

**CURRICULUM VITAE**  
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**AJAY K. MANRAI**

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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 – Present: 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) at Delaware  
Study Abroad Program in India (Graduate) at Delaware  
Advanced Marketing Management and Strategy Seminar (Graduate) at Delaware  
Marketing Research (Graduate) at Delaware, Kellogg, and Wharton  
Marketing Management (Graduate) at Delaware, Kellogg, and Wharton  
Marketing Research (Undergraduate) at Delaware  
Introduction to Marketing Strategy (Undergraduate) at Wharton

**EXECUTIVE EDUCATION**

**Lerner College of Business and Economics, University of Delaware**

Faculty (1991 – present), 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 the Modeling of 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
- 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, 2016.
- Anvil Award for Excellence in Teaching at Wharton School, University of Pennsylvania, Nominated every year during 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:** 116 countries on seven continents

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

1 Abu Dhabi	30 Dominican Republic	59 Italy	88 Qatar
2 Alaska	31 Dubai	60 Jamaica	89 Romania
3 Antarctica	32 Ecuador	61 Japan	90 Russia
4 Argentina	33 Egypt	62 Kaui	91 San Marino
5 Armenia	34 Elephanta	63 Key West	92 Sharjah
6 Aruba	35 Eleuthera	64 Kythnos	93 Sicily
7 Australia	36 El Salvador	65 Ladakh	94 Sikkim
8 Austria	37 England	66 Lantau	95 Singapore
9 Azerbaijan	38 Estonia	67 Lapland	96 Slovenia
10 Baja Mexico	39 Finland	68 Latvia	97 South Africa
11 Barbados	40 France	69 Lithuania	98 Spain
12 Belarus	41 French Guiana	70 Malaysia	99 Sri Lanka
13 Belgium	42 Fujairah	71 Malta	100 St. John
14 Belize	43 Georgia	72 Maui	101 St. Kitts
15 Bermuda	44 Germany	73 Mexico	102 St. Lucia
16 Bolivia	45 Gozo	74 Monaco	103 St. Maarten
17 Bonaire	46 Grand Turk	75 Murano	104 St. Martin
18 Canada	47 Greece	76 Mykonos	105 St. Thomas
19 Capri	48 Grenada	77 Nepal	106 Stromboli
20 China	49 Guatemala	78 The Netherlands	107 Suriname
21 Costa Rica	50 Hawaii	79 Northern Ireland	108 Sweden
22 Cozumel	51 Honduras	80 Norway	109 Switzerland
23 Crete	52 Hong Kong	81 Oahu	110 Turkey
24 Croatia	53 Hungary	82 Oman	111 Ukraine
25 Curacao	54 Iceland	83 Palestine	112 Uros-Iruitos
26 Czech Republic	55 India	84 Panama	113 Uruguay
27 Delos	56 Inishmore	85 Peru	114 United States
28 Denmark	57 Ireland	86 Poland	115 Vatican
29 Dominica	58 Israel	87 Portugal	116 Wales

## **RESEARCH INTERESTS**

The major area of my research thrust is modeling and measurement of consumer perceptions, preference, and choice. My research has a conceptual, analytical, and methodological orientation. Some of my research papers involve an intersection of research in modeling and measurement with my special interest in the 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: A total of 119 research articles.**

**Refereed Journal Articles:** Publications in three different research areas.

**Research Area –1 :** Modeling and measurement of consumer perceptions, preference, consideration, 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. **Lead Article in 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.

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.

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

17. 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.
18. 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.
19. 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.
20. 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.
21. 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.
22. 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.

23. 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.
24. 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

25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. Manrai, L.A. and A.K. Manrai (1998), "Contemporary Issues in Competitive Strategies for Global Marketing," *Research in Marketing*, Volume 14, pp. 1-12.
34. 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.
35. 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.

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36. 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.
37. 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.
38. 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.
39. 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.
40. 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.
41. 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.
42. 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.
43. 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.
44. 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.
45. 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.
46. 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.
47. 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.

48. 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.
49. Cao, S. and A.K. Manrai (2014), “Big data in Marketing and Retailing,” *Journal of International & Interdisciplinary Business Research*, Vol. 1, (Spring), 23-42.
50. Manrai, A.K. (2015), “International and Interdisciplinary Perspectives in Contemporary Marketing,” *International Journal of Business and Economics*, Vol. 14, No. 1, pp. 1-5.
51. 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.
52. 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.
53. 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.
54. 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.
55. 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.
56. 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.
57. 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.
58. 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.
59. 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.
60. Manrai, A.K. (2016), “Advancing the Knowledge Frontier in Global Marketing,” *Journal of Global Marketing*, Editorial, Vol. 29, No. 5, pp. 249-250.

### **Referred Articles/Chapters in Books and Encyclopedias**

61. DeSarbo, W.S., A.K. Manrai, and L.A. Manrai (1993), "Non-Spatial Tree Models for the Assessment of competitive Market Structure: An Integrated Review of the Marketing and Psychometric Literature," in Eliashberg and Lilien (eds.), ***Handbooks in Operations Research and Management Science: Marketing***, New York: Elsevier Science Publishers, pp. 193-257.  
Also translated in Japanese language through Tuttle-Mori Agency Inc., Tokyo, pp. 201-257.
62. DeSarbo, W.S., A.K. Manrai, and L.A. Manrai (1994), "Latent Class Multidimensional Scaling Approaches: A Review of the Recent Developments in the Marketing and Psychometric Literature." in Bagozzi (editor), ***Advanced Methods of Marketing Research***, Blackwell Publishers, Cambridge, MA, pp. 190-222.
63. Manrai, L.A., A.K. Manrai, and D. Lascu (1999), "A Comparative Study of Distribution and Promotion Strategies Used by U.S. Multinationals Versus Local Companies in Romania," in Rajiv Batra (editor), ***Marketing in Transitional Economies***, Boston, MA: Kluwer Academic Publishers, pp. 199-210.
64. Manrai, A. K. and L. A. Manrai (2000), "Perceptual Mapping," (Book Note/Entry) in ***Encyclopedia of Tourism***, Jafari Jafar (ed.), London: Routledge Limited, 431-432.
65. Manhas, P.S., A.K. Manrai, L.A. Manrai and Ramjit (2012), "Role of Structural Equation Modeling in Theory Development and Testing" in ***Quantitative Modeling in Management***, Moutinho and Huarng (eds.), World Scientific, pp. 27-42.
66. Mady, T., A.K. Manrai, and L.A. Manrai (2013), Process Based Marketing Management. ***Routledge Companion on the Future of Marketing***, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 62-87.
67. Korenich, L., D. Lascu, L.A. Manrai, and A.K. Manrai (2013), Social Media: Past, Present and Future. ***Routledge Companion on the Future of Marketing***, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 234-249.
68. Murray, N., A.K. Manrai, and L.A. Manrai (2013), Memes, Memetics and Marketing: A State of the Art Review and a Lifecycle Model of Meme Management in Advertising. ***Routledge Companion on the Future of Marketing***, Moutinho, Luiz et al (eds.), Routledge Research, New York, NY, pp. 331-347.
69. Manrai, L.A., A.K. Manrai, and T. Mady (2015), "Effect of Globalization on Multicultural Consumer Behavior," in ***Analyzing the Cultural Diversity of Consumers in the Global Marketplace***, Bario-Garcia Salvador del et al. (eds.) IGI-Global. Lead Chapter 1, pp. 1-19.
70. Manrai, A.K. and L.A. Manrai (2015), "Perceptual Mapping," (Book Note/Entry) in Jafari and Xiao (eds.) ***Encyclopedia of Tourism***, 2<sup>nd</sup> Edition, New York: Springer (In press).

**Books/Monographs**

71. Manrai, L.A. and A.K. Manrai (Editors), "Global Perspectives in Cross-Cultural and Cross-National Consumer Research," Binghampton, NY: International Business Press an imprint of The Haworth Press, Inc., 1996. Also published as the Research Monograph of the ***Journal of International Consumer Marketing***, 1996.
72. Samsinar, S. and A.K. Manrai (Editors), Book of Proceedings: 8<sup>th</sup> World Marketing Congress, Academy of Marketing Science, Volume VIII, 1997.
73. Manrai, A.K. and H. Lee Meadow (Editors), "Global Perspectives in Marketing for the 21<sup>st</sup> Century," Book of Proceedings: 9<sup>th</sup> World Marketing Congress, Academy of Marketing Science, Volume IX, 1999.
74. Moutinho, L., E. Bigne, and A.K. Manrai (Editors), "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.

**Articles in Refereed Conference Proceedings:**

75. Manrai, A.K. and L.A. Manrai (1989), "A Model of Similarity and its Empirical Test: Towards Better Understanding of Tourists' Perceptions and Choice of European Vacation Destinations," in Lazer et al. (eds.), *World Marketing Congress*, Volume 4, Academy of Marketing Science, pp. 397-402.

76. Manrai, A.K. and L.A. Manrai (1989), "Mathematical Models for Relating Proximity to Multidimensional Scaling," in Avlonitis et al. (eds.), *Marketing Thought and Practice in the 1990s*, Volume 1, European Marketing Academy, pp. 853-868.

77. Manrai, A.K. (1990), "Multidimensional Scaling Models for Asymmetric Proximity Data," in Muhlbacher et al. (eds.), *Advanced Research in Marketing*, Volume II, European Marketing Academy, pp. 1185-1203.

78. Manrai, L.A. and A.K. Manrai (1990), "American Tourists' Perceptions of Selected West European Countries as Vacation Destinations," in Muhlbacher et al. (eds.), *Advanced Research in Marketing*, Volume II, European Marketing Academy, pp. 1825-1840.

79. Manrai, A.K. and L.A. Manrai (1991), "A Model of Preference of Department Stores," in Gilly et al. (eds.), *Enhancing Knowledge Development in Marketing*, American Marketing Association, pp. 145-153.

80. Manrai, L.A., A.K. Manrai, and N. Murray (1992), "How Cultural Context Effects Variety Seeking and Entertainment Consumption Behavior," in Bouchet et al. (editor), *Cultural Dimension of International Marketing*, 376-396.

81. Murray, N., L.A. Manrai, and A.K. Manrai (1992), "Comprehension of Advertising Disclosure: A Study of One Hundred Disclosure Commercials," in Grunert et al. (eds.), *Marketing for Europe - Marketing for the Future*, European Marketing Academy, pp. 881-889.  
**This paper was chosen for reprinting in *Marketing Review* by European Management Confederation, Hellenic Institute of Marketing, Athens, Greece.**

82. Manrai, A.K., L.A. Manrai, J. Eliashberg, and R. Chatterjee (1992), "Optimal Positioning of New Products and Services: A Dynamic Perspective," in Grunert et al. (eds.), *Marketing for Europe - Marketing for the Future*, European Marketing Academy, pp. 1359-1362.

83. Manrai, L.A., C. Broach, A.K. Manrai (1992), "Program Induced Contextual Effects in Processing of Embedded Commercials: An Integrated Conceptual Model," in Page et al. (eds.), *Proceedings of the Society for Consumer Psychology*, pp. 69-75.

84. Manrai, L.A. and A.K. Manrai (1993), "Complaints and Compliments about Service Encounters: A Comparison of Bulgarian and American Consumers," in McAlister and Rothschild (eds.), *Advances in Consumer Research*, Vol. 20, Association for Consumer Research, pp. 97-101.

85. Manrai, L.A. and A.K. Manrai (1993), "Perceptions of Work Versus Social/ Leisure Time Usage," in Dominguez1et.al. (eds.), *Marketing and Economic Restructuring in the Developing World*, pp. 416-426.

86. Lascu, D., L.A. Manrai, and A.K. Manrai (1993), "Status Concern and Product Consumption: A Cross-Cultural Study of Romanian and American Consumers," in Chias et al. (eds.), *Marketing for the New Europe: Dealing With Complexity*, European Marketing Academy, pp. 773-796.

87. Manrai, A.K., L.A. Manrai, and S. Jagpal (1993), "Is the OLS Driven Conjoint Analysis Adequate for Product Design, Product Positioning, and Market Segmentation?" in Chias et al. (eds.), *Marketing for the New Europe: Dealing With Complexity*, European Marketing Academy, pp.1653-1657.

88. Manrai, L.A. and A.K. Manrai (1993), "Consumer Switching Behavior of Banking Services: A Conceptual Model," in Sirgy, Bahn, and Erem (eds.), *World Marketing Congress*, Proceedings of the Sixth Biennial International Conference of the Academy of Marketing Science, pp.100-104.

89. Manrai, L.A., Lascu, D., and A.K. Manrai (1993), "Effect of Marketization on Romanian Consumers' Perceptions of Their Quality of Life," *New Visions in a Time of Transition*, Firat & Joy (eds.), 18th Macromarketing Conference. Abstract Printed in: *Journal of Macromarketing*, Vol. 13, No. 2 (Fall 1993), p. 88.

90. Manrai, A.K. and L.A. Manrai (1994), "Models Relating Consumer Preference to Perceptions," in Kasper et al. (eds.), *Marketing: Its Dynamics and Challenges*, European Marketing Academy, pp. 1383-1386.

91. Manrai, A.K. and R. Andrews (1994), "A New Probabilistic Model of Consideration Set Formation," in Kasper et al. (eds.), *Marketing: Its Dynamics and Challenges*, European Marketing Academy, pp. 1379-1382.
92. Manrai, L.A., D. Lascu, and A.K. Manrai (1994), "Interpersonal Influences on Shopping Behavior: A Cross-Cultural Analysis of Polish and Romanian Consumers," in Kasper et al. (eds.), *Marketing: Its Dynamics and Challenges*, European Marketing Academy, pp. 1387-1390.
93. Lascu, D., L.A. Manrai, and A.K. Manrai (1994), "Propensity to Seek Country of Origin Information: Scale Development Considerations," in Kasper et al. (eds.), *Marketing: Its Dynamics and Challenges*, European Marketing Academy, pp. 1369-1372.
94. Lascu, D., L.A. Manrai, and A.K. Manrai (1994), "Emerging Issues for Marketing in Central and Eastern Europe: An Analysis of Marketization-Westernization Country Clusters," in Venkatesh & Christensen (eds.), in *Global Themes and Cultural Perspectives*, 19th Macromarketing Conference. Abstract printed in: *Journal of Macromarketing*, Vol. 14, No. 2 (Fall 1994), p. 96.
95. Manrai, L.A., A.K. Manrai, D. Lascu and H.W. Babb (1995), "Susceptibility to Interpersonal Influences: Applications in Poland and the United States," in Chandler and Harris (eds.), *World Marketing Congress*, Volume VII-II, Academy of Marketing Science, pp. 8.12-8.18.
96. Manrai, A.K., J.H. Chauchat, and L.A. Manrai (1995), "A New Procedure for the Assessment of Competitive Market Structure," in Bergadaa (editor) *Marketing Today and for the 21st Century*, European Marketing Academy, pp. 1865-1869.
97. Manrai, L.A., D. Lascu, A.K. Manrai, and B. Lofman (1995), "Market Development and Shopping Attitudes: A Comparison Between Poland and Romania," in Joy & Basu (eds.), *Marketing and Socio-Economic Changes in the Developing World*, International Society for Marketing and Development, pp. 227-232.
98. Lascu, D., L.A. Manrai, A.K. Manrai, and D. Pistrui (1995), "Gender Differences and Interpersonal Shopping Influences: An Exploratory Analysis of Romanian Consumers," in Kaynak and Erem (eds.), *Innovation, Technology, and Information Management for Global Development and Competitiveness*, International Management Development Association, pp. 686-691.
99. Lascu, D., A.K. Manrai, L.A. Manrai, and H.W. Babb (1995), "Consumer Ethnocentrism: Construct Behavior in Cross-Cultural Applications," in Becker (ed.), *The Structure and Process of Globalization in Business & Education*, International Management Development Association, pp. 202-206.
100. Manrai, L.A. and A.K. Manrai (1995), "Why Do Consumers Switch Bank Services: Some Managerial Implications," (Abstract) in Timmermans (ed.), *Second Recent Advances in Retailing and Services Science*, The European Institute of Retailing and The Canadian Institute of Retailing and Services Studies.
101. Manrai, L.A. and A.K. Manrai, D. Lascu, and P. Kerekes (1996), "A Comparative Analysis of TV Advertising Objectives of Hungarian, U.S., and German Firms in Hungary," in Kaynak et al. (eds.), *Restructuring for Global Production, Services Needs, and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century*, International Management Development Association, 220-226.
102. Manrai, L.A., A.K. Manrai, R. Ettenson, and S. Zhao (1996), "Consumer Ethnocentrism: A Cross-Cultural Investigation of CETSCALE Applicability in Australia, Peoples Republic of China, Guatemala, and USA," *Restructuring for Global Production, Services Needs, and Markets: Business Strategy and Policy Development for a Global Economy and Projections for the Twenty-First Century*, International Management Development Association, 220-226.
103. Manrai, L.A., A.K. Manrai, and D. Lascu (1997), "Television Advertising in Romania: A Comparative Analysis of the Type of Appeal and Spokesperson Gender Used by Romanian, U.S., and West European Firms," (Abstract) in Catoiu, Dholakia, Grossbart, and Lascu (eds.), *Marketing Challenges in Transitional Economies*, International Society for Marketing and Development.
104. Manrai, L.A., A.K. Manrai, and D. Lascu (1998), "A Preliminary Study of Television Advertising in Romania by Local and Foreign Firms," in Anderson (editor), *Marketing Research and Practice*, European Marketing Academy Conference, pp. 537-548.

105. Manrai, L. A., A. K. Manrai, and D. Lascu (2000), "Retailing Trends in Poland and Romania: A Comparative Study," (Abstract) in Timmermans (ed.), ***Seventh Recent Advances in Retailing and Services Science***, the European Institute of Retailing and Services Studies and The Canadian Institute of Retailing and Services Studies, ***Seventh Recent Advances in Retailing and Services Science Conference***, July, Sintra, Portugal, p. 96.
106. Manrai, L. A., D. Lascu, A. K. Manrai and H. W. Babb (2000), "Fashion Consciousness and Dress Conformity in Central and Eastern Europe," (Abstract) in Pels and Stewart (eds.), ***Marketing in a Global Economy***, American Marketing Association, International Educators Conference, June, Buenos Aires, Argentina, pp. 310-311.
107. Manrai, L.A., A.K. Manrai, and P.A. Manrai (2007), "Determinants of Marketing Strategy Used by McDonalds Around the World," (Abstract) in ***INFORMS International***, Puerto Rico, pp. 72.
108. Manrai, A.K., L.A. Manrai, and A.K. Manrai (2007), "Mathematical Models of Proximity Judgments and MDS," (Abstract) in ***INFORMS International***, Puerto Rico, pp. 78.
109. Manrai, L.A. and A.K. Manrai (2007), "Business-Society Relationship: A New Framework for Societal Marketing Concept," in Wempe and Logsdon (eds.), ***Proceedings of the International Association for Business and Society***, Florence, Italy, pp. 218 - 221.
110. Manrai, L.A., A.K. Manrai, and P.A. Manrai (2008), "A Comparative Study of Benefits Sought By Consumers in USA, Europe, and Asia: Case of fast Food Industry," in Kaynak and Harcar (eds.), ***Shared Responsibilities: Management Challenges in Environment of Increasing Global Concerns***, International Management Development Association, pp. 79-84.
111. Manrai, A.K., L.A. Manrai, and P.A. Manrai (2008), "Social Challenges of Globalization: A Conceptual Model and Managerial Implications," in Kaynak and Harcar (eds.), ***Shared Responsibilities: Management Challenges in Environment of Increasing Global Concerns***, International Management Development Association, pp. 122-128
112. Manrai, L.A.,and A.K. Manrai (2009), "A Conceptual Framework for the Study of Comparative Marketing Systems," in Kaynak and Harcar (eds.), ***Management Challenges in an Environment of Increasing Regional and Global Concerns***, International Management Development Association, pp. 266 – 273.
113. Manrai, L.A. and A.K. Manrai (2009), "Analysis of Tourists Behavior: A Conceptual Framework Based on Hofstede's Cultural Dimensions" in Gupta and Grant (eds.), ***Oxford Business and Economics Conference Program***, St. Hugh's College, Oxford University, Association of Business and Economics Research, pp. 1 – 37.
114. Manrai, L.A. and A.K. Manrai (2010), "UNESCO World Heritage Tourism Potential of Armenia, Azerbaijan, and Georgia: A Tale of Three Caucasus Countries" in Kaynak and Harcar (eds.), ***Critical Issues in Global Business: Lessons from the Past, Contemporary Concerns, and Future Trends***, International Management Development Association, pp. 188 – 194.
115. Manrai, L.A., A.K. Manrai, S. Bhat (2012), "Tourist segmentation Using Importance of Destination Attributes," in Kaynak and Harcar (eds.), ***Global Competitiveness in a Time of Economic Uncertainty and social Change: Current Issues and Future Expectations***, International Management Development Association, pp. 110 – 115.
116. Manrai, A.K. and L.A. Manrai (2014), "Measuring Consumer Perceptions," ***Program - INFORMS Conference on Business Analytics and Operations Research***, March-April, Boston, MA.
117. Manrai, A.K., S.A. Bhat, L.A. Manrai, and M.A. Shah (2014), "Design of Web 2.0 Technology Websites in Tourism Industry: A Conceptual Framework," ***Consortium of International Marketing Research (CIMaR)***, June 2014, University of Victoria, Canada. (online).
118. Manrai, A.K. and L.A. Manrai (2015), "Spatial Modeling of Consumer Perceptions Based on Proximity among Brands," ***Program - CORS/INFORMS International Conference***, Montreal, QC, Canada.
119. Manrai, A.K. and L.A. Manrai (2016), "A New Way to Assess Consumer Perceptions," ***2016 IABE Conference Proceedings***, Orlando, FL, USA, Volume 16, No. 1, pp. 10-11. ISSN: 1932-7498, March 2016.

## **MANUSCRIPTS UNDER REVIEW/REVISION/WORK-IN-PROGRESS**

1. Manrai, L.A. and A.K. Manrai, "Colors, cultures, and Consumer Behavior," *Journal of Consumer Research*, manuscript preparation.
2. Manrai, A.K. and L.A. Manrai, "Competitive Strategies of US Multinationals versus Local Companies in India," *Journal of Marketing*, data analysis.
3. Manrai, L. A., C. Broach, and A. K. Manrai, "Effects of Television Program Induced Mood on Commercial Effectiveness: Co-Existence and Relative Dominance of Arousal and Pleasure," *Journal of Marketing Research*, manuscript preparation.
4. Manrai, L. A., A. K. Manrai and D. Lascu, "Status Concern and Patronage of Fast Food Restaurants: A Cross-Cultural Study of McDonalds' Customers in the US and Argentina," *Journal of Marketing*, data analysis.
5. Manrai, L. A., A. K. Manrai and D. Lascu, "Competitive Marketing Strategies of U.S. Multinational Versus Local Companies in Poland and Romania," *Journal of Marketing*, data analysis.

## **RESEARCH PRESENTATIONS & SEMINARS**

### **At the National and International Academic Conferences and Professional Meetings**

Manrai, A.K. and P.K. Sinha (1986), "Perceptual Maps & Choice," at the Marketing Science Conference, March, University of Texas, Dallas, TX.

Manrai, A.K. (1986), "Choice in Perceptual Spaces: Modeling and Measurement," at the AMA Educators Conference, August, Chicago, IL.

Manrai, A.K. (1987), "Choice Modeling When Alternatives Involve Interdependencies," at the ORSA/TIMS meetings, October, St. Louis, MO.

DeSarbo, W.S., A.K. Manrai, & R. Burke (1988), "A Nonspatial Methodology for the Analysis of Two-Way Proximity Data Incorporating the Distance-Density Hypothesis," at the Marketing Science Conference, March, University of Washington, Seattle, WA.

Eliashberg, J. and A.K. Manrai (1988), "Optimal Product Positioning: Interface Between Marketing and R&D," at the Marketing Science Conference, March, University of Washington, Seattle, WA.

Manrai, A.K. and L.A. Manrai (1988), "CTSCALE: A Multi-dimensional Scaling Methodology," at the ORSA/TIMS meetings, October, Denver, CO.

Chatterjee, R., J. Eliashberg and A.K. Manrai (1989), "Dynamic Product Positioning," at the Marketing Science Conference, March, Duke University, Durham, NC.

DeSarbo, W.S. and A.K. Manrai (1989), "A New Multidimensional Scaling Methodology for the Analysis of Asymmetric Proximity Data Incorporating the Notion of Distance-Density," at the Marketing Science Conference, March, Duke University, Durham, NC.

DeSarbo, W.S., M. Johnson, A.K. Manrai, and L.A. Manrai (1989), "A MDS Methodology for Operationalizing Tversky's Contrast Model," at the Marketing Science Conference, March, Duke University, Durham, NC.

Manrai, A.K. and J. Eliashberg (1989), "Optimal Positioning of New Products: Some Analytical Insights," at the TIMS international meetings, July, Osaka, Japan.

Manrai, A.K. and L.A. Manrai (1989), "A Ratio Model of Similarity: Some Empirical Tests and Marketing Applications," at the TIMS international meetings, July, Osaka, Japan.

Manrai, A.K., J. Eliashberg, and T. Robertson (1989), "R&D/ Marketing Linkage and New Product Success," at the ORSA/TIMS meetings, October, New York, NY.

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Chatterjee, R., J. Eliashberg, A.K. Manrai, and L.A. Manrai (1990), "Dynamic Product Positioning: Some Empirical Results," at the Marketing Science Conference, March, University of Illinois, Urbana, IL.

Manrai, A.K. and L.A. Manrai (1991), "Vacation Destination Preference: A Perceptual Mapping Approach," at the Marketing Science Conference, March, DuPont and University of Delaware, Newark, DE.

Manrai, A.K., L.A. Manrai, and Sharan Jagpal (1993), "Heteroscedasticity in Conjoint Analysis: Problem, Diagnosis, and Treatment," at the Marketing Science Conference, March, Washington University, St. Louis, MO.

Andrews, R. and A.K. Manrai (1994), "Consideration-By-Aspects," at the Marketing Science Conference, University of Arizona, Tucson, AZ.

Chauchat, J.H., A.K. Manrai, and L.A. Manrai (1995), "A New Approach that Combines Two Different Ultrametric Classification Methods to Analyze Proximity Type Data," at the Marketing Science Conference, July, Australian Graduate School of Business, Sydney, Australia.

Lascu, D., L.A. Manrai, and A.K. Manrai (1995), "Shopping with Friends in Central and Eastern Europe: A Synopsis of Buyer Behavior During Transition," at the Summer Educators' Conference of the American Marketing Association, August, 1995 (Washington, D.C.).

Manrai, L.A., A.K. Manrai, and D. Lascu (1997), "Research Consideration for Study of Competitive Marketing Strategies of U.S. Multinationals versus Local Firms in Poland and Romania," at the Sixth International Conference on Marketing and Development, July 1997 (Black Sea University, Mangalia, Romania).

Manrai, L.A. and A.K. Manrai (1997), "Antiques and Collectibles: An Overview and Historical Perspective," at the Eighth Biennial World Marketing congress of the Academy of Marketing Science, June 1997 (University Putra Malaysia, Kuala Lumpur, Malaysia).

Manrai, L.A., A.K. Manrai, and D. Lascu, "Methodological Issues in Multi/cross-Cultural Research: Examples from Poland and Romania," Special Panel Presentation on "Multi-Cultural Issues in Marketing," at the Ninth Biennial World Marketing congress of the Academy of Marketing Science, June 1999 (University of Malta, Qawra, Malta).

Manrai, L.A., A.K. Manrai, and D. Lascu, "Advertising in Hungary by Hungarian, U.S., and German Companies: A Comparison of Types and Effectiveness of Appeals," at the Tenth Annual World Business Congress of the International Management Development Association, July 2001 (University of Zagreb, Zagreb, Croatia).

Manrai, L.A., A.K. Manrai, and P.A. Manrai, "McDonalds in China and India: A Comparative Analysis of Marketing Opportunities and Challenges," at the Eighth International Conference on Cross-Cultural Communication, July 2001 (Hong Kong Baptist University, Hong Kong).

Manrai, L.A., A.K. Manrai, and A. K. Manrai Jr., "Marketing Communication Issues for Coca-Cola Around the World," at the Eighth International Conference on Cross-Cultural Communication, July 2001 (Hong Kong Baptist University, Hong Kong).

Manrai, L.A., A.K. Manrai, and D. Lascu, "Spokesperson Role Portrayal in Television Advertising in Romania: An Analysis of Romanian versus Foreign Commercials," at the Eighth International Conference on Cross-Cultural Communication, July 2001 (Hong Kong Baptist University, Hong Kong).

Manrai, L.A., A.K. Manrai, and P.A. Manrai, "Determinants of Marketing strategy Used by McDonalds Around the World," at the INFORMS International Conference, Puerto Rico, July 2007.

Manrai, A.K., L.A. Manrai, and A.K. Manrai, "Mathematical Models of Proximity Judgments and MDS," INFORMS International Conference, Puerto Rico, July 2007.

Manrai, L.A. and A.K. Manrai, "Business-Society Relationship: A New Framework for Societal Marketing Concept," International Association for Business and Society, Florence, Italy, June 2007.

Manrai, A.K. and L.A. Manrai, "Design of Effective Teaching Strategies: A Comparative Analysis Across Course Types," Oxford Business and Economics Conference, St. Hugh's College, Oxford University, Oxford, UK,

*Curriculum Vitae – Ajay K. Manrai, January 2017*

June 2009.

Manrai, A.K. and L.A. Manrai, "A New perceptual Mapping Technique for Product Positioning and Market Segmentation," Oxford Business and Economics Conference, St. Hugh's College, Oxford, University, Oxford, UK, June 2009.

Manrai, A.K. and L.A. Manrai, "Relative Importance of the Case Method in Teaching in the International Marketing and Marketing Strategy Classes," Presentation at the Special Panel Session in the World Marketing Congress of the International Management Development Association, KTO Karatay University, Konya, Turkey, July 2010.

Manrai, L.A. and A.K. Manrai, "UNESCO World Heritage Tourism Potential of Armenia, Azerbaijan, and Georgia: A Tale of Three Caucasus Countries" in Kaynak and Harcar (eds.), Presentation at the International Management Development Association, KTO Karatay University, Konya, Turkey, July 2010.

Manrai, L.A., A.K. Manrai, S. Bhat, "Tourist segmentation Using Importance of Destination Attributes," Presentation at the International Management Development Association, Haaga Helia University of Applied Sciences, Helsinki, Finland, July 2012

Manrai, A.K. and L.A. Manrai, "Measuring Consumer Perceptions," Presented at the Institute for Operations Research and Management Sciences, INFORMS Analytic Conference, Boston, MA, March 2014.

Manrai, A.K., S.A. Bhat, L.A. Manrai, and M.A. Shah, "Design of Web 2.0 Technology Websites in Tourism Industry: A Conceptual Framework," Presented at the Consortium of International Marketing Research (CIMaR), University of Victoria, Canada, June 2014.

Manrai, A.K. and L.A. Manrai, "Spatial Modeling of Consumer Perceptions Based on Proximity Among Brands," Presented at the CORS/INFORMS International Conference, Montreal, QC, Canada, June 2015.

### **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

Associate Editor, the *Journal of Business Research*, since 2015

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

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

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

Editorial Board of the *International Business Review*, since 1990

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

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

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

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.

*Curriculum Vitae – Ajay K. Manrai, January 2017*

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 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 - present.

Chair, MBA Committee, 1999 - present.

College P&T Committee, 2002- 04; 2006-08.

Member, EMBA Committee, 2001- present.

Graduate Program (MBA) Committee (1991-1995, 1997-1999).

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 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 the Operations Research, Economics, FIRE Center, and Business Administration Seminar Series.

**Dr. K.C. Sahu**, Professor of Industrial Engineering, Indian Institute of Technology, Karaghpur, in the Operations Research Seminar Series.

**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 University of Texas at Austin, 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)

## **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, Eight edition, 1994, p. 683, on "Increasing Donations by Using Effective Communication Strategies."

## **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 an 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), "SCULPTRE: 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.
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.

## **FIELD EXPERIENCE**

Gabriel India Ltd. - Bombay, India (1976-1982): Product Manager. 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 Plant Manager.