

CURRICULUM VITAE

RAJENDRA S. SISODIA

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ACADEMIC APPOINTMENTS

<i>FW Olin Distinguished Professor of Global Business & Whole Foods Market Research Scholar in Conscious Capitalism</i>	Babson College	2013 – present
<i>Professor</i>	Department of Marketing Bentley University	2003 - 2013
<i>Chair</i>	Department of Marketing Bentley University	2011 - 2012
<i>Trustee Professor</i>	Department of Marketing Bentley College	1998 - 2003
<i>Founder/Director, Center for Marketing Technology</i>	Department of Marketing Bentley College	2000 - 2002
<i>Associate Professor & Director, Executive MBA</i>	School of Management George Mason University	1997 - 1998
<i>Associate Professor</i>	Graduate Business Institute George Mason University	1994 - 1997
<i>Assistant Professor</i>	Department of Marketing School of Business Administration George Mason University	1988 - 1993
<i>Assistant Professor</i>	Department of Marketing Graduate School of Management Boston University	1985 - 1988

EDUCATION

PH. D.	COLUMBIA UNIVERSITY Graduate School of Business Concentration: Marketing and Business Policy	1988
M. PHIL.	COLUMBIA UNIVERSITY Graduate School of Business Concentration: Marketing and Business Policy	1986
M.M.S. [Master of Management Studies]	JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES Bombay, India	1981

B.E. (HONS)
[Bachelor of Engineering]

Concentration: Marketing and International Business
BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE
Pilani, India
Concentration: Electrical and Electronics Engineering

1979

AWARDS AND HONORS

- “Outstanding Scholarly Contribution” Award from Bentley University for 2012 (for the book *The 4A’s of Marketing: Creating Value for Customers, Companies and Society*)
- Cited as one of 2011’s “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America, January 2012
- Named one of ten “Outstanding Trailblazers of 2010” by Good Business International, January 2011
- Cited as one of 2010’s “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America, January 2011
- “Innovation in Teaching Award” from Bentley University, November 2008
- “Scholar of the Year - Award for Excellence in Research” from Bentley College, May 2007
- Cited as one of “50 Leading Marketing Thinkers” and named to “The Guru Gallery” by the UK-based Chartered Institute of Marketing (the largest marketing association in the world), 2003
- Nominated for George Mason University-wide Teaching Award, 1993-94 and 1994-95 (Finalist) and 1995-96 (Finalist)
- Member, Beta Gamma Sigma (Business Honor Society)
- Booz Allen and Hamilton Fellowship in Strategic Marketing, Columbia University, 1982 - 1984
- Doctoral Fellowship, Columbia University, 1981-1982
- University of Bombay Merit Award, 1979-1981: Ranked in top five of M.M.S. class
- State Award for Academic Performance, 1974: Ranked in top 0.3% of high school graduates in state

CURRENT RESEARCH AREAS

- Conscious Capitalism
- Conscious Marketing
- Stakeholder-Based Management
- Conscious Leadership and Cultural Transformation
- Marketing Ethics
- Measuring and Improving Marketing Productivity and Performance
- Systems Thinking

ACADEMIC / CONFERENCE LEADERSHIP

Co-Founder and Co-Chairman, Conscious Capitalism Inc. (www.ConsciousCapitalism.org), August 2009 - present.

Co-Founder and Chairman, Conscious Capitalism Institute, August 2009 - 2012.

Chair, *Conscious Capitalism 2013: Elevating Humanity through Business*, Nob Hill Masonic Center & Intercontinental Hotel, San Francisco, April 5-6, 2013.

Co-chair and co-organizer, 3rd *Conclave on Conscious Business*, Esalen Institute, March 24-27, 2013.

Chair and organizer, 4th *Annual International Research Conference on Conscious Capitalism: Conscious Culture*, Bentley University, May 22-23, 2012.

Co-chair and co-organizer, 2nd *Conclave on Conscious Business*, Esalen Institute, March 11-16, 2012.

Chair and organizer, 3rd *Annual International Research Conference on Conscious Capitalism: Conscious Leadership and Conscious Marketing*, Bentley University, May 17-19, 2011.

Co-chair and co-organizer, *Conclave on Conscious Business*, Esalen Institute, February 20-25, 2011.

Chair and organizer, 2nd *Annual International Research Conference on Conscious Capitalism: Issues, Insights and Implementation*, Bentley University, May 24-25, 2010.

Chair and organizer, *Conference on Conscious Capitalism – The Indian Context*, Mumbai, India, March 9-10, 2010.

Co-organizer, *Conference on Catalyzing Conscious Capitalism II*, Austin, TX, October 20-23, 2009.

Chair and organizer, *Conference on Conceptualizing Conscious Capitalism*, Bentley University, May 28-29, 2009.

Co-organizer, *Conference on Catalyzing Conscious Capitalism*, Austin, TX, November 6-9, 2009.

Chair and organizer, *Conference on “Does Marketing Need Reform?”*, August 10, 2004.

Chair and organizer, *Workshop on Expert Systems in Marketing*, cosponsored by the American Marketing Association and George Mason University, Washington D.C., August 1990.

BOOKS AND MONOGRAPHS

Mackey, John P. and Rajendra S. Sisodia (2013), *Conscious Capitalism: Liberating the Heroic Spirit of Business*, Harvard Business Review Press.

Sheth, Jagdish N. and Rajendra S. Sisodia (2012), *The 4A's of Marketing: Creating Value for Customers, Companies and Society*, Routledge Publishing.

Sisodia, Rajendra S. (Editor) (2009), *Managerial Marketing: Current Thought*, Atlanta, GA: Incore Publishing.

Sisodia, Rajendra S., David B. Wolfe and Jagdish N. Sheth (2007), *Firms of Endearment: How World Class Companies Profit From Passion and Purpose*, Wharton School Publishing. Cited by Amazon.com as “One of Ten Best Business Books of 2007.” Cited by Executive Book Summaries as “One of Thirty Best Business Books of 2007.” Finalist for “Best Business Book of 2007” by 1-800-CEO-READ. Cited as “One of Five Best Marketing Books of 2007” by 1-800-CEO-READ. Named by

Choice magazine as an "Outstanding Academic Title" for 2007. Translated into Italian, Korean, Chinese, Portuguese, Russian and Spanish. Also released as an audio book on Audible.com.

Sheth, Jagdish N. and Rajendra S. Sisodia (2006), *Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets*, Sage Publications.

Sheth, Jagdish N. and Rajendra S. Sisodia (Editors) (2006), *Does Marketing Need Reform?* Armonk, NY: M.E. Sharpe.

Sheth, Jagdish N. and Rajendra S. Sisodia (2002), *The Rule of Three: Surviving and Thriving in Competitive Markets*, The Free Press, January 2002. [Reviewed in *Harvard Business Review*, *Business Week*, *Marketing Management*, *Publishers Weekly*, *Library Journal*, *Booklist*, *CIO Magazine* and other publications. Translated into German, Japanese and Chinese. Exclusive subject of a seven-part series of half-hour programs created by CNBC India, and broadcast in December 2003 and January 2004. Subsequently broadcast on CNBC World.]

Sheth, Jagdish N. and Rajendra S. Sisodia (2002), *A Strategic Vision of the Wireless Industry: Communications Unbound*, International Engineering Consortium, Chicago.

Sheth, Jagdish N. and Rajendra S. Sisodia (2002), *The Consolidation of the Information Industry: A Paradigm Shift*, International Engineering Consortium, Chicago.

Sheth, Jagdish N., Rajendra S. Sisodia and Neale Martin (1998), *A Strategic Vision of the Wireless Industry: Communications Unbound, 2nd Edition*, International Engineering Consortium, Chicago.

Sheth, Jagdish N. and Rajendra S. Sisodia (1997), *Strategic Relationship Formation and Management: A Benchmarking Study*, Institute for Communications Research and Education, Atlanta, GA.

BOOKS IN PROGRESS

Firms of Endearment – 2nd Edition (Pearson Prentice Hall)

A Conscious Society (with R. Edward Freeman and John P. Mackey)

The Whole Story (with John P. Mackey)

PUBLICATIONS – ACADEMIC

Sisodia, Rajendra S. (2013), "Understanding the Performance Drivers of Conscious Firms," *California Management Review*, Vol. 55, No. 3, Spring, pp. 87-96.

Pillay, Srinivasan S. and Rajendra S. Sisodia (2011), "A Case for Conscious Capitalism: Conscious Leadership Through the Lens of Brain Science," *Ivey Business Journal*, September.

Buono, Anthony and Rajendra S. Sisodia (2011), "A Conscious Purpose," *EFMD Global Focus*, Vol. 5, No. 2, pp. 56-59.

Sisodia, Rajendra S. (2011), "Conscious Capitalism: A Better Way to Win," *California Management Review*, Vol. 53, No. 3, Spring 2011, pp. 98-108.

Sisodia, Rajendra S. (2010), "Points of Difference and Product Differentiation," *Wiley International Encyclopedia of Marketing*.

Sisodia, Rajendra S. (2010), "Disintermediation," *Wiley International Encyclopedia of Marketing*.

- Nasr, Nada, Rajendra S. Sisodia and Jagdish N. Sheth(2009), "Developing a Model of Antecedents to Consumers' Perceptions and Evaluations of Price Unfairness," *Journal of Business Research*62(8), pp. 761-767.
- Sisodia, Rajendra S. (2009), "The New Realities for Business in the Age of Conscious Capitalism," *European Academy of Business & Society*.
- Sisodia, Rajendra S. (2009), "Doing Business in the Age of Conscious Capitalism," *Journal of Indian Business Research*, 1(2-3), pp. 188-192.
- Sisodia, Rajendra S. (2009), "A Conversation with Jagdish Sheth," in *Managerial Marketing: Current Thought*, pp. 319-326, Incore Publishing, Atlanta, GA, 2008.
- Sisodia, Rajendra S. (2009), "Managerial Marketing: 1990 and Beyond," in *Managerial Marketing: Current Thought*, pp. xv-xxxiv, Incore Publishing, Atlanta, GA, 2008.
- Sheth, Jagdish N., Can Uslay and Rajendra S. Sisodia (2008), "The Globalization of Markets and the Rule of Three," in *Marketing Metaphors and Metamorphosis*, Philip J. Kitchen, editor, Palgrave Macmillan, pp. 26-41.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2008), "The Regional Face of Globalization," in *Global Babel: Questions of Discourse and Communication in a Time of Globalization*, Samir Dayal and Margueritte Murphy, editors, Cambridge Scholars Publishing.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2007), "Raising Marketing's Aspirations," *Journal of Public Policy and Marketing*, Vol. 27, No. 1, Spring.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2006), "How to Be a Successful #2," *Smart Manager*, Vol. 5, No. 6, pp. 64-71.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2006), "Does Marketing Need Reform?" Introductory Essay, in *Does Marketing Need Reform?*, Jagdish N. Sheth and Rajendra S. Sisodia, editor, Armonk NY: ME Sharpe.
- Sheth, Jagdish N., Rajendra S. Sisodia and Adina Barbulescu (2006), "The Image of Marketing With Consumers and Business Professionals," in *Does Marketing Need Reform?*, Jagdish N. Sheth and Rajendra S. Sisodia, editors, Armonk NY: ME Sharpe.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2006), "How to Reform Marketing: A Three Stakeholder Analysis," in *Does Marketing Need Reform?*, Jagdish N. Sheth and Rajendra S. Sisodia, editors, Armonk NY: ME Sharpe.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2005), "Why Good Companies Fail," *European Business Forum*, Issue 22, Autumn, pp. 24-31.
- Sheth, Jagdish N., Rajendra S. Sisodia and G. Shainesh (2005), "How Competition Will Shape Indian Markets," *Journal of Marketing and Communication*, Vol. 1, Issue 1 (May), pp. 4-20.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2005), "Does Marketing Need Reform?" *Journal of Marketing*, Vol. 69, October 2005, pp. 10-12.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2005), "Marketing and Society: A Dangerous Divergence," *Journal of Public Policy and Marketing*, Volume 24 (1), Spring, pp. 160-165.
- Sisodia, Rajendra S. (2004), "The Books of Jagdish N. Sheth: Enduring Contributions to Marketing Theory and Practice," *Journal of Academy of Marketing Science*, Volume 32, No. 4, pp. 461-467.

- Sheth, Jagdish N. and Rajendra S. Sisodia (2003), "The Rule of Three and Implications for India," *Prayas*, Volume 5 (March). **(Lead article)**
- Wolfe, David B. and Rajendra S. Sisodia (2003), "Marketing to the Self-Actualizing Customer," *Journal of Consumer Marketing*, Vol. 20 No. 6, pp. 555-569.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "The Future of Marketing," in *Marketing: Critical 21st Century Perspectives*, Philip J. Kitchen, Ed., MacMillan Publishing.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "Competitive Markets and the Rule of Three," *Ivey Business Journal*, September/October 2002.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "The Rule of Three in Europe" *European Business Forum*, Issue 10, Summer 2002, pp. 53-58.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "Marketing Productivity: Issues and Analysis" *Journal of Business Research*, Vol. 55, No. 5 (May), pp. 349-362. **(Lead article)**
- Sheth, Jagdish N., and Rajendra S. Sisodia (2001), "High Performance Marketing," *Marketing Management*, Vol. 10, No. 3, pp. 18-23. **(Cover Story)**
- Sheth, Jagdish N., Rajendra S. Sisodia and Arun Sharma (2000), "The Antecedents and Consequences of Customer-Centric Marketing," *Journal of Academy of Marketing Science*, Vol. 28, No. 1, pp. 55-66.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2000), "Marketing's Final Frontier: The Automation of Consumption," in *Defying the Limits: Reaching New Heights in Customer Relationship Management*, published by Montgomery Research and Andersen Consulting.
- Sheth, Jagdish N. and Rajendra S. Sisodia (2000), "Future Perfect: Assisted Living for All," in *Defying the Limits: Reaching New Heights in Customer Relationship Management*, published by Montgomery Research and Andersen Consulting.
- Sisodia, Rajendra S. and David B. Wolfe (2000), "Information Technology: Its Role in Building, Maintaining and Enhancing Relationships," in *Handbook of Relationship Marketing*, Jagdish N. Sheth and AtulParvatiyar, Eds. Sage Publications, pp. 525-564.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Revisiting Marketing's Lawlike Generalizations," *Journal of Academy of Marketing Science*, Vol. 27, No. 1, pp. 71-87.
- Zahra, Shaker A., Rajendra S. Sisodia and Brett Matherne (1999), "Exploiting the Dynamic Links Between Competitive and Technology Strategies," *European Management Journal*, April, Vol. 17, No. 2; pp. 188-204.
- Buzzell, Robert D. and Rajendra S. Sisodia (1999), "Information Technology and Marketing," *Companion Encyclopedia of Marketing*, Michael J. Baker, Editor, Routledge: United Kingdom.
- Zahra, Shaker A. and Rajendra S. Sisodia (1997), "Surviving Industry Shakeouts," *Handbook of Business Strategy*, Faulkner and Gray, pp. 45-56.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1997), "Consumer Behavior in the Future," in *Electronic Marketing and the Consumer*, Robert A. Peterson, Ed., Sage Publications, pp. 17-37.
- Buzzell, Robert D. and Rajendra S. Sisodia (1997), "The Future of Marketing Education," in *Reflections on the Futures of Marketing*, published by Marketing Science Institute, pp. 97-120.

- Sheth, Jagdish N. and Rajendra S. Sisodia (1996), "Feeling the Heat: Making Marketing More Productive," Part II, *Marketing Management*, Vol.4, No. 3 (Winter), pp. 19-33.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1995), "Feeling the Heat: Making Marketing More Productive," Part I, *Marketing Management*, Vol.4, No. 2 (Fall), pp. 8-23. **(Cover Story)**
- Sisodia, Rajendra S. (1995), "APEC: Open Regionalism and the Future of World Trade," *Journal of Asia Pacific Business*, Vol. 1, No. 2, pp. 109-122.
- Sisodia, Rajendra S. (1995), "Growth, Productivity and the Visible Hand," *Journal of Asia Pacific Business*, Vol.1, No. 1, pp. 121-134.
- Buzzell, Robert D. and Rajendra S. Sisodia (1995), "Information Technology and Marketing," *Companion Encyclopedia of Marketing*, Michael J. Baker, Editor, Routledge: United Kingdom, pp. 301-317.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1995), "Improving Marketing Productivity," *AMA Marketing Encyclopedia: Issues and Trends Shaping the Future*, NTC Publishing, Chicago, pp. 217-237.
- Zahra, Shaker A., Rajendra S. Sisodia and Siddhartha R. Das (1994), "Technological Choices Within Competitive Strategy Types: A Conceptual Integration," *International Journal of Technology Management*, Vol. 9, No. 2, pp. 172-215.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1993), "The Information Mall," *Telecommunications Policy*, Vol. 17, No. 5 (July), pp. 376-389.
- Sisodia, Rajendra S. (1993), "The Ideal Brokerage Firm: Revealed Structure and Segmentation in the Institutional Equity Services Market," *Journal of Professional Services Marketing* Vol. 10, No. 1, pp. 119-145.
- Sisodia, Rajendra S. (1992), "Expert Marketing With Expert Systems," *Marketing Management*, Vol. 1, No. 2 (Spring), pp. 32-47 **(Cover Story)**
- Sisodia, Rajendra S. (1992), "Competitive Advantage Through Design," *Journal of Business Strategy*, Vol. 13, No. 6 (November/December), pp. 33-40.
- Sisodia, Rajendra S. (1992), "Designing Quality into Services," *Design Management Journal*, Vol. 3, No. 1 (Winter), pp. 33-39.
- Sisodia, Rajendra S. (1992), "Marketing Information and Decision Support Systems for Services," *Journal of Services Marketing*, Vol. 6, No. 1 (Winter), pp. 51-64.
- Sisodia, Rajendra S. (1992), "Why Companies Kill Their Technologies," *Journal of Business Strategy*, Vol. 13, No. 1 (January/February), pp. 42-48. Reprinted in *IEEE Engineering Management Review*, Vol. 20, No. 3, 1992.
- Sisodia, Rajendra and Merrill E. Warkentin (1992), "Artificial Intelligence in Business and Management – Marketing," *Personal Computers and Artificial Intelligence (PCAI)*, Vol. 6, No. 1 (January/February), pp. 32-34.
- Sisodia, Rajendra S. (1992), "Singapore Invests in the Nation-Corporation," *Harvard Business Review*, Vol. 70, No. 3 (May/June), pp. 40-50 (Best-selling article). Included in *The Evolving Global Economy*, Kenichi Ohmae, Editor, Harvard Business School Press, 1995.
- Sisodia, Rajendra S. (1991), "Singapore – Towards an Intelligent Island," Research Paper WP 91-04, *Research Institute for Telecommunications and Information Marketing*, University of Rhode Island, Kingston, RI.

Sisodia, Rajendra S. (1991), "Expert Systems for Services Marketing: Prospects and Payoffs," *Journal of Services Marketing*, Vol. 5, No. 3 (Summer), pp. 37-54.

Farley, John U. and (1990), "Modeling How Institutional Investors Allocate Business to Brokers," *Marketing Letters*, Vol. 2, No. 1, pp. 71-81.

PUBLICATIONS - PROFESSIONAL

Sisodia, Rajendra S. (2012), "The Power of Love in Business: Embracing Conscious Capitalism," *TMTC Journal of Management*, October 2012.

Mackey, John P. and Rajendra S. Sisodia (2012), "Unleashing Human Energy and Creativity for the Greater Good," *GDR Creative Intelligence*, Issue 43, Spring.

Sisodia, Rajendra S. (2010), "Is Your Organization High-Trust or Low-Trust?" on Management Innovation Exchange (<http://www.managementexchange.com/>), published May 20, 2010.

Sisodia, Rajendra S. (2004), "The Rule of Three in India," *Sandpaper* (BITS Alumni Magazine), Fall, pp. 53-57.

Sheth, Jagdish N. and Rajendra S. Sisodia (2004), "Tectonic Shift: The Realignment of Nations and the Rise of Regional Super States," *FSO Magazine*, Vol. 1, No. 3 (July – September), pp. 6-11.

Sheth, Jagdish N. and Rajendra S. Sisodia (2003), "Foreword," *Ageless Marketing: Strategies for Reaching the Hearts and Minds of the New Customer Majority*, by David B. Wolfe and Robert Snyder, Dearborn Publishing.

Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "The Seismic Impact of Technology," *Optimize*, Vol.1, Issue 4, February.

Sheth, Jagdish N. and Rajendra S. Sisodia (2002), "Great Time to Acquire Kmart, and Kohl's Provides a Good Fit," *Detroit Free Press*, February 8.

Sheth, Jagdish N. and Rajendra S. Sisodia (2001), "The Rule of Three in India – Part 1", *The Economic Times*, October 19, 2001.

Sheth, Jagdish N. and Rajendra S. Sisodia (2001), "The Rule of Three in India – Part 2", *The Economic Times*, October 26, 2001.

Sheth, Jagdish N. and Rajendra S. Sisodia (2001), "More Airlines Will Crash If Mergers Are Blocked," *The Wall Street Journal*, July 3, 2001, page A14.

Sisodia, Rajendra S. and Jagdish N. Sheth (2000), "Defining the Emerging Wholesale Market and Its Opportunities," *Annual Review of Communications*, International Engineering Consortium, pp. 375-379.

Sheth, Jagdish N. and Rajendra S. Sisodia (2000), "The New Money in Wholesaling," *America's Network*, (May), pp. 23-28.

Sisodia, Rajendra S. (2000), "Reinventing Business Education," *New Economy* column for Planet IT.

Sisodia, Rajendra S. (2000), "People Are Waiting," *New Economy* column for Planet IT.

Sisodia, Rajendra S. and Jagdish N. Sheth (1999), "Car Retailing Needs a Tune-up," *The Wall Street Journal*, December 20, 1999, pg. A26.

- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Are Your IT Priorities Upside Down?" *CIO Magazine* (Enterprise Section), November 15, 1999, pp. 84-89.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Think it Over," *The Economic Times*, September 15, 1999.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "More Out of Marketing," *The Economic Times*, September 8, 1999.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "New Ideas for Marketing," *The Economic Times*, September 8, 1999.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Why Cell Phones Succeeded Where Iridium Failed," *The Wall Street Journal*, August 13, 1999, pg. A14.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1999), "Outsourcing Comes Home," *The Wall Street Journal*, June 28, 1999, pg. A26.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1998), "The Future of Retailing," *Financial Times*, October 1998.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1998), "Only the Big Three Will Thrive," *The Wall Street Journal*, May 11, 1998, pg. A22.
- Sisodia, Rajendra S. (1996), "How Apple Could Win," *Upside*, February, Vol. 8, No. 2, pp. 81-84 (**Cover Story**)
- Sisodia, Rajendra S. (1995), "A Goofy Deal: Analysis of the Disney/Cap Cities Merger," *The Wall Street Journal*, August 4, 1995, pg. A8.
- Sisodia, Rajendra S. and Jagdish N. Sheth (1995), "Cellular Communications: The First Decade," in *Annual Review of Communications*, Vol. 48, International Engineering Consortium, Chicago, pp. 795-801. An updated version of this was published in *Worldwide Wireless Communications*, International Engineering Consortium, Chicago, pp. 3-18.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1995), "Cellular Communications: What's Ahead," in *Annual Review of Communications*, Vol. 48, International Engineering Consortium, Chicago, pp. 802-810. An updated version of this was published in *Worldwide Wireless Communications*, International Engineering Consortium, Chicago, pp. 533-552.
- Sisodia, Rajendra S. (1991), "IdeaFisher," (Software review), *Marketing Research*, Vol. 3, No. 4 (December), pp. 52-57.
- Sisodia, Rajendra S. (1990), "It's Time for a Zero-Tolerance Ethics Policy," *Marketing News*, Vol. 24, No. 5 (March 5), pages 4, 14.

PUBLICATIONS — REFEREED CONFERENCE PROCEEDINGS

- Nasr, Nada I., Jagdish N. Sheth and Rajendra S. Sisodia (2004), "The Antecedents to Price Unfairness: An Inductive Approach," paper presented at the *2005 Association for Consumer Research Conference* in a Special Session on Price Unfairness, Portland, OR, October 2004.
- Sisodia, Rajendra and Kelly Spang Ferguson (2004), "A Framework for Ethical Marketing," *AMA Winter Educators Conference*, Scottsdale, AZ (abstract).

- Sisodia, Rajendra and Augustine Backer (2004), "Cybermarketing and the Tragedy of the Commons: An Environmental Policy Perspective," in *Research Reaching New Heights*, Proceedings of the AMA Marketing and Public Policy Conference, Salt Lake City, UT, pp. 32-34 (abstract).
- Sisodia, Rajendra S. and Tara Hurley (2002), "System Dynamics and Marketing Productivity," *20th International Conference of the System Dynamics Society*, Palermo, Italy, July 2002 (abstract).
- Sheth, Jagdish N. and Rajendra S. Sisodia (1996), "The Future of Consumer Behavior," Proceedings of *Conference on Electronic Marketing*, University of Texas at Austin, October 1996.
- Sisodia, Rajendra S. and Jagdish N. Sheth (1993), "Reengineering Marketing for Relationship Management," *Proceedings of the Fourth International Forum on Technology Management*, Berlin, Germany, October 1993.
- Sheth, Jagdish N. and Rajendra S. Sisodia (1993), "Technology to Create New Services," in *Service Superiority: The Design and Delivery of Effective Service Operations*, Proceedings of the Eighth Annual Conference of the Operations Management Association (United Kingdom).
- Sisodia, Rajendra S. (1992), "Reengineering Marketing for the Information Age," *Proceedings of the Third International Forum on Technology Management*, Los Angeles, October 1992.
- Davis, Sue Anne and Rajendra S. Sisodia (1992), "STRATMAP: An Expert System for Strategic Marketing Planning," *AI and Business Workshop Working Notes*, American Association of Artificial Intelligence.
- Sisodia, Rajendra and Merrill E. Warkentin (1991), "Marketing and Expert Systems: Review, Synthesis and Agenda," *Proceedings of the World Congress on Expert Systems*, Jay Liebowitz, ed., New York: Pergamon Press, pp. 274-281.
- Sisodia, Rajendra S. and Shaker A. Zahra (1991), "A Dyadic Perspective on the Competitive and Technology Strategy Link," *Proceedings of the 22nd Annual Meeting of Decision Sciences Institute*, BalHarbour, Miami, pp. 321-323.
- Zahra, Shaker A. and Rajendra S. Sisodia (1991), "Designing Technology Strategies for Successful Company Performance: Technological Choices Within Different Competitive Strategic Types," *Proceedings of the 22nd Annual Meeting of Decision Sciences Institute*, BalHarbour, Miami, pp. 318-320.
- Sisodia, Rajendra S. (1991), "Information Technology, Marketing and Economic Development," *Proceedings of the Third International Conference on Marketing and Development*, New Delhi, January 1991.
- Sisodia, Rajendra S. (1990), "Expert Systems for Services Marketing," *Proceedings of the 9th Annual Services Marketing Conference*, Chicago: American Marketing Association, pp. 109-123.
- Sisodia, Rajendra S. and Stephen R. Ruth (1990), "Expert Systems in Marketing Education," in *Proceedings of the 1990 American Marketing Association Microcomputers in Marketing Education Conference*, Barry Berman, Joel R. Evans and John B. Gifford, eds., Chicago: American Marketing Association, pp. 253-254.
- Sisodia, Rajendra S. (1989), "Strategic Implications of Information Systems for the Marketing of Services," in *Service Excellence: Marketing's Impact on Performance*, 8th Annual Services Marketing Conference, Chicago: American Marketing Association, pp. 65-76.

- Sisodia, Rajendra S. (1989), "Marketing Inertia," in *Developments in Marketing Science*, Vol. 12, Jon N. Hawes and John Thanopolous, eds., Academy of Marketing Science, Orlando, Florida, pp. 329-333.
- Sisodia, Rajendra S. (1989), "Competitive Marketing Technologies for the 1990s – Integrating Decision Support Systems into Marketing Curricula," in *Proceedings of the 1989 American Marketing Association Microcomputers in the Marketing Curriculum Conference*, Robert F. Dyer and Margery S. Steinberg, eds., Chicago: American Marketing Association, pp. 83-96.
- Sisodia, Rajendra S. (1989), "Expert Systems in Marketing – Emerging Trends and a Survey of Recent Applications," in *Proceedings of the 1989 American Marketing Association Microcomputers in the Marketing Curriculum Conference*, Robert F. Dyer and Margery S. Steinberg, eds., Chicago: American Marketing Association, pp. 181-192.
- Sisodia, Rajendra S. (1988), "The Value of Research Advice: The Case of Securities Brokerage," in *Add Value to Your Services*, Carol F. Surprenant, ed., 6th Annual Services Marketing Conference Proceedings, Chicago: American Marketing Association, pp. 67-72.

PRESENTATIONS AND CONFERENCE ACTIVITIES(Through December 2011)

- "A New Model of Value Creation: Conscious Capitalism," Annual Investors Meeting, Guggenheim Partners, Los Angeles, CA, December 9, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," DPDHL, Cologne, Germany, November 29, 2011.
- "Conscious Capitalism: Business in the Age of Transcendence," 10th Annual Boston Pledge Conference, The Boston Pledge, Tufts University, Medford, MA, November 19, 2011.
- "Conscious Capitalism: Becoming a Firm of Endearment," Youth Entrepreneurship Summit 2011: Jump Start America, Kauffman Foundation, YES, CCI, Kansas City, MO, November 14, 2011.
- "Conscious Capitalism: Toward Shared & Sustainable Growth," Global HR Forum, The Korea Economic Daily, Seoul, South Korea, November 2, 2011.
- "Conscious Capitalism 101," 5th Conscious Capitalism CEO Summit, Austin, TX, October 12, 2011.
- "Conscious Capitalism: Making Money & Meaning," Perkins School of Theology, Southern Methodist University, Dallas, TX, October 7, 2011.
- "Conscious Capitalism: A New Paradigm for Business in the 21st Century," National Retailing Summit, Center for Retailing Studies, Texas A&M University, Dallas, TX, October 6, 2011.
- "Tapping Higher Purpose: The Power of Conscious Capitalism," New Rules for Leading Talent, The Boston Globe, Boston, MA, September 27, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," GrupoPao de Acucar, Sao Paulo, Brazil, September 16, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," POSCO, Honolulu, HI, August 22, 2011.
- "Business Realities in the Age of Conscious Capitalism," Global Dialogue, Caux Roundtable, Washington DC, July 28, 2011.

- "Business Realities in the Age of Conscious Capitalism," Corporate Social Responsibility and Transparency, Birla Institute of Management & Technology & GRI, New Delhi, India, July 85, 2011.
- "Conscious Capitalism: Rethinking the Role and Purpose of Business," Conscious Capitalism: Challenges and Opportunities, Confederation of Indian Industries, Pune, India, July 5, 2011.
- "Business Realities in the Age of Conscious Capitalism," Executive Committee Meeting, Federation of Indian Chambers of Commerce and Industry, Calcutta, India, July 2, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," LG Academy, Seoul, South Korea, June 9, 2011.
- "Conscious Capitalism: A New Paradigm for Business in the 21st Century," POSCO Research Institute, Seoul, South Korea, June 7, 2011.
- "Conscious Capitalism: The New Realities for Business," Annual Conference, Bainbridge Graduate Institute, Seattle, WA, June 3, 2011.
- "Conscious Capitalism & Stakeholder Integration," 2011 Global Business Ethics Symposium, Center for Business Ethics & Alliance for Ethics & Social Responsibility, Bentley University, Marseille, France, May 23, 2011.
- "Conscious Leadership & Marketing," Third International Conference on Conscious Capitalism, Conscious Capitalism Institute & Bentley University, Waltham, MA, May 17, 2011.
- "Conscious Capitalism: Realizing Business and Human Potential," Annual CIBER Lecture, University of Connecticut, Storrs, CT, April 6, 2011.
- "Firms of Endearment: Connecting with Different Stakeholders," Annual CIBER Lecture, University of Connecticut, Storrs, CT, April 6, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," MSB Marketing Seminar, Georgetown University, Washington DC, April 1, 2011.
- "Conscious Capitalism: Passion, Purpose and Profits," 3rd Social Enterprise Symposium, the Center for Social Value Creation, University of Maryland, College Park, MD, March 31, 2011.
- "Conscious Capitalism: Realizing Business and Human Potential," Harvard Social Enterprise Conference, Harvard University, Cambridge, MA, March 5, 2011.
- "Conscious Capitalism: The New Realities for Business," BITSAA Global Meet, Birla Institute of Technology & Science, New Delhi, India, January 8, 2011.
- "The New Realities for Business in the Age of Conscious Capitalism," One day workshop for Rabobank executives, SintMichielsgestel, The Netherlands, organized by TIAS Nimbas Business School, December 6, 2010.
- "Conscious Capitalism: Actualizing Human & Business Potential," at *Paying it Forward: Harnessing the Power of Micro-Movements in an Era of Economic Turbulence*, Boston Pledge Annual Conference, Tufts University, December 4, 2010.
- "Conscious Organizations: The New Paradigm," presentation to students, faculty and alumni of the Indian Institute of Technology, Delhi, India, November 23, 2010.
- "A Vision for a Conscious Academic Institution," presentation to Director, Department Chairs and Administrators of the Indian Institute of Technology, Delhi, India, November 23, 2010.

“Conscious Organizations: The New Paradigm,” Roundtable discussion with 50 CEO and CXOs, India International Center, Delhi, India, November 22, 2010.

“Conscious Capitalism: Passion, Purpose and Profits,” presentation to students, faculty and alumni of BIMTECH, Delhi, India, November 22, 2010.

“The New Realities for Business in the Age of Conscious Capitalism,” presentation to students, faculty and alumni of Sadhana Center for Management Development, Pune, India, November 17, 2010.

“The New Realities for Business in the Age of Conscious Capitalism,” Roundtable discussion with 15 CEOs, Pune, India, November 16, 2010.

“The New Realities for Business in the Age of Conscious Capitalism,” Keynote at the 9th Annual IHRSA Asia-Pacific Forum, Mumbai, India, November 15, 2010.

“Conscious Capitalism and the Future of Management Education,” Keynote presentation at the 1st Asian Forum for UN PRME, Kyung Hee University School of Management, Seoul, Korea, November 5, 2010.

Session Chair, Session on “Setting Directions of Asian Business Schools on Practice and Dissemination of Spirit of PRME,” 1st Asian Forum for UN PRME, Kyung Hee University School of Management, Seoul, Korea, November 5, 2010.

Panelist, Session on “Future Direction of Management Education and Collaboration Between Academia and Business in Asian Perspective,” 1st Asian Forum for UN PRME, Kyung Hee University School of Management, Seoul, Korea, November 5, 2010.

“Conscious Capitalism: Actualizing Human & Business Potential,” One day Workshop for Senior Executives, Seoul, Korea, November 4, 2010.

“The New Realities for Business in the Age of Conscious Capitalism,” Seminar for Business Leaders, organized by Korea Economic Daily, Seoul, Korea, November 3, 2010.

“Conscious Capitalism: Rethinking the Way We Do Business,” Session at 18th Annual Net Impact Conference, *2020: Vision for a Sustainable Decade*, Ross School of Business, University of Michigan, Ann Arbor, October 30, 2010.

“The India Story – and Opportunity” in session titled *The Changing Economic Role of China and India: Implications to You*, the 2010 Women’s International Networking Conference, Paris, France, October 7, 2010.

“Conscious Capitalism: Realizing Business & Human Potential,” Plenary Presentation at the 2010 Women’s International Networking Conference, Paris, France, October 6, 2010.

“The New Realities for Business in the Age of Conscious Capitalism,” McDonalds Global Legal Conference, Chicago, September 28, 2010.

“Conscious Capitalism: Realizing Business & Human Potential,” One day Workshop for visiting students from Stellenbosch University (South Africa), Bentley University, September 23, 2010.

“Conscious Capitalism: Realizing Business & Human Potential,” Plenary session at EABIS 9th Annual Colloquium: *Corporate Responsibility and Emerging Markets*, St. Petersburg, Russia, September 21, 2010.

Session Chair, “Business and Society in Emerging Markets,” EABIS 9th Annual Colloquium: *Corporate Responsibility and Emerging Markets*, St. Petersburg, Russia, September 20, 2010.

- “The New Realities for Business in the Age of Conscious Capitalism,” Special session for Senior Executives of UBS, Wolfsberg Conference Center, Ermatingen, Switzerland, September 17, 2010.
- “The New Realities for Business in the Age of Conscious Capitalism,” Special session for Mid-Level Executives of UBS, Wolfsberg Conference Center, Ermatingen, Switzerland, September 16, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Plenary session, 30th Annual International Conference of the Strategic Management Society, Rome, Italy, September 12, 2010.
- “The New Realities for Business in the Age of Conscious Capitalism,” Special session, 30th Annual International Conference of the Strategic Management Society, Rome, Italy, September 14, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Special session for Industrial Bank of Korea, September 2, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Special session for Korea Productivity Council, September 1, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” One Day Workshop for Emerging Leaders, Amica Insurance Co., Lincoln, RI, August 11, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Special session on “Fundamental Things that Business Scholars and Educators Should Dare to Care About,” Academy of Management Annual Meeting, Montreal, Canada, August 8, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Session for students, faculty and managers at S.P. Jain Institute of Management & Research, Mumbai, India, July 21, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Session for students, faculty and managers at School of Inspired Leadership, Gurgaon, India, July 12, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Presentation to Academic Leaders from GOLDEN Research Program, Bocconi School of Management, Milan, Italy, June 19, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Session for Entrepreneurial Masters Program, hosted by Entrepreneurs Organization and the MIT Enterprise Forum, Dedham, MA, June 18, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Presentation to company leaders, Daily Grommet, Lexington, MA, June 15, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” part of featured session on “Rethinking Business and Society: What is Next for Corporate Social Responsibility?” 5th Global YES Summit - Rework the World, Tallberg Foundation, Leksand, Sweden, June 4, 2010.
- “Connecting to Face Future Challenges Together,” 5th Global YES Summit - Rework the World, Tallberg Foundation, Leksand, Sweden, June 2, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” Keynote session, 2nd Annual Research Conference on Conscious Capitalism, Bentley University, May 24, 2010.
- “Conscious Capitalism: Actualizing Business & Human Potential,” KIN Global Summit - Building Global Prosperity: Innovation & Action, Northwestern University, Evanston, IL, May 19, 2010.

Panelist, session on "Beyond Sustainability: Business in the Age of Conscious Capitalism," at Bentley Ethics Symposium on "What is Sustainability? Differing Perspectives on Sustainable Business Practice in the Global Context," Bentley University, May 17, 2010.

Commentator, "'Firms of Endearment' compared to 'Good to Great' Companies - Which Business Model?" Association of Strategy Professionals Networking & Breakfast Meeting, Burlington, MA, May 4, 2010.

"Conscious Capitalism: Actualizing Business & Human Potential," Session at program on Business & Human Potential, The Esalen Institute, Big Sur, CA, April 17, 2010.

"Conscious Capitalism: What Business Can and Should Be," Session for middle school students, Beaver Country Day School, Brookline, MA, April 15, 2010.

"Conscious Capitalism: What Business Can and Should Be," Session for high school students, Beaver Country Day School, Brookline, MA, April 15, 2010.

"Conscious Capitalism: What Business Can and Should Be," Session for parents, Beaver Country Day School, Brookline, MA, April 15, 2010.

"Business with Honor: Why the World Needs Conscious Capitalism," Featured speaker, Beta Gamma Sigma Bentley University Chapter Induction Ceremony, April 9, 2010.

"Conscious Leadership: How Businesses Profit From Passion & Purpose," Featured speaker, Fundraiser for More Than Words, Waltham, MA, March 24, 2010.

"Leadership in the Age of Conscious Capitalism," Keynote at 2010 Hatton W. Sumners Student Leadership Conference, Center for Ethical Leadership, LBJ School of Public Affairs, University of Texas, Austin, February 25, 2010.

"The New Realities for Business in the Age of Conscious Capitalism," Special event organized by Brandeis University Net Impact Chapter, Waltham, MA, February 23, 2010.

Panelist, "Community Involvement Panel," *Harvard Human Rights Journal* Annual Symposium, Harvard Law School, February 18, 2010.

Featured speaker, "A Declaration of Interdependence: Business in the Age of Conscious Capitalism," Staples Global Leadership Summit, Boston, MA, February 10, 2010.

"The New Realities for Business in the Age of Conscious Capitalism," online Master Class offered through Authors Globe and MIT Enterprise Forum, February 7, 2010.

"The New Realities for Business in the Age of Conscious Capitalism," Seminar for faculty and doctoral students at College of Business Administration, University of Tennessee, Knoxville, TN, February 3, 2010.

"The New Realities for Business in the Age of Conscious Capitalism," Bocconi University, Milan, Italy, January 21, 2010.

Featured speaker, "Planting the Seeds of Conscious Capitalism," event for business community organized by MIT Enterprise Forum UK, London, January 19, 2010.

"The New Realities for Business in the Age of Conscious Capitalism," Session for students, faculty and managers at School of Inspired Leadership, Gurgaon, India, January 13, 2010.

"Leadership Development in the Age of Conscious Capitalism: The Fierce Urgency of Now" to the Conference on Future of Executive Development, New York, NY, December 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Leadership Team, Marketing Science Institute, Cambridge, MA, December 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Faculty and students, Suffield Academy, Suffield, CT, November 2009.

"Conscious, Caring, Creative, Compassionate: The New Realities for Business in the Age of Conscious Capitalism" to Executives and Managers, Amica Corp., Providence, RI, November 2009.

"Conscious Capitalism: How World Class Companies Profit From Passion & Purpose" to Executives and community members, Cradles to Crayons Benefit, Lexington, MA, November 2009.

"Firms of Endearment: How World-Class Companies Profit from Passion and Purpose" to the Faculty and Students, Ethics and CSR at McCombs Speaker Series, University of Texas at Austin, October 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Students, University of Texas, Austin, TX, October 2009.

"Stakeholders: Synergies, Not Trade-Offs" to Executives, Academics and Entrepreneurs, Catalyzing Conscious Capitalism Conference, Austin, TX, September 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Members, HR Roundtable, Boston, MA, September 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Members of Rotary Club of Waltham, Waltham, MA, September 2009.

"The New Realities for Business in the Age of Conscious Capitalism" to the Faculty and Administrators, Beaver Country Day School, Brookline, MA, September 2009.

"Doing Business in the Age of Conscious Capitalism" to Executives, Students and Faculty, LL Bean Lecture, University of Southern Maine, September 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Students, Harvard Law School, September 2009.

"Conscious Capitalism: How World Class Companies Profit From Passion & Purpose" to the MIT Enterprise forum, Cambridge, MA, August 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Business in the 21st Century" to the Members, Ethics and Compliance Officers Association, Waltham, MA, August 2009.

"Doing Business in the Age of Conscious Capitalism" to Executives, Students and Faculty, Greater Than Conference, Portland, Maine, July 2009.

"Doing Business in the Age of Conscious Capitalism" to Executives, TIE Professional Chapter, Bangalore, India, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, Indian Institute of Management, Kozhikode, India, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, Indian Institute of Management, Bangalore, India, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, Indian Institute of Management, Indore, India, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, Henley Business School, Reading, England, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, INSEAD, Fountainbleu, France, June 2009.

"Doing Business in the Age of Conscious Capitalism" to the Faculty and Graduate Students, ERASMUS Business School, Rotterdam, Netherlands, June 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Business in the 21st Century" to the Faculty and Students, Indira Gandhi Institute of Management, Indore, India, June 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Business in the 21st Century" to the Executive Team, Marico Corporation, Mumbai, India, June 2009.

"Conscious Capitalism and Corporate Governance" to the EABIS Leaders Forum, Brussels, Belgium, June 2009.

"The Business Case for Conscious Capitalism" to the Faculty and Graduate Students, Executives, Bentley University Conference on Conscious Capitalism, May 2009.

"Conscious, Caring, Creative, Compassionate: How Business Must Change in the 21st Century" to Executives, Environment and Business Council, Waltham, MA, May 2009.

"Conscious, Caring, Creative, Compassionate: How Business Must Change in the 21st Century" to Executives and community members, Boston, MA, May 2009.

"Conscious, Caring, Creative, Compassionate: How Business Must Change in the 21st Century" to the Members of United Nations Association, Rochester, NY, April 2009.

"Conscious, Caring, Creative, Compassionate: How Business Must Change in the 21st Century" to the Faculty and Students, Buffalo State University, NY, April 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to Executives, Princeton, NJ, April 2009.

"Conscious, Caring, Creative, Compassionate: How Business Must Change in the 21st Century" to Executives, Managers and Employees of Lifetime Healthcare, Rochester, NY, April 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to Executives, Students and Faculty, Norwalk, CT, March 2009.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to the Business and community leaders, Boston, MA, February 2009.

"Conscious Capitalism & the Global Crisis" to the Members of The Boston Pledge, faculty, students, Bentley University, December 2008.

"Integrating the Humanities and Business: The Rise of Conscious Capitalism" to the Bentley Faculty, Valente Center Series, Bentley University, December 2008.

"The Business Case for Conscious Capitalism" to the CEOs, Executives, Entrepreneurs, Academics, Conference on Catalyzing Conscious Capitalism, Austin, TX, November 2008.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to the Members, Latin Professionals Network, Bentley University, October 2008.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to the Doctoral students and faculty, Bentley University, October 2008.

"Communicating With Passion & Purpose: Lessons from Firms of Endearment" to the Members, International Financial Communications Association, Boston, MA, September 2008.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to the Faculty and Graduate Students, University of Massachusetts, Amherst, MA, September 2008.

"Conscious, Caring, Creative, Compassionate: The Changing Face of Capitalism in the 21st Century" to the Franchisees, Gold's Gym, Los Angeles, CA, September 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Members of Rotary Club of Seattle, Seattle, WA, August 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Executive Team, Beacon Consulting Group, Boston, MA, August 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Faculty and students, Master of Arts in Organizational Leadership Program, Norwalk, CT, July 2008.

"Corporate Philanthropy in Challenging Economic Times" to the Members, Northern California Grantmakers, San Francisco, CA, June 2008.

"Successful Outsourcing Relationships in a Globalizing World: The Firms of Endearment Way" to the Senior Financial Executives, Financial Services Outsourcing Summit, New York, NY, June 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Executives, Students and Faculty, CEIBS, Shanghai, China, May 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Senior Executives, Seoul, South Korea, May 2008.

"Becoming a Firm of Endearment: What Does It Take?" to the Senior Executives, CJ Group, Seoul, South Korea, May 2008.

"Becoming a Firm of Endearment: What Does It Take?" to the Senior Executives, Seoul, South Korea, May 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Senior Executives, New Balance, Boston, MA, April 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Business Executives and Community Leaders, Seattle, WA Seeds of Compassion Event, April 2008.

"Conscious, Caring, Creative, Compassionate: Capitalism in the 21st Century" to the Managers and Executive Coaches, Santa Fe, NM, April 2008.

"The Changing Face of Capitalism in the 21st Century" to the Faculty and students, Freeman Business School, Tulane University, New Orleans, LA, March 2008.

"The Changing Face of Capitalism in the 21st Century" to the Columbia Business School Alumni, Boston, MA, February 2008.

"Firms of Endearment, Government of Endearment, Country of Endearment" to the Senior Executives, Diplomats and Government Officials, Jeju Island, South Korea, February 2008.

"Firms of Endearment: How World Class Companies Profit from Passion and Purpose" to the MBA students, S.P. Jain Management Center, Dubai, UAE, January 2008.

"High Performance Marketing" to the Senior Marketing Executives, Dubai, UAE, January 2008.

"Professional Marketing Excellence" to the Senior Nokia Managers, Burlington, MA, January 2008.

"Strategies and Trends in Marketing: A New Economy Perspective" to the Faculty, students and guests, Nirma Institute of Management, Ahmedabad, India, January 2008.

"The Changing Face of Capitalism in the 21st Century" to the Executives, Indore Management Association, Indore, India, January 2008.

"Firms of Endearment: How World Class Companies Profit from Passion and Purpose," presentation and discussion with Ph.D. students, Seminar on Ethics & Corporate Social Responsibility, Bentley College, April 12, 2007.

"Tectonic Shift - The Realignment of Nations," presentation at *Bentley College International Seminar Speaker Series*, March 5, 2007.

"Firms of Endearment: The Pursuit of Purpose and Profit," presentation to corporate executives, SP Jain Center of Management, Dubai, January 2007.

"The 4A's of Marketing," presentation to academics and MBA students, SP Jain Management Center of Management, Dubai, January 2007.

"The Future of Marketing - The New Paradigms," presentation to corporate executives, SP Jain Center for Management, Dubai, January 2007.

"Does Marketing Need Reform?" presentation to academics and MBA students, SP Jain Institute of Management and Research, Mumbai, India, January 2007.

"Firms of Endearment: The Pursuit of Profit and Purpose," presentation to corporate executives, SP Jain Institute of Management and Research, Mumbai, India, January 2007.

"Firms of Endearment: The Pursuit of Profit and Purpose," presentation to academics and MBA students, SP Jain Institute of Management and Research, Mumbai, India, January 2007.

"Tectonic Shift - The New Globalization and the Realignment of Nations," presentation to academics and MBA students, SP Jain Institute of Management and Research, Mumbai, India, January 2007.

"The 4A's of Marketing," presentation to corporate executives, SP Jain Institute of Management and Research, Mumbai, India, January 2007.

"Firms of Endearment: The Pursuit of Profit and Purpose," presentation to the Bentley College Board of Trustees, Bolton, MA, October 27, 2006.

"Tectonic Shift: The Realignment of Nations and Implications for India and China," presentation to academics at Indian Institute of Management, Indore, Joint conference with NASMEI, Indore, India, December 2006.

Published, Invited Presentation on "The Many Definitions of Definition and Implications for the AMA Definition of Marketing," part of panel on "The American Marketing Association's New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society" *AMA Winter Educators' Conference*, St. Petersburg, FL, February 2006.

Panelist, "The American Marketing Association's New Definition of Marketing: Perspectives on its Implications for Scholarship and the Role and Responsibility of Marketing in Society, *American Marketing Association Public Policy and Marketing Conference*, Washington DC, May 20, 2005.

"The Rule of Three," keynote presentation at the *American Marketing Association Strategic Marketing Conference*, Chicago, IL, May 10, 2005.

"Does Healthcare Marketing Need Reform?" presentation to the *Boston Chapter of the American Marketing Association*, April 12, 2005.

"Marketing's Reputation With Consumers and Business Professionals — Findings From a Survey," presentation at the Symposium on *Does Marketing Need Reform?*, Boston, MA, August 2004 (sponsored by Bentley College).

"Marketing Ethics – An Oxymoron?" presented at the *Global Gadfly Workshop*, Center for Business Ethics, Bentley College, May 2004.

"Tectonic Shift: The Realignment of Nations and Future Outsourcing Relationships," keynote address at *Outsourcing Strategies 2004*, Las Vegas, NV, March 6, 2004.

"The Future of Marketing," presentation to the faculty, *S.P. Jain Institute of Management and Research*, Bombay, India, March 24, 2003.

"The Rule of Three in India," presentation to students and faculty, *International Institute of Foreign Trade*, Indore, India, March 12, 2003.

"System Dynamics and Marketing Productivity," presented at the *20th International Conference of the System Dynamics Society*, Palermo, Italy, July 28 – August 1, 2002

"Observational Research in Marketing – Using Clickstreams to Analyze Online Consumer Behavior," presented at *AMA Doctoral Consortium* at Emory University, Atlanta, GA, June 7, 2002.

"The Automation of Consumption – Relationship Marketing's Final Frontier?" presented at *Customer Relationship Management in the Era of Globalization*, The 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, GA, June 2002.

Session Chair for "Value Drivers of Customer Relationship Management" at *Customer Relationship Management in the Era of Globalization*, The 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, GA, June 2002.

Guest faculty at the Indian Institute of Management, Indore, December 2001; presented to faculty, students and executives on several topics, including *The Rule of Three*.

"E-Business and Information Age Programs at Bentley College," presented at *AMA Faculty Consortium at Texas A&M University*, College Station, July 16, 2001.

Track Chair and Session Chair for "Relationship Marketing" at *AMA Educators Conference*, Washington DC, August 2001.

"The Rule of Three," presented at the *Professional Development Series* sponsored by the Bentley College Alumni Relations office in February 2001.

"The Automation of Consumption," presented at the *International Marketing Educators Conference*, "Marketing in a Global Economy," Buenos Aires (made by Joby John on my behalf).

"Interactivity in Marketing and Consumer Backlash," keynote presentation at the *2nd Annual Internet CEO Summit* organized by Deutsche Bank, Aspen, Colorado, August 2000.

Track Chair, *Fifth Conference on Relationship Marketing*, Emory University, Atlanta, GA, October, 2000.

“Information Age Marketing” presented at the *Professional Development Series* sponsored by the Bentley College Alumni Relations office in March 2000.

“Marketing – From Hunting to Gardening,” presentation at Bentley alumni event in New York City on November 3, 1999.

“Marketing - Current Research Perspectives,” presentation made to the faculty of the *Indian Institute of Management, Indore*, India, October 20, 1999.

“Information Technology and Marketing,” presentation made to MBA students at the *Indian Institute of Management, Indore*, India, October 20, 1999.

“Marketing Transformation: Stone Age to Information Age,” presentation made to executives at an event cosponsored by the *Confederation of Indian Industries* and the *Indian Institute of Management, Indore*, India, October 20, 1999.

“The Evolution of Marketing,” presentation at Bentley alumni event in Waltham on June 23, 1999.

“The Impact of Information Technology and the Internet on Marketing” keynote talk at a workshop on “Museums and Marketing: Hard Copy and Cyberspace,” organized at Bentley College by the *New England Heritage Center*, May 13, 1999.

“Relationship Marketing,” presentation made at the *Professional Development Series* sponsored by Alumni Relations office on March 20, 1999.

“Consumer Behavior in the Future,” presentation at Marketing Science Institute/JAMS Conference on *Serving Customers and Consumers Effectively in the 21st Century: Emerging Issues and Solutions*, December 6 - 8, 1998, Coral Gables, Florida.

“The Future of the Information Industry,” presentation made at the *Bentley-Compaq Conference on Marketing and Information Technology*, November 1998.

Moderated alumni panel discussion on “IT and Marketing” at *General Mills Marketing Student of the Year Award*.

“Information Technology and Relationship Marketing,” presentation at the *Fourth Conference on Relationship Marketing*, Emory University, Atlanta, GA, June 13, 1998.

“Marketing Productivity: Key Concepts, Measurement and Improvement,” presentation at the Marketing Science Institute *Conference on Fundamental Issues and Directions in Marketing*, Cambridge, MA, June 5, 1998.

“Technology Implications of Relationship Marketing,” presentation at the *Academy of Marketing Science Faculty Consortium*, Norfolk, VA, May 30, 1998.

“Marketing: New Frameworks and Current Issues,” and “The Rule of Three,” presentations made to the students and faculty, *S.P. Jain Institute of Management, Bombay*, January 30, 1998; and to students and faculty, *Indore University Institute for Management*, January 23, 1998.

“Relationship Marketing in Practice: The State-of-the-Art and Beyond,” presentation at the *Executive MBA Alumni Association 2nd Annual Renaissance Day*, July 24, 1997.

“Mastering the Dynamics of Relationship Marketing,” Workshop presented at the Strategic Research Institute Conference on *Successfully Marketing to Aging Baby Boomers*, New York, June 13, 1997.

“Surviving and Thriving in the Future,” presentation made to the Edison Electric Institute Conference *Future Shock*, Baltimore, October 15, 1996.

“The Converging Information Industry: The Future of Information Highways,” live national video broadcast for *Ernst and Young* (originating in Dallas), July 9, 1996.

“Global Competition and the Rule of Three,” Keynote presentation to the 55th International Conference of the *Institute of Internal Auditors*, Anaheim, CA, June 25, 1996.

“How to Market Internally,” presentation to the 55th International Conference of the *Institute of Internal Auditors*, Anaheim, CA, June 25, 1996.

“Information Industry Convergence: What the Future Holds,” presentation at *International Engineering Consortium* conference as part of SuperComm 96, Dallas, TX, June 26, 1996.

“Convergence and Competition: The Evolution of the Communications Industry,” presentation to CEOs and General Managers of Central and Latin American Telecommunications Companies, organized by *Nortel - CALA*, Ft. Lauderdale, FL, June 27, 1996.

“Information Technology and the Future of Relationship Marketing,” presentation made at the *Third Conference on Relationship Marketing*, Emory University, Atlanta, GA, June 15, 1996.

“Information Technology in Supply Chain Integration: Moving Toward Full Channel Management,” presentation made at the *Third Conference on Relationship Marketing*, Emory University, Atlanta, GA, June 16, 1996.

“Information Technology and Organizational Transformation,” (with Shaker A. Zahra), presentation made at the *Annual Meeting of INFORMS*, May 1996.

“Improving Marketing Productivity” (with Jagdish N. Sheth), presentation made at the *Academy of Marketing Science*, San Diego, CA, May 1996.

“The Internet and Its Impact on Business,” presentation made at the *EMBA Renaissance Program*, George Mason University, March 16, 1996.

“Marketing’s Productivity Crisis and How to Resolve It,” presentation made to the faculty of *Catholic University*, Santiago, Chile, October 24, 1995.

“The Impact of Information Technology on Marketing Theory and Practice” (with Jagdish N. Sheth), invited presentation made at the *Marketing Technologies Symposium*, University of Illinois, October 1, 1995.

“Telecom 2000: How Will It Look?,” keynote presentation at *Power95*—conference organized by *Nortel Power Division*, Montreal, Canada, June 20, 1995.

“India: Economic Liberalization and Geopolitical Dynamics,” presentation made for *George Mason University International Week*, April 3, 1995.

“Telecommunications Marketplace 2000,” presentation made to *American Management Systems* executives, Fairfax, VA, May 25, 1995.

Received Faculty Grant to attend the Professor’s Institute, *Direct Marketing Association*, College Park, MD, January 1995.

“The Telecommunications Industry in the Year 2005,” plenary presentation at the *International Engineering Consortium Annual Conference*, Chicago, September 1994.

“Electronic Commerce and Generic Marketing Processes” (with Robert Buzzell and John Norton), presentation made at the *Summer Educators’ Conference*, American Marketing Association, San Francisco, August 1994.

“Segmenting Telecommunications Markets: Today and Tomorrow,” presentation at the *MCI Annual Strategic Planning Meeting*, Dallas, TX, December 1993.

“Alternate Channels of Distribution for Telecommunications,” keynote session at the *Bellcore Sales Agency Workshop*, Nashville, TN, October 1993.

“Global Telecommunications: A Strategic Advantage,” keynote presentation at the AT&T Global Business Symposium on *Global Telecommunications: A Strategic Advantage*, AT&T School of Business, Somerset, N.J., July 1993.

“Telecommunications Infrastructure and Economic Development,” presentation at the AT&T Global Business Symposium on *Global Telecommunications: A Strategic Advantage*, AT&T School of Business, Somerset, N.J., July 1993.

Received Faculty Grant to attend the *Fourth Annual Personal Communications ComForum*, sponsored by the National Engineering Consortium, Washington D.C. June 1993.

Received Faculty Grant to attend the *Eastern Communications Forum*, sponsored by the National Engineering Consortium, Washington D.C. May 1993.

“Singapore – Towards an Intelligent Island,” invited presentation to the *Annual Convention of the AHRPPQ* (Association of Human Resource Professionals of the Province of Quebec), Montreal, March 1993.

Received Faculty Grant to attend the *Eastern Communications Forum*, sponsored by the National Engineering Consortium, Rye, N.Y., May 1992.

“Using Expert Systems in Business,” presentation made to executives of *Tata Exports Inc.*, Dewas, India, January 1992.

“The Integrated Influence of External and Internal Factors on Exporting,” (with Nittaya Wongtada), at the *Academy of International Business Annual Meeting*, October 1991.

“Linking Technology Strategy and Competitive Strategy: The Dyadic Paradigm,” presentation made at the *Centre for Management of Technology*, National University of Singapore, July 1991.

“Perspectives on Technology Strategy” presentation made at the School of Business Administration, *Chinese University of Hong Kong*, Hong Kong, July 1991.

“Why Technology Dies on the Vine: Common Technology Syndromes and Their Antidotes,” presentation made at the *Centre for Management of Technology*, National University of Singapore, July 1991.

“Applying Expert Systems to Marketing,” presentation made at the *Knowledge Engineering Research Centre, Information Technology Institute*, National Computer Board, Singapore, July 1991.

“Perspectives on Technology Strategy,” presentation made at School of Engineering, *Nanyang Technological University*, Singapore, July 1991.

Invited Participant, *Third International Forum on Design Management, Research and Education*, organized by the Design Management Institute at Harvard Business School, May 1991.

Chair, Panel on Information Technology and Marketing, *Third International Conference on Marketing and Development*, New Delhi, January 1991.

“Pick-Any' Analysis – A Look at Proximate Non-Chosen Alternatives,” presented at the *ORSA/TIMS Joint National Meeting*, Philadelphia, October 1990.

Session Chair, Choice Models Session, *ORSA/TIMS Joint National Meeting*, Philadelphia, October 1990.

Chair, Industry Roundtable on Telecommunications, *9th Annual Services Marketing Conference*, Chicago: American Marketing Association, October 1990.

Chair, Panel on Expert Systems in Marketing: What the Future Holds, at the *Workshop on Expert Systems in Marketing*, cosponsored by the American Marketing Association and George Mason University, Washington D.C., August 1990.

Invited Participant, *IBM Conference on Computers in Business*, Winnipeg, Canada, June 1990.

Presented a “Workshop on Expert Systems in Marketing Education” at the *AMA Microcomputers in Marketing Education Conference*, New Orleans, March 1990.

PROFESSIONAL ACTIVITIES

Invited to participate in a program called “Inventing the Future of Management,” sponsored by the Management Lab (created by Prof. Gary Hamel), San Francisco, CA, May 28-30, 2008.

Invited to participate in a planning meeting for new initiative called the Conscious Capitalism Club, by John Mackey, CEO, Whole Foods, Austin, TX, March 14-16, 2008.

Invited to participate in a planning meeting for new initiative called the First Movers program, cosponsored by the Aspen Institute and the Fetzer Institute, New York, December 11-12, 2007.

Presented a program on “The Rule of Three: Implications for the Banking Industry” to the Board of Directors, Boston Private Bank and Trust, September 28, 2007.

RESEARCH REPORTS, NOTES AND CASES

Industry Research Reports *(all published by ICORE, Atlanta, GA)*

- Cable Marketplace 2000
- Competition in the Cable Television Industry
- Competition in the Electric Utility Industry
- Competition in the Telecommunications Industry
- Consolidation in the Communications Industry
- Electric Utilities in the Local Telecommunications Loop
- Framework for Opportunity Analysis: Interactive Multimedia
- Long Distance Companies Competing in the Local Loop
- Managing Resale / Retail in Telecommunications: An Opportunity Disguised as a Threat
- Strategic Analysis of the Local Telecommunications Industry
- Telecommunications in Latin America 1994
- Telecommunications in Latin America 1995

- Telecommunications Marketplace 2000
- The Competitive Landscape In Telecommunications: NapaValley Meets Silicon Valley
- The Future of the Information Industry
- The Future of the Wireless Communications Industry
- The Wholesale Opportunity in the Local Exchange
- Utility Marketplace 2000
- Wireless Marketplace 2000

Company Notes and Analyses *(all published by ICORE, Atlanta, GA)*

- American Personal Communications
- AT&T: Positioning for the Future
- British Telecom Plc: Strategic Intent and the MCI Alliance
- Hughes Electronics Limited
- IBM: Strategic Intent
- McCaw Cellular Communications
- MFS Communications
- Motorola: Semiconductors and Wireless Communications Strategy
- Nextel, Inc.
- Pacific Gas and Electric
- PacifiCorp.
- PCS PrimeCo.
- Southwestern Bell Cellular
- Tele-Communications, Inc.: Strategic Intent
- WirelessCo.
- WorldCom, Inc.

Cases *(all published by ICORE, Atlanta, GA)*

- 800 Portability
- Consultant, Reengineer Thyself
- MCI's Friends and Family
- Mercury Communications – Paradigm Shift (funded by a grant from the Department of Education)

Cases on Strategic Turnarounds

- AT&T: Awakening to Competition

- British Airways: Cutting Costs And Putting The Customer First
- Compaq: From “Has-Been” To Market Leader
- Ford: Quality Is Job One
- General Electric: If It Ain’t Broke, Fix It Anyway!
- JC Penney: From Generalist to Specialist
- Xerox: The Perils of Ignoring Quality, Costs and the “Low End”

MEDIA APPEARANCES(Partial List Through 2008)

Featured in article “The Quarterly BITSian: Dr. Raj Sisodia Talks About His Latest Book, the Gita and a Host of Other Topics,” *Sandpaper: BITS Pilani Alumni Magazine*, Winter 2008.

Featured in article “Brand New Thinking: Marketing Guru Dr. Raj Sisodia Shares His Secrets with Tom Daly, *7Days* (Dubai), January 10, 2008 (www.7days.ae/business).

Featured in article “Blind Adoption of US Business Models Risky,” *The Business Standard*, January 10, 2008.

Featured in article “Raj Sisodia :“The Changing Face of Capitalism” *PagalGuy.com*, January 9, 2008.

Quoted in article “IndraNooyi Puts Her Brand on Pepsi's Pressing Global Challenges,” *Dow Jones Market Watch*, December 6, 2007.

Featured in editorial “The `Age of Transcendence',” by Rebecca Pierce, *Kalamazoo Gazette*, September 30, 2007.

Featured in article “Earn Love, Author Urges Businesses,” by Al Jones, *Kalamazoo Gazette*, September 25, 2007.

Interviewed on WKZO Lori Moore's radio show, September 21, 2007.

Featured in article “Building Brands Sustainably,” by AmitBapna, *USP Age*(India), July 2007.

Featured in article “Bentley Prof. Defines Successful ‘Firms of Endearment’,” by Robert Celaschi, *Boston Business Journal*, June 22-28, 2007.

Featured in article “Ethics and Performance: Companies People Love,” in *Business Digest* (France), June 2007.

Featured in article “Marketing Has Severely Underperformed,” by AmitBapna, *USP Age* (India), February 2007.

Quoted in article “The CEO's New Clothes,” by Linda Tischler, *Fast Company*, Issue 98, September 2005, Pg. 27.

Quoted in article "Keeping customers by keeping them happy" regarding churn management in *The Boston Globe*, March 7, 2004. The story also ran in the *Casper (WY) Star-Tribune* (March 9).

Featured in seven-part series on CNBC India and CNBC World on my last book, *The Rule of Three*, January 2004.

Quoted in “When Business Plans Go Bust; From Burgers to High Tech, Companies Confront Shaky Strategies,” *The Washington Post*, January 5, 2003.

Quoted in "It's a Three-Way Market On a One-Way Street," by Steven Syre, *The Boston Globe*, April 28, 2002.

Interviewed re Kmart and possible merger with Kohl's on *Business Radio 1060*, March 12, 2002.

Quoted in "Street Wise: Kmart's failure could be a key to success for Kohl's," *Investment News*, February 4, 2002.

Interviewed for "Kmart May Be Ripe For Kohl's Merger," *The Boston Globe*, February 10, 2002.

Interviewed by Associated Press for "Kmart Expert Sisodia" January 22, 2002.

Appeared on Fox 25 TV's *News at Ten* to discuss Kmart bankruptcy, January 22, 2002.

Quoted in "Competition in Industrial World Governed by 'Rule of Three,'" *The Atlanta Journal - Constitution*, December 23, 2001.

Quoted in "Un-merged airlines may not survive," *Allentown Morning Call*, July 9, 2001.

Interviewed on Charlie Stein radio show re *The Rule of Three* book, July 9, 2001.

Quoted in *Mass High Tech*, January 22, 2001.

Interviewed re "Online Grocery Shopping" on NPR program *One Union Station*, January 2, 2001.

Interviewed on CNNfn program *Digital Jam* re adAlive, December 8, 2000.

Interviewed by *Business Day*, November 25, 2000.

Interviewed for "Palm is My Copilot," *The Boston Globe*, October 9, 2000.

Quoted in *Watertown Tab and Press*, July 20, 2000.

Quoted in *Cambridge Chronicle*, July 19, 2000.

Interviewed re Microsoft, AOL- Time Warner merger on WHDH-TV Channel 7 news and public affairs program *Boston Common*, March 5, 2000.

Quoted in *Business India*, January 24, 2000.

Interviewed by *New England Cable News* on Pokemon craze, November 10, 1999.

Featured in *Silicon India* magazine on E-commerce programs, September 1999.

Quoted in *Industry Week* on the use of the Internet by large industrial companies, September 20, 1999.

Interviewed by *Voice of America* re the collapse of Iridium, August 27, 1999.

Interviewed by *The Boston Globe* on wireless communication trends, July 29, 1999.

Featured in "A New MBA for the E-Corp.: Half-Geek, Half-Manager At BentleyCollege," *Fortune Magazine*, March 15, 1999.

Quoted in *CIO Magazine* on frontline information systems, March 1, 1999.

Quoted in "Rise of the mega-firm: Is bigger really better?" *Christian Science Monitor*, December 4, 1998.

Quoted in "Mergers Mean Big Money -- and a Big Loss For Everybody," *Portland Oregonian*, December 6, 1998.

Interviewed on CBC radio program re *The Rule of Three*, July 1998.

Interviewed on *Reuters Business Television* re *The Rule of Three*, July 1998.

Quoted in "Wall Street's Merger Mania Affects Many on Main Street, Shareholders Win," *St. Louis Post-Dispatch*, May 17, 1998.

Quoted in "Superfirms' Take Over in Global Age," *Christian Science Monitor*, May 12, 1998.

Quoted in "Too Many Cars, Too Few Buyers -- Automakers Jockey as Shake-Out Looms," *The Seattle Times*, May 10, 1998.

Quoted in "Is Rule of 3 Taking Wheel of Auto Biz?" *The Commercial Appeal*, May 10, 1998.

Quoted in "A Motor Marriage: Marketing Gurus Narrow Industries to 'Rule of Three'" *The Atlanta Journal; The Atlanta Constitution*, May 8, 1998.

Cohosted Business Hour show on *Public Interest* (National Public Radio) on the retailing industry, March 30, 1998.

Cohosted Business Hour show on *Public Interest* (National Public Radio) on the advertising industry, February 4, 1998.

Cohosted Business Hour show on the *Derek McGinty Show* (National Public Radio) on the future of Kodak, November 26, 1997.

Cohosted Business Hour show on the *Derek McGinty Show* (National Public Radio) on the current wave of mergers, October 14, 1997.

Interviewed by the *Washington Post* on industry consolidation, October 7, 1997.

Interviewed by *MSNBC* on technical and business issues related to cable telephony, September 4, 1996.

Interviewed by *PC Week* on marketing issues in the personal computer industry, July 15, 1996.

Interviewed by *Phone Plus* magazine on competitive structure in the telecommunications industry, June 28, 1996.

Interviewed by the *Washington Post* on NationsBank and the banking industry, June 12, 1996.

Interviewed on *NewsChannel 8* on the 1996 Telecommunications Reform Act, February 10, 1996.

Interviewed by the *Associated Press* re strategies for Apple Computer Corp., February 1996.

Quoted in "Advice To Apple Varies, Conflicts Customer Loyalty To Mac At Issue," *Los Angeles Daily News*, January 29, 1996.

Quoted in "Apple, Sony Reported to be Discussing Merger," *The Dallas Morning News*, January 27, 1996.

Quoted in "Media Mega-Mergers are the Rage, But Some Doubt They Will Succeed," *Video Technology News*, September 11, 1995.

Quoted in "Synergy Another Word for Catastrophe," *The Globe and Mail*, August 16, 1995.

Interviewed by the *Wall Street Journal* for an article on vertical integration, October 1995.

Interviewed on *Money Talk* radio program on synergy in media industry, August 6, 1995.

Interviewed by the *Washington Post* on vertical integration in the media industry, August 4, 1995.

Interview by German radio on "Microsoft versus IBM," July 28, 1995.

Interviewed by *International Herald Tribune* on vertical integration, August 10, 1995.

Quoted extensively in John Naisbitt's *Global Paradox*, 1994.

Interviewed on *Marketplace* (American Public Radio) for a story on Singapore and the impact of investment in the telecommunications infrastructure. Program aired on August 20, 1992.

Interviewed by *Information Week* magazine for a story on ubiquitous computing, September 8, 1992.

Quoted in *New York Times* Op-Ed piece on the role of Singapore's government in economic development, September 8, 1992.

CITATIONS IN BOOKS(Partial List Through 2008)

My research has been quoted in the following books:

Scott Dacko (2008), *The Advanced Dictionary of Marketing: Putting Theory to Use*, Oxford University Press.

J. Walker Smith & Ann Clurman (2007), *Generation Ageless: How Baby Boomers Are Changing the Way We Live Today . . . And They're Just Getting Started*, Collins.

Ryan Mathews & Watts Wacker (2007), *What's Your Story?: Storytelling to Move Markets, Audiences, People, and Brands*, FT Press.

W. T. McKibben (2007), *Play Nice, Make Money*, The Great Lakes Group.

Daniel M. Cable (2007), *Change to Strange: Create a Great Organization by Building a Strange Workforce*, Wharton School Publishing.

Chip Conley (2007), *Peak: How Great Companies get Their Mojo From Maslow*, Jossey-Bass.

Heiner Evanschitzky and Gopalkrishnan R. Iyer (eds.) (2007), *E-Services: Opportunities and Threats*, duv.

Jagdish N. Sheth (2007), *The Self-Destructive Habits of Good Companies: ...And How to Break Them*, Wharton School Publishing.

Mitra and A. Gupta (2007), *Creating Agile Business Systems with Reusable Knowledge*, Cambridge University Press.

Tony Hines and Margaret Bruce (2007), *Fashion Marketing, Second Edition: Contemporary issues*, Butterworth-Heinemann.

Donald R. Lehmann and David J. Reibstein (2006), *Marketing Metrics and Financial Performance*, (Marketing Science Institute (MSI) Relevant Knowledge Series), Marketing Science Institute.

Stefan Wengler (2006), *Key Account Management in Business-to-Business Markets*, duv.

Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer and David J. Reibstein (2006), *Marketing Metrics: 50+ Metrics Every Executive Should Master*, Wharton School Publishing.

Alan Thomas (2006), *Research Concepts for Management Studies*, Routledge.

Roger D Blackwell and Thomas E Williams (2005), *Consumer Driven Health Care*, Book Publishing Associates LLC.

David L. Loudon, Bruce Wrenn, Phylis Mansfield and Robert E. Stevens (2005), *Marketing Planning Guide*, Best Business Books.

Louis E. Boone and David L. Kurtz (2005), *Contemporary Marketing*, Thomson South-Western.

Alan Nankervis, Yuki Miyamoto, Ruth Taylor and John Milton-Smith (2005), *Managing Services*, Cambridge University Press.

Nirmalya Kumar (2004), *Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation*, Harvard Business School Press.

Paul W. Farris and Michael J. Moore (2004), *The Profit Impact Of Marketing Strategy Project: Retrospect and Prospects*, Cambridge University Press.

Sandeep Krishnamurthy (2004), *Contemporary Research in E-Marketing: Volume 1*, Idea Group Inc.

Roger Palmer and Richard Brookes (2004), *The New Global Marketing Reality*, Palgrave Macmillan.

R. Gopalkrishnanlyer and David Bejou (2004), *Customer Relationship Management in Electronic Markets*, Best Business Books.

Leslie G. Eldenburg and Susan K. Wolcott (2004), *Cost Management: Measuring, Monitoring, and Motivating Performance*, John Wiley & Sons.

Christine Moorman and Donald R. Lehmann (eds.) (2004), *Assessing Marketing Strategy Performance*, Marketing Science Institute.

Charles W. Lamb, Joseph F. Hair and Carl McDaniel (2004), *Marketing: South African Edition*, Oxford University Press.

Michael J Etzel, Bruce J. Walker and William J Stanton (2004), *Marketing, 13th Edition*, McGraw-Hill/Irwin.

Richard C. Dorf and Thomas H. Byers (2004), *Technology Ventures: From Idea to Enterprise*, McGraw-Hill Professional.

Steven G. Hillestad and Eric N. Berkowitz (2004), *Health Care Market Strategy: From Planning to Action*, Jones and Bartlett Publishers.

William C Johnson and Art Weinstein (2004), *Superior Customer Value in the New Economy*, CRC Press.

Yuan Gao (2004), *Web Systems Design and Online Consumer Behavior*, Idea Group Inc.

Wilson F. Ozuem (2004), *Conceptualising Marketing Communication in the New Marketing Paradigm: A Postmodern Perspective*, Universal Publishers.

Bill Davidson (2003), *Breakthrough: How Great Companies Set Outrageous Objectives and Achieve Them*, John Wiley and Sons.

Loizos Heracleous (2003), *Strategy and Organization: Realizing Strategic Management*, Cambridge University Press.

James A. Swanson and Michael L. Baird (2003), *Engineering Your Start-Up: A Guide for the High-Tech Entrepreneur*, Professional Publications (CA).

John L. Chan (2003), *China Streetsmart: What You MUST Know to be Effective and Profitable in China*, Prentice Hall.

David B. Wolfe and Robert Snyder (2003), *Ageless Marketing: Strategies for Reaching the Hearts and Minds of the New Customer Majority*, Dearborn Trade.

James Mac Hulbert, Noel Capon and Nigel F. Piercy (2003), *Total Integrated Marketing: Breaking the Bounds of the Function*, Free Press.

Isabelle Szmigin (2003), *Understanding the Consumer*, Sage Publications Inc.

Ross Brennan, Paul Baines and Paul Garneau (2003), *Contemporary Strategic Marketing*, Palgrave Macmillan.

- Bob Betts and Claus Heinrich (2003), *Adapt or Die: Turning Your Supply Chain into an Adaptive Business Network*, John Wiley and Sons.
- William O. Bearden and Raymond W. Laforge (2003), *Marketing, Principles & Perspectives: Principles & Perspectives*, Irwin Professional Pub.
- Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond and Una McMahon-Beattie (2003), *Festival and Events Management: An International Arts and Culture Perspective*, Butterworth-Heinemann.
- Barbara Adam, Ida Sabelis and Richard Whipp (2002), *Making Time: Time and Management in Modern Organizations*, Oxford University Press.
- Shelby D. Hunt (2002), *Foundations of Marketing Theory: Toward a General Theory of Marketing*, M.E. Sharpe.
- James N. Rosenau and J.P. Singh (2002), *Information Technologies and Global Politics: The Changing Scope of Power and Governance*, SUNY Press.
- Bo Hedberg, Philippe Baumard, Ali Yakhlef, B. Hedberg, A. Yakhlef and P. Baumard (2002), *Managing Imaginary Organizations*, Pergamon.
- Daniel H. Pink (2002), *Free Agent Nation: The Future of Working for Yourself*, Warner Books.
- Sam Hill (2002), *Sixty Trends in Sixty Minutes*, John Wiley and Sons.
- Andrew Ward (2002), *The Leadership Lifecycle*, Palgrave Macmillan.
- Andy Neely (2002), *Business Performance Measurement*, Cambridge University Press.
- Michael J. Baker (2002) (Editor), *The Marketing Book*, Fifth Edition, Butterworth-Heinemann.
- Richard Whipp, Barbara Adam and Ida Sabelis (2002) (Editors), *Making Time: Time and Management in Modern Organizations*, Oxford University Press.
- Lisa Harris and Dennis Charles (2002), *Marketing the eBusiness: An Introduction*, Routledge.
- Fernando Robles, Francoise Simon and Jerry Haar (2002), *Winning Strategies for the New Latin Markets*, Financial Times Prentice Hall.
- Sonny Nwankwo and Joseph F. Aiyeku, Editors (2002), *Dynamics of Marketing in African Nations*, Quorum Books.
- Ralph M. Stair and George W. Reynolds (2001), *Principles of Information Systems, Fifth Edition*, Course Technology.
- Sally Dibb and Lyndon Simkin (2001), *Marketing Briefs: A Revision and Study Guide*, Butterworth-Heinemann.
- Efraim Turban (2001), *Information Technology for Management: Transforming Business in the Digital Economy*, John Wiley and Sons.
- Louis Patler (2001), *Don't Compete....Tilt the Field: 300 Irreverent Lessons for Tomorrow's Business Leaders*, Capstone Publishers.
- Paul J. Jackson, ReginaSuomi and ReimaSuomi (2001) (Editors), *Ebusiness and Workplace Redesign*, Routledge.
- Ronald J. Stupak and Peter M. Leitner (2001), *Handbook of Public Quality Management*, Marcel Dekker.

Michael A. Hitt, Jeffrey S. Harrison and R. Duane Ireland (2001), *Mergers and Acquisitions: A Guide to Creating Value for Stakeholders*, OxfordUniversity Press.

Douglas Gomery and Benjamin M. Compaine (2000), *Who Owns the Media? Competition and Concentration in the Mass Media Industry*, Lawrence Erlbaum.

Christian Grönroos (2000), *Service Management and Marketing: A Customer Relationship Management Approach, 2nd Edition*, John Wiley and Sons.

Anders Gronstedt (2000), *The Customer Century: Lessons from World Class Companies in Integrated Communications*, Routledge.

Carlos Sabillon (2000), *Manufacturing, Technology and Economic Growth*, M.E. Sharpe.

Denise Rousseau and Rene Schalk (2000) (Editors), *Psychological Contracts in Employment: Cross-National Perspectives*, Sage Publications.

Robert F. Ash and Anne Booth (2000), *The Economies of Asia, 1950-1998*, Routledge (UK).

Michael Schrage and Tom Peters (1999), *Serious Play: How the World's Best Companies Simulate to Innovate*, HarvardBusinessSchool Press.

Gregory E. Kersten, ZbigniewMikolajuk and Anthony Gar-On Yeh (2002), *Decision Support Systems for Sustainable Development: A Resource Book of Methods and Applications*, Springer.

William L. Miller and Langdon Morris (1999), *Fourth Generation R&D: Managing Knowledge, Technology, and Innovation*, John Wiley and Sons.

Regina E. Herzlinger (1999), *Market-Driven Healthcare: Who Wins, Who Loses in the Transformation of America's Largest Service Industry*, Perseus Book Group.

JagdishSheth and AtulParvatiyar (1999), *Handbook of Relationship Marketing*, Sage Publications.

J.P. Singh (1999), *Leapfrogging Development?: The Political Economy of Telecommunications Restructuring*, SUNY Press.

AndrzejTargowski (1998), *Global Information Infrastructure: The Birth, Vision, and Architecture*, Idea Group Inc.

Colin Egan and Michael J. Thomas (1998) (Editors), *CIM Handbook of Strategic Marketing*, Butterworth-Heinemann.

Rick Delbridgeand James Lowe (1998), *Manufacturing in Transition*, Routledge.

Paul Ormerod (1997), *The Death of Economics*, John Wiley and Sons.

Dennis J. Cahill (1997), *How Consumers Pick a Hotel: Strategic Segmentation and Target Marketing*, Haworth Press.

Tom Duncan and Sandra Moriarty (1997), *Driving Brand Value: Using Integrated Marketing to Manage Profitable Shareholder Relationships*, McGraw-Hill Trade.

Nagy Hanna (1996), *The East Asian Miracle and Information Technology: Strategic Management of Technological Learning*, World Bank Publications.

William H. Read and Jan L.Youtie (1996), *Telecommunications Strategy for Economic Development*,Praeger/Greenwood.

Alan J. Rowe and Sue Anne Davis (1996), *Intelligent Information Systems*, QuorumBooks.

Stephen Graham and Simon Marvin (1996), *Telecommunications and the City: Electronic Spaces, Urban Places*, Routledge.

Sallie Westwood and John Williams (1996) (Editor), *Imagining Cities: Scripts, Signs, Memories*, Routledge.

Maurice Estabrooks (1995), *Electronic Technology, Corporate Strategy, and World Transformation*, Quorum Books.

Michael K. Badawy (1995), *Developing Managerial Skills in Engineers and Scientists: Succeeding as a Technical Manager*, John Wiley and Sons.

Dennis J. Cahill (1995), *Squeezing a New Service into a Crowded Market*, Routledge.

John Naisbitt (1995), *Global Paradox*, Avon Books.

Mehdi Khosrowpour (1994), *Managing Social and Economic Change With Information Technology*, Idea Group Inc.

ViswanathanSelvaratnam (1993), *Innovations in Higher Education: Singapore at the Competitive Edge*, World Bank Publications.

UNIVERSITY TEACHING EXPERIENCE

Undergraduate courses: Conscious Capitalism in Business (at Bentley University)

Principles of Marketing (at BU and GMU)

Marketing Information Systems (at GMU)

Marketing Management (at GMU)

Graduate / Executive Courses: Conscious Capitalism: Theory & Practice (at Bentley University)

Marketing Management (at Bentley College)

Relationship Marketing (at BentleyCollege)

Strategic Marketing (at BentleyCollege)

Marketing Management (at BU)

Cases in Strategic Marketing (at GMU)

Marketing Management (at GMU)

Global Marketing and Business Processes (GMU Executive MBA)

Marketing Information Systems (at BU, for MS-MIS students)

Marketing Decision Systems (at GeorgeMasonUniversity)

Marketing and Operations in Financial Services (at BU)

Organizational Informatics (at GMU; team-taught)

Electronic Commerce (at GMU; team-taught)

The Art of Partnering: Managing Strategic Relationships (GMU Executive MBA Program)

Of the above, the courses in Conscious Capitalism, Relationship Marketing, Marketing Information Systems, Marketing Decision Systems and Marketing and Operations for Financial Services were developed by me.

Guest lecturer in IRM 795 (Business Expert Systems), MIS 760 (Human Factors), MIS 792 (Strategic Applications of Information Technology), IRM 735 (Management Information Systems) and many other courses.

EXECUTIVE EDUCATION (Partial List Through January 2008)

- Faculty and designer of five-day program on “Professional Marketing Excellence,” for Nokia, offered in Boston through Bentley College, January 2008.
- Faculty and designer of two-day program on “High Performance Marketing,” offered in Singapore and Dubai by the SP Jain Management Center, January 2008.
- Faculty and designer of program on “Market Structure and Strategy – The Rule of Three,” for Boston Private Bank, September 2007.
- Faculty, Day One, “Ericsson China Academy: Senior Stakeholder Program,” offered in New Jersey by Duke Corporate Education, August 2007.
- Faculty for Siemens Advanced Management Program on “Structure and Strategy: Growth Options in a Changing World,” New Jersey, June 2004.
- Faculty for an Executive Program on “Information Age Marketing,” for Intertek Corp., at Bentley College June 2000.
- Faculty for an Executive Program on “Information Age Marketing,” Volvo Corp., at Bentley College February 2000.
- Faculty for an Executive Program on “Our Competitive Marketplace,” Southern California Edison, September 1996 - January 1997 (offered ten times).
- Faculty for an Executive Program on “Strategic Issues in the Global Telecommunications Industry: Creating Shareholder Value,” One-Day Executive Program for the Management Leadership Forum 3, Northern Telecom, June 1996 - November 1996 (offered six times).
- Faculty for an Executive Program on “Strategic Issues in the Telecommunications and Media Industries,” Perot Systems Corporation, Hilton Head, November 1995.
- Faculty for an Executive Program on “Telecommunications in Latin America,” MCI Corporation, Washington D.C., June 1994, June 1995.
- Faculty for an Executive Program on “Strategic Marketing,” Sprint Corporation, Kansas City, 1993-95 (offered twenty times).
- Faculty for an Executive Program on “Distribution Alternatives in the 1990s,” Bell Communications Research (Bellcore), Nashville, TN, October 1993.
- Faculty for an Executive Program on Telecommunications in the Asia-Pacific Region, CTM/British Telecom Leadership Development Program, University of Southern California, 1992.
- Faculty for an in-house Executive Program, the “Glass Management Institute,” at George Mason University, 1990, 1991.
- Faculty for an Executive Program on Going Global for senior executives, Tata Management Training Centre, Pune, India, January 5-7, 1992.
- Faculty for an Executive Program on Expert System Applications in Business, Tata Engineering and Locomotive Company (TELCO), Jamshedpur, India, January 13-14, 1992.
- Faculty for an Executive Program on Strategic Marketing, Tata Iron and Steel Company (TISCO), Jamshedpur, India, January 15-16, 1992.

CONSULTING AND BUSINESS EXPERIENCE (Partial List)

Member, Board of Directors, Mastek Ltd. (publicly traded company in Mumbai, India), July 2010 – present.

Co-founder and Chairman, adAlive, Inc., a \$4 million venture-funded startup corporation in Waltham, MA, March 2000 – December 2002.

Strategic advisor, Aerosynthesis LLC, an early stage company based in Massachusetts that has developed technology to the fuel efficiency of internal combustion engines.

Consulted with several companies in health care, real estate, financial services and information technology areas. Organizations include (among others) *IBM, AT&T, BellSouth, Sprint, MCI, McCaw Cellular Communications, Northern Telecom, American Management Systems, Perot Systems, Southern California Edison, Telecom Italia, Motorola, Ernst and Young, Price Waterhouse, Internal Revenue Service, Bureau of Land Management, Fairfax County, Realty World Corporation, Prince William Hospital and Information Gateways Corporation.* Most of the projects involved high technology as well as strategic planning aspects. Some of the projects are detailed below (as permitted by clients):

- **Aerosynthesis LLC:** Business and marketing strategy consulting, ongoing, 2004 - 2006.
- **BJ's Wholesale Club:** Strategic positioning for the future.
- **FreeAgent.com:** Helped develop a detailed positioning strategy for this New York based Internet startup.
- **BellSouth:** Consulted on wholesale of telecommunications services; wrote a white paper.
- **Butcher:** Consulted on creating a hybrid distribution system for the company.
- **Sprint PCS:** Investigated strategic options in wholesale versus retail distribution and made recommendations on strategy.
- **Telecom Italia:** Developed framework for company to assess attractiveness of investing in different interactive service offerings.
- **Motorola:** Evaluated telecommunications hardware growth opportunities.
- **Perot Systems:** Evaluated the Communications and Media business opportunity for Perot Systems.
- **Price Waterhouse:** Provided strategic planning guidance to a Partner on the firm in charge of the Quantitative Methods Group under the Management Science and Economics practice unit. The group is interested in developing a greater presence in the area of marketing research. As part of the project, I suggested specific areas of focus (including high technology industries, services and government) and an implementation plan, which includes restructuring the division and recruiting senior managers with expertise in marketing.
- **Bureau of Land Management:** Hired by the Director, Eastern States to work as a consultant on a strategic planning effort entailing a market assessment study titled "GLO Records Marketing Analysis Team." The objectives of the study included the following: to identify current and potential customers; to identify potential private industry and private organization sponsors and cooperators; to collect qualitative and quantitative data regarding GLO Records users' needs; to identify future uses and applications of GLO Records Project technology; to recommend methods of publicizing the GLO Records Project; and to recommend methods to maximize revenue generation from the dissemination of automated records.

- **Internal Revenue Service:** Consultant for strategic planning on internal marketing initiatives connected with the Tax Systems Modernization program. Tasks included: conducting an assessment of current communications and marketing activities; conducting a review of the “Guidebook to Communications and Marketing;” and developing a Marketing Plan Template based on findings from other Tasks. Project also included conducting a three-day “Workshop on Marketing Planning” for IRS managers.
- **IBM:** Project involved assisting an IBM Vice President in formulating IBM's strategic plan for the health-care industry in the Mid-Atlantic region. Worked with several IBM executives to develop competitive plan. This included an assessment of the competition, a segmentation approach, the use of appropriate channels of distribution, and the strategic positioning of IBM in the market.
- **United Nations:** Assisted with strategic planning and implementation on the use of expert systems in developing viable proposals for development projects. Provided input into the development of an expert system titled “Bridges.”
- **Information Gateways Corporation:** Worked with the President of this company to do strategic planning for launching and marketing a new, high-tech and innovative phone-based information service called “PhoneOne.” Conducted an assessment of competing technologies, a market test of proposed service offerings, focus groups with customers from key client industries, and pricing analysis.
- **Realty World:** Realty World is a large national real estate franchiser headquartered in Fairfax County. The first project involved working with the Director of Marketing to do an assessment of the effectiveness of the company's national television advertising, based on statistical analysis of data gathered from a national survey. The second project entailed looking at ways in which information technology could be used to change real estate marketing.
- **Prince William Hospital:** This project was undertaken for the Board of Directors of the hospital. It entailed formulating a strategy for PWH, a small hospital located in Prince William County, to be able to compete with Inova Health System, which dominates the Northern Virginia market. Based on a market assessment, a recommendation was made that PWH identify two or three distinctive niches that it could serve which would set it apart from INOVA.

PROFESSIONAL SERVICE

- Reviewer, *Journal of Public Policy & Marketing*
- Reviewer, *California Management Review*
- Member, Editorial Advisory Board, MCB University Press
- Reviewer, *Journal of Marketing*
- Reviewer, *Journal of Retailing*
- Reviewer, *Fourth Conference on Relationship Marketing*, Emory University, Atlanta, GA, June 13, 1998
- Reviewer and Member of the Editorial Advisory Board, *Journal of Business and Industrial Marketing*
- Reviewer, *Journal of Services Marketing*

- Member of Advisory Committee for *1994 and 1996 Research Conferences on Relationship Marketing* at Emory University
- Associate Editor, *Journal of Asia-Pacific Business*
- Track Chair, "Technology Enablers of Relationship Marketing," *1996 Research Conferences on Relationship Marketing* at Emory University
- Referee, *AMA Microcomputers in Marketing Conference*
- Referee, *Academy of Marketing Science Conference*
- Member of Planning Group, *North American Technology Management Initiative*
- Faculty Associate, *Research Institute for Telecommunications and Information Marketing*, University of Rhode Island
- Primary Organizer, *Workshop on Expert Systems in Marketing* for the American Marketing Association, Washington D.C., August 1990
- Faculty Associate, *Center for Business Expert Systems Research*, School of Business Administration, George Mason University
- Contributor, *Ask the Expert* column, *Services Marketing Newsletter*, American Marketing Association

PROFESSIONAL AFFILIATIONS

American Marketing Association
Systems Dynamics Society

Academy of Management
Strategic Management Society

COLLEGIATE SERVICE

Chair, Department of Marketing, Bentley University, 2011-2012

Chair, Scholarly Activities Committee, Department of Marketing, Bentley College, 2001-2011

Coordinator, Marketing Department Chair Appointment Process, Bentley University, October-December 2009

Member, Faculty Recruitment Committee, Department of Marketing, Bentley College, 2008-2009

Acting Chair, Department of Marketing, Bentley College, 2007-2008

Member, MBA 2017 Task Force, Bentley College, 2007

Member, Business Fundamentals Review Task Force, Bentley College, 2007-2008

Member, Research Advisory Committee, Bentley College, 2002-2003

Chair, Technology Committee, Department of Marketing, Bentley College, 2001-2003

Chair, Faculty Recruitment Committee, Department of Marketing, Bentley College, 1999-2002

Member, Development Team for EMBA and Information Age Evening MBA programs, Bentley College, 2000-2001

Member, eBusiness Incubator Committee, Bentley College, 2000

Chair, Executive Education Dean Search Committee, Bentley College, 1999

Chair, Technology Committee, Bentley College Department of Marketing, 1998-2000
Chair, Scholarly Activities Committee, Bentley College Department of Marketing, 1998-2000
Chair, Promotion and Tenure Committee, Bentley College Department of Marketing, 1999
Member, Development Team for eBusiness Platform, BentleyCollege, 1999
Co-organizer, IT Immersion Workshop for Marketing Faculty, Bentley College, Summer 1999
Member, Curriculum Committee, Department of Marketing, Bentley College 1998-2000
Chair, EMBA Curriculum Benchmarking Committee, GeorgeMasonUniversity, 1997-98
Member, AACSB Reaccreditation Committee, GeorgeMasonUniversity, 1997-98
Faculty Advisor, MBA Association, GeorgeMasonUniversity, 1995-97
Member, MBA Program Revision Committee, GeorgeMasonUniversity, 1995-96
Member, Dean's Task Force on the MBA Program, GeorgeMasonUniversity, 1994-95
Member, Dean's Task Force on the Use of Technology in Teaching, GeorgeMasonUniversity, 1994-1995
Member, Ad Hoc Advisory Committee on EMBA Program, GeorgeMasonUniversity, 1992-1993
Member, Committee on Committees, GeorgeMasonUniversity, 1992-1994
Member, Academic Freedom Committee, GeorgeMasonUniversity, 1991-1992
Member, Library Committee, GeorgeMasonUniversity, 1991-1993
Member, Development Committee, MBA Technology Track, GeorgeMasonUniversity, 1991-1993
Member, Development Committee, MBA Global Services Track, GeorgeMasonUniversity, 1991-1993
Member, Grievance Committee, GeorgeMasonUniversity, 1988-1991
Coordinator, *Marketing Workshop*, GeorgeMasonUniversity, 1988-1990
Member, Academic Computing Committee, Boston University School of Management
Faculty-in-Residence, Boston University, 1986-1988

PERSONAL

Married, three children
Born June 28, 1958 in India
Citizen of the United States

REFERENCES

On Request