

CURRICULUM VITAE

July 2025

AJAY K. MANRAI

Emeritus Professor, January 15, 2020, Department of Business Administration,
Lerner College of Business and Economics
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EDUCATION

1986: Ph.D., Northwestern University, Kellogg Graduate School of Management, Marketing.

1976: M.B.A, Indian Institute of Management, Ahmedabad, India, Marketing.

1973: B. Technology, Indian Institute of Technology, New Delhi, India, Mechanical Engineering.

ACADEMIC POSITIONS

University of Delaware, Lerner College of Business and Economics

2000 – 2011, Faculty Director, Professional MBA Programs.

1999 – 2020: Professor, Department of Business Administration

1991 – 1999: Associate Professor, Department of Business Administration

University of Pennsylvania, Wharton School

1986-1991: Assistant Professor, Marketing Department

Northwestern University, Kellogg Graduate School of Management

1985-1986: Instructor, Marketing Department

COURSES TAUGHT

International Marketing Management (Graduate and Undergraduate) at UD

Study Abroad Program in India (Graduate) at UD

Advanced Marketing Management and Strategy Seminar (Graduate) at UD

Marketing Research (Graduate) at Kellogg, Wharton, & UD

Marketing Management (Graduate) at Kellogg, Wharton, & UD

Marketing Research (Undergraduate) at UD

Introduction to Marketing Strategy (Undergraduate) at Wharton

Introduction to Marketing (Undergraduate) at UD

EXECUTIVE EDUCATION

Lerner College of Business and Economics, University of Delaware

Faculty (1991 – 2017), UD MBA Programs

"Marketing Management": EMBA, DuPont, MBNA, Astra Zeneca

"Marketing Research": EMBA, DuPont

"Marketing Seminars": Hercules, Inc., W. L. Gore

Wharton School, University of Pennsylvania

Academic Director and Faculty Coordinator (1987-88) - "New Product Management"

Faculty (1987-91), Wharton Executive Education Programs

"Advances in Marketing Research Methods" and "New Product Management"

RESEARCH AWARDS, HONORS AND GRANTS

- President – International Management Development Association, 2011-2012.
- Fulbright-Nehru Senior Research Scholar in India, 2011.
- Vice President – Programs, International Management Development Association, 2009-11.
- The William Davidson Institute, University of Michigan, Research Grant, 1996-2001.
- Nominated for the “Kinnear Best Article Award,” 1998-2000 Issues of the *Journal of Public Policy and Marketing*, “How Super are Video Supers: A Test of Communication Efficacy,” with Noel Murray & L.A. Manrai, Vol. 17, No. 1, pp.24-34: Announced in December 2001.
- "Faculty Research Award" in Recognition of Research and Publications in Modeling Consumer Perceptions, Preferences, and Choice, 1992.
- University of Delaware Summer Research Grants, 1991, 1992.
- Office of International Programs and Special Sessions Award, University of Delaware, 1992, 1993, 1994, 1995, 1998, 2000, 2001, 2007, 2008, 2009.
- Kraft Inc. Faculty Research Grant, 1990-91.
- Wharton Faculty Research Grant, 1990.
- University of Pennsylvania Summer Research Grants, 1986-89.
- Marketing Science Institute Research Grant, 1987-88.
- Northwestern Graduate School Fellowship and Scholarship, 1982-85.
- American Marketing Association Certificate of Honorable Mention in Recognition of Outstanding Ph.D. Dissertation in the National Competition, 1985-86.
- Northwestern Scholar at 1985 AMA Doctoral Consortium at Duke University.

TEACHING AWARDS, HONORS AND GRANTS

- University-Wide Faculty Excellence in Teaching Award, University of Delaware, 1994.
- College-Wide Outstanding Teaching Award for Excellence in Graduate Teaching, 1995.
- First "Outstanding MBA Teacher Award" at the College of Business & Economics, University of Delaware, 1992.
- The Alfred Lerner College of Business and Economics MBA Teaching Award for Outstanding Teaching, 2006, 2009.
- The Executive MBA Outstanding Teaching Award in Appreciation of Overall Excellence in Teaching, 2001, 2003, 2007.
- Department of Business Administration Award for Outstanding Teaching, 2014.
- Nominated for the University-Wide Faculty Excellence in Teaching Award, University of Delaware, 2004, 2006, 2009, 2012, 2014, 2015, 2017.
- The Executive MBA Teaching Excellence Honorable Mention Award in Appreciation of Outstanding Contributions to Learning, 1996, 1998, 2000, 2002, 2004, 2005, 2006, 2008.
- The Alfred Lerner College of Business and Economics MBA Teaching Award, Honorable Mention, 2007, 2008, 2010, 2012.
- Nominated for the Alfred Lerner College of Business and Economics MBA Teaching Award, University of Delaware, 2014, 2015, 2016, 2017, 2018.
- Anvil Award for Excellence in Teaching at Wharton School, University of Pennsylvania, Nominated annually from 1987-90.
- Course Development Grant, Seminar in Marketing, BUEC865, Distance Learning Class via WebCT to be used in the Accelerated MBA Program and MS in IS&TM Program, summer 2002.
- Executive MBA Curriculum Grant for the proposal titled: Using Computer Simulation for Integrating Business Functions in the EMBA Curriculum, summer 2000.

OTHER AWARDS, HONORS AND GRANTS

- Northwestern Scholar at 1985 AMA Doctoral Consortium at Duke University.
- Distinguished Industry Scholar, IIM Ahmedabad, India, 1975.
- Director's Honor List, IIT Delhi, India, 1968-73.
- National Merit Scholar, IIT Delhi, India, 1968-73.
- First Position in High School and Merit Listed in the Delhi Board of Secondary Education: 1968.

WORLDWIDE TRAVEL EXPERIENCE: 157 countries on seven continents

Geographically distant and/or isolated regions of a country that are unique in landscape, history, and/or culture are listed separately from the list of countries using a classification scheme like that of the Lonely Planet publishing company.

1 Abu Dhabi	42 Egypt	83 Ladakh	124 Sharjah
2 Alaska	43 Elephanta	84 Lantau	125 Sicily
3 American Samoa	44 Eleuthera	85 Lapland	126 Sikkim
4 Amiga	45 El Salvador	86 Las Palmas	127 Singapore
5 Antarctica	46 England	87 Latvia	128 Slovenia
6 Argentina	47 Estonia	88 Lithuania	129 Spain
7 Armenia	48 Fiji (East) - Suva	89 Lopez	130 Sri Lanka
8 Aruba	49 Fiji (West) - Nadi	90 Madeira	131 St. George
9 Australia	50 Finland	91 Malaga	132 St. John
10 Austria	51 France	92 Malaysia	133 St. Kitts
11 Azerbaijan	52 Friday's Harbor	93 Malta	134 St. Lucia
12 Baja Mexico	53 French Guiana	94 Martha's Vineyard	135 St. Maarten
13 Barbados	54 Fujairah	95 Maui	136 St. Martin
14 Belarus	55 Georgia	96 Mexico	137 St. Thomas
15 Belgium	56 Germany	97 Monaco	138 Stir up Cay
16 Belize	57 Gozo	98 Morocco	139 Stromboli
17 Bermuda	58 Grand Bahamas	99 Murano	140 Suriname
18 Bolivia	59 Grand Cayman	100 Mykonos	141 Sweden
19 Bonaire	60 Grand Turk	101 Nantucket	142 Switzerland
20 Camano	61 Greece	102 Nepal	143 Sidney Spitz
21 Canada	62 Grenada	103 Netherlands	144 Tasmania
22 Cape Cod	63 Guatemala	104 New Caledonia	145 Tenerife
23 Cape Horn	64 Haiti	105 New Providence	146 Tierra del Fuego
24 Capri	65 Hawaii (North)-Hilo	106 New Zealand	146 Turkey
25 Catalina	66 Hawaii (South)-Kona	107 North Cape	147 Ukraine
26 Caye Caulken	67 Honduras	108 Northern Ireland	148 Uros-Iruitos
27 China	68 Hong Kong	109 Norway	149 Uruguay
28 Colombia	69 Hungary	110 Oahu	150 United States
29 Costa Rica	70 Iceland	111 Oman	151 Vancouver
30 Cozumel	71 India	112 Palestine	152 Vanuatu
31 Crete	72 Inishmore	113 Paradise	153 Vatican
32 Croatia	73 Ireland	114 Panama	154 Vietnam
33 Cuba	74 Isla del Luna	115 Patagonia	155 Wales
34 Curacao	75 Isla del Sur	116 Peru	156 Whidbey
35 Czech Republic	76 Israel	117 Poland	157 Yucatan
36 Delos	77 Italy	118 Portugal	
37 Denmark	78 Jamaica	119 Qatar	
38 Dominica	79 Japan	120 Roatan	
39 Dominican Republic	80 Kauai	121 Romania	
40 Dubai	81 Key West	122 Russia	
41 Ecuador	82 Kythnos	123 San Marino	

RESEARCH INTERESTS

The primary area of my research is modeling and measuring consumer perceptions, preferences, and choices. My research has a conceptual, analytical, and methodological orientation. Some of my research papers involve an intersection of modeling and measurement research, with my particular interest in international and cross-cultural marketing. The other substantive and applied areas of my research inquiry are product positioning, market structure analysis, marketing of services, marketing of social ideas, design of advertising & communication strategy, and marketing channels.

REFEREED PUBLICATIONS: Over 150 research articles.

Refereed Journal Articles: Publications in three different research areas.

Research Area –1: Modeling and measurement of consumer perceptions, preferences, considerations, and Choice - papers with conceptual, analytical, and/or methodological orientation

1. Manrai, A.K. and P.K. Sinha (1989), "Elimination-By-Cutoffs," *Marketing Science*, Volume 8, No. 2, pp. 133-152.
2. LaTour, S. and A.K. Manrai (1989), "Interactive Impact of Informational and Normative Influence on Donations," *Journal of Marketing Research*, Volume 26, pp. 327-335.
3. DeSarbo, W.S., A.K. Manrai, and R. Burke (1990), "A Nonspatial Methodology for the Analysis of Two-Way Proximity Data Incorporating Distance-Density Hypothesis," *Psychometrika*, Volume 55, No. 2, pp. 229-253.
4. DeSarbo, W.S. and A.K. Manrai (1992), "A New Multidimensional Scaling Methodology for the Analysis of Asymmetric Proximity Data in Marketing Research," *Marketing Science*, Volume 11, No. 1, pp. 1-20. **The lead article for the tenth-anniversary issue of the journal.**
5. DeSarbo, W.S., M. Johnson, A.K. Manrai, L.A. Manrai, and E.A. Edwards (1992), "TSCALE: A New Multidimensional Scaling Procedure Based on Tversky's Contrast Model," *Psychometrika*, Volume 57, No. 1, pp. 43-69.
6. Manrai, L.A. and A.K. Manrai (1993), "Positioning European Countries as Brands in a Perceptual Map: An Empirical Study of Determinants of Consumer Perceptions and Preferences," *Journal of Euromarketing*, Volume 2, No. 3, pp. 101-129.
7. Manrai, A.K. (1995), "Mathematical Models of Brand Choice Behavior," *European Journal of Operational Research*, Volume 82, pp. 1-17. **Lead Article.**
8. Manrai, A.K. and L.A. Manrai (1995), "A Comparative Analysis of Two Models of Store Preference Incorporating the Notion of Self-Image and Store-Image: Some Empirical Results," *Journal of Marketing Channels*, Volume 4, No. 3, pp. 33-51.
9. Andrews, R. L. and A.K. Manrai (1998), "Simulation Experiments in Choice Simplification: The Effect of Task and Context on Forecasting Performance," *Journal of Marketing Research*, Volume 35, pp. 198-209.

Curriculum Vitae – Ajay K. Manrai, July 2021

10. Manrai, A.K. (1998), "Feature Issue: Modeling and Measurement Methodology in Consumer Perceptions, Preference, Consideration, and Choice Behavior," Editorial in ***European Journal of Operational Research***, Volume 111, No. 2, pp.189-192.
11. Manrai, A.K. and R. L. Andrews (1998), "Two-Stage Discrete Choice Models for Scanner Panel Data: An Assessment of Process and Assumptions," ***European Journal of Operational Research***, **Lead Article**, Volume 111, No.2, pp. 193-215.
12. Andrews, R. L. and A.K. Manrai (1998), "Feature-Based Elimination: Model and Empirical Comparison," ***European Journal of Operational Research***, Volume 111, No. 2, pp. 248-267.
13. Andrews, R. and A.K. Manrai (1999), "MDS Maps of Product Attributes and Market Response: An Application to Scanner Panel Data," ***Marketing Science***, Volume 18, No. 4, pp. 584-604.
<http://bear.cba.ufl.edu/centers/MKS/articles/860610.pdf>
14. S. Srinidhi and A.K. Manrai (2012), "A Conceptual Model for Demand Forecasting and Service Positioning in the Airline Industry," ***Journal of Modeling in Management***, Vol. 8, No. 1, pp. 123 – 139
15. Srinidhi, S. and A.K. Manrai (2014), "International Air Transport Demand: Drivers and Forecast in the Indian Context," ***Journal of Modeling in Management (JM2)***, Vol. 9, Issue 3, 245-260.
16. Manrai, A.K. (2014), "Quantitative Approaches and Modeling in Marketing Research," ***Journal of Modeling in Management (JM2)***, (editorial), Vol. 9, Issue 3, 242-244.
17. Kumar, B., Bagozzi, R. P., Manrai, A. K., & Manrai, L. A. (2022). Conspicuous consumption: A meta-analytic review of its antecedents, consequences, and moderators. ***Journal of Retailing***, 98(3), 471-485.
18. Park, J., DeSarbo, W. S., & Manrai, A. (2024), "A Confirmatory Spatial Model for Multicriteria Performance Evaluation for Global Sports," ***Journal of Global Marketing***, 1–21.
<https://doi.org/10.1080/08911762.2024.2429092>

Research Area - 2: Marketing Research on Issues Relating to Marketing Strategy

19. Eliashberg, J.E. and A.K. Manrai (1992), "Optimal Positioning of New Product Concepts: Some Analytical Implications and Empirical Results," ***European Journal of Operational Research***, Volume 63, No. 3, pp. 376-397.
20. Manrai, L.A., C. Broach, and A.K. Manrai (1992), "Advertising Appeal and Tone: Implication for Creative Strategy in Television Commercials," ***Journal of Business Research***, Volume 24, No. 1, pp. 43-58.
21. Manrai, L.A. and A.K. Manrai (1992), "Advertising Media Trends in Fifty-one African Countries," ***Journal of African Finance and Economic Development***, Volume 1, No. 2, pp. 95-122.
22. Murray, N., L.A. Manrai, and A.K. Manrai (1993), "Role of Disclosures in Television Advertising: Implications for Public Policy," ***Journal of Consumer Policy***, Volume 16, pp. 145-170.
23. Manrai, L.A., A.K. Manrai, and N. Murray (1994), "Comprehension of Info-Aid Supers in Television Advertising for Social Ideas: Implications for Public Policy," ***Journal of Business Research***, Volume 30, No. 1, pp. 75-84.

24. Manrai, L.A., A.K. Manrai, D. Lascu, and J. Ryans (1997), "Interactive Effect of Green Claim Strength and Country Disposition on Product Evaluation and Company Image," *Psychology and Marketing*, Volume 14, No. 5, pp. 511-537.
25. Murray, N., L.A. Manrai, and A.K. Manrai (1998), "How Super are Video Supers: A Test of Communication Efficacy," *Journal of Public Policy and Marketing*, Volume 17, No. 1, pp.24-34.
26. Kumar, B., A.K. Manrai, and L.A. Manrai (2017), "Purchasing Behavior for Environmentally Sustainable Products: A Conceptual Framework and Empirical Study," *Journal of Retailing and Consumer Services*, Vol. 34, January, pp. 1-9.

Research Area - 3: Conceptual and Empirical papers in Global, International, and Cross-cultural Marketing

27. Lascu, D., L.A. Manrai, and A.K. Manrai (1993), "Marketing in Romania: The Challenges of Transition from Centrally Planned Economy to Consumer Oriented Economy," *European Journal of Marketing*, Volume 27, No. 11/12, pp. 102-120.
28. Lascu, D., L.A. Manrai, and A.K. Manrai (1994), "Status-Concern and Consumer Decision Making in the Marketizing Economy of Romania: From the Legacies of Prescribed Consumption to the Fantasies of Desired Acquisition," *Research in Consumer Behavior*, Volume 7, pp. 89-122.
29. Manrai, L.A. and A.K. Manrai (1995), "Effects of Cultural Context, Gender and Acculturation on Perceptions of Work Versus Social/Leisure Time Usage," *Journal of Business Research*, Volume 32, No. 2, pp. 115-128.
30. Manrai, L.A. and A.K. Manrai (1996), "Current Issues in the Cross-Cultural and Cross-National Consumer Research," *Journal of International Consumer Marketing*, Volume 8, No. 3 & 4, pp. 9-22.
31. Manrai, L.A., A.K. Manrai, D. Lascu (1996), "Eastern Europe's Transition to Market Economy: An Analysis of Economic and Political Risks," *Journal of Euromarketing*, Volume 5, No.1, pp.7-35.
32. Lascu, D., L.A. Manrai and A.K. Manrai (1996), "Value Differences Between Polish and Romanian Consumers: A Caution Against Using Regiocentric Marketing Orientation in Eastern Europe," *Journal of International Consumer Marketing*, Volume 8, No. 3 & 4, pp. 145-167.
33. Lascu, D., L.A. Manrai, & A.K. Manrai (1996), "Environmental Dimensions of Emerging Markets: Introducing a Region-Relevant Market Analysis Matrix," *Journal of East-West Business*, Volume 3, No. 1, pp.27-41.
34. Manrai, L., D. Lascu, and A.K. Manrai (1998), "Interactive Effects of Country of Origin and Product Category on Product Evaluation," *International Business Review*, Volume 4, No.7, pp.591-615.
35. Manrai, L.A. and A.K. Manrai (1998), "Contemporary Issues in Competitive Strategies for Global Marketing," *Research in Marketing*, Volume 14, pp. 1-12.
36. Manrai, L.A., D. Lascu, A.K. Manrai (1999), "How the Fall of Iron Curtain has Affected Consumers' Perceptions of Urban and Rural Quality of Life in Romania," *Journal of East-West Business*, Volume 5, Nos. 1&2, pp. 145-172.
37. Manrai, L. A. and A. K. Manrai (2001), "Current Issues in Cross-Cultural and Cross-National Research in the New Millennium," *Journal of East-West Business*, Volume 7, No.1, pp. 1-10.

38. Lascu, D., L. A. Manrai, A. K. Manrai and H. W. Babb (2001), "Gender Differences in Information Search and Comparison Shopping: A Cross-Cultural Study of Shopping Behavior in Bulgaria, Hungary, and Romania," ***Journal of East-West Business***, Vol. 7, No. 1, pp. 65-82.
39. Manrai, L.A. and A.K. Manrai (2001), "Marketing Opportunities and Challenges in the Emerging Markets in the New Millennium: A Conceptual Framework and Analysis," ***International Business Review***, Vol.10, No. 5, pp. 493-504.
40. Manrai, L.A., D. Lascu, A.K. Manrai, and H.W. Babb (2001), "A Cross-cultural Comparison of Style in Eastern European Emerging Markets," ***International Marketing Review***, Vol.18, No.3, pp.270-285.
41. Manrai, L.A., A.K. Manrai, and D. Lascu (2001), "A Country Cluster Analysis of the Distribution and Promotion Infrastructure in Central and Eastern Europe," ***International Business Review***, Vol.10, No.5, pp.517-550.
42. Marinov, M.A., S.T. Marinova, L.A. Manrai, and A.K. Manrai (2001), "Marketing Implications of Communist Ideological Legacy in Culture in the Context of Central and Eastern Europe: Comparison of Bulgaria, Romania, and Ukraine," ***Journal of Euromarketing***, Volume 11(1), pp. 7-35.
43. Lascu, D., L.A. Manrai, A.K. Manrai, and R. Kleczek (2006), "Inter-functional Dynamics and Firm Performance: A Comparison between Firms in Poland and the United States," ***International Business Review***, Volume 15, pp. 641-659.
44. Manrai, L.A. and A.K. Manrai (2007), "A Field Study of Consumers' Switching Behavior for Bank Services," ***Journal of Retailing and Consumer Services***, Volume 14, Issue 3, pp. 208-217.
45. Manrai, L.A. and A. K., Manrai (2010), "The Influence of Culture in International Business Negotiations: A New Conceptual Framework and Managerial Implications," ***Journal of Transnational Management***, Volume 15, Issue 1, pp. 69 – 100.
46. Lascu, D., Manrai, A.K., L.A. Manrai, Zeynep Bilgin, F., and G. Wuehrer (2011), "A Comparative Study of the Degree, Dimensionality, and Design of Consumer Ethnocentrism in Austria, Poland, Turkey, and USA," ***Journal of Euromarketing***, Vol. 19, Issues 4, pp.227-246.
47. Manrai, L.A. and A.K. Manrai (2011), "Current Issues in Cross-cultural and Cross-national Consumer Research in the Global Economy of the Twenty-First Century," ***Journal of International Consumer Marketing***, Vol. 23, Issues 3&4, pp.167-180.
48. Manrai, L.A. and A.K. Manrai (2011), "Hofstede's Cultural Dimensions and Tourist Behaviors: A Review and Conceptual Framework," ***Journal of Economics, Finance, and Administrative Science***, Vol. 16, No. 31, pp. 23-48.
49. L.A. Manrai, A.K. Manrai, and D.N. Lascu (2012), "Retailing in the Transition Economies of Poland and Romania: A Comparative Analysis," ***Journal of Marketing Channels***, Vol. 19, No. 4, pp. 272 – 294.

50. D. Lascu, A.K. Manrai, L.A. Manrai, and F. Brookman-Amissah (2013), "Online Marketing of Food Products to Children: The Effects of National Consumer Policies in High-Income Countries," *Young Consumers: Insight and Ideas for Responsible Marketers*, Vol. 14, No. 1, pp. 19 - 40.
51. Cao, S. and A.K. Manrai (2014), "Big Data in Marketing and Retailing," *Journal of International & Interdisciplinary Business Research*, Vol. 1, (Spring), 23-42.
52. Manrai, A.K. (2015), "International and Interdisciplinary Perspectives in Contemporary Marketing," *International Journal of Business and Economics*, Vol. 14, No. 1, pp. 1-5.
53. Murray, N., A.K. Manrai, and L.A. Manrai (2015), "Deconstructing Financial Services Advertising in the Run-Up to the Great Recession: The Case of the Live Richly Campaign," *International Journal of Business and Economics*, Vol. 14, No. 1, pp. 7-22.
54. Manrai, L.A., A.K. Manrai, D.N. Lascu, and D. Dickerson (2015), "Retail Developments in Poland, Kazakhstan, and Ukraine: A Comparative Analysis," *International Journal of Business and Economics*, Vol. 14, No. 1, 63-71.
55. Singh, V.L., A.K. Manrai, and L.A. Manrai (2015), "Sales Training: A State of the Art and Contemporary Review," *Journal of Economics, Finance, and Administrative Science*, Vol. 20 (2015), pp. 54-71.
56. Jayaram, D., A.K. Manrai, L.A. Manrai (2015), "Effective Use of Marketing Technology in Eastern Europe - Web Analytics, Social Media, Customer Analytics, Digital Campaigns and Mobile Applications," *Journal of Economics, Finance, and Administrative Science*, Volume 20 (December 2015), pp. 118-132.
57. Manhas, P.S., L.A. Manrai, and A.K. Manrai (2016), "Role of tourist destination development in building its brand image: A conceptual model," *Journal of Economics, Finance, and Administrative Science*, Vol. 21 (June 2016), pp. 25-29.
58. Manrai, A.K. (2016), "International and Interdisciplinary Perspectives in Cross-Cultural and Cross-National Research in Marketing," *Journal of Global Marketing*, Editorial, Vol. 29, No. 1, pp. 1-2.
59. Manrai, A.K. (2016), "Exciting and New Perspectives in Cross-Cultural and Cross-National Research in Marketing," *Journal of Global Marketing*, Editorial, Vol. 29, No. 2, pp. 55-56.
60. Manrai, A.K. (2016), "Cultural, Sub-Cultural, and Cross-Country, and Transnational Perspectives in Marketing Research," *Journal of Global Marketing*, Editorial, Vol. 29, No. 3, pp. 113-114.
61. Manrai, A.K. (2016), "New Emerging Business Models, Frameworks, and Trends in Global Marketing," *Journal of Global Marketing*, Editorial, Vol. 29, No. 4, pp. 171-173.
62. Manrai, A.K. (2016), "Advancing the Knowledge Frontier in Global Marketing," *Journal of Global Marketing*, Editorial, Vol. 29, No. 5, pp. 249-250.
63. Manrai, A.K. (2017), "Cross-cultural Comparisons and Explorations in Advertising and Services Marketing," *Journal of Global Marketing*, Editorial, Vol. 30, No. 1, pp. 1-2.
64. Manrai, A.K. (2017), "Effect of Ethnocentrism on Consumer Behavior and Marketing Strategies in Global Societies," *Journal of Global Marketing*, Editorial, Vol. 30, No. 2, pp. 53-54.

65. Aichner, T. and A.K. Manrai (2017), “Virtual Special Issue: Country of Origin Research,” Editorial, *Journal of Global Marketing*, Published online, April.
<http://explore.tandfonline.com/content/bes/vsi-country-of-origin-research>
66. Manrai, A.K. (2017), “Special Issue: Gender Issues in Global Marketing,” *Journal of Global Marketing*, Editorial, Vol. 30, No. 3, pp. 111-113.
67. Manrai, A.K. (2017), “New Research on Designing Strategies for Global Marketing,” *Journal of Global Marketing*, Editorial, Vol. 30, No. 4, pp. 207-209.
68. Manrai, A.K. (2017), “Research Advances in Global Tourism and Services Industries,” *Journal of Global Marketing*, Editorial, Vol. 30, No. 5, pp. 279-281.
69. Manrai, L.A., A.K. Manrai, and J. DeLuca (2017), “Twenty Shades of Italy: An Analysis of Its Cultural, Natural, and Dual Tourist Attractions with Implications for Global Tourism Marketing,” *Journal of Global Marketing*, Vol. 30, No. 5, pp. 297-308.
70. Messner, W. and A.K. Manrai (2017), “Virtual Special Issue: Marketing to Indian Consumer,” Editorial, *Journal of Global Marketing*, Published online, September.
71. Manrai, L.A., A.K. Manrai, and S. Friedeborn (2020), “Environmental Determinants of Destination Competitiveness and its Tourism Attractions-Basics-Context, A-B-C, Indicators: A Review, Conceptual Model and Propositions,” *Journal of Economics, Finance, and Administrative Science*, Vol. 25, No. 50, pp. 425-449.
72. Manrai, L.A., A.K. Manrai, D. Lascu, and S. Friedeborn (2019), “Determinants and Effects of Cultural Context: A Review, Conceptual Model and Propositions,” *Journal of Global Marketing*, Vol. 32, No. 2, pp. 67-82.
73. Lascu, D., L.A. Manrai, A.K. Manrai, and A. Gan (2018), “A Cluster Analysis of Tourist Attractions in Spain: Natural and Cultural Traits and Implications for Global Tourism,” *European Journal of Management and Business Economics*, Vol. 27, No. 3, pp. 218-230.
74. Manrai, A.K. (2018), “New Research on Cross-Cultural and Cross-National Comparisons in Advertising and Consumer Behavior,” *Journal of Global Marketing*, Editorial, Vol. 31, No. 1, pp. 1-3.
75. Manrai, A.K. (2018), “Special Issue: Marketing Challenges and Opportunities in India,” *Journal of Global Marketing*, Editorial, Vol. 31, No. 2, pp. 57-59.
76. Manrai, A.K. (2018), “New Research on the Determinants of Export Success,” *Journal of Global Marketing*, Editorial, Vol. 31, No. 3, pp. 155-156.
77. Manrai, A.K. (2018), “New Research on Environmentally Responsible Consumption Behavior and Green Business Strategies,” *Journal of Global Marketing*, Editorial, Vol. 31, No. 4, pp. 229-230.
78. Manrai, A.K. (2018), “Advances in Cross-cultural Research on Consumer Behavior and Business Strategies,” *Journal of Global Marketing*, Editorial, Vol. 31, No. 5, pp. 279-281.
79. Qin, S. and A.K. Manrai (2018), “Virtual Special Issue: MNEs and Changing Consumer Behavior in China,” Editorial, *Journal of Global Marketing*, Published online, April.

80. Kotler, P., L.A. Manrai, D. Lascu, and A.K. Manrai (2019), "Influence of Country and Company Characteristics of International Business Decisions: A Review, Conceptual Model, and Propositions," ***International Business Review***, Vol. 28, No. 3, pp. 482-498.
81. Manrai, L.A., D. Lascu, and A.K. Manrai (2020), "A Comparative Study of Safari Tourism in Sub-Saharan Africa: An Empirical Test of Tourism A-B-C (T-ABC) Model," ***Journal of Business Research***, Vol 119, October, pp. 639-651.
82. Sengabira, C., Lascu, D., Antonio, L., and A.K. Manrai (2022), "Luxury Goods and Their Counterfeits in Sub-Sharan Africa: A conceptual model of counterfeit luxury purchase intentions and empirical test," ***Asia Pacific Journal of Marketing and Logistics***, Vol. 34, No. 6, pp. 1222-1224.
83. Lim, W. M., Lascu, D., Gandhi, S., Kumar, B., Mady, T., Sun, Q., & Manrai, A. K. (2024), "Crafting Excellence: Publication Tips from the Editors of Journal of Global Marketing," *Journal of Global Marketing*, 37(5), 353–356. <https://doi.org/10.1080/08911762.2024.2405771>
84. Brodie, R. J., Lim, W. M., Gandhi, S., & Manrai, A. K. (2024), "Guidelines for Developing a New Research Stream: Lessons from Customer Engagement Research," *Journal of Global Marketing*, 38(1), 1–8. <https://doi.org/10.1080/08911762.2025.2441543>
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- Murray, N., A.K. Manrai, and L.A. Manrai (2017), "The Anticipatory Function of Narrative Literature: Foreshadowing Structural Changes in Consumption Practices in 1930s Vietnam," Western Decision Science Institute Conference, Vancouver, Canada, April 2017.
- Mady, Tarek, A.K. Manrai, L.A. Manrai (2017), "Globalizing Consumers' Attitudes toward Marketing: An Exploratory Study in a Multicultural Marketplace," Academy of Marketing Science Conference, Coronado Island, CA, May 2017.
- Kumar, B., A.K. Manrai, and L.A. Manrai (2017), "A Conceptual Framework to Understand Responsible Consumption Behavior," Association of Consumer Research (ACR) Conference, Cali, Colombia, July 2017.
- Manrai, L.A., A.K. Manrai, and D. Lascu (2017), "A Comparative Study of Safari Tourism in Africa," AGBA Conference, MOI University, Eldoret, Kenya, November 2017.

Invited Seminars

- LaTour, S. and A.K. Manrai (1984), "Interactive Effects of Telephone and Direct Mail on Donation Behavior," at the AMA Doctoral Consortium, August, Northwestern University, Evanston, IL.
- Eliashberg, J. and A.K. Manrai (1986), "International Joint Ventures: A Marketing Perspective," at the International Marketing Conference, Marketing Science Institute & Lauder Institute, November, Wharton School, Philadelphia, PA.
- Manrai, A.K. and P.K. Sinha (1986), "Elimination-By-Cutoffs," at the Wharton Marketing Doctoral Program Seminar series, December, Philadelphia, PA.
- Manrai, A.K. (1987), "A Model of Choice in Perceptual Spaces," at the Columbia-Wharton Seminar Series, January, Columbia University, New York, NY.
- DeSarbo, W., A.K. Manrai, and R. Burke (1987), "A Non-Spatial Methodology Based on Distance-Density Hypothesis," at the Wharton Marketing Doctoral Program Seminar series, October, Philadelphia, PA.
- Manrai, A.K. and J. Eliashberg (1988), "Optimal Product Positioning: Some Empirical Results," at the Wharton Marketing Doctoral Program Seminar series, November, Philadelphia, PA.
- Eliashberg, J. and A.K. Manrai (1988), "A Theory of Optimal Product Positioning," at the Wharton Operations Research Group Seminar series, November, Philadelphia, PA.
- Eliashberg, J. and A.K. Manrai (1989), "Optimal Product Positioning of New Products," at the AT&T Bell Laboratories Operations Research Seminar series, July, Murray Hill, NJ.
- Manrai, A.K. (1989), "A Multidimensional Scaling Methodology for the Analysis of Asymmetric Proximity Data," at the Wharton Marketing Doctoral Program Seminar series, November, Philadelphia, PA.
- Manrai, A.K. (1990), "Dynamic Product Positioning," at the Wharton Marketing Doctoral Program Seminar series, March, Philadelphia, PA.
- Manrai, A.K. (1990), "Recent Developments in Multidimensional Scaling," at the Wharton Marketing Doctoral Program Seminar series, November, Philadelphia, PA.

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- Manrai, A.K. (1991), "Measurement and Modeling of Similarity, Perceptions, Preference, and Choice," at the University of Chicago Research Workshop Spring Series, April, Chicago, IL.
- Manrai, A.K. (1991), "Mathematical Models of Perceptions and Choice," at the University of Delaware Operations Research Seminar series, September, Newark, DE.
- Manrai, A.K. and L.A. Manrai (1992), "Models Relating Consumer Preference To Perceptions: Some Empirical Results," at the Cardiff Business School, University of Wales College of Cardiff, UK.
- Manrai, A.K. (1993), "Role of OR Methods in Marketing: Measurement and Modeling of Consumer Perceptions and Choice," at the Annual Meeting of Advisory Council of Operations Research Group, University of Delaware, January, Newark, DE.
- Manrai, A.K. (1993), "Measuring Perceived Service Quality," at the University of Delaware, Management Development Breakfast Series of the College of Business and Economics, March, Wilmington, DE.
- Manrai, A.K. (1993), "Measuring and Managing Perceived Service Quality," at the NOR-AM Chemical Company, Customer Satisfaction Project, April, Wilmington, DE.
- Manrai, A.K. (1993), "Mathematical Models of Consumer Perceptions and Choice," at the University of Delaware, Transportation Center Seminar Series, Civil Engineering Department, November, Newark, DE.
- Manrai, A.K. and L.A. Manrai (1994), "Mathematical Models and Developing Research in Marketing," at the College of Business and Public Administration, Open University, Heerlen, The Netherlands.
- Manrai, A.K. and L.A. Manrai (1994), "Trends in MBA Education at the University of Delaware," at the College of Business & Public Administration, Open University, Heerlen, The Netherlands.
- Manrai, A.K. (1994), "On the Case Method of Teaching," at the University of Delaware, Center for Teaching Effectiveness, Annual Faculty Teaching Retreat, May-June, Sandy Hill, MD.
- Manrai, A.K. and J. Greene (1995), "On the Teaching Portfolio," at the University of Delaware, CTE, Annual Faculty Retreat, May-June, Sandy Hill, MD.
- Manrai, L.A., A.K. Manrai, and R. Ettenson (1995), "Antecedents and Consequences of Consumers' Attitude Towards Marketing: An Integrated Conceptual Model -- CAM," at the Bond University, July, Gold Coast, Australia.
- Manrai, A.K. and L.A. Manrai (1995), "A New Focus on Service Quality," at the Institute of Management, R.S. University, August, Raipur, India.
- Manrai, A.K. and L.A. Manrai (1995), "Ways to Improve Service Quality for Developing a Sustainable Competitive Advantage," at the Jain Advanced Management Research Center, Delhi University, August, Delhi, India.
- Manrai, A.K. and L.A. Manrai (1995), "How to Improve Service Quality: Performance Measurement," at the Delhi College of Engineering, August, Delhi, India.
- Manrai, A.K. and L.A. Manrai (2010) "Challenges of International Marketing for US Companies: Cola Wars in India," Keynote Speakers at the International Business Congress, October 2010, UPC, Lima, Peru.

SERVICES TO MARKETING PROFESSION

Editorial Work (past and present)

Editor-in-Chief, *Journal of Global Marketing, JGM*, [published by Taylor and Francis], since 2016

Editor, Area: Quantitative Research and Modeling in Marketing and Organizational Systems, the *Journal of Modeling in Management (JM2)* [published by Emerald], since 2014

Editor (with Luiz Moutinho and Enrique Bigne), *The Routledge Companion to the Future of Marketing*. In the Series: The Routledge Companion in Business, Management and Accounting. Francis and Taylor Group, London, UK, 2013

Associate Editor, the *Journal of Business Research*, 2015-2021

Associate Editor, the *Journal of Economics, Finance, and Administrative Science (JEFAS)* [published by Elsevier], since 2011

Associate Editor, the *Journal of Euromarketing*, 1991-2013

Curriculum Vitae – Ajay K. Manrai, July 2021

Editorial Board of the *Journal of International Consumer Marketing*, since 1991

Editorial Board of the *International Business Review*, 1990 - 2017

Editorial Board of the *Journal of Transnational Management*, since 1991

Editorial Board of the *Psychology and Marketing*, since 1995

Guest Editor, the *International Journal of Business and Economics*, Special Issue on “International and Interdisciplinary Perspectives in Contemporary Marketing” 2013-2015.

Guest Editor, the *Journal of Modeling in Management*, Special Issue on “Quantitative Approaches and Modeling in Marketing Research” 2012-2014.

Guest Editor, *Journal of International Business and Economics*, Special Issue on “International and Interdisciplinary Perspectives in Contemporary Marketing,” 2014-2015

Guest Editor (with Lalita Manrai) for the *Journal of International Consumer Marketing*, Special Issue on "International/Global Perspectives in Cross-Cultural and Cross-National Research," 1992-94, 2008-11, 2010-11.

Guest Editor (with Lalita Manrai) for the *Research in Marketing*, Special Issue on "Designing Competitive Strategies for Global Marketing," 1997-98.

Guest Editor for the *European Journal of Operational Research*, Feature Issue on “Modeling and Measurement Methodology in Consumer Perceptions, Preference, Consideration, and Choice Behavior,” 1996-1998.

Guest Editor (with Lalita Manrai) for the *Journal of East-West Business*, Special Issue on “Current Issues in the Cross-Cultural and Cross-National Consumer Research in the New Millennium,” 1999-2001.

Guest Editor (with Lalita Manrai) for the *International Business Review*, Marketing Challenges in Emerging Countries in the New Millennium,” 1999-2001.

Ad hoc reviewer (past and present):

European Journal of Operational Research, Journal of Business and Economic Statistics

Journal of Business Research, Journal of Classification, Journal of Consumer Psychology

Journal of Macromarketing, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Scandinavian International Business Review,

National Science Foundation: External peer reviewer for grant proposals.

Conference Chair:

North and South America, Eighth Biennial World Marketing Congress, Academy of Marketing Science, University Putra Malaysia, Kuala Lumpur, Malaysia, June 1997.

Conference Program, Ninth Biennial World Marketing Congress, Academy of Marketing Science, University of Malta, Malta, June 1999. WWW: <http://www.chapman.edu/sbe/wmc99/>

Co-chair, Conference Program, Nineteenth World Business Congress, International Management Development Association, KTO Karatay University and Konya Chamber of Commerce, Konya, Turkey, July 2010.

Conference Program Co-Chair, World Business Congress, Konya, Turkey, July 2010

Conference Program Co-Chair, World Business Congress, Poznan, Poland, July 2011

Congress Co-Chair, World Business Congress, Helsinki, Finland, July 2012

Program Committee Manuscript Reviewer (past & present):

AMA Educator's Conference

European Marketing Academy Conference

International Conference on Marketing and Development

PROFESSIONAL AFFILIATIONS (past and present)

President, International Management development Association, 2011-2013
Vice President – Programs and President elect, International Management Development Association, 2009-11
Member, European Marketing Academy, EMA
Member, American Marketing Association, AMA
Member, The Institute for Operations Research and Management Science, INFORMS
Member, Academy of Marketing Science, AMS
Member, International Society for Marketing and Development, ISMD

Session Chairperson/Discussant/Track Chair:

ORSA/TIMS, New York, October 1989, Topic: Marketing Planning, Chair
World Marketing Congress, Singapore, July 1988, Topic: Consumer Analysis, Chair & Discussant.
Annual Conference of the European Marketing Academy, Athens, April 1989, Topic: Market Segmentation and Positioning, Chair.
SEI Center Workshop, Wharton School, February 1991, Topic: Winning the Malcolm Baldrige Award for Quality, Panel Discussant.

International Communication Conference, University of Delaware, April 1991, Topic: Role of New Technology in Business Communications, Panel Discussant.
European Marketing Academy Doctoral Consortium, University College, Dublin, Ireland, May 1991, Panel Discussant.
Annual Conference of the European Marketing Academy, Dublin, May 1991, Topic: Consumer Behavior: Environmental Issues, Chair.
SEI Center & Fishman-Davidson Center Workshop, Wharton School, May 1991, Topic: New Products and Innovation in Services, Co-organizer & Panel Discussant.
AMA Summer Educators' Conference, San Diego, August 1991, Topic: Marketing Strategy, Chair.
Association for Consumer Research Conference, Chicago, October 1991, Topic: Services and Word of Mouth, Chair.
First Conference on the Cultural Dimension of International Marketing, Odense University, Denmark, May 1992, Topic: Time as a Cultural Factor, Chair.
Annual Conference of the European Marketing Academy, Aarhus, May 1992, Topic: Measurement and Data Analysis, Chair.
AMA Summer Educators' Conference, Chicago, August 1992, Topic: Marketing and Society, Chair
International Conference of the Academy of Marketing Science, July 1993, Topic: Services Marketing, Discussant.
Annual Conference of the European Marketing Academy, Maastricht, May 1994, Topic: Market Segmentation and Positioning, Chair.
World Business Congress, Penang Island, Malaysia, June 1994, Topic: Cross-Cultural and Cross-National Issues in Consumer Behavior, Track Chair.
Annual Conference of the European Marketing Academy, Cergy, May 1995, Topic: Marketing Mix Variables: Positioning, Price, Product, Assortment, Chair.
The Seventh World Marketing Congress of the Academy of Marketing Science, Melbourne, Australia, July 1995, Topic: Cross-Cultural Issues in Consumer Behavior, Track Co-chair.
World Business Congress, Istanbul, Turkey, July 1995, Topic: Cross-Cultural/National Consumer Behavior, Track Co-chair.
Marketing Science Conference, Sydney, July 1995, Topic: Market Structure, Chair.
The Tenth World Marketing Congress of the Academy of Marketing Science, Cardiff, Wales, June-July 2001, Topic: Special Sessions and Panels.

ADMINISTRATIVE SERVICES AT THE UNIVERSITY OF DELAWARE

University Level

Faculty Senate, Graduate Studies Committee (2010-2012)
Faculty Senate, Business Administration Senator (1991-1997)
Operations Research Group, Affiliate faculty (1992-present)
Advisory Board, Center for Teaching Effectiveness (1994-1998)
University Faculty Teaching Retreat Planning Committee (1994-95)
Chair, Committee on Scholarly Nature of Teaching (1996-97)
Member, Operations Research Faculty Search Committee (1997-98)

College Level

Faculty Director, Graduate and Executive Programs, 2/2007 – 8/2010.
Faculty Director, Professional MBA Programs, 2000 – 2006, 9/2010 - 2011.
Chair, MBA Committee, 1999 - 2011.
College P&T Committee, 2002- 04; 2006-08.
Member, EMBA Committee, 2001- present.
MBA Committee (1991-1995, 1997-1999).
Graduate Committee (2016 – present)
Advisory Committee on Information Technology, 1998.
MBA Core Curriculum Committee (1991-1993)
Reprographics Committee (1991-92)
Preparation of the International Section of the Strategic Plan for College of B&E, 1992.
Preparation of a proposal for the Specialized Multi-media Station for the Strategic Plan, 1992.
Preparation of a proposal for changing perceptions held by local business community about B&E graduates (with Professor Araya Debessay), 1994.
Evaluation of MBA program at DuPont and EMBA Programs, 1996-97

Department level

Preparation of a Publicity Campaign for the Distinguished Guest Speaker Series sponsored by the Department of Business Administration (1992, 1993).
International Committee, (1995-1997).

Sponsored Seminars, Invited Following Speakers:

Dr. Paul Green, Kresge Professor of Marketing at the Wharton School, University of Pennsylvania, in the Business Administration Guest Speaker Series, "Managing During the 1990s & Beyond".
Dr. Steve Shugan, Russell Berrie Eminent Scholar Chair and Professor of Marketing, University of Florida, in the FIRE-MSS and Operations Research Seminar Series.
Dr. Josh Eliashberg, Professor of Marketing at the Wharton School, University of Pennsylvania, in the Operations Research Seminar Series.
Dr. Sharan Jagpal, Professor of Marketing, Rutgers University, in the Operations Research Seminar Series.
Dr. Sankar Acharya, Economist-Federal Reserve Board, Washington, D.C., Joint seminar in Operations Research, Economics, FIRE Center, and Business Administration Seminar Series.
Dr. K.C. Sahu, Professor of Industrial Engineering, Indian Institute of Technology, Kharagpur, in the Operations Research Seminar Series.

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- Dr. Arvind Rangaswamy**, Associate Professor of Marketing, Northwestern University, in the Operations Research Seminar Series.
- Dr. Peter Fader**, Assistant Professor of Marketing at the Wharton School, University of Pennsylvania, in the Operations Research Seminar Series.
- Dr. Anjani Jain**, Assistant Professor of Decision Science at the Wharton, University of Pennsylvania, in the Operations Research Seminar Series.
- Dr. Ronald Tuninga**, Assistant Professor of Marketing at Rutgers University, in the Operations Research Seminar Series.
- Dr. Greg Allenby**, Assistant Professor of Marketing at Ohio State University, in the Operations Research Seminar Series.
- Dr. Vijay Mahajan**, Harbin Centennial Chair Professor in Business and Associate Dean for Research at the University of Texas at Austin is participating in the Operations Research Seminar Series.
- Dr. Gary Lilien**, Research Professor of Management Science and Research Director of the Institute for the Study of Business Markets, Penn State, in the Delaware MBA program at DuPont.

ADMINISTRATIVE SERVICES AT WHARTON

- Doctoral Program Committee (1987-1991)
- Member of the Advisory Committee for the Wharton Executive MBA Program (1987-89)
- Undergraduate Curriculum Committee (1988-1991)
- Faculty Recruitment Committee (1986-88)
- Colloquium Services Committee (1986-88)

GRADUATE DISSERTATION COMMITTEES

- Billur Dowse, M.S., Operations Research (1998), "Statistical Analysis of Patient Satisfaction Survey: The University of Pennsylvania Health System Experience," University of Delaware (member).
- Chris Trottier, M.S., Individual and Family Studies (1995), "Defining Appropriate and Engaging Software," University of Delaware (member).
- Raed Hattar, M.S., Agricultural Economics (1993), "Economic and Financial Feasibility of Establishing A Fresh Produce Packing House in Jordan," University of Delaware (member).
- N. Vukadinovic, M.S., Civil Engineering (1992), "Fuzzy Relation Based Vehicle Scheduling Algorithm: Applications to the Demand Responsive System," University of Delaware (member).
- J. Cho, Ph.D., Marketing (1989), "A New Stochastic Path Length Tree Methodology for Constructing Communication Networks," University of Pennsylvania (Chair).
- V. Ramaswamy, Ph.D., Marketing (1989), "SCULPTURE: A Stochastic Ultrametric Tree Procedure for Deriving and Analyzing Componential Purchase Structure," University of Pennsylvania (member).
- C. Kim, Ph.D., Marketing (1990), "NEWFOLD: A New Unfolding Methodology," University of Pennsylvania (member).
- J.S. Kim, Ph.D., Marketing (1991), "Preference Heterogeneity and Buyer Segmentation in Conjoint-Based Optimal Product Line Models," University of Pennsylvania (member).

INDEPENDENT STUDIES SUPERVISED

1. Sandra Mercado, "Marketing Research in the Architectural paint Industry in Latin American Countries," fall 2000
2. Damian Finio, "Marketing research at the Salick Health Care Research Center of AstraZeneca," winter 2004.
3. Nichole Bishop, "An Evaluation of Effective Marketing Strategies for American Companies Entering Asian markets," spring 2004.

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4. Shantanu Mulay, “Evaluation of Econometric Techniques in the Determination of Price Points,” spring 2004.
5. Rati Khemka, “Building Brand Loyalty in Asian Markets,” spring 2004.
6. Shweta Waingankar, “Role of Brand Personality in Creating Loyalty,” spring 2005.

INDUSTRY RESEARCH REPORTS

- Manrai, L.A. and A.K. Manrai (1986), "All Norris Survey," Research Report Prepared for Norris Student Center at Northwestern University.
- Manrai, L.A. and A.K. Manrai (1992), "Customer Satisfaction with Banking Services: A Survey of Five Banks in Delaware," Research Paper prepared for FIRE Center, University of Delaware.

RESEARCH QUOTES/MENTIONS/NEWS

- Bankers Monthly*, January 1993, p. 10 on "Keeping Customers."
- The Wall Street Journal*, August 24, 1993, p. 1, Column 5 on "Foreign College Students."
- CNN*, September 1993, Factorial on "Work and Leisure Habits of American versus Foreign Students."
- Marketing Management*, Philip Kotler, eighth edition, 1994, p. 683, on "Increasing Donations by Using Effective Communication Strategies."

INDUSTRY EXPERIENCE

- Gabriel India Ltd. - Bombay, India (1976-1982): Product Manager, Shock Absorber Division. Responsible for nationwide marketing activity for Automotive and Railway Shock absorbers.
Accountable to Vice President, Shock Absorber Division.
- Cutler-Hammer Ltd. - New Delhi, India (Summer 1975): Marketing Research Internship.
Accountable to Marketing Manager.
- Larsen & Toubro Ltd. - Bombay, India (1973-1974): Plant Engineer. Responsible for plant maintenance activity at Heavy Engineering Workshop.
Accountable to the Plant Manager.