOURNAL ARTICLES

(Web of Science (SSCI) Citation Count (03/29/22) – **2947**; Google Scholar Citation Count (03/29/22) – **8008**)

- Krasnikov, Alexander and Satish Jayachandran (2022), “Building Brand Assets: The Role of Trademark Rights,” *Journal of Marketing Research*, (forthcoming).
- Morgan, Neil, Satish Jayachandran, John Hulland, Costas Katsikeas, Binay Kumar, and Agnes Somosi (2021), “Marketing Performance Assessment and Accountability,” *International Journal of Research in Marketing* (forthcoming).
- Carter, Kealy, Satish Jayachandran, and Mitch Murdock (2021), “Building a Sustainable Shelf: The Role of Firm Sustainability Reputation,” *Journal of Retailing*, 97(4) 507-522.
- Eilert, Meike, Satish Jayachandran, Kartik Kalaignanam, and Tracey A. Swartz (2017), "Does it pay to recall your product early? An empirical investigation in the automobile industry." *Journal of Marketing* 81, no. 3, 111-129.*(first three authors equal contribution).
- Jayachandran, Satish, Peter Kaufman, V. Kumar, and Kelly Hewitt (2013), “Brand Licensing: What Drives Royalty Rates?” *Journal of Marketing*, 77(5), 108-122.
- Jayachandran, Satish, Kartik Kalaignanam, and A. Meike Eilert (2013), “Product and Environmental Social Performance: Varying Effect on Firm performance,” *Strategic Management Journal*, 35, 1255-1264.
- Robinson, Stefanie Rosen, Caglar Irmak, and Satish Jayachandran (2012), “Choice of Cause in Cause-Related Marketing,” *Journal of Marketing* 76 (4), 126-139.
- Krasnikov, Alexander, Satish Jayachandran, and V. Kumar (2009), “The Impact of CRM Technology on Cost and Profit Efficiencies: Evidence from U.S. Commercial Banking Industry,” *Journal of Marketing*, 73 (6), 61-77.
- Roth, Martin, Satish Jayachandran, Mourad Dakhli, and Deborah Colton (2009), “Subsidiary Use of Foreign Marketing Knowledge,” *Journal of International Marketing*, 17 (1), 1-29.
- Krasnikov, Alexander and Satish Jayachandran (2008), “The Relative Impact of Marketing, R&D, and Operations Capabilities on Firm Performance,” *Journal of Marketing*, 72 (4), 1-11.
- Kaufman, Peter, Satish Jayachandran, and Randall L. Rose (2006), “The Role of Relational Embeddedness in New Product Selection by Retail Buyers,” *Journal of Marketing Research*, 43 (November), 580-587.

Jayachandran, Satish and Rajan Varadarajan (2006), "Does Success Diminish Competitive Responsiveness? Reconciling Conflicting Perspectives," *Journal of the Academy of Marketing Science*, 34 (3), 284-294.

Jayachandran, Satish, Subhash Sharma, Peter Kaufman, and Pushkala Raman (2005), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management," *Journal of Marketing*, 69 (October), 177-192.

Kirca, Ahmet, Satish Jayachandran, and William O. Bearden (2005), "Market Orientation: A Meta-Analytic Review of its Antecedents and Impact on Performance," *Journal of Marketing*, 69 (April), 24-41

Jayachandran, Satish, Kelly Hewett, and Peter Kaufman (2004), "Customer Response Capability in a Sense-and-Respond Era: The Role of Customer Knowledge Process." *Journal of the Academy of Marketing Science*, 32 (Summer), 219-233.

Varadarajan, Rajan P., Satish Jayachandran, and J. Chris White (2001), "Strategic Independence in Organizations: Deconglomeration and Marketing Strategy," *Journal of Marketing*, 65 (January), 15-28.

Jayachandran, Satish, Javier Gimeno, and P. Rajan Varadarajan (1999), "Multimarket Competition and Interfirm Rivalry: A Synthesis and Implications for Marketing Strategy," *Journal of Marketing*, 63 (August), 49-66.

Varadarajan, P. Rajan and Satish Jayachandran (1999), "Marketing Strategy: Evolution, State of the Field, and Outlook," *Journal of the Academy of Marketing Science*, 27 (Spring), 120-143 (Invited Article).

RESEARCH IN PROGRESS

Krasnikov, Alexander and Satish Jayachandran (2021), "Managing Brands as Trademark Law Evolves: Evidence from a Natural Experiment." Revise and Resubmit (3rd Round), *Journal of Marketing Research*.

Javadinia, Amirali, Manpreet Gill, and Satish Jayachandran (2021), "The Impact of Recall Environment Intensity on Post-Recall Firm Performance: Insights from the Automobile Industry." Revise and Resubmit (2nd Round), *Journal of the Academy of Marketing Science*.

Carter, Kealy, Satish Jayachandran, and Priyali Rajagopal (2021), "Food Sustainability: Concept, Measurement, and Consumer Consequences," Reject and Resubmit, *Journal of Marketing Research*

Hewett, Kelly, Satish Jayachandran, Alexander Krasnikov, and Kiwoong Yoo (2021), Disruption in the Business Environment and Business Models: Trade Wars and International Strategic Alliances," Revise and Resubmit, *Journal of International Business Studies*.

EDITED BOOK

“Innovation and Strategy.” *Review of Marketing Research*, Volume 15, 2018 (Co-edited with Rajan Varadarajan).

OTHER PUBLICATIONS

Jayachandran Satish (2011), “Phil Kotler and “Lead-R” Relevance: Not Jumping on the Bandwagon but Shaping Its Direction,” *Legends in Marketing: Phil Kotler, Changing and Managing the Marketing Mix*, Volume 3, 120, Sage Publication

Jayachandran Satish, Kelly Hewett, and Peter Kaufman (2009), “Intellectual Property Rights and Brand Licensing: The Importance of Brand Protection,” *Marketing Science Institute Working Paper Series (09-209)*
(<http://www.msi.org/publications/publication.cfm?pub=1568>).

Krasnikov, Alexander and Satish Jayachandran (2009), “Marketing Capabilities,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 3.

Bearden, William O., Satish Jayachandran, and Ahmet Kirca (2009), “Impact of Market Orientation,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 5.

Bearden, William O., Satish Jayachandran, and Ahmet Kirca (2009), “Drivers of Market Orientation,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Cambridge, MA: Marketing Science Institute, 6.

Kaufman, Peter, Satish Jayachandran, and Randall L. Rose (2005), “How Relational Embeddedness Affects Retail Buyers’ New Product Selection,” *MSI Working Paper Series (05-116)*.

PUBLISHED CASE

Carter, Kealy and Satish Jayachandran (2012), “Consumers and Sustainability at Walmart: A Student’s Perspective.” <http://dpoc.uark.edu:8080/jspui/handle/10826/533>.

INVITED PRESENTATIONS

“Food Sustainability: Concept, Measurement, and Consumer Consequences,” 53rd AMA-Sheth Foundation Doctoral Consortium, *University of Leeds*, July 2018.

“Managing Brands as Trademark Law Evolves,” 2018 AMA Global Marketing SIG Conference, Greece, May 2018.

“Managing Brands as Trademark Law Evolves,” *University of Notre Dame*, May 2018.

“Product Launch Secrets: The Good, The Bad, The Ugly,” *Association of Credit Union Senior Officers*, Boston, MA, Sept 2013.

- “Recall Now or Recall Later: Investigating the Influence of Brand Quality Reputation on Time to Recall.” *University of Illinois, Urbana-Champaign*, Sept 2012.
- “Managing the Review Process – the 3 Rs,” 47th AMA-Sheth Foundation Doctoral Consortium, *University of Washington, Seattle*, June 2012.
- “CRM,” 45th AMA-Sheth Foundation Doctoral Consortium, *Texas Christian University, Texas*, June 2010.
- “Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance,” *Indiana University*, Feb 2010.
- “Marketing and Strategy: Can You Hear Me Now?” 44th AMA-Sheth Foundation Doctoral Consortium, *Georgia State University, Atlanta, Georgia*, June 2009.
- “Identifying Ideal Conditions for Encouraging Marketing Creativity: A Contingency Theory Approach.” Paper co-authored with Kelly Hewett. Special Session: Current Issues in Marketing Fit Research: Contingencies, Configurations and Methods for Assessment of Fit-Based Theories, *American Marketing Association Winter Educators’ Conference*, St. Petersburg, FL, February 2006.
- “The Role of Relational Information Processes and Technology Use in Customer Relationship Management.” Paper co-authored with Subhash Sharma, Peter Kaufman, and Pushkala Raman, Special Session: Customer Relationship Management at the *American Marketing Association Winter Educators’ Conference*, San Antonio, February 2005.
- “New Product Selection by Retail Firms: The Role of Buyer-Seller Relationships.” Paper co-authored with Peter Kaufman and Randall L. Rose to be presented at the conference co-sponsored by the *Marketing Science Institute* and the *Yale Center for Customer Insights* at the *Yale School of Management* in December, 2004 at *Yale University*.
- “The Role of Relational Information Processes and Technology Use in Customer Relationship Management.” Paper co-authored with Subhash Sharma, Peter Kaufman, and Pushkala Raman, presented at the *AMA CRM Faculty Consortium*, Dallas, June 2004.
- “Coming Off-Patent: Determinants of Market Performance after Generic Entry in the Pharmaceutical Industry.” Paper co-authored with Jennifer Nevins and William O. Bearden, presented at the *Marketing Science Institute Young Scholars Conference*, Park City, Utah, March 2003.
- “Growing by Shrinking: The Logic of Deconglomeration and Implications for Marketing Management and Strategy.” Paper co-authored with Rajan Varadarajan and J. Chris White, presented at the *Marketing Science Institute Conference on Fundamental Issues and Directions for Marketing*, Boston, June 1998.
- “Multimarket Competition and Interfirm Rivalry: A Conceptual Model and Implications for Marketing Strategy Research.” *XV Doctoral Symposium, University of Houston, April 1997*.

REFEREED CONFERENCE PRESENTATIONS AND PAPERS

- Javadinia, Amirali and Satish Jayachandran (2018), "The Impact of Recall Environment Intensity on Post-Recall Firm Performance: Insights from the Automobile Industry." Theory and Practice in Marketing, Los Angeles, CA, May.
- Krasnikov, Alexander and Satish Jayachandran (2018), "Managing Brands as Trademark Law Evolves: Evidence from a Natural Experiment." Theory and Practice in Marketing, Los Angeles, CA, May.
- Swartz, Tracey A.*, Kartik Kalaignanam and Satish Jayachandran (2017), "*Does CMO Tenure Matter for Brand Performance? Empirical Insights from the Consumer Goods Industry*," AMA Winter Educators' Conference, Orlando, FL, February.
- Swartz, Tracey A.*, Kartik Kalaignanam and Satish Jayachandran (2016), "*The Impact of CMO-CEO Fit on CMO Tenure and Firm Performance*," AMA Summer Educators' Conference, Atlanta, GA, August 2016.
- Eilert, Meike and Satish Jayachandran. (2014) "Brands and Firm Performance," INFORMS Marketing Science Conference, Atlanta, GA.
- Eilert, Meike and Satish Jayachandran. (2013), "Examining a Brand's Role in Implementing an Effective Recall: Evidence from the Automotive Industry," *AMA Summer Educators' Conference*, Boston.
- Eilert, Meike, Stefanie Robinson, and Satish Jayachandran (2012), "Managing Charitable Giving: Cause Portfolio Dimensions and Their Impact on Stakeholder Evaluations," *ACR North American Conference*, Vancouver, BC, Canada.
- Eilert, Meike, Satish Jayachandran, and Kartik Kalaignanam (2011), "Recall Now or Recall Later: Investigating Drivers of a Firm's Decision to Delay a Recall," *INFORMS Marketing Science Conference*, Houston, TX.
- Eilert, Meike, Satish Jayachandran and Kartik Kalaignanam (2011), "Recall Now or Recall Later: Investigating Drivers of a Firm's Decision to Delay a Recall," *AMA Winter Educators' Conference*, Austin, TX.
- Eilert, Meike, Satish Jayachandran, and Kartik Kalaignanam (2010), "Corporate Social Responsibility: The Differential Impact of Product and Environmental Actions on Firm Performance," *2010 Inform's Marketing Science Conference*, Cologne, Germany.
- Rosen, Stefanie, Caglar Irmak, and Satish Jayachandran (2009), "A Personal Touch: How Customizing Cause-Related Marketing Campaigns Can Benefit Everyone," *EMAC 2009 Conference*, Nantes, France.
- Rosen, Stefanie, Caglar Irmak, and Satish Jayachandran (2009), "A Personal Touch: How Customizing Cause-Related Marketing Campaigns Can Benefit Everyone," *Society for Consumer Psychology Annual 2009 Winter Conference* (Poster Session), San Diego.

- Jayachandran, Satish, Kelly Hewett, and Peter Kaufman (2008), "International Brand Licensing and Royalty Rates: One-Sided or Two-Sided Moral Hazard?" *Academy of International Business Conference*, Milan, Italy.
- Jayachandran, Satish, Jennifer Nevins and William O. Bearden (2005), "Complex Buying Systems and the Role of Minor Innovation in Market Share Retention: The Case of Pharmaceutical Brands in the United States of America." *International Conference on Innovative New Product Development: Engineering Meets Marketing*, IIT Madras, India, December.
- Hewett, Kelly and Satish Jayachandran (2005), "Enhancing Marketing Strategy Creativity: An Exploration of the Fit between Conditions and Marketing Strategy, and the Impact on Performance," *Annual Meeting of the Academy of International Business*, Quebec, 2005.
- Sharma, Subhash and Satish Jayachandran (2003), "Antecedents and Outcomes of CRM Systems." *Direct Marketing Educational Foundation 15th Annual Robert B. Clarke Educators' Conference*.
- Wadden, Danny and Satish Jayachandran (2002), "Creative Marketing Strategy: Why Some Managers are More Creative than Others." *2002 American Marketing Association Summer Educators' Conference*.
- Roth, Martin S., Satish Jayachandran, Mourad Dakhli, and Deborah Colton (2001), "Learning from Experience: The Use and Effectiveness of Transferred Knowledge in Marketing Subsidiaries." *2001 American Marketing Association Winter Educators' Conference* (Best Paper Award, Global Marketing Track).
- Jayachandran, Satish and Rajan Varadarajan (2000), "Does Success Breed Complacency? The Impact of Past Performance on the Competitive Responsiveness of Organizations." *2000 American Marketing Association Winter Educators' Conference* (Best Overall Conference Paper Award and Best Paper Award, Marketing Strategy Track).
- Jayachandran, Satish (1998), "Does Success Breed Complacency? The Impact of Past Performance on Organizational Responsiveness." *1998 American Marketing Association Summer Educators' Conference*.
- Jayachandran, Satish (1997), "Product Line Rivalry: The Impact of Multimarket Competition," *1997 American Marketing Association Winter Educators' Conference*.
- Jayachandran, Satish (1997), "Multimarket Competition and Interfirm Rivalry: A Conceptual Model and Implications for Marketing Strategy Research," *1997 American Marketing Association Winter Educators' Conference*.
- Jayachandran, Satish (1997), "International Marketing Strategy and Performance: A Strategic Management Model," *1997 American Marketing Association Winter Educators' Conference*.
- Jayachandran, Satish, D. M. Kantak, and C. Futrell (1997), "The Impact of Salesperson's Career Stage on Propensity to Leave the Organization," *1997 American Marketing Association Summer Educators' Conference* (Best Paper Award, Sales Management and Personal Selling Track).

Jayachandran, Satish (1997), "The Impact of Economic Integration on the Location and Mode of Entry of Multinational Enterprises," *1997 Academy of International Business Annual Meeting*.

RESEARCH FUNDING

- Moore School Research Grant (with Cem Bahadir), "Brand and Technology Licensing." \$7000.
- Moore School Research Grant (with Kartik Kalaighnam), "Corporate Social Responsibility: The Impact of Product and Environmental Actions on Firm Performance." \$3000.
- CIBER (with Martin S. Roth, M. Dakhli, and D. Colton), "Marketing Knowledge Transfer and Value Creation in MNEs." \$3,500.
- CIBER (with Martin S. Roth), "The Relationship between Performance and Innovation." \$750.
- Teradata Center for Customer Relationship Management at Duke University (With Subhash Sharma, Pushkala Raman, and Rajan Varadarajan), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management." \$14,500.
- CIBER (with Subhash Sharma), "The Role of Relational Information Processes and Technology Use in Customer Relationship Management." \$12,000.
- CIBER (with Kelly Hewett), "International Brand Licensing." \$6500
- CIBER, "Environmental Action, Wealth Effects, and Firm Risk." \$4000.

DOCTORAL DISSERTATION COMMITTEES

Committee Chair

- Amirali Javadinia (2019, Assistant Professor Florida Atlantic University)
- Tracey Swartz (2018; co-chair; Assistant Professor, Georgia Tech)
- Kealy Carter (2015; Clinical Assistant Professor, University of South Carolina)
- Meike Eilert (2013; Assistant Professor, University of Kentucky).
- Alexander Krasnikov (2007; Assistant Professor, Loyola University Chicago)
- Peter Kaufman (2004; co-chair; Professor, Illinois State University)
 - Proposal won honorable mention at the *Marketing Science Institute Alden Clayton Dissertation Proposal Competition*

Committee Member

- Gary Hackbarth, Management Science.
- Ahmet Kirca, International Business.
- Jennifer Nevins, International Business.
- Shane Smith, Marketing.
- Robin Soster, Marketing.
- Valentina Marano, International Business.
- Kurt Gleichauf, International Business.
- Taehoon Park

PROFESSIONAL SERVICE

Associate/Area Editor

- *Journal of Marketing Research*
- *Journal of the Academy of Marketing Science*
- *Customer Needs and Solutions*

Editorial Review Board

- *Journal of Marketing*

Advisory Board

- *Journal of International Marketing*
- *IIMK Management and Society Review*

Other Professional Service

- Member, American Marketing Association Academic Council (2018-2021)
- Co-Chair, 2018 American Marketing Association Summer Educators' Conference, Boston
- President, Marketing Strategy Special Interest Group, American Marketing Association (2011-2013)
- Vice-President Communications, Marketing Strategy Special Interest Group, *American Marketing Association* (2006-2008)
- Co-Chair, 2008 John A. Howard Dissertation Competition, *American Marketing Association*
- Strategy Formation and Implementation Track Co-Chair (with J. Chris White), *2002 AMA Winter Educators' Conference*
- Marketing Strategy Track Co-Chair (with J. Chris White), *2002 Academy of Marketing Science Conference*.
- Co-Chair, PDMA Dissertation Proposal Competition 2011.
- External Tenure and Promotion Reviewer
 - *Penn State University, University of Georgia, Texas A&M University, George Mason University, Washington State University, University of Kentucky, Koc University, Indiana University, University of Illinois at Urbana-Champaign, University of Nebraska, University of Texas Arlington, Drexel University*

OTHER UNIVERSITY SERVICE

- Member, University Committee on Tenure and Promotion (2012- Fall 2014)
- Chair, Graduate Programs Faculty Committee (Since Aug 2021)
- Chair, IMBA/MBA Faculty Committee (Since 2017)
- Moore Fellow and Endowed Chairs Committee (2019-2023)
- Member, Tenure Review Board (Aug 2010 – Aug 2013)

- Member, Dean Search Committee, Darla Moore School of Business (2012-2013)
- Moore School Dean's Tenure and Promotion Advisory Committee (2010-2013)
- Member, Graduate Council (2007-2010)
- Ph.D. Coordinator, Marketing Department (2006-2012)
- Member, Graduate Programs Faculty Committee (2008-2012)
- Faculty Coordinator, EIMBA (2008-2011)
- Member, Faculty Executive Committee, Ph.D. Programs, Moore School of Business (2006-2012)
- Member, Faculty Executive Committee, IMBA Programs, Moore School of Business (2007-2008)
- Chair, Student Academic Responsibility Committee (2005-2006).
- Member, Student Academic Responsibility Committee (2005-2006).
- Member, Committee to Promote Teaching Effectiveness (2005-2008).
- Member, Classroom Technology Planning Committee, Moore School of Business (2006-2007).
- Member, Computing Resources Committee, Moore School of Business (2002-2004).
- Internship Coordinator, Marketing Department, Moore School of Business (2004-2006)
- Member, Classroom Technology Planning Committee, Moore School of Business (2004)
- Member, Research and Ph.D. Program sub-committee of the Moore School Strategic Planning Committee (2006-2007).

TEACHING

- Undergraduate: Marketing Communications and Strategy
- Undergraduate: Conscious Capitalism (Honors College)
- International MBA (IMBA): Internet Marketing
- IMBA: Global Marketing 1
- IMBA: Global Marketing 1 at WirtschaftsUniversitat, Wien (Vienna University of Business and Economics, Vienna, Austria)
- IMBA: New Product and Brand Strategy
- IMBA: Marketing Communications and Strategy
- Professional MBA (PMBA): Marketing Management (MKTG 701)
- MBA: Marketing Strategy, Indian School of Business, Hyderabad, India
- Executive International MBA: Marketing Management (MKTG 701) Tecnológico de Monterrey, Campus Guadalajara, Mexico
- Ph.D: Marketing Strategy II Seminar (MKTG 859)
- Ph.D: Marketing Strategy I (MKTG 858)
- Ph.D: Research Methods and Philosophy (MKTG 850)